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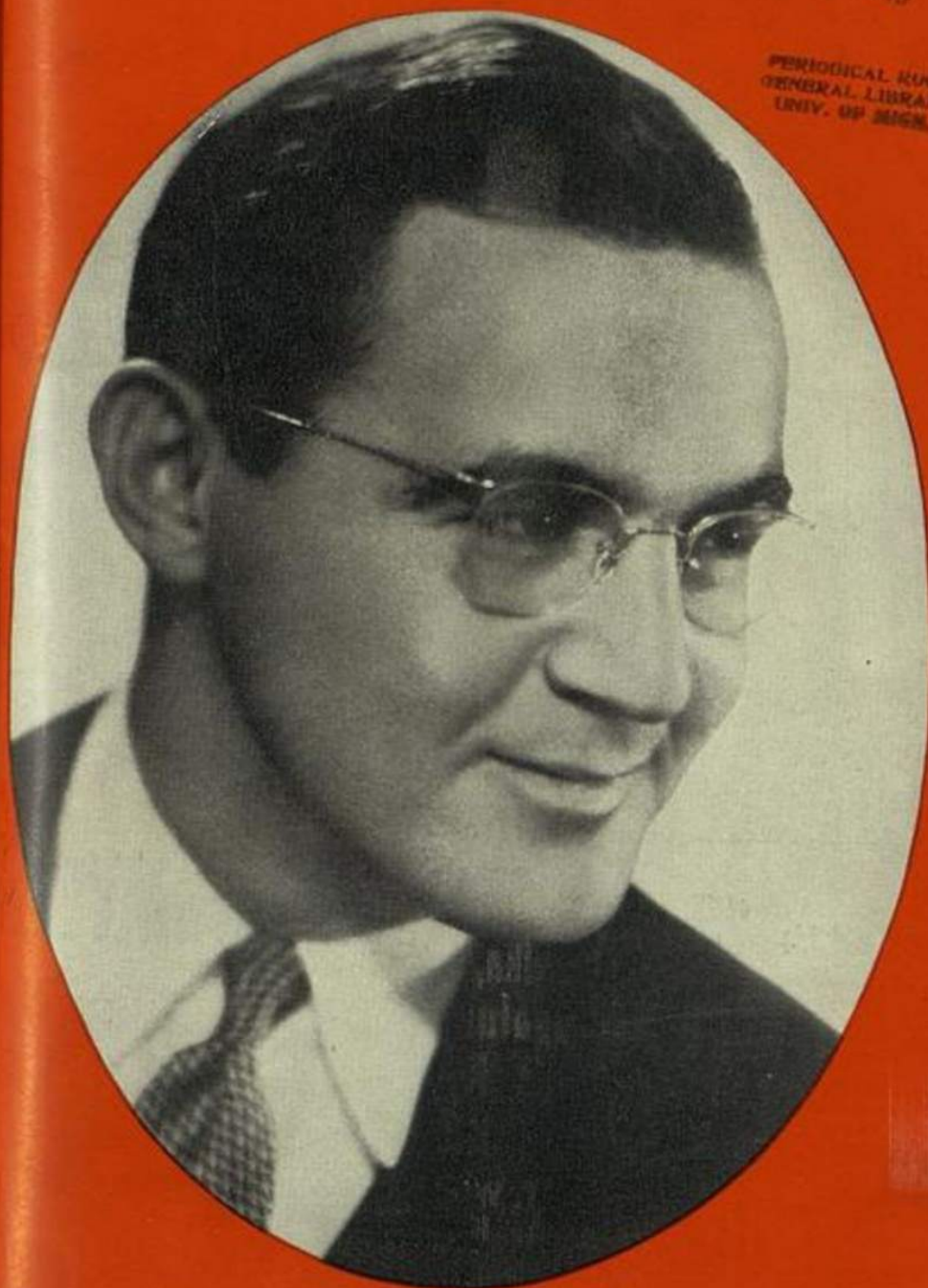
TALENT & TUNES ON MUSIC MACHINES

SEPTEMBER 28, 1940

# The Billboard

SEP 28 1940

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Vol. 52. No. 39

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# The Billboard

Vol. 52  
No. 39

September 28,  
1940

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## 400,000 MUSIC MACHINES

### Why Pay To Go In?

SALISBURY, N. C., Sept. 21.—Crowds blocked the sidewalks in front of the Cabarrus Theater at Concord when Manager D. B. Austin announced that any girl wearing a sarong would be admitted free. The film was *South of Pago Pago*.

### Equity Yields Ice Shows to AGVA With "If"

NEW YORK, Sept. 21.—Disclaiming that there ever existed a jurisdictional dispute with the American Guild of Variety Artists over ice shows, Actors' Equity Association yesterday made known a letter sent to Phil Irving, president of the AGVA New York local, assuring him that the legit union had no designs on the field as it is currently set up, leaving the way open for AGVA to continue negotiating for a contract with Arthur Wirtz, producer of the ice show scheduled for the Radio City Center Theater ballet, *It Happens on Ice*. Equity, however, does reserve the right to change its mind, if, after the show opens production blends more readily with Equity's normal working field than with AGVA's. Understood, too, that should Equity move in on the ice field it would devise an entirely new set of rules, regulations, and minimums to handle the situation, thereby relieving any AGVA anxiety that the legit minimum of \$40 would undermine ice skating salary scales.

Wirtz has been putting off signing with AGVA for almost three months. His most recent contention that his production would come under the wing of Equity has been viewed by officials simply as a means to keep salaries down. Wirtz is currently paying \$25 rehearsals and \$50 minimums for chorus. Union had enforced a \$60 minimum on a similar show produced by Fortune Gallo in Philadelphia.

In order to fit into Equity jurisdiction, show would have to add a book and undergo modifications to bring it closer to a book musical.

*American Jubilee*, at the New York World's Fair, set some form of precedent for Equity, in that most of the performers do not recite, but resort to pantomime. According to the Wirtz specifications, Joe Cook would be the only talker in the ice show. There will be a quartet and a boy and girl vocalist.

Wirtz and AGVA execs met Friday, but no deal was reached. Another meeting is set for Monday. John Harris, president of the Arena Managers' Association, which produced *Ice-Capades*, will confer with AGVA Tuesday, here, on the AMA show which is currently in New Orleans. The Wirtz production is scheduled to open October 9.

### Biz Upping Aids Pitt Niteries

PITTSBURGH, Sept. 21.—Industrial pick-up and consequent business increases in other fields due to defense manufacturing have put new life into night clubs, with two long-dark spots planning to reopen and two more considering dance bands.

Port Pitt Hotel's Norse Room has opened with Ralph Harrison and His Four Aces, and Hotel Henry's Silver Grill has brought back Billy Merle band. Henry has also unshuttered Gay Nineties Lounge, with Dorothy Nesbitt. Hotels Webster Hall and William Penn

### Importance to Bands and Tunes Increasing; 720,000 Disks Wkly.; \$60,000,000 Phono. Investment

NEW YORK, Sept. 21.—The tremendous progress made by the record industry, to a large measure due to the Coast-to-Coast network of 400,000 music machines, necessitates the pressing of 720,000 records every week, according to information found in the second annual edition of the Talent and Tunes Supplement published in the current issue of *The Billboard*. The phonograph industry, representing an investment of \$60,000,000, has been for the last several years a major stimulant in the rebirth of the popular music field, circulating tunes not only on the 400,000 locations but also stimulating record sales for home use.

It is no longer news that a phonograph can build a tune into a hit and a band leader into a drawing attraction. The ever-increasing popularity of the machine in locations ranging from luxurious night clubs to small taverns indicates that it will influence the rise of tunes and artists more than ever before.

For this reason, promotional campaigns of songs and leaders on records have reached a new high. They have united the music machine operator, comparatively new to the music industry, with the band leader, the music

publisher, and allied forces in the field, all working for a common good. The phonograph today, for publicity purposes, finds itself in the lobby of a theater, building the records of an artist scheduled to play there, and in a ballroom publicizing the work of bands penciled in for engagements during the season.

For the sake of convenience and to increase the play the automatic phonograph industry of late has developed a number of improved accessory boxes and selector units installed in walls, booths, bars, and at tables.

New machine models are the latest word in design and light and color combinations. The industry estimates that between 70,000 and 90,000 new machines will be sold to operators by the end of this year, costing more than \$21,000,000.

Never before have band leaders displayed so much concern over the tunes assigned to them for recording. They are well aware of the coverage each record will have and, naturally, want to land the best possible material. Major band booking office execs have given their publicity heads standing instructions to publicize the leaders' record and make as many tie-ups with phonograph operators as possible.

### New Jobs for Skaters Seen In Year-Round Rink-Cabarets

NEW YORK, Sept. 21.—The combination of outdoor, all-year-round ice skating rinks and restaurant-cabaret set-ups, a trend which would open up new and continuous avenues of employment for skating performers, will blossom almost simultaneously in a dozen cities in the East and on the West Coast within the next 60 days as a result of contracts consummated for the installation of the Herman Vetter process of refrigeration. A Vetter rink was recently completed, and has been in successful operation in Philadelphia. Inspiration for the extension of the combination rink and restaurant is said to have had its origin in reports of exceptional business in the sunken gardens of Radio City during the winter months when the ice rink has been in operation.

Rinks already contracted for include five in Texas, two in New Jersey (Newark and Jersey City), and one each in Riverside, Calif.; New Orleans, Washington, Westchester, N. Y.; Brooklyn, Bronx, N. Y., and Queens, Long Island. The last named will be owned and operated by Atwell, Hansom & Welch, Inc., eastern distributors of the Vetter patent owned by the All-Year Outdoor Ice Rinks, Inc., of Los Angeles. Site is within a 5-cent subway ride, of about 11 minutes duration, from Times Square. Project will get under way in October to be ready for January operation. Construction has already been started on several, such as the Miramar, in the Bronx, by A. W. Smith and Associates; M. J. Uline's arena

are also considering restoring dance music after layoff since spring. The Stater-operated William Penn installed small dance floor in Continental Bar several months ago. Roosevelt Hotel also added center hardwood floor to Lounge Cafe and changed entertainment from singers and instrumentalists to small rhythm (See *BIZ AIDS NITERIES* on page 26)

in Northeast Washington, the Orange Belt Ice Gardens at Riverdale (near San Bernardino), Calif., and the New Orleans rink by A. M. Belcher and Associates.

In assuming operation of their own rink, A. H. & W. plan to experiment with the idea that a public skating rink, using one or two professional performers but conducting exhibitions continuously, can turn into a money-making proposition for a restaurant operated on the premises, with the public rink a floorshow for the eating customers. A sustained project such as this would provide year-round employment for professional skaters.

Theory advanced by A. H. & W. is that the current rage of ice extravaganzas will be worked to extinction within a year or two; and even if any survive, arenas can profitably carry only one or two a year, whereas under the public skating rink plan small-scale entertainment on a sustained basis would provide constant box-office.

Most of the blueprints indicate the rinks can accommodate 2,000 skaters a day.

So far, these new rinks are not viewed as offering too great competition to the indoor arenas, most of which are in the Arena Managers' Association, because the indoor rinks are not year-round, and their managements net box office from rodeo, carnival, and other shows. The outdoor rinks, however, may make inroads on the hockey games which help the indoor budgets considerably.

### Noell Quits Zimdars

CAIRO, Ill., Sept. 21.—C. S. Noell has resigned as special agent of Zimdars Greater Shows, where he has been working for the last three months. His resignation became effective Wednesday. Noell has been a general agent and special agent of shows for 21 years.

### The Male Garbo Speaks

Editor *The Billboard*,

Dear Sir:

I am the male Garbo and the most exciting new personality to entertain Broadway during the coming season. My Gotham debut is to be made October 1 in a bizarre series of recitals—the premiere duets of each being \$27.50 each.

I am arriving in New York this week and shall give an interview to the press at 2 p.m. on Friday at the Knabe Piano Company. At that time I shall play several of my newest and most scintillating compositions. If you will send a reporter I shall be happy to meet him and tell him about myself and my plans. He will enjoy this extraordinary occasion.

(Signed) Most cordially,  
DAVID GARNEY.

### Decision Deferred On Shuberts' Suit Vs. Rae and Davis

NEW YORK, Sept. 21.—Decision was deferred on the breach of contract suit brought by the Shubert interests against Nan Rae and Maide Davis.

The Shuberts alleged that the signing of the team with the Eddie Cantor radio show was a breach of their contract calling for their exclusive services. Their contract with the Operatic Festival Corporation, a Shubert subsidiary, called for (See *DECISION DEFERRED* on page 27)

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# TOOTLERS HIT BY DRAFT

## Large Percentage of Music Men Within Age Limits; One in Five Went Last Time; Kids Get Break

NEW YORK, Sept. 21.—Status of actors, performers, and musicians under the Selective Service Act, compelling all males between the ages of 21 thru 35 to register for army training for one year on October 16, is still up in the air; but according to the best information obtainable the ranks of the show business will be heavily decimated because, as yet, no exemptions have been made for types of employment.

Group most actively involved are the musicians, of which there are 135,000 in the American Federation of Musicians. More than any other classification of show business, the musicians are the most worried, since the ranks of the popular dance field are comprised mostly of men in the draft age. Officials of the AFM couldn't determine offhand how many members are of the draft age, but one said, "a great majority."

It is the announced intention of the AFM that it will not seek exemptions for musicians on the grounds that they are vital to home morale and camp enter-

tainment. One official said he felt it possible that the army, once the men were enlisted, would single out musicians for camp entertainment, but he was in no way optimistic that musicians would be exempt because they played an instrument.

Citing the last World War as an ex-

ample, it was said that of the thousands of bands playing the training camps and the recruiting circuits all were enlisted. Those who were drafted, numbering less than 20 per cent of the musicians of the country at the time, went across the ocean to fight. The late John Philip Sousa, in the last war directed more than 2,000 enlisted musicians, broken up into groups of 50 and 75.

No definite provisions have been made for the entertainment phases of peacetime conscription, and it is held that nothing will be done until registration is completed and the classifications are broken down. Since 400,000 will be selected out of 16,000,000 on the first of

(See *Tootlers Hit by Draft* on page 13)

## Philly Club Ops Confident; New Talent Budgets Upped

PHILADELPHIA, Sept. 21.—Local nitery ops are approaching the new season with unprecedented optimism. "This is our year," observes Si Kaliner, who operates Club Ball and Little Rathskeller along with brothers Max and Joe.

"It'll start slow, but by the time the holidays roll around we'll all be putting up the ropes every night," opines Ike Beifel, 1523 Club proprietor.

"I'm looking forward to a big year," says Jack Lynch, Hotel Walton Roof operator.

"This should be the best year in night

club history," adds Frank Palumbo, who will split his operating chores between Palumbo's Cafe and 20th Century Tavern.

That feeling of business comfort is similarly voiced by every other standard op in town. Boys point out that employment in Philadelphia is booming because of the defense program, which will mean padded pay rolls and extra dollars for after-darred entertainment. Reopening of Cramp's shipyard for building of cruisers will bring new life to the Kensington nitery lanes. Philadelphia Navy

(See *OPS CONFIDENT* on page 26)

## Squabble Over Philly Local's AGVA Secession

NEW YORK, Sept. 21.—Hoyt S. Haddock, executive secretary of the American Guild of Variety Artists, says that regardless of how many AGVA members in Philadelphia pull out of the union because of the action taken against Tom Kelly, former local exec secretary, an AGVA local will be continued in that city. AGVA's national board is meeting Monday (23) to pass on a recommendation of a recent Philly membership meeting that Kelly be returned to his former post.

Haddock states that the Philly meeting which he and other national board members attended last Tuesday (17) attracted only five AGVA members in good standing, and that all the disorder was raised by Kelly followers who are delinquent in their dues.

PHILADELPHIA, Sept. 21.—Altho the membership of AGVA here voted to withdraw temporarily from the union "until all Communist elements from the national body are removed" and to operate independently as the United Entertainers' Association, definite action on the passed resolution will not be taken until after the national board meets in New York Monday (23) to act on the recommendation of the local here that

(See *PHILLY SQUABBLE* on page 27)

### BENNY GOODMAN

(This Week's Cover Subject)

IN THAT part of Americana known as Swing, Benny Goodman holds a unique position. Eleven years after his birth in Chicago May 30, 1910, Benny played his clarinet in the pit of a local theater—the beginning of a career that has since carried him to one of the highest pinnacles in American dance music. His apprenticeship was served in a Lake Michigan excursion steamer band, in Jules Herbeaux's orchestra, and in Arnold Johnson's crew, while he was still a Lewis Institute, Chicago, student. Prominence within the music trade came with his work in the old Ben Pollack, Paul Whiteman, and Ted Lewis orchestras. And then came July, 1934, and the formation of his own outfit.

Things didn't go so well at first. Stands at Billy Rose's erstwhile Music Hall, and the Hotel Roosevelt, both in New York, meant little for the new band, altho the NBC National Circuit commercial, "Let's Dance," carried his music nationwide. A run at the old Palomar Ballroom, Los Angeles, was the turning point. The kingdom of Swing was rising, and Goodman became its monarch; Goodman was swing, and swing was Goodman, and the two shot meteorically to the top to carve a powerful new facet of America's entertainment business—the dance band industry.

The Congress Hotel, Chicago; the Pennsylvania, New York; the Cocomo Grove, Hollywood; the Waldorf-Astoria, New York; these are among the hotel and night club engagements he has enjoyed from Coast to Coast. He has been in pictures—Warner's "Hollywood Hotel." He has been in legit—a swing version of Shakespeare's "Midsummer Night's Dream" called "Swingin' the Dream," at the Center Theater, New York, a year ago. He has written a book—"The Kingdom of Swing." He has played concerts, both with his band and as a classical soloist—at Town Hall and at Carnegie Hall, New York; at Boston's sedate Symphony Hall; at the Hollywood Bowl in Los Angeles; at both World's Fairs, in New York and in San Francisco.

A recurring ailment—sciatica—handicapped Goodman during the past year, resulting in several weeks of treatment at the famed Mayo Clinic for Benny this summer. At the present time he is recuperating and planning an entirely new band with his arrangers—a band that will contain new twists and surprises, and a band that will undoubtedly lift the Goodman name to new heights and new musical glory.

## The Broadway Beat

By GEORGE SPELVIN

MILLER MUSIC will be surprised to learn that the announcer on an Edy Duchin remote from the Waldorf one night last week referred to the next number as "an old tune that you should all remember." A nice build-up, but a little inaccurate. The song in question was *Orchids for Remembrance*, Miller Music's current plug tune, and one on which it hasn't really started to drive as yet. . . . Decor of the Ice Terrace of the Hotel New Yorker was added to considerably one night last week when the newly crowned Miss America and her two runners-up were feted at a center ringside table. The gals were called upon to give out with a specialty of some sort, and two of them responded. Miss California, however, decided to let well enough alone, and just took a bow. The winner chirped a pop ditty pleasantly enough, and the other finalist did a take-off on Bonnie Baker and Oh, Johnny. . . . The Dignity-of-the-Rockefellers Dept.: John Roy changed the spelling of Don Julian and Marjorie, now at the Rainbow Grill, to Don Julian and Marjori. The original wasn't unusual enough for the sacred precincts. . . . The Three Pitchmen, who go into the Strand Friday (27), originally pitched their novelty mouth instruments at the World's Fair and appeared on a Major Bowes program only to exploit their merchandise. They were included in *The Billboard's* "Possibilities" column, tho, on the basis of their Flushing vend- ing, before they went on the air. . . . A familiar face in Manhattan's nitery last week was that of Richard Barthelme, who came in from the West Coast to see his daughter safely ensconced in an Eastern college and who spent his evenings visiting almost every leading spot in town.

GABRIEL HEATTER, guesting on a quiz program Sunday night, was asked to identify a song. Said Heatter: "You're the Cream in My Sanka." . . . Tucked away in Capt. Eugene La Barre's World's Fair Symphony Orchestra is a jam unit which calls itself, of all things, The Hungry Six. . . . True Story: Fred Williamson, of Gordon & Williamson, Inc., while working in the Midwest for Frederick Brothers, tried to sell a hand to an Ohio operator, and argued for three hours to get the band \$300 for the date. The other finally agreed on \$297; but on principle Williamson was determined to get the extra three bucks or not play the date. After a little more haranguing the promoter finally gave in; but as he gave in, he said, "Okeh—but don't think I'm easy!" . . . Hy Gardner had a new angle on invitations to the press last week, when he sent each editor a copy of his own particular paper, with a pasted-in, phony headline. Incidentally, inviting the night club press has become a tricky business, with p. a.'s staying awake these nights trying to figure out how to make each bid more distinctive than the next guy's.

BENITO COLLADA, owner of El Chico, says one steady customer told him last week that he continued to frequent the spot chiefly because it has no cigarette girl or washroom attendant. "I don't like to be annoyed or pressured when I'm in a club," said the patron. "Other club owners, please note. . . . Signs of the Changing Times: The Broadcasters' Bull Session, a weekly luncheon group, has changed its name to the Radio Executives' Club. . . . Peggy Hopkins Joyce, whose marriages are legend and ex-husbands legion, has written a song called *I Love You So Much, I Do*. The announcement says, "It is a ballad about love." Mightn't a book be more appropriate? . . . Press release from the Hotel Lexington: "Since the opening of the Hawaiian Room three years and three months ago, paperlets—each containing 74 feet of colored tissue paper—have been twined around the necks of visitors by the Aloha Maids to the number of 603,012—8,450 miles of lei."

## 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

REGINALD MASON—distinguished legit character actor now appearing in *Jupiter Laughs* at the Biltmore Theater, New York. His long line of stage characterizations has always been distinguished by understanding, beautiful restraint, and great artistry. The list of plays in which he has appeared would fill a column. Films could use him in character roles to tremendous advantage.

### For LEGIT MUSICAL

DON JULIAN AND MARJORI—versatile dance team caught at the Rainbow Room, in their first New York appearance. Both have youth and personality, and their routines are charming and appealing. Man is amusing with his Latin-accented introductions, indicating that he could be given Latin character lines in legit; and the team could be used for any south-of-the-border numbers. They'd be an embellishment for any revue.

CONNIE RUSSELL—dynamic song stylist who is scoring heavily in her current engagement at the Starlight Roof of the Waldorf-Astoria Hotel, New York. Puts over a number with telling effect, handling both rhythm tunes and ballads, and should be an asset during the song sessions of any musical. Has a good voice, in addition to her salesmanship.

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### Spears Buy "Jury"

PITTSBURGH, Sept. 21.—Spears & Company has undertaken sponsorship of *You Are the Jury* series, authored by Austin Ripley and Ray Post, over WCAE, with District Attorney Andrew T. Park as one of the contest judges.

Lillian Malone's School of Charm has also returned to WCAE for Frank & Seder.

# Buffalo Houses Vie for Names; Want Strong Units and Bands

BUFFALO, Sept. 21.—Both the Buffalo and Century, competing vaudeville houses, will present more names than ever before this season. The Buffalo Theater's six-year policy of using a local band plus vocalists steadily and out-of-town talent occasionally will change to greater use of name bands and name acts.

Vincent McPaul, president of the Shea Theater chain, says the new policy started yesterday, and that the local 22-piece house band will in the future be used as a stand-by for name bands and to play for variety shows. McPaul says he found last year's increased name stagings more profitable than he is discontinuing the present set-up in order to bring still more name talent to run about every other week.

McPaul says he doesn't believe that vaudeville, in the old-time style, will ever again take over in theaters; but he does put a great deal of stock in the newer arrangement of name bands coupled with several topnotch acts. McPaul said he plans to spend as high as \$10,000, depending on what's available. The Buffalo books thru the Artists' Booking Office (Harry Kalchauer), which also handles the New York Paramount. Bookings here include Sammy Kaye's

band, the Nonchalants, Criss Cross, and Three Debs, current week; Charlie Barnett's band, November 1; Major Bowes' Unit, October 4; Xavier Cugat's band, November 15.

The Century, which has operated without any local talent except for stand-in bands and occasional pit band accompaniment, is continuing this arrangement but will book more shows for the fall and winter than last year. "Vaudeville is definitely here to stay in its present form," Richard Kemper, house manager, said, "and it has proved to be profitable for us." Kemper expects to use name bands and acts and also many units. He complains about a dearth of good units. The Century line-up includes Will Osborne's band, current week; Blackstone unit, September 27; Benny Meroff's Funcofire unit, October 4 week. After that, Woody Herman's band, Larry Clinton, Phil Spitalny, and Hollywood Hotel unit, starring Michael Whalen and Ann Dvorak.

Randall P. Caldwell, proxy of the local musicians' union, stated that the Buffalo's two-year contract includes a clause which stipulated that a change in policy could be made any time with two weeks' notice. The Buffalo's contract calls for a scale of \$80 per musician and \$110 for the leader when name bands are used. The Century is paying a similar scale despite lower admission prices.

than one rehearsal is permitted in any one town at the stipulated salary. Each additional rehearsal in any one town, not to exceed two hours, \$3.  
g. If any engagement ends with a fraction of a week, and one performance is played, per day, \$13; two performances per day, \$26.

## AGVA-er Talks With KDKA Artist Bureau

PITTSBURGH, Sept. 21.—District Manager Nat Nazarro Jr., of AGVA, and Ed Calahan, manager of the KDKA branch of Westinghouse Radio Artists' Service, will meet to discuss AGVA's franchise of the station's booking department, in an attempt of the union to bring the city's biggest talent agency into the AFL fold and so end complaints of some of the 16 other bookers pacted by AGVA, that the KDKA set-up is unfair to the organized agencies.

The union move has been prompted by transfer of the station talent office from the aegis of NBC, to control by Westinghouse, since the July 1 return of KDKA from NBC to Westinghouse management. Les Litomy, who was stationed in Pittsburgh for several months after AGVA organization, started steps in KDKA direction, but was stalled when informed NBC operation made New York the place for negotiations.

Calahan's office has booked more than 100 different acts during the past eight months into theaters, fairs, club parties, lodges, and department stores. Nucleus of the bureau's sales are KDKA entertainers, but dozens of other acts are also sold by Calahan each month.

NEW YORK, Sept. 21.—There Shall Be No Night will give a special matinee, October 2, for the benefit of Actors' Fund of America.

## AFRA-Agencies' Dispute Brews; Union Threatens

CHICAGO, Sept. 21.—Pressure of the AFRA-network sustaining contract mediation in New York is delaying show-down between the agencies and the union on the issue of putting into effect terms of an arbitration award granted the union July 12. The arbitration upheld AFRA's commercial code for local commercial programs, agencies have refused to abide by the scales up to now, contending that the code does not cover all phases of performer radio employment. Agencies submitted a proposal to the American Federation of Radio Artists, asking for a rate amplification.

In New York, Mrs. Emily Holt, union exec, declared that the agencies were not acting in good faith by this present refusal to abide by the arbitration. She contended they were trumping up situations, claiming the code didn't apply, and cited as typical of the agency strategy a demand to modify actor rates so that the minimums for a five-minute program would be applied to a five-minute performance which would be part of a half-hour variety show. AFRA execs indicated that the union would have to bide time and would devise a means of keeping agencies in line with the arbitration without having to ask the courts to enforce the award.

## Rulings Set on Ice Show Music

NEW YORK, Sept. 21.—As a result of a constitutional revision adopted at the American Federation of Musicians' convention this summer, ice shows using musical accompaniment will hereafter have to pay the same traveling band scale set for comic operas, musical comedies, and extravaganzas. New regulation went into effect Sunday (15), and consists of the following minimums:

- Week stands of eight performances excluding Sunday, and one two-hour rehearsal, salary per man per week (other than leader) \$80.
- Additional performances in any such week, pro rata.
- Extra rehearsal of two hours or less, \$3.
- If less than eight performances are played during any such week, additional rehearsal may be substituted for a performance without charge.
- Broken week engagements when company shows in more than one town in a given week, salary per man for eight performances, excluding Sunday, \$85. Additional performances in any such week, pro rata.
- Same rehearsal regulations as for full week stands, except that no more

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This is an Agency  
where you can  
find all the  
latest news on  
the radio and  
television  
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OF EVERY DESCRIPTION  
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Double Price.  
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Roll or Machine  
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Double Coupons,  
Double Price.

# 5-YEAR CBS DRAMA SURVEY

## Drama Hours Total Over 50% of Net's Commercial Time in 1938, 1939; 46% During 5-Year Period

NEW YORK, Sept. 21.—Survey of dramatic programs on Columbia Broadcasting System, covering a period of five years, from 1935 thru 1939, shows that dramatic programs during this period accounted for more than 46 per cent of the network's commercial hours. In 1935 and 1936, percentage rose to 55 and 52, respectively. During the five years CBS broadcast a total of 12,527 commercial hours, including all forms of commercial broadcasting. Of this figure, 5,807 hours were devoted to commercial audio emoting.

From the standpoint of quantity as well as proportion, commercial radio drama on CBS has shown a great increase during the five years. In 1935, figure was 916 hours; in 1936, 801 hours; in 1937, 1,038 hours; in 1938, 1,200 hours, and in 1939, 1,762 hours. Concurrently, however, network's total commercial hours (including all program types) has risen, with result that percentage ratio of commercial drama to total commercial hours rises in the following manner: 42 per cent in 1935; 36 per cent in 1936; 41 per cent in 1937; 55 per cent in 1938, and 52 per cent in 1939.

The rise in commercial drama is most marked during the last two years, giving credence to trade belief that perhaps

drama has reached — or has nearly reached—a saturation point.

### Sustaining

During the five years covered by the survey CBS broadcast a total of 20,322 sustaining hours, including all program types. Of this figure, only 243 hours were devoted to sustaining drama. Talent implications are significant when figure is compared to commercial drama hours over corresponding period. Generally, network's total sustaining hours have decreased from 4,226 in 1935 to 3,539 in 1939, whereas the dramatic sustaining hours have risen from 15 hours in 1935 to 70 in 1939; 1938 had 95 dramatic sustaining hours.

CBS figures compare well with statistics in a story carried in *The Billboard* June 15, 1940, showing that during 1939 the National Broadcasting Company carried some 2,714 sponsored dramatic hours as compared with 961 sustaining hours. NBC figures, however, are not to be compared too closely with those of CBS, because NBC in its analysis included dramatic sketches from variety programs and prose and poetry programs in addition to straight dramatic programs. CBS analysis is based on straight dramatic programs, and difference in the methods of the two networks accounts for sizeable increase in NBC figures over those of CBS relative to 1939 drama.

Recent study made by Co-Operative Analysis of Broadcasting also indicated that radio drama has jumped both in number of productions and in popular appeal.

## Nets Grab Aspirin; Local 802, Writers' Guild Confabs Soon

NEW YORK, Sept. 21.—Radio's union nightmare is likely to take a turn for the worse shortly, for within 30 days Local 802 of the American Federation of Musicians begins negotiating a new contract covering staff musicians on National Broadcasting Company, Columbia Broadcasting System, and Mutual Broadcasting System.

The local's radio committee is now working out terms, and execs indicate increased demands are likely.

Fact that so many union contracts are expiring within a short time has set some trade execs to thinking that it is high time the networks decided to negotiate contracts which would expire at reasonable intervals, thus giving the networks a breathing spell. AFRA sustaining contract is currently being mediated; AFRA commercial contract comes up for palaver in February; ASCAP-radio contract expires December 31, and now musicians' union confab with nets comes to the fore.

NEW YORK, Sept. 21.—Radio Writers' Guild has completed a draft of contractual demands, and has submitted it to the networks. It has not been acted upon, pending the outcome of the network-AFRA and network-ASCAP pawns.

Contract is divided into two parts to cover station staff writers and freelance scribes separately. Subjects covered for the staff writers are minimum salaries based on length of show and employment, payments for repeat programs, recordings and transcriptions, subsidiary rights, and air credits for authors.

Contract for the free lance covers minimum fees, air credits, changes in script, first broadcast rights, second broadcast rights, and subsidiary rights.

## GAC Syndicates Quiz

CHICAGO, Sept. 21.—Who Said It, quiz show owned by the Louis G. Cowan publicity office, is being syndicated by James Parks of General Amusement Corporation. Show was recently sold to Pure Oil and aired on WFED, Flint, Mich. Another station in Roanoke, W. Va., has just been added by Pure Oil.

Radio Music Developments will be found in Music Department.

## CBS Dramatic Broadcasts From 1935-'39

Year	COMMERCIAL		SUSTAINING	
	Number of Hours	Number of Broadcasts	Number of Hours	Number of Broadcasts
1935	916:45	3,265	15:00	31
1936	801:15	2,772	26:00	53
1937	1,038:00	3,870	36:45	65
1938	1,200:00	4,631	95:45	180
1939	1,762:15	6,411	70:15	173
TOTALS	5,808:15	20,649	243:45	502

Year	Total CBS Commercial Hours from 1935-1939		Total CBS Sustaining Hours from 1935-1939	
	Percentage Devoted to Commercial Drama	Total Commercial Broadcasts	Total CBS Sustaining Hours from 1935-1939	Total Sustaining Broadcasts
1935	42%	6,624	4,226:45	11,888
1936	39%	5,616	4,355:15	12,419
1937	41%	7,748	3,901:15	10,637
1938	55%	7,469	4,300:00	11,805
1939	52%	10,499	3,539:30	10,592
TOTALS		37,956	20,322:45	57,141

## Expect Simpler FM Application Form; Beef on High Costs

NEW YORK, Sept. 21.—Federal Communications Commission is expected to meet shortly to consider simplification of application form for FM station construction permits. Squawks are that development of FM is being held up by an application form, which is not only excessively detailed, but which entails excessive costs in order to fill out properly. Applicants who are trying to enter FM cold—that is, without existing station affiliations—find it necessary to spend as high as \$3,000 on engineering and legal fees. Existing station management applying for FM permits are in the clear on this expense, owing to avail-

ability of both engineering and legal staffs.

Another item holding up applications is reported to be FCC's demands for personal information relative to applicant's background and character. Claimed that cases already on record list one station exec who had to file details of his divorce proceedings; another had to file details of a run-in with police because the household dog was taken for a walk without a muzzle; another was required to list details of a lawsuit involving a professor who was not given time to deliver a talk after he had been promised \$15 for same.

According to FM headquarters here, 38 applications are currently pending, with 100 in the process of being prepared.

PHILADELPHIA, Sept. 21.—With public interest thoroughly aroused by Frequency Modulation, Benedict Gimbel Jr., WIP prexy, announced that for three days, starting Monday (23), practical demonstrations of FM will be held in the studio for visitors. Two miniature networks, operating on the same principle as great broadcast stations, are to be used in the demonstration to be given by D. Lee Chestnut, General Electric engineer, to dramatize and simplify FM. Even more striking than the demonstrations of FM's noise-free performance will be "freedom-from-station-interference" claims for FM, the two miniature networks being adjusted to broadcast different programs on the same frequency.

## Advertisers, Agencies, Stations

### NEW YORK:

SHERWIN WILLIAMS' Metropolitan Auditions of the Air comes back for 23 weeks beginning October 20. Milton Cross, set by NBC Artists' Service, will again do the announcing. Tom Powers, off radio since his *Life Studies* for Johnson's Wax in 1936, signed by Albert Grank-Guenter Law Agency to do a 10-minute twice-a-weeker over WJZ for Chase Bank. . . . Marty Glickman, WJZ sports announcer, engaged to Marjorie Dorman, dancer. . . . Beginning September 30, Lanny Ross's CBS program for Franco-American Spaghetti goes on five times a week instead of three. . . . Larry Taylor leaves vocal assignment with Charlie Barnet ork for singing job on Carnation program starting October 7 in Chicago. . . . Dave Munson and Hal Saunders orks will cut 16 and 8 tunes respectively for World Broadcasting System. Dates, their first wax jobs, were set by Dullio Sherbro. . . . William E. Sonnemann has joined staff of WOR's accounting division as assistant to Charles Van Loan. . . . Maryland Pharmaceutical Company will sponsor *Hit of a Day*, Thesaurus wax program, over WEAF and WJZ, starting October 1, for Rem & Ret. Joseph Katz agency set deal for 26 weeks.

### HOLLYWOOD:

BOB JENNINGS, vice-president of Kantor & Sons agency, is in town for the opening of *Those We Love*. Gordon Hughes, of Chicago, takes over the production end of the show. . . . Ken Barton, who handled *The Richfield Reporter* for several years, has taken an announcing job at KHJ. . . . Joel Malone, KNX continuity writer, will marry Maxine Guiley on September 28. . . . Dick Webster, promotion manager of KHJ and the Don Lee web, is ill at his home. . . . Lud Gluskin, head of KNX music department, will compose and direct background music for *Liv' Abner* at RKO. . . . David Broekman heads for New York following wash-up of Texaco summer show.

### PHILADELPHIA:

Henry Patrick returns to the airwaves as the Romantic Troubadour, this time on WFIL. . . . W DAS adding national

defense programs to its schedule. . . . Tobias B. Flint joins the sales staff at WPEN, station getting all set to move into new offices within the next fortnight. . . . Barbara Reed starts a tri-weekly *Lovely To Look At* series of beauty talks on WIP. . . . Mil Spooner handling the *Melody Men* music contest on WFIL, filling in for Wayne Cody, nursing a broken arm. . . . Henry Gurney returns his vocal lessons series on WHAT. . . . Eddie Hoyle, former Hollywood press agent, on WIP with a tri-weekly chatter series, *Headlines From Hollywood*. . . . Tom Moore, WIBG announcer, recovering from an auto accident. . . . Bond Stores, clothing house, renews a portion of Leroy Miller's *Musical Clock* on KYW for a second year. . . . Jim McCann, at WIBG, preparing briefs of *A Newscaster's View of the War*, with which he hopes to break into print shortly. . . . Philadelphia Record returns its 9 o'clock *Scholars*, fashioned after *Info, Please*, to WIP with Robert S. Allen, co-author of the Washington *Merry-Go-Round* column, set to guest-star the first quizling.

### HERE AND THERE:

DIXIE DABBLES: Staff of WWL gave big dinner party last week at the Roosevelt. New Orleans, to honor George Crandall, assistant pub director, CBS. . . . John K. Churchill, research department CBS, also visited New Orleans on a vacation trip last week. . . . KOKO Broadcasting Company was reincorporated at Fort Worth, Tex., last week with increase in capital from \$33,000 to \$70,000 and change in its board. . . . Dow Mooney is addition to news staff of WFAA, Dallas. . . . Gaines Allen, formerly of sales staff of WSGN, Birmingham, Ala., accepts position of commercial manager of WCBI, Columbus, Miss. . . . Dr. Alfred Bonomo named dramatic director for Loyola University, operator of WWL, New Orleans. . . . Fred Dalger, formerly WAPI, newest addition to announcer staff of WSUN, St. Petersburg, Fla. . . . Rice Brothers and Their Gang open new daily morning variety show over KWKH, Shreveport, La. The Riccos continue to be aired over South-Central Quality net daily, with links at New Orleans; LIT's Rock, Ark.; Shreveport, La., and Memphis, Tenn.

## AFRA Extends Miami Activity

MIAMI, Sept. 21.—Announcement was made this week to A. Frank Katsentzine, WKAT owner, of the first extension of AFRA activity since last fall. WIOD, Miami Daily News station, was organized last fall and after a lengthy and bitter NLRB hearing, AFRA was recognized as bargaining agent for the staff men of the Cox station. After conclusion of the WIOD-AFRA agreement attempts were made to extend activity to include all Miami mike men but these attempts were abortive.

First bargaining session for WKAT men will take place on Tuesday (24). WQAM, Columbia outlet, is to talk with AFRA representatives, but the date has not been decided.

All three stations in the Miami will soon operate on the same power, since WKAT is at present installing equipment to raise power from 350 watts to one kilowatt strength. Thus AFRA demands are for wage rates and hours parallel with WIOD standard. Currently staff men at the Cox station receive \$47.50 for a 40-hour five-day week plus extra compensation for commercial programs.

AFRA will be represented by President Earle Barr Hanson, one of the controversial factors in the WIOD hearing, and by Bill Pennell, secretary of the Miami chapter.

CHICAGO, Sept. 21.—Bob Merard, of the publicity staff of WBBM, has been promoted to the special events department. Starting Monday he will be assistant to Buck Weaver. No one has as yet been hired to fill Merard's former position in publicity.

# Radio Talent

New York By JERRY LESSER

CHARLES MARTIN did a fine job on the dramatization of JOHN STEINBECK'S *Johnny Bear* for the *Johnny Presents* show last week. . . . STELLA ADLER, ELIA KAZAN, and MORRIS CARNOVSKY, of the Group Theater, handled the leading roles. . . . Probably one of the highlights of the current year in dramatic radio was done on NBC last week, with TOM RILEY directing the Radio Guild in the *Life of Thomas Wolfe*. . . . The RECORD PLAYERS, a company of actors headed by thespian WENDELL HOLMES, are being formed to record the great plays of the ages and distribute them to schools and cultural groups throughout the nation. . . . LUCILLE MANNERS has been appointed official soloist of the American Legion Convention in Boston.

SILVIA LOWE, of ED BYRON'S office, states that they are still in the dickering stage for the rights to *You Can't Take It With You*. . . . HENRY GLADSTONE, recently returned from the Cape, has a new show over WHN with LYLE TALBOT. . . . SID SLON, who wrote a script which was enacted on Lincoln Highway, is bemoaning the fact that he sold the script outright. It is being sought by two major movie outfits. . . . NORA STERLING can be seen flying around town collecting bundles for refugees. NORA recently wrote a script for *Manhattan at Midnight*. . . . LARRY HARDING has taken the opening mood music of the *Flow Gently Sweet Rhythm* show, which he directs, and has made a pop song called *Lonely Tune*. . . . BILLY KYLE did the music, and BMI has bought it. . . . ALICE ARMAND is East doing radio work. . . . JEAN PAUL KING starts a new six-a-week news show for *Musterlo* and *Barbasol* September 30 over NBC.

EDWARD POLA, who wrote *The Gentleman Obscurely*, and who was formerly connected with the BBC, has joined NBC's production department. . . . Still being in a musical frame of mind, JIMMY McNAUGHTON, scenic designer of NBC's television, has written a smash song called *Day Dreaming of the Night*, which DINAH SHORE will introduce over the airwaves shortly. . . .

## Hollywood By DEAN OWEN

MAXINE GRAY takes the singing spot in *California Melodies* again this year. Music by DAVE ROSE'S orchestra. . . . BUD ABBOTT and LOU COSTELLO have bought the contract of a fighter, Johnny Julian. . . . ALLA NAZIMOVA gets the lead in the first ARCH OBOLER series, *Everyman's Theater*. . . . For the fourth year CONRAD NAGEL will take the helm of *Singer Theater*. . . . BOB HOPE still busy auditioning girl warblers to fill the spot vacated by JUDY GARLAND. . . . SAM HAYES out for Mount Whitney, where he'll join the *High Sierra*

PANNY MAY BALDRIDGE, who visited her home in Tennessee recently, returned with a gallon can of honest-to-gosh sorghum. She tried to check it at the station in Washington and found herself delayed in what turned out to be a "bomb scare." Bomb experts opened the package. After the laughter subsided, most of those involved insisted upon tasting the Southern delicacy. . . . DOROTHY GOODMAN, who was formerly on the publicity staff of WINS, is looking for a new berth. . . . CHARLIE CHAPLIN is giving MEREDITH WILSON credit for 50 per cent of the original music in the new Chaplin picture, with MEREDITH doing all arranging, transcribing, scoring, and recording. . . . SHIRLEY SADLER, who'll be the vocalist on the new TONY WONS program, is one fourth of a quartet, but not the singing kind. She shares an apartment with three other gals, one an actress, another a writer, and the third a secretary. They're all brunettes and all in the radio business.

CHICK VINCENT, who has resigned from Transamerica to go on his own, was responsible for *The Parker Family* and *Life Can Be Beautiful*, both high-ranking shows. . . . The sponsor will pull out of *Grand Central Station*, with the broadcast of October 18. . . . HARVEY HARDING, of the concert stage, is now heard five times weekly on NBC. . . . BETTY LOU GERSON will star in *The Story of Mary Martin*. . . . RAY BOLOER'S *Dancing School* has been waxed for sponsor attention. . . . VICKI is shopping for a thrice weekly quarter-hour show.

They say that VIRGINIA BRUCE and CHARLES BOYER are being paged by an Eastern agency for a dramatic series. . . . That MARIE GREENE, formerly with AL PEARCE, is being called for a New York musical show. . . . that RIKEL KENT, director of *Valiant Lady*, will add a CBS soap opera to his daily schedule. . . . that BILL ADAMS is seriously ill. . . . that the draft call will cut deeply into radio's ranks. . . . CHARLES (TEK) STONE, big game hunter with bow and arrow, is available for a good series. He has engaged in 16 expeditions in the jungles of Java, Indo-China, Africa, and South America.

Company for a role as a radio announcer. . . . PENNY SINGLETON had a surprise birthday party thrown for her by Bob Sparks, producer of the *Blondie* show. . . . VIRGINIA ERWIN, of the Music Mails, has enrolled at UCLA for the fall term. . . . FLORENCE RYDER in town to sub for NANCY DIXON while the latter takes a vacation. . . . Josef Porte, Thesp on the Al Pearce show, has been assigned a role in Republic's *Hit Parade of 1941*. . . . KENNY BAKER has left for a fishing expedition into the High Sierras before heading for New York and FRED ALLEN.

## Doldrum Hits Wax Library Business

NEW YORK, Sept. 21.—Transcription library company execs report business at a standstill pending settlement or clarification of trouble between American Society of Composers, Authors, and Publishers and the broadcasters. Stations are hesitant to ink contracts, feeling they may not be able to use the ASCAP tunes in event radio-music war continues and stations wish to remain on side of the National Association of Broadcasters.

Libraries are in a ticklish position, with different companies adopting different strategies. Associated Music Publishers, currently releasing about 50 per cent non-ASCAP material, has decided to record pop tunes written by band leaders but never published. Angle is that most orks have a few pops lying around, which, though never published, have been rehearsed to a nicety and are likely to be valuable to stations in event ASCAP fight is not settled. AMP thus

far has included plenty of non-ASCAP material in releases, but this has been mostly concert music from AMP's own copyrights.

Some of band leaders are ASCAP members, and wax companies are now investigating copyright angles to determine whether legal obstacles might prevent securing of recording rights on non-published tunes of ASCAP band leaders.

## Thompson Show to MBS?

NEW YORK, Sept. 21.—Dorothy Thompson is now reported as likely to do a co-operative program on the Mutual Broadcasting System.

In June, National Broadcasting System announced that Miss Thompson would return to the air in a weekly series September 29, airing a 15-minute shot over the Blue Network, sponsored by the Regional Broadcasters' Association in the interests of various products. When queried this week, NBC stated the deal had not become cold, but that co-operative nature of the program was making it difficult to find sponsors.

## Radio's Beef on Agency's Use of Army Budget; Rags Grab Dough

WASHINGTON, Sept. 21.—Broadcasters are burned up over the army budget of \$250,000 handed over to N. W. Ayer & Son, Philadelphia ad agency, for recruiting ads in newspapers and agricultural papers. Not one cent has been given to radio, broadcasters mutter, after the radio industry voluntarily gave spot announcements to boost recruiting.

Insult on injury is that newspaper ad solicitors are now said to be approaching radio users and pointing out how radio

couldn't get men, forcing the army to buy "the only kind of advertising which delivered results." Display space on sports pages are being held as evidence of army's change of heart, and recruiting figures, which are being spurred by certain conscription, are used to clinch the argument.

Broadcasters were caught between the devil and the deep blue when army offered to shovel out dough for radio, because stations didn't want record to show that they failed to deliver public service in capital letters when it was needed. Instead, the broadcasters asked and got a letter from the War Department praising the usefulness of radio and its demonstrated public devotion.

In the meantime, broadcasters and newspapers are feuding over patriotism for pay, with radio smugly proclaiming its contribution to national defense. Editor & Publisher, newspaper trade journal, took note of controversy by editorial comment that radio's attitude was "sophomoric."

## Police Org Hits Crime Programs

MILWAUKEE, Sept. 21.—International Association of Chiefs of Police at its annual convention here last week went on record resolving that none of its members will hereafter supply factual information on crimes for radio programs. The chiefs also urged that all members of police departments and other law enforcement bodies be discouraged from supplying any such information for broadcasting.

The convention held that such programs should be discontinued, and it was indicated that the association would carry its plea to the Federal Communications Commission, the national radio chains, every member of the IACP, and all State law enforcement organizations.

Don P. Stiver, Indianapolis, superintendent of the Indiana State Police, who led a committee studying crime dramas, declared that the association found that information furnished for radio programs is distorted by script writers so that police cannot recognize the story. "Probation officers feel very strongly that much of the increase in juvenile crime can be attributed to these programs," Stiver said.

## WNEW New Biz Heavy

NEW YORK, Sept. 21.—New business for WNEW the past week includes a 52-week contract with General Foods Corporation and 26-week contracts with New York State Milk Publicity Bureau and D'Arrigo Bros., all three going on *Make Believe Ballroom*. General Foods goes on three times weekly for a quarter hour, plugging Walter Baker Chocolate, set by Benton & Bowles, Milk Bureau, for three quarter-hours weekly, set by J. M. Mathes, and D'Arrigo Bros., plugging product Andy Boy, set for three quarter-hours thru Chambers.

Other business includes Geppert Studios, 10 minutes on *Music Hall* for 13 weeks; Tappins, Inc., 30 minutes weekly on *Dance Parade* and news periods for 13 weeks; Gordon Baking, 52 weeks with a five-minute recording of *Passing Parade* Monday thru Saturday; Westinghouse Electric Manufacturing Company, 10 minutes twice weekly on *Ballroom*; S. A. Schonbrunn & Company, 15 minutes three times weekly for 52 weeks on *Ballroom*; Royal Diamond & Watch Company, 14 weeks, Monday thru Saturday, on Zeke Manners program; Barney's Clothes, one hour weekly from Fietsa Danceteria on Times Square for 13 weeks.

## O'Neil to WGN Bureau

CHICAGO, Sept. 21.—WGN Talent Division has added a publicity and sales promotion department, separate and distinct from that of the station itself. Appointed as director of the new department is Will O'Neil, who was previously on the editorial staff of *The Chicago Tribune*.

## Muzak Now in 4,000 Homes in Met Area

NEW YORK, Sept. 21.—Muzak, wired music service, now has installations in 40 apartment houses in the metropolitan area and is again concentrating on home installations. Figuring an average of 100 families to an apartment house, org claims an audience of 4,000 families.

Muzak for the home was the org's original idea, but high wire costs temporarily stymied the plan—with the result that Muzak branched into the cafe field. Cafe installations now figured as having almost hit a saturation point.

Thus far homes have been getting essentially the same service as cafes, but Muzak will now build programs specifically for home receivers. Tunes go over wire from studio to master antenna on apartment house and are then transmitted to rooms, where they are picked up by radio receiver.

Real estate ads in the daily press now list homes using Muzak.

## "Quiz Kids" Now Wards of State

CHICAGO, Sept. 21.—Three of the young wits who participated on Alka-Seltzer's *Quiz Kids* show became wards of the State this week when Judge John F. O'Donnell appointed their parents to serve as their guardians. Kids were Cynthia Cline, 14; Gerard Darrow, 8; and Van Dyke Tiers, 13. According to the Louis G. Cowan office, owners of the show, the parents had to be made legal guardians in order to validate possible contracts between the kids and slicker producers, who are likely to film movie shorts of *Quiz Kids*.

Under their contracts with the Cowan office, the children earn a \$100 government bond for each radio appearance, \$150 for each movie short, and minimum of \$25 for each stage appearance.

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# Program Reviews

EDST Unless Otherwise Indicated

## "Meet Mister Morgan"

Reviewed Tuesday, 6:45-7 p.m. Style—Chatter and music. Sponsors—Participating, including Select Theaters Corporation, Williamson Candy Company, Marlin Firearms Company, and General Motors Sales Corporation, Chevrolet Motor Division. Station—WOR (Mutual), New York.

Time was when Henry Morgan was just another announcer. Now he boasts four sponsors on a participating program. His success is attributed to the rallying support of his colleagues who, along with listeners and sponsors, seemed to get a good laugh out of the unbalanced manner in which Morgan announced late hour dance remotes. Program moguls tried him out on the housewives, and found that even at 10:30 a.m. the Morgan attack penetrated. He was at his best with his own ad libbing and gags. Experiments with scripts prepared by other writers didn't turn out so well, so the station reverted to his original pattern, and Morgan ran his own show in the mornings.

Recently the Shuberts, of legit, recognizing in Morgan a certain zaniness which seemed to typify their Hellzapoppin', contracted to sponsor in the Morgan manner one-minute announcements for six weeks. Three other sponsors followed, and now Morgan goes whimsically about offering his brand of homemade poetry, puns, and gags to sell candy, razors, autos, and a Broadway show.

At the moment, Morgan is offering a third person gimmick, a biography of Henry Morgan, the restaurateur. It's screwball potpourri used to separate musical selections and commercials. The ads are trim and flippant, in keeping with the character of the program, but seem to have the necessary selling drive. *Wetss.*

## "Dollars for Names"

Reviewed Monday, 12:45-1 p.m. Style—Giveaways. Sponsor—Hurley's Department Store, Camden, N. J. Agency—Direct, Station—WIP (Philadelphia).

Taking to radio for the first time in this town, Harry A. Moran, general manager of the department store on the New Jersey side of the city's border, has taken to the playing of a new radio game combined with the transcribed playing of old-time ballads. It's a new slant on the cash awards, but this one involves no element of lottery. Instead, it packs a potent merchandising punch for the store.

Listeners are invited to send in lists of the names of trade-marked merchandise mentioned during the program. List can be supplemented by the trade-marked products advertised in the newspapers by the store. Three daily awards of \$1 each go to the three largest lists, with the longest list of the week grabbing off an extra \$10. As such, commercial palaver is easy to take and each song played gives the announcer another opportunity to ring in a trade-marked item carried by the store. *Orodenker.*

## "Behind the Mike"

Reviewed Sunday, 5:30-6 p.m. Style—Inside radio talk. Station—Sustaining on WJZ (NBC-Blue network).

*Behind the Mike* purports to tell something of the inner workings of the radio industry, explaining and dramatizing angles new to the public. Some of the stuff was interesting, one of the top items being George Marlo's description of the business of song plugging. Marlo, formerly chief of the song pluggers' union and now head of the contact staff at Broadcast Music, Inc., gave a sample of his persuasive technique, with Johnny Green acting as foil. Sketch with Ward Wilson told of latter's jump from engineering to comedy field. House Jameson, scripter on *Renfrew of the Mounted*, introduced some inspirational stuff telling how a special story saved the life of Johnny Novak, a listener. Johnny was there to prove it. In addition, program had the services of Leonard Carlton, radio editor of *The New York Post*. Carlton explained the difference between an electrical

transcription and phonograph recording.

Program idea is not bad. Problem of getting a fair listening audience will depend upon how much ingenuity is used in putting the show together. Sunday's show was spotty, but indicated possibilities. *Ackerman.*

## "Consumers Quiz Club"

Reviewed Wednesday, 12:45-1 p.m. Style—Home economics quiz. Sponsor—R. H. Macy & Company. Station—WOR (Mutual), New York.

This show is starting its third year. It is amazing that the program lasts, because it is a cut and dried dose of household and personal hints, staged, it seems, primarily for a studio audience. There is no sparkle to the conduct of the club. Rather, it grows slow as the contestants hem and haw. It's all so weighty and tragically serious.

Fred Uttal pilots the program. He is a clear and precise quizzer, and his voice is pleasant. But still the program lacks animation.

Uttal asks questions of women who have obtained admission cards from the department store. His posers are about cosmetics, nail polish, ribbon, and such items which, logically enough, are topics of interest to women. Correctness of replies is gauged by Macy's Bureau of Standards. Winners get \$5 each. A guest speaker, a member of the bureau, reports on Federal Trade Commission rulings.

Program might be palatable if hyped. *Wetss.*

## "Trojan Horses"

Reviewed Tuesday, 8:15 p.m. Style—Commentator. Station—Sustaining on WMCA (New York).

Albert Brandt, newspaper writer and radio news commentator, conducts an expose of fifth columnists in this country.

The program is handicapped as soon as Brandt begins to speak. His accent, which ordinarily would not be held against him, is hardly conducive to gaining confidence for such a ticklish subject. But in these sensitive times, when everything but a Yankee or Western twang or a Southerner's drawl is viewed askance, Brandt is bound to suffer thru no fault of his own.

The show itself does not live up to interest and excitement associated with the title. The speaker simply selects one apprehended by the FBI as a foreign agent (but rarely mentioned in the press) and lists in dull, monotonous fashion some of the agent's jobs. Even with such material, which is bursting with thriller copy, Brandt's tale was lifeless and hard to listen to. If Brandt's material is authentic, and the impression is that he is using exclusive stuff, the station could do a heroic job with a speaker who is essentially a storyteller. *Wetss.*

## "Those We Love"

Reviewed Monday, 8-8:30 p.m. Style—Dramatic serial. Sponsor—Procter & Gamble. Agency—H. W. Kastor & Sons, Chicago. Station—WABC (CBS network).

*Those We Love*, peddling P&G's dentifrice, Teel, debuted Monday with a homey, folksy, albeit trite yarn. This is not necessarily an indictment of the program, for it has been proved that corn of this type sells. Show has been on the air three years.

Much chatter on the opener, but thread of a plot situation finally began to take shape. This concerned Leslie Foeter, idealistic young doctor who won't play ball with the town's health department and is set upon revealing facts about the town's slum districts.

Program has a solid cast, including Nan Grey as Kathy, the love interest opposite Donald Woods, who plays Dr. Foeter. Kathy's brother, Kit, is played by Richard Cromwell, and John Marshall, father of Kit and Kathy, is handled by Oscar O'Shea. Cast is a Hollywood lineup and should help draw listeners.

Commercial copy not at all obtrusive. *Ackerman.*

# Use of ET's and Gov't Pressure Discounted in Nets-AFRA Fight

NEW YORK, Sept. 21.—Such tactics as relaxing on the self-imposed transcription restrictions and inviting government pressure on the angle that the networks are contributing to the government defense program are not being considered by the networks in the AFRA dispute, declared Mark Woods, vice-president of National Broadcasting Company. Both the network and union spokesmen agreed that mediation proceedings had not advanced far enough to indicate whether or not a settlement would be possible. Both sides appear pleased, however, with the conduct of mediator William Davis. Next mediation conference is scheduled for Wednesday (25).

Earlier trade observations that the networks would flinch in with wax, should AFRA pull a strike, were minimized by Woods. In order to resort to such strategy, the networks would have to revise part which regulates use of transcriptions on nets.

Both sides are cognizant of the growing threat of government interference in radio because of the critical war situation. Both, however, are wary of giving the government an opportunity to exercise the control sooner than is necessary. To have off such a move, nets have been volunteering with national defense propaganda programs which comprise a goodly percentage of the total sustaining shows now under discussion in the AFRA contract renewal. AFRA does not relish pulling a strike on such ticklish programs.

## Wasser Acting Manager Of KQV; Pitts. Shuffles

PITTSBURGH, Sept. 21.—Pete Wasser has been appointed acting manager of KQV, after a stretch at WHJB, Greensburg. Both stations are owned by the Pittsburgh Radio Supply House. Wasser came to the firm, which also owns WJAS, from Gene Ferguson Associates. He succeeds John Laux, who resigned to manage a new station at Steubenville, Ohio.

George Podine, associated with President H. J. Brennan of the three stations in the Transcontinental Broadcasting System venture, comes to Greensburg as manager.

Jack Meridian, formerly program manager at KQV, joins Laux at Steubenville in a similar capacity. Everett Neill succeeds Meridian.

Ed Bartell, singer in Enright Theater stageshow for the past two years, joins Earl Truxell's *Airline* at WCAE.

Dave Garroway, KDKA announcer for the past two years, after prepping in the NBC page boy routine, has joined NBC in Chicago.

Buzz Aston and His Fivesome assume the staff band job at WWSW.

## WWSW Sports Sales Heavy

PITTSBURGH, Sept. 21.—Aiming at a man-audience, WWSW has sold city's biggest layout of commercial sports shows. Joseph Horne sponsors *Scholastic Sports* by Press reporter Paul Kurtz. Duquesne Brewing Company sponsors Press writer Les Biederman in *Pigskin Previews*, assisted by station program manager Walter Sickles, and Joe Tucker has three programs sponsored by four sponsors. Spear's Men's Store pays for play-by-play reports of pro football games. John M. Roberts, jeweler, sponsors a five-minute *Star of the Day* review of individual performances on college and pro grids, and John Warner Associates divides the bill with General Home Furnishings Company for *Warm Up These*, pre-football game comment.

## Steeden Likely for Quiz

NEW YORK, Sept. 21.—*Double or Nothing*, Feenamint's quiz program which has been looking for a home, will air from the Barbizon Plaza and will probably have Peter Van Steeden as the orchestra. Program debuts September 29.

Show had been reported as likely to air from a Broadway theater.

## "Show of Week" Line-Up

NEW YORK, Sept. 21.—William Morris agency has already set a batch of talent for *Show of the Week*, co-op coming back to Mutual Broadcasting System September 29. Already contracted are Milton Berle, Mitz Green, Lou Holtz, George Jessel, Bert Gordon for opening weeks. Vincent Lopez and Buddy Clark are permanently on the show.

grams lest the government or public opinion buck the union with insinuations of lack of patriotism. Union, in defense, however, would argue that national defense does not require underpaying performers.

It is not likely that the government would step into the dispute unless the networks provided an opening wedge, and according to Woods, the networks are not disposed to do so.

Questions of increased minimums for sustainers revives talent discussions aired by the monopoly report of the Federal Communications Commission recently. Report stated that sustainers were on the average 20 per cent lower than commercials. Mark Woods admitted today, however, the FCC observations were not accurate, quoting instead figures which coincided with those compiled by AFRA. According to Mrs. Holt, present contract ranges between 30 and 70 per cent less than commercial scales. NBC exec used the same high, explaining that the FCC computation had not been based on statistics supplied by the networks.

## KOA, Denver, Biz Up

DENVER, Sept. 21.—KOA billings as of September 15 are \$79 per cent above those of September, 1939, and of 24 new contracts signed during August 30 different products are represented. New business and renewals include Hartz Mountain products, Gamble Stores, Ralston-Purina Company, Red Dot Oil Company, Johnson & Johnson, Bluhill coffee, Union Pacific R. R., G. E. Supply Company, Andrew Jergens Company, J. A. Folger Company, Industrial Training Corporation, Buick Motor Company, Chrysler Corporation, Omar Mills, Inc., Golden West Milling, Beech-Nut, Hilex, Perfection Stove Company, White Laboratories, Miller Purriers, American Furniture Company, Model Cleaners & Dyers, and Goodyear Tire & Rubber Company.

Indications are that September billings may hit a new high at the station, which has had a gradual increase in billings since Lloyd E. Yoder took over management last October.

## Dooley for Revelation

NEW YORK, Sept. 21.—Eddie Dooley will do a 15-minute program of football scores for Revelation Tobacco twice a week over three Mutual stations, WOR, WGN, Chicago, and ORLW, Windsor, Ont., beginning October 3. Set by Blow Agency.

Red Grange's program debuts October 4 for National Refining, also twice a week, over 18 Mutual stations.

# 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.

Schaefer *Summertime Revue* wound up its season Thursday, 7:30-8 p.m., over NBC's-Red network, with a batch of talented warblers. Outstanding was Freddie Gibson's delivery of *Louisiana Purchase*. Miss Gibson's tonal equipment is not only rhythmic but possesses an insinuating appeal which is artfully clikko over the mike. Ramona pleasantly did *You Can't Brush Me Off*, and Felix Knight came thru with usual apt vocals of *Yours Is My Heart Alone* and *I'll Never Smile Again*. Three Jesters not so impressive with *McNamara's Band*. Regular fall Schaefer show debuts October 1. P. A.

*Echoes of New York*, on WJZ Wednesday nights at 7:30-8 p.m., was a passable program last week, but did not make the most of the possibilities inherent in the program idea. Kay Lorraine warbled pleasantly; the Edisoners chorused *East Side, West Side*; Jack Arthur, emcee and baritone, presided with vigor, both musically and in prose, but the nostalgic punch the program should have never materialized. Linton Wells' spiel for the Consolidated Edison Company was a good example of institutional and inspirational schmaltz.

Joseph Bonime okeh batoning. P. A.



# SONGWRITERS - AFL TIE-UP?

## Manie Sacks Leaving MCA

NEW YORK, Sept. 21.—Manie Sacks, executive at Music Corporation of America in charge of recording activities of MCA bands, as well as handling location bookings, has resigned from the agency and bows out Saturday (28), at which time his future affiliation will be disclosed. Termination of his five-year association with the office is on the most friendly basis, Sacks says, claiming that his stepping out is due to the attractiveness of his new affiliation. Although he would not reveal details of the latter, he admitted that he would remain in New York and continue his association with the band business.

Sacks came to New York from Philadelphia, where he headed Universal Artists Bureau until the American Federation of Musicians divorced the radio stations from the band booking business. He joined MCA in the early days of its New York office, setting up an act department for the agency, and subsequently moving into the band field when Willard Alexander left MCA to join the William Morris office.

MCA has announced no replacement for Sacks, and it is understood that his location bookings and his work as liaison between MCA bands and the recording companies will be split up among other execs in the office. Abundance of man power in the New York office makes this possible and a replacement unnecessary, it is claimed.

## No Locations for BG For 3 Months; First One-Nighter Oct. 19

NEW YORK, Sept. 21.—Benny Goodman's plans are at last beginning to crystallize into definite shape. Locations are out as far as his new band is concerned for at least three months, Benny having made that request of Music Corporation of America for a two-fold reason—to break in the orchestra on one-nighters, and to give him more time to regain his health fully before the ardors of every-night appearances.

The band will play no less than two dates a week to meet expenses, with Goodman rehearsing the outfit in between. First date will be picked up at Washington and Lee, Lexington, Va., on October 19, with Lehigh University scheduled for the 25th. Possibility of a radio commercial is still hovering over Goodman's plans.

Set so far for the new band is the rhythm section, which will contain familiar faces. Teddy Wilson gives up his own small band to rejoin Benny on piano; Charlie Christians and Artie Bernstein are in the line-up again, on guitar and bass, respectively, and Davey Tough takes the seat behind the drums.

## Savitt Switches To Music Corp.

NEW YORK, Sept. 21.—Jan Savitt dimaxed his difficulties with Consolidated Radio Artists yesterday by buying out his contract with CRA and signing up with Music Corporation of America. Sum involved in the contract sale was \$23,000, with half of that amount being paid in cash and the other half due on a note.

Mutual dissatisfaction between Savitt and Charles E. Green, head of CRA, has been rife for months, Savitt claiming that he wasn't being managed and booked properly and wanting to break his contract. Green insisted that CRA had built the band to its present point of popularity, and was going to retain it. While the situation was believed to be calming down, with Savitt taking on Harry Berman, CRA attorney, as his personal manager, negotiations were started with MCA to take over management. Berman will continue as Savitt's personal manager.

### He's Safe

LINCOLN, Neb., Sept. 21.—Red Norvo was being interviewed here the day the conscription bill passed. He was 32, he said, but had nothing to worry about. He waved his hand in the general direction of the band shell, where his muscos were setting up.

"Look at all my dependents," he said, "12 of 'em, all certified paid-up members of Local 802."

## Ruth Lowe, Edythe Wright Form Act

NEW YORK, Sept. 21.—Ruth Lowe, who made her vaude debut at the Adams Theater, Newark, N. J., last week on the strength of her authorship of *I'll Never Smile Again*, has formed an act with Edythe Wright, ex-Tommy Dorsey vocalist, who has been doing a single since leaving the maestro.

Altho Dorsey is publisher of the song, Miss Wright an ex-member of his crew, and Miss Lowe a current TD discovery, the act is being managed by Gordon and Williamson. Act will do a break-in at the Mayfair nitery, Boston, September 25, for a two-week stand.

TONY CATALANO, trumpeter-maestro, booked for winter on the Streckfus river boats, President and Capitol, out of New Orleans.

## Philly Plugger Hopes Dashed With One Lone Remote Wire Set

PHILADELPHIA, Sept. 21.—Outlook for the local song plugging gentry looks none too promising as the new season goes into full swing and the BMI-ASCAP warfare goes into high gear. Summer has been replete with rumors and reports of at least a half dozen bands getting network time out of the town's night spots, with the predicted result that all the unemployed pluggers would be back on the pay rolls of the New York publishers.

It wasn't so many years back that the town was one of the most important spots on the song plugging map, producing such luminaries as Harry Link, general manager of *Polst*, among a dozen others now on the Gotham front.

### Only One Spot Set

As the season shapes up, only network dance remotes definitely set are CBS airings from the Hotel Warwick. And it's only a cocktail combo, the Three Sons,

## Possibility of ASCAP Members Dealing With Radio as a Union

NEW YORK, Sept. 21.—Struggle between the American Society of Composers, Authors, and Publishers and radio interests tightened this week, and showed signs of taking a new tangent. Almost simultaneously with the networks' announcement that band leaders would hypo number of non-ASCAP tunes on sustaining programs beginning October 1, a spokesman for the ASCAP music interests stated that in the event the quarrel reached a hopeless deadlock, the songwriter members of the society might join the American Federation of Labor and deal as a union with the embattled broadcasters.

Statement came from the office of Schwartz & Frohlich, ASCAP attorneys. Spokesman stated that the AFL was keenly aware of the situation; that it was anxious to organize the tunesmiths; and that the latter are seriously considering the move. Spokesmen further stated that the music interests would resort to this move only as a last ditch measure.

Angle brings up various ramifications regarding how the writers would go about the business. ASCAP exec stated it was likely that an independent organization would be set up; but it is pointed out in the trade that Radio Writers' Guild, an affiliate of the Authors' League—or the Authors' League itself—might claim jurisdiction.

According to music execs, formation

of a union of writers would enable tunesmiths to deal with radio more effectively than at present. Example of AFRA is given as a case in point.

Rumors of the effect that ASCAP itself might secure an AFL affiliation thru tie-up with the American Federation of Musicians has been floating around for years—ever since an AFM convention passed a rule permitting the Federation to take in "allied" groups who were not strictly performing musicians. Nothing ever came of the move, but ASCAP execs had stated that the approachment was not inconceivable because publishers could be regarded as copyright holders rather than as employers.

### Networks' Squeeze

Nets this week announced imminent tightening of the music clamp. NBC proxy Niles Trammel released a statement saying that beginning October 1 maestri on sustaining shows would play three non-ASCAP songs instead of the new necessary one.

CBS, when queried, stated it would send a similar letter to band leaders Monday (23), requesting two non-ASCAP tunes by October 1, and a gradual increase thereafter.

BMI, meanwhile, went ahead on hypoed production schedule and is expecting to land another tune on the Hit Parade, *The Same Old Story*.

Undaunted, ASCAP men stated, "We are prepared for the showdown."

## Mosque, Large Pitt Dansant, Reopening

PITTSBURGH, Sept. 21.—City's biggest ballroom plans regular Saturday night dances featuring name bands, with broadcasting direct from floor. Merle Elia, of the Units Club, informed in announcing a second season of dancing in mammoth Syria Mosque under club auspices. With a new orchestra shell and revised p.-a. system, club has raised door price from 40 cents plus 5 cents compulsory checking fee of last year to 60 cents for everything, including tax.

Gate last year for 12 dances exceeded \$6,200, with 13,878 paying tappers. Ballroom was opened after new floor had been installed in basement, below 4,000-seat auditorium, at cost of \$6,000. Top draw orchestra was Johnny Long, who played to 1,900 dancers. Other bands last year were Ted Pio Rito, Dick Barrie, Bernie Cummins, Happy Felton, Don Bestor, Manny Prager, Emil Velasco, Baron Elliott, Benny Burton, William LeRoy, and Fran Eichler.

Ballroom competition for Mosque will come from Lawrenceville Arena, converted sports auditorium, and several smaller sites thruout the city catering to sectional trade with local muscrows.

## Local 802 Takes Over Hosp. For Members' Medical Care

NEW YORK, Sept. 21.—Local 802, Musicians' Union, took over the operation of the Manhattan General Hospital here for the exclusive use of its members, to be administered by the medical board of the union, of which Jack Rosenberg, 802 proxy, is chairman.

Cost of taking over the hospital was \$25,000. At present, plans call for free hospital care to unemployed members, with a program in the works to have it work for all members of Local 802.

before calling in Mrs. Kramer on those actions.

NEW YORK, Sept. 21.—Mrs. Maria Kramer, president of the Lincoln and Edison hotels, told *The Billboard* today that she would fight the Local 802 decision "to the ends of the earth." Mrs. Kramer said that she hadn't been notified of the decision, but when she is, will fight it as high as the international executive board of the American Federation of Musicians, because, she said, the charges were "grossly unfounded and untrue."

## Union Decides Against Maria Kramer in Kickback Dispute

NEW YORK, Sept. 21.—Mrs. Maria Kramer, owner of the hotels Lincoln and Edison, under the fire of Local 802, Musicians' Union, concerning her contractual relations with Charlie Barnet, Jan Savitt, Gray Gordon, and Blue Barron, was found guilty by the executive board of the union on Thursday (19) of an alleged kickback and ordered to pay \$5,078 by Thursday (26) or else be placed on the unfair list of the union, which would prohibit her from playing bands at either of her hotels.

Band involved was Gustav Clementi, relief band at the Hotel Edison until last year, who charged that for a period of 81 weeks, from December, 1937, until April, 1939, he returned \$38 a week to Mrs. Kramer, on an alleged prearranged deal, whereby he received full scale by check. Mrs. Kramer denied all of the charges, but the union upheld Clementi's allegations.

Also waiting around Local 802 at the time Mrs. Kramer was telling her story to the board were Barnet and Gordon, summoned to be interrogated as to their business dealings with Mrs. Kramer,

opening the spot on Friday (27). There is one other spot, the Ben Franklin Hotel, which is sure to have wires as soon as it can set a band thru Consolidated Radio Artists. Ray Heatherton was set for the opener with NBC wires, but the maestro signed with MCA instead and stayed in New York for the Hotel Biltmore. Only other spot figured as buying out-of-town names is the Park Casino, nee Anchorage Inn, but it's doubtful whether the management is interested in the remote lines. Alvino Rey set to come in as soon as spot can cut the receivership ties of the previous management.

And to make it tougher for the lads who play the tunes at the radio stations here originating network shows, BMI songs are getting the first call from program managers. At the present time, only four New York pubs maintain pluggers here; not so long ago there were a dozen.

after the union claimed that it had received a series of reports of deals in connection to union rules. Savitt had been interrogated earlier in the day. Nothing, however, was discussed with Mrs. Kramer on this phase of the situation, the board limiting itself to the Clementi matter.

Mrs. Kramer told the board that she fired Clementi because she found he allegedly had a prison record, while Clementi claimed that he quit because he got a better job in the legit show, *Mexicans*. During the intervening time, however, he claimed, presenting his brother-in-law as a witness, he gave Mrs. Kramer \$35 every week that he worked for her, and consequently his men received \$35 per week and Clementi, \$47.50.

Mrs. Kramer vehemently denying all of the charges before the board, claimed that she had done more to glorify musicians than any other hotel owner, and instead of being brought up on charges, she said, she should be made an honorary member of the union.

Executive board now is studying the testimony of Barnet, Savitt, and Gordon,

## Barnet Sues CRA In Move To Set Aside Contract

NEW YORK, Sept. 21.—Charlie Barnet, bringing his contract difficulties with Consolidated Radio Artists to a head, filed suit against CRA Thursday (19) in New York State Supreme Court, asking for an abrogation of his 10-year contract with the agency and for damages to be decided by the court. CRA has 20 days in which to answer the complaint.

Suit is an outgrowth of a battle between Barnet and Charles Green, CRA president, which reached its climax after Barnet booked himself into the Fiesta Danceteria, in what both CRA and the American Federation of Musicians described as a violation of his contract with the agency. James G. Petrillo, union proxy, staying completely in the middle, granted Barnet the right to battle it out in court. Nothing has been done by the union since Barnet opened at the Fiesta last Friday night (13) after he had been told by the AFM that if he opened it would be "at your own risk."

Rumors floated around the street daily that Barnet had lost his union card, but each night found him leading his band at the Fiesta. Union has remained noncommittal on what it intends to do. One reason for the delay in action was cited to be the AFM's involvement in a legal fight between the American Guild of Musical Artists, on which they are fighting for instrumental jurisdiction. It was said they were wrapped up in this fight, and preferred to wait until a decision was handed down by the court.

Barnet, in his complaint, which was served on Ann Richardson, Green's confidential secretary, during Green's absence, caused by a business trip to Chicago, charged that he was poorly handled by the office and that his contract with CRA was "fraudulent."

Complaint reiterated charges that Barnet made against Green and the agency in last week's issue of *The Billboard*.

In addition to asking the court to set damages for him and grant an abrogation of his contract, he also asks for an accounting of all financial transactions between both parties.

Despite the precedent-breaking aspects which the court suit might bring about, Barnet's only comment was, "we welcome the opportunity to fight this out in court." An official of CRA, apparently of the same mind, practically used the same words, stating, "we welcome the court suit."

## Denny Fighting Ex-Vocalist Judgment

NEW YORK, Sept. 21.—Jack Denny this week filed an appeal to a contempt of court action being sought by Jeanie Lang, his ex-vocalist, who was awarded a judgment of \$624 against him after he failed to show up in court for supplementary proceedings in an examination before trial.

Suit, which has been kicking around in the courts, was called for an examination before trial, but Denny claims that he had no knowledge of it because he was out on the road. He also denies borrowing that sum of money from his former chirper.

Denny's attorney, Chauncey Olman, this week filed an appeal to the contempt action, and asked for a supplementary proceedings examination in an effort to vacate the judgment.

## T. Dorsey Great With 2,700

ERIE, Pa., Sept. 21.—Tommy Dorsey, opening the fall and winter cabaret style of dancing at Rainbow Gardens in Waldameer Park here Monday (16), packed in 2,700 persons at \$1 a head plus tax.

### PHOTOGRAPH REPRODUCTIONS

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# Orchestra Notes

By DANIEL RICHMAN

## New York Nocturne

REGGIE CHILDS signed a five-year management contract with Tom Rockwell and General Amusement Corporation last week. . . . BLUE BARRON is set for a return to the Green Room of the Hotel Edison November 8. Gray Gordon bowing out for a road tour the night before. . . . the Barron engagement is dependent, of course, upon the outcome of Mrs. Maria Kramer's little difficulties with Local 802. . . . SHEP FIELDS gets the call from Oscar Wintrab for the fall season at the Essex House's Casino-on-the-Park, starting October 18.

AL KAVELIN leaves the room October 6, the spot going dark for a while for redecorating. . . . Leonard Joy, Victor-Bluebird recording major domo, picked LANNY ROSS for the black label pop sides this week. . . . Charlie Barnet, in addition to his other troubles, is minus a male vocalist, LARRY TAYLOR having pulled out to take a flier in radio on a commercial show. . . . the STAN ZUCKER office in New York celebrates its first year in business October 15. . . . BUDDY CLARKE landed another renewal at the Park Central Hotel, assuring him of a job thru November.

Buddy claims that he has booked all his jobs himself the past three years. . . . TED STRAEITER takes his piano and his band into the Pierre October 1. . . . JACK GARDNER, pianist with Harry James, goes back to the Sande Williams ork at the Astor. . . . latter begins its fourth year at this spot. . . . ANN DUPONT goes into the Arcadia Ballroom October 2 for a week. . . . JIMMY DALE, arranger, is building a band, which got itself inked this week to a William Morris pact.

## Midwest Melange

DUKE ELLINGTON is being held another two weeks in the Panther Room of the Hotel Sherman, Chicago, until October 17. . . . that's the spot Charlie Barnet was supposed to have filled. . . . THE ESQUIRES go into the Book-Cadillac Hotel, Detroit, on the 30th for an indefinite stay. . . . October 12 will find BOYD RAEBURN at the Club Trocadero in Evansville, Ind., for a month. . . . BURT FARBERS' band is in for a two-weeker at Barney Rapp's Sign of the Drum in Cincinnati while Barney takes his new crew on a one-nighter trek. . . . ACE BRIGODE, closing at the Music Box, Omaha, Neb., will play a week of single dates before opening at the Marifold Ballroom, Chi., for an indefinite sojourn. . . . TINY HILL, starts a two-week engagement at the Aragon, Cleveland, October 6. . . . JACK STAULCUP and his band are now in their fourth week at Bill Rode's new Casino in Indianola, Miss. . . . LOU CLANCY is winding up a run at the Colony Club, Cape Girardeau, Mo. . . . DREKEL LAMB gets a nice job in going into the Roseland Inn at Jackson, Mich., set for 42

weeks with a WIBM wire. . . . JACK KURTZE is honored with a holdover for his Rollickers at the Hotel Carter, which normally uses cocktail combos for two-week periods only. . . . HAL WASSON is in his 30th week at the Plantation, Grand Rapids, Mich.

## Penn-Jersey Patter

KAY ALLEN, formerly with AL DONAHUE, singing the songs with JOE FRASSETTO at WIP, Philadelphia. JERRY DELMAR and her all-gal band take over at Silver Lake Inn, Clementon, N. J. MICKEY FAMILANT bowing out after five years. . . . BILL WILLIAMS and his Midshipmen locate at Manatany Log Cabin, Earlville, Pa. . . . MARIE NANETTE returns her Hawaiian harmonies to Mary Hubbard Inn, Berlin, N. J. . . . Venice Cafe, Philadelphia, relights with BERT LEMISCH on tap, and in the same town, reopening of the Yacht Club is the return for MARY NAVIS, former INA RAY HUTTON trumpeter. . . . WHITEY VARELL back at Round-the-World Room of President Hotel, Atlantic City. . . . SHEILA MECHAY, of the station wagon set, steps out of the deb ranks as SYLVAN HERMAN chirps at Barclay Hotel, Philadelphia. . . . JOE KRAFT continues where he left off before the summer at McLean's Log Cabin, Merchantville, N. J. . . . ALICE FORKER and her all-gals at Bonanni's Cafe, Trenton, N. J. . . . Rainbow Room of the Moose Club, Philadelphia, unshutters with JOE McGRATH back on the stand. . . . Log Cabin Ballroom near Trenton, N. J., tees off with KIP HARBOUT.

## Of Maestri and Men

INA RAY HUTTON signatored this week by Columbia's Joe Higgins for four sides. . . . the TELL SISTERS, featured singers with Ted Lewis, signed by William Morris, as was WHARTON FORD. . . . JOE VENUITI fills in the few days between Bobby Byrne's closing and Gene Krupa's opening at Glen Island Casino, New Rochelle, N. Y. . . . Byrne leaves the 24th, with Venuiti coming in the next night until October 2, when Gene takes over. . . . JOHNNY MCGEE opens the 27th in the Bermuda Terrace of the Hotel St. George, Brooklyn. . . . Columbia disks handed renewal contracts to RAY NOBLE and the McFARLAND TWINS. . . . DICK SHELTON holds over at the Blackhawk Restaurant, Chicago, thru October 17. . . . AL APOLLON plays a return date at the Atlanta (Ga.) Baltimore Hotel, starting October 4. . . . band has a new vocalist in JEANNE RENARD. . . . DON RICARDO is at the Casa Loma Club, Missoula, Mont. . . . TONE MARLOWE brought his sax and his ork to the stand at Kaufman's Cafe Madrid, Buffalo, last week. . . . GEORGE OLSEN makes it the Rice Hotel, Houston, Tex., October 17.

# Biggest Season in History of Celeron Ballroom Totals 256

JAMESTOWN, N. Y., Sept. 21.—Celeron Park's Pier Ballroom had the biggest season in its history this summer and accomplished it with steady name one-nighters on Saturday plus a nitery policy and house band during the week. J. G. Campbell, owner-manager, used 15 name bands, which drew a total attendance of 26,770 persons despite a very rainy, cold summer at the park. Total take of \$25,844 for these name stands was the best in many years and topped all other ballrooms in this part of the country.

Biggest attendance and fattest box office take of any band in the ballroom's existence were set by Glenn Miller August 1, when he drew 3,800 persons and grossed an astounding \$5,300 in one night. Profit on the stand was phenomenal, reaching \$2,000. Hall was mobbed beyond capacity, and people were milling about the park grounds despite turn-aways at the gate.

Guy Lombardo had set an all-time high figure previously this summer on July 20, which, however, was topped later by the great margin with which Miller blew up all existing records. Lombardo scored \$2,838, paid by 2,500 dancers, and the stand is still second best in the ballroom's annals.

It is typical of the excellent season here that last year's record-setting stand of Louis Armstrong was surpassed by six 1940 name band promotions. Armstrong's record was clocked at \$1,720 in 1939. Best attendance until this year was 1,900 persons, produced by Lou Breese and the Andrews Sisters combined attraction in 1939. The late Chick Webb, with a \$1,700 gross in 1938, was second best draw until 1940.

## Kaye Third

Arranged according to their box office value to promoter Campbell are the following bands: Third best draw of all time here was Sammy Kaye August 31, who garnered \$2,175 and drew 3,100 persons. Ben Bernie rates fourth in the all-time line-up, having piled up \$2,100 and attracted 1,800 steppers August 5. Jan Savitt is fifth best, good for \$2,050 and 1,800 tappers August 24. Sixth best, still above all previous highs, was Hal Kemp's stand July 6, which grossed a \$1,862 total laid down by 1,570 customers.

Only \$25 below the previous record figure was the \$1,895 of Charlie Barnet, seventh in line this summer. He played August 17 to an 1,800-person crowd and didn't do better at the gate because of (See CELERON BALLROOM on page 13)

## Petty (?) Larceny

NEW YORK, Sept. 21.—Inventory time at the Fiesta Danceteria here reveals that the jitterbug patronage has developed taking ways during the first 10 months of operation. So much so that the management has had to replace 750 ash trays, three complete sets of silverware, 42 beer glasses, 119 sugar bowls, 42 salt and pepper shakers, eight games provided during the cocktail hour, 1,160 drink stirrers, and one music stand belonging to a member of Guy Granada's ork.

## Ohio Dance Spots Preparing for Big Fall, Winter Biz

CANTON, O., Sept. 21.—With the waning of the outdoor season, ballroom operators of Eastern Ohio, turning their attention to indoor spots, predict one of the best seasons for dancing in many years. Near peak steel mill operations, record building activity, and greatly improved business conditions in general in this area—in contrast to last year—have prompted operators to loosen their grip on their money and to plan better hand attractions and substantially increased budgets for operation of their ballrooms during the new season. There is an indication that admission prices will be upped slightly, since patrons appear to have more money to spend due to sustained industrial activity hereabouts.

Carl Sinclair, managing director at Moonlight Ballroom, one of the best known name band stopovers, at near-by Meyers' Lake Park, revealed that he will continue his parade of name-band attractions Sunday nights. He said every available name will be contracted for the (See OHIO DANCE SPOTS on page 13)

## KYW, Philly, Leader In Dance Promotions

PHILADELPHIA, Sept. 21.—Clarence Fuhrman, studio maestro at KYW here, is taking a flyer in dance promotions. He takes over the operation of the Dance Casino at Willow Grove Amusement Park where he played during August. Although the park closed last week, ballroom is keeping open Saturday nights. With a roller rink on the park grounds operating all year round and heating equipment installed at the ballroom, Fuhrman figures on keeping the dancing going all winter on Saturdays. If it clicks he will add a Friday night session. For the start, Fuhrman has his own KYW Rhythmaires on the stand.

Several seasons ago, Bill Smith, local band booker, took over the dancet for off-season promotions with name bands, but the idea failed to click. Park is outside the city limits, drawing as well from suburban towns.

## Norvo Grosses \$750 In Turnpike Opener

LINCOLN, Neb., Sept. 21.—Red Norvo, formal opener of the Turnpike Casino and first orchestra of the name variety in town since school at the University of Nebraska opened, got \$750, which was excellent.

Norvo was tagged at 55 cents per person, and this was the first time he had ever played Lincoln. He was bucked by four other dances in town the same night (14) and took the measure of all the others, even the one, a get-acquainted affair, was sponsored free by the University.

Herbie Kay is next (20), after which names get a rest until Tommy Dorsey, second week in October.

## New Spokane Dance Crew Headed by Radio Batoneer

SPOKANE, Wash., Sept. 21.—Hank Shinkoskey's band is the latest local outfit to enter the dance field here. Shinkoskey is musical director for Station KHQ. His 10-piece orchestra opened the winter dance season at the Garden Ballroom September 13, playing Mondays and Fridays.

Al Richter ork starts its second year of turning out old-fashioned music here Thursday and Saturday nights. Garden co-managers Joseph L. Maloney and Bill Leonard announce traveling bands will be booked as available.



# The Billboard MUSIC POPULARITY CHART

WEEK ENDING  
SEPTEMBER 20, 1940

## LEADING MUSIC MACHINE RECORDS

Recordings listed below are currently the biggest money-makers in automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard for the Record Buying Guide feature that appears in Music Machine Section. Reports are gathered from at least four leading phonograph operators in each of the 39 most important phonograph operating centers in the country.

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

### GOING STRONG

- SIERRA SUE. (10th Week) Bing Crosby, Glenn Miller.
- I'LL NEVER SMILE AGAIN. (9th Week) Tommy Dorsey.
- FOOLS RUSH IN. (8th Week) Glenn Miller, Tommy Dorsey.
- WHEN THE SWALLOWS COME BACK TO CAPISTRANO. (4th Week) Glenn Miller, Ink Spots, Dick Todd.
- BLUEBERRY HILL. (3d Week) Glenn Miller, Kay Kyser, Russ Morgan.
- I'M NOBODY'S BABY. (3d Week) Judy Garland, Tommy Tucker, Benny Goodman.

### COMING UP

- PRACTICE MAKES PERFECT. Bob Chester.
- CAN'T GET INDIANA OFF MY MIND. Bing Crosby, Kate Smith.
- FERRYBOAT SERENADE. Gray Gordon, Andrews Sisters.
- TRADE WINDS. Bing Crosby.
- THAT'S FOR ME. Bing Crosby.
- MAYBE. Ink Spots.
- THE NEARNESS OF YOU. Glenn Miller.
- WHISPERING GRASS. Ink Spots.
- THE CALL OF THE CANYON. Glenn Miller, Tommy Dorsey.

## NATIONAL AND REGIONAL BEST SELLING RETAIL RECORDS

This compilation is based upon reports from the following retail stores of their 10 best selling records of the past week. New York City: Center Music Store; Bloomfield Music Shop; Liberty Music Shop; Vesey Music Shop. Boston: Boston Music Co.; The Melody Shop; Mosher Music Co., Inc. Buffalo: Whiteman Song Shop; Broadway Music Shop; Avenue Record Shop. Pittsburgh: Volkwein Bros., Inc. Philadelphia: H. Royer Smith Co.; Weyman Co.; Co-Operative Music Co. Washington: George's Radio Co., Inc. Denver: Wells Music Co.; Knight-Campbell Music Co.; The Record Shop; Charles E. Wells Music Co. Salt Lake City: C. M. I. Record Dept. Portland, Ore.: Meier and Frank Co., J. K. Gill Co. Los Angeles: Lyon and Healy; Garrick-Richardson; Southern California Music Co.; Hollywood House of Music. San Francisco: Schwabacher-Frey; Querg Music Co. Chicago: Sears, Roebuck & Co.; Marshall Field; Wurlitzer's; Lyon and Healy; Garrick Music Shop; Goldblatt Bros. Cincinnati: Song Shop; Willis Music Co.; Broadway Music Co.; Grinnell Bros. Kansas City, Mo.: Music Box. St. Louis: Aeolian Co. of Music; Famous & Barr. St. Paul: W. J. Dyer and Bros.; Mayflower Novelty Co. Cleveland: Halle Bros. Co. Birmingham: Nolen's Radio Service Shop. Raleigh, N. C.: James E. Thiens; G. H. Stephenson Music Co. Miami: Richards Store Co.; Burdine's, Inc. New Orleans: Louis Grunewald Co., Inc.; G. Schirmer, Inc. Fort Worth, Tex.: McCroarty's; Kemble Bros. Furniture Co. San Antonio: Thomas Acuna; Alamo Piano Co.; San Antonio Music Co.

NATIONAL		EAST		WEST COAST	
POSITION	Last This Wk. Wk.	POSITION	Last This Wk. Wk.	POSITION	Last This Wk. Wk.
1	1. I'LL NEVER SMILE AGAIN —TOMMY DORSEY	1	1. I'll Never Smile Again —Tommy Dorsey	1	1. I'll Never Smile Again —Tommy Dorsey
2	2. BLUEBERRY HILL —GLENN MILLER	2	2. Blueberry Hill —Glenn Miller	2	2. Blueberry Hill —Glenn Miller
3	3. I'M NOBODY'S BABY —JUDY GARLAND	3	3. Trade Winds —Bing Crosby	3	3. Only Forever —Bing Crosby
4	4. MAYBE —INK SPOTS	4	4. Only Forever —Tommy Dorsey	4	4. Maybe —Ink Spots
5	5. ONLY FOREVER —BING CROSBY	5	5. The One I Love —Tommy Dorsey	5	5. I'm Nobody's Baby —Judy Garland
6	6. SIERRA SUE —BING CROSBY	6	6. Dolittle —Erskine Hawkins	6	6. Beat Me Daddy (Eight to a Bar) —Will Bradley
7	7. WHEN THE SWALLOWS COME BACK TO CAPISTRANO —INK SPOTS	7	7. When the Swallows Come Back to Capistrano —Glenn Miller	7	7. Sierra Sue —Bing Crosby
8	8. BEAT ME DADDY (Eight to a Bar) —WILL BRADLEY	8	8. Stop Pretending —Ink Spots	8	8. Huckleberry Duck —Raymond Scott
9	9. NEARNESS OF YOU —GLENN MILLER	9	9. Maybe —Ink Spots	9	9. Practice Makes Perfect —Bob Chester
10	10. NEARNESS OF YOU —GLENN MILLER	10	10. I'm Nobody's Baby —Judy Garland	10	10. That's for Me —Bing Crosby

## NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS

This compilation is based upon reports received from the following sheet music jobbers and dealers of their 10 best selling songs of the past week. New York City: Music Dealers' Service, Inc.; Ashley Music Supply Co. Pittsburgh: Volkwein Brothers, Inc. San Francisco: Pacific Coast Music Jobbers; Sherman, Clay & Co. Los Angeles: Morse M. Freeman, Inc. Seattle: Capitol Music Co. Portland, Ore.: Sidare Music Co. Chicago: Lyon & Healy; Carl Fischer, Inc.; Gable Music Co. St. Louis: St. Louis Music Supply Co. Kansas City, Mo.: Jenkins Music Co. Detroit: Grinnell Brothers. San Antonio: Southern Music Co. Fort Worth, Tex.: Ault Music Co. New Orleans: G. Schirmer of Louisiana. Atlanta: Cable Piano Co. Phoenix, Ariz.: Dawson Music Co.

NATIONAL		EAST		WEST COAST	
POSITION	Last This Wk. Wk.	POSITION	Last This Wk. Wk.	POSITION	Last This Wk. Wk.
1	1. I'LL NEVER SMILE AGAIN	1	1. I'll Never Smile Again	1	1. Blueberry Hill
2	2. BLUEBERRY HILL	2	2. Blueberry Hill	2	2. I'll Never Smile Again
3	3. WHEN THE SWALLOWS COME BACK TO CAPISTRANO	3	3. God Bless America	3	3. Sierra Sue
4	4. SIERRA SUE	4	4. When the Swallows Come Back to Capistrano	4	4. When the Swallows Come Back to Capistrano
5	5. GOD BLESS AMERICA	5	5. I'm Nobody's Baby	5	5. I'm Nobody's Baby
6	6. I'M NOBODY'S BABY	6	6. Practice Makes Perfect	6	6. Practice Makes Perfect
7	7. MAYBE	7	7. Trade Winds	7	7. Maybe
8	8. PRACTICE MAKES PERFECT	8	8. I'm Nobody's Baby	8	8. All This and Heaven Too
9	9. ONLY FOREVER	9	9. Only Forever	9	9. The Nearness of You
10	10. THE NEARNESS OF YOU	10	10. Practice Makes Perfect	10	10. I Am an American
11	11. ALL THIS AND HEAVEN TOO	11	11. I Am an American	11	11. I Am an American
12	12. I CAN'T GET INDIANA OFF MY MIND	12	12. The Nearness of You	12	12. God Bless America
13	13. I AM AN AMERICAN	13	13. That's for Me	13	13. I Am an American
14	14. THAT'S FOR ME	14	14. All This and Heaven Too	14	14. That's for Me
15	15. TRADE WINDS	15	15. I Can't Get Indiana Off My Mind	15	15. Call of the Canyon

## SONGS WITH MOST RADIO PLUGS

Songs listed are those receiving 10 or more network plugs (WJZ, WJAF, WABC) between 5 p.m.-1 a.m. week days and 8 a.m.-1 a.m. Sundays for the week ending Friday, September 20. Independent plugs are those recorded on WOH, WNEW, WMCA and WJEN. Plus times are designated as "P," musical production numbers as "M."

Position	Title	Publisher	Plugs
Last This Wk. Wk.			Net Indie
1	1. OUR LOVE AFFAIR (F)	Feist	40 7
2	2. MAYBE	Robbins	26 16
3	3. PRACTICE MAKES PERFECT	BMI	25 12
4	4. BLUEBERRY HILL	Chappell	23 15
5	5. THAT'S FOR ME	Famous	22 14
6	6. TRADE WINDS	Harms	21 21
7	7. ONLY FOREVER (F)	E. B. Marks	21 18
8	8. WHEN THE SWALLOWS COME BACK TO CAPISTRANO	Witmark	20 11
9	9. THERE I GO	BMI	19 11
10	10. A MILLION DREAMS AGO	ABC	18 12
11	11. RHUMBOOGIE (F)	Leeds	18 8
12	12. I CAN'T GET INDIANA OFF MY MIND	Santly, J. & S.	17 13
13	13. I'LL NEVER SMILE AGAIN	Sun	16 20
14	14. SAME OLD STORY	BMI	16 11
15	15. I'M NOBODY'S BABY (F)	Feist	15 14
16	16. NEARNESS OF YOU	Famous	15 13
17	17. I CAN'T RESIST YOU	Feist	15 12
18	18. ONE LOOK AT YOU (F)	Paramount	14 11
19	19. CROSTOWN	Shapiro-Bernstein	13 10
20	20. WE COULD MAKE SUCH BEAUTIFUL MUSIC	BMI	13 3
21	21. WHISPERING GRASS	Mills	12 9
22	22. WE THREE	Mercer	12 5
23	23. FERRYBOAT SERENADE	Robbins	11 17
24	24. I AM AN AMERICAN	Mercer	11 7
25	25. SIERRA SUE	Shapiro-Bernstein	11 5
26	26. DANNY BOY	Mills	11 2
27	27. SIX LESSONS FROM MADAME LA ZONGA	Bregman, V. & C.	10 6
28	28. IN A MOONBOAT	Crawford	10 5

# On the Records

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

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

By DANIEL RICHMAN

## UNA MAE CARLISLE (Bluebird)

*Now I Lay Me Down To Dream—V. Papa's in Bed With His Britches On—V.*

THIS sepia songstress attracted record attention first on a Pats Waller recording (*I Can't Give You Anything But Love, Baby*), which resulted in her being given a couple of sides of her own. Here she demonstrates in addition her piano playing ability, and in toto dishes out a very nice performance. Backed by a small crew of competent musicians, Miss Carlisle impresses most with her vocalizing, taking the ballad on the A side and making it mean a great deal indeed. Her style is good—at times it has Helen O'Connell (Jimmy Dorsey's vocalist) overtones—and it's the kind of voice that makes interesting listening. The reverse sounds like a race record, but isn't—unless the listener deliberately goes out of his way to make something of it. Contrast of the two sides is naturally creditable, and altho Una Mae's commercialism is questionable at the moment due to her lack of label name strength, she hits the bull's-eye on merit.

## AL KAVELIN (Okeh)

*Willie, Willie, Willie—W; VC. I Give You My Word—FT; VC.*

THE "cascading chords" of Al Kavelin make a better-than-average debut on a record label with this contrasting double, which shows off the band's vocal department more than it does the band itself. *Willie*, as its title implies, is strictly a novelty number, not particularly brilliant in conception, but made to sound better than it really is in Kavelin's interpretation. Vocalists Marilyn Stuart and Bill Darnell have a lot asked of them with the baby-talk lyrics, but they manage to rise nobly to the occasion. *Word*, the maestro's own tune, is a nice ballad, nicely played, and especially nicely sung by Darnell. There's good commercialism in these sides, and Kavelin can consider himself off on the right recording foot.

## THE MERRY MACS (Decca)

*I Get the Blues When It Rains—V. The Way You Look Tonight—V.*

THERE'S nothing new or unusual to a Merry Macs record—this quartet has been turning them out for Decca periodically for some time—but there is plenty that's unusual in this particular platter. It's about the best ensemble vocal work since Frank Sinatra and the Pied Pipers boosted Tommy Dorsey's disk of *I'll Never Smile Again* into the No. 1 class with their group warbling—and it's the best job of its type to come along since then for the same reason, which is nothing more nor less than simplicity. This group has been known largely for faster tempoed rhythm stuff; here it takes two oldies—*Blues* dates back a number of years, and *Tonight* is a Jerome Kern hit from a Fred Astaire-Ginger Rogers film of a few years ago—and gives them the most simple treatment, no tricks, no fireworks, but the same kind of unusual listenability that made the Dorsey record an instantaneous click. Both songs are excellent, both tempos are slow, the voice blend is fine—and the result has potent sales possibilities, both home and music machine. Either side is ideal for coin phone locations, particularly when the dreamy hour has set in.

## DICK JURGENS (Okeh)

*Crosstown—FT; VC. Goodnight, Mother—FT; VC.*

SIDE B is the one to attract interest here. It's a war song—or rather, an anti-war song—that is quite a bit different from the regulation flag-wavers. It's hokum of the most blatant type, but it's also commercial in the extreme. The lyrics are supposedly soothing comfort to a mother in their musical statement that she needn't worry because her boy isn't going overseas to fight. Whatever the prophetic value of the ditty, it's a nice thought, and therein lies its commercial quality. The melody is a slow ballad, which is likewise a change from the current run of rousing and would-be rousing patriotic jingles. The band's work, Harry Cool's vocal, and the treatment of the cute little number on the reverse don't rate either particular praise or condemnation, but the lyrical theme of *Goodnight, Mother* merits the former, not because it's good but because it's got sales written all over it.

## EDDIE SOUTH (Columbia)

*Dark Angel of the Violin—Four-record Album.*

This is the latest in the parade of Columbia's neat packagings. Its appeal is to those who know and admire Eddie South as one of the greatest swing fiddlers, but there is plenty in it for those who get past the name and want to see what's between the covers, since there's some lovely violin tone and technique displayed here—that's more concert hall caliber than swing.

## KENNY BAKER (Victor)

*Cynthia—V. One Look at You—V.*

One of the best pairings this fine tenor has delivered in a long time. The Walter Donaldson ballad on the first side is dramatically warbled, and Kenny brings out of the second tune, from the forthcoming picture, *A Night at Earl Carroll's*, all its intrinsic merit, and then some.

## JIMMY DORSEY (Decca)

*Contrasting Music—Six-record Album.*

This should be a Roman holiday for J. Dorsey addicts, for it groups in an attractive package most of this band's outstanding numbers, recorded previously at one time or another, but presented here with complete personnel listings on the disks, and in the permanent form that albums have. It adds up to 36 minutes of some of the most solid swing extant.

## RAY HERBECK (Okeh)

*I Could Make You Care—FT; VC. My Piggy Bank Is Jing-a-Ling Again—FT; VC.*

The trouble with a pair of sides like these is that there is no lift or beat to the band's playing, putting danceability at a premium—and no real listenability, either, due to poor vocals, unimpaired, straight orchestration, and the constant intrusion of the electric guitar that is supposed to set Herbeck's style but that succeeds only in cluttering up the ar-

rangements and obscuring what melodic content they might have.

## JELLY-ROLL MORTON (Bluebird)

*Georgia Swing—FT. Mournful Serenade—FT.*

Bluebird digs into its files again and comes up with a reissue of a swing tune and a slow blues item that will leave hot jazz lovers breathless and everyone else cold.

(See ON THE RECORDS on page 72)

# On the Air

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

By SOL ZATT

## Gene Beecher

(Hotel Cleveland, Cleveland, CBS Network, Thursday (19), 1:30-2 a.m.)

JUST because teacher rhymes with Beecher, the maestro has hoed an entire cornfield, which he never ceases plowing during his late sustainer. To execute the tag line, Beecher goes out to leftfield.

Beecher tries to carry thru an idea of "teaching tunes of today and yesterday," which was carried forth with ineptitude and brought many odies from the grave. On top of that, the balance was bad and the instruments struck out all over each other.

Instead of rotating tunes, if he thought that a selection of oldies would aid the program, the bewhiskered songs were pushed thru one right after the other, without any seeming good reason, and played spiritlessly. The basic idea probably sounded pretty good, but they just weren't able to take the rust out of it.

# On the Stand

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

## Al Golden

(Reviewed at the Jonathan Club, Los Angeles)

THIS crew, making its local bow at this ultra smart spot, has the makings of a good commercial band which would be a good bet for hotel rooms and niteries of the not-too-blatant type. Golden has some boys here who work hard and turn out a brand of music that seems to please the sophisticated crowd which frequents this spot.

Using three sax, two fiddles, and four rhythm, the outfit has nice balance, and work well as a unit. Styling is grooved strictly for the society terp addicts, giving out with a sweet, rhythmical hotel brand of music. Now and then the boys let go on one, but as a whole their stuff is soft.

Golden makes a nice front, a good-looking chap who mixes well. He drops his stick once in a while to vocal on sax, trombone or trumpet. Vocals are handled by Lois Still, brunette looker whose warbling is pleasing to the ears. Omen.

## Barney Rapp

(Reviewed at Barney Rapp's Sign of the Drum, Cincinnati)

THIS is the combo picked up recently by Rapp in Lexington, Ky., after discarding his old crew. Geared along slightly different lines than his old outfit, the new unit packs vastly more life and dash. In addition the lads have youth and good appearance.

Line-up has four sax, five brass, and three rhythm, with all departments displaying precision and balance. Brass section is above average, the trombone showing off particularly well. Ork runs the gamut from sweet to swing, maintaining good tone and a solid dance tempo thruout. Aggregation is strong on novelty, a rumbasque version of *St. Louis Blues* being especially outstanding.

Paul Crumbaugh is chief arranger, with Junior Muncy, Jack Maney, Don Plumby, and Carlton Moore also contributing to give the band quality reading material.

Ruby Wright and Merle Burke are an able pair of song sellers, the latter standing head and shoulders above the average male band warbler. Rapp fronts the ork in his usual capable and personable manner. Sachs.

## Leo Zollo

(Reviewed at Rainbow Terrace, Covered Wagon Inn, Stratford, Pa.)

LONG associated with the hotel supper rooms along the Eastern shores, Zollo has a hotel-styled band along the smarter lines. The music is this former novelty drummer man has brought to these swanky surroundings, situated in

the money belt near Philadelphia, is in keeping with the crowds.

Instrumentation takes in four sax, three trumpets, piano, bass, and drums, with Zollo out front. Pays as much attention to the dancers as to the players, which makes the music count. Selections take in everything from pops to swing, waltzes to rumbas, with a generous sprinkling of novelty songs. Zollo's own personal forte. Arrangements are colorful and nicely varied, emphasizing the melody thruout, fashioned by Nick Michaels, tenor sax.

For distinctive instrumental stylings "The Fiddlers Three" within the band delight, especially on Viennese waltzes. Fiddles are doubled by two trumpeters and a sax, with bugler Charlie Appoloni giving the strings a heated zing when called upon.

Vocals are also on a high level. Besides Zollo, who sticks to the novelty wordage, Ralph Eastwood makes the romantic baritone, while Mildred Rogers, a looker, sings the more rhythmic of current ditties. Orodensker.

## Eddie Fitzpatrick

(Reviewed at Rainbow Ballroom, Denver)

FITZPATRICK has an ideal set-up for commercial ballroom selling, offering a brand of highly danceable rhythm and just enough show to keep the customers entertained. Eddie not only makes a nice appearance as a fronter, but also lends a hand to the brass section, as well as handling romantic vocals in a smooth style.

Bill Wallis uses his rather corpulent figure to good advantage in comedy antics which combine well with his vocal style. Dick Foy does some impressive ivory work, and his celeste sending adds much to the sweet offerings.

Four-three-three instrumentation keeps a steady, solid front going at all times, with the brass doing some particularly effective work. Arrangements follow original themes, and outfit makes a distinct switch from sweet to hot and vice versa, displaying a marked versatility in handling different types of numbers. It's thus easily able to adapt itself to various tastes. Trackmen.

## Red Norvo

(Reviewed at Turnpike Casino, Lincoln, Neb.)

NORVO is an oddity in the realm of a whopper band out of a small crew when he wants it or softening to meet demands of the smaller rooms. Constructed around his own work on the xylophone, Norvo arrangements are such that they suggest an intimacy in music seldom attained or even sought by swing bands. His is music very easy to dance to and offered in a colorful package by the versatility of his men.

Rusty Dedrick, second trumpet, and Allen Hanlon, guitar, work with Norvo on the library, which is liberal in allowances for individual men to shine. The singing department is not overdone; the femme portion accomplished by Linda Keene, a statuesque brunette with a deep New Orleans treatment, and Roy Anderson, sax man, who lends his masculine voice to the proceedings. Both are okeh.

Three brass, three sax, and five rhythm, counting Norvo, who is up for plenty of the vibe stuff, are the instrumental placements. Aside from Red, the drums of Bill Cavanaugh are important to the creditable manner in which dancing is guided. Every man can stand alone and stop the onlookers with musical tricks.

Control by Norvo of the volume is such that he would have no trouble rising to or muffling the demands made upon him for any kind of date. Here is a swing crew able to be taken by other than jitterbugs. Oldfield.

## Wis. Terp Spot Stays Open

GREEN BAY, Wis., Sept. 21.—As an experiment, the board of park commissioners has voted to continue operation of Bay Beach Park Pavilion here until November 1, with Sylvester Eder remaining as manager. Under the agreement, the board will receive 7 per cent of the gross receipts on dances only, and pay half the lighting cost from Labor Day, when the regular season ended.

## Music Items

### Publishers and People

MILLS MUSIC received the publishing assignment on the score of RKO's *Dance, Girl, Dance*. Tunes will include *Oh, Mother, What Do I Do Now?*; *Jitterburg Bitch*, and *Morning Star*, by Chet Forrest and Robert Wright, with Eddie Ward collaborating on the latter two.

Robbins is releasing an Ode to Gershwin, by Ted Mossman, which characterizes the life of the composer in poetry.

Professional staff of Crawford Music is girding its loins for a campaign on the songs of Ed Wynn's new musical, *Boys and Girls Together*, which makes its Broadway debut October 1.

Edward B. Marks is exhuming Maceo Pinkard's oldie, *Those Daffin' Blues*.

The old publishing partnership of Lew Brown and Ray Henderson was revived last Monday (16) with a shindig thrown in the firm's (to be known as Brown & Henderson) new offices. The team is together again, after a split several years ago which took Brown into producing legit shows and Henderson writing on his own. Buddy DeSylva, also an old-time partner, went his separate way before the first split.

First tune the new outfit is working on, collabed by Brown and Henderson, is "That's Your Umbrella When It Rains." Charley Gordon will work for the firm in New York, while Nat Debin, Tim Pan Alley circuit rider, will take charge of the contact work in Chicago.

### Songs and Such

JEAN EPSTEIN, Eddie Chambers, and Marie Hartman are collaborators on a new song, *Sorry for You*. Being published by Cherio Music, New York.

Jay Burton teamed up with Bob Ray and Irving Green on *A Stone's Throw From Heaven*. BMI publishing.

Maestro Johnny Long, while a student at Duke University, wrote a song called *Just Like That*, which he has lately been using as his air theme. Robbins Music just took over the publishing rights.

Jimmy Dwyer, noted figure in New York's night life, just completed a quarter-century-old desire and wrote a song, *Meet Me at the Seaside*. Traff, named after his nitery of the same name. Arthur and Mort Havell were his co-writers. All of the entertainers at the spot will be plugging the song, and when requests are made for it, not only will they give a rendition but an autographed copy as well.

Frank Loesser was handed a new one-year contract to write and compose for Paramount in Hollywood.

Kay Twomey and Band Leader Will Hodson are reviving the late Tempo King's *Why Pretend*, which they co-authored.

## New Spot May Hypo Buffalo Dance Biz

BUFFALO, Sept. 21.—A few changes in the local ballroom set-up will undoubtedly hypo dance business here and make for a bigger band season this winter.

A large new steppery, the Esquire, opened September 15 under the managerial wing of Harold Austin, who will also supply the house band requirements with his own new 12-piece combo. One of the financial backers is George Hall, president of the Crystal Beach Transit Company, Inc. Austin managed the Crystal Ballroom in Canada this summer and, having done very well, teamed up with Hall to launch this new dancing venture.

Policy has not been entirely decided upon, but name bands will be included in the plans. Harry James is set at the Esquire for a one-nighter, September 24.

While the Dellwood Ballroom, lone dancery in the city proper until now, will feel the competition, it is combating it by charging house bands. Tommy Flynn, who managed the Dellwood and also served double duty on the bandstand with his 10-piece unit, switched locations, moving into the Chez Ami, swank nitery, September 23 for a month with option. Replacing him at the Dellwood is Howard Becker, who started an indefinite engagement September 17.

### Duffy Subs for Barnet

CANTON, O., Sept. 21.—George Duffy, stepping in on short notice to pinch hit for Charlie Barnet one-nighter that never materialized at Moonlight Ballroom, Meyers Lake Park, last Sunday (15), did nicely under favorable weather conditions at a 55-cent admission.

### Social Song Selling

PHILADELPHIA, Sept. 21.—Meyer Davis is eyeing a gal vocalist for the first time for his society bookings. Naturally enough, interest is centered on a chirpie in the social ranks.

Maestro is closing a deal with Patricia Prochink, daughter of the former Austrian Minister, to vocal with Davis orks for exclusive Philly appearances.

## Kassel's \$600 Opens Archer's Tromar

DES MOINES, Ia., Sept. 21.—With its competition shuttering for the winter, Tom Archer's Tromar Ballroom here opened for the fall season September 12, with Art Kassel bringing in 800 dancers at 75 cents each for a \$600 gross. The gate was about expectation for an opening night.

Al Menke on September 14 followed, with close to 1,000 customers at 45 cents plus taxes. Leo Pieper on the opening Sunday, "beat-the-clock" night, drew a nifty 1,400 for a \$500 gross. Under the new beat-the-clock prices ladies are charged only 21 cents and men 34 cents, including taxes, if arriving before 9:30 p.m. After that the price is 45 cents straight.

The Tromar was renovated both inside and out, most important improvement being the rebuilt bandstand. Riviera Ballroom at the New Riverview amusement park is now definitely closed for the winter after plans were being made to attempt dancing thru the cold months. Charlie Fisk band played the final engagement Sunday (15).

## TOOTLERS HIT BY DRAFT

(Continued from page 4)

the semi-annual drawings, some are optimistic enough to feel that the law of averages will exclude them, for the present anyway. Act, however, calls for a fresh batch of 400,000 every six months for four years.

Band leaders themselves are trying to figure out all sorts of angles, but at the same time figure that it's going to be a new era for the pit bands and the old-timers who lead dance orchestras, since many of the name leaders fall within the eligible category under the conscription law. Some questioned seem to think that music will henceforth be administered by the youngsters under 21, who couldn't otherwise get a break, and the old-timers.

As in the last war a band was provided with every group of marchers in the training camps and at the front, it was cited that the need for as many musicians will be necessary under the present training set-up. However, this is doubtful because of the highly mechanized character of modern warfare training. Fact to substantiate this was that musicians playing in the Canadian Army at the outbreak of the present war were used only for training camp purposes, as musicians; but when Canada began to send troops over to England the musicians went over as soldiers.

WASHINGTON, Sept. 21.—Musicians are just a lot of ordinary guys to the army, according to unofficial info obtained in military circles.

Nobody has given any thought to musicians as a class distinct from the ordinary walk of life. But a few officers feel that after musicians have registered in the ordinary way and have been inducted into the service, they may be assigned to regimental bands, provided vacancies exist. "If we find a man best suited to play a musical instrument, we're not going to send him shoeing horses," was the way one officer put it. Exemptions from the draft will be according to law, says best knowledge at this time. If a musician's age, physical condition, or existence of dependents do not preclude him from military service—he'll be in the army.

Questions were also put as to whether musicians or show people in general might be considered a part of "vital industry" and therefore be exempt from the draft. Nothing was found to justify this belief. During the last war some controversy arose over this point, but no acceptable solution was found. According to unofficial sources, the entertainment world would have numbers of over-age persons able to satisfy requirements of civilian life. Those entertainers who are taken into the army, it was said, could entertain the troops just as effectively as tho they were still civilians.

## No U. S. Recording Without Court's OK, But Disk Dates Planned; Kaye Controversy

NEW YORK, Sept. 21.—Production activity at the United States Record Corporation has been at a standstill since the company's petition in Federal Court for permission to reorganize. None of the bands under contract to U. S. has been put to work since the entire operation of the firm went into the hands of the court, and every move has to be properly okeed before it can be made by any of the U. S. execs. Too, Local 802, American Federation of Musicians, has a standing rule requiring full payment to a leader and his men for previous recording work before a date for another session can be set.

Ell E. Oberstein, head of the firm, denied rumors that he is seeking an affiliation with a competitive recording firm, and explained that, due to the court's position in the current picture, recording work is of necessity delayed. He stated that he plans several recording dates for next week, provided, of course, that the financial channels are cleared by the court.

A controversy revolving around the recording services of Sammy Kaye, leading U. S. contract band, has arisen, with Oberstein claiming that the court has to release Kaye from his current contract before he can sign with any other company. It was announced last week by Victor, whom Kaye left four months ago to go with U. S., that he was coming back to the 50-cent black label disks again.

Jim Peppo, Kaye's manager, claims that a deal with Victor "is all set," and that an official contract will be signed shortly, which was substantiated by Leonard Joy, Victor's recording manager.

## CELERON BALLROOM

(Continued from page 10)

a lower admission in comparison with some of the above.

Also good money-makers were Ozzie Nelson, who did well enough early in the season (June 22) with a take of \$1,362 and a crowd of 1,485 persons, and Russ Morgan, who pulled 1,225 dancers to the tune of \$1,121 June 15. Count Basie's drawing power was hurt June 29 by a late start, but he still scored with \$911, paid by 990. Will Osborne drew 900, but was only so-so with \$840 receipts. Little Jack Little, bought for a special promotion August 30 to precede Sammy Kaye by a night and make for a double ticket tie-up, didn't disappoint with an attendance of 1,400, which, however, due to very low ducats, grossed only \$700.

One band which didn't fare profitably at the box office was George Duffy, who was handclapped by a pre-season engagement May 29 and drew only 600 persons and \$350. A special promotion was Benny Carter's colored unit, which played the Skateland roller rink June 8 and grossed \$1,200 with 3,000 on hand, each shelling out 40 cents.

### \$1.65 Average

Ducat price scale for the various one-nighters ranged from \$1 to \$3 per couple, admissions not sold in singles at any time, which is one reason Celeron was so successful, according to Campbell. Average price was \$1.65 advance and \$2 at the gate per pair, with Glenn Miller demanding the highest price of any band this season with a \$2.50 and \$3 scale. "Miller's success proves that price doesn't stop them if they like a band," said Campbell.

June 30 Morrey Brennan (MCA unit) took over as the house band and has done very well so far. Spot will continue as a nitery into the winter, and the floorshow policy will be continued with Ray S. Kneeland, Buffalo, in charge of production. No minimum is required, with only an entertainment charge of 10 cents week days and 25 cents on weekends. Name bands will be featured occasionally thru the winter.

Kaye received from U. S. one of the best all around record contracts ever drawn up. He was reported to be getting \$600 per record and the right to select tunes.

Other U. S. artists affected by the current reorganization proceedings include Griff Williams, Harry James, Lou Breeze, Will Osborne, Johnny Messner, Jan Garber, Johnny Ryan, Duke Daley, and Lang Thompson. The services of various U. S. artists are being sought by other recording firms, but the signing of actual contracts is being held up, pending a court announcement of the legal status of contracts held by a company undergoing reorganization.

## Bradley "Beat Me Daddy" Disk Topping Col. Sales

NEW YORK, Sept. 21.—Will Bradley has hit the jackpot with his and Ray McKinley's two-sided record of *Beat Me Daddy (Eight To A Bar)*, Columbia disk which has topped all other records on that label in sales for the past couple of weeks. Distinction is doubly noteworthy, inasmuch as the band is comparatively new to the Columbia rolls. Bradley, former radio trombone star, and McKinley, ex-Jimmy Dorsey drummer, formed the crew 10 months ago.

Leeds Music, publishers of the Don Raye-Hughes Prince-Eleanor Sheehy boogie-woogie number, say the Bradley disk has gone to 40,000 copies so far.

## New Dansant for Detroit

DETROIT, Sept. 21.—This city is to have a new ballroom this fall, according to Solon Gabriel, who is readying the former Prince Edward Ballroom for opening in about two weeks. Spot is in the same block with the Graystone and the New Hollywood Ballrooms, and will be called the Aragon.

## OHIO DANCE SPOTS

(Continued from page 10)

fall and winter. Sessions at popular prices continue Thursday and Saturday nights, with patronage better by far than a year ago.

### Summer Spots Still Open

Summit Beach Park Pavilion, Akron spot managed by Lew Platt, is hanging on Saturdays and Mondays and will continue operation as long as the weather permits. Middle bracket bands are being offered Saturday nights at popular prices and "Scotch night" Mondays continues to pack the spot. Opposition downtown spot there has opened, East Market Gardens, piloted by the veteran C. A. Sarchet. Mel Marvin ork was the opening band attraction at 30 cents a person. Ballroom is one of the largest in the Akron district.

Paul Jurko, head man at Yankee Lake Pavilion, near Youngstown, O., plans to carry on indefinitely. Policy there is dancing nightly except Monday. Spot launched its fall season September 14, with Charlie Spivak as the attraction. Admission is 35 cents a person. Idora Park Pavilion is in the throes of its annual series of Harvest Moon dances, and the Mansion, popular district dansant, continues its name-band policy.

Columbia Ballroom, near Medina, O., bowed September 14, with Johnny Martone's band in for three days. Pavilion will play middle bracket bands thru the fall and winter.

FOLLOWING a successful 10-week summer engagement at Lacy's resort, Okauchee Lake, Wis., Ray Tomson and his 12-piece band opened at the Club Sahara, West Allis, Wis., September 14 for their second season at the spot. Ork will be featured every Friday, Saturday, and Sunday evening at this liquorless nitery.

## ROLL TICKETS

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Keystone Ticket Co., Shamokin, Pa. \$17.50

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

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

**A**  
Abb. Vic (Stuyvesant) Buffalo, N. Y.  
Alberto (Music Bar) Atlantic City, N. J.  
Alexander, Van (Sea Girl Inn) Sea Girl, N. J.  
Alb. Barde (Paradise Club) Atlantic City, N. J.  
Alger, Micky (Cocoanut Grove) Boston, N. J.  
Alveres, Don (Conga Casino) Asbury Park, N. J.  
Arthur, Arue (Ken) Boston, N. J.  
Arthur, Zimm (De Coror) Brooklyn, N. Y.  
Austin, Gene (Old Vienna) Cincinnati, N. Y.  
Ayres, Mitchell (Chatterbox) Mountaineer, N. J.

**B**  
Bakay, George (Wilson's) Phila., N. Y.  
Barnet, Charles (Piazza) NYC, N. Y.  
Barratt, Arnie (Harry's New Yorker) Chi., N. Y.  
Barratt, Hughie (Ritz Carlton) Atlantic City, N. J.  
Barron, Bob (State-Lake) Chi., N. Y.  
Bastie, Joe (State Fair) Trenton, N. J.  
Becker, Howard (Dellwood) Buffalo, N. Y.  
Becker, Baker (Washington House) Westchester, Pa.  
Beckman, Jack (Brown) Louisville, N. Y.  
Belvet, Joe (Gay Bar) Youngtown, O.  
Benedict, Gardner (Netherland Plaza) Cincinnati, N. Y.  
Bernie, McMillan (Versailles) NYC, N. Y.  
Betrourne, Earl (Dreamland) Kankakee, Ill.  
Blaine, Jerry (Deshler Wallick) Columbus, O.  
Bono, Richard (Statler) Cleveland, N. Y.  
Borin, Eddie (Herman's Continental) Atlantic City, N. J.  
Bradley, Will (Raymor) Boston, N. Y.  
Bragas, Vincent (Beachcomber) Boston, N. Y.  
Breese, Lou (Beverly Hills) Newport, Ky.  
Bridges, Ace (Music Box) Omaha, N. Y.  
Brown, Lee (Arcadia) NYC, N. Y.  
Bruno, Anthony (Latin Quarter) Boston, N. Y.  
Bryson, Jack (Belvedere) Baltimore, N. Y.

**C**  
Cabot, Tony (Villa Moderne) Chi., N. Y.  
Cameron, Cecil (MacDonald) Edmontan, N. Y.  
Cazan, Fernando (Ross-Fenton Farms) Asbury Park, N. J.  
Camen, Eddie (Cold Springs) Hamilton, Ind.  
Carrigan, Bill (Eltich Gardens) Denver, N. Y.  
Catan, Larry (University Club) Albany, N. Y.  
Cattana, Count (Beachcomber) Boston, N. Y.  
Cels & the Fiddle (Lincoln) Washington, D. C.  
Chassy, Lon (Greenbrier) White Sulphur Springs, W. Va.  
Chaves (Beachcomber) NYC, N. Y.  
Chesny, Louis (Merry Gardens) Lynchburg, N. Y.  
Childs, Reggie (Brighton Beach) Brooklyn, N. Y.  
Clark, Lowry (Book-Cadillac) Detroit, N. Y.  
Clinton, Buddy (Park Central) NYC, N. Y.  
Clinton, Larry (Strand) NYC, N. Y.  
Cliff, Harold (Canyon Supper Club) Wichita, Kan.  
Cobina, Carlos (Biltmore) NYC, N. Y.  
Coffee, Jack (Leighton's Halfway House) Darien, Conn.  
Cohett, Syd (Greywolf Tavern) Sharon, Pa.  
Columbo, Harold (Coca Paree) Chi., N. Y.  
Columbo, Harold (Royal Cafe) Camden, N. J.

**D**  
Conduello, Joe (Latin Quarter) Boston, N. Y.  
Conrad, Lew (Sisben's) Boston, N. Y.  
Cordero, Romulo (Cuban Casino) NYC, N. Y.  
Cordoba, Lolita (El Chico) Pittsburgh, N. Y.  
Coyne, Fred (Anthony Wayne) Hamilton, O.  
Craig, Carvel (Trancon) Seattle, Wash.  
Croker, Mel (Battle House) Mobile, Ala.  
Cromwell, Chancery (Tutwiler) Birmingham, Ala.  
Crosby, Bob (St. Catherine) Catalina Island, Calif.  
Crowley, Ted (The Top) Boston, N. Y.  
Cudler, Ben (Rainbow Room) NYC, N. Y.

**E**  
Daly, Duke (Biltmore) Providence, R. I.  
Davidson, Bill (Star Dast Inn) Pleasantville, N. J.  
Davis, Eddie (La Rue's) NYC, N. Y.  
Davis, Jimmy (Lake Merritt) Oakland, Calif.  
Davis, Coleridge (Southland) Boston, N. Y.  
Day, Bobby (Arcadia) NYC, N. Y.  
De La Rosa, Oscar (Havana Madrid) NYC, N. Y.  
De Lao, Rafael (Cuban Casino) NYC, N. Y.  
DeLuca, Emil (Hollywood) West End, N. J.  
DeSisti, David (L'Algon) Chi., N. Y.  
Devere, Fred (Gull Lake) Battle Creek, Mich.  
DiBert, Sammy (Pewatcan Club) Detroit, N. Y.  
Dekker, Sid (Anchorage) Pittsburgh, N. Y.  
Donahoe, Al (State) NYC, N. Y.  
Dorsey, Jimmy (Flatbush) Brooklyn, N. Y.  
Drummond, Jack (Wright's Tavern) Plainville, Conn.  
Duchin, Eddy (Waldorf-Astoria) NYC, N. Y.  
Dudes, Feaz (Homestead) Kew Gardens, N. Y.  
Diller, Bob (Tutwiler) Birmingham, Ala.  
Dunham, Sonny (Rainbow Rendezvous) Salt Lake City, N. Y.  
Dunsmoor, Eddy (Colony Club) McCure, Ill.

**F**  
Eby, Jack (Royal Palm) Miami, N. Y.  
Elington, Duke (Sherman) Chi., N. Y.  
Ems, Joe (Queen Mary) NYC, N. Y.  
Emma, Pete (Lakeside) Albany, N. Y.  
Engel, Freddy (Igo's) Albany, N. Y.  
Evans, Bobby (Cotton Club) Phila., N. Y.

**G**  
Fay, Lew (Fiesta Danceteria) NYC, N. Y.  
Fisher, Jerry (Fischer's Casino) Detroit, N. Y.  
Fisher, Lew (Washington-Yourse) Shreveport, La.  
Fisher, Johnny (Piazza) San Antonio, N. Y.  
Fielding, Alan (Club Ball) Phila., N. Y.  
Fisher, Eddie (Happy Hour) Minneapolis, N. Y.  
Fisher, Art (Club Minnet) Chi., N. Y.  
Fisher, Buddy (Trocadero) Henderson, Ky.  
Fisk Jr., Charlie (Gabrie's) Columbia, Mo.  
Flint, Emil (Paradise) Chi., N. Y.  
Fontaine, Sonny (Waltan) Phila., N. Y.  
Fred, Carl (Park) St. Paul, N. Y.  
Freedley, Bob (Troop) NYC, N. Y.  
Fryman, Clarence (Willow Grove) Willow Grove, Pa.

**H**  
Fuller, Walter (Grand Terrace) Chi., N. Y.  
Gatford, Slim (Stamp's) Phila., N. Y.  
Gaines, Charlie (Lexington Casino) Phila., N. Y.  
Garr, Glenn (Rustic Cabin) Englewood Cliffs, N. J.

**I**  
Gasparr, Dick (Piazza) NYC, N. Y.  
Gason, Tom (Movie Carlo) NYC, N. Y.  
Gentlemen of Rhythm (De Witt Clinton) Albany, N. Y.  
George, Milton (Fox & Hounds) Boston, N. Y.  
Gilbert, Jerry (Cawthon) Mobile, Ala.  
Gitt, Emerson (Green Mill) Saginaw, Mich.

**J**  
Glass, Billy (Pastor's) NYC, N. Y.  
Gordon, Al (Frolic Club) Albany, N. Y.  
Gordon, Gray (Edison) NYC, N. Y.  
Gordon, Chuck (Pier) Ocean City, Md.  
Gorman, Johnny (Club Casa Rio) Atlantic City, N. J.  
Granada, Guy (Fiesta Danceteria) NYC, N. Y.  
Grant, Tommy (Peninsula House) Seabright, N. J.  
Grayson, Hal (WV-Shore) Chi., N. Y.  
Green, Hy (Harmony) Harleysville, N. Y.  
Grimes, Don (Half Moon) Steubenville, O.

**K**  
Hale, Tige, Concert Band (Fair) Napoleon, O.  
Hall, Sleepy (Homestead) Kew Gardens, N. Y.  
Hamp, Johnny (President) Atlantic City, N. J.  
Hardy, Bob (Casa Manana) Boston, N. Y.  
Harper, Don (Grove) Orange, Tex.  
Harris, Jack (Black Club) NYC, N. Y.  
Hawaiian Trio (University Grill) Albany, N. Y.  
Hayes, Joe (Streets of Paris) Phila., N. Y.  
Hays, Billy (Open Door Cafe) Phila., N. Y.  
Hecker, Ernie (CHI) San Francisco, N. Y.  
Hendrick, George (Cobb's Mill Inn) Weston, Conn.  
Herbeck, Ray (Log Cabin) Armonk, N. Y.  
Herman, Byvan (Bardley) Phila., N. Y.  
Herman, Woody (New Yorker) NYC, N. Y.  
Hilburn, Mark (The Inn) Duck Hill Falls, Pa.  
Hill, Benny (Tops) Phila., N. Y.  
Hill, Tiny (Avalon) Niles, Mich.  
Hoffman, Ray (Red Fox Tavern) South Merchantville, N. J.  
Holman, Syd (Blue Room) Beach Arlington, N. Y.  
Holmes, Miller (Gym) Union, Miss.  
Holt, Ernie (Ambassador East) Chi., N. Y.  
Horse, Al (Park Lane) NYC, N. Y.  
Horton, Chris (Paragon) Burlington, Vt.  
Hudson, Will (Lincoln) NYC, N. Y.  
Hugo, Victor (Little Rathskeller) Phila., N. Y.  
Humbert, Don (Or's) Boston, N. Y.  
Huston, Ina Ray (Astor) NYC, N. Y.

**L**  
Irwin, Marty (Churchill Tavern) Pittsburgh, Pa.  
Isaac, Vernon (Paradise) Phila., N. Y.  
Jackson, Armond (Paramount Club) La Salle, Ill.  
James, Harry (Brunswick) Boston, N. Y.  
James, Sonny (Renault Tavern) Atlantic City, N. J.  
Jarvis, Eddie (Di Pinto's) Phila., N. Y.  
Jay, Lou (Wagon Wheel) Atlantic City, N. J.  
Jazz Seters (The Barn) Cincinnati, N. Y.  
Jean, George (Melody Mill) Chi., N. Y.  
Johnson, Buddy (The Place) NYC, N. Y.  
Johnson, Freddy (Club 599) Detroit, N. Y.  
Johnson, Johnny (Monterey) Asbury Park, N. J.  
Jordan, Snooks (Pinto's) NYC, N. Y.  
Jureaux, Tommy (Show Boat) St. Louis, Mo.  
Jurgens, Dick (Aragon) Chi., N. Y.

# Orchestra Routes



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

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

Kendis, Sonny (Beachcomber) NYC, N. Y.  
Kent, Roger (The Embassy) Brooklyn, N. Y.  
Kent, Peter (New Yorker) NYC, N. Y.  
Kent, Larry (Biltmore Bowl) Beverly Hills, Calif.  
King, Russell (Steve's) NYC, N. Y.  
King, Freddy (Chez Ami) Buffalo, N. Y.  
King's Jesters (Philadelphia) Phila., N. Y.  
Kinney, Ray (Lexington) NYC, N. Y.  
Knecht, Charlie (Buck Horn Casino) Belvidere, N. J.  
Koker, Fred (Piccadilly) Baltimore, N. Y.  
Korn-Kobblers (Ballantines Inn) World's Fair, NYC, N. Y.  
Krupa, Gene (Eastwood Gardens) Detroit, N. Y.  
Kuhn, Dick (Ritz-Carlton) Atlantic City, N. Y.  
Kurtse, Jack (Carter) Cleveland, N. Y.

**L**  
Ladd, Lew (Bordwick) Tuckahoe, N. Y.  
Lamb, Drexel (Roseland Inn) Jackson, Mich.  
Lako, Sol (606 Club) Chi., N. Y.  
Lane, Eddie (Bossert) Brooklyn, N. Y.  
Lang, Lou (Cameo Place Inn) South Hampton, L. I.  
Lansberry, Hal (Leighton's Tavern) Ardsley, N. Y.  
Lear, Jerry (Heidelberg) Phila., N. Y.  
Le Baron, Eddie (La Conga) NYC, N. Y.  
Leonard, Gene (Windsor) Rochester, N. Y.  
Le Roy, Howard (Ohio) Youngstown, O.  
Lester, Ernie (Colonial) Bridgeport, Pa.  
Levant, Fodt (Blismark) Chi., N. Y.  
Lewis, Bud (Pine Tavern) Trenton, N. J.  
Lewis, Ted (Robinson Memorial Union) Little Rock, Ark.  
Locke, Floyd (Westwood Club) Little Rock, Ark.  
Lombardo, Guy (Palace) Cleveland, N. Y.  
Livingston, Jerry (Chanticleer) Millburn, N. J.  
Lynn, Bert (La Conga) Hollywood, N. Y.

**M**  
McCollough, John (Tally-Ho Tavern) Albany, N. Y.  
McDowell, Saxe (Henry Grady) Atlanta, Ga.  
McFarland, Twins (Blue Gardens) Armonk, N. Y.  
McGrane, Don (Diamond Horseshoe) NYC, N. Y.  
McHale, Jimmy (Westminster) Boston, N. Y.  
Madden, Bill (Traymore) Atlantic City, N. J.

McGuire's, Jimmy, Rhythmairs (Wilson's) Trenton, N. J.  
Mayer, Eddie (Golden Dragon) Wildwood, N. J.  
Madriguera, Enrie (Lido Club) Long Beach, N. Y.  
Mallak, Gene (Rendezvous) Gaylord, Mich.  
Mann, Milton (Joe's Casino) Wilmington, Del.  
Manuel, Don (Woodruff) Joliet, Ill.  
Marinara, Joe (Park Lane) NYC, N. Y.  
Martel, Paul (Arcadia) NYC, N. Y.  
Martin, Bobby (Jiggs) NYC, N. Y.  
Masters, Charlie (20th Century Tavern) Phila., N. Y.  
Masters, Frankie (Tart) NYC, N. Y.  
Mathey, Nicholas (Russian Kretchma) NYC, N. Y.  
Matteo, Dan (Brown Derby) Albany, N. Y.  
Mays (La Conga) NYC, N. Y.  
Meadows, Frankie (Swing Club) NYC, N. Y.  
Mellen, Earl (Aragon) Cleveland, N. Y.  
Messner, Johnny (McAlpin) NYC, N. Y.  
Meyer, Jack (Book-Cadillac) Detroit, N. Y.  
Miles, Don (Gaiety) NYC, N. Y.  
Miller, Russ (Jack & Bob's) Trenton, N. J.  
Miller, Murray (Dempsy's Broadway Bar) NYC, N. Y.  
Miss, Skippy (Asbury-Essex) Asbury Park, N. J.

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

**N**  
Nanette, Marie (Hofbrau) Wildwood, N. J.  
Nate, Sal (Montgomery House) Conahocken, Pa.  
Navis, Mary (Yacht Club) Phila., N. Y.  
Nelbaur, Eddie (Marigold) Chi., N. Y.  
Newman, Ruby (Ritz Carlton) Boston, N. Y.  
Nielsen, Paul (Greystone) Mansfield, O.  
Noble, Ray (Palmer House) Chi., N. Y.  
Noble, Leighton (Cleveland) Cleveland, N. Y.  
Norman, Duke (Pleasant View) Reading, Pa.

**O**  
Oger, Bill (Hilcrest) Toledo, N. Y.  
Oman, Phil (Trocadero) Hollywood, Calif.  
Oman, Val (La Martinique) NYC, N. Y.  
Oliver, Eddie (Stevens) Chi., N. Y.  
Oliver, Fred (Warwick) NYC, N. Y.  
Orlando, Don (Club Fares) Chi., N. Y.  
Osborne, Will (Purce Memorial Union) La Fayette, Ind.  
Owens, Harry (St. Francis) San Francisco, N. Y.

**P**  
Palermo, William (La Marquise) NYC, N. Y.  
Palmsquist, Ernie (Trocadero) Wichita, Kan.  
Ramos, Ramon (Drake) Chi., N. Y.  
Parchito (Versailles) NYC, N. Y.  
Parsons, Mike (Manor Inn) Albany, N. Y.  
Parker, Paul (Hunter's Inn) Albany, N. Y.  
Parks, Bobby (Child's Spanish Gardens) NYC, N. Y.  
Patrick, Henry (Stork Club) Phila., N. Y.  
Patterson, Pat (Pine Inn) Albany, N. Y.  
Paul, Teasty (Eden Theater) Chi., N. Y.  
Penman, Blundy (Golden Pheasant) Clinton, N. Y.  
Peres, Mico (885) Chi., N. Y.  
Perry, Don (Belvedere) NYC, N. Y.  
Peters, Bobby (Paxton) Omaha, Neb.  
Peterson, Dec (Wayside Club) West Springfield, Mass.  
Petti, Emil (Savvy-Flava) NYC, N. Y.  
Pinell, Sam (Martino's Grill) Asbury Park, N. J.  
Prager, Col. Manny (Lookout House) Covington, Ky.  
Prospero, Fritz (Rainbow Room) NYC, N. Y.

**Q**  
Quartell, Frank (Colostro's) Chi., N. Y.  
Quintana, Don (El Chico) Miami Beach, Fla.

**R**  
Ramos, Ramon (Drake) Chi., N. Y.  
Rans, Hal (Crosnecker's) Sea Isle City, N. J.  
Rearick, George (The Cave) San Bernardino, Calif.  
Reichman, Joe (Ben Marden's Riviera) Fort Lee, N. J.  
Reh, Benny (Bewery) Detroit, N. Y.  
Reynolds, Howard (Palumbo's) Phila., N. Y.  
Ricardo, Joe (Claremont Inn) NYC, N. Y.  
Ricardo, Don (Casa Loma) Missoula, Mont.  
Riley, Mike (Fontaine Ferry) Louisville, N. Y.  
Rizzo, Vincent (Walton) Phila., N. Y.  
Roberts, Ted (Madura's Danceland) Hammond, Ind.  
Rocaforte, Joseph (Valenti Rockway) L. I.  
Rodman, Will (Blackstone) Wildwood, N. J.  
Rodriguez, Johnny (Riley's Lake House) Saratoga, N. Y.  
Rogers, Eddy (Radisson) Minneapolis, N. Y.  
Rogge, Karl (Hilminster's Village) Boston, N. Y.  
Rohr, Eddie (Alabam) Chi., N. Y.  
Rudolph, Jack (Hollywood Grill) Sharon, Pa.  
Ruddell, Mark (Gibson) Cincinnati, N. Y.  
Russell, Rudy (Eden) Chi., N. Y.  
Russell, Jack (White City) Chi., N. Y.

**S**  
Sacasas (Colony Club) Chi., N. Y.  
Sabanria, Juanito (Havana-Madrid) NYC, N. Y.  
Sanders, Roy (Emerson) Baltimore, N. Y.  
Sander, Berne (Olen Casino) Glen Park, Williamsville, N. Y.  
Saunders, Red (Club Delia) Chi., N. Y.  
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Scherber, George (The Yari) Chi., N. Y.  
Schroeder, George (The Pirates Den) NYC, N. Y.  
Shand, Terry (New Kenmore) Albany, N. Y.  
Sharkey, Bill (Troop) NYC, N. Y.  
Shaw, Art (Palace) San Francisco, N. Y.  
Shelton, Dick (Blackhawk) Chi., N. Y.  
Shepard, Lee (Forest Park Casino) Toledo, O.  
Shevlin, Pat (Evergreen Casino) Phila., N. Y.  
Shilling, Bud (Terrace Gardens) Fort Clinton, O.  
Silva, Romeo (Brazilian Pavilion) World's Fair, N. Y.  
Sliss, Nobel (Diamond Horseshoe) NYC, N. Y.  
Small, Wilson (Hillside Tavern) Albany, N. Y.  
Smith, Staff (Kelly Stables) NYC, N. Y.  
Smith Sisters (Kenmore) Albany, N. Y.  
Snider, Billy (Lookout House) Covington, Ky.  
Sosa, J. John Philip (Paxton) Omaha, N. Y.  
Spencer, Dick (Capitol Cocktail Lounge) Chi., N. Y.  
Spitally, Maurice (Mission Inn) LaBore, Pa.  
Spratt, Jack (Knickerbocker Gardens), Flint, Mich.  
Staley, Roger (London Chop House) Detroit, N. Y.  
Stock, Oss (The Brook) Summit, N. J.  
Stevens, Bert (Governor Clinton) NYC, N. Y.  
Strickland, Don (Radisson) Minneapolis, N. Y.  
Stutz, Bert (Wally) Baltimore, N. Y.  
Stutz, Lew (Gardner) Chi., N. Y.  
Strong, Benny (Tutwiler) Birmingham, N. Y.  
Sud, Joe (Schroeder) Milwaukee, N. Y.  
Suss, Howard (Hickins) Oklahoma City, N. Y.  
Sullivan, Micky (Lido) Worcester, Mass.  
Sura, Steve (Stuyvesant) Buffalo, N. Y.

# Bands on Tour—Advance Dates

**AL DONAHUE:** Miehler Theater, Altoona, Pa., Sept. 25; Orpheum Theater, Conneville, Pa., 26; Pennsylvania Theater, Butler, Pa., 27; Cattle Farm, Cincinnati, 28; Meyers Lake, Canton, O., 29.  
**PINKY TOMLIN:** El Patio Ballroom, Reno, Nev., Sept. 25; Auditorium, San Jose, Calif., 26; Sweet's Ballroom, Sacramento, Calif., 28; Sweet's Ballroom, Oakland, Calif., 29; Memorial Union, Univ. of Minnesota, Minneapolis, Oct. 11.  
**INA RAY HUTTON:** Auditorium, Toronto, Sept. 25.  
**TOMMY TUCKER:** Riverside Theater, Milwaukee, Sept. 27 week.  
**TOMMY REYNOLDS:** Raymor Ballroom, Boston, Sept. 28-30.  
**CARL RAVAZZA:** Aragon and Trionon ballrooms, Chicago, Sept. 28-29.  
**HARRY JAMES:** New Haven (Conn.) Arena, Sept. 29.  
**COUNT BASIE:** Frazier Park, Auburn, Ala., Sept. 29; Municipal Auditorium, Savannah, Ga., 30; Cotton Club, Florence, S. C., Oct. 3; Memorial Auditorium, Raleigh, N. C., Oct. 14.

**WILL BRADLEY:** Raymor Ballroom, Boston, Oct. 1-5; VPI German Club, Blacksburg, Va., 10-12; Convention Hall, Camden, N. J., 13; Manhattan Odd Fellows Hall, New York City, 19; Cornell University, Ithaca, N. Y., 26.  
**FRANKIE MASTERS:** Paramount Theater, New York, Oct. 2 (two weeks).  
**LEO REISMAN:** Loew's State Theater, New York, Oct. 3 week.  
**LOU BRESEE:** State-Lake Theater, Chicago, Oct. 4 week.  
**WILL OSBORNE:** Frog Hop Ballroom, St. Joseph, Mo., Oct. 5; Tromar Ballroom, Des Moines, Ia., 6; Cobblestone Ballroom, Storm Lake, Ia., 8; Palmer House, Chicago, 10.

Mills, Jay (Colony Surf Club) Asbury Park, N. J.  
Monchilla (Colony) Chi., N. Y.  
Monroe, Vaughn (Seller's Ten Acres) Wayland, Mass.  
Moore, George (Abany Arms) Atlantic City, N. Y.  
Morgan, Russ (Pennsylvania) NYC, N. Y.  
Morris, George (Whirling Top) NYC, N. Y.  
Morton, Gerry (Piazza) NYC, N. Y.  
Morton, Ray (Yacht Club) Sea Bright, N. J.  
Mofford, Don (Sweet's) Oakland, Calif.  
Murphy, Prof. F. (New Oublet) Albany, N. Y.

**N**  
Nanette, Marie (Hofbrau) Wildwood, N. J.  
Nate, Sal (Montgomery House) Conahocken, Pa.  
Navis, Mary (Yacht Club) Phila., N. Y.  
Nelbaur, Eddie (Marigold) Chi., N. Y.  
Newman, Ruby (Ritz Carlton) Boston, N. Y.  
Nielsen, Paul (Greystone) Mansfield, O.  
Noble, Ray (Palmer House) Chi., N. Y.  
Noble, Leighton (Cleveland) Cleveland, N. Y.  
Norman, Duke (Pleasant View) Reading, Pa.

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Oman, Phil (Trocadero) Hollywood, Calif.  
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Oliver, Eddie (Stevens) Chi., N. Y.  
Oliver, Fred (Warwick) NYC, N. Y.  
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Osborne, Will (Purce Memorial Union) La Fayette, Ind.  
Owens, Harry (St. Francis) San Francisco, N. Y.

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Parchito (Versailles) NYC, N. Y.  
Parsons, Mike (Manor Inn) Albany, N. Y.  
Parker, Paul (Hunter's Inn) Albany, N. Y.  
Parks, Bobby (Child's Spanish Gardens) NYC, N. Y.  
Patrick, Henry (Stork Club) Phila., N. Y.  
Patterson, Pat (Pine Inn) Albany, N. Y.  
Paul, Teasty (Eden Theater) Chi., N. Y.  
Penman, Blundy (Golden Pheasant) Clinton, N. Y.  
Peres, Mico (885) Chi., N. Y.  
Perry, Don (Belvedere) NYC, N. Y.  
Peters, Bobby (Paxton) Omaha, Neb.  
Peterson, Dec (Wayside Club) West Springfield, Mass.  
Petti, Emil (Savvy-Flava) NYC, N. Y.  
Pinell, Sam (Martino's Grill) Asbury Park, N. J.  
Prager, Col. Manny (Lookout House) Covington, Ky.  
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Rearick, George (The Cave) San Bernardino, Calif.  
Reichman, Joe (Ben Marden's Riviera) Fort Lee, N. J.  
Reh, Benny (Bewery) Detroit, N. Y.  
Reynolds, Howard (Palumbo's) Phila., N. Y.  
Ricardo, Joe (Claremont Inn) NYC, N. Y.  
Ricardo, Don (Casa Loma) Missoula, Mont.  
Riley, Mike (Fontaine Ferry) Louisville, N. Y.  
Rizzo, Vincent (Walton) Phila., N. Y.  
Roberts, Ted (Madura's Danceland) Hammond, Ind.  
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Rogers, Eddy (Radisson) Minneapolis, N. Y.  
Rogge, Karl (Hilminster's Village) Boston, N. Y.  
Rohr, Eddie (Alabam) Chi., N. Y.  
Rudolph, Jack (Hollywood Grill) Sharon, Pa.  
Ruddell, Mark (Gibson) Cincinnati, N. Y.  
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Schroeder, George (The Pirates Den) NYC, N. Y.  
Shand, Terry (New Kenmore) Albany, N. Y.  
Sharkey, Bill (Troop) NYC, N. Y.  
Shaw, Art (Palace) San Francisco, N. Y.  
Shelton, Dick (Blackhawk) Chi., N. Y.  
Shepard, Lee (Forest Park Casino) Toledo, O.  
Shevlin, Pat (Evergreen Casino) Phila., N. Y.  
Shilling, Bud (Terrace Gardens) Fort Clinton, O.  
Silva, Romeo (Brazilian Pavilion) World's Fair, N. Y.  
Sliss, Nobel (Diamond Horseshoe) NYC, N. Y.  
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Smith, Staff (Kelly Stables) NYC, N. Y.  
Smith Sisters (Kenmore) Albany, N. Y.  
Snider, Billy (Lookout House) Covington, Ky.  
Sosa, J. John Philip (Paxton) Omaha, N. Y.  
Spencer, Dick (Capitol Cocktail Lounge) Chi., N. Y.  
Spitally, Maurice (Mission Inn) LaBore, Pa.  
Spratt, Jack (Knickerbocker Gardens), Flint, Mich.  
Staley, Roger (London Chop House) Detroit, N. Y.  
Stock, Oss (The Brook) Summit, N. J.  
Stevens, Bert (Governor Clinton) NYC, N. Y.  
Strickland, Don (Radisson) Minneapolis, N. Y.  
Stutz, Bert (Wally) Baltimore, N. Y.  
Stutz, Lew (Gardner) Chi., N. Y.  
Strong, Benny (Tutwiler) Birmingham, N. Y.  
Sud, Joe (Schroeder) Milwaukee, N. Y.  
Suss, Howard (Hickins) Oklahoma City, N. Y.  
Sullivan, Micky (Lido) Worcester, Mass.  
Sura, Steve (Stuyvesant) Buffalo, N. Y.

(See ORCHESTRA ROUTES on page 27)

## Deep South Bookings

NEW ORLEANS, Sept. 21.—New Orleans' fall legit season, as sparse as ever, thanks to lack of theater facilities here, opens formally November 4 with Gertrude Lawrence in *Skylark*. As for past several seasons, all plays and musicals will be forced to use Municipal Auditorium, which has corrected many faults in recent weeks, but is still too huge for best acoustics. Show repeats on November 5. Also negotiated for by Auditorium manager Irwin Poche is Helen Hayes in *Twelfth Night*; American Jubilee of the New York Fair; Gene Autry and His Hodeo, and three junior events to be sponsored by local P-T Association.

At Beaumont, Tex., Mrs. Edna Saunders has booked George Kaufman's *Man Who Came to Dinner*, *Hellsbopppin*, and Tallulah Bankhead in *The Little Foxes*.

Miss Lawrence will appear in *Skylark* to open the fall season at Ellis Auditorium, Memphis, Tenn., October 21-22. Col. Charles A. McElvray, managing director, announces. Three other shows have been dated definitely for the Memphis auditorium, *Hellsbopppin*, December 3-4; Tallulah Bankhead, February 3, and *The Man Who Came to Dinner*, February 21-22. McElvray says several other plays are on fire.

## Loop Legit's Light Start

CHICAGO, Sept. 21.—Few attractions are scheduled for the first two months of Chicago's legit season. Only three houses are occupied at present, and it is unlikely that the number will be increased until some time in November.

*Too Many Girls* closes tonight at the Grand after three weeks of excellent business. House will be relighted September 28 when *Meet the People*, with the original cast, comes in from a year's run in Los Angeles and San Francisco.

*The Male Animal*, at the Selwyn, is playing to good business, but will remain only a short time because of prior bookings. *Like With Father* continues to draw remarkably good crowds to the Blackstone.

The American Theater Society has announced several of its attractions. *Ladies in Retirement* comes to the Harris September 30 for two weeks. Second will be *The Time of Your Life*, which opens the Erlanger October 28. *Twelfth Night*, with Helen Hayes and Maurice Evans, will follow. *There Shall Be No Night*, with Alfred Lunt and Lynn Fontanne, is scheduled for December 26. In prospect, but not definitely set, are *First Stop to Heaven*, *Limbo*, and *Battle of Angels*.

## "Pins" Weak 15G in Philly

PHILADELPHIA, Sept. 21.—Fortnight for the new *Pins and Needles* at the Locust Street Theater, ended tonight (21), was far below expectations, considering that it was the only show in town. At a \$2 top, take of \$8,000 for the first stanza and \$7,000 for the second week makes the \$15,000 total just on the safe side. Take was down somewhat due to the failure of the labor unions to buy out blocks of tickets as they did when show first came here in 1938. Even the sponsoring ILGWU, which bought out two nights last time, played possum now. It had been hoped *Pins* would stay a third week at least; with no October bookings for house in sight.

Forrest Theater relights Monday (23) for a week with Ed Wynn's *Boys and Girls Together*, with *Philadelphia Story* returning for a single week thereafter. Next definite booking is November 4 for Forrest, with Helen Hayes and Maurice Evans in *Twelfth Night*.

## Actors Attach Barn B. O.

WORCESTER, Mass., Sept. 21.—Writes bearing the names of three members of the Red Barn Theater stock company on the Turnpike in Westboro and attaching box-office receipts were served last week on Prentice Abbot, of Brookfield, theater treasurer. The three actors, who said they were seeking unpaid wages, are Maurine Gray, Warren Reid, and Charles Leroy Collins.

Deputy Sheriff Louis R. Cormier served the writs on request of Jacob J. Kressler, representing the plaintiffs. The writs are returnable today in Westboro District Court. Walter J. Griffin is counsel for the stock company.

## Goodman Starts 10th Year

CHICAGO, Sept. 21.—The 10th season of members' series plays at the Goodman Memorial Theater starts October 3 with *This Fine and Pretty World*, by Percy McKaye. Eight plays are scheduled for the season.

BROADWAY RUNS	
Performances to Sept. 21, inclusive.	Opened Perf.
<b>Dramatic</b>	
<i>Johnny Belinda</i> (Belasco).....	Sept. 18..... 6
<i>Jupiter Laugha</i> (Billman).....	Sept. 9..... 16
<i>Kind Lady</i> (revival) (Fisher)	Sept. 2..... 23
<i>Life With Father</i> (Kempire).....	Nov. 8..... 344
<i>Man Who Came to Dinner</i> .....	Sept. 2..... 392
<i>The Music Box</i> .....	Oct. 16..... 392
<i>Separate Rooms</i> (Plymouth).....	Mar. 23..... 209
<i>His Sista Rita</i> (Morocco).....	Sept. 9..... 16
<i>There Shall Be No Night</i> .....	Sept. 9..... 16
(second engagement) (Alvin).....	Dec. 4, '33 2885
<i>Tobacco Road</i> (Forrest).....	Dec. 4, '33 2885
<b>Musical Comedy</b>	
<i>DuBarry Was a Lady</i> .....	Dec. 6..... 334
(45th St.).....	Dec. 6..... 334
<i>Hold On to Your Hats</i> (Shubert)	Sept. 11..... 14
<i>Louisiana Purchase</i> (Imperial).....	May 28..... 135
<i>New Hellsbopppin</i> (Wingler)	Dec. 11..... 328
<i>Garden</i> .....	Dec. 11..... 328

## Scottish Drama Set

SALISBURY, N. C., Sept. 21.—Twenty-one performances of *The Highland Call* will be given at Fayetteville this fall in conjunction with the Cape Fear Valley Scottish Festival, from Monday, October 14, to Saturday, November 2. *The Highland Call*, Paul Green's historical drama written for the Cape Fear festival last year, will be given every night except Sunday during the three weeks, with matinees on Wednesdays and Saturdays and a special matinee on Tuesday, October 15. The migration of the Scottish Highlanders to the Cape Fear country is the thread of the story, with Flora Macdonald as a leading character.

Ten professional actors have already been signed and several more will be given contracts shortly. Fifty local amateurs will supplement the cast.

## From Out Front

By EUGENE BURR

THE big news now in the theater, as everywhere else, the one thing talked about or worth talking about, is, of course, the conscription of American citizens for enforced military service. This isn't the place to discuss the general pros and cons of the downfall of the American way of life after 150 years or the new set-up that asks Americans to protect freedom and leaves them no freedom to protect. It is, however, the place to discuss them insofar as they affect the theater. The discussion need not be long; there's no use dwelling on calamity.

Conscription will affect the theater in two ways, directly and indirectly. Directly, of course, the effects will be felt thru the impingement into military service of all sorts of people connected with the stage. Young actors will probably bear the brunt, since not many of them are married, and even fewer of them have jobs. All the youngsters looking for stage work, all those who have had a few jobs, even some who have given outstanding performances, will be among those in the first class to be called. Actors, as a rule, have to keep pretty fit thru the nature of their work, so physical deferments will in all probability be scarce. The younger performers and would-be performers, therefore, face a wholesale exodus from Broadway into the army.

And even those who are married among the younger lads may not be deferred as long as they hope. At the moment, we have only vague assurances that married men will be spared in any way, and we have definite statements that a wife's actual dependence upon her husband's earning power will be investigated. It's only natural to predict, then, that the married lads who haven't landed a part for a long time—and therefore haven't been contributing very noticeably to their wives' support—will be almost as liable to a year's exile as the unmarried kids.

From that angle, the downfall of theatrical production in recent years, with the consequent scarcity of available jobs, will turn out to be more unfortunate than ever.

As a matter of fact, it seems reasonably safe to suppose that the Penn-Astor and other haunts of the pavement-pounders may lose a good portion of their male populations.

ANOTHER thing for the actor to think about is the semi-official ruling that a draftee whose life's work depends upon constant practice will not be given any special treatment. In other words, he will not be given opportunity for practice, regardless of how his ability may be affected. That is, of course, a danger primarily to musicians, but it does affect the actor too. There is also another interpretation of the legislation that blithely suggests that men are guaranteed old employment only if they haven't lost their ability during the year they spent away.

You can put one and one together and find out how much protection anyone in the arts can expect.

CONSCRIPTION will also affect the theater indirectly—tho the precise direction it will take is harder to determine. Offhand, it would seem that patronage might be affected adversely, because a lot of people who once earned a living wage will now be receiving \$21 at first and later \$30 a month; and their families will be subsisting on charity or dried crusts. On the other hand, however, theater patronage is composed primarily of men included in the age group that drafts the laws and escapes the draft. These, of course, will not be affected. They will still be able to spend money on theater tickets—perhaps even more money than ever. Government contracts will aid some of them, and the monetary claims of business concerns against all the \$30-a-month draftees will be carefully protected.

Also, the jobs vacated by the enforced soldiers will have to be filled—most of them, at any rate. So a spending balance should be maintained there too.

As a matter of fact, the chances are that militarist conscription will actually increase the money spent on the theater. For conscription will inevitably lead to a profound change in the national way of life, and turn the average American's reactions into a copy of those of most Europeans. Instead of planning a life course carefully, far ahead, as Americans have been wont to do, we will inevitably begin living from day to day, as is the general European practice. As a matter of fact, this trend has already made itself felt in a "who-cares" attitude among those of draft age. There is a general tendency—which will increase rapidly as the steps of conscription proceed—to spend money while you're allowed to spend it, to forget a future that will be increasingly regimented, and to indulge more and more in the break-down of morale that marked the last war.

This tendency should inevitably bring more money into the theater. For even money can be expensive when you consider the price you pay for it.

## Changes Proposed in League Pact With Dramatists' Guild

Authors may bow to demands of film backers—in basic agreement itself, stock rights may be set at flat five years, and European exceptions may be entirely barred

NEW YORK, Sept. 21.—Changes, some major and others minor, in the Dramatists' Guild basic agreement with legit producers are imminent, with the possibility that there may yet be a meeting of minds with motion picture backers to achieve a supplementary agreement for their particular interest. All parties concerned have been drafting recommendations, and Thursday (19) committees met at the offices of the League of New York Theaters to try to iron out the supplementary document which went into unhappy discard last winter, when the motion picture companies and the League managers left the DG plan hanging in mid-air. The Guild and managers will get together within the next few weeks to confer on changes being recommended in the regular basic agreement, which expires in March.

Out of last night's bull session came recommendation for changes in the two sections to which the picture backers had objected most strenuously. In Article VI of the DG proposed contract for picture backing there is provision for advance payments and weekly royalties so long as the play runs (with a few exceptions when business drops below par). Picture producers object to the general terms of such a regulation, and ask that the Guild "put a ceiling" on such a clause so that they can get some idea of the maximum payments they may be called on to shell out.

Backers cited the long run of *Tobacco Road* as an example of that against which they would want to be protected, feeling that they don't want to be responsible for making payments endlessly. Proposal is for limit in time and money.

Second most important objection and modification listed by the picture men is recommendation that the Guild provide the picture backer with option to withdraw from the obligations completely after a certain period, without having to continue royalty payments during stewardship of the author or manager. Picture companies want to be able just to drop the whole matter, without strings attached.

All recommendations drafted at last night's meeting will now have to be referred to and adopted by the individual picture companies, who attended as independents, rather than collectively, and the council of Dramatists' Guild and the managers.

## Basic Pact Changes

In the preliminary drafts being mulled for the basic agreement, the following modifications are under consideration: Article VIII, Section 1a—Current agreement enables the manager to retain his subsidiary stock rights for a period of three years, under condition that the play be presented a minimum of 75 times the third year and every year after that. With stock conditions being as they are, proposal is that the clause provide for a flat five years during which the manager would retain his rights.

Heretofore, the Guild has permitted a manager one British and all other Continental author exceptions a season. Foreign exceptions are being deleted to protect the Guild membership from the influx of foreign scripts as a result of war conditions in Europe.

As a result of losing a Supreme Court decision last December against the Select Operating Corporation (the Shuberts), the Guild will ask that all authors' disputes, whether writers are employees of managers or free agents, be submitted to arbitration. The wrangle involved Edwin Gilbert, who had been employed by the Shuberts at \$50 a week. Tho the author claimed that the plays he had written at that time were during his off hours, the court held that the basic agreement did not cover.

New basic agreement will be for a five-year term, from March 1, 1941, to March 1, 1946.

Managers' request for revision in the 40-60 coin split to a 50-50 deal is not viewed favorably by the Guild. Other modifications and clarifications, such as determining time zones for the advance payments which are reduced 50 per cent during the summer, have yet to be aired.

## The Show Goes On

HERSHEY, Pa., Sept. 21.—Coming here directly from Washington, where earlier in the day she attended the state funeral of her father, Tallulah Bankhead on September 16 upheld the tradition of the theater.

She played to a capacity house and gave a magnificent performance as Regina Giddens in *The Little Foxes* on a one-night engagement at the Hershey Community Theater.

An appreciative audience gave her a wild demonstration during final curtain calls.

VANCOUVER, B. C., Sept. 21.—Empress Theater here has been demolished. First curtain went up 32 years ago on Dorothy Vernon of *Haddon Hall*.

## SHUBERT

Beginning Wednesday Evening, Sept. 11, 1940

## HOLD ON TO YOUR HATS

A musical comedy starring Al Jolson. Book by Guy Bolton, Matt Brooks, and Eddie Davis. Lyrics by E. Y. Harburg. Music by Burton Lane. Book staged by Edgar MacGregor. Dances staged by Catherine Littlefield. Costumes and settings designed by Raulo Pasa. Du Bois. Production supervised by George Hale. Settings constructed by Vail Scenic Construction Company and painted by Triangle Scenic Studios. Costumes executed by Brooks Costume Company. Lighting by Feder. Musical direction, Al Goodman. Orchestral arrangements by Hans Spialek and Don Walker. Vocal arrangements by Joseph Litley. Press agent, Charles Washburn. Associate press agent, Frank Goodman. Stage manager, Edward L. Mendelsohn. Assistant stage managers, William Hale, George Maran, and Ray Clarke. Presented by Al Jolson and George Hale.

Sierra ..... Margaret Irving  
"Sim" ..... Gil Lamb  
"Lon" ..... George Church  
Pete ..... Jack Whiting  
"Mama" ..... Martha Raye  
First Duet ..... "Jinx" Falkenberg  
Second Duet ..... Joyce Matthews  
Third Duet ..... Thea Pinto  
Sheriff ..... Lew Eckles  
Fernando ..... Arnold Moss  
Lone Rider ..... Al Jolson  
Radio Announcer ..... John Randolph  
"Gee" ..... Joe Stoner  
"Old Man" Hawkins ..... Marty Drake  
"Concho" ..... Bert Gordon  
Sound Effects ..... George Maran  
"Dinky" ..... Russ Brown  
Shirley ..... Eunice Healey  
Luis ..... Sid Cassel  
Pedro ..... Thea Pinto  
The Tanner Sisters: Martha Tanner, "Mickey" Tanner, Betty Tanner.  
The Radio Aces: Marty Drake, Lou Stoner, Joe Stoner.

The Ranchettes: Margie Greene, Anita Jakob, Iris Wayne, Janis Williams.  
DUETTES: Janet Moore, Betty Jane Hess, Jean Ellis, Joyce Matthews, Thea Pinto, Ruthie Reid, Francisca Sims, and Dorothy Wygal.

DANCING GIRLS: Marjorie Baglin, Betty Boyce, Flora Bowes, Renee Cottel, Grace DeVita, Constance Dowling, Betty Ford, Jackie Gately, Betty Gavin, Marion Luffing, Joanne Marshall, Dorothy Thomas, Myra Weiden, and Claire Wolf.  
DANCING BOYS: Albin Astaro, Alan Bandler, Frank Carey, Arthur Grahl, Randolph Hughes, Clarence Jaeger, Dave Jones, Herb Lurie, George Miller, Russ Milton, Bill Rettle, Jack Smith.

ACT I—Scene 1: Route "66." Scene 2: Exterior of Sunshine Valley Rancho. Scene 3: Stage of Nationwide Broadcasting Company Studio. Scene 4: Radio in Nationwide Broadcasting Company. Scene 5: Reception Room of Nationwide Broadcasting Company. Scene 6: Corridor of Nationwide Broadcasting Company. Scene 7: Pioneer Week (Sunshine Valley). ACT II—Scene 1: Lounge of Alamo Hotel, Mexico. Scene 2: Patio of Sunshine Valley Rancho. Scene 3: El Marihuana Cafe. Scene 4: Street Scene. Scene 5: Broadcast (Sunshine Valley). Scene 6: Lobby of Sunshine Valley Rancho.

When the curtain fell on Al Jolson's *Hold On to Your Hats*, which opened last Wednesday night at the Shubert Theater, the young lady next to me started whispering—but loud. That over, and while still applauding, she began muttering between her teeth. "You stay here now, Jolson," she said. "Maybe we need you on the Coast, but we need you here. This is where you belong!"

Their sentiments with which this reporter violently agrees.

*Hold On to Your Hats* is as rousing, pleasurable, irresistible a musical comedy as you could ever hope to see—and it's so almost entirely because it signals the return home of Al Jolson, whose Mammy's been waiting for him for much too long. Broadway is where he belongs. If we ever let him get away again for long, this reporter will head a movement to close the street and be done with it. For Broadway without Jolson is as incongruous as Jolson without Broadway—and how incongruous that can be, Al alone knows. Of all the happy people in the Shubert Theater these nights—and it's packed to the raft-

ers with them—none seems happier than Jolson himself.

There are two big moments in the show—and neither is connected with the plot. They're when Jolson first comes on, to take complete command with an informal session of gagging that is like nothing seen here since Jolson himself left the Stem, and toward the end, when he returns to hold the stage alone and sing his old hits, whistling the customers into silence as of old and going on and on again to turn the Shubert into a bedlam of applause.

As for the show itself, it's good, and it's filled with performers many of whom are outstanding in their own right, but it would be just another musical comedy if it weren't for its star. The book, what there is of it, is amusing enough, though hardly original; the lyrics, by E. Y. Harburg, are up to the usual Harburg standard—which means they're excellent; the dances, staged by Catherine Littlefield, are lovely and out of the ordinary; Raoul Pene Du Bois has outdone himself on the colorful settings and costumes; and the music by Burton Lane, who this reporter thought it for the most part unimaginative and dull, will probably contribute its due quota to the hit parade. All of which provides the makings of a swell musical—but, good as it is, it's all overshadowed by the stature of its star.

The plot (as if you really cared) is about a radio performer known as the Lone Rider who is the idol of young America. He is allergic to danger of any kind, so there's something of a situation when a trusting group of cowpunchers comes east to ask his help in ridding their dude ranch of bandits. He finally goes and defeats the bandits in a raid (practically by mistake), gets himself captured and, when everyone has practically forgotten that there's a plot at all, brings the desperados to justice or something. As can be seen, it's not very new; but it does provide a fast-moving, entertaining peg upon which to hang the glittering work of Mr. Jolson and his associates.

Those associates, incidentally, shine with individual and collective brilliance—a brilliance that's always enhanced by Jolson's constant refusal to hog the spotlight. Martha Raye, making her debut in a Broadway musical, adds immeasurably to the hilarity. Gil Lamb, a comedian and eccentric dancer who has been terrific in vaudeville, remains terrific against the increased competition here. Eunice Healey, an outstanding dancer, reads lines charmingly as the ingenue, unleashes a lovely personality, and seems at last to have the real chance she's always deserved. Bert Gordon, the Mad Russian, plays an even madder Indian with side-splitting hilarity, doing by long odds the best job I've ever seen him do. Jack Whiting, as the romantic lead, is far more at ease than he's ever been before, offering his usual fine song-and-dance job but adding to it a zest and enjoyment that's new. A brace of trios, the Tanner Sisters and the Radio Aces, erupt pleasantly enough at intervals. A quartet of girl dancers, billed as the Ranchettes, contributes outstanding specialties that mark the kids individually as future top-rankers (For the records, their names are Margie Greene, Anita Jakob, Iris Wayne, and Janis Williams). The show girls are, for a wonder, almost as pretty as the dancing chorus. And the dancing chorus itself is a knockout, both visually and in ability.

It is, as you've gathered, a swell show; but despite all the other good things in it, it's primarily Jolson. He'd make a swell show out of even a musical version of *Jupiter Laugh*.

## BELASCO

Beginning Wednesday Evening, Sept. 18, 1940

## JOHNNY BELINDA

A play by Elmer Harris. Staged by Harry Wagstaff Gribble. Settings designed by Frederick Fox, built by Vail Scenic Construction Company, and painted by Robert

## New Plays on Broadway

Reviewed by Eugene Burr

Bergman. Costumes by Eaves. Lighting by Feder. Press agents, Willard Keefe and James P. Davis. Stage managers, John Delmar and Beau Tilden. Presented by Harry Wagstaff Gribble.

Mountie ..... Beau Tilden  
Hector McCaffy ..... Edward Craig  
Mrs. Lutz ..... Leslie Bingham  
Dr. Jack Davidson ..... Horace McNally  
Floyd McGuligan ..... John Delmar  
Jimmy Dingwell ..... Ralph Cullinan  
Fergus McGuligan ..... Frank Delmar  
Grace Peters ..... Valentine Vernon  
Mrs. McKee ..... Bertina Belmonte  
Locky McCormick ..... Willard Parker  
Stella Maguire ..... Jane Bancroft  
Pacquet ..... Jules Goodly  
Belinda McDonald ..... Helen Craig  
Black McDonald ..... Louis Hector  
Andy McPherson ..... Beau Tilden  
Lizzie Gordon ..... Margaret Cherry  
Maggie McDonald ..... Clare Woodbury  
Reverend Tindmarsh ..... Jack Lyons  
Defense Counsel McVail ..... William Chambers  
Attorney General McKnight ..... Bram Nossin  
The Judge ..... Henry Mowbray  
Clerk of the Court ..... Stanley Harris  
The Scene is Prince Edward Island, Off the Coast of Nova Scotia.

ACT I—Scene 1: A Street in Souris East, June. Scene 2: A Crust Mill. Scene 3: The Same. ACT II—Scene 1: Black McDonald's Kitchen, a Month Later. Scene 2: The Same, Autumn. Scene 3: A Bedroom. Scene 4: The Kitchen, Spring. ACT III—Scene 1: The Kitchen, November. Scene 2: The Same, Three Weeks Later. Scene 3: The Courtroom, Charlottetown.

Even if Elmer Harris' *Johnny Belinda* were a worse play than it is, a trip to the Belasco (where it opened Wednesday night under Harry Wagstaff Gribble's auspices) would still be worth while. For at the Belasco these nights you're privileged to see some of the most superior acting on view in recent seasons. It's not flashy acting, mind you; but, led by Helen Craig, a fine company offers a series of quiet, luminous, beautifully tender and understanding interpretations that are a rare pleasure to behold. In the case of Miss Craig, "behold!" is the right word; you can't hear her because she plays a deaf mute, one of the most difficult, demanding, and dangerous roles within this reporter's memory.

The play itself has great potentialities, but few were realized by the author, who lets an aroma of Broadway seep into his plot and his dialog just often enough to destroy his best effects. The central character is the deaf mute, a lass brought up to hard labor on a Nova Scotia farm by an embittered father. She has been known merely as the Dummy for so long that her father himself has difficulty in recollecting her given name—Belinda. Intrinsically intelligent, she has been taught nothing and treated like a beast.

A young doctor, new to the community, sees her and starts teaching her the sign language, to which she readily responds. Lessons are interrupted, however, when it is discovered that she is to have a child, whose father is a brutal young neighbor who had forcibly ravished her when she was still a sensory exile to life and thought. Later her own father is killed, and the young neighbor plans legally to take the child away from her—whereat she shoots him. On trial, she is acquitted thru the efforts of the young doctor, who wants to marry her; and in her joy she murmurs her first audible word—her child's name, Johnny.

There is much material there for moving, stirring, and highly unusual drama; and Mr. Harris makes good use of much of it. But he spoils his major effect by allowing the plot to become far too discursive—a wandering biography rather than a drama—and by including much too much material that smacks distressingly of crepe hair and grease paint. This last occurs all thru: humorous lines dragged in by the hair, caricatures of militantly righteous townspeople, the inevitable rumor that the young doctor is the child's father, the fortuitous killing of Belinda's own father by lightning, and any number of other instances. Mr. Harris made a real attempt to get under the skin of his Nova Scotians and is often successful, but he always spoils his effects by some stray wisp of Broadway. It is quite possible that the tale of *Johnny Belinda* is taken from life; if so, it is just another proof of the fact that life can often afford to be far more theatrical than the stage.

Also giving no help is Mr. Gribble's direction of the climactic scenes. Simple and workmanlike during most of the play, his staging becomes ineffective at the important curtain scenes, failing to

allow sufficient time for a proper buildup of either motivation or effect. At least three potentially effective scenes were spoiled by too-studied curtains.

The acting, however, is something else again. Louis Hector, gives simple magnificence, solid belief, and powerful, splendid effect to Belinda's father, an unevenly written role. Clare Woodbury offers an outstandingly simple and effective job as an aunt. Horace McNally, as the young doctor, shines in his bigger scenes by playing them with fine restraint. Ralph Cullinan offers another of his excellent character portrayals. Willard Parker and Jane Bancroft are more than adequate as the evil neighbor and his wife; and the only weak performances come from caricatured writing rather than from poor playing.

Miss Craig, as Belinda herself, is in sober truth marvelous. It is a role to terrify any actress, with its mute gyrations, its incessant gesturing in a sign language unintelligible to the audience, and its constant danger of becoming silly rather than affecting; but Miss Craig plays it with that luminous sincerity that is so particularly her own, with a compassion that floods across the footlights and into the hearts of the audience, with a high intelligence that skillfully avoids all the manifold pitfalls, and with a beauty of understanding and characterization that makes it one of the finest performances I have ever been privileged to see. So forceful is her passionate honesty, so consummate her artistry, that the very gestures of the sign language carry the force of words. It is an amazing—a miraculous—job.

One of the braves that greeted Miss Craig on second night came from this reporter. With sincere gratitude for a marvelous performance, it is hereby repeated in print.

## Pitt Season Late

PITTSBURGH, Sept. 21.—Nixon season will open later than in any recent years when *Ladies in Retirement*, with Flora Robson, comes in October 14 as first American Theater Society play. Only other shows definitely expected are *The Time of Your Life*, with Julie Hayden and Eddie Dowling; *There Shall Be No Night*, with Lunt and Fontanne; *The Men Who Came to Dinner*, *Dear Mr. Demerol*, *Life With Father*, and a revival of *The Shanghai Gesture*, with Florence Reed. Only other date set besides opener is *Life*, for following week.

Saroyan and Sherwood shows will also be ATS listings. Subscription sales are on par with last year's to date, 2,600, altho drive started two weeks later. Tentative are *My Dear Children* and *Hellasoppin*.

If Harry Brown's theater proposes merger season, local Playhouse is expected to capitalize with 20-plus weeks under direction of Fred Burleigh, returning for fourth season of Broadway successes played by gratis home talent and mounted by professional production staff.

## 'Skylerk' Pulls 2,400 in DM

DES MOINES, Ia., Sept. 21.—The opening of the Shrine Auditorium legitimate season in Des Moines September 18 drew an attendance of 2,400 for Gertrude Lawrence in *Skylerk*. Only one performance was given, with prices ranging from \$1.12 to \$2.60.



## Review Percentages

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

"Johnny Belinda"—56%  
YES: Atkinson (*Times*), Mantle (*News*), Coleman (*Mirror*), Kronenberg (*PM*).  
NO: Whipple (*World-Telegram*), Brown (*Post*), Anderson (*Journal-American*).  
NO OPINION: Lockridge (*Sun*), Watts (*Herald-Tribune*).

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## Rumba Casino Is Planned for Chi

CHICAGO, Sept. 21.—Al Greenfield and Milton Schwartz, whose Capitol Cocktail Lounge has been very successful, plan a new night club a block north on State Street, Rumba Casino.

They have negotiated a 10-year lease on a six-story building. The two lower floors will be remodeled and occupied by the night club. Lessees will pay a minimum guaranteed rental of \$200,000 for the 10-year term. In addition to the Capitol, Greenfield and Schwartz operate the Yankee Doodle and the Brass Hall in the Loop.

## Fisher Adds 3 More Theaters

NEW YORK, Sept. 21.—Arthur Fisher is again booking the Liberty, Elizabeth, N. J., which reopened Friday with five acts, Fridays to Sundays.

Fisher will also book the Riviera, a local Skouras house, which opens Sunday (22).

Scheduled to reopen October 2 is the Freeport, Freeport, L. I., with vaude Fridays to Sundays.

## 2,500-Seat Spot Opens

HOUSTON, Tex., Sept. 21.—The Plantation, recently destroyed by fire, has been rebuilt and opened Thursday (19) with Gus Arnheim and Floorshow. Dick Wheeler, one of club's owners, says seating capacity is 2,500, with no change in policy of popular price.

## Mario and Floria Reunite

NEW YORK, Sept. 21.—Mario and Floria go into Loew's State here week of October 3, set thru Music Corporation of America. Mario Artames and Julia Newcomb had split four months ago, during which time Mario worked the Boston Mayfair and the Waldorf-Astoria here with Eileen O'Connor, former ballerina. The State will be their first date since reuniting.

## Trenton Vaude Postponed

TRENTON, N. J., Sept. 21.—Return of Fish to the Victory Theater has been deferred. Alterations are being made, including many stage repairs, and it will be several weeks before the work is completed. Management has notified patrons that the postponement is only temporary.

## New Orleans Club Opens

NEW ORLEANS, Sept. 21.—Club Ball is set for opening Wednesday (25) under management of Larry Getz. Eddie Meloncon will manage the spot, formerly the El Toro.

## Airport Club Opens

NEW ORLEANS, Sept. 21.—Walnut Room at the New Orleans Airport opened Thursday (12) with Herbie Pell's orchestra and three-act floorshow headed by dance team of De Bard and Morales.

Mrs. Helen L. Rizan says room will have daily cocktail hours, with night shows at 9 and midnight.

## Kaliners Plan 2 More

PHILADELPHIA, Sept. 21.—The Kalliner brothers plan a Miami site for the winter season and expect to have an additional spot in Atlantic City next summer.

## Detroit Frontenac Relights

DETROIT, Sept. 21.—Club Frontenac, Bowery-style spot, reopened Thursday (12) after being closed for the summer. Karyl Norman, who had an all-male revue in for a 32-week run last season, is back as producer and will continue the same show policy.

## Detroit A. C. Opens

DETROIT, Sept. 21.—Detroit Athletic Club will open its main dining room October 4 with Terry La Franconi and Camille Montes. Will use name talent when available.

Miles Ingalls set the initial deal with Charles Hughes, managing director of the spot.

## Team Danced With 7,000 Patrons in Record Run

NEW YORK, Sept. 23.—Mari Lynn and Michael, ballroom dancers, who ended a record two-and-a-half-year run at the Radio City Rainbow Grill September 3, have relaxed enough since their closing to start to do some figuring.

The results: They danced with about 7,000 people during that period (one-hour instruction period nightly) and covered about 30,000 miles of actual dance steps.

Mari Lynn ruined 70 evening gowns, wore out 80 pairs of shoes, 700 pairs of stockings, and scores of handkerchiefs, ribbons, and incidentals. The work was so strenuous (two shows a night in addition to the instruction hour) that she had to visit a masseuse every day.

Michael wore out 15 dress suits, 60 pairs of shoes, and scores of socks. He lost an average of five pounds a night, but regained them by eating a hearty supper after each night's work.

## Mosque, Newark, Vaude Flop; No Reopening Likely

NEW YORK, Sept. 21.—Al Rogers, booker, says there is little likelihood that the Mosque Theater, Newark, will reopen following its disastrous four-day run. The house opened Thursday (12) with Ed Sullivan and the Harriet Moon unit and closed the following Sunday (15).

Belle Dow, Max Wilner, with Rogers booking, backed the venture and are reported to have lost around \$4,000. Grosses for the four days totaled about \$1,500.

The Mosque has long been a frozen asset owned by the Prudential Insurance Company.

The closing of the Mosque leaves Newark with only one vaude outlet, the Adams Theater, owned by Adam Adams and booked by Eddie Sherman.

## DeWolfe, Page Reorganizing

CINCINNATI, Sept. 21.—Linton DeWolfe and Bob Hicks Page, after completing a 35-week tour, covering 22,000 miles, with their *Midnight in Paris* unit, arrived here this week to organize and rehearse a new company. *Midnight in Paris* played as far west as the Coast and northward to British Columbia.

New unit, to be labeled *Midnight in Miami*, opens in Midwestern houses October 12, follows with New England, and then swings westward.

## Joe Pursent Disillusioned Again; Even "Requests" Turn Out Phony

Lakeland-in-the-Valley, N. J.

Dear Paul Denis:

I COULDN'T pick up any real talent in Hoboken and so I've come out here to that famous resort, Lakeland, figuring maybe I can pick up some terrific, but cheap, acts just ending their summer seasons.

But am I disappointed! There's nothing terrific here. There are a few cessantall (you know what I mean) acts, but nothing really good. There's Danny Bay, the singer at the Honeymoon Club, who's always singing numbers on request. I thought he was hot for a while, but found out the only ones who requested additional songs were the waiters. And then I found out that the waiters were given a list of songs to request each night by Danny.

I'm always being disillusioned. I am.

There was a big fight last night at the Honeymoon Club. Barney LeBarn and His Bronx Cheerers, the new band direct from the bus station of Hoboken, had an argument with the vocalist, Middle Meudd.

Right while the floorshow was going on Middle was yelling, "Just because I'm the band canary is no reason why you've got to pay me off in birdseed." The audience thought it was a gag and laughed. In fact, this was the only laugh in the show. Joey, the emcee, tried awfully hard, but laid so many eggs that the chicken farm next door threatened to protest to the government that he was unfair competition.

Then the line girls came out and did a dance called *Stepping Over the Emcee's Eggs*—and was the emcee mad! He and the girls are feuding because there's only one big spender in the club and the emcee talks to him all night about baseball so that the big spender forgets to invite the girls to have dinner with him. If this continues the girls will starve.

The Honeymoon Club is a classy roadhouse with a chicken farm on one side and a cow barn on the other. You can easily tell when the wind shifts and now all the performers are experts in predicting the weather. That's what country life does for you. In the city, for example, you never know what the weather is unless you read the papers.

Mike, the club owner, is trying to keep the riff raff out, especially the Coca-Cola crowd, so he has set a 15-cent minimum. He's going after the money class.

JOE PURSENT.

## More New Spots for New York; Spending More for Music, Acts

NEW YORK, Sept. 21.—Besides the raft of night club openings announced last week, several other spots have announced openings. Monte Proser will open his third club in this area, the Copacabana, on the site of the former Villa Vallee in the Hotel Fourteen, October 18 or 20. A lease has been arranged for a term of years at a rental exceeding \$100,000. Alterations will start shortly from plans designed by Clark Robinson. The spot will operate with the same Latin American atmosphere current in Proser's other spots, the Beachcomber on Broadway and the Zombie at the World's Fair.

Copacabana will open with the bands of Pancho, now at Marden's Riviera, and Fausto Courbello, former Cugat musician who turned band leader last year, and Ramon and Renita, dance team; Juanita Jaurez, singer, and eight American girls doing rumba, tango, and samba demonstrations arranged by Marjorie Fielding.

In addition, Proser opens his Beachcomber in Providence, R. I., the first week of October, with same atmosphere, policy, and talent set-up as his local Beachcomber. Proser will also open his Miami Beachcomber December 15 with the bands of Chavez and Sonny Kendis, now at his local Beachcomber, and with Xavier Cugat's band coming in January 25 or 26 for a couple of weeks. The Miami spot will be on the site of the large Roadside Hotel.

This will give Proser six clubs operating by December 15 and will make him the biggest night club operator in the nation.

The Casino Russe, closed during the summer, will reopen October 4. Olga Bacalanova has been signed to open the season. Sasha Maeef, operator, will also open the adjoining Bagdad Room.

The Hotel Sutton will for the first time open a room with entertainment Wednesday (25). The hotel is part of a four-hotel chain, the only other one using entertainment being the Hotel White. Already booked for the opening show are Sons of the Purple Sage, who corralled many weeks at the Village Barn, and John Beck, satirist. Emil H. Ronday is general manager of the hotel. The club will be under the direction of William J. Rafferty.

The Greenwich Village Casino will reopen October 2 under its former tag, the Greenwich Village Inn, with Jim Riley now full owner. Talent will include a seven-girl line under direction of Guy Martin, the Anthony Trivoli orchestra with Grace Patterson, vocalist, and the Jules Di Salvo trio.

The Persian Room of the Hotel Plaza will reopen October 8 with a show di-

rected by Russell Markert, of the Radio City Music Hall. Talent already signed includes Dick Gasparre's band, Dixie Dunbar and Rhythmaires, Grace and Igor Poggi, and John Buckmaster.

The recently reopened La Martinique has instituted guest nights Sundays.

Girl shows will remain the policy of the Cocosnut Grove of the Park Central Hotel, according to William B. Robbins, director of the room. Robbins says the opening week of the new show, *Broadway Headlines*, grossed \$8,700.

The Hotel Algonquin Supper Club reopens October 8 with Greta Keller. The Brevoort Supper Club also reopens early next month and will have Norbert Panconi, Virginia Morley, and Livingston Gearhart. El Morocco reopens Wednesday (25) with Jack Towne's band.

Bobby Martyn, who formerly had the original La Conga club, reopens a new spot, the Club Cuba, on East 54th Street, with the bands of Machito and Eliso Grenet.

## Spokane Vaude Policy Success

SPOKANE, Wash., Sept. 21.—After three years Manager Bill Evans of the Post Street has succeeded in making the public hereabouts vaude-minded. Last week marked completion of a year of continuous week-end vaude, and also the first time since 1937 the stage entertainment has lasted thru the hot season.

Evans realized little or no profit this summer but kept vaude in so he would not have to start over and build it up again this fall. He is trying to get a better line-up of supporting films. Gross was up to \$1,750 house average.

## Bell Unit to West

WILMINGTON, Del., Sept. 21.—Bell's *Havoc Unit* played the Ace Theater Tuesday (3) and left to play a number of Pennsylvania cities, including Tamaqua, September 4-5; Mahanoy City, 6-7; Shamokin, 9-10; and Williamsport, 11-12. The unit plans to head for the Midwest and West Coast.

The troupe of 11 clicked solidly in its one-day four-performance stand.

E. K. Ross is advance agent. The Ace, neighborhood house, is normally a second-run grind filmer. Benjamin Shindler is owner and manager.

## 5 Trenton Clubs Open

TRENTON, N. J., Sept. 21.—Fall season finds five niteries still open. Jack and Bob's, directed by Jack Moss, features June Eldridge; Wilson's Cafe has Walter Barry as emcee; Griffin's Tavern is bringing in a colored floorshow week-end. Leghorn Farms has Bernie, emcee, and show; and Club Condado features Larry Miller.

## Berwick Offers One Day

BERWICK, Pa., Sept. 21.—One-day vaude is being tried out at the Strand Theater here. Initial attraction was Smiley Brunette, with Major Bowes' 1940 Prize Winners unit playing the following Wednesday.

## 2 More Warner Houses

NEW YORK, Sept. 21.—Warner Brothers will open two two-day stands in Central Pennsylvania. The Astor, Reading, Pa., bowed September 20 with four acts, to be followed by Bob Chester's band. The Strand, York, Pa., opened Saturday (21) with Tommy Reynolds' orchestra.

## Syracuse Resumes Vaude

SYRACUSE, N. Y., Sept. 21.—So successful was last year's week-end vaude that Harry Unterfort, Syracuse manager for RKO Schine Theaters, has decided to continue the policy this winter.

He has again made Harvey Cocks manager of the Strand, which will house five-act vaude.

## Billy Pratt Resigns

ATLANTA, Sept. 21.—Billy Pratt has resigned as manager of the Paramount Theater. House features stage shows during winter months.

## Jack Lynch's Walton Hotel Roof, Philadelphia

**Talent policy:** Show and dance band, rumba band; production revues at 8:30 and 12:30. Management: Jack Lynch, manager; Victor Lozinak, assistant manager; Rudy Kistner, maître d'; Sam Bushman, press agent; production staged by Marjorie Fielding; score by Charles Barnes and Marjorie Fielding; costumes by Miles White; William Morris Agency, booker. Prices: Dinner from \$1.25; drinks from 60 cents; \$1.50 minimum Saturday and holidays; no cover.

Each season finds the seasoned Jack Lynch introducing something new. And this time he has exceeded previous efforts in fostering the Broadway musical pattern for the floor show. Production numbers embody a related theme, *Wine, Women and Song*, which delights even the most complacent night-lifer.

Opening in *Wine*, with Bob Russell as the wine-master introducing the show gals (15), each costumed to represent a different vintage. Gals, as ever, are plenty tall on looks and the costumes are dazzling. Number highlights the dancing of Patricia King as the slave-girl in an appropriate Bacchante and who earlier teams with Maestro Nell (Sonny) Fontaine for ballroomatics to Russell's singing of *Wine*, a beautiful waltz. Throughout the Three Oxford Boys harmonize for *Wine, Women and Song*, show's theme song.

Women setting is on the eyebrow-raising side—subtle and smart. Gals wear collegiate cap and gowns. Dora Maugham is the head of a seminary for "women of the world," and all the "ladies" recite their pretty pieces, complete even with the inclusion of a specialized Alma Mafer song and diplomas.

Song spectacle is just that, gals costumed to represent every type of American song. Whole company joins in for the community sing, with Miss Maugham

taking a mike around the tables for ringersiders to give out on Sweet Adeline.

And as if that isn't more than your money's worth, sock specialties are interspersed between each production number. The Oxford Boys, one of the lads strumming a guitar, offer vocal imitations of bands and star instrumentalists. Bob Russell, apart from emceeing expertly, prefaces the Song number with his own stellar song selling, combining the romantic and dramatic qualities of his baritone range for *When I Grow Too Old To Dream*, *I've Got You Under My Skin*, a Joshua spiritual, and a rousing *I Am an American*. Of show-stopping proportions, Paul Sydell and his two Spotty dogs have an easy time delighting in their equilibrium antics. Miss Maugham is still spruce in telling song stories with spice. Warns 'em up for the Women spectacle with a saga of the bad woman who's good company, the lady who worries about her husband selling fem undies and such, and the before-and-after-marriage spirit of a lady singing a torch ballad.

Fontaine, augmented to 14 men for the new season, gives an excellent account for both show and dance, with a nod in the direction of pianist Eddie DeLuca, who scored the show's music.

Show breaks are picked up by the South American pattern in the Cheena di Simone troupe of conga dancers, three mixed teams, and Augusto Sanabria's band (8) featuring the native singing of Felicia and Carlos Campos. Leave nothing to be desired.

Show girls include June Sevier (captain), Vesta Newton, Kay Orlin, Boots Foye, Betty Pope, Gail Patrick, Mary Andrews, Lya Lane, Jean Sheldon, Jeanette Walden, Kay Buckley, Majorie Scott, Joan Blaine, Gary Myles, and Virginia Dixon.

In the Tropical Bar, adjoining the roof room, Vincent Rizzo and his rumba ork (4) hold forth, with added entertainment in the singing of Helene Heath and Elaine Barrett, with Patricia Kingsley at the piano. M. H. Orodrenker.

## La Conga, New York

**Talent policy:** Floorshows at 8, 12, and 2; dance and show band; Latin relief band. Management: Mill Rubin and Irving Zussman, owners and press agents; Henry Gine, booker; George Ricke, host. Prices: Dinner from \$1.25; minimum after 10 p.m., \$2 weekdays; \$2.50 Saturdays and holidays.

A well-managed and high-grade Latin spot catering to a select dinner trade and Latin music enthusiasts during the late hours. A high budget show is in order again and early indications promise another prosperous season. Talent, selected by Henry Gine (formerly of Gino, DeQuincey, and Lewis), is nicely blended in a tasteful, eye-appealing revue.

Eddie LeBaron and band, popular society outfit which rolled up a three and a half year engagement at the Rainbow Room, are in for four weeks before returning to the Rockefeller emporium. Eddie is a sparkling personality, leading the band with showmanship and emceeing the show in a gracious and winning manner. The boys play everything from waltzes to rumbas, and play them well.

# Night Club Reviews

Eddie also handles the singing assignment.

Galvan and his San Souci Dancers, Latin sextette, comprise a flashy opening and closing act. The three girls are striking beauties and the men young and handsome Latinos. Their routines, technically simple, are highly commercial. In the finale they score with a well-routined conga.

Johnny Rodriguez, former vocalist with the Intermission band, is given a single spot but looks weak. Does not as yet have a sufficiently strong act to measure up with the others on the bill. Offers conga rhythm, beating on a bongo and some wild singing accompaniment.

Glória Belmonte and Ramon Serrano, Spanish team, are good technicians working with castanets. Okeh for an atmospheric spot of this type. They look well in authentic native costumes.

Rosita Rios, Spanish singer, here since February, continues to use her soprano voice to advantage. Has an expressive face which plays no minor part in selling her numbers. Concentrates on native tunes and goes best in the light rhythm numbers.

Hit of the show are Harris, Claire, and Shannon, very capable straight dance trio who work with fine grace and polish. Each number is unusually well designed and shows off the man and the two girls (one brunette, the other blond) to great advantage. They performed four numbers (including a tango and serenade), each strong enough to merit individual honors. Appearance impressive.

Nora Morales, pianist, heads the Intermission dance orchestra. Dishes out Latin rhythms in good style. Tito Rodriguez, Johnny's brother, holds down the singing and bongo-beating spot.

Sam Honigberg.

## 365 Club, San Francisco

**Policy:** Floorshow and dance band; three shows nightly. Prices: No cover; \$1 minimum. Management: "Bimbo" Guintoli, owner; Don Steele, publicity; Sam Rosey Agency, booker.

Show has sure-fire talent. Line-up consists of Jack Marshall, emcee; Rosita and Deno, ballroom team; Alice Kennedy, singer, and the Kretlow Small Six.

Middle show, caught on opening night (10), brought out first the Kretlow line of girls in a Viennese waltz with a little acro work. Alice Kennedy, a holdover, sings well chosen pops that earned two encores. Girl is a local fave.

Rosita and Deno opened with a waltz to *Coprice Viennese*, featuring thrilling lifts and tricks which set them right with the patrons. The whirlwind routine, in which the pair get around the floor in nothing flat—encoring with a musical comedy number.

Next the zany antics of Jack Marshall, a clever comedian who is destined for the top. Opens with *Little Bo-Peep*, a loony bit of song and mugging that got him off to a terrific start. Then *The Wicked Old King*, bringing into play a mop and half a dozen character variations, aided by considerable mugging. Followed with impressions of radio announcements. Audience demanded *O'Farrell, Jones, and Hyde*, an original satire on the San Francisco cable cars.

Show closed with the Kretlows in a routine to *Black and Tan Fantasy*. Joe Marcelino's ork of five plays the show well.

House packed when caught.  
Edward Murphy.

## El Chico, New York

**Talent policy:** Orchestra; floorshow at 8:30, 11:30, and 2, and dance instruction team 9:30 to 10 p.m. Management: Benito Collada, owner; Norris, host; Dorothy Kay, press agent. Prices: Dinner from \$2.

Collada is celebrating his 15th anniversary as operator of El Chico this week, and his new fall show maintains the club's high standards.

Only six people are in the show proper, but their costumes are so colorful and varied and their routines are so interesting that the show successfully creates the illusion of a much bigger production.

Norma Lucero, young, pretty brunette, opens with a peasant dance to La Garcerano's music. Cunning. Then Juan Jose Saro, who beat 2,000 other contestants in a radio contest in Mexico and won a trip to New York and a two-month El Chico engagement as first prize, comes on for baritone singing of *Vuelvo Vuelvo*, *Morena Linda*, and *Noche de Ronda*. He's

young, good looking, and sings in so-called romantic style.

Jose and Paquita, in a return engagement, offer charming Mexican peasant dances, their best being a galloping routine. Drew a good hand. Real punch in the show is delivered by Joyita and Maravilla, in splendid Mexican costumes, singing gay ditties while flirting with ringsiders. Girls are beauties—but beauties. The cast provides a short express-train tempo finale.

Juan Reyes and Mercedes handle the half hour of instruction, emphasizing the paso doble and the tango. Los Astecas, guitar-singers, provide stroller music.

Don Alberto emcees and leads his orchestra thru excellent musical accompaniment for the show and also solid dance music.  
Paul Denis.

## Ha Ha Club, New York

**Talent policy:** Band, floorshow at 12 and 2. Prices: Drinks from 75 cents.

This one of the many tiny 52d Street spots that manages to hold on despite recurrent reshuffling of front men, backers, and club names.

Currently, the spot is getting a hypo from the engagement of Ray Bourbon, a wispy fellow who had a big rep in Hollywood night clubs. Bourbon is a refreshing personality who sings bawdy, specials with hand on hip, eyes rolling, and handkerchief fluttering. For a hot spot, he's more than okeh. Knows how to squelch hecklers, for example sniping at one with the crack, "Will you close your hole? We're getting a draft."

Next best is Roy Stevens, hot trumpeter with Stan Meryl's band, who sings scat style and who is really out of the ordinary. Meryl, at sax, is backed by Stevens and piano, drums, and bass. Swing stuff, and the type that's swell if you like swing and awful if you don't.

Rita Renaud, small brunette, sings romantic ditties in French, English, and Spanish, including a French version of *Oh, Johnny*. A veteran, she knows how to deliver. Rhea May, brunette, throws in an occasional fair torch vocal with the band. Joan Meller, doubling from a local burly house, was off the night caught.

Alice Mitchell, cute blonde, displays such shapely legs during her tap routines that she doesn't really have to dance at all. Tiny Kay, a robust brunette, plays a very catchy swing piano and sings those send-me-out-of-this-world lyrics.

From patron angle, prices are steep and club is carelessly run.

Paul Denis.

## Clover Club, Portland, Ore.

**Talent policy:** Dance and show band; floorshows at 12 and 2. Management: John M. Lactor and Harvey E. Ferguson. Prices: \$1 minimum weekdays, \$1.50 Saturdays; set-ups generally \$1; dinners from \$1.50.

This downtown spot, one of Portland's two first-class niteries, entertained an average Tuesday night (10) crowd with a four-act show that won enthusiastic applause. The Edwards, a man-girl tap team, were particularly well received. Leading off with a straight routine, their tapping seemed just ordinary, but they scored a real hit as they followed up with *The Family Album*, wearing silly hats and striking comical poses in their tin-type stops. The bit of tandem tapping they did looked good. In the later show they gave their dance versions of various national march steps.

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terest was the clarinet-dance team of Gleason and Sandborn. Latter found much appreciation for her line of marionettes. Besides working on the clarinet, Gleason showed how A-Ticket A-Ticket might have been played in the Bronx by J. P. Sousa and others, using trombone, trumpet, and miniature sax and trumpet. He staged a short question bee on name band theme numbers in the late show. Sandborn displayed her ability as a high-kick artist.

The crowd liked Jack Wing's imitation of a banjo duet on his instrument in the lead-off. He also played St. Louis Blues, Dinah, a train imitation, and closed with My Gal Sal, singing part time.

There was some comment among patrons as to Flo Ash's proper use of a facsimile of an American flag in her Parade of Nations. She discarded the shawl-like flags of other nations until she got down to the Stars and Stripes. In the late show she worked with cellophane fans.

Archie Thomas's five-piece orchestra played the background, and Monte Ballou handled the emcee duties as usual.

Kenneth Madden.

### Hotel Muehlebach, Terrace Grill, Kansas City, Mo.

Talent policy: Dance and show band; occasional dance team acts. Management: Barney Allis, hotel manager; S. Bernard (Barney) Joffe, club manager. Prices: Dinner from \$1.50.

While threatened with increasing competition from other hostesses in this area, this spot continues as No. 1 rendezvous for Kaycee night life, a position it has held for a number of years. Formerly the Plantation Grill, the spot was the birthplace of many great combinations of the past, such as the Coon-Sanders and Dusty Rhodes orchestras, but it now pursues a name-band policy, being the town's only consistent source of good music.

Joffe is one of the shrewdest showmen in this area and his advice to bands playing the Terrace Grill has resulted in the presentation of finer music and cleaner cut shows than are to be found anywhere else in the city. The band plays in front of a mirror background, and tables are in abundance, while dance floor is small enough to make for crowded dancing. The spot gets a half hour remote every evening at 10:30 o'clock and another in the afternoon over local WDAF.

Entertainment is furnished by Little Jack Little and orchestra, moving in after shoving his stage unit for a fortnight.

Little's band proves equally at home in night club or theater. Band measures three rhythm, plus Little's occasional trombones; two trumpets, one altohorn, and four reeds. Night club style is different and sweeter, with brasses clipped and kept under wraps.

The maestro makes an excellent emcee. He does several vocals in whispery voice.

Kathleen Quinn, blonde, does okeh with the rest of the ballads, singing in a throaty Ginny Simms style for the sweet and torch songs and going Marlon Huttonish on the rhythm numbers.

Aside from piano, Little allows his men few instrumental solos, keeping the band in ensemble all the time outside of an occasional tenor lead.

Bob Locke.

### Colosimo's, Chicago

Talent policy: Dance and show band; floorshows at 8:15 and 11 p.m., 1:30 and 4 a.m. Management: Dan Barone, manager; George Promath, production; L. C. Polan, publicity. Prices: Dinner from \$1.50; drinks from 50 cents; minimum \$2 after 10 p.m.

Contrast between classics and burly fare is even more pronounced than usual in this show, with three operatic singers and a ballerina on one side, two strippers, a line of cuties, and a low comedy duo on the other, and a magician, a tap dancer, and a dancing emcee in the middle. Janice Davenport headlines the show and gets a big hand for filling Colosimo's spacious dining room without the aid of a mike. Yvette Rugel, who also has a powerful voice, would do well to abandon the p.-a. system. Held over from the last show, she sticks to her romantic semi-classical ballads, *Only Make Believe* and *Tell Me That You Love Me Tonight*; attempts but fails to get the patrons to join her in *God Bless America*, in which song she manages to hit as high a note as Kate Smith herself. The third operatic is Manuel Baroumis, tenor, who offers *Pagliacci*, among other selections, but sounds too shrill, perhaps also because of the mike.

Dancing fare is excellent. Master of ceremonies Frankie Farnum, who as an

emcee is live tho he makes no attempt to be witty, contributes his bit to the entertainment with a skillful exhibition of what he calls effortless dancing. Also does imitations of other dancers, the perennial Pat Rooney take-off drawing the usual applause. Adel La Mare puts on an okeh tap dance, but not enough of it. Louise Glenn has been held over again with good reason. Her ballet work is artistic and commercial.

Strippers Francine and Mary Grant account more than adequately for the display of the body beautiful. Strippers are held down to plain struts this show, leaving the customer with a sense of being cheated. Francine sings, but should not, as her act follows Yvette Rugel and the contrast is too evident.

Bill Baird sells 100 per cent. His facility with a deck of cards is delightful. Slipknot trick with silk handkerchiefs is not quick enough to avoid detection. Comedy duo team, Marino and Corolee, pull off some funny business. Marino's head rolls are flashy.

Both production numbers sell by virtue of the wardrobe. Background music selected is particularly good. *Finale, Parade of Stars*, offers line girls wearing phosphorescent stars on their heads. Stars are supposed to sway in rhythm but don't quite manage. Jack Prince provides vocal accompaniment to production numbers. Frank Quattell continues to make music. Norman Modell.

### Glen Barn, Williamsville, New York

Talent policy: Dance and show band; continuous entertainment, with two-and-a-half-hour floorshows at 10:15 p.m. and 1 a.m. and Sunday matinee. Management: Harry Atiman, owner and manager; Bernie Elliot, host. Prices: Drinks and food from 25 cents; 10-cent entertainment charge Friday to Sunday.

Altho no competition to Buffalo's class spots, the Glen Barn with its authentically rustic interior gets a big patronage ranging from kids to middle-class people and socialites. Everybody gets more than his money's worth, with continuous goings-on and two mammoth shows.

There is no line, but each and every act works hard to please and gets gratifying results. Some of the acts are above average and show is thoroughly enjoyable and includes practically every type of entertainment.

A hillbilly opening includes square dancing and comedy instrumentals by most of the cast. Will and Sam (of Will Mastin Trio) do a Harlem tap dance bit. Charlie (Red) Hall puts across some comedy songs, which are on the off-color side, but didn't bother the audience. George Walker, youngster, is very pleasant as emcee. He gets things perking with hard-working efforts, which include the special mention of all birthdays, anniversaries, visiting out-of-towners, etc.

Herb Camp, in raggedy get-up, is pleasant with an old-time comedy violin turn. First show only includes three interspersed comedy bits, featuring comedian "Quits," whose sense of humor is definitely on the lowbrow side. Stuff is okeh as fillers, but Night Court scene, which has entire cast participating, is much too drawn out.

Montrose and Pearl, a peppy Gay Nineties comedy song and dance team, go over big. Good for several encores. Don Fabian and Marie, sleek ballroom team, are easy on the eyes, and did so well with a soft shoe number that they were called back for a fast whirling rhythm routine. Here in sixth week, they still sell solidly.

Frank Marlowe, hard-working contortionist, gets a big hand with his pretzel-like twists and turns. A spectacular leap over seven chairs into a split was highlight, and encore climaxed in a perfect split on the backs of two ordinary chairs. Lad could go far. Ray Manters plays a banjo very expertly, doing a nice job on *Poet and Peasant* overture. Don Fabian and Marie are even better in their second stanza, a modern ballet waltz.

Art West, female impersonator, in Gay Nineties frilly, fancy tights, does a take-off on Billy Watson's *Beef Trust*, which is really something, as West must weigh 300 pounds. Despite his song and strut stuff being super-riposte, he gets away with it, and his humor, tho crude, is effective here. Will Mastin Trio, colored song and dance team, features "Sunshine" Sammy Davis, a slight youngster who's got dynamite in his toes, and gets a real hand with a stair-tap number.

Lorenzo Mancini got a big response with his sensational bicycle and unicycle act, which includes much hoke but shows excellent timing and showmanship. Floradora sextette number is com-

posed of Montrose and Pearl, Don Fabian and Marie, Herb Camp, and Helen McDonald. The latter is an attractive stooge for the various comedians. *Finale*, entitled *Boomp-a-Daisy*, features audience participation. *God Bless America* closes, and Hobby Horses are thrown in for extra entertainment. A small colored unit supplies accompaniment and plays for the dance sets. Eva M. Warner.

### Belmont Club, Miami Beach, Florida

Talent policy: Three shows a night; rumba and American band, latter playing show. Prices: No cover, \$1 minimum; drinks in 50-cent class. Management: George Shelton and Charley Friedman.

The management of the Belmont Club has been lucky. Latest instance, which started off on a sour note, was largy-gitis for Carole Rhodes, singer in the new show, who had to go back to New York. One answer to frantic wires sent out notified that a Marion Kingsley was available. There were no superlatives in the telegram telling of Miss Kingsley. And no superlatives in an agent's wire, even at so much a word, is plenty cause for gloom. Miss Kingsley, however, proved terrific. The girl is truly an excellent entertainer. Delivery, figure, voice, and arrangements are grand, and her looks are more than adequate. Stuff she peddles is that tempered swing; no jit, just pure rhythm.

Beauvill and Tova bowed in with the new show, with holdover arrangements being made immediately after opening. Technically they come under the heading of "ballroom team," but that making with the eyes, stereotyped conga, or ordinary lifts are missing. Routines are new and fresh, with one lift-spin accomplished with girl's hands in air and his in his pockets. Light, smooth comedy is featured with a drop-handkerchief number and a conga in which Tova suddenly goes into a jitterbug routine with partner. The woman draws every eye as she moves.

Billy Vine (reviewed in previous issues) continues on as emcee. Chorus numbers and dancer Polie Miller were also reviewed. Lee Simmonds.

### 2 o'Clock Club, Baltimore

Talent policy: Dance and show band; floorshows at 11:30 and 1:30. Management: Irving Price. Prices: Minimum Saturdays \$1.50 and Sundays \$1; drinks from 50 cents. Bookings by Anthony Phillips.

Beginning its fifth year, this spot should continue past successful policy of offering solid entertainment.

Wally Wanger's line of six opens the show with some nicely executed group prancing. Chorus is fresh looking, well costumed and routined. Return later for several fantasies.

Ralph Lewis, funniest gagster seen here in a long time, handles the emcee duties more than capably. He's got plenty of

new material and, with his trigger quick-witted retorts to hecklers along with his constant humor, the crowd is kept in stitches.

Lewis Sisters, a duet of blondes, blend well for pop tunes, including *I've Got My Eyes on You*; *Oh, Johnny, Oh*, and *Down by the Old Mill*. Encore of *El Rancho Grande* goes over big.

Bert St. Clair and the O'Connor Twins follow with a fast-moving tap. The O'Connor boys prove they are also musically inclined by giving imitations of popular band leaders alternately on violin, trumpet, clarinet, and sax. Clean-cut O'Connors, of the hot trumpet and educated feet, along with pert Miss St. Clair, a blond looker, make a good trio.

John Lucyn takes over closing spot with novelty hand-balancing stunt. By working on table top good view is afforded as he builds block stacks up and down under his hands, pivots on a turning bar and does a head stand. Also performs an unusual still walkaround on his hands. Works smoothly and got a good hand.

Finale indicates changing trend of the times. Instead of conga line, as in past, the troupe leads community sing of patriotic *God Bless America*. Show ran solid hour and 20 minutes.

Milt Lyons and his boys are back this year for music for show and dancing. Their rhythms show improvement over last season. Phil Lehman.

### Club Bali, Miami, Fla.

Talent policy: Three shows a night; no cover, \$1 minimum; rumba and American band which plays show. Prices: Drinks in 50-cent class. Management: "Wingy" Grober, front man.

Arthur Ball emcee the interesting show here in a pleasant way, sans gags but with a lot of voice. Has a tremendous range and encores with *I'll Never Smile Again*, getting off his only gag of the evening with "Another week and I'll be thru with that tune" under his breath. The heps in the crowd appreciated it.

Gloria Grafton holds the crowd via three versatile torchings, swinging *It's a Wonderful World*, some sultry stuff in *The Nearness of You*, followed by a Latin tune in which she chucked in a dozen bars of a conga within range of the mike. Has that ability to charm the room so that when her voice drops for a moment there is no sudden murmur of conversation to be heard.

A pair of talented and good-looking kids, Hal and May Bee, offer adagio and acrobatic numbers.

A five-girl line stands out with Tuboo. A specialty is done by Tee Masters, one of the chorus.

Two bands, Tommy Nunez for show and Miguel's rumba kings. Lee Simmonds.

DONALD TURNER, ice-skating baton twirler, will head the New Hampshire division of the American Legion parade in Boston September 24.



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A
Ace, Ned (Roxy) Cleveland, L.
Adams, Stanley (Nut House) Miami, no.
Aiken, Ginger (Emerald) Atlantic City, e.
Al & Freddie (Southland) Boston, e.
Al & Maudie (Cocoanut Grove) NYC, no.
Ammons & Johnson (Cafe Society) NYC, no.
Anderson, Erna (New Yorker) NYC, no.
Andre, Julie (Penthouse) NYC, no.
Andrews Sisters (Paramount) NYC, t.
Andrews, Jo (Grace Hayes Lodge) Hollywood, no.
Arnaut, Nellie, & Bros. (Strand) Syracuse, N. Y., t.
Arnold, Amy (Oriental) Chi, t.
Artini & Coccolino (Billmore) NYC, h.
Atkinson, Betty (Keith-Boston) Boston, t.
Auer, Bertha (Wivel) NYC, no.
Auld, Aggie (St. Francis) San Francisco, h.
Austin, Virginia (Village Barn) NYC, no.

B
Bailey, Bill (Paradise) Atlantic City, no.
Baird, Bill (Colosimo's) Chi, no.
Baker, Maudie (Cocoanut Grove) Boston, no.
Baldie, Bessie (Old Hometown) NYC, no.
Bareilly, Irene (Barney Galtman's) NYC, no.
Barney & Lonnie (Blue Willows) Akron, no.
Barr & Bates (Bismarck) Syracuse, N. Y., t.
Barr, Ann (Leona & Co.) NYC, no.
Barry, Diana (Melody) Union City, N. J.
Barry, Prince & Clarke (Park Central) NYC, h.
Beachcombers, South American (Southland) Boston, e.
Beckard, Jack (Capitol) Washington, D.C., t.
Bell, Ruth (Jordan) Atlantic City, e.
Bell, Vera (Minnet) Chi, no.
Bella Hawaiian Polities (Winter Garden) Fredonia, N. Y., 25; (Palace) Ocean 26-28; (Empire Square) Greentree, Pa., 29-30; (Rex) Corry, Oct. 1; (Hollywood) Gowanda, N. Y., 2, t.

Below, Pappy (Village Barn) NYC, no.
Bergen, Jerry (Ohio Villa) Cleveland, no.
Bergin, Milton (Beverly) NYC, no.
Bernard, Ben (Gay 90's) NYC, no.
Bernhardt & Kretow (Grand Opera) St. Louis, t.
Bird, Nicholas & Yvonne (Harry's New Yorker) Chi, no.
Blackstone, Ann (Cocoanut Grove) Boston, no.
Blackstone, Magician (Central) Dayton, O., t.
Blake, Arthur (Club Madrid) Milwaukee, no.
Blossie, Kay (Old Heidelberg) Milwaukee, no.
Bosman, Patricia (Music Hall) NYC, t.
Branley & Linda (Cocoanut Grove) Boston, no.
Brett & Young (Old Harbor House) Boston, no.
Brewster, Charles & Jean (Harry's New Yorker) Chi, no.
Br. Billie (Esquire Club) Washington, D. C., no.
Brook, Betty (Applegate Tavern) Atlantic City, e.
Brown, Ned (Gay Paree) Dallas, no.
Brown, Donald (Oriental) Chi, no.
Brown, Evans (Witter) Wisconsin Rapids, Wis., h.
Bruce, Betty (Keith-Boston) Boston, t.
Bruce, Ted & Linda (Ritz-Carlton) Atlantic City, h.
Burlak, Martha (Cocoanut Grove) Boston, no.
Buros, Martin (President) Atlantic City, h.
Butterfield, Erskine (Jack & Bob's) Trenton, N. J., no.

C
Calle, Jeannette (Harry's New Yorker) Chi, no.
Calyso Singers (Vanguard) NYC, no.
Calside, Kitty (Chez Paree) Chi, no.
Carlyle Sisters (Embassy) Phila, no.
Carmen (Yacht) Phila, no.
Carroll, Jo Ann (69th) Chi, no.
Carroll, Janet (Latin Quarter) Boston, no.
Carson, Shorty (Bismarck B-Bar-H) Chi, t.
Cassidy, Billy (Beroloutra) NYC, no.
Cass, Owen, & Topsy (Chicago) Chi, t.
Caston, Bobbie (Southland) Boston, e.
Cecilia (El Chico) NYC, no.
Cecilia, L. (Ritz-Carlton) Chi, t.
Cincinnati, no.
Chandra-Kaly Dancers (Riviera) Ft. Lee, N. J., no.
Charles & Barbara (Gaiety) Ottawa, Que., no.
Chick & Lee (Palmer House) Chi, h.
Chris Cross (Buffalo) Buffalo, t.
Clark, Ruth (Jade) Hollywood, no.
Coates, Margie (Sawdust Trail) NYC, no.
Coleen (Minnet) Chi, no.
Colleians, Four (Beverly Hills) Newport, no.
Collins, Grace (Yacht) Phila, no.
Comstock, Frances (Spivy's) NYC, no.
Condos Bros. (Riverdale) Milwaukee, t.
Connelly, Frances (La Merveille) NYC, no.
Conroy, Albert (Byrnes) NYC, no.
Cook, Joe Jr. (Tic Toc) Boston, no.
Cook, Ralph "Cookie" (Miami Club) Milwaukee, no.
Coy, Johnny (Strand) NYC, t.
Crackerjacks, Five (Southland) Boston, e.
Craig, Mildred (Harry's New Yorker) Chi, no.
Craig, Vernon (Stone) Bassett, Va., 25; (Star) Richmond 26; (Marlow) Ironton, O., 27; (Alton) Ashland, Ky., 28; (Grottoes) Grottoes, Va., 29, t.
Cress & Dunn (Versailles) NYC, no.
Cummings, Don (Strand) Syracuse, N. Y., t.

D
Daniels, Billy (Stork Club) Phila, no.
Daniels, Eddie (Grand View Lodge) Dakota, Minn., no.
Dare, Yvette (Leon & Eddie's) NYC, no.
Dare, Kay (Mama Cristo) Chi, no.
Dare, Mickey (Pinto's) NYC, no.
Davenport, Janice (Colosimo's) Chi, no.
Davidson, Ken (Music Hall) NYC, t.
Davis, Eddie (Leon & Eddie's) NYC, no.
Davis, Roy (Strand) Syracuse, N. Y., t.
Days, Ruth (Latin Quarter) Boston, no.
Dawn, Lili (69th) Chi, no.
Dawn & Darrow (Bismarck's Village) Boston, no.
Debonata, Gloria (Chez Paree) Chi, no.
Debonata, Six Dancing (Palmer House) Chi, h.
Debonata, The (La Salle) Chi, h.
Debs, The (1323 Club) Phila, no.
De Flores, Felipe (La Merveille) Hollywood, no.
DeMara, Nobe (L'Alouin) Chi, no.
DeMille & Marr (Cat & Fiddle) Cincinnati, no.
Del Rio, Jose (Fountain) Detroit, no.
Delaney, Geri (Pinto's) NYC, no.
Delahanty Sisters (Paradise) Findlay, O., no.
Delmas, Joseph (Jack's Beach Bar) Jacksonville, Fla., e.

E
Earl, Dorothy (Cat & Fiddle) Cincinnati, no.
Earl, John (Chez Maurice) Montreal, Que., no.
Earls of Whirl (Cat & Fiddle) Cincinnati, no.
Egna, Five (Bismarck's Village) Boston, no.
Eklings, Julian (Diamond Horseshoe) NYC, no.
Emerald Sisters (Century) Buffalo, t.
Estela & Papp (Havana) Madrid NYC, no.
Etes, Del (Minnet) Chi, no.
Evans, Fred, Girls (Chez Paree) Chi, no.

F
Farnum, Frankie (Colosimo's) Chi, no.
Fennard, Leo (Old Harbor House) Boston, no.
Fernandes, Jose (Rainbow Room) NYC, no.
Fields, Stanley (Pal) Cleveland, t.
Fiorella & Boyette (Ozbon) Cincinnati, h.
Fiora, Lew (Chez Ami) Buffalo, no.
Forge, Hugh (Mease Hall) NYC, t.
Forrest, June (Earle) Washington, D. C., t.
Foster, Kay (Silver Dollar) Baltimore, no.

G
Galenia & Leonardo (Ball) Phila, no.
Gardner, Ruth (Earle's Three-Ring Circus) NYC, no.
Garcia, Lucio (Bismarck) Chi, h.
Gardner, Marcelle, & Wills Runyan (Minnet) Chi, no.
Gillespie, Julie (Spivy's) NYC, no.

TRADE SERVICE FEATURE Billboard
(For Orchestra Routes, Turn to Music Department)
Acts-Units-Attractions Routes
Following each listing appears a symbol. Fill in the designation corresponding to the symbol when addressing organizations or individuals listed.
EXPLANATIONS OF SYMBOLS
a-auditorium; b-ballroom; c-cafe; cb-cabaret; cc-country club; h-hotel; mh-music hall; nc-night club; p-amusement park; ro-road house; re-restaurant; s-showboat; t-theater.
NYC-New York City; Phila-Philadelphia; Chi-Chicago.

H
Hollenbeck, Mystic Dr. (Schick's) Minneapolis, no.
Hollis & Lambert (Royale) Detroit, no.
Holly, Harry (69th St. Rathskeller) Phila, re.
Honey Family (Latin Quarter) Boston, no.
Hope, Gloria (Biltmore) NYC, h.
Houston, Sisco (Sawdust Trail) NYC, no.
Houston, Josephine (Chicago) Chi, t.
Hoveler, Winnie, Dancing Darlings (Harry's New Yorker) Chi, no.
Howard, Marguerite (Evergreen) Phila, no.
Howard, Russ (Crawford House) Boston, h.
Hunter, Grady (Mayflower) Jacksonville, Fla., h.
Hunter, Joyce (Hopkins) San Francisco, h.
Hyde, Vic (Keith-Boston) Boston, t.
Hyers, Frankie (Club 18) NYC, no.

I
Ink Spots, Four (Blackhawk) Chi, re.
Jackson & Lyman (New Yorker) NYC, h.
Jackson, Stone, & Reeves (Lookout House) Covington, Ky., no.
Jackson & Nedra (666) Chi, no.
Jager, Kenny (Jager's) Orlinwa, Ia., e.
Jarvis, Sammy (Book-Cadillac) Detroit, h.
Jazz Jesters (The Barn) Cincinnati, no.

J
Jesse, George, Unit (Lyric) Indianapolis, t.
Johnson, Peter (Café Society) NYC, e.
Johnson, Ralph (Club Redington) Atlantic City, no.
Jose & Pagnita (El Chico) NYC, no.
Jorjita & Maravilla (El Chico) NYC, no.
Julian, Don & Marjori (Rainbow Grill) NYC, re.

K
Kane, Helen (Club Excite) NYC, no.
Kaye, Danny (Chez Paree) Chi, no.
Keith, Sally (Crawford House) Boston, h.
Keller Sisters (1323 Club) Phila, e.
Kellerman, Mimi (Bismarck's Village) Boston, no.
Key & Hayes (Cat & Fiddle) Cincinnati, no.
Kell, Bobby (Pinto's) NYC, no.
King, Kenn (Dorr St.) Toledo, no.
King, Evelyn (Silver Dollar) Baltimore, no.
Kink, Bob (Schubert) Chi, no.
Kinsinger, Dick (Biltmore) NYC, h.
Kitchen Pirates (State) NYC, t.
Konrad & Simmons (Harry's New Yorker) Chi, no.
Kuznetsov Adis (Russian Kretchma) NYC, re.

L
La Comparsa Dancers (Ball) Phila, no.
La Fond, Baron (Ken) Boston, no.
La Olanella (Gaucho) NYC, no.
La Mar, Adeline (Colosimo's) Chi, no.
La Mar, Dolores (Old Heidelberg) Milwaukee, no.
Ladies, Three Sophisticated, (State-Lake) Chi, t.
Lamar, Betty (69 St. Rathskeller) Phila, re.
Lambert, Prof. (Diamond Horseshoe) NYC, no.
Lancaster Trio (Lookout House) Covington, Ky., no.
Lane Bros. (Diamond Horseshoe) NYC, no.
Lara, Anita (Blue Lantern) Detroit, no.
Larson, Bobbie (Dorr St.) Toledo, no.
Lawrence, Lucille (Paddock) Atlantic City, no.
Lazars, The (Capitol) Washington, D.C., t.
Lazarus, Norman (Chez Paree) Denver, no.
Lee, Joe & Betty (Royale) Detroit, no.
Lee, George (Cat & Fiddle) Cincinnati, no.
Lee & Rozelle (West Side) NYC, no.
Le Fleur & Manners (Bismarck's Village) Boston, no.
Leonard, Eddie (Diamond Horseshoe) NYC, no.
Lester & Irma Jean (Paramount) NYC, t.
Lester, Barry & Barbara (Mount Royal) Montreal, h.
Lewis, Buddy (Cassino's) Phila, no.
Lewis, Joe E. (Rivera Fort) N. J., no.
Libuse, Frank (Aquadale) Wash'd Fair, NYC.
Lit, Bernice (Silver Dollar) Baltimore, no.
Litz, Angie (Kelly's) Cincinnati, no.
Lloyd & Willis (Samovar) Montreal, Que., no.
Lloyd, Louise (Ken) Boston, no.
Llyn, Rosalie (Silver Dollar) Baltimore, no.
Lobbs & Ardo (Earl Carroll's) Hollywood, no.
Long, Walter (Roosevelt) New Orleans, h.
Lorraine, Billy (Gay 90's) NYC, no.
Lorres, Alberto (Havana-Madrid) NYC, no.
Louis & Van (Oriental) Chi, t.
Louis & Cherie (Roxy) Cleveland, t.
Lovett, Sunny (Kelly's) Cincinnati, no.
Lucky Sisters (Kit Kat) NYC, no.
Luis Lydia (Club Gaucho) NYC, no.
Luis, Doña (Old Heidelberg) Milwaukee, no.
Lynde, Don & Betty (Tic Toc) Milwaukee, no.

M
McKaye, DeLoyd (Ball) Phila, no.
McKenna, Joe & Jane (State-Lake) Chi, t.
McNella, Maggi (Armando) NYC, no.
Mack, Ernie (Village Nut Club) NYC, no.
Mack, Mase (Lookout House) Covington, Ky., no.
Mackie & Paul (Cappy's) North Easton, Mass., no.
Magia & Three Le Verres (Tic Toc) Boston, h.
Manners, Gloria (Radio Franks) NYC, no.
Marianna (Vichy Club) Pittsburgh, no.
Marino & De Voll (Roosevelt) Jacksonville, Fla., h.
Markoff, Paul, Girls (Cat & Fiddle) Cincinnati, no.
Marson & Corolee (Colosimo's) Chi, no.
Marquis, Magician (Asage Theater) Bartlesville, Okla., 25-26; (Ponceon Theater) Ponceon City 27-28; (Auss.) Arkansas City, Kan., 30; (Laud.) Perry, Okla., Oct. 1; (River Theater) Blackwell 2-3; (Lafayette Theater) Euclid 4-8; Marsh, Joan (Nomad) Atlantic City, no.
Martinez, Louise (Cat & Fiddle) Cincinnati, no.
Matthews, Emmett (Southland) Boston, e.
Matthews, Gay (Bismarck B-Bar-H) Chi, h.
May, Bobby (Chez Paree) Chi, no.
May, Joe & Co. (Oriental) Chi, t.
Mebis, Myrtle (Club Gaucho) NYC, no.
Meredith, Eddie (President) Atlantic City, h.
Michael & Chico (Ball) Phila, no.
Miller, Gloria (Mayfair) Detroit, no.
Milton, Vera (Sawdust Trail) NYC, no.
Moana (Lexington) NYC, h.
Morrison, Jean (69th) Chi, no.
Moss & Lemaux (Bismarck) Chi, h.
Mona, Jean (Village Barn) NYC, no.
Moani Hawaiians (Stone) Bassett, Va., 25; (Star) Richmond 26; (Marlow) Ironton, O., 27; (Alton) Ashland, Ky., 28; (Grottoes) Grottoes, Va., 29.
Montes, Monna (Rainbow Room) NYC, no.
Moore, Monica (Book-Cadillac) Detroit, h.
Moore, Diana (Tower) Kansas City, Mo., t.
Morgan, Patti (Essex House) NYC, h.
Morgan, Tommy & Doty (Wonder Bar) Atlantic City, e.
Morlarity & Dell (Tower) Kansas City, Mo., t.
Morley & Gearhart (St. Regis) NYC, h.
Morley, The Two (Riverdale) Milwaukee, t.
Morrison, Hugh (69th St.) Toledo, no.
Musical Wheelers (Cat & Fiddle) Cincinnati, no.

N
Nielsen, George (Walsh's Theater-Restaurant) Pawtucket, R. I.
Nielsen, Gertrude (Bowers) Detroit, no.
(See ROUTES on page 22)

M
McKaye, DeLoyd (Ball) Phila, no.
McKenna, Joe & Jane (State-Lake) Chi, t.
McNella, Maggi (Armando) NYC, no.
Mack, Ernie (Village Nut Club) NYC, no.
Mack, Mase (Lookout House) Covington, Ky., no.
Mackie & Paul (Cappy's) North Easton, Mass., no.
Magia & Three Le Verres (Tic Toc) Boston, h.
Manners, Gloria (Radio Franks) NYC, no.
Marianna (Vichy Club) Pittsburgh, no.
Marino & De Voll (Roosevelt) Jacksonville, Fla., h.
Markoff, Paul, Girls (Cat & Fiddle) Cincinnati, no.
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Martinez, Louise (Cat & Fiddle) Cincinnati, no.
Matthews, Emmett (Southland) Boston, e.
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May, Bobby (Chez Paree) Chi, no.
May, Joe & Co. (Oriental) Chi, t.
Mebis, Myrtle (Club Gaucho) NYC, no.
Meredith, Eddie (President) Atlantic City, h.
Michael & Chico (Ball) Phila, no.
Miller, Gloria (Mayfair) Detroit, no.
Milton, Vera (Sawdust Trail) NYC, no.
Moana (Lexington) NYC, h.
Morrison, Jean (69th) Chi, no.
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Moore, Monica (Book-Cadillac) Detroit, h.
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Morgan, Patti (Essex House) NYC, h.
Morgan, Tommy & Doty (Wonder Bar) Atlantic City, e.
Morlarity & Dell (Tower) Kansas City, Mo., t.
Morley & Gearhart (St. Regis) NYC, h.
Morley, The Two (Riverdale) Milwaukee, t.
Morrison, Hugh (69th St.) Toledo, no.
Musical Wheelers (Cat & Fiddle) Cincinnati, no.

N
ICE SHOWS ON TOUR

Ice-Capades of 1941: (Produced by Arena Managers' Association) Nov. 4-11, Duquesne Gardens, Pittsburg.
Lamb-Yocum Ice Revue: Sept. 6-Oct. 17, Netherland Plaza Hotel, Cincinnati.
Rhythm on Ice: (Buddy Johnson) May 25-Sept. 29, French Bldg., Golden Gate Int'l Expo., San Francisco.
Royal Ice Palace Revue: Knoxville, Tenn., 23-28.

DRAMATIC AND MUSICAL

Bankhead, Tallulah: (Weiler) Kansasville, O., 24; (Victory) Dayton 25; (Hartman) Columbus 26.
Ellis, John, Rip Van Winkle Co.: Spain, Mich., 26; Grand Rapids 26; Holland 27; (playing schools) Chicago, Oct. 2, indet.
George Washington Sept Here: (Shubert) New Haven, Conn., 23-25; (Plymouth) Boston 26-28.
Lawrence, Gertrude: (Municipal Aud.) St. Paul, Minn., 24; (Parkway) Madison, Wis., 25; (Davidson) Milwaukee 26-28.
Man Who Came to Dinner: (Case) Detroit.
Male Animals: (Gayety) Washington, D. C.
Pins & Needles: (National) Washington, D. C.
Shout, L. Verne, Theater Workshop: Kenners-er, Wyo., 27; Laketown, Utah, 28; Colville, Wyo., 30; Salt Lake City, Utah, Oct. 1-5.
Tobacco Road: (American) St. Louis.
Wynn, Ed: (Forrest) Phila.

REPERTOIRE-TENT SHOWS

Blythe, Billy, Players: Lyndon, Vt., 23-25.
Craig Show: West Valley, N. Y., 23-25.
Griner's, Lou, Variety Show: Tuckahoe, N. J., 23-25; Belle Plaine 26-28.
Marlowe, Donald, Players: Rockford, Ind., 27-27; Medina 28-Oct. 2.

BURLESQUE

(Hirst Circuit Shows)
Puns A Fire: (Orpheum) Reading, Pa., 26; (Lyric) Allentown 27-28.
Hindu Belles: (Trocaador) Phila, 23-28.
Heart Breakers: (Empire) Newark, N. J., 23-28.
Heads Up: (Casino) Pittsburgh 23-28.
It's Waves of 1941: (Ood Howard) Boston 23-28.
Kiddie High: (Gayety) Washington, D. C., 23-28.
Hulchmanica: (National) Detroit 27-Oct. 1.
Sunset Vanities: (National) Detroit 28-30.
Speed & Sparkle: (Mayfair) Dayton, O., 28-29.
Starlets of 1940: (Colonial) Utica, N. Y., 27-29.
Scramblers: (Garrick) St. Louis 21-27.
Strip, Strip, Ahoj: (Hudson) Union City, N. J., 23-28.
Tunes & Steps: (Gayety) Baltimore 23-25.

MIDWEST CIRCUIT UNITS, WEEK OF SEPTEMBER 23

Company No. 1: (Gayety) Cincinnati.
Co. No. 2: (Fox) Indianapolis.
Co. No. 3: (Grand O. H.) St. Louis.
Co. No. 4: (Empress) Milwaukee.
Co. No. 5: (Alvin) Minneapolis.
Co. No. 6: (Hilfin) Chicago.
Co. No. 7: (Avent) Detroit.
Co. No. 8: (Casino) Toronto.
Co. No. 9: (Palace) Buffalo.
Co. No. 10: (Embassy) Rochester, N. Y.
Co. No. 11: (Globe) Boston.
Co. No. 12: (Grand Opera House) Canton, O.
Co. No. 13: (Roxy) Cleveland.

CYNDA GLENN
International Comedienne
Currently
COPACABANA CASINO
Rio de Janeiro, Brazil

Golden Gate Quartet (Cafe Society) NYC, no.
Golden Gate Girls (Silver Ball) Utica, N. Y., no.
Gonsalo & Christine (Jimmy Kelly's) NYC, no.
Goodrich & Nelson (Strand) NYC, t.
Gordon, Grace (State-Lake) Chi, h.
Gordon, Ed (State-Lake) Chi, t.
Gory, Gene, & Roberts (Beacon) Vancouver, B. C., t.
Gower & Jeanne (Waldorf-Astoria) NYC, h.
Grant, Mary (Colosimo's) Chi, no.
Gray, Gilda (Diamond Horseshoe) NYC, no.
Gray, Loretta, & Co. (Cappy's) North Easton, Mass., ro.
Oydenkrome, Ebbe (Wivel) NYC, no.

## Follow-Up N. Y. Reviews

**HURRICANE, NEW YORK.**—New show that opened Wednesday (18) has Romeo Vincent, in his 16th consecutive week, still entrancing the customers with special songs plus engaging mugging, mannerisms, and gags. His earnest personality gets him a sympathetic audience from the start and his best number is still *The Lone Ranger*. He's ripe for a musical show.

Carole and Sherod, two willowy blondes who appear to be sisters, held close interest with their clean tap and heel work, embellished with spins and posturing in the modern ballet manner. Excellent appearance. Drew a good hand. Alma Ross is back with her gentle hip swaying and graceful hand and arm dancing in form-accenting hula-skirt costume. A charmer, she is backed by three other girls, called the Lei Lahni Ladies, who help give the show what little exotic flavor it has.

The ballroom team of Enrica and Novello punched across their waltz, accompanied by a baritone along with the band music; a tricky tango, a spinning paso doble, and a fox trot. Their routines are highlighted by a quick, smooth succession of stunts, with blond Enrica selling the stuff.

Redhead Deane Janis, in black gown, got by with competent but not unusual delivery of rhythm numbers, such as *I Can't Resist You*, *Imagination* and *Guecho Serenade*. Eddie Bush and His Society Islanders are still the main band, playing Hawaiian-style dance music and also pop and standard stuff. Bush sings in falsetto, with his men often forming high tenor vocal backgrounds for some of the numbers. He also plays several instruments. Music blends perfectly with the club's atmosphere. Chiquito's Cooga-Rumba Band alternates and takes care of the Latin enthusiasts nicely.

My Gardner is master-minding showmanship angles for Mario.

Paul Denis.

**VILLAGE BARN, NEW YORK.**—Lang Thompson and his band (13 men and a girl) opened here Tuesday (17) and stuck up as one of the best musical organizations to play here in many a month. Leader has youth, personality, and an abundance of talent (he sings, plays the accordion, trumpet, and trombone). Style is on the sweet side, altho, when called upon, it can dish out rhythms in any tempo. Peggy Nolan, sweet Irish warbler, goes big on the rhythm numbers. She sells in a winning way. Chuck Eaton, bass player, doubles on vocals and has a pair of pipes ranging from tenor to baritone.

Show has Jean Mona, Nixon and Andre, Virginia Austin, and the Radio Rubes. Miss Mona, attractive rhythm tapper with a pair of shapely legs, works in a revealingly brief costume that sets her off to good advantage. Miss Austin has a novel puppet act, using a "family" of clown puppets in cute scenes and, for a good climax, manipulates one clown who, in turn, manipulates another. Good sight stuff. Nixon and Andre are a good-looking and well-built dance team who do nice enough work to good music. Their set when caught included a waltz, an imaginative interpretation of *The Breeze* and *J*, and a light exit turn. (The Rosallians are scheduled to come in Tuesday, 24.) The Radio Rubes (holovers) continue with their rube musical routines and double at intermissions, when Pappy Below conducts all acts of barn games.

Meyer Horowitz, the alert operator, reports that business has been consistently good the last few weeks.

Sam Honigberg.

**CAFE SOCIETY, NEW YORK.**—This is the club that has built up such a big name as the home for boogie woogie and other styles of swing music. It has made the most of its publicity possibilities

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### Latins for Manhattanites

NEW YORK, Sept. 21.—Local Latin niteries are not too anxious to cater to Latin trade, strange as it seems.

As an owner of a leading Latin niterie puts it, "Too many Latins in the audience keep out the good spenders who want Latin atmosphere but only as far as the entertainment policy is concerned. We find that we have enough Latins in the band, floorshow, and among the waiters to furnish such atmosphere."

Consensus of opinion is that the native New Yorkers and visiting firemen feel too self-conscious in the minority in company of Latins, and that Latins do too much jittersbugging of their own variety on the dance floors.

and today is doing a fine steady late business.

Current are Hazel Scott, who emceeds nicely and plays a fine piano and sings; Pete Johnson and Albert Ammons, whose boogie woogie piano style enraptures devotees; the Golden Gate Quartet, male, which is still a grand harmony singing group; the Teddy Wilson six-man band and its Teddy Wilson Trio offspring. The trio has Wilson at the piano, Jimmy Havelly clarinet, and Yank Porter at the drums. Porter steals the act with his great mugging. String, trombone, and trumpet are added for the full band.

Barney Josephson, former shoe merchant, is around beaming proudly at his brain child; John Hammond, grand mystic of swing double talkers, is usually present, mothering his proteges, and press agent Ivan Black is ever present to stimulate your interest in swing and its artists just in case you're one of those guys who don't warm up to swing right away.

Denis.

## Many Openings Mark Chi's Fall Season; Drake New Room; New Year

CHICAGO, Sept. 21.—Night club activity has increased and the next couple of weeks will see the opening of many new shows and orchestras in local spots.

The Continental Room of the Stevens, redecorated, reopened last Saturday (14) with Eddie Oliver's orchestra. Oliver is playing his first Chicago engagement as a band leader (he was with Ben Bernie at the College Inn in 1934). Featured are Ann Judson and Jay Jerome, vocalists.

The Yar, Col. W. W. Yashenko's spot, opened Thursday (19) in its new location in the Lake Drive Hotel. Roman Chatov, muralist, has given it a picturesque setting. The Boyer dining room is done in 18th century style, with burgundy, alabaster, and gold decorations. The Fairy Tales bar, in a setting of hewn logs, is decorated with figurines and murals suggested by the fairy tales of Alexander Pushkin. Music by George Scherban and His Gypsy Ensembles.

The Drake's new room, Camella House, opens Friday (27). Fashioned from part of the Gold Coast Room and part of the lobby, Camella House is the work of Dorothy Draper. Ramon Ramos' Latin orchestra will provide music.

The Empire Room at the Palmer House launches a new fall show Thursday (23). Ray Noble's orchestra remains. Revue will include the Six Dancing Debonairs; Chick and Lee, comedians; Trixie, girl juggler, and the Abbott Dancers.

On Friday the Ballroom Room of the Blackstone brings back the Adrian Rollini Trio, and on Saturday (28) the Pump Room of the Ambassador East will introduce Ernie Holst's band and Nan Wynn, vocalist.

Two band openings are scheduled for

the following week. Art Kassei will open a return engagement at the Bismarck's Walnut Room October 4. Wayne King opens at the Edgewater Beach Marine Dining Room October 5.

At the Buttery is Niesen's Note-Ables, a new combo sponsored by Gertrude Niesen and composed of four boys and June Storm, singer. The Blue Fountain Room of the La Salle has the Debonairs, instrumental and vocal combo, with Shirley Jane.

Bon Air Country Club and Villa Venice, two summer clubs, closed their seasons September 14.

## Dallas Nitery Changes Hands; Hotels Resuming

DALLAS, Sept. 28.—The Villa, Oak Cliff suburban night club, opened Thursday (13) under management of Sammy Lynn and Nick Paulus. Club was formerly El Tivoli Supper Club, managed by Paulus as the ballroom for El Tivoli Country Club. Lynn heads the club orchestra and assists Paulus in management. Terry Watson is band vocalist.

The Baker Hotel's Mural Room reopened September 20 for the fall season. Ozmie Nelson's ork finished a successful four weeks at the Baker's Peacock Terrace September 19, closing the open air spot. Henry King's ork played the preem for the Mural Room.

Malcolm Beeby's orchestra, from the Royal Hawaiian Hotel in Honolulu, is to open the Hotel Adolphus's Century Room's fall season the first week in October. The room will be redecorated, following the closing of its current ice show September 30.

Dick Wheeler and Joe Landwehr, co-owners of the Plantation Clubs in Dallas and Houston, have leased the Harvest Club in Beaumont, which opens November 1 with Herbie Kay's orchestra and a production show to play the entire run of the South Texas Fair.

Following the fair, club will be managed by the Dallas operators on a lease basis, with a four-night-a-week policy.

The Plantation Club in Houston, just rebuilt, opened September 18, with Gus Arnieff's orchestra in for one week.

## Talent Agencies

JACK LENNY, who formerly teamed with the Statler Twins, has turned agent and is now associated with Herman Flaikoff. . . . SOL SHAPIRO, of the William Morris office, returned from his recent vacation with a bride. . . . EDDIE BEST, former ork leader, is now associated with Budd & White, of Baltimore. . . . ARTHUR ARGYRIE, of the Mutual Entertainment Exchange, Rochester, N. Y., has set acts at the Chez Ami, Glen Park, N. Y.; Benny's, Hornell, N. Y., and the Golden Grill, Rochester, N. Y.

PETER IODICE, Detroit, besides booking the Bowery there, has set acts at Toledo, O., cafes, including the Kin Wah Low, Ka Cees Club, Recreation Cafe, and the Rustic Lodge. The first two are using revues and includes a traveling girl line. . . . DOLPH SINGER has signed Eddie Kaplan, burly comic, to a personal management contract. . . . MAX AND HELEN VOLAN, Syracuse, N. Y., have set acts at the Greenwich Village, Club Candee, Kay Grill, Club Miami, all in Syracuse.

JACK FIELDS, an original member of Gus Edwards' School Days, joins the booking office of TONY PHILLIPS in Philadelphia. . . . BERNIE LANDIS, Philadelphia, booking the floorshows this season at Leghorn Farms near Trenton, N. J.

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### New York:

ROD DRIGO AND FRANCINE have signed with Bill Kent. . . . FREDDIE MANNO, formerly of Manno and Stratford, quit the business following the death of his mother. His partner, Jean Stratford, joined up with Alan Trent. . . . GALVAN AND SAN SOUCI SEX-TETTE dancers, have been set for the Dempsey-Vanderbilt Hotel, Miami, opening December 15, booked thru Bill Kent. . . . LA COMPANSA dancers, now in their 20th week at the Club Ball, Philadelphia, have been held over until October 8. Set thru Henri Gine, who also booked the entire current show at La Conga club here, and also Caesar, Rosita, and Pancho, holdovers at Leon and Eddie's.

SERGIA ORTA, who has been appearing in all Havana-Madrid shows, will desert the line-up of the spot's new revue, opening in October, to concentrate only on the production end. . . . MAURICE AND CORDOBA will follow Enrica and Novello into the Hurricane. . . . RAE MARSH (formerly Roberta Roberts), singer, opens at Maxim's, in the Bronx Thursday (26). . . . VAL SETZ will remain at the Hotel Astor indefinitely. . . . DIXIE DUNBAR and her Rhythmaires and Igor and Grace Poggi open October 8 at the Plaza Hotel. . . . RODEO RAMBLERS have opened at the Rendezoo Restaurant, World's Fair.

Chicago:

YVETTE RUGEL and Mary Grant have been held over for the new show at Colostmo's which opened Thursday (19). . . . COLLETTE AND BARRY open a return engagement in the Walnut Room of the Bismarck October 4.

Philadelphia:

ROSITA ROYCE comes to the Little Rathskeller. . . . HELENA DOYLE and GEORGIANNA LEE take over the leads at Weber's Silver Lake Inn. . . . THE INTIMATES open at the Lamb Tavern in suburban Springfield. . . . HARVEY LOCKMAN, who operated the Cotton Club, see Delmonico's, last season, ill with a kidney ailment at Cedars of Lebanon Hospital, Los Angeles.

Here and There:

GEORGIE TAPPS is set for the Coconut Grove, Los Angeles, October 22, with Giovanni, MCA booked. Other MCA bookings include Martha Burnett, the Duffins, and Floria Vestoff at the Hol-

lenden Hotel, Cleveland, Monday (23); Sylvia Froos at the Club Royale, Detroit, October 4; Maury Anderson, at the Club Ball, Philadelphia, September 19, and Georges and Jalna at the Coconut Grove, Los Angeles, September 27. . . . WOODS AND BRAY, current at the Edgewater Beach Hotel, Chicago, open at the Jefferson Hotel, St. Louis, October 3.

SIX DANCING DEBONAIRS have been booked for the new Palmer House show by Lucille Ballantine, of the Billy Diamond-Verne Buck agency. . . . NAN WYNN, formerly with Raymon Scott's ork, opens on her own Saturday (28) at the Ambassador East. . . . KONRAD AND SIMMONS, roller skating act, and Nicholas and Yvonne Bird, dance team, have been added to the new fall show at Harry's New Yorker.

THE DUFFINS, after several weeks' fishing on the Pacific Coast, drove east and opened at the Mayflower Hotel, Akron, O.; closed there September 16, and are now playing a two-week engagement at the Hollenden in Cleveland. They have added a "chatterbox" number. . . . GUY CHERNEY, emceeing and singing at the Brown Hotel, Louisville, is now also fronting the band, having replaced Nick Stuart.

VALLEY AND LYNNE closed a three-week engagement in the Rainbow Room of the George Washington Hotel, Jacksonville, Fla., September 19 and opened the following day at Jimmie's Night Club, Miami.

GARRON AND BENNETT closed at the Mount Royal Hotel, Montreal, September 21. . . . DON THOMAS and his Four Dancing Debutantes are filling fair dates in the Northwest.

SALLIE SAWYER is playing a return engagement in Mansfield, O., this time at Wappner's Wonder Bar.

JOHNNY FEILDEN, accordionist, has left the strutting trio at Beverly Hills Country Club, Newport, Ky., to take his talents into the Alpine Tavern of the Fountain Square Hotel, Cincinnati. His place at Beverly has been filled by Andy Jacobs, fiddler, who carries on with Al Weisman, guitar, and Ray Kleemeyer, bass.

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## Loew's State, New York

(Reviewed Friday Evening, September 20)

Vaude layout this week is headed by Milton Berle, and show is a typical Berle program. Comedy is trigger-quick, expanding into Berle's usual screwball channels. His appearance is preceded by a series of nut trailers. Following opening series of gags, Berle clowning with the acts, does a pass sequence with singer Ginger Harmon, and descends to the musicians' pit to harass Ruby Zwerling's boys. Technique, gestures, and ability to co-ordinate his comedy with rest of the program is strictly sock. Closed after bringing his mother on stage.

Deuce to Kitchen Perates, three man and one girl adagio turn. Set and costumes first create illusion of three cats and a mouse. Costume dropped when act gets under way. Turn is a capable song men passing blonde femme in flashy manner and doing thrilling throws and catches.

Ginger Harmon, Jitterbug singer, did *Do I Love You?* and *Old Man Mose*. Last mentioned is particularly suited to her lively and vigorous style and scored okeh. Last half of her turn was taken up by straightening for Berle, Berle first doing a love session and then going into the oke pit. Straightened okeh.

Four Step Brothers, Negro hoofers dressed in brown top hats, tails, and canes, opened with two fast tap routines and followed with competitive numbers. Stuff became faster and more eccentric as it went along, the boys finally doing tap imitations of tugboats, steamboats, etc. Berle clowning plenty thruout turn. Act closed well.

Fic, *Pride and Prejudice*. Business good. Paul Ackerman.

## Chicago, Chicago

(Reviewed Friday Afternoon, Sept. 20)

An excellent vaude bill on tap this week, but somewhat lacking in the class that is expected of the B. & K. case house. It's more on the order of a State-Lake bill. An annoying factor is the absence of introductions. Acts come on cold, with the audience having no inkling of who they are, which is unfair alike to audience and acts.

Show opens with a production number, *Forty-Second Street*, billed as "a striking fantasy of color illusion and provocative rhythms," which aptly describes it. Tip, Tap, and Toe, colored boys, follow with a fast-moving tap session that goes over big. The boys, working for the most part on a small, raised platform, let loose a barrage of difficult tap routines that demonstrate amazing agility.

Russell Swan, suave magician, offers an entertaining variety of tricks. He is a smooth worker and has an engaging line of patter. His lengthening rope, educated cobra, changing ties, disappearing rabbit, and the lemon trick, in which borrowed \$5, \$10, and \$20 bills are reproduced from the center of a lemon,

are put over nicely and win well-aimed applause.

Josephine Houston, gorgeous blonde vocalist, has an excellent voice and sells her stuff solidly. Attired in a white gown that sets off her beauty to perfection, she won a storm of applause for her singing of *I've Got My Eyes on You*, *Foots Rush In*, and a medley of *The Breeze and I*, *Six Lessons From Meddows*, *La Zonga*, and *I'll Never Smile Again*.

Cass, Owens, and Topsy, two girls and a man in knockabout comedy, were a solid laugh hit. Clever acrobats, they also have a keen sense of comedy and their grotesque acrobatics, including a neatly done slow motion bit, earned a big hand.

Skull and Bones, a picturesque production number, closed the bill. The ballet in pirate costumes offered a colorful dance routine, which was followed by the Seven Fredysons, accomplished teeterboard artists. They run the gamut of teeterboard stunts, doing twisters, doubles to shoulder and chair, four high, and other tricks with apparent ease. They win generous applause for their efforts.

*The Sea Hawk*, Warner Bros. picture starring Errol Flynn, is expected to be a big draw. Business good opening day. Nat Green.

## Paramount, New York

(Reviewed Wednesday Evening, Sept. 18)

Swing is strongly emphasized in music, voice, and comedy in this new bill and the warm audience reception proves that this form of entertainment, when properly presented, is far from passe. Jan Savitt and band (in their second engagement here), the Andrews Sisters (fourth return date), and Jerry Lester, zany comic, form the nucleus of a snappy-paced, invigorating stage show.

Savitt is a young, stimulating maestro conducting a hustling bunch of musicians (15) in lively form. Outstanding in his outfit is a strong brass section (6), which swings out anything on the music stands. Between the opening and closing innings, the boys dish out several unorthodox arrangements of pops and standards, including a very modern version of Rachmaninoff's *Prelude*. Good for the jitterbug trade.

The Savitt warbling contingent lists Bon Bon, colored word chopper who sings in good rhythm, and Allen DeWitt, veteran band baritone, who at this turn stayed on for *I'll Never Smile Again* and *Foots Rush In*, but could easily have endured. Should rehearse some fresher tunes, if only to keep in trend with the rest of the show. A couple of recognizable tunes by Bon Bon were *720 in the Books* and *WPA*, the latter with assistance from the leader.

Andrews Sisters swing out in top form.

## Vaudeville Reviews

Patty is still the topnotch entertainer, dominating in voice and showmanship. Maxene and LaVerne fill in nicely with harmony and lend admirable fullness to the turn. It's a polished, well-timed act from beginning to end and boasts some of the snappiest arrangements of pop tunes on record. Their set included *Ferryboat Serenade*, *Pennsylvania 6-5000*, *Rumboogie* (from their picture *Argentine Nights*), *Hit the Road*, and *Best Me Daddy (Eight to the Bar)*.

Jerry Lester went solid with his zany antics. He is a bright stage comedian, dispensing nondescript nonsense with speed and snap. Has plenty of bits that register belly laughs, and the rest, if not too strong, is generally amusing. His fare goes well on swing show layouts of this caliber, his style of presentation having much in common with Jitterbug favorites.

In second half of his act, Lester works with Al Norman, who scores with his dance work. Norman's impression of a subway rider is still sure-fire stuff.

Lester Oman, marionette manipulator, is on early with a stock line-up of chat acts, handled naturally. Marionettes are presented on a small platform for better vision.

Current Don Baker organolog, preceding stage bill, features Stigge Lane, tenor, in *Perfidia* and *I Am an American*.

On screen, *Rangers of Fortune* (Paramount), not a strong box-office picture. Frank Masters and band, Jane Froman, and the Three Stooges come in October 2. Sam Honigberg.

## Harper, Detroit

(Reviewed Friday Evening, Sept. 20)

This straight vaude bill drew a full and responsive house on a hot night, despite the theater's location six miles from downtown. With preponderance of dumb acts, usual song-and-dance bill was entirely absent. Crowd held the show overtime for encores. There's only one femme on the bill.

Setta and Young open in a South American ballroom number, colorful in a controlled whirling style, and not too fast. They return in black, gold-trimmed costumes for a Russian dance bit.

Joe Melvin does a skillful juggling routine, using hoops, a rubber ball, a disk, and boomerangs in carefully controlled eccentric manipulations. Working partly with full-house lights, he got a good hand.

Maxine Brothers and Bobby feature a white terrier, who does just about everything in the book, especially control acrobatics, unusual stunts atop his human partners while they do somersaults, two highs, etc. Some fine coordination and training went into this number. The dog, walking backward on hind legs for an encore and applauding with his front paws, is a natural.

Ed Gordon, raggedy, red-haired clown, does some masterly pantomime and produces about everything from his voluminous pants. Has some good novelty bits and does some trick bicycle riding with a disintegrating wheel, requiring considerable skill. Does a talking bit encore.

Three Youman Brothers, accordion, clarinet, and violin trio, are excellently received in a repeat engagement. They have plenty of musical body in their three instruments, especially in take-offs of famous bands.

Bert Herman, 280-pound emcee, has a specialty of *I'm Nobody's Baby*. In a throaty baritone, laugh-getting by its mock pathos. Herschel Lieb directs the orchestra, with Eve Gladstone featured pianist. Show is booked by Sol Berns. H. F. Reeves.

## Flatbush, Brooklyn

(Reviewed Thursday Evening, September 19)

This Brooklyn nabe house, which teed off last week with the Sally Rand unit, has a sock line-up this week in the show maestroed by Jimmy Dorsey. This house is dependent entirely upon flesh, an hour of shorts being used only to give the performers a respite. Because of this set-up, acts are called upon to give at least one and in several cases two encores. In order to prolong the stagershow. The addition of another act would give the program more fluidity.

Dorsey's show is essentially the same as presented earlier this year at the Strand, his showpieces being *Long John Silver*, *Flight of the Bumble Bee*, and *I Got Rhythm*. Added numbers are *Juke Box Jive*, *On the Trail*, with a beautiful bit of tromboning by Nat Lubofsky, and

*A Man and His Drum* with Buddy Schutz at the skins.

The Dorsey vocalists gave their usual excellent account of themselves. Helen O'Connell socked with her rhythm numbers and earned two encores, the second of which, *All of Me*, indicated that ballads are definitely not in her line. Bob Sherle likewise worked overtime, giving out with a Bonnie Baker impression of *Oh, Johnny, Breeze and I*, and *Body and Soul*.

Opening act was Audrey Corey, who does fancy baton twirling while tapping. Exits spinning two batons. Marc Ballero, impersonator, scored with standard take-offs, best being those of Ned Sparks, Joe E. Brown, and Rochester. Chuck and Chuckles wowed with their comedy, a turn at the vibes, and a swell display of dancing.

Orchestra section nearly full when caught. Joe Cohen.

## Music Hall, New York

(Reviewed Thursday Evening, Sept. 19)

Good as the stagershow is this week, it is dwarfed by the importance of the film, *The Ramparts We Watch*, a full length March of Time feature showing how America joined the last war and then practically calling for another declaration of war against Germany. Definitely biased, it will probably cause a storm of controversy.

The stagershow, in contrast to the sombre film, seeks to be gay and light. It is labeled *Sports Revue* and is split into five sections, each representing a sport. First is Staffing, which follows film trailer showing ice skating at the Rockefeller Plaza, with the screen drop raising to reveal a realistic, photographic in detail, set of the Plaza with the ballet girls doing a skating routine.

Then comes Football, enabling use of the glee club in handsome football tops, singing college songs and, what's more, going thru a few football formations including a successful forward pass. *Bedevilled* impresses, with champs Ken Davidson and Hugh Forgie playing a fast, spectacular game, while John Gaunt describes the plays and some of the cast linger in a background stadium act. The Tennis number has charming Patricia Bowman in tennis suit and racquet. Does a dance based on tennis movements, displaying grace, excellent dance technique, and showmanship.

Fencing is the last number and has the Rockettes in fencing duel and parade formations, including the usual precision across-stage kick spectacle. The entire cast comes on for a full-stage parade finale.

The overture, *Poet and Peasant*, is given new punch thru a novel arrangement that features the organ and harp in a duet, with the full symphony orchestra joining in later. Smart presentation of a standard number.

Paul Denis.

## Roxy Theater, New York

(Reviewed Friday Evening, September 20)

Because of the length of film, *Brighams Young*, stagershow has been peeled down to 35 minutes, a factor which doesn't permit the usual Gae Foster-Arthur Knorr careful production to get into high gear. However, it provides a high degree of entertainment.

Opening production number by the Roxettes, a nicely done precision tap, altho nothing out of the ordinary, is designed to include a single number by the Dennis Sisters, rhythm singing trio formerly with Ted Lewis, who do a novel arrangement of *Ferry Serenade*, with trick vocal effects simulating a callopie, for which they get a nice hand. A section of the line stays on stage to provide atmosphere for Stan Kavanagh, who does



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his accustomed sock juggling. His pantomime, swell comedy sense, and expert manipulation of the Indian clubs and balls, give him a deservedly big hand.

Barry Wood, *Hit Parade* baritone, does okeh warbling, leading off with *Great Day*, and continuing with *I'll Never Smile Again* and a medley of *Sierra Sue* and *Fools Rush In*. His pipes as well as delivery are fine, and he walked off to a good hand.

The Rogers Dancers, two men and a gal comedy adagio, go for quite a stretch before they let loose on satire. Their straight dancing is better than standard, and their comedy is good. Several of the throws bring audible ohs from the audience. They got good response.

Closing by the line, done in summery attire, has some trick formations and has the Dennis Sisters and Wood providing vocal atmosphere.

Personal appearances of Tyrone Power, Mary Astor, and Dean Jagger helped crowd the house to capacity. Their p. a.'s didn't interfere with the routine of the show, being separated by a trailer. All made informal speeches.

Joe Cohen.

## Golden Gate, San Francisco

(Reviewed Wednesday Evening, Sept. 18)

The stage was cleared this week for Sybil Bowman, the impersonator who needs space when she struts from wing to wing and pauses midway for a front somersault. Her best number was her impersonation of a Cockney bathing beauty aspirant, who had nothing to show for her pulchritude but a midge cup. Her portrayal of Mrs. Roosevelt addressing a Girl Scout meeting has lost some of its flavor. Audience wanted more Bowman at the finish.

"Harlem's Madcaps," Ford, Harris, and Jones, are well named. They have the velocity of human torpedoes when they go into a tap frenzy.

Mickey Conte brings technical speed to his accordion, which he plays with exceptional facility.

Carroll and Howe have a quick line of patter that matches their taps of rhythm.

The Stalco Brothers and Pearl are acrobats who have a few turns which are a credit to their profession.

Richard Dix, in *Mex Against the Sky*, is the screen offering.

Edward Murphy.

## Orpheum, Los Angeles

(Reviewed Thursday Evening, September 19)

Bill packs plenty of punch, thanks to the combined efforts of Henry Busse, his ork, and a representative number of Little Tough Guys and Dead End Kids. Busse and his crew garnered most of the applause with a well-rounded performance. His crew is as good on a vaude stage as in a hotel dining room and his "Schuffie Rhythm" leaves little to be desired for those customers who like their music strictly on the hot side.

Fronting a 16-piece combo, Busse wields a baton almost as long as he is tall. The band shapes up nicely, delivering several old-timers, including *When Day Is Done* and *Begin the Beguine*. Billy Sherman in the vocal spot on Busse's new tune, *It Served Me Right*, was adequate.

Top specialist of outfit is "Ducky" Young, who stopped the show cold with his screwy antics. His brand of comedy appeals to the cash customers. Others in the Busse company included Henry Holme, who came up with a nice bit of warbling, and the swell hoofing team of Fetch and Deauville.

Bobby Jordan, Hunts Hall, Gabriel Dell, Hally Chester, and Harris Berger made up the Dead End Kids and Little Tough Guys contingent. They added to the show with a comedy sketch that was well delivered.

Flickers were *Love, Honor, and Oh Baby* and *You're Not So Tough*, starring the Dead End Kids and the Little Tough Guys. His good, with the stagework doing all the pulling.

Dean Owen.

## Oriental, Chicago

(Reviewed Friday Afternoon, Sept. 20)

Tommy Tucker and his orchestra headline this week's bill and give the customers a real musical treat. The supporting stage bill is fair, with the Ross Sisters, three-up-and-coming youngsters, grabbing top honors. Picture, *Mystery Sea Raider*, is in keeping with the times and fair entertainment.

Band opens with its theme song, *I Love You*, played softly and vocalized by a quartet as the lights go up, revealing the band in colorful setting behind a scrim depicting a huge cuckoo clock.

Tucker is a personable young man with a pleasant smile and conducts in a sprightly manner.

Band leans strongly to the sweet side and numbers several excellent entertainers in its personnel. *Get Out and Meet the Sun Half Way* was vocalized nicely by Donald Brown, baritone, who encoored with *The Nearness of You* for a generous hand. Amy Arnell, attractive in a fluffy Old Virginia attire, has a pleasing voice and scored handsily with both ballads and novelty songs. *Six Lessons, Everything Happens To Me*, and *I'll Never Smile Again* brought her repeated hands. Later she sang *Too Tired* with Tucker and *Sierra Sue* with four of the boys. Jean Steinbach offered a sprightly piano solo, and Kerwin Somerville scored with the novelty *The Man Doesn't Come to Our House Any More*.

Louis and Van, tapsters, working in talls, offered a fast and entertaining routine. Joe May and Company garnered small returns for their comedy session. They need better material.

The Ross Sisters, youthful contortionistic acrobats, apparently are newcomers but they definitely have something on the ball and should develop into a terrific act. They did some amazing contortion stunts, best of which was the 32-inch backdrop and pull-up of Betty Ross. The trio exited to tremendous applause.

Nat Green.

## Reviews of Units

### George Jessel

(Reviewed Friday Afternoon, September 13, at Oriental Theater, Chicago)

George Jessel and a flock of cinema stars and near-stars appearing in person. But whatever business this unit does will be strictly on the cast's screen reps, not entertainment value. The girls are good lookers and doubtless have ample talent, but in their present vehicle they have little chance to do much more than look pretty and act as foils for Jessel's chatter.

Jessel opens the show with a much-too-long preamble. Mentions his New York World's Fair show, his love of the Oriental, the audience, and Chicago, ad infinitum. Brings on Lya Lys, who, on her own, could do some nifty warbling but gets an opportunity only for some cross-fire with Jessel. Jessel is in and out all thru the show, scattering introductory adjectives lavishly. Betty Jane Cooper sings a Hawaiian number and does a hula dance. Isabel Jewell demonstrates her emoting ability by doing a sob stuff lunch counter bit nicely.

Steffi Duna did nicely with *La Cucaracha* and deserved an encore. Jessel followed with the old telephone skit wherein he vainly tries to get a local number but has no trouble instantly getting a ship at sea. Nicely done and garnered laughs.

Rochelle Hudson, beautifully gowned, scored solidly with her singing of *You're Just Too Marvellous for Words*. Jean Parker did a restaurant bit with Jessel that drew some laughs. Jean Gary in several brief appearances with Jessel and in an eccentric dance demonstrated that she could be extremely entertaining if given a chance. Dance won her a good hand. Song, chatter, and comedy session closed the show.

Lots of talent and beauty in this unit, but it's not co-ordinated. Picture, *Cross-Country Romance*, is just another flicker.

Nat Green.

### Joe Penner

(Reviewed at Adams Theater, Newark, N. J., Friday Evening, September 20)

Joe Penner, still a name but not the draw of yesteryear, has taken no chances (and wisely so) with his current unit. He surrounded himself with four sock acts and limits his own fare to the next to closing spot. Business during the last show opening day was off. House has no air-conditioning system and the accompanying picture, Warner's *Money and the Women*, means next to nothing at the box office.

Penner has changed his old vaude act but little. Tho' frayed, it is still amusing and thoroly clean. Kid audiences, no doubt, will react more favorably than the alim evening house at this viewing. Penner works with two straight men, doing a skit in one and a familiar restaurant scene on full stage. Then winds up with two Penner-mannerism songs.

Four Hollywood Blondes, swell skating act, open the bill with as strong a session of roller feats as is ever needed to boost a show during an opening or closing inning. The girls make striking appearances in brief costumes, and each pitches in with a number of difficult stunts. Turn is fast and well built.

Gil and Bernice Mason, a couple of youngsters offering a surprising dog act,

had the customers figuratively eating out of their hands. After a rhythm dance opening, they bring out several trained canines, one by one, and lead them thru their paces in a novel and highly entertaining manner. Boy does most of the work and has some good running patter, consistently sustaining in interest.

Sarah Ann McCabe, soprano possessing a fine voice and delivery and making an impressive appearance, went big with a well-chosen set that included *South American Way*, Rudolph Friml show tunes, and *I Am an American*. While latter tune is not too suitable for her style, it is quite seasonal.

Willie, West, and McInty close. They still comprise a bewildered foursome building a house that never gets built, much to the delight of the kids from six to 60. Here's one act that has not been withered by age.

Gil Mason doubles as emcee and does a straight, capable job.

Sam Hontigberg

## Vaudeville Notes

WOODY HERMAN and band go into the Strand, New York, October 18. . . . CAB CALLOWAY and his Cotton Club Revue will play the Grand Circuit, taking in the Flatbush, Brooklyn, week of September 27, and the Windsor, Bronx, week of October 4. Avis Andrews, the Three Chocolaters, and the Six Cotton Club Boys are in the unit.

FRANK VELOZ, of Veloz and Yolanda, will direct the dance sequences of a Lou Brock film for RKO-Radio release. No definite date set for his return to ballroom dancing with his wife. . . . MARTY WHITE, emcee and songwriter, is columnist for the new *Brooklyn Post*. . . . DANNY KAYE plays Hippodrome, Baltimore, after his current *Chez Paree*, Chicago, engagement, and then returns to the New York Paramount for two weeks. . . . MILTON BERLE's new 20th Century-Fox contract calls for three films a year. The studio can call him any time on 30 days' notice.

MARIO AND NALDI have bought a house and four and a half acres at Croton, N. Y. . . . MARION EDDY, singer-pianist recently at the World's Fair, has gone into Gus and Andy's Somerset Cafe, New York. JACK PEPPER is touring with seven of the screen's Our Gang kids. Show broke in in San Diego, Calif., Saturday and Sunday (14-15) and is heading east. Charles Allen, of New York, is handling the act. . . . CHESTER MORRIS back east for another round of theater dates. . . . CHARLES BICKFORD, of the screen, is being submitted for vaude by Charles Allen. Bickford portrays an Irish cop and works in a skit with a toughie.

SHEA AND RAYMOND will head for the West Coast following their stand at the Colonial, Dayton, O., last week. . . . THE RODGERS, comedy dance trio, opened a run at the Roxy, New York, September 20 in conjunction with *Brigham Young*, slated to remain two to three weeks.

ANDREWS SISTERS and Glen Gray's ork are slated for the Earle, Philadelphia, week of October 4, to follow the George Jessel unit, which reopens the vaude policy in that house September 27. Other shows set are George White's *Scandals* week of October 11 and Jimmy Dorsey's band week of October 18.

JOEPENNER unit, which opened at the Adams, Newark, N. J., Friday (20), has the following acts: Willie, West, and McInty; Joan Merrill, Four Hollywood Blondes, and Gil and Bernice Mason. Show goes into the Riverside, Milwaukee, week of October 4. Set by the William Morris office.

## Plan Tour for Riviera's Names

NEW YORK, Sept. 21.—Efforts are being made to sell Harry Eichman, Sophie Tucker, and Joe E. Lewis as an intact bill in vaude at the conclusion of their engagement at Ben Marden's Riviera October 30.

Drawback, however, is salary being asked. Lewis's State is reported interested in the proposition.

With that trio's exit from the Riviera, the spot will probably shutter for the summer.

William Morris Agency is handling the combo.

## El Chico Op Plans Action Against Pitts, Miami Clubs

NEW YORK, Sept. 21.—Benito Collada, owner of El Chico here, has turned over all matters of legal action against similarly named spots in Pittsburgh and Miami to his attorney, Clarence P. Goldberg. Collada claims that it is unfair competition for any other club to use this title after he has publicized it for 15 years.

Goldberg is not certain of the action he will take against the spots. He plans to consult Pittsburgh and Miami attorneys before contemplating suits.

## Dancer-Teacher Sues Club

BRIDGEPORT, Conn., Sept. 21.—Martha Shelby Morrow, dancer and instructor, has filed suit for \$2,000 damages against the Longshore Estates, Inc., operators of the Longshore Beach Club, exclusive niter in Norwalk, Conn., in the Common Pleas Court here this week.

The dancer claims that she entered into an oral agreement with Patrick Powers, operator of the club, to dance there and to be given exclusive rights to give instruction in dancing and conduct classes, with the spot to furnish room and meals. She claims she incurred expenses for costumes, travel, and rehearsals, and that the club failed to fulfill the oral contract. An attachment for \$5,000 has been filed against the club.

## Salt Lake Hotels Click

SALT LAKE CITY, Sept. 21.—The Hotel Utah Starlite Gardens has had its most successful season in years, according to Managing Director Guy C. Toombes. This was due partly to the hot weather, with not one drop of rain all summer, and the playing of Larry Kent's orchestra. The Newhouse Hotel will open its Mirror Room cabaret Saturday, October 30. Managers J. Holman Waters and Ross Sutton have again secured Joe Mallory and band.

## Rebuild Asbury Park Spot

ASBURY PARK, N. J., Sept. 21.—Construction has been started here on the rebuilding of the Main Central Hotel, destroyed by fire early this summer. The hostelry, which was a year-round user of acts and bands in its Rainbow Room, seating 500, is expected to be completed before the first of the year.

MARTY WHITE emceed the opening bill of the Clinton Theater, New York, September 20 to 22, which reopened with Yiddish and American vaude bills and films.

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## Vaudefilm Grosses

### Berle Opens Well; Roxy Strong; Para Aims for 45G; Strand Steady

NEW YORK.—Despite the return of warm weather, Broadway continued its spree of profitable business. Vaudefilm holdovers predominated, with hefty influxes of visitors upping grosses considerably. Only gross not reflecting improvement was that of the State.

The Paramount, with the third week of Ken Murray, Dinah Shore, Will Bradley's band, Tito Guizar, and film, *Rhythm on the River*, pulled a comfortable \$24,000 for week ended Tuesday (17). Previous sessions of this layout tallied \$64,000 and \$55,000 for a three-week total of \$123,000. New two-week bill arrived Wednesday (18), including Jan Savitt, Andrews Sisters, and Jerry Lester and pic, *Rangers of Fortune*. Looks like \$45,000 for the week.

The Strand likewise did nice business, registering \$32,000 for the second week (ended Thursday, 19) of Larry Clinton's band coupled with *No Time for Comedy*. The first week garnered \$44,000. Third and last week should do around \$30,000. Bobby Byrne's band is the headliner for the new bill coming in Friday (27).

The second week of *Lucky Partners* and stage bill gave the Music Hall a fairish \$68,000 for week ended Wednesday (18). The first week grossed \$82,000. The controversial *The Remparts We Watch* bowed Thursday (19) and should produce around \$80,000 for its first week.

The State floundered with a mere \$18,000 for week ended Wednesday (18), with bill including Al Donahue's band, Emil Boreo, and Raye and Naldi. Film was *South of Pogo Pogo*. New bill Thursday (19) is headed by Milton Berle and should do about \$27,000. Accompanying film is *Pride and Prejudice*.

The Roxy did a strong \$36,000 for week ended Thursday (19) with stage bill headlined by Shirley Ross and Buck and

Bubbles, and film, *Hired Wife*. New bill with Brigham Young on the screen and Stan Kavanagh, Barry Wood, and the Dennis Sisters on stage, opened strong Friday (20). The opening night grosses were upped considerably by the single personal appearances of Tyrone Power, Mary Astor, and Dean Jagger. Should tally about \$40,000 for the first week.

### Rooney Breaks Stanley, Pitts, Record; \$37,000

PITTSBURGH.—Stanley's (3,800 seats) first vaude week in four months, headlining Mickey Rooney, broke house records with \$37,000. Previous high mark was \$36,000 set by Kay Kyser more than a year ago.

Exploited by Andy Hardy picture, tie-up with Pittsburgh Press "Society of Youngsters" Club comprising more than 100,000 youngsters, billboards, store displays, radio and window posters, Rooney drew fan lines from 10 a.m. until 10 p.m.

Bill included Judy Starr, singing pop tunes; the Four Lazanders in one of the best-received acro turns in years; Robertson and Martin in swiny and Latin tap terps, and Emcee Jack Beckman.

On the screen, *Dr. Kildare Goes Home* (MGM).

Despite phenomenal gross, Stanley has only one stageliner set during next month, George White's tab *Scandals*, for week beginning October 18.

Sole theater flesh billings in area are occasional stops handled by Joe Hiller or Sid Marks, for traveling units or bands in county seat towns plus one-night appearances of radio sportscaster Albert K. (Bossy) Rowswell at five suburban Warner theaters.

### Prof. Quiz Neat 86C Despite Competish

MILWAUKEE.—Bucking strong competition in *Booms Town*, which played two houses simultaneously, and a furniture store show in the Auditorium, which offered \$1,000 in cash as a come-on, a show headed by Professor Quiz turned in a decent \$8,600 take at the Riverside Theater for the week ended September 19.

Bill also included Dean Murphy, Allen and Kent, Sophisticated Ladies, and Jack Leonard. Pic, *Earle of Puddleston* (Rep.).

### Tucker Draws 13G In Holdover at LA

LOS ANGELES.—The second week of Orrin Tucker and Bonnie Baker drew \$13,000 for the first five days ending September 18. The first week of this show produced a hefty \$30,000. Average take for his house is \$18,000.

Pic, *I Want a Divorce*, was no help.

### Barron Big 11½G At Lyric, Ind'p's

INDIANAPOLIS.—Lyric recovered nicely after a poor week to take in a good \$11,500 with Blue Barron and orchestra for week ended September 19. Barron gross was surprising in view of the fact that the band is not very well known here.

### Sports Hurt Vaude

SPOKANE, Wash.—Seven Cressonians, Wright and Marion, Downing and Robbinette, Harry Holmes, and Bob Ripa plus pic, *Grand Ole Opry and Boys' Reformatory* drew \$1,850 to Post Street September 13 to 15, \$200 up from previous week and \$100 under house average.

Horse racing, midget auto races, and baseball hurt, but cooler weather helped.

### Lombardo Disappoints; Jessel 19G; S-L 12G; Chi Prospects Good; Oriental Fair

CHICAGO.—Neither Guy Lombardo nor George Jessel came up to expectations last week. Lombardo, at the Chicago, was particularly disappointing, drawing only a fair \$34,000. Jessel, at the Oriental, had been expected to pack the house all week because of his individual following and the picture names on the bill with him. But he fell below the 20G mark and collected no percentage. Not much had been expected of the State-Lake,

which featured the Three Stooges. House grossed a little better than 12G.

For the current week the Chicago appears to be headed for a nifty gross. Stage bill has no names and is only fair, but the picture, *The Sea Hawk*, is counted on to boost the take to at least \$38,000. At the State-Lake, Blue Barron and his orchestra played to a full house at the first show, then started to slide, and succeeding shows were away off. Looks like a poor \$13,500. The Oriental with an excellent band—Tommy Tucker—a fair stage show and fair picture should gross better than 16G.

Unseasonably hot weather had a bad effect on theater attendance the past week. Promised relief by Monday (23) is expected to have a beneficial effect.

### Rooney Terrific At Loew's, Decece

WASHINGTON.—Mickey Rooney's terrific bit should set a money and attendance record for Washington at Loew's Capitol for week ending September 26. Despite bulk of kids' tickets, management expects \$38,000, doing five shows a day and six Saturday. Previous money record of \$40,000 holds for eight days during New Year week-end, with two midnight shows added to five a day. Rooney unit includes Judy Starr, Four Lazanders, Robinson and Martin, and Jack Beckman, with Wyoming on screen. Previous week of *Dr. Kildare Goes Home* grossed \$16,000.

Warner's Earle is holding over *Howards of Virginia* for week ending September 27, expecting to do \$13,500. Previous week took in \$20,000. Holdover stage includes Bob Hall, the Dolores Dancers, June Forrest, Sunny Rice, and the Roxyettes.

### Fair 13G for Baltimore Hipp

BALTIMORE.—Hippodrome (3,000 seats) had only a fair \$13,000 this week. Show included Linda Moody, Shirley Howard, Rae and Davis, Tommy Riggs, and Adrian Rollini/Trio. March of Time's *Remparts We Watch* was on screen. With Glenn Miller on stage week of September 20 big things are expected.

Weekly grosses for the preceding three weeks were \$19,000 for the *Scandals* unit, and \$16,500 and \$11,000 for the two-week run of *Lucky Partners* and Henry Armetta the first week and a variety bill the second.

### "Scandals" Held Extra Day in Sp'd

SPRINGFIELD, Mass., Sept. 21.—Despite the strong competition of the Eastern States Exposition, George White's *Scandals* unit, featuring Ben Blue and Ella Logan, did good business at the Paramount Theater (1,850 seats) for the four days ended Thursday (19). It was originally booked for three days and held over one.

Paramount has always booked for solid week in past, only changing to split week when other shows lost money playing to ushers last three days of week. Now, officials convinced Springfield is really a four-day stand, they look to rosy future with stage acts plus film.

Movie was *Hold That Woman*.

### Corio 96C Click At Philly Fay's

PHILADELPHIA.—Ann Corio, burly light headliner the initial bill at Fay's Theater for the week ended Wednesday (18), proved plenty potent on the draw with a record-making \$9,600 take. House average last season was \$6,800.

Surrounding cast included Gil and Bernice Malson, Don Rice, Bob and Zetty Brown, Bob Marshall, and Annette Shields, house line of 16, and Harry Kohn's house ork. Screen showed *Sailor's Lady*.

### Ben Bernie \$10,500 At Colonial, Dayton

DAYTON, O.—Ben Bernie proved that audiences still have a huge hankering for the old maestro by piling up a gross of \$10,500 at the Colonial Theater for the week ended September 19, the best so far this season.

### Sammy Kaye Looks Like 20G, Osborne 12G in Buffalo

BUFFALO.—Vaude is due for a terrific play here, with the Buffalo changing its policy of local band plus vocalists to bring a bigger flow of name units, and the Century boasting the biggest array of name vaude in its history. The latter house has set nine shows for the next 12 weeks, with more pending. The grosses for the present week look promising.

The Buffalo opened well for week of September 20, with Sammy Kaye's band on stage, and a good picture, *Public Deb No. 1*. The swing and sway ork features Tommy Ryan, Charlie Wilson, the Three Kadetes, and Jimmy Brown, while additional talent includes Three Nonchalants, the Dancing Debs, and Criss Cross. Gross expected to read a fat \$20,000. House average is \$12,500.

For the week ended September 19, a slightly above average take at the Buffalo of \$13,000 disappointing, despite the fact that no big names appeared behind the footlights. Picture, *Foreign Correspondent*, failed to prove its b-o strength. Second features was a new *Information Please* short, and stage fare included Ernie Florio, conducting the 22-piece house ensemble in its last regular stand; the Hansonettes, George D'Anna, Eddie Manguso, Warren Hardy, and house quartet.

The Century saw good crowds September 20 for a week of Will Osborne's band. Vaude talent includes (Stinky) Rogers, Emerald Sisters, Masters and Rollins, and Allen Gale. Around \$12,000 anticipated. Average is \$8,000. Pic, *Ladies Must Live*.

For nine days ended September 19 the Century box office clocked \$9,000 with a weak picture, *Dance, Girl, Dance*. Personal appearance for first two days of Maureen O'Hara and Lucille Ball helped the stand to reach average proportions. Second picture, *Men Against the Sky*, wasn't of help either.

### Little Jack Big 8G at Tower, K. C.

KANSAS CITY, Mo.—Tower Theater grossed a snappy \$8,000 on the Little Jack Little unit at 30 cents top for week ended September 19. Pic, *You're Not So Tough*.

Week ended September 12, Della Carroll, nude in *Crazy Show*, with Fid Gordon, Myrth and Mack, and Lester Harding, did neat over par \$6,500, with pic, *Pier 13*.

### "Doubles" Good

WILKES-BARRE, Pa.—Business is still good at the three-day vaude shows of the Irving Theater. The Hollywood Doubles on Parade September 12 to 14 played to several capacity houses. Pic was *Manhattan Heartbeat*.

### Sp'd'd Vaude Good

SPRINGFIELD, Mass.—Another combo of six vaude acts and a god pic filled the Court Square Theater here for the three days ended Saturday night (14).

Included in the acts were Arthur Boran and Joe Terminal. Movie, *Over the Moon*.

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# Magic

By BILL SACHS

(Communications to Cincinnati Office)

**PAUL DUKE** will have Wednesday (25) named in his honor at the New York's World Fair, when he will tour the grounds all day and do a performance in the evening after due ceremonies. Last Sunday (23) he was guest of honor at a dinner of the West Point Foundation at that military school. . . . **JOAN BRANDON** has gone into Club Ball, Philadelphia, for two weeks, after which she returns to New York. . . . **MILBOURNE CHRISTOPHER**, Baltimore wizard, posts from Rio de Janeiro: "Was interested to find *The Billboard* in American consulates both here and in Buenos Aires. Little magic news here. Have an offer to return to Buenos Aires for the month of November." . . . **JAMES STEWART**, screen player, returned to rural Indiana, Pa., for two nights last week to assist Bill Neff in a benefit magic performance at State Teachers' College. Stewart formerly assisted Neff when he resided in Indiana, before becoming a film actor. . . . **A. F. MUNROE**, president of the Society of Detroit Magicians, was in charge of arrangements for the club's fourth annual corn roast held Sunday (16) at Lola Valley Park and attended by 250 magicians and guests. Show was put on by Harold Sterling, assisted by Loring Campbell, Hathaway, Cy Bates, Dr. John Buell, Al Caroselli, and Walter Demzal-ski. . . . **AL DEE** is showing his nifties at Hopkins' Bathakeller, Philadelphia. . . . **PROFESSOR LEROY**, the "man with the X-ray eyes," continues thru the fall, after summering at the Merry-Go-Round of the Ritz-Carlton Hotel, Atlantic City. . . . **JOHNNY DEVANT** has moved his bag of tricks to the Hotel Hollenden, Cleveland, after a three-month stand at Jack Lynch's Walter Roof, Philadelphia. . . . **JOHNNIE EADS** opened the season with his suitcase act at the Civic Auditorium, The Dallas, Ore., Monday (23). He'll stick to the Coast until February 25, when he starts eastward, opening at Drummond, Mont. . . . **AL KAZI** is now associated with Montgomery-Ward Company, Santa Monica, Calif., until the Alice Richey Company resumes its tour again. . . . **HALL THE MAGICIAN** and Margo (Mrs. Hall) have left the Endy Bros.' Shows to begin on a string of school and club dates in Boston area.

**BLACKSTONE**, who opened the season at Milwaukee August 30, is playing this week (20) at the Colonial Theater, Dayton, O., and follows with Buffalo, Syracuse, N. Y.; Schenectady, N. Y.; Troy, N. Y.; Providence, R. I., and Worcester, Mass.; then down the East Coast to Florida. Blackstone was host to a large group of magi and magic enthusiasts at an impromptu party staged at his home in Colon, Mich., following the Percy Abbott magic feast held in that town September 6-7. Among those who attended the Blackstone shindig were Russell Swann, Dr. and Mrs. B. Zoia, Gene Bernstein, Bill Burgett, E. J. Moore, Paul Rosini, Mrs. J. Thompson, Mike Rosini, Bob Anderson, Sterling, John B. Cook, the Great Kirk, Dr. Buell, L. L. Ireland, Jimmy Whitehurst Jr., Jimmy Tompson, Harry and Billie Blackstone, Libonati, Caro (Oig) Miller, Buck Greeley, Sally Waters, Ula Nelson, Mrs. E. Tompson, Russ Walsh, Stewart Judah, Stewart Bernstein, Bunny Shirwaist, Joe Berg, Ken Murray, Esther Murray, Mr. and Mrs. Mickelson, Mr. and Mrs. Bud Tracy, Monk Watson, Loring Campbell, George Sidman, Jimmy Whitehurst Sr., Joe Elison, Mrs. Leon Kirk, Bob Bowman, George Johnston, Mahendra, and Judge Carter. . . . **PRINCE MENDES** has had such a busy summer that he has had little time for experimenting, and thus it looks as tho he'll have to run thru the winter with his same turn. He moved into the Nixon Cafe, Pittsburgh, for a week last July and remained (See *MAGIC* on page 27)

## Burlesque Reviews

### "Revels of 1941"

(FIRST CIRCUIT)

(Reviewed at Troc, Philadelphia, Tuesday Evening, September 17)

This is one of the first units, but it shows little to cause excitement. Adheres entirely to the age-old burly pattern and undoubtedly is a hurry-up job.

Natalie Cartier takes production credits but there is little creditable in Revels. The principals go thru their paces expertly enough, but that's not enough. Chorus numbers are a hindrance rather than a help and there is little talent or variety to build up the unit.

Benny (Wop) Moore and Tiny Fuller know how to milk laughs, and there is little limit to the shade of blue for the lines. Material on the whole pre-dates the tent-show days.

Dorothy Sevier gives considerable aid to the comice, while Harry Jackson, George Corwin, and Charles Kaye have little or nothing to contribute as straightmen. Kaye does the off-stage singing for the production numbers, both of which are materially in the alleged classification. Also steps out as a single with a soft-shoe tap-tap, which indicates some talent.

Patricia Perry, a pert miss and plenty pretty, heads the undress parade. Displays soothing pipes for a song and then packs plenty punch for the bodice bit. Mickle Dennis also goes in for the violent convolutions on the shedding, pre-facing with a cute song. Jessica Rodgers takes to her undressing in the more subdued manner. All three gals well liked by the crowded house.

Chorus includes 10 ponies and six for show and come as close to being the epitome of inertia as one would care to see on any stage. Acro and impressionistic dancing of Loretta Moore makes the ballet bits bearable.

Val Eddy completes the company with a xylophone specialty. Handles the hammers expertly, with fluorescent effects for the flash.

Merrick Vallote still in the pit for the musical support.

Hinda Wassau and Bobby Morris head the next unit in. M. H. Orodenker.

### "Pennant Winners"

(MIDWEST CIRCUIT)

(Reviewed at the Grand, Canton, O., Saturday Evening, September 14)

**SRO** sign was out early Saturday night for the season's premiere of Midwest burlesque at the Grand here, sponsored again by Warren Irons. Policy change offers a two hour and a half production, with performances nightly except Thursday, which gives the traveling troupers a day off to get to Boston, the next circuit stand. Four matinees, Wednesday, Friday, Saturday, and Sunday, and a midnight show Saturday night give the house a total of 11 shows a week compared to three days, Friday to Sunday, last season.

Top admission is 80 cents plus tax for first 10 rows, with 55 cents for balance of orchestra, 55 cents and 40 cents in the balcony. Boxes, \$1.10.

First in of the circuit's shows convinced the regulars that the management intends to give this town the best. Show was highly entertaining, production numbers were excellent. There were 12 girls in line, comedy was new, and skits were really funny and less suggestive than in former years. Added vaude turns helped the show a lot and much attention has been given to staging and lighting.

Tommy Raft grabbed top honors. He gets as many laughs as any comedian here in recent years. He works hard, and his take-off on a strip stopped the show. His hot trumpet playing also clicked.

Diane Raye, easy to look at blonde, tops the teasers. She works smoothly and was forced to take two bows. Sharing honors with her are Collette, Chrystal Aymes, Alfreda Walter, and Sally Walker. Joe Ross, with derby and tallis, shares the comedy spotlight. Straight man is Bert Grant, who turns in a pleasing performance. Buddy DuBois handles the vocalizing most capably, confining offerings to current pops.

Jimmy Walters, manager of the house and an old-time burly performer, couldn't resist the lights. He and his wife, Viola Spaeth, contribute a couple of specialties that scored heavily. King and Roche, dance team, do three novelties, their best being the Drecula Dance.

Le Beau and Louise, vaude turn, get a lot of laughs. Spinning five lariats at one time is a spectacular close. "Rhythm" Shorty, colored, came near stopping the show with his fast tap.

Chorus worked hard, doing no less

### Proof Ann Corio Knows How to Get Publicity

PHILADELPHIA, Sept. 21.—Ann Corio has taken up the cause of the strip teasers, blasting at the unfair portraits of burly dancers in recent movies. "I won't mention names, for I don't want to advertise the disgusting movies," said Miss Corio at the Play's Theater here, "but their idea of life backstage in burlesque is taken apparently from Hollywood parties after the fan magazine writers go home."

She's so mad about it she is offering a \$10,000 prize for the best dramatic script satirizing screen stars. And not only that, but having tempted thespians in summer stock, she will produce and star in it herself. "After seeing these under handed film blows at burlesque I want to use my name and money to show Hollywood up at its own game," she added. "America believes in fair play. I think that movie Joe Bigs have been asking for it. Why, strip teasers have taken the place of Mexicans and men with mustaches as villains."

### Hirst Unit in Reading

READING, Pa., Sept. 21.—Hirst burlesque units return Wednesday (25) to the Orpheum Theater here. With factory pay rolls active because of national defense orders, split week here is expected to extend to a full week or more, with the units playing houses at nearby Allentown, Bethlehem, and Scranton.

### Mrs. Wilner Fined 1G for Burly SS '38 Tax Default

PHILADELPHIA, Sept. 21.—Mrs. Stella Wilner, wife of Max Wilner, was fined \$1,000 in United States District Court here Tuesday (17) for failing to pay Social Security taxes on \$2,000 and for holding out amusement taxes of \$9,918 when she ran the Shubert Theater here for two years prior to March, 1938.

Judge Guy K. Bard said he was inclined to be lenient because Assistant U. S. Attorney General Thomas J. Curtin and tax agents had informed him that Mrs. Wilner did not pocket the money herself but used it for salaries of performers and stagehands in an effort to keep the show going. Federal agents closed the burly house at that time.

The indictment to which Mrs. Wilner pleaded guilty also named Thomas German, president of the Star Amusement Company, which she owned entirely, but the judge exonerated German. Mrs. Wilner paid the fine before leaving the courtroom. The Government, however, has been unable to collect the taxes, let alone penalties. With interest and a 50 per cent penalty for non-payment, her tax bill amounts to almost \$9,500, which the government aims to collect if Mrs. Wilner ever gets any assets. The government has a lien against her for the amount, which is in addition to liens for \$13,846.68 it also holds against her for taxes arising out of her operation of the 42d Street Apollo Theater and Uno Realty Company in New York, where she also produced burlesque.

# Burlesque Notes

(Communications to New York Office)

### NEW YORK:

**VALERIE**, debuting in the East at the Gaiety, is a Western importation brought in by booker Dave Cohn. She strips, talks, and dances. . . . **SISSY FLOOD**, back from a long sledge of illness, is frontlining again, this time at the Eltinge. Also returned are Dottie Edwards, assistant pro, and Helen Barry from vacations. . . . **CHARMAINE**, booked by Dave Rosenberg, and Jean Mook opened at the Gaiety September 27. . . . **JOHNNY KANE**, former house manager here and in Brooklyn, is now at the Capitol, Toledo, O., playing Midwest shows. . . . **MARGIE HART**, touring the Hirst Circuit as extra attraction, and her younger sister, Pat, at the Gaiety, entertained their dad, James E. Hart, here on a brief visit from the family farm in Lathrop, Mo., last week. . . . **SID KRAMER** and Frankie Blue, known as the lung-armed team for concessionaire Oscar Markovich at Streets of Paris, Flushing Fair, all summer, have split. Former returns to the Hudson, Union City, and the latter to the Roxy, Cleveland. . . . **RAMONA**, with a Hirst Circuit

show, like Diane Grey and Valeria, strip-pers, at the Gaiety, is a burly newcomer in the East. All three come from Chicago interies. Ramona was a vocalist and started strips mixed with torch singing later at the National, Detroit.

**JACK BUTTER** and wife, Mary Burns, former burly aces, made their annual visit here last week from their home in Hampton Bays, L. I., where Jack is now police chief, publisher and editor of the local weekly, real estate merchant, and what not. They were guests of F. A. Muschenheim, of the Astor Hotel, who is a near-by Hampton Bays summer resident. . . . **PAT KEARNEY**, BAA delegate, posts from New Orleans that he is visiting his son there. . . . **GEORGE TUTTLE** and George Kay replaced Phil Stone and Harry Levine at the Republic September 20. . . . **DOROTHY WAHL**, dancer at the Eltinge, gifted Al Rio, comice, with a wire-haired pup to commemorate their first wedding anniversary September 16. . . . **JOE DEVLIN**, former straight man, now free-lancing in Hollywood, is joining Joe Penner's vaude unit. Then back to film work. . . . **NINA NIXON** is doing a strip at Pinto's Club, Greenwich Village. . . . **LAMBE LANE**, show girl at (See *BURLESQUE NOTES* on page 27)

than 10 numbers, and won much applause. Betty Kenn, new here, is in charge of the line numbers, and she put in a hard week getting the gals up in their routines. Wardrobe would do credit to a big musical show.

Jack Davis's orchestra, back in the pit, did itself proud with the musical score. Bill Gies, drummer man of the combo, favored with a couple of vocals which registered. Rex McConnell.

### "Facts and Figures Revue"

(Reviewed Tuesday, September 17, at the Gaiety Theater, Boston)

Chuck Gregory has fashioned a swiftly paced smart revue as the second offering of the stock season. The show is replete with colorful productions.

Featured strippers are Gladys Fox, Nora Ford, and Lillian Harrison, with Miss Fox getting the nod from the audience with her singing and dancing style. Two outstanding productions, one against a South Sea background and the other a candle number, are among the finest seen here.

Comedy is deftly handled by Billy (Bumps) Mack, "Hello Jake" Fields, and Frankie Lee. A brilliant conga team, Mario and Carmen, are featured in a production number with a Latin setting, while the Harris Brothers, colored tappers, entertain with front curtain interludes. Vocals are handled by Bob Goodman and the Cronin Sextette.

Much praise is due the house ork, which is probably the finest house band in the city. M. N. Kaplan.

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## M&M Wind-Up Set for Oct. 8

NORRIS, S. D., Sept. 23.—Mitchell & Mitchell Tent Show will close the season at Iona, S. D., October 8, and will winter, as usual, in South Sioux City, Neb. The season has been fairly good and the towns yet to be played in Dakota—White River, Mission, Wood, Hamill, and Iona—all have good prospects for a crop.

The company includes Conway Cruze, Eva Kinkle, Harry Mitchell, Mr. and Mrs. LeRoy Mitchell, Beverly Sutherland, Paul and Dixie Herbert, Jimmy Murphy, A. W. Swatt, Vere Morrison, Eddie Stanley, Joseph Swatt, and M. E. (Skip) Dean. It is possible that, weather permitting, a couple of Nebraska towns may be picked up to break the jump on the way into winter quarters.

## Chick Boyes Takes to Barn

HEBSON, Neb., Sept. 23.—Having closed their tent season last week in Fairbury, Neb., Chick Boyes company has been called in and the top barned for the winter. Whether or not Boyes will elect to take to the road on circles in houses for the cold season is yet to be determined. He made some tests last winter in California and Illinois.

## Rep Ripples

JESS (TOBY) MYERS, of Myers & Oswald Tent Show, is in Veterans' Hospital, Barracks No. 7, Wadsworth, Kan., for treatment and would enjoy hearing from old friends. . . . WINSTEAD'S Mighty Minstrels are back in North Carolina, with business reported as holding up well. A change was made recently in the show's staff, which now comprises Frank Sloan, general manager and advance; C. C. McPherson, billposter; David Wiles, stage manager; W. B. Dixon, band leader, and Charley Perkins, boss canvasser. . . . BOB LINK Tent Show will go into halls and schools in Central Texas this winter. . . . ALICE RICHBY BUTLER posts from Santa Monica, Calif., that she, her hubby, and son are still located on the Coast and doing oke. The boy, Bob, is taking the CAA flying course and working at the Douglas Aircraft plant, while Roy Butler is still getting in a bit of picture work. His last appearance was in *Three Men From Texas*. Alice and Roy recently appeared together in Republic's *Melody and Moonlight*. . . . LINCOLN PLAYERS, colored dramatic trick, will play schools and halls under auspices in Virginia and West Virginia this fall and winter. This will mark the fifth season for the unit, which will ready at Richmond, Va.

SLIM VERMONT is still confined in Ward 11, Soldiers' Home Hospital, Dayton, O., for treatment, and says he is faring nicely. He has dropped from his former 235 pounds to 168. Slim says since entering the hospital he has lost track of all show friends. He asks that they drop him a line. Vermont is registered under his right name of Earl V. Balger. . . . AL PITCAITHLEY, of Billroy's Comedians, enjoyed a visit from his wife, Jane Jordan, and daughter, Jane, during the show's engagement at Danville, Ill., September 18. Miss Jordan finished the season with the Jack Brooks

## WANTED

Young, versatile Rep and Musical Comedy People for Circle Show and Road Shows. Prefer those who do real specialties in double endshows. My shows work steady in Wilby-Kinney's Great Theaters. Your money sure. Youth, ability, sobriety very essential. Shows opening October 21st. Rehearsals 14th. Silence a polite negative. Address all communications to

"SEABEE" HAYWORTH ATTRACTIONS  
402 W. Broad St., High Point, North Carolina

## WANTED

Persons interested in putting on Walkathon Contest on percentage. Have 52 by 50 floor space with adequate seats and facilities. Contact

JOHN G. LONSDALE, JR.  
COLONY HOUSE, LONSDALE, ARKANSAS

## CURTIS SHOPRINT

QUICK SERVICE—LOW PRICES

"Tent Show Headquarters Since 1905"

CONTINENTAL, O.

## New Wrinkle

CINCINNATI, Sept. 21.—Henri La Tena, owner of a small outfit, has recently completed a 3,000-mile trek from Cape Breton in Eastern Canada to British Columbia on the West Coast. La Tena's four-people trick is presenting mystery melo titled *Spirit at Large*.

La Tena moves with one day advance billing and ballyhoos with a loud-speaker arrangement from a trailer, advertising a free show to precede his evening's entertainment. At this free show La Tena does a pass-out of cut-rate tickets, with a sprinkling of free passes in the lot, with his own John Hancock inviting the bearer into the show without charge. He says the pass-out idea works. La Tena is a former vaudevillian.

show in Wisconsin September 10. Prior to joining the Brooks tent she put in three months at the Moulin Rouge, Colon, Panama. . . . BILLY AND MARGO GOLD ARMOND, Dolly Lewis, and Jackie Scott, of the John Lawrence Show, also visited the Billroy organization at Danville, Ill. . . . BY GOSH Tent Show played the Tazewell County Fair at Tazewell, Va., recently to what Gosh describes as "an excellent week." The Gosh big top took the place of the fair's grandstand which blew away last winter. Gosh says he has signed with Fair Manager H. S. Kinder to return there in 1941. . . . DAVE HELLMAN has framed a circle to work out of Laingsburg, Mich. Says he recently engaged Sid Kingdon and Gall Gibbs out of Chicago, who came on, rehearsed a day, and then blew, leaving Dave with only two days to replace them.

BILLIE LOVE, of the "SeaBee" Hayworth's troupe, lost clothing, a camera, and jewelry valued at \$75 when thieves cracked Hayworth's car during a stop-over in Cincinnati last week and lifted her trunk. . . . MR. AND MRS. FRED TIMON, of Owego, N. Y., caught Robinson's Silver Minstrels at Warrenton, Va., September 19. "Great show and it did business," the Timons write. . . . JIMMIE AND MILDRED TUBBS, after a summer with Ward Hatcher's Comedians, jumped into Kansas City, Mo., last week. Mildred will not troupe this fall, due to illness. Jimmie has left to join Eddie Wilson's circle in Northern Iowa. . . . JACK WHITE, veteran character and heavy man, formerly with the Fontinelle Stock Company and Edgar Jones Popular Players, is now clerking in a theatrical hotel in Kansas City, Mo.

# Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

## Carrillo-Slaven Wins S. F. Show; Inter-City Contest On

SAN FRANCISCO, Sept. 21.—Pete Carrillo and Buttons Slaven pulled down the \$1,000 prize in the National Hall Derbyshow here. Johnny Russo, Jimmy Gable, Danny Brainer, and Smitty Inman were emcees, and Ray Passo handled the judging duties. After a brief breathing spell, the new Inter-City Contest got under way September 7 with 12 teams, six representing Los Angeles and six San Francisco. The above mentioned officials are also working this contest.

Los Angeles contestants are Hughie Hendrixson and Patsy Patterson, Benny Rothman and Baby Critter, Johnny Reed and Roma Terry, Johnny Crowder and Phillis Rae, Carlos Delahanty and Ester Lopez, and Mickey and Eileen Thayer Jr. San Francisco teams are Pete Carrillo and Lolita Carrillo, Billy and Maxine Steele, Frank and Lee Treney, Johnny Billie and Buttons Slaven, Lee and Margie Sullivan, and Mickey Britton and Dolly Ramsey.

## Joliet Contest Biz Okeh; 5 Teams Still in Running

JOLIET, Ill., Sept. 21.—Contest here continues to play to satisfactory business. At the 1,032-hour mark, five couples remain. They are Charle Smalley and Vivian Branch, Phil Arnold and Jo Jo Sperach, Edith Merritt and Benny Leonard, Jack Duval and Harriet Blorton, and Gene Brown and Ed Halverson. Lou Jarvis is judge, and the stand is handled by Hal Brown and Eddie Leonard, with Wiggles Royce and Jr. Jack Kelly on the comedy end. Doris Neubert

GLENN AND DONNA McCORD will manage a circle this fall and winter out of Springfield, Ill. . . . CLIFF AND GINGER SWOR have signed with a California unit to play spots in the Middle West. The Swors leave Kansas City, Mo., soon to begin rehearsals. . . . SUNNY AND ARDYCE DEXTER have joined the Hila Morgan Show for a tour of the South this fall and winter. . . . PAUL JOHNSON, formerly with the Davidson Players and Ray Howell's Comedians, is sojourning in Kansas City, Mo. . . . FRED FLOOD, veteran character man, has deserted the business to enter commercial lines in Kansas City, Mo. . . . SAM BLAIR is making preparations to launch a show in the Lone Star State for fall and winter.

"SEABEE" AND MARION HAYWORTH, Broadus Stirewalt, Billie Love, W. D. McKenzie, and Leonard Walker, of the Hayworth Players, who have just concluded a successful season under Hal J. Stone's canvas thru Iowa, were visitors at the rep desk during the past week. McKenzie jumped into Cincinnati Saturday (14) and left Monday for the South. Walker, who made the trip in with him, plans to remain in Cincy for a few weeks to work clubs. The Hayworths and the Misses Love and Stirewalt arrived in Cincinnati last Wednesday for a few days' visit, before going on to Columbus, O., and then to Marion's home in McKeesport, Pa. From there they'll jump back to North Carolina where "SeaBee" resumes on his circle in Wilby-Kinney houses October 21 for the winter. . . . GIBELL'S TENT SHOW, dramatic-pic trick, closed its season recently at Kimberly, Nev., and will move soon into schools and halls for the cold months. . . . T. F. DEMAREST will play schools and halls with his vaudeville combination, opening soon in the vicinity of Twin Falls, Idaho. . . . BILL BRUNO is still confined in Bell Memorial Hospital, Kansas City, Kan., with his condition described as extremely critical. . . . CORALLA'S Frontier Days is reported enjoying satisfactory business under canvas in Southeastern Texas.

## OPS CONFIDENT

(Continued from page 4)

Yard is working on all fours, aiding the South Philadelphia areas, that territory being further hyped by the opening of the Municipal Airport. Arsenals and factories all over town, working on government contracts, tend to increase the number of the potential night club customers. One other important factor is the "discovery" of night clubs by localities during the summer. Heat waves and bad

is nurse; Nora Brown and Maxwell, cashiers, and Pete and Frank Carroll, concessionaires. Contest is aired over Station WCLB.

NICK WINRICK, former contestant, now managing Marietta Inn on the outskirts of Pittsburgh, wonders what's happened to Dick Buckley, Bob Lee, Joe and Margie Van Raam, Jerry Martons, and others of the old gang. Nick says he would like for his old friends to drop in for a visit when around his neck of the woods.

TO SOPHIE AND PHYLLIS, of Chicago; Skippy Skidmore is taking part in Hal J. Ross's Butte, Mont., contest.

PEGGY JACKSON letters that she is working in Danville, Ill., and is out of the endurance field for good. Peggy wonders what's happened to Bobbie Davies, Helen and Betty Beach, and Johnny Reed.

PORKY JACOBS inks that he is at home in Long Beach, Calif., resting and enjoying a vacation. "Have done a lot of hunting and fishing and am ready for a contest," he adds.

DUE TO THE GREAT number of requests that have poured in the past week for us to ask so-and-so to get in touch with them or to publish certain addresses in the column, guess it's about time to explain about that again. If you wish to contact your friends, write them a letter in care of The Billboard, Mail-Forwarding Department, 25 Opera Place, Cincinnati. Your letter will be advertised in our Letter List and, upon receipt of an address, will be forwarded. This service is free.

weather stemming the exodus to seashore points, many sought home-town diversions for the first time.

## Floorshows Expand

Ops are showing they have belief in their convictions by expanding their floorshow budgets. Fever for name bands, which took the lion's share of the talent budget, has cooled considerably, and work possibilities for performers here have never been better.

Season got its baptism Thursday (12) when Jack Lynch premed his *Wine, Women, and Song* musical at Hotel Walton Roof at a 2:30 a.m. champagne breakfast party for the press. Making it a double premiere night, Kalimer brothers gathered the press at 5 p.m. for cocktails to tee off their Club Ball that night.

Other spots returning to the fold included Stamp's Cafe, Slim Gallord heading the bill; Yacht Club with Eddie Lang, Jimmy Evans, Pat Kennedy, Lolita, Eddie Mathews, Margie Bowman, and Mary Nais; Venice Cafe, with Tanya Garth, Flash Lane, and the Joannettes; and the Rainbow Room of the Moose Club, with Joe McGrath.

Openings this week include 20th Century Tavern and Palumbo's, altho latter was opened earlier in the month for banquet trade. Cotton Club set to unshutter next Wednesday (25) as Carroll's, sans the sepiu policy and with Eddie White heading the revue. Johnny McGee is getting his Club 15 ready for an early opening. An early October opening is scheduled for the dark Anchorage Inn, to be renamed Park Casino, with Marjorie Gainsworth and Cordano and Corinne coming in.

## BIZ AIDS NITERIES

(Continued from page 3)

outfits that also entertain. Hot Schenley is expected to resume week-end dance music.

Tony Conforti's Nixon still spending biggest dough. Nixon now co-heads Al Marisco's fox-trot orchestra and Ovan's rumba band, plus show featuring Lee Dixon.

El Chico is playing to near-capacity almost every night since opening three weeks ago. Villa Madrid, operated same management that made money at Italian Gardens, is doing well.

Suburban niteries are waiting for anticipated pick-up, too. Greta Harbaugh has booked Bernie Armstrong's KDKA orchestra for Saturday nights for the indoor Pines. Bill Green has begun a return stay for George King. The William Penn Tavern imported Fran Echler for a thrice-weekly stand. The rival Nut House and Boogie Woogie Club have stepped up their promotion efforts. Al Ritz has set a new show into his Club Petite. The Merry-Go-Round bar, opened last year, has enlarged its seating and floor space.

## 2 Great Shows 2

WATERLOO, IOWA  
COLISEUM

6,000 Seats OCTOBER 15<sup>th</sup> Nexted 8:15p.

AND

COLUMBUS, OHIO  
AUDITORIUM  
DECEMBER 28

Flash Sprint Teams Only

No Solos

Must have wardrobe. Guaranteed sponsor from opening to teams accepted. Johnny Hubbard, dietitian. We have greatest staff in business.  
NOTICE: We will arrange for you to register for conception in Waterloo. Write

DADDY FOX or SAM CARROLL  
President Hotel, WATERLOO, IOWA

## WANTED

Colored Performers and Musicians: A-1 Alto Solo, who can read and fake; A-1 Bass Drum, Comedian, good Blues Singer. Entertaining show for winter too. Make salaries low if you expect answer. Mail up lot. Boxes save stamps. Will place tickets. In advance money until after you join. Write and see JIMMIE SIMPSON'S MODERN MINSTRELS, week of September 23, Duane, N. C.; Lumberton, N. C., following week.

THANKS TO  
HAL STONE

For a most pleasant and enjoyable summer season in Iowa and Missouri

"SEABEE" HAYWORTH PLAYERS

# Oklahoma Roadshowman Doubles Advertising Efforts To Close Outdoor Season, Open Indoors

TULSA, Okla., Sept. 21.—Realizing that the roadshowman's success hinges on publicity, Roush Bros.' Amusements is doubling its advertising budget to end the outdoor merchant show season and start on the indoor schedule. Campaign is being based on special trailers and the use of six kinds of handbills.

According to Joe Roush, two circuits, each of six nights a week, are now in operation. Of the 12 spots played, nine are merchant free shows, and the remainder admission shows, also sponsored by storekeepers. The latter type of show uses coupons which are distributed to the store's customers and admit the holder upon payment of a small service charge. Circulars stating the place where

the show is to be held and the time are distributed by the operator in co-operation with the sponsoring group.

Roush is anticipating a banner indoor season. Working also out of Wichita, Kan., and Hutchinson, Kan., for several years, the new Oklahoma circuits were organized about a year ago. Shows carry a popcorn unit and has a candy pitch.

Contracts for outdoor merchant shows will be filled until October 10, Roush said.

## Roadshowman, 17, Maps New Schedule

NEW YORK, Sept. 21.—After a busy summer during which he played camp and resort spots, Joseph Kelly, 17-year-old roadshowman, announced plans to return to his first assignments—that of putting on shows in schools and churches.

Kelly has already launched his advertising campaign. With his sister, Marion, who is two years his junior, letters are sent priests and school principals. He follows up his mailings with personal contacts and finds them profitable. While he hasn't been working on his winter program long enough for it to show results, Kelly said that he was well pleased with the progress shown. His proposition to churches is to split the proceeds 50-50, with the church getting all the receipts over a certain amount. His agreement also stipulates a minimum, which covers the film rental and operator's fee. In some instances a free matinee is given as a means of advertising the show.

The shows are principally religious ones. He has shown *Messenger of the Blessed Virgin*, with synchronized music; *Shepherd of the Seven Hills*, and *Jesus of Nazareth*. When selling films to priests Kelly stresses the fact that the movies are approved by the Legion of Decency.

Kelly entered the roadshow field three years ago when he began putting on shows in cafes and grills. Other assignments include a circuit in the Catskill Mountains and at Coney Island, N. Y.

## BURLESQUE NOTES

(Continued from page 25)  
The Republic, doubled last week as a stripper when Doris Weston was taken ill and this week is doing a solo dance specialty. **UNO.**

## CHICAGO:

AUDREY ALLEN will be in charge of production when the Capitol Theater, Toledo, opens September 27. . . . THE THREE RYANS are added attraction this week at the Rialto. . . . SAM RIEDER was here looking for people for the opening of the new burly house in St. Louis, the Shubert. . . . COROLA is added dancer in the Grand Opera House, St. Louis, this week. . . . JUNE ST. CLAIR did record business in Cincinnati and St. Louis with *How To Undress in Front of a Husband* act. . . . MARSHA BLUE is added attraction this week at the Grand, Youngstown, O. . . . GEORGE YOUNG says business at the Roxy, Cleveland, opened very big with the Tommy Raft show.

## MAGIC

(Continued from page 25)  
four. A week's engagement at the Gray Wolf Tavern, Masury, O., following, led to two extra weeks there. He has been offered a return date at both spots for the winter. Ed Riley is still piloting the Mendes tour. . . . "SPOT" MAGAZINE, in its October issue, devotes two pages of pictures and a yarn on a recent meeting of the Parent Assembly of the Society of American Magicians, New York. Among those pictured in the display are John Mulholland, Hardeen, Magini, Cardini, "Think-a-Drink" Hoffman, Jean Irving, Dell O'Dell, Leo Hartz, Dai Vernon, Chester Morris, and Audley Walsh.

## PHILLY SQUABBLE

(Continued from page 4)  
Tom Kelly will be returned as its executive secretary. Membership at a special meeting Tuesday (17) at Commodore Hotel told Dewey

Barto, national AGVA president, who presided at the meeting, that they resented the ouster of Kelly. Other national board members attending included Charles Arno, Helen Sanford, Emily Marsh, Alan Corelli, and Dave Fox. Hoyt S. Haddock, national executive secretary, who removed Kelly and placed Lee Travers, fifth vice-president of the local group, in his place, was also present, but never took the floor to answer charges hurled against him.

Big burn came when Barto explained that the action of the local group was not final in the matter, but that their sentiments would be considered by the national board in reviewing the case. Johnny Leary, prez of the local group, carried on the meeting after Barto left, during which time the old UEA feeling was revived and members voted to secede from AGVA. However, since the legality of the action is questionable, coming at the tail end of a meeting marked by disorder, with a suggestion averted only by the presence of two city detectives, final action of the local group will depend entirely on the action of the national board.

BOSTON, Sept. 21. — AGVA notified bookers not to book any club which refuses to pay the \$5 a night minimum, and not to book any act which does not have a paid-up card or approval of the local. The necessity of sending AGVA copies of contracts, bans on doubling, and free auditions and ban on any agent, booker, or manager acting in dual capacity, were also stressed in the notification.

New England representative Tom D. Senna reported 37 spots have signed with the local and announced membership had increased to 1,061.

## DECISION DEFERRED

(Continued from page 3)  
a minimum guarantee of 20 weeks at \$200 weekly.

Emil K. Ellis, representing the Misses Rae and Davis, claimed that the OFC was neither an employment agency nor an employer. He claimed that the contract with that Shubert subsidiary was not the accepted Equity form, and the team signed separate contracts for the *Straw Hat Revue*, *Follies Begone*, and *Keep Off the Grass*. When they obtained vaudeville engagements with Al Grossman as their agent, they were required to pay the Shuberts commissions.

Ellis asked the court to invalidate the contract, describing it as "unfair, unconscionable, and lacking in mutuality." He said the pact could be terminated by the Shuberts at will, if the girls, in the Shuberts' opinion, were not giving full artistic value.

The Shuberts, in their rebuttal, claimed that if the defendants succeed in breaking their contract it would result in a complete demoralization of theatrical employment.

Ellis agreed to the extent that a victory for his clients would result in the voiding of any contracts which called for 50 per cent commissions and contracts with firms that "have no legitimate right for existence."

Justice Aaron Steuer presided at the session in the Supreme Court. Klein & Weinberg represented the Shubert interests.

## ORCHESTRA ROUTES

(Continued from page 14)  
Sylvester, Bob; (Ramona Pavilion) Sister Lake, Mich., b.  
Byrivo, Don; (Bertolotti's) NYC, ne.

Tan, Jimmie; (Kauffman's) Buffalo, ne.  
Teagarden, Jack; (Keith-Boston) Boston, t.  
Terry, Frank; (McVan's) Buffalo, ne.  
Thomas, Joe; (Royal) Wilmington, Del., h.  
Thorndill, Claude; (Mark Hopkins) San Francisco, h.  
Treadable Trip; (Coq Rouge) NYC, ne.  
Tison, Paul; (Commodore) NYC, h.  
Tito; (St. Francis Drake) San Francisco, h.  
Torres, Raymond; (Rainbow Inn) NYC, ne.  
Tovare, Pedro; (Henry) Pittsburgh, h.  
Tucker, Tommy; (Oriental) Chi, t.

U  
Unell, Dave; (Alabama) Chi, ne.  
V  
Valenti, Val; (Harbor Rest) Rockaway, L. I., ne.  
Varzo, Eddie; (St. Maria) NYC, h.  
Viera, Pete; (Coca Loma) Flint, Mich., ne.  
Vierra, Al; (Ivanhoe) Chi, re.

W  
Wagner, Tony; (Tony's Black Horse Inn) Mt. Ephraim, N. J., e.  
Wald, Jean; (Fort Hayes) Columbus, O., h.  
Waller, Fats; (Blatz Palm Gardens) Milwaukee, ne.  
Walters, Lee; (Blue Lantern) Detroit, ne.  
Wasson, Hal; (Plantation) Grand Rapids, Mich., ne.  
Watkins, Sammy; (Biltmore) Dayton, O., h.  
Watson, Leo; (Onyx) NYC, ne.  
Weber, Jack; (Libby's Club Era) Chi, ne.  
Weeks, Harry; (Mayfair) Boston, ne.  
Wells, Lawrence; (Trianon) Chi, h.  
Woods, Ted; (Edgewater Beach) Chi, h.  
Wendell, Connie; (Ace of Clubs) Odessa, Tex., ne.

## Music Films Appeal To Student Groups

NEW YORK, Sept. 21.—More bookings for roadshowmen playing school dates are seen coming from student music clubs. With many schools now including music among the regular courses, an increase in the number of such clubs for the round-table discussion of this subject has been noted.

Included among the subjects reserved for these bookings are *Walter Demrosch*, a one-reel subject in which the music master explains how to begin the study of music, setting the example with his own grandchildren; *Sigmund Spaeth*, in which Dr. Spaeth shows how to bring music to everyone and the respective parts played by rhythm, melody, and harmony in music, and *Schumann-Heink*, a half-reel in which the late Mme. Schumann-Heink is pictured giving singing lessons to some of her star pupils.

Students interested in instrumental music will find such films as *The Violin*, *Violas and Cellos*, *Archaic and Unusual Instruments*, and *Air for "G" String*, showing the symphony orchestra under the direction of Rosario Bourdon rendering this well-known composition.

Other films which are recommended for music clubs include *Waltz in "A"*, *Flut Major*, by Brahms, orchestra led by Hans Lange; *Dance of the Hours*, from *La Gioconda*, by Ponchielli; *Liebestraum*, by Liszt, with orchestra under the direction of Gusta Hoenschen; *Songs of the Nations*; *EMI, ENI*; *Carrie Jacobs Bond*, Stephen Foster, *Old-Time Ballads*, and *The Kentucky Jubilee Singers* series.

## Both Joins Filmack Trailer

CHICAGO, Sept. 21.—Leo P. Bott Jr. has been appointed advertising and sales promotion manager of the Filmack Trailer Company. Bott is a veteran advertising man, having operated his own agency in Little Rock for 18 years, and being associated with Harvey-Massengale of Atlanta for three years, and Donahue & Coe, New York agency, for a year and a half.

## 16MM SOUND PROJECTORS

BARGAIN CHEAPER THAN RENTING  
BRAND NEW WELL KNOWN MAKE

Complete Cash Price \$159.00 Liberal Terms  
AUDITORIUM SIZE—GUARANTEED  
Write BOX D-24, The Billboard, Cincinnati, O.

## ROADMEN, ONLY TEN DOLLARS Attention!

per WEEK for a complete 16mm sound movie show. Large selection. Perfect prints. Send for our Roadshowmen's Special today. Also sales. INSTITUTIONAL CINEMA SERVICE, Inc. 1560 BROADWAY, NEW YORK CITY

## RELIGIOUS FEATURES

16MM. SOUND 35MM.  
This is the Kingdom, Passion Play, Brother Francis, Christus (The Life of Christ), OTTO MARBACH, 830 Ninth Ave., N. Y. City

46th YEAR

# The Billboard

Founded by W. H. DONALDSON  
The Largest Circulation of Any Amusement Weekly in the World

Member Audit Bureau of Circulation  
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BRANCH OFFICES: NEW YORK—6th Floor Palace Theater Bldg., 1564 Broadway, Phone, Metropolitan 3-1616, 3-1617, 3-1618. CHICAGO—4th Floor Woodlawn Bldg., Randolph and Dearborn streets, Phone, Central 8480. ST. LOUIS—390 Arcade Bldg., 8th and Olive Streets, Phone, Chestnut 9443. PHILADELPHIA—R. H. Patrick 1222 Lancaster Road, Tiger Derby, Pa. Phone, Madison 6805. LONDON—Edward Graves, care The World's Fair, Commercial House, Pall Mall, London, W. C. 2, England. SYDNEY, AUSTRALIA—Levin Brennan, City Tattersall's Bldg., 198 Pitt Street, P.O. Box 11 Chamberlain American Express Co., 11 Ross St. Brisbane.

SUBSCRIPTION RATES, PAYABLE IN ADVANCE—One Year, \$5; Two Years, \$8. These rates apply in the United States, U. S. Possessions, Canada. Rates in other foreign countries upon request. Subscribers who requesting change of address should give former as well as present address.

DISPLAY ADVERTISING—Fifty Cents per Space Line, Whole Page, \$250; Half Page, \$125; Quarter Page, \$62.50. No display advertisement exceeding less than 10 lines accepted. Last advertising form goes to press noon Monday.

No telegraphed advertisement accepted unless receipt is telegraphed or mailed so as to reach publication office before noon Monday.  
The Billboard reserves the right to edit all advertising copy.



Vol. 52 SEPTEMBER 28, 1940 No. 39

Williams, Chick; (Gay '90s Cafe) Phila., ne.  
Williams, Clem; (Spread-Eagle Inn) Stratford, Pa., ne.  
Wills, Forrest; (Emerald Inn) Albany, N. Y., ne.  
Wilson, Teddy; (Cafe Society) NYC, ne.  
Woods, Howard; (Tantilla Gardens) Richmond, Va., b.  
Wright, Charles; (Stork Club) NYC, ne.  
Wynn, Irving; (Rainbow Inn) NYC, ne.  
Young, Roland; (Lombard's) Bridgeport, Conn., ne.  
Young, Eddie; (Southern Mansions) Kansas City, Mo., ne.  
Z  
Zahler, Al; (Log Cabin) Trenton, N. J., ne.  
Zanillo, Doc; (Brooklyn Inn) Albany, N. Y., ne.  
Zarin, Michael; (Tavern on the Green) NYC, ne.  
Zipp, Eddie; (Old Heidelberg) Milwaukee, ne.  
Zito, Horacio; (Belmont Plaza) NYC, h.

**FOR ROADSHOWMEN!!**  
**16 MM SOUND FILMS**  
**A NEW CATALOGUE**  
Just Off the Press  
**LOW RENTAL RATES**  
**ARROW FILM SERVICE**  
1600 Broadway, New York, N. Y.  
**WE RENT FILMS & PROJECTORS**

**SPECIAL OFFER**  
**ORDER 6 SHOWS, GET 7th Show FREE**  
FEATURES, Dramas, Musicals, Spectacles, Comedies, Shorts, Cartoons, War News, Adventure, Religious, ALSO Sound, Silent Equipment, Accessories, For variety, economy, service it's  
**Mogull's** 59 W. 48th St. New York, N. Y.  
16mm. Sound Rent as 75c Low as per Reel

The Truth about WAR Uncontested!  
**NU-ART**  
**DEALERS IN DEATH**  
7 Reels—Sound  
NU-ART FILMS, 145 W. 45th, New York City, Or Ask Your Local Dealer

**THE FILM WEEKLY AUSTRALIA**  
Covering the Motion Picture and Entertainment Field Generally.  
Conducted by KEVIN BRENNAN.  
198 City Tattersall's Building, Pitt Street, Sydney, Australian Office of THE BILLBOARD.

# The Final Curtain

**ANDERSON**—William, 69, producer, recently in Melbourne, Australia. He started in show business as a billposter and was interested in roller-skating ventures. His wife, Eugene Duggan, was an actress in stock for many years.

**ARDMORE**—James C., 48, showman, in an auto accident September 14 near St. Louis. Survived by his widow, a sister, and his mother.

**BAKER**—Mrs. Margaret Benjamin, mother of Joe Baker, former vaude and circus trouper, at her home in Seattle, Wash., September 6. Other survivors are another son, Dr. F. A. A. Baker, Mankato, Minn.; a brother, Dr. J. Fallahee, Minneapolis, and two sisters, Mrs. T. H. Gould, and Mrs. F. Hart, of Buffalo.

**BAUER**—Bertha, president emerita of the Cincinnati Conservatory of Music, in Holmes Hospital, Cincinnati, September 18 of a cerebral hemorrhage.

**BICKUS**—S. P., 79, father of Mrs. Mabel Conaway, of West World Wonder Shows, recently at his home in Waynesboro, Miss. Survived by his widow, two daughters, and a son. Interment in Pleasant Hill Cemetery, Waynesboro.

**BOSHOVEN**—Herbert B., 60, partner in the Wilber-Boshoven Theater Company, Grand Rapids, Mich., for 21 years, September 8 in Butterworth Hospital after seven months' illness. His widow survives. Interment in Bestlawn Cemetery, Grand Rapids.

**CASE**—Tom, 50, for many years connected with *The Stage*, and a founder of London's original vaudeville club, August 28 in London.

**CASWELL**—Mrs. Perry Kucz, 38, vaude performer for 15 years, known professionally as Mildred Couvriere, September 11 at her home in Newark, O. Services and burial in that city.

**COHEN**—Harry A., 46, former theater manager and box-office treasurer for the old Poli Circuit in Bridgeport and New Haven, Conn., September 13 at Miami Beach, Fla., after a long illness. In recent years he had been in the real estate business in Florida. He was a brother-in-law of Barney Rapp, orchestra leader, and Harry Wood, radio singer.

Treasuring always the sacred memory of the great love and constant companionship of our beloved husband and father

**ERNEST L. CUMMINGS**  
who passed away Sept. 21st, 1939.  
MRS. E. L. CUMMINGS and Son, PAUL

**GRAVEN**—Mrs. Elizabeth A., 65, mother of Mrs. J. L. (Tex) Chambers, at her home in Akron, O., September 5. Deceased was

on the road with Mrs. Chambers on the Rice & Dorman Shows in 1930.

**DAISEY**—Edward B., 65, former dancer and dance instructor in Camden and Gloucester, N. J., September 14 at Camden County General Hospital, Lakeland, N. J., after an illness of several weeks. Surviving are a son, Victor, also a dancer, and a daughter.

**ENOEI**—Joseph, 50, owner-manager of the Black Cat night club near Wilmington, Del., in Wilmington General Hospital September 13 following a heart attack. Before going to Delaware Engel had all the concessions at Riverview Beach Park, Pennsville, N. J., and was in the entertainment business there for seven years. Engel was a veteran carnival man and traveled widely in this country and South America with his shows. Survived by two brothers, Max and Jack, associated with him in the management of the Black Cat, and a son, Harold, of New York. Burial in New York.

**FLEMM**—Charles (Shorty), 53, clown, in St. Francis Hospital, Waterloo, Ia., September 14 of pneumonia. Trouping for many years with various circuses, he played indoor dates in the winter, mostly at Shrine circuses. He was playing fair dates for the Barnes-Carruthers office when stricken. No survivors are known. Arrangements for interment at Waterloo were made by Tunis E. Stinson, manager of the Shrine Circus, Detroit.

**FLYNN**—John J., 86, owner of the Majestic and Flynn theaters, Burlington, Vt., a director of Majestic Theaters, Inc., and of Capitol Theaters, Inc., of Montpelier, Vt., recently at his home in Burlington after a long illness.

**GLASSPIEGEL**—John, 53, Milwaukee wholesale novelties dealer for the past 20 years, September 18 in a Milwaukee hospital after a brief illness. Before entering the novelties business Glasspiegel operated a news and magazine agency for a number of years. Survived by two sons, a daughter, his mother, two sisters, and two brothers.

**HADACHER**—V. V., 72, owner of the first movie house in Danville, Pa., September 4 at his home in that city of a stroke. He established a nickelodeon in 1907 and later opened a theater in the Opera House building in Danville.

**HARRIS**—Capt. William B., 33, well-known high diver, September 15. Harris was with Heller Acme Shows for several seasons. Survived by his widow, Bobbie

Lee; four sisters, and two brothers. Services and burial in Seaboard, N. C.

**HEALEY**—Frederick J. (Buck), 68, veteran circus man and former head of the Burns Detective Agency, Buffalo, in St. Mary's Hospital, Niagara Falls, N. Y., September 15 of internal injuries sustained in an auto crash. Born in Providence, R. I., he started work as a circus laborer, later becoming a talker. Healey had also been on advance with Buffalo Bill's Circus, 101 Ranch Wild West Show, and Ringling Bros. and Barnum & Bailey Circus. His direct association with the circus business ceased in 1918 when he became head of the Burns agency. During recent years Healey's health was poor and a stroke suffered last year forced him to retire from the Burns enterprise after 20 years' service. Survivors are a sister, a niece, and a nephew, at whose home in Providence funeral services were conducted September 18, with burial in the same city.

**HERMANSON**—Arthur, assistant mechanic with Gold Medal Shows, recently in Northwestern Hospital, Des Plaines, Ill., as a result of injuries sustained when struck by an automobile as he was making repairs on a truck en route to Kentland, Ind. Burial in the family cemetery at Woodstock, Ill., September 11.

**HOEHLE**—Harry, 58, director of Pittsburgh Federal Symphony Orchestra, and formerly director of Loew's Penn Theater orchestra there, September 18 in Pittsburgh. He also had played in the Pittsburgh Symphony Orchestra under Victor Herbert and Antonio Modarelli, was at one time music director of the Grand and Pitt theaters, Pittsburgh, and was associated with John Sorlin's William Penn and Port Pitt Hotel orchestras there. Survived by his widow, and a son, Armand F. Hoehle. Services and burial in Pittsburgh September 22.

**INGLIS**—Horace (Inky), 26, prominent in Rocky Mountain music circles, recently of a heart attack in Oklahoma City. Burial in Denver. Survived by a brother, Charles, chief sport announcer at Station KYW, Oklahoma City. Burial in Denver.

**KELLER**—Frank W., 45, musician and official of Portland, Ore., musicians' union, of a heart attack at his home in that city September 15. He played flute and saxophone on the KGW-KEX staff. Survived by his widow, Edith M. Funeral in Portland.

**LAIRD**—James A. (Turk), well-known concessionaire, for the past 10 years handling the popcorn stand on the Marks Shows, in a Mount Airy, N. C., hospital, September 19 after a brief illness. Survived by his widow. Burial in Oakdale Cemetery, Mount Airy, September 22, with American Legion services at the grave.

**LAZARUS**—Henry, 58, veteran New Orleans theater operator, of a heart attack September 11 while on a vacation in East Texas. Lazarus opened New Orleans' first motion picture house 25 years ago and in recent years operated the city's largest indie chain, including the Coliseum, Center, Circle, and other houses. His widow; a son, Isidor; a brother, and three sisters survive.

**LEBAS**—Morris (Pop), 80, formerly connected with the West End Theater, Bridgeport, Conn., suddenly in that city September 12. He was a retired New York City fireman and father-in-law of Charles Levine, president of the Strand Amusement Circuit of Bridgeport. Survived by two sons, and two daughters.

**LE MAY**—Alphonse, one of the organizers of Theatrical Stage Employees' Union, recently in Troy, N. Y., of a heart attack.

**LLOYD**—Steve, circus man, September 19 at Elizabeth Hospital, Elizabeth, N. J., after an illness of four months. He had been connected with the Sig Sautelle, Walter L. Main, and with Richard T. Ringling circuses. His wife, Vera, was an equestrienne and animal tamer. He also leaves a son and a daughter.

**McGUIRE**—William Anthony, 55, play and scenario writer, long associated with the late Florenz Ziegfeld, in Beverly Hills, Calif., September 16. He was stricken seven weeks ago with a kidney ailment, which was followed by a stroke two weeks ago. His first recorded play, *A Soldier of the Cardinal*, was written 38 years ago while he was attending Notre Dame University. Some of his other plays were *A Good Bad Woman*, *Mary Be Careful* and *In and Out of Bed*. Among his scenario works were *The Kid From Spain*, *The Great Ziegfeld*, and his most recent success, *Lillian Russell*. Survived by his

widow, two sisters, and two brothers. Burial in Chicago.

**MATTHES**—Elsie (Elsie Matthes Martin), 43, vaudevillian, September 11 of a stroke in West New York, N. J. She was a member of the Burt and Elsie Matthes act and appeared in vaudeville and burlesque. One of her brothers, Bert Matthes, is now with the Williamson & Tait Shows in Australia. She also leaves her husband, two children, her mother, and another brother.

**MILLER**—Ruth, a member of the NBC press staff, in San Francisco September 15. She was the divorced wife of Dr. Henley E. Miller. Survived by a daughter, Helen.

**MONTGOMERY**—Warren T., 74, former hotel operator, September 18 in North Hoodsick, N. Y., after a long illness. At one time he managed the Hotel Seymour and Barclay in New York.

**MONTICELLI**—Charles, 71, Detroit musician, September 12 at his home in that city. He was a member of the Detroit Federation of Musicians and of the Royal Arcanum, musical society. His widow and four children survive. Interment in Mount Olivet Cemetery, Detroit.

**NOYES**—Mrs. Harry S., in Kewanee, Ill., August 22. She had suffered a cerebral hemorrhage two days previous. Survived by her husband, and a son, Chick. Burial in Pleasant View Cemetery, Kewanee, August 22.

**OVERCASHER**—Mrs. Margaret, 60, former contortionist and tap dancer, September 15 at her home in Canton, O., after a lingering illness. She made her first vaude appearance under the name of Beatrice Hill when nine years old. When 16 she married Harry Overcashier, acrobat, and for a number of years they appeared in vaudeville and circuses in the United States and Europe. Her husband also appeared in an act with Charles Hill and Joe Trich, billed as the Hill Brothers. In the late '80s the act played leading theaters in the Middle West. A daughter and a brother survive. Services in Canton September 16 with burial in Forest Hill Cemetery there.

In Loving Memory of Our Beloved Friend and Co-Worker

**BILLY OWENS**  
Who Passed Away September 25, 1939  
To those who knew him it was a sad blow when Billy, whom everyone respected as a trouper and a pal, left our midst, never to be forgotten.

MR. AND MRS. SAM SOLOMON  
and Members of Sol's Liberty Shows

**REED**—Jessie, 43, former *Follies* beauty, September 18 at Osteopathic Hospital, Chicago, of pneumonia and a streptococcus infection. For 20 years Miss Reed was in the *Ziegfeld Follies* chorus and was noted for her beauty. She had been married five times. Her first husband was Olive DeBrow, a tab and vaude actor. Her second was Lew Herberg, known on the stage as Lew Reed. Her third was Dan Caswell, Cleveland millionaire. In 1924 she married William F. Young, Chicago advertising man, and in 1928 Leonard Reno, son of a millionaire publisher. Reno and his present wife were at Miss Reed's bedside when she died. In 1933, when the Ziegfeld Club of Chicago was formed, Miss Reed was found destitute and applying for relief. Attendant publicity gained her engagements at the Oriental Theater and in several night clubs, but her attempted comeback was a failure. Since that time she had lived in poverty. A daughter, Ann Carroll DeBrow, survives. Burial in Mount Olivet Cemetery, Chicago.

**ROGERS**—Alice Nash, 48, pianist, September 15 at her home in Burlington, Vt.

**SCLANDERS**—Kirkpatrick M., 26, Royal Air Force pilot and former airplane (See *FINAL CURTAIN* on page 34)

## E. H. Bostock

Edward H. Bostock, 81, British circus man, died at Glasgow, Scotland, September 18.

Bostock was known as the "Barnum of Britain" and was with circuses, menageries and theaters for more than 50 years. Retiring in 1931, he sold his menagerie to the London Zoological Society. He was the son of James Bostock, who with his father-in-law, George Wombwell, organized the Wombwell-Bostock menageries and circuses in England and Scotland in 1805.

Bostock trained kangaroos when the animals were popular as a boxing act, and later, to outdo his rivals, he produced a wrestling lion. His favorite animal was Lizzie, an elephant from the African jungles.

## In Memoriam



**Clarence A. Wortham**  
Born Oct. 14, 1882, Died Sept. 24, 1922

BECKMANN & CERETY'S WORLD'S BEST SHOWS.

# NEW YORK WORLD'S FAIR

"For Peace and Freedom"

FLUSHING, L. I.

May 11 to Oct. 27

## Attractionists See Red One in Newspaper Day

NEW YORK, Sept. 21.—As far as the midway is concerned, week-day attendance since Labor Day has been a terrific disappointment. For the second week running, no day from Monday to Friday has gone into the 100,000 class, in fact, 80,000 has not been touched. On the other hand, the week-ends have been corkers, the last one (September 14-15) producing about 476,000, a lot more than the entire week-day pull. Owing to Saturday-Sunday strength, daily average continued to climb, however slightly, and is now at an even 99,000. By bringing it up a 1,000 notch, total draw by October 27 will be 17,000,000.

Being looked forward to by attractionists is Newspaper Day October 6, arranged by the expo thru co-operation of amusement department. Co-manager of the midway Frank D. Shean said the ticket promotion, of Harry Harrison handling, is over the top. Ticket sells for 50 cents thru newspaper coupon tie-up and is good for a gate admission and a choice of five attractions. Fair gets two bits and the other 25-cent piece is allocated among the concessions on a pro-rated-admission basis. There are 26 concessions on the cut-rate. Average to each will be about 5 cents. Actual ticket value is rated at \$2.06, one of the best buys the expo has ever arranged.

"I Am An American Day" is tentatively set for Tuesday, October 15. Selection of that day is linked with the fact that conscription registry comes on October 15. Thousands of legionnaires swarmed about the grounds today as a pep-prep for their Boston conclave.

## On the Flushing Front

By LEONARD TRAUBE

NEW YORK, Sept. 21.—RCA big Thursday party wound up with quite a doings at Gay New Orleans. . . . Being looked forward to in the way of another party is the New York convention of the Circus Saints and Sinners Club October 18-19. Delegation will head for the expo on second day. That was radio's Uncle Don laughing like a kid at the Rodeo Bar, getting a kick out of the Rodeo Ramblers. . . . Show us a more veteran (See FLUSHING FRONT on page 31)

## "Direct From the Fair"

It's not only talent and ideas that will cash in on New York World's Fair labeling after the expo shutters next month. To be sure, there are a number of units which will hit the road, and many performers have already lined up post-fair work apart from units. But it's the international situation which has made possible big jobs for a few of the expo's administrative biggies.

Colonel Value, erstwhile director of transportation, is in a government construction niche. John P. McInerney, director of labor relations, is in charge of the building of the military camp just outside Jacksonville, Fla. John P. Hogan, vice-president and chief engineer consultant, is an advisor to the national defense board. Hogan is also consultant on expo demolition.

Joseph M. Upchurch, director of American family participation, who became manager of fair-fathered American Jubilee, is slated for a D. C. home-building job. There is also talk that Maxwell B. Harvey, director of operations, was being scouted by a Washington bureau for important functions.

Frank P. Duffield, director of fireworks, made a field trip to Washington a few days ago, but no word leaked as to his objective. Frank D. Shean, co-director of amusements, is also carrying on contact with the capital city. When Harry O. Traver, ride concessionaire last year who also headed the Concessionaires' Association in the first edition, was last seen in Flushing it was reported that he has temporarily dropped heavy work in device building and is devoting himself to participation in the construction of PEHA units in Washington. These units are intended for the influx to Washington of thousands of people working on defense activities, conscription, and the like.

John A. Johnson, responsible for a score or so of buildings at the fair this year and last, and who has an interest in several show enterprises, is a subcontractor for the revival and expansion of famous Camp Dix, one of the key training camps in the last war.

The destiny of concessionaires will be surveyed in a forthcoming issue.

## Paid Attendance

(19th Week)

Saturday, September 14.....	228,328
Sunday, September 15.....	247,678
Monday, September 16.....	58,310
Tuesday, September 17.....	72,013
Wednesday, September 18.....	77,092
Thursday, September 19.....	85,455
Friday, September 20.....	69,297

Total ..... 818,171  
Previously reported..... 12,349,535

Grand total, 19 weeks..... 13,167,706\*  
First 19 weeks, 1939..... 17,597,811\*\*  
1940 decrease..... 4,430,105  
\*Daily average..... 99,000  
\*\*The period May 11 September 20 of 1939 drew 18,391,814

## Talker Talk

### You Pays No Money and You Takes Your Choice

There must be as many—if not more—talkers of different types, manner, and degree of persuasiveness as, say, performers, to name one branch of catering-to-public outlet which is about as diversified as you could possibly find. There is probably no more glib gentry at the fair or elsewhere. This is only natural in a field of operations where the tongue and what it produces is a fine art—a craft, at any rate. What's more, professional jealousy among talkers exists in as great an abundance as any other field where the idea is to impress, cajole, and persuade.

For this and many other reasons there will never be unanimity of opinion as to the top makers of openings, let alone grinders. You ask three or four talkers to name their favorites and you wind up with a variety of ideas on the subject. The guy who attempts to print the selections is begging for trouble by leading with the most vulnerable part of his chin. General opinion—even among the talkers themselves—is that other expositions have had more and better tip-turners. We wouldn't know about that. All we know is what we hear, see, and read in the papers. Maybe that isn't enough, but it should be.

Whitey Woods, of Midget Village, appears on so many selection lists that he's practically a unanimous choice to make the first five. Others with similar professional ranking are Jimmy Hurd, of Palace of Wonders; Homer Simons, of (See TALKER TALK on page 31)

# GOLDEN GATE INTERNATIONAL EXPOSITION

SAN FRANCISCO

May 25 to Sept. 29

## Gate Crowding 6,000,000 Mark

SAN FRANCISCO, Sept. 21.—Completion of expo attendance during the week made it practically certain that the 6,000,000 mark would be passed before the season ends. Saturday and Sunday brought a total of 214,998, Sunday's 127,194 setting a Sunday record and a new second highest daily total, exceeded only by July 4 with 130,641.

The total for the year as of Wednesday is 5,944,920, compared with the 3,819,081 for the corresponding 117 days last year. Daily average for 1940 now stands at 50,811. The daily average for last week was 54,748, but this included a Monday holiday. Admission Day. Fair management had originally budgeted on only 4,000,000. Wednesday's spurt to 58,433 was credited to the closing of schools in observance of Women's Day.

### Monahan To New York

Exposition officials have their notices for a week from Monday, and the day has been set aside as "Doom's Day" by the special events department, which plans an employees' party.

General Manager W. W. Monahan said he would drop active connection with the expo on October 10. He is on leave from his post as executive vice-president of San Francisco Chamber of Commerce. His plans for the immediate future include a trip to the New York World's Fair.

The Fair corporation is rushing thru demolition contracts. H. C. Botoroff, newly appointed assistant general manager, will handle the job of demolishing buildings and liquidating expo affairs. And all this goes on with no plans made for preparation or publication of an official or comprehensive record of the 1939 or 1940 exposition.

### Notables for ASCAP Day

ASCAP will have its day next Tuesday. Deems Taylor and Howard Hanson are listed to direct a 60-piece symphony orchestra, with Irving Berlin programmed to sing his *God Bless America*. ASCAP has also scheduled the following song-writers: George M. Cohan, Jerome Kern, Vincent Youmans, W. C. Handy, Walter Donaldson, Sigmund Romberg, Carrie Jacobs Bond, Harry Warren, and Harold Arlen.

Eddie Fernandez, Honolulu showman, passed thru this week on his way back to the islands.

J. E. (Dinty) Doyle, Aquacade press agent, will take over a similar job with St. Mary's College when the water show closes.

## Gleanings

By WALTER K. SIBLEY

SAN FRANCISCO, Sept. 21.—Most of the concessionaires are on easy street and should leave with their pockets crammed with dough. Buildings that cost concessionaires small fortunes to erect and equip are going for a song. The Ripley building, with an investment of about \$30,000, may bring the highest salvage from the wreckers, \$175. This is illustrative of what is being offered.

They are still talking about the Monahan testimonial. While banquets are a dime a dozen around here and most officials try to duck them, in the case of the Bill Monahan spread and entertainment was different. A phonograph record of the proceedings is in big demand for many "high-brow" parties in the city. Robert Valentino, of the Peerless Potters act, which is playing here, was one of the boyhood side-kicks of Eddie Brown. They have not seen each other since they were kids on the Sparks Show. Mrs. Ziv, widow of A. J. Ziv, is visiting from L. A., where she has lived a number of years. "Checkers" Hunt, whom I have not seen

## Gross Attendance

Thursday, Sept. 12.....	31,607
Friday, Sept. 13.....	34,701
Saturday, Sept. 14.....	87,704
Sunday, Sept. 15.....	127,194
Monday, Sept. 16.....	26,143
Tuesday, Sept. 17.....	29,451
Wednesday, Sept. 18.....	58,433

Seventeenth week total..... 395,233  
Previously reported..... 6,549,697  
Grand total 117 days..... 5,944,920  
First 117 days, 1939..... 3,819,081  
1940 increase..... 2,125,839

since the old Herbert A. Kline Shows days, surprised me with a visit. He is back stage with the Fischer's *Follies* here. On the last night of the horse show in the Coliseum some of the brass hats arranged a gag in which General Manager Monahan was to be the butt. A sheriff's posse was organized and Bill was inducted as a member. Gag was to have Bill mount a fiery steed, which had been "prepared" for him, after which the posse would go thru evolutions before the 10,000 spectators. The idea was that Bill would be stood on his ear in the tankard by the mettlesome steed. They reckoned without their host, as it developed that Bill was brought up on a ranch and could ride like a centaur.

Major McChrystal's *Ice Follies* on September 13 completed 16 continuous weeks, longest run any ice show has had in one building. This show will make a ton of money. Gwynne Wilson, last year assistant to Charles Strub when he was general manager here, visited Bill Monahan. Gwynne is an official of Santa Anita race track, of which Strub is principal owner. Jack Hughes, a friend of Eddie Brown, stopped over to see the fair by the Bralle system. He is sightless, but seems to take a keen enjoyment in everything around him. He visited the New York World's Fair and was keenly appreciative of the way midway showfolk there took care of him. He was on the way to Los Angeles, where he is in real estate business. Nightly giveaway of \$1,000 on the Gayway has been such a success that it probably will be continued for the duration. Attendance has been hyped 5,000 nightly and is getting better. Saturday night the 14th, 23,000 people assembled for the drawings and when they broke, the Gayway did land-office business. Hal Shear, of the radio division, who has conducted weekly broadcasts from Eddie Brown's office, assisted by Sammy Sheridan. Eddie's left hand, should be given a vote of thanks for the exceptional job he has done in helping to keep the Gayway in the public mind. Sid Wolfe, one of the biggest concession operators, who reports a very successful season, will spend two months in Miami, Fla., after the holidays. Paris Peggy Coffin, who has had a most successful season, probably will stick to the production rather than the performing end from now on. Nate Miller off on another trip to the Los Angeles beaches, where he has interests. He made the trip with Rudy Ellison, his superintendent in the South and, advises that Mrs. Bertha Melville, his associate in many enterprises, will soon arrive in California for a visit. Pat Armstrong and Ben Dobbert, of the PCSA, were guests of Eddie Brown.

Women's Day, September 18, was a great success. As most teachers of the metropolitan area attended, schools were closed and kids were admitted to front gates and most attractions for a nickel. Claude Bell, sand sculptor, who has returned from an engagement at the Canadian National Exhibition, Toronto, said spending was high per capita and that all attractions made money. After the close here he will join Al Shaffer for his stands in Cleveland and Detroit, after which time he will open his exhibit in Miami, Fla. Art Linkletter, radio star, has signed for another term with the Roma Wine Company, to con- (See GLEANINGS on page 31)

## Crystal Expo Operates Under Two Injunctions at Harriman, Tenn., Fair, But Each One Is Dissolved

HARRIMAN, Tenn., Sept. 21.—The city of Harriman yesterday won the second round in its fight to enforce an ordinance against operation of a carnival here. An injunction to prevent enforcement was dissolved by Chancellor J. H. Wallace at Clinton.

The injunction was granted to Crystal Exposition Shows by Judge Hamilton S. Burnette, of Knoxville. The carnival set up for operation in connection with the Roane County Fair here, which opened on Tuesday night and continues thru today.

A similar injunction, also issued by Judge Burnette, was dissolved on Wednesday. The former injunction was granted to the Roane County Agricultural Fair Association, with which the carnival has a contract for operation during the fair.

A few minutes after dissolution of the first writ, the second one was filed, and the carnival had a few nights of untroubled operation. The show moved into Harriman on Monday.

After the chancellor's action yesterday, City Attorney R. L. Tindell asked Chancery Court to determine the amount of damages due the city from the carnival.

Because of the city ordinance against operation of carnivals, one such show has a \$5,000 damage suit pending against the semi-centennial celebration committee,

contending the committee breached a contract at the celebration here last July when city officials refused to permit the show to operate.

Ministers of Harriman have continually urged city officials to the enforcement of the ordinance.

## BG Play Is Heavy At Chattanooga Fair

CHATTANOOGA, Tenn., Sept. 21.—Beckmann & Gerety Shows arrived last Sunday to play Inter-State Fair here this week under management of Joe Engel and Bill Broxton in Warner Park and everything was ready when the fair opened Monday night. Business was only fair on opening night but on Tuesday from noon till midnight the midway was jammed. Schools were closed in the afternoon. President Joe Engel said it was a record day. Business continued good on Wednesday and Thursday.

The Chattanooga Times went into glowing terms in a review of the Beckmann & Gerety Shows, fair officials saying it was the first time that the newspaper has featured a carnival with a special review. Both newspapers gave pictures daily and plenty of space.

Visitors included L. Clifton Kelley, Lou Leonard; Mrs. Conley, sister of Teddy Webb, who was a guest of Mrs. Beckmann on Wednesday, and Ned Torti, Buss Walker, well-known Tennessee sports writer, handed press for the fair and gave fine co-operation to Bill Naylor, of the shows. Mrs. B. S. Gerety, who left the show in Detroit for a visit at home, returned on Sunday.

## Lee Show Joins Strates; Outlook Good for Fair Tour

WILKES-BARRE, Pa., Sept. 21.—Bob Lee, formerly associated with Phil Plant in operation of ice revues and frozen-alive shows, has booked his attraction with James E. Strates Shows for remainder of the season, reported Assistant Manager Dick O'Brien. Master Builder James Yotis and crew are at work on a new front for the show, which was expected to be in operation in time for Bloomsburg (Pa.) Fair.

General Agent William C. Fleming reported prospects bright for bang-up business at Southern fairs, and Special Agent Keith Buckingham advised from Bloomsburg that additional space had been allotted the shows to take care of increased size since last year. Emanuel Zucchini, "Human Projectile," will be featured midway free attraction on the fair tour.

Rides and shows are being repainted here in preparation for fairs. Arthur Walsh is rebuilding the Skooter and



THIS GROUP WAS POSED at Reading (Pa.) Fair before the benefit show for the National Showmen's Association Cemetery and Hospital Fund, staged in the Paradise Revue top on Ceilna & Wilson Shows' midway at midnight September 12. In the rear is Henry Hite, giant, of Lowe, Hite and Stanley, comedy team, one of the acts which, with the Rozyettes, comprised the grandstand show presented by George A. Hamid, Inc. Front, left to right: Dorothy Packman, past president NSA Ladies' Auxiliary; Mrs. George A. Hamid; Kathleen Cronin, holding Stanley Ross, midget of comedy team. Rear, left to right: Sam Neupher, fair chairman of entertainment; I. Ceilna, Tommy Lowe, George A. Hamid, John W. Wilson, George A. Hamid Jr., and Eddie Roecker, singer with Hamid acts. Photo by Bill Sercombe, of The Reading Eagle.

making improvements on his Penny Arcade. Professor Keller is to join with his Wild Animal Circus. Mrs. Sky Putnam received a new house car from her husband as a birthday gift.

## Marks Folks at Laird Services

MT. AIRY, N. C., Sept. 23.—Marks Shows laid over here to attend funeral

services yesterday for James A. (Turk) Laird, concessionaire, who died in a local hospital last Thursday. Laird had operated the popcorn concession with the shows the past 10 years. Show members acted as pallbearers and there were many beautiful floral offerings. American Legion Post conducted military services at the grave. His widow came here from Brooklyn for the services.

## Movie Op Co-Ops With Carnival Op

GRENADE, Miss., Sept. 21.—There was a case of real co-operation here last week between a movie op and a carnival op.

Buckeye State Shows played Grenada under auspices of the American Legion, and at each of his showings Homer Williams, owner and operator of the two local picture houses, not only had an announcement made about the carnival's appearance and location but gave it a boost. And each night at the Buckeye show Joe Galler, owner and operator, had an announcement made at the beginning of the free-act program about the pictures appearing at Mr. Williams' houses.

"If there were more picture theater owners and operators willing to co-operate with carnivals, the road would be much less rough in a great many instances," said H. O. Starbuck, secretary of the Buckeye show. "Such co-operation works to the mutual benefit of movie and carnival, and to our way of thinking the theater owner gains considerably more good will from his patrons than if he attempts cutthroat methods."



ELLIOTT SHOWS, limiting operations to Canada, are back at their winter base, Amherst, N. S. Until schools reopened F. J. and Mrs. Elliott, co-owners and managers, had their whole family on tour. In the group are five sons and two daughters, ranging in ages from 5 to 23. The oldest, F. J. Jr., has been on the staff several years. F. J. Sr. is fast becoming the shortest in stature of the family. Now taller than his are two sons and two daughters, as well as Mrs. Elliott. With the other three boys coming up fast, the dad is not sensitive about his lack of altitude, for he advertises himself as "The Short Men." Mrs. Elliott has been his business partner since he established the Bluenose Shows about eight years ago. In the off season they promote indoor shows and fairs.

## Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DE BELLE

Closed Town, Okla.

Week ended Sept. 21, 1940.

Dear Editor:

Here is a town that hadn't had a carnival in 15 years. Immediately upon booking it, Pete Ballyhoo ordered his press department to go the limit in publicizing the fact that his show had opened the spot and would be the first to play it since he closed it in 1925. City and county officials fought our coming, but Agent Trucklow was successful in signing up an auspices of the highest caliber. The event was billed as Mythical Midway Week and Used Auto-Part Dealers' Retirement Fund. The powers of Closed Town swore that the show would never appear here.

The show train arrived on Sunday. After shunting a baggage car loaded with rented tents, the train went on to the adjoining county. There it was unloaded and the midway was set up on an open prairie. There was not a house within a radius of 10 miles. Quietness was one of the main factors in this date. The baggage car left behind was unloaded and the tents were erected by our committeemen. On Monday another baggage car arrived, loaded with television receiving sets and all equipment. The sets were placed in front of and inside of each top. A long row of receiving sets was placed on the front end to televise the concessions, as well as a set at the front gate.

Monday night our midway on the prairie lot and our televised lot opened simultaneously. The opening of the front gate was first telecast from lot No. 1 to lot No. 2. One of our most trusted employees collected the admissions from the steady stream of customers. The side show on lot No. 1 ballyhooed first, sending it over the air, to appear on the receiving set on lot No. 2 in front of the rented side-show tent. Seeing the televised banner line and the bally and hearing the talker, a crowd stormed the money collector at the tent's flap. There they enjoyed the entire televised freak performance, minus

the pitches. They even went for America's first televised half-and-half in the annex. Every show on lot No. 1 followed suit, resulting in big grosses on lot No. 2.

The hue and cry from the powers and the movie manager were loud and long, but there is no law against television. The knockers were told to give way to progress and science. Tuesday found thousands of rocking chairs, porch swings, and air blowers placed on our over-the-air-midway. All rides were televised and thousands swarmed the chairs and swings to enjoy the imaginary thrills. Imagination is a wonderful thing on all midways. Again our collectors grossed heavily on all attractions.

On Wednesday the concessions opened on lot No. 1 and were televised on lot No. 2. The players could see the wheels turn, hear the agents grind and the sticks cop. On lot No. 2 other agents collected and passed out paddles and gave away the stock that was piled up close by. Agents on lot No. 1 claimed that agents on lot No. 2 were holding out on them. So perfect was the set-up that we could see the sticks on lot No. 1 going to their kicks with nickels and dimes.

The date wound up as one of the season's best, Saturday night the comm- (See BALLYHOO on opposite page)

—Be Safe Than Sorry—  
In Legal Affairs...  
READ  
How To Avoid Liability on  
Suits Filed by Injured  
Circus Patrons  
In the Circus Department of  
This Issue

## American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Sept. 21.—This time of year we receive numerous inquiries with reference to the time and place of our annual meeting. Some of these come from our members and from interested shows, while others are from hotels and cities desirous of playing host to the annual meeting of our association and its affiliate groups.

We again wish to point out that the by-laws of this association provide "the annual meeting of members for the election of directors and the transaction of such other business as may properly come before it, shall be held during the same week of the convention of the International Association of Fairs and Expositions . . ."

Altho we have not as yet received word of the selection of a meeting place by the IAFE, we understand that Chicago will be selected, commencing on December 2. After selection has been made, due notice of meeting will be sent to the membership.

We completed our visitation program on the Strates Shows at Steuben County Fair, Bath, N. Y., on September 12, it being the last spot of the season for the show in New York State. Owing to the peculiar layout of the grounds, the show was placed in "scattered" formation and even so was unable to put up its entire equipment.

Annual meeting of the association this year will find it of considerable importance to give some thought to the effect upon the industry next year of the defense program generally and of the conscription bill in particular. Some of the things which should be considered are the effect of the program on available labor and general trend toward unionization, as well as factors which may be drastically different next year than the usual operating factors experienced in 1940. We would greatly appreciate it if any members and those interested have any ideas on the subject which they would care to present, would contact us as soon as conveniently possible.

### BALLYHOO

(Continued from opposite page)

mittee tore down and loaded out all tents, as per contract, and the collectors returned to the show to check in. With the exception of all but one receiving set, the television equipment was loaded on trucks for a quick getaway. Our treasurer then counted out the sponsors' bit and televised it to them. Not having a sending set, it was impossible for them to televise a signed receipt for the money. Yes, this television is a wonderful thing, and furthermore, our auspices have social security to fall back on.

MAJOR PRIVILEGE.

### TALKER TALK

(Continued from page 29)

Gay New Orleans; Harold Smith, of Winter Wonderland, and Buck Saunders, also of Midget Town. We don't claim that the selections are made with disinterestedness, impartiality, and without an ax to grind. This is only a report, not an opinion, because if we had an opinion we probably wouldn't know where to start—and if we did we'd be terribly fearful of the results.

For example, the name of Robert (Red) Marcus, of Living Magazine Covers, is so close to the first with the sweepstakes boys themselves that he is practically breathing on the necks of all of them in this mythical race. Then there's Jesse Marsh, of Gay New Orleans, who is really a grind type turned opening-giver. Gus Chan is not at the moment active as a talker, but most balloteers give him a top spot—some of them place him on the very apex of talkerdom hereabouts. This is quite remarkable in view of the fact that Chan's experience doesn't go further back than the Great Lakes expo

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CENTRAL AMUSEMENT COMPANY  
Bladenboro, N. C., Fair all this week

in Cleveland. Other with ballot ranking are Roland O'Keefe and I. B. McCoy, both of Zorima Gardens.

For some reason or other O'Keefe has been singled out by the flannel-mouthed fraternity for healthy ribbing. We hope that means he is popular. He seems to be. McCoy is called one of the best lungsters for a girl show, and that brings up another point. A guy on any front here is indulging in the gentle art of marathoning. He must not only possess a good appearance, an impressive line of chatter, and a manner of holding a tip and then turning it, but he's got to be in perfect physical condition and not easily disturbed or discouraged. Aside from this, he must brave all sorts of elements and crowds and yet go along on an even tenor, often in the face of headaches, colds, and that blue feeling to which everyone is subject. We heard of one talker (mentioned in the foregoing lists) who worked with a fever of close to 103. It doesn't seem possible, but that's the claim.

So before the season ends, we think some sort of tribute should be paid to the crew that sells the people and spurs the take. And if any bona fide worker at the fair has a little time on his (or her) hands and knows where to get a post card, here's his chance to give us his first five talker favorites and we'll tally them on a 5-4-3-2-1 basis. Names of voters will not be revealed. Secret ballot stuff. Who will be the first to start the ball rolling? Truebe.

### GIE GLEANINGS

(Continued from page 29)

duct his quiz program. When President Marshall Dill gave a getaway cocktail party to executives at his home on the night of September 17, with over 60 present, the feature was the playing of the record of the Monahan testimonial. Eddie Tait, No. 1 showman of the Orient, just in from Manila. Ida Delno, of the old circus team, the Delnos, who has been a prominent performer with Caroleade all season, will return to Hollywood. Mike Healy, in the metropolitan district with radios and pocket knives, will double up with Joe Trosey, manager of the Miss America show, at close of the expo. Myer Ertlich, brother of Giant Jack Earle, came from El Paso, Tex., to visit Jack. Henry Seff, the British showman, points out an error in our report of his company's Playland at the New Zealand Centennial Exhibition, in the September 7 issue. It should have been stated that top-money attraction was the tubular steel Coaster built from Burton's patented double-grip couplers, the manufacturing company of which Lord Strabogli, British steel manufacturer, is chairman. Mrs. Georgia McGinley, widow of Walter T. McGinley, once prominent in the circus field and later an oil millionaire, accompanied by her cousin, Mrs. Morgan, visited Eddie and Mabel Brown. After the expo the Browns will return the visit at Mrs. McGinley's estate, Santa Monica, Calif. It has been a great pleasure to have been part of the expo for nearly three years and to write letters of things of interest about show people for show people.

### FLUSHING FRONT

(Continued from page 29)

foursome in showbiz than Joe and Al McKee and Doc Morris, of Palisades Park, and Charlie Page, the international ride builder, all of whom made the White-Way rounds the other day. Between the McKees and Page, there's nothing about Coasters and such that they don't know down to the minutest detail. And the Doc is just about tops as a picnic parker. Page's mainmost enthusiasm now is tubular steel for ride and other construction. . . . After being out 10 days Mario Zucchini returned as the twin part of the cannon catapult Thursday. . . . Frank (Fireworks) Duffield got back from D. C. with some sizzling inside info which even he hesitates to talk about. . . . Joe Rogers looks like an architect's convention as he runs around with blueprints and colored sketches under his arm showing the plans for his New York restaurant on the Jack Dempsey site.

Between Jules and Edna Lasures, not mentioning Blanche Henderson, there was plenty of National Showmen's Association consciousness spread over the meadows as they talked up the banquet and, incidentally, collected bucks for the signature facsimile page in the club's souvenir journal. . . . An eye-fall at Living Magazine Covers (which practically has an exclusive on eye-falls) is Virginia Barton, wife of Jimmy (Palace of Wonders) Hurd. The dancer is scheduled to appear at Kewalo Inn, Honolulu, her husband day-and-dating her by playing

island lola. . . . Associates of his in the Walking Charlie thrower refer to Harry Kaplan as the 38th vice-president in Charge of Walking Charlies Which Don't Function.

Aquanotes: There was quite a welcome for Aquabelle No. 1, Eleanor Holm, Saturday when she returned to the cast after an ear ailment. The No. 1 Billy Rose girl doesn't say it—Mike the Mok the p.a. does—but on the week-end of her return the admissions totaled 78,828, of which 40,421 went thru the stiles on Saturday. As of Monday morning, September 18, Aquacade played to 2,324,630 customers who paid \$1,185,561.30. We're sure that Mister Rose is tickled silly at that 30 cents. Still intact in the featured performer line-up are Buster Crabbe, Everett Marshall, Frank Labuse, Stubby Kruger, Saxon Sisters, Vincent Lopez ork, and Fred Waring's World's Fair Glee Club.

Robert Simpson, formerly of the Ringling show, who was working at Frank Buck's ball game, is in French Hospital with a fractured skull. How about sending him a word of cheer or going up to see him at the hosp, 330 West 30th Street? . . . Will Yolen, formerly in the expo's press bureau, sends an endearing note from Cincinnati, where he was en route to Hollywood, enclosing a clip from *The Ardley* (N. Y.) Recorder, which says: "Will Yolen can take a nice bow for his work in winning for the Hotel McAlpin (which Yolen also publicized—Editor's Note) the distinction of being the first hotel to be honored with a day at the World's Fair. . . . Returning from Canadian National Exhibition (Toronto) and Belmont Park, Montreal, where he had attractions, Harry Illions reported the park about 20 per cent ahead. Toronto was even better on percentage. Harry's expo interests are Magic Carpet, triple-threat Ferris Wheels, and a share in the Tally-O game. We don't wish Harry any hard luck but hope he grosses a million, even tho 'tis reported he'll be satisfied with half that amount.

### Highlights Set in Cleveland

CLEVELAND, Sept. 21.—World's Fair Highlights Show will be held here in Public Hall on November 19-30 under management of Almon R. Shaffer, associate director of Great Lakes Exposition here in 1936 and '37 and president of Winter Wonderland at the New York World's Fair. Production is being staged under auspices of Knights of Pythias. Feature attraction promised is Frank Buck and His African Village, with natives and animals. Show is planned to play at 30 cents, including tax.

### WANTED

## MARKS SHOWS, INC.

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### CUMBERLAND COUNTY FAIR — FAYETTEVILLE, N. C.

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This Week at — Rocky Mount, N. C. — American Legion Celebration.

## WILLIAMSTON, N. C., FAIR

WEEK SEPTEMBER 30-OCTOBER 5

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LEGITIMATE CONCESSIONS OF ALL KIND OPEN EXCEPT SINGO. EAT AND DRINK STANDS, ICE CREAM, SNO CONES, GUESS YOUR AGE, NOVELTIES, ETC. ALL ADDRESS: A. J. KAUS, MANAGER, ASHEBORO, N. C., FAIR THIS WEEK. NEXT WEEK, WILLIAMSON, N. C., FAIR.

## Crescent Amusement Co.

Wants for Georgetown County Fair, Georgetown, S. C., week Sept. 30; Pickens Co. Fair, Central, S. C., week Oct. 7; Santa Rosa County Fair, MILTON, Fla., week Oct. 14, and 10 Winter Fairs in Florida, including Ft. Myers, Arcadia, Vero Beach, Melbourne, Ft. Pierce. CONCESSIONS: Long Range Lead Gallery, American Mitt (Eddie, wire), Crab Joint, Ball Games, Candy Apples, Candy Floss, Hoop-La, Watch-La, Pitch-Till-You-Win, Devil's Bowling Alley, String. SHOWS with own outfits. NO GIRL SHOWS. OCTOPUS with own transportation. Will give Florida Fairs those joining now. Will pay CASH for Long Range Lead Gallery. No junk. Must be priced right. Address: Hertford, N. C., this week.

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One 12x20 used Concession Tent with frame, \$70.00. Two 10x16 used Concession Tents with frame, each \$52.50. Two 10x18 used Concession Tents with frame, each \$57.50.  
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**RAY MARSH BRYDON**  
 Wants to hear from **JACK FENTON OR JACK McFARLAND**  
 All winter's work. Also want A-1 Biller with small car or pick-up to Hibiscus and banner. No posting. Can place a real Agent familiar with radio and newspaper exploitation. Reply now. Post Arthur, Tex.; then Donaldsenville, La.

**Florida Exposition Shows CAN PLACE**  
 Fish Pond, Ball Game, Novelties, small seat Cook House and any legitimate Concession. Also want Help on Merry-go-Round, Wheel, Chairplane and Ride-O. Also Concession Agents for Darts, Hoop-La, High Sticker, Bingo Help. This week, Biscuits; week Sept. 30, Fair, Ninety Six; week Oct. 7, Matthew Mill Fair, Greenwood; all South Carolina. Write or wire quick.

**RIDES FOR SALE**  
 Chair-o-Plane, 16-seat adult, factory built, ready to run, \$400.00; Kiddie Auto Ride, 10 cars, complete, \$250.00; Kiddie Swing Ride, "Piano" make, complete, \$150.00; Venetian Swings, 6 gondolas, all steel, money getter, \$200.00; 2 Tangley Calistoes, complete, \$50.00 each; 2 20x20 Marjones, complete, \$75.00 each; 1 Transformer Truck International, 50 K-V-A transformer, complete with switches, 3,000 ft. carnival cable, tower built on top of truck, cash \$400.00; also lot of Tangley Snow Fence, Air Compressor, small Warfingers Organ, Photo Gallery, Marks & Fuller, \$100.00, or will take \$150.00 cash for all the above. Must be sold at once. Can be seen at winter quarters, Car Hotel, R. M. FLEMING Hummets Wharf, Pa., 4 miles below Sunbury, Pa.

**Great Southern Shows CAN PLACE**  
 Cantard, Dancers, Cook House and Long Range Gallery and Cigarette Gallery and any Stock Concessions.  
 Situation, Mo., Sept. 23 to 28; Pargould, Ark., Fair, Oct. 1 to 3; Smith, Mo., Fair, Oct. 7 to 11; East Paducah, Mo., Fair, Oct. 14 to 19. Come on, we will place you.  
 P. R. T. J. Smith is no longer connected with this show.

**OWENS AND PEARCE SHOWS**  
 Want Cook House, Bingo, Ball Games, Mitt Cops, Hook and Grid Joints, ten dollars. Have outfit for Big Show, Athletic Show, Balls and Cook Show. Want Help that can drive trucks. Good Banner Man. Want Agent for Stock Joints. Come on, we will book you. Nortonville, Ky.; then Hollyville, Ky., House Coming on the streets.

**FERRIS WHEEL AT LIBERTY**  
 After Sept. 29th for Carnivals, Fairs or what have you. No. 5 Wheel with own transportation. Mitt Settles Ball Game to book. Address R. H. MINER JR., Gen. Del., White Hall, Maryland.

**WANT**  
 Organized Minstrel Show, capable Athletic Show Manager. New towns-out, Arkansas, Ark., Fair, Sept. 23 to 28.  
**Fuzzell's United Shows**

**YOUNG ANIMAL MAN**  
 Wanted to handle Cub Bears. Experience not absolutely necessary but must be a good talker. Box No. 179, The Billboard, 1564 Broadway, New York City

**Dudley Slayer Is Sentenced**  
 SPRINGFIELD, Ill., Sept. 21.—Theodore Starks, 28, colored saxophone player with the Harlem on Parade Show, Henrietta Broes' Shows, charged with the fatal knifing of Lorene Dudley, colored dancer, on August 16 when the shows were playing Illinois State Fair here, was sentenced to 25 years in prison by Judge Stone in Circuit Court on September 18. Starks pleaded guilty to a charge of murder but told the court he had no intention of killing the woman. In passing sentence Judge Stone said the slaying was not a case of malice but that the defendant committed the crime during a fit of rage following an argument. He said the case might have been one of manslaughter instead of murder, but since it was a borderline case either indictment could be returned.

**ROUTES**  
 (Continued from page 30)  
 Nixon, Nona (Pinto's) NYC, no.  
 Noll & Nolan (Edgewater Beach) Chi, h.  
 Nonchalants (Buffalo) Buffalo, I.

**THE NONCHALANTS**  
 11th WEEK with SAMMY KAYE  
 SHEA'S, BUFFALO  
 Direction: MOA

Norman, Al (Paramount) NYC, I.  
 Notables, Nielsen (Ambassador West) Chi, h.  
 Novelties, Four (Venice) Phila, re.  
 Nunn, Claire (St. Francis) San Francisco, h.  
 O  
 Oehman Twins (Gibson) Cincinnati, h.  
 Oman, Lester (Paramount) NYC, I.  
 Oria, Sergio (Havana-Madrid) NYC, no.  
 Ost, Shirley (Rosevelt) Jacksonville, Fla., h.  
 P  
 Page, Virginia (Tie Top) Boston, ch.  
 Paine, Billy (Gossard's Grove) Boston, no.  
 Parker, Muriel & Charles Fredericks (Park Plaza) St. Louis, h.  
 Pastimes & Fanchon (Park Central) NYC, h.  
 Paulson, Viola (Pinto's) NYC, no.  
 Pelly, Ruth (Gibson) Cincinnati, h.  
 Platt, Bette (Pinto's) NYC, no.  
 Prince, Jack (Ocolino's) Chi, no.  
 R  
 Ravaye & Margo (Alvin) Minneapolis, I.  
 Reyes, Paul & Eva (Beachcomber) NYC, no.  
 Reseller, Three Harmonics (Tower) Kansas City, Mo., I.  
 Rice, Sunny (Earle) Washington, D. C., I.  
 Richman, Harry (Ben Marden's Rivers) Fort Lee, N. J., no.  
 Richy, Jess (Buck's) Detroit, no.  
 Rios, Rosta (La Coma) NYC, no.  
 Robinson & Martin (Capitol) Washington, D. C., I.  
 Rovers Dancers (Rox) NYC, I.  
 Rollikers Trilo (Carter) Cleveland, h.  
 Rollins, Adrian, Trio (Blackstone) Chi, h.  
 Rooney, Pat (Diamond Horseshoe) NYC, no.  
 Rooney, Mickey (Capitol) Washington, D.C., I.  
 Ross Sisters, Three (Oriental) Chi, I.  
 Ross, Harry (Capitol) Washington, D. C., I.  
 Rose, Geraldine (Riverdale) Milwaukee, I.  
 Ryan, Sue (Ocolino's) Chi, no.  
 Ryan, Sue (Strand) NYC, I.

**BUSTER SHAVER**  
 with **OLIVE and GEORGE**  
 Casino Atlantico,  
 Rio de Janeiro, Brazil

Scott, Dottie (Old Harbor House) Boston, no.  
 Selwyn & Jessie (Cappy's) North Easton, Mass., no.  
 Shelby, Bubbles (1523 Club) Phila, no.  
 Sherman, Muriel (Coppaust Grove) Boston, no.  
 Shuts, Ethel (Bevery Hills) Newport, Ky., no.  
 Silva, Myrta (Gaucha) NYC, no.  
 Sommerville, Kerwin, Novelty Singers (Oriental) Chi, I.  
 Spear, Harry (Latin Quarter) Boston, no.  
 Starr, Jerry (Capitol) Washington, D. C., I.  
 Step Bros, Four (State) NYC, I.  
 Stogoes, The Three (Riverdale) Milwaukee, I.  
 Storm, June (Ambassador West) Chi, h.  
 Swaine, Frank (Lexington Casino) Phila, no.  
 Swann, Russell (Chicago) Chi, I.  
 Sydneys, Four (Blue-Lake) Chi, I.  
 T  
 Terry, Jack (Blue Lantern) Detroit, no.  
 Thompson, Almon Alleen (St. Mortis) NYC, h.  
 Tip, Tap & Toe (Chicago) Chi, I.  
 Trine, Palmer (House) Chi, h.  
 Tucker, Sophie (Rivers) Fort Lee, N. J., no.  
 Tutta, Sonny (Belmont Plaza) NYC, h.  
 V  
 Valentine, Cleo (Club Nomad) Atlantic City, no.  
 Vall June (Cat & Fiddle) Cincinnati, no.  
 Valby & Lynne (Geo. Washington) Jacksonville, Fla., h.  
 Vall, Pedro (Club Gaucha) NYC, no.  
 Vernon, Wally (La Coma) Hollywood, Calif., no.  
 Vincent, Romo (Hurricane) NYC, no.  
 Voices, Three (Oriental) Chi, I.

Waldron, Jack (Park Central) NYC, h.  
 Wells, Billy (Webber's Hofbrau) Phila, no.  
 White, Madalyn (Bartok's) NYC, no.  
 White, Jerry (New Yorker) NYC, h.  
 Wry-Cosh Co. I. Union, W. Va., 23-25.

Williams, Pearl (Hickory House) NYC, no.  
 Winter Sisters, Three (Strand) Syracuse, N. Y.  
 Wood, Harry (Rox) NYC, I.

**WALTER DARE WAHL**  
**Billy Rose's Aquacade**  
 Golden Gate International Exposition,  
 San Francisco, Calif.

Woods, Laurie (Sawdust Trail) NYC, no.  
 Woods, Lou (Chateau Moderns) NYC, no.  
 Woodward Sisters (Park Central) NYC, h.  
 Wynn, Nan (Ambassador East) Chi, h.  
 Y  
 Yost's, Ben, New Yorkers (Rox) NYC, I.  
 Z  
 Zurke, Bob (Ambassador East) Chi, h.

**MISCELLANEOUS**  
 Coronado Entrada Pageant: Sorocco, N. M., 29-27; Lubbeck, Tex., 30-Oct. 5.  
 Miller, Al H., Show; Lenox, Ga., 23-28.  
 Moore, Harry E., Animal Show; Wapakoneta, O., 23-28.  
 Stevens & Mack Show; St. Genevieve, Mo., 23-28.

**GRAND-STAND AND FREE ATTRACTIONS**  
 (Routes are for current week when no dates are given)

Bernhardt, Bobbie Jean, & Co. (Fair) Knoxville, Tenn.  
 Bink's Circus Acts: (Fair) Dickson, Tenn., 23-28.  
 Bishop & Bardine: (Fair) Shelby, N. C.  
 (Fair) Shelby, N. C., Oct. 2-5.  
 Minn., 24-26.  
 Cooke & Cooke: (Fair) Ashboro, N. C.; (Fair) Farmville, Va., 30-Oct. 5.  
 Crazy Ray & His Gallopers: (Fair) Columbus, Miss., (Fair) Tupelo, Oct. 1-5.  
 Dayton, Joe & Eddie: (Fair) Dallas, Tex., 5-20.  
 Faber's, Bob, Fearless Filers: (Auditorium) St. Louis; (Fair) Camilla, Ga., 30-Oct. 5.  
 Fibbers, Fyving: (Fair) Lawrenceburg, Tenn.  
 Gordons, Irving: (Lincoln Park) Somerville, Mass.; Fryberg, N. C., 30-Oct. 4.  
 Kays, Sensational; Mebane, N. C.; Sanford 30-Oct. 5.  
 Kressella, Four: (Fair) Camden, Tenn., 23-28; (Fair) Shelby, N. C., Oct. 2-5.  
 La Tona Troupe: (Colored Fair) Memphis, Tenn., Oct. 3-5.  
 Lazella, Aerial: (Fair) Cape Girardeau, Mo.; (Fair) Cartersville, Oct. 2-4.  
 Lawson, Paul, & V. (Fair) Oklahoma City, Okla.; (Fair) Birmingham, Ala., 30-Oct. 5.  
 Sailors, Four Crazy: (Fair) Shelby, N. C.  
 Ulls & Clark: (Fair) Booneville, Calif., 30-Oct. 5.  
 Woland: (Fair) Hartford, N. C.; (Fair) Georgetown, S. C., 30-Oct. 5.  
 Zolara, Eddie & Ruth: Reidsville, N. C.

**CARNIVAL**  
 (Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alamo Expo: Denison, Tex.; Mt. Pleasant 30-Oct. 5.  
 All American Expo: Clarksville, Ark.  
 All-American Shows: Mangum, Okla.  
 American United: Coeur d'Alene, Idaho.  
 Antique Am. Co.: Harwick, Ga.  
 Anderson-Strader: Liberal, Kan.  
 Atlas: (Fair) Cumberland City, Tenn., 23-28.  
 B. & H. Am. Co.: Lynchburg, S. C.; Latta 30-Oct. 5.  
 Bantley's All-American: (Fair) Mebane, N. C.; (Fair) Sanford 30-Oct. 5.  
 Bardick's Cosmopolitan: (Fair) Cartersville, Ga.; (Fair) Canton 30-Oct. 5.  
 Barker: Puxico, Mo.  
 Barkoot Bros.: Saginaw, Mich.  
 Baysinger, El: Manila, Ark.  
 Beckmann & Grady: (Fair) Memphis.  
 Bee, F. H.: (Fair) Dickson, Tenn.; season ends.  
 Blue Ribbon: (Fair) Lawrenceburg, Tenn.  
 Borts: Miller, Mo.; Park, Oct. 1-5.  
 Bristol: Parkersburg, Ark.  
 Brodbeck Bros.: Guyton, Okla., Oct. 1-4.  
 Brown Family Rides: Cochran, Ark.  
 Buck, O. C.; Hagerstown, Md.  
 Buckeye State: (Fair) Hazlehurst, Miss.  
 Bullock Am. Co.: Taylorville, N. C.; York, S. C., 30-Oct. 5.  
 Burdick's All-Texas: (Fair) Lone Oak, Tex.; (Fair) Hillsboro 30-Oct. 5.  
 Burke, Harry: (Fair) New Roads, La.; Covington 30-Oct. 5.  
 Byers Bros. No. 1: Steele, Mo., 23-27; (Fair) Brinkley, Ark., 29-Oct. 3.  
 Byers Bros. No. 2: Ironton, Mo., 24-28.  
 Central Am. Co.: (Fair) Hillsboro, N. C.; (Fair) Woodruff, Ark., 23-Oct. 5.  
 Central States: (Fair) Norwich, Kan., 23-29; Medicine Lodge 28-28; (Fair) La Crosse Oct. 3-5.  
 Cellin & Wilson: (Fair) Shelby, N. C.; (Fair) Hillsboro, N. C., Oct. 2-5.  
 Cherokee Am. Co.: Kincaid, Kan., 23-28.  
 Clark's Greater: Oxnard, Calif., 23-30.  
 Clyde's United: New Castle, Va.; Farmville 30-Oct. 5.  
 Coleman Bros.: (Fair) Great Barrington, Mass.; Stafford Springs, Conn., Oct. 1-5.  
 Colley, J. J.: Mensa, Ark.  
 Conklin: Kingston, Ont., Can., 23-28; Leamington 29-Oct. 3.  
 Crafts 20 Ring: (Fair) Pomona, Calif., 13-29; Santa Barbara, Oct. 1-8.  
 Crescent Amuse.: Hartford, N. C.; (Fair) Georgetown, S. C., 30-Oct. 5.  
 Crowley United: (Fair) Clovis, N. M., 23-28; (Fair) Rowell, Oct. 2-5.  
 Crystal Expo: (Fair) Newport, Tenn., 23-28; (Fair) Mt. Holly, N. C., 30-Oct. 5.  
 Cudney Border State: Schuylburg, Tex.  
 Cumberland Valley: (Fair) Jonesboro, Ga.; (Fair) Charleston 30-Oct. 5.

**Wholesale Catalog 4000 BARGAINS**  
 For Salesmen and Distributors  
**F R E E**  
 It has 260 pages, check-full of unusual values. It contains selling plans; ready-made articles to sell; fast-selling articles to sell; direct to the consumer. A new period issue is just off the press. Cost about 25c. If it is white stock lasts. Send for your copy today.  
 SPORS CO., La Center, Minn.  
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 ELGIN & WALTHAM WRIST WATCHES, \$2.75.  
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 Sample Shipment, 25c. Extra Postage.  
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 17 Fl. Palace, \$100; 17 Fl. Schult, \$225; 20 Fl. Covered Coach, \$100; 19 Fl. Maras, \$450; 23 Fl. Alma, \$500; 19 Fl. Maras, \$450; 18 Fl. 1940 Demonstrator Vagabond, \$500; 20 others, \$50.00 and up. Terms—Trade.  
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**NOW—1941**  
 MODEL TRUCKS & PASSENGER CARS Available for Immediate Delivery Originators of the Showman's Finance Plan  
**WRITE WITH CHAS. T. GOSS**  
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**INSURANCE**  
**Charles A. Lenz**  
 "Showman's Insurance Man"  
 ATBS Insurance Exchange, CHICAGO

**FAIRS—ALL FAIRS**  
 Until December, South Georgia and Florida. Want Octopus, Double Loop or Red-o-Plane. Shows—Ten-in-One, Big Snail, Hawaiian or HILLBILLY. Opening for good Animal or Wild West. Mabel Mack, let us hear from you. Room for a few Stock Concessions.  
**Southern States Shows**  
 Alma, Ga., this week

**WANTED FOR SIOUX FALLS, S. D., BIG FALL FESTIVAL**  
 6 Days and Nights  
 Week of September 30th—Free Gate.  
 Concessions and Shows of all kinds including Wheel and Grid Stalls. Everything open except Bingo. Wire or write SUPT. OF CONCESSIONS, 235 South Dakota St., Sioux Falls, or J. J. SMITH, Mitchell, S. D., Coen Palace.

**FIREMEN'S CARNIVAL**  
 Oxon Hill, Md., five miles from Washington, D. C.  
 September 29 to October 5.  
 Wanted clean Shows and legitimate Concessions. Shows, twenty-five per cent; Concessions, fifteen dollars. Other good amusees to follow.  
**EDWARD A. OLIVER**  
 1285 Florida Avenue, Northeast, Washington, D. C.

**WANT**  
 Concessions and Agents, also Shows with own outfit. All winter, going south. Ferris Wheel, Footmats, hand drive truck, Pawshka, Okla., this week; Hartsville, Ark., Fair next week.  
**W. E. WEST MOTORIZED CARNIVAL**

**WANT FRISK GREATER SHOWS**  
 Concessions for Phillips County Fair at West Helena, Ark., on October 2, 3, 4, 5. Want Ring, American Palmsbury Dart, Ballroom, Seales, Hoopla, Clothes Pin, Fish Pond, Bowling Alley and other not conflicting. Address or wire as per route. No racket or grip wanted.

**WILL SACRIFICE**  
 Late model, single unit, beautifully lighted, with 6000.  
**LOOP-O-PLANE**  
 with Fuel tank. All for \$500.00 or will sell it without truck. Come and see it in operation at the local drive truck. **JOHN GALLAGHAN**, care Orion, Fair Grounds, Knoxville, Tenn.

**CARNIVAL WANTED ORANGE COUNTY FAIR**  
 ORANGE, TEX., OCT. 21 THRU 27  
 Wire or write **WILMER GAIN, V. P.**  
 Leesville, La.

**GREAT BRIGHT WAY SHOWS**  
 Want Minstrel Show at once. Ann Lee King, answer. Also few more Concessions. Heading south fast. Write or wire  
 Lawrenceville, Va., this week.



Carl, W. S.; Chillicothe, O.  
 Dally Bros.; Elk City, Okla.  
 Davis & Parratt; (Fair) Asheville, N. C.; (Fair) Apex 30-Oct. 5.  
 Dixie Belle; Brandenburg, Ky.  
 Dodson's World's Fair; Norfolk, Va.; Burlington, N. C.; 30-Oct. 5.  
 Dorey Attrs.; Red Springs, N. C.  
 Dudley, D. S.; Dickens, Ark.; (Fair) Bowie 30-Oct. 5.  
 Dyer's Greater; Gideon, Mo.  
 Edwards, J. R.; (Fair) Napoleon, O.  
 Ellis; South Haven, Kan.  
 Empire Am. Co.; Rowena, Tex.  
 Emly Bros. Expo.; (Fair) Trenton, N. J.  
 Evangelina; Texarkana, Ark.; Couthatta, La., Oct. 1-5.  
 Fair & Little; Leonard, Tex.  
 Fair City; (Goss Ave. & Clark Lane) Louisville, Ky.  
 Fleming, Mad Cody; (Fair) Jasper, Ga.; (Fair) Roberts 30-Oct. 5.  
 Florida Expo.; Blackville, S. C.; Ninety Six 30-Oct. 5.  
 Franks Greater; Austell, Ga.; Macon 30-Oct. 5.  
 Francis Bros.; Hayti, Mo.  
 Frick Greater; Malden, Mo., 23-25; Helena, Okla., Oct. 2-6.  
 Fundal; Selma, N. C.  
 Funnell's United; (Fair) Arkadelphia, Ark.  
 Gibbs, W. A.; Cawker City, Kan.; Sedan 30-Oct. 5.  
 G. L. Ladd; (Fair) Columbus, Miss.; Troy, Ala., 30-Oct. 5.  
 Golden State Shows; Monterey, Calif.  
 Goodman Wonder; Wichita, Kan.  
 Grady, Kellie; (Fair) Hamilton, Ala.  
 Great Bright Way; Lawrenceville, Va.  
 Great Lakes Expo.; Clanton, Ala.  
 Great Southern; Sikeston, Mo.; (Fair) Paragould, Ark., Oct. 1-5.  
 Greater United; Austin, Tex.  
 Groves; Cairo, Ill.  
 Hames, Bill; Marshall, Tex.  
 Happy Attrs.; Kingstons, O.; Frankfort Oct. 1-5.  
 Hartsock Bros.; Owensville, Mo.  
 Hennies Bros.; Springfield, Mo.  
 Henry, Lew. & Clyde's United; (Fair) New-castle, Va.; (Fair) Farmville 30-Oct. 5.  
 Heth, L. J.; Marietta, Ga.  
 Hildebrand's United; Las Vegas, Nev., 23-27.  
 Hotell, Huff; Stamps, Ark.; Oberlin, La., Oct. 1-5.  
 Howard Bros.; Cameron, W. Va.  
 Hughey & Gentsch; (Fair) Monticello, Miss.  
 Hyde, Eric B.; Hancock, Md.  
 Ideal Expo.; Greensboro, N. C.; (Fair) Durham 30-Oct. 5.  
 Imperial; Wellsville, Mo.; Concordia 30-Oct. 5.  
 Jones, Johnny S.; Expo.; (Fair) Atlanta, Ga., 28-Oct. 6.  
 Joyland; (Fair) Colusa, Calif.  
 Kaus Expo.; (Fair) Ashboro, N. C.  
 Kaus, W.; (Fair) Bedford, Va.; (Fair) Shelby, N. C., Oct. 2-5.  
 Keystone; (Fair) Murphy, N. C.  
 Landes; Pochontas, Ark.  
 Lang's, Dee; Famous; (Fair) McKinney, Tex.; (Fair) Denton 30-Oct. 5.  
 Large, H. P.; Rockdale, Ill.  
 Lawrence Greater; (Fair) High Point, N. C.; (Fair) Reidsville 30-Oct. 5.  
 Lewis, Art; Lynchburg, Va.  
 McGregor, Donald; Andalusia, Ill., 23-25.  
 McKee, John; Osawatomie, Kan., 23-25.  
 Magic Empire; (Fair) Osawatomie, Kan.  
 Marks; Rocky Mount, N. C.; (Fair) Fayetteville 30-Oct. 5.  
 Mighty Monarch; (Fair) Mayodan, N. C.  
 Miller, Amos; (Fair) Tylerston, Miss.; (Fair) McComb 30-Oct. 5.  
 Miller Bros.; (Fair) Spring Hope, N. C.; (Fair) Eufland 30-Oct. 5.  
 Miller Midway; (Street Fair) Manheim, Pa.; (Street Fair) New Holland 30-Oct. 5.  
 Motor City; (Fair) Prospect, O.  
 Mull, C. W.; Crossett, Ark.; (Fair) Hayesville, La., 30-Oct. 5.  
 Oklahoma Ranch; (Fair) Wagon, Okla.  
 Cover Am. Co.; Hampton, Ark.  
 Page, J. J.; Expo.; Home, Ga.; (Fair) Sandersville 30-Oct. 5.  
 Pan-American; (Street Fair) Kempton, Ind. Paradise; Trenton, Tenn.  
 Park Am. Co.; (Fair) Logansport, La.; (Fair) Park 30-Oct. 5.  
 Patrick Greater; (Fair) Enterprise, Ore.; Spokane, Wash., 30-Oct. 5.  
 Pearson; Salem, Ill.; Clinton Oct. 2-5.  
 Poff's World's Fair; Hamlet, N. C.; Statesville 30-Oct. 5.  
 Pryor's All-State; Owenton, Ky.  
 Reading; Bolivar, Tenn.  
 Reynolds & Wells; Corsicana, Tex.  
 Rogers Greater; Camden, Tenn.  
 Rogers & Powell; Shelby, Miss.  
 Royal American; (Fair) Knoxville, Tenn.; (Fair) Birmingham, Ala., 30-Oct. 5.  
 Royal United; Chestham, Va.  
 Rubin & Cherry Expo.; (Fair) Oklahoma City, Okla.  
 Scott Bros.; Bremen, Ga.  
 Santa Fe Expo.; Quinn, Tex.  
 Shagart, Doc; Cooper, Tex.  
 Sims Greater; Collingwood, Ont., Can.  
 Smith Bros.; Bokchite, Okla.  
 Soaps Greater; Lawrence, La., 23-25.  
 So's Liberty; Cape Girardeau, Mo.  
 Southern States; Alma, O.  
 Sparks, J. P.; (Fair) West Point, Miss.; (Fair) Haleyville, Ala., 30-Oct. 5.  
 Star Am. Co.; (Fair) Des Arc, Ark.; (Fair) Chicago 30-Oct. 5.  
 State Fair; (Fair) Cottonwood Falls, Kan.; (Fair) Hillsboro 30-Oct. 5.  
 Steffens Superior; (Fair) Lancaster, Calif., 27-29.  
 Strain, James E.; (Fair) Bloomsburg, Pa.; (Fair) York 30-Oct. 5.  
 Stritch, Ed.; Eagle Lake, Tex.; (Fair) Bellville 30-Oct. 5.  
 Sunset Am. Co.; Marshall, Mo.; Carrollton 30-Oct. 5.  
 Texas Shows; Bay City, Tex.  
 Texas Kidd; Clifton, Tex.  
 Texas Longhorn; Frederick, Okla.; Altus 20-Oct. 5.  
 Texas Expo.; Fort Arthur, Tex.; (Fair) Donaldsonville, La., 30-Oct. 5, also (Fair) Alexandria, La., 30-Oct. 5.  
 Tidwell, T. J.; (Fair) Iowa Park, Tex.; Stamford 30-Oct. 5.  
 Tilley; Coal Valley, Ill., 23-25; season ends.  
 Tom Am. Co.; (Fair) Cubbert, Ga.  
 Wade, W. G.; Big Spring, Mich.  
 Wallace Bros.; (Fair) Greenville, Miss.; (Fair) Yazoo City 30-Oct. 5.  
 Wallace Bros. of Canada; (Fair) Aylmer, Ont., 23-25; (Fair) Hildgetown 28-29; (Fair) Simcoo, Oct. 1-4.

Ward, John R.; (Fair) Fayette, Ala.; (Fair) Walker; Mystic, Ga.  
 Charleston, Miss., 30-Oct. 5.  
 West Bros.; Redwood Falls, Minn.  
 West, W. E.; Motorized; Pawhuska, Okla.; (Fair) Hunleyville, Ark., 30-Oct. 5.  
 West's World's Wonder; (Fair) Hunleyville, Ala.  
 Williams, Ben; (Fair) Mincola, N. Y.  
 Wilson; Milton, Ill., 27-29; Clayton Oct. 2-4.  
 Wolfe Am.; Abbeville, S. C.; Hartwell, Ga., 30-Oct. 5.  
 World of Mirth; (Fair) Richmond, Va.; (Fair) Winston-Salem, N. C., Oct. 1-3.  
 World of Fun; (Fair) Plymouth, N. C.  
 World's Fair Shows & Coe Bros.; Circus; Walsenburg, Colo.  
 Zeebini Bros.; (Fair) Kinston, N. C.; (Fair) Zebulon 30-Oct. 5.  
 Zimara Bros.; (Fair) Charleston, Mo.; (Fair) Russellville, Ark., 30-Oct. 5.

CIRCUS

Anderson, Bud E.; Springdale, Ark., 23; Rogers 26; Berryville 27.  
 Barker Bros.; Circus & Rodeo; Columbus, Miss., 23-25; Tupelo 30-Oct. 5.  
 Cole Bros.; San Luis Obispo, Cal., 24; Santa Barbara 25; Ventura 26; Oxnard 27; Los Angeles 28-Oct. 4.  
 Dalley Bros.; Ste. Genevieve, Mo., 24.  
 DeCull's Jay; Chariton, Ia., 24-25; Villisca 26; Fairfield, Oct. 2-5.  
 Hunt Bros.; (Fair) Orem, Utah, 23-25.  
 Polack Bros.; (Memorial Hall) Coffeyville, Kan., 23-26; (Pritchard Aud.) Falls City, Neb., 23-26; (City Aud.) Hastings, Oct. 2-5.  
 Ringling Bros. and Barnum & Bailey; Dallas, Tex., 23-24; Paris 25; Texarkana 26; Little Rock, Ark., 27; Pine Bluff 28; W. Monroe, La., 29.  
 Russell Bros.; Vincennes, Ind., 24; Terre Haute 25; Mattoon, Ill., 26; Benton 27; Cairo 28.

ADDITIONAL ROUTES

(Received Too Late for Classification)  
 Arthur, Magician; Henagar, Ala., 27-28.  
 Birch, Magician; Willoughby, O., 24.  
 Grestline 25; Upper Sandusky 26; West Liberty 27; Toledo 30; Bufton Oct. 1; Mt. Vernon 2; Cambridge 3; Philo 4.  
 Campbell, Loring, Magician; Tupper Lake, N. Y., 30; Old Forge, Oct. 1; Elizabethton 2; Lake Placid 3; Elsenburg 4.  
 Chords, Three; (Oatman's Country Club) Aylmer, Que., Can., 23-28.  
 Daniel, H. A.; Magician; Steele, Mo., 23-28.  
 DeGree, Magician; Marysville, O., 23-25.  
 Eads, John; Magician; Sandpoint, Ida., 25; Latah, Wash., 26; Reno, Nev., 30; Sparks Oct. 1.  
 Gardner, Grant; (Shanghai Cafe) Oakland, Calif., 23-28.  
 Green, Maxton; Watson, Sask., Can., 23-25; Humboldt 26-28; Prince Albert 30-Oct. 2; Elaine Lake 3-5.  
 Harlan, The; Waynesburg, O., 23-28.  
 Howard, Mysterious, Magician; San Antonio, Tex.  
 Knucks, Magicians; Rapid River, Mich., 23-25; Crystal Falls 26-28; Rockland 30-Oct. 3.  
 Klein's Attractions; Carrollton, O., 23-28.  
 Lawrence, John; Players; St. Francisville, Ill., 23-28.  
 Long, Leon; Magician; Moss Point, Miss., 26; Pascagoula 27; Biloxi 30; Gulfport Oct. 1-7.  
 McNally's Variety Show; Williamstown, Vt., 23-28.  
 Marquis, Magician; (Osage) Bartlesville, Okla., 23-28; (Poncan) Ponca City 27-28; (Auditorium) Arkansas City, Kan., 29; (Aud.) Perry Okla., Oct. 1; (Kishwa) Pawhuska 2-3; (Attee) Enid 4-5.  
 Powers, Vee D.; Dogs and Bears; Playing schools at Binghamton, N. Y., 27-Oct. 2.  
 Pryde & Dell; (Harm) Williamsburg, N. Y., 23-28.  
 Raun, Jack; Circus & Thrill Show; Napoleon, O., 23-28.  
 Russell, Slim; Denton, Tex., 23-28; Mt. Pleasant 30-Oct. 5.  
 Seale, Capt. Billy; Carrollton, O., 23-28.  
 Sharon, Nita; (Keyhole Bar) Chi 23-28.  
 Stock, Lillian; Monroeville, O., 23-28.  
 Virgil, Magician; Rexburg, Ida., 25; Blackfoot 26; Rupert 27; Burley 28; Piler Oct. 1; Jerome 2; Mountain Home 3; Fayette 4.

**Two Suits Against RB Circus Charging Breach of Contract**  
 NEW YORK, Sept. 21.—Alleging that dues and initiation fees amounting to approximately \$1,500 were collected by Ringling-Barnum circus from performers and not turned over to the union, Charles Mosconi, an officer of the defunct American Federation of Actors, has filed a contract-breach suit against the circus corporation.  
 City Court here granted a motion for an examination before trial, and the skirmish is booked for September 30. Harold Koenigsberg, attorney for the plaintiff, said a postponement of the date would be sought if it appears that Ralph Whitehead will head, president of the outdoor workers' union, was executive secretary of the APA.  
 NEW YORK, Sept. 21.—Mrs. Signe Fellows, widow of Dexter Fellows, the veteran Ringling-Barnum press agent, yesterday entered a claim of \$15,000 in the United States District Court against the circus company, alleging breach of contract.  
 Following the death of Fellows in Hattiesburg, Miss., in November, 1937, a campaign was pushed for the staging of a benefit for Mrs. Fellows. The Circus Saints and Sinners Club of America, Dexter Fellows Tent, led this field work, and the benefit was held during the run of Ringling show in Madison Square Gar-

**LARGE STOCK OF**  
**BEACON**  
**BLANKETS AND SHAWLS ON HAND FOR IMMEDIATE DELIVERY**  
**WISCONSIN DELUXE CORPORATION**  
 1902 NORTH THIRD STREET. MILWAUKEE, WISCONSIN

**GREAT LAKES EXPOSITION SHOWS, INC.**  
**CAN PLACE FOR LONG LIST FAIRS SHOW BOOKED UNTIL NOVEMBER**  
 Legitimate Concessions of all kinds. Good opening for ball games, photos, devil bowling alley, and slum stores of all kinds. No exclusives. No wheels or flat stores. Place neatly framed penny arcade. Place Chairplane. No junk. Shows with own outfits. Place Snake Show Operator, Girl Show Operator. Fitzie Brown no longer here.  
 Address AL WAGNER, Manager, Clanton, Ala., this week, followed by Selma week October 30; then Luverne, Ala., week of October 7; Ozark, Ala., week October 14; all fair routes to interested parties. Side Show Attractions, write, Fannie Blaise, answer.

**LEGITIMATE CONCESSIONS WANTED FOR Southeastern World's Fair ATLANTA, GA.**  
 SEPTEMBER 28 TO OCTOBER 6  
 Still open—Candy Floss, Custard, Snow Balls, Aircraft Guns and Air Compressor Guns. Wire us. LIPSKY & PADDOCK CONCESSION CO., or JOHNNY J. JONES EXPOSITION, Atlanta, Ga.

**ART LEWIS SHOWS, INC.**  
 Will sell exclusive Novelties for PETERSBURG, VA., FAIR, Sept. 30 to Oct. 5, and six other fairs to follow.  
 Have opening for legitimate Concessions, prices reasonable. We can place Fat Show, Monkey Show and any other not conflicting. Have complete Snake Show outfit. Will furnish good Operator with own snake.  
 Nat Mercy wants Musicians for Hawaiian Revue. Address: ART LEWIS, Gen. Mgr., Lynchburg, Va., Sect. 23-28.

**8 FAIRS READING'S SHOWS 8 FAIRS**  
 Want Grind Shows, Fat, Freak, Midget, Big Snake, Illusions. Want A-1 At Show Manager for balance of season. Want Concessions, Stock, Ball Games, American Palmistry, Candy Apples, Candy Floor, High Striker, Lead Gallery, Photo, Novelties for Bolivar, Tenn., Hardeman Co. Fair, around the square. No other Concessions work. Want other Concessions for Rutherford, Tenn., Community Fair, Mrs. Williams wants Agents and Cook House Help, Bolivar and Rutherford, Tenn., Fairs this week next week, Decaturville Fair, around the square. Address: W. J. WILLIAMS, Mgr., Bolivar, Tenn., this week.  
 P.S.: Anyone knowing address of Jack Ross, At Showman, write Reading's Shows.

**WANTED FOR CHESTERFIELD, VA., COUNTY FAIR**  
 OCTOBER 10, 11, 12  
 Legitimate Concessions, Cook House, Grind Stores. All open except Photos, Pop Corn, Penny Pitch. Have Clay Mantley Bingo booked. Positively no wheels or flat stores. Joe Straus, give me your address. SHOWS—Bryan Woods or Mabel Mack. Only one animal show wanted. Minstrel or any money getting grind show. Real money spot for shows. All legitimate concessions played here just five years with me write or wire, as space is limited. F. L. FAUST, Chesterfield, Va. Court House after Sept. 23

**CLYDE UNITED SHOWS WANT**  
 For Farmville, Va., Five County White Fair, Sept. 30 to Oct. 5  
 Legitimate Concessions of all kinds, any money-getting Shows with or without own outfit. Also Flat Ride, Lynchburg, Ashokis and Suffolk Colored Fairs to follow. Address: LEW HENRY or GEORGE SMITH, Newcastles, Va., This Week.

**F. H. BEE, JR.**  
 Says that he will have Bee's Shows on the road in 1941. A part interest in the show has been sold and this money will be used to rebuild the show. A new flashy marquee, all new panel show fronts, new canvas, new lighting system; in fact, a new show from front to back. If any truck shows are in Kentucky next year, Bee's Old Reliable Shows will be one of them. If no truck shows, we will move by baggage car.  
 Permanent Address: Care of The Billboard Pub. Co., Cincinnati, Ohio.

**HARRY BURKE SHOWS WANT**  
 For the following Louisiana Free Fairs: New Roads, week of Sept. 23; Covington, week of Sept. 30; Marksville, week of Oct. 7; Greensburg, week of Oct. 14. Concessions of all kinds that work for Stock. Exclusive sold on Photo, Diggers, Bingo, Pop Corn, Crab joint, still open. Will book Shows with own transportation. This show out till Xmas. Can use experienced Ride Help. All mail and wires: New Roads, La., Week of Sept. 23. HARRY BURKE, Mgr.

**WANT**  
 For Asheville, N. C., Fair this week. Cookhouse and Novelties, Flat Rides, Ride Help. Concessions, come on. Apex, N. C., Fair next week. Several fairs follow. White Denhart, write.  
**DAVIS & PARROTT SHOWS**

## Ideal Exposition Shows, Inc.

Can place for DURHAM CO. FAIR, Durham, N. C., week September 30, and following fairs: Weldon, N. C.; Wilmington, N. C.; Clinton, N. C., and Newberry, S. C. WANT COMPLETE SIDE SHOW or will furnish outfit. Also want Octopus and Roll-O-Plane Rides. ALL CONCESSIONS OPEN except Bingo. Will sell Novelties exclusive at Wilmington, North Carolina.

Write or Wire

WM. GLICK, Mgr., This Week, GREENSBORO, N. C.

## CATAWBA FAIR

WEEK SEPTEMBER 20, HICKORY, NORTH CAROLINA

Want legitimate Stock Concessions and all Eating and Drinking Stands. Want Colored Performers. Address FRED LA REINE. Want white Chorus Girls, attractive, for our Paradise Revue. All address MRS. CETLIN or MRS. WILSON. Have Ridee-O for sale, perfect condition, looks like new and can be seen in operation on show. All address this week. Shelby North Carolina, and then as per route.

## CETLIN & WILSON SHOWS

## WORLD'S FAIR SHOWS, INC.

WANT FOR

THE IREDELL COUNTY AGRICULTURAL FAIR, STATESVILLE, N. C., SEPT. 30 TO OCT. 5 AND 6; OTHER BONA FIDE FAIRS TO FOLLOW.

CONCESSIONS—Can place Concessions of all kinds. (Paul Prell and Patty J. Finnelly are no longer connected with this show.) Want Merchandise Wheels that can work for 10 cents, Scales, Novelties, Grab, Drinks and Eats, Marge and Harry Stevens want P. O. Agents. SHOWS—Baldy Joe wants for his Minstrel Show Musicians, Girls Singers and Dancers. He is now rehearsing for theatre and will stay out all winter. Can also use good Talkers for the Dig Show and Motor Dream. Want Side Show Acts, salaries out of office. WRITE OR WIRE TO WORLD'S FAIR SHOWS, INC., SAMUEL E. PRELL, GENERAL MANAGER, HAMLET, N. C. THIS WEEK; NEXT WEEK, STATESVILLE, N. C.

## LAURENS COUNTY FAIR

LAURENS, S. C. — 5 DAYS AND NIGHTS — OCTOBER 1, 2, 3, 4 AND 5.

Wants independent Shows of all kind. Also Octopus and Roll-O-Plane at 25 per cent. Can use any legitimate Merchandise Concessions except Bingo. Outard, Popcorn and Cookhouse. All contact CHRIS M. SMITH at Fair Headquarters, Laurens, S. C., by wire. Pay your own, we pay ours.

## W. C. KAUS SHOWS, Inc.

Want for Shelby, N. C. (Colored), Fair, with Winston-Salem, N. C., Colored Fair to follow.

Foreman and Second Man for Ferris Wheel. Want complete Side Show with or without equipment. Outard for balance of season. Diggers, Long Range Shooting Gallery, Candy Floss, any Grind Stone or legitimate Concessions of all kinds. Good prices. Any Pit or Walk-In Show with own outfit. Colored Musicians for Minstrel Show and Dancing Girls for same. Write or wire W. C. KAUS, Bedford, Virginia.

## JOHN R. WARD SHOWS WANT

Minstrel Show Performers and Musicians, also capable Talker and Manager. Girls and Talker for Posing Show. Talker for Glass House. Place other Shows. Want Stock Concessions, Blanket Wheel Agent, work for Stock, A-1 Ferris Wheel Foreman, Ride Help to drive semis, first-class Scenic Artist and Sign Painters. Long season. Wire

Fayette, Ala., Fair this week; other Fairs to follow.

## GOLD MEDAL SHOWS

WANT FOR FIVE ALABAMA FAIRS

SEVERAL FREE ACTS (state your lowest). HAVE COMPLETE SIDE SHOW FRAME-UP AND EQUIPMENT. Want Manager with People to take it over. WANT COLORED MUSICIANS AND CHORUS GIRLS FOR COLORED MINSTREL SHOW. CAN PLACE PENNY ARCADE AND LEGITIMATE MERCHANDISE CONCESSIONS OPERATING FOR NOT OVER TEN CENTS. ADDRESS: COLUMBUS, MISS. (Fair), this week; TROY, ALA. (Fair), next week.

## FIDLER UNITED SHOWS

Want Shows and Concessions of all kinds that work for Stock for the following bona fide Celebrations and Fairs: Eaton, Ind., Fall Festival, on the streets, September 23-28. Address F. SMALL, Eaton, Ind. Norris City, Ill., Fall Festival, on the streets, September 25-29. Address D. DAVIS, Norris City, Ill. Heber Springs, Ark., Fair, October 2-5. Address MOODY IRWIN, Heber Springs, Ark. Conway, Ark., Fair, October 2-5. Address S. FIDLER, Conway, Ark.

## St. Louis

ST. LOUIS, Sept. 21.—L. S. (Larry) Hogan, general agent for Amusement Corporation of America, spent several days here this week, en route from Chicago to points South. Nat Hirsch, one of the Showmen's League good will ambassadors, spent two days in the city visiting friends. A. (Booby) Obadal, Jimmie Reese, and Doc Henri Clayton, Texas Exposition Shows, made a hurried trip to the city last week. They visited Charles T. Goss, Standard Chevrolet Company, to see about some additional motor equipment.

James A. Jackson, for many years editor of Jackson's Page in The Billboard, was among visitors to The Billboard office here. Joseph Scholibo passed thru the city last week en route to his home in Houston, Tex. He visited relatives here. Floyd (Whitey) Newell, director of publicity for Hennies Bros. Shows, stopped over Monday, en route to Springfield, Mo., where the show will play the Ozark District Free Fair. Quite a few show people residing here plan on making the jaunt to Springfield to visit the fair, of which the genial Frank Fellows, of Springfield Wagon & Trailer Company, is president. Steve F. Handing, Alamo Exposition Shows, was among other visitors on Tuesday. He was visiting his parents and relatives and reported a good season. Victor Canares, agent for Mighty Sheesley Midway, was in the city Tuesday, executing railroad contracts. Steve Henry, Los Angeles correspondent of The Billboard, spent several days here last week visiting relatives and friends. Charles T. Goss, Standard Chevrolet Company, returned yesterday from an extended trip on which he visited carnivals.

Matt Dawson, Acme Premium Supply Company, left Wednesday for a trip thru the South to visit shows. Francis L. Deane, Fulton Bag & Cotton Mills, returned yesterday from a three-day trip thru Illinois. Frank Hanaaki, who has been operating his concessions with Oliver Amusement Company, plans on making fairs in the South. He plans to leave in about two weeks; Eugene E. Franklin, who has spent the season on the Barker Shows, passed thru Sunday, en route to Bonne Terre, Mo. Local showmen and members of the International Association of Showmen were pleased to learn of the improved condition of Walter Hale, who is in Alexian Hospital, Chicago. Tom W. Allen, erstwhile partner of C. A. Wortham, continues to be the showman's guide in this city and his Kick Inn Cafe the mecca for many showfolk passing thru. George Davis Johnny J. Jones Exposition, who was called here on account of the illness of his mother, Mrs. Millicent Navarro, left Monday. His mother is much improved.

## FINAL CURTAIN

(Continued from page 28)

stunter at Canadian fairs, killed in action over London recently. Survived by his parents, two brothers, and a sister.

SELBINI—Willie, vaudevillian, September 15 at his home in Somerville, N. J. He and his wife formed the bicycle act known as Grovini and Selbini, performing with the Ringling circus and as a member of the Watson-Dupree Company.

SMITH—Simon (Si) Patrick, advance publicity man with the Ringling circus, September 15 at Springfield, Mo., after a week's illness. His parents, two brothers, and five sisters survive. Funeral in Portland, Ore.

STRAIGHT—Charley, 40, orchestra leader, in Chicago September 22 when struck by an auto. Straight's orchestra had played long engagements in New York and Chicago and played at the Chicago A Century of Progress in 1933-34.

STANLEY—Mrs. Lizdo, wife of George Stanley, with Bantly's All American Shows, September 15 at Blackstone, Va., where the shows were playing. Remains were shipped by George and Josephine Stanley to a vault in Toledo, O., for later interment.

SWEET—Grace, accordionist and wife of Al Sweet, former band leader of Ringling Bros. circus, September 20 in Chicago of tuberculosis. For years she was widely known on Chautauque circuits. Later she played fairs with her husband's band. Survived by her husband. Burial in Mount Hope Cemetery, Chicago.

THOMAS—Emily L., pianist and music instructor, long prominent in Northeastern Ohio theatrical and opera circles, September 13 at her home in Conneaut, O., after a long illness. She once headed the piano department of Monmouth (Ill.) College, and also was accompanist for Madame Cyrena Van Gordon. Burial in Conneaut.

VANE—Denton, former actor, September 17 of a heart attack in Union Hill, N. J. He belonged to the Lambs and had been a member of the Green Room Club and the NVA. He leaves a sister.

WILSON—Burtis H., 63, father of Burtis L. Wilson, widely known circus fan, September 10 in Chicago. Survived by his widow, two sons, and a daughter. Burial in Memorial Park, Chicago.

ZEUCH—Oscar E., 75, musician for 60 years and first manager of Smittie's Band, at his home in Cincinnati September 20 of a heart attack. During his long career Zeuch served under most of Cincinnati's prominent band leaders. He retired five years ago. Survived by a son, Edward, and two daughters, Mrs. Albert Schroder, and Mrs. Gus Kreuter. Funeral services at the residence September 23, followed by cremation.

## Miller Brothers' Shows WANT

Concessions of all kinds. Address Mr. Tommie Carson. Want Talker for Midget Show, Girls for Girl Show. Can use Monkey Show, Fun House, or Motor Circus. Want Octopus. Address Spring Hope, N. C. Fair this week; Enfield, N. C., Fair next week.

## FRANKS GREATER SHOWS

Want for following fairs: Austell, Ga., Legion Celebration week September 23; Macon, Ga., Family Lot Legion Celebration week September 30; Marion County Fair, Butler, Ga., week October 7; Taylor County Fair, Doona Vista, Ga., week October 14; Turner County Fair, Ashburn, Ga., week October 21 and five more Georgia fairs—Shows with or without outfits. Concessions all open except Corn Game, Cookhouse, Diggers. Concession Agents for Ball Games, Penny Pinches, Good Griddle Man, Girls for Girl Show, Ride Men. All wire BILL FRANKS, Austell, Ga., this week. Then per route.

## CARNIVALS WANTED

GREAT GRIFFIN EXPO & FARMERS' FAIR

Griffin, Ga., Week Nov. 4th

Also

LAMAR COUNTY FAIR

Barnesville, Ga., Week Oct. 25th

Address: SECRETARY, P. O. Box 1000, Barnesville, Ga.

## GREAT EASTERN SHOWS WANT

Chaperone, Kiddy Rides, also use Flat Ride, Want High Free Act, Divers, Wire Ladders, Diving Act. Can place Shows of all kinds. Also legitimate Concessions of all kinds. Estimates on Bingo, Talker Bros., wire. All address: NAYLOR DE GRACE this week.

## WANTED FOR MASON COUNTY POTATO FESTIVAL

October 1-5, Point Pleasant, W. Va.

Where 50,000 attended last year. Rides and Concessions of all kinds. No X. All address: JACOB PRYOR, OWENTON, KY.

## DURHAM COUNTY COLORED FAIR

WEEK OCTOBER 7

Everything Open RIDES, SHOWS, CONCESSIONS This will be the outstanding Colored Fair of the South. Write, wire. MEL THOMPSON, Durham, N. C.

## ROGERS AND POWELL

Wants Musicians and Performers for Minstrel Shows, Concessions and Shows of all kinds. Also Legals for fairs at once for following county fairs: Spitzer, Quitman, Macon, Forest, Canton, Charleston, Port Gibson, Passapatania. All Minstrel in the cotton. Address Shelby, Miss., this week.

## FOR SALE

Smith and Smith Chair-o-Plane, complete, \$400.00. Side Show, complete, 12x20, \$250.00.

BOX D-93, The Billboard, Cincinnati, O.

# Club Activities

## Showmen's League of America



Sherman Hotel  
Chicago, Ill.

CHICAGO, Sept. 21.—This is the final week of League summer activities. Regular meetings open October 3 and we are on our way to a tour from a pleasant visit with the Johnny J. Jones Exposition at Louisville, bringing in applications of Wolfe W. Rosenstein and Burke L. Pike Jr., and dues from Solie Wasserman, Earl Galpin, Thomas Sharkey, Howard Loughner, Joseph Stij, J. C. Thomas, Tom M. Allen, John Yazvac, John Wehrley, Richard John Morasco, Lou Leonard, Eddie Coe, Ralph Reynolds, Jack Jacobson, and Vincent Lococo. Co-chairman E. Lawrence Phillips and League Steward Buddy Paddock say they will have more applications and another lot of dues to send in after the Atlanta Fair. Others sending dues during the week were L. J. Heth, Lester R. Lewis, Jack Perry, W. E. Donahue, Charles Mercer, Fred H. Kressmann, Ben Kaplan, Joseph Bolner, Harry L. Small, Fred P. Donnelly, A. A. Craig, William Crickloff, Morris A. Haft, Max B. Brant. (See SLA on page 57)

and help make this the outstanding event of the season.

We regret to announce the death of Joe Engel, who passed away September 14.

Members who receive this issue of *The Billboard* on its first day's appearance on the stands are reminded that the first meeting of the season takes place Wednesday, September 25, at 9 p.m. Brother John Greenwood, who was working at Palisades Amusement Park, is in Holy Name Hospital, Teaneck, N. J. (See NSA on page 57)



## Pacific Coast Showmen's Assn

623 1/2 South Grand Ave., at Wilshire  
Los Angeles

LOS ANGELES, September 21.—If Cole Bros.' Los Angeles business measures up to the number of inquiries the club has received about the show, they will have 'em strawed, with an overflow delegation hanging on the rigging. Interest is hot and anyone who is nursing the screw idea about circuses being relegated to the realms of antiquity should sit on the business ends of our telephones for an hour and learn how much they are mistaken. So long as Mr. and Mrs. John Q. Public are interested in obtaining full value in amusement merchandise the circus will continue as an outstanding factor in the entertainment field.

Brother John Alexander Pollitt went thru a rather unpleasant experience this week. He decided to leave his car on a parking lot Monday night and when he went after it the next morning he found that someone had appropriated it. The next morning it was found near Glendale, Calif., minus the battery and a few personal articles.

Having accepted an appointment as rear admiral for the Ship of Zion, the (See PCSA on page 57)

## National Showmen's Assn



Palace Theater Building  
New York, N. Y.

NEW YORK, Sept. 21.—The jamboree held at the Reading Fair last week on the Cettin & Wilson Shows proved to be a success and the organization extends its gratitude to all those who participated. President Max Linderman wired in that he will hold a huge jamboree for the organization at the Richmond Fair. All members who will be in the vicinity are urged to attend

## THE MIDWAY CHAMPION



## THE 7-CAR PORTABLE TLT-A-WHIRL

The popular favorite of America's Midway Public—Consistent Top Money Winner for owners—Modern streamlined—superior construction—economical operation—Priced right—terms reasonable. Wire, phone or write about earliest delivery dates.

Sellner Mfg. Co., Inc.

FARIBAULT, MINN.



## Heart of America Showmen's Club

Reid Hotel  
Kansas City, Mo.

KANSAS CITY, Mo., Sept. 21.—Banquet and Ball Committee reported that sale of tickets for the annual event, which will again be held New Year's Eve at the Hotel Phillips, is progressing satisfactorily and that indications point to a record-breaking crowd attending.

Several members of Rubin & Cherry Exposition were visitors while en route to Kansas State Fair, Topeka. Ginger Ray, of B. & C., was in search of talent for the Posing Show. Brother Roy Marr, of All-American Exposition Shows, was in on a business trip, as was Mr. Bing of the Landes Shows. Whitey Gore stopped briefly while en route to California. He was accompanied by his daughter and her two children, who had returned from England. Mr. and Mrs. Wally Brunk, who operated the cookhouse on the State Fair Shows, are en route south. The cookhouse was de- (See HASC on page 57)

## CHILlicothe, OHIO AUTOMOTIVE AND MERCANTILE FESTIVAL

SEPTEMBER 30-OCTOBER 5 INCLUSIVE

Location: City Park by Business District.

All Legitimate Concessions Open Except Bingo.

Address Inquiries:

THE F. E. GOODING AMUSEMENT CO.

1300 NORTON ROAD

COLUMBUS, OHIO

## WANT YAZOO COUNTY FAIR WANT

In Heart of Mississippi Oil Field—Sept. 30 to Oct. 5

Followed by Wayne County Fair, Waynesboro, Miss.; Negro State Fair, Jackson. Concessions—Ball Game, Fish Pond, Cig. Gallery or any 10c Stock Concession. Will sell exclusive on Digger, Frozen Custard, 3 Mississippi Delta Fairs following Jackson. Rides—Want Octopus, Roll-o-Plane. Can place two Grind Shows.

## WALLACE BROS.' SHOWS

Greenville, Miss., this week; Yazoo County Fair, Yazoo City, Miss., Sept. 30th to Oct. 5th. P.S.: Want Ride Help. Write or come on.

## Alamo Exposition Shows

CAN PLACE FOR FAIRS AND CELEBRATIONS IN LOUISIANA AND TEXAS:

SIDE SHOW WITH OWN TRANSPORTATION, ALSO OTHER SHOWS OF MERIT WITH OWN TRANSPORTATION. LEGITIMATE CONCESSIONS OF ALL KINDS. PENNY ARCADE (excellent territory for same). WILL BUY FOR CASH OR BOOK ROLL-O-PLANE. HAVE LOOP-O-PLANE FOR SALE. THIS SHOW STAYS OUT UNTIL DECEMBER 1. Address: Dennison, Texas, this week; Mt. Pleasant, Texas (Fair), Oct. 1 to 5; Natchitoches, La. (Fair), Oct. 7 to 12; then per route in The Billboard. Permanent Address: JACK RUBACK, Mgr., LaMar Hotel, San Antonio, Texas. NOW BOOKING SHOWS FOR 1941 SEASON. FAIR SECRETARIES ARE INVITED TO INSPECT THIS SHOW.

## ZACCHINI BROS.' SHOWS

WANT FOR THE FOLLOWING FAIRS

This week, Lenoir County Recreational Fair, Kinston, N. C.; Five County Fair, Zebulon, N. C.; 25th Anniversary Free Fair, Louisville, N. C.; Johnston County Fair, Smithfield, N. C.; followed by bona fide Fairs till Armistice Week, then our Florida Fairs. Shows of all kinds not conflicting. Live Pony Ride. Concessions of all kinds, including Wheels, Grind Stores, Photos, Ball Games, Hoop-La, Diggers, Pitch-Till-U-Win or any other Concessions except Cookhouse, Pop Corn, Apples, Snow, Bingo. Address all inquiries to ZACCHINI BROS.' SHOWS, Kingston, N. C., this week; then Zebulon, N. C.

## WANT SHOWS, RIDES AND CONCESSIONS FOR TEXAS EXPOSITION SHOWS

DONALDSONVILLE, SOUTH LOUISIANA, STATE FAIR, SEPTEMBER 29 TO OCTOBER 6, AND ALEXANDRIA MID-STATE FAIR, SEPTEMBER 30 TO OCTOBER 5. TWO OF LOUISIANA'S TOP FAIRS.

Special proposition for Rides for Alexandria. For space in Donaldsonville contact H. P. HILL there now. Space at Alexandria contact N. L. DIXON. Shows of all kind open. Special proposition for Mistrated Show both dates. All Concessions open. No X except Novelties at Donaldsonville. No X at Alexandria. Come one, come all. Good proposition for Bingo. Six good Texas Fairs to follow.

## EVANGELINE SHOWS WANT

Shows of merit with or without canvas. Have small Tent, will furnish for any good single attraction. Concessions—Scales, Custard, Ice Cream, Palmistry, Novelties, Mouse Game, Red and Black, Fish Pond, Duck Pond, Post Office, Hoop-La, Clothespins, Darts, Grab Joint, Lead Gallery. No exclusive except Corn Game. Show out all winter. Texarkana, Ark., week Sept. 23-28; Coushatta, La., Fair, Oct. 1-5. C. R. LEGGETTE, Mgr.

## BANTLY'S ALL AMERICAN SHOWS CAN PLACE

For Lee County Fair, Sanford, N. C., September 30-October 5. Concessions of all kinds, Eats, Drinks, Novelties, Diggers, Wheels, Coupon Stores, Pitch Till U Win, High Striker, Photos, Candy Apples. All address this week, Mebane, N. C.

## POPCORN

There are three good reasons why smart Concessionaires buy their Popcorn Supplies from us:

1—HIGH QUALITY 2—LOW PRICES

3—SAME DAY SHIPMENT

A postal card will bring our latest price list.

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North Tonawanda, N. Y.

Advertising in the Billboard since 1905

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CASH WITH ORDER PRICES - SPECIALLY PRINTED - SIZE 1x2

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30,000.. 9.85	70,000.. 15.65	150,000.. 27.25	500,000.. 78.00
40,000.. 11.30	80,000.. 17.10	200,000.. 34.50	1,000,000.. 150.50

Above prices for any wording desired. For each change of wording and color add \$3.00. For change of color only, add 50c. No order for less than 10,000 tickets of a kind or color.

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ONLY 5c, 10c, 15c & 20c  
1 ROLL.....50c  
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## WELDON, WILLIAMS & LICK FORT SMITH, ARK.

IF ADMISSION IS OVER 20c NAME OF THEATRE AND TAX MUST BE PRINTED ON TICKET—FEDERAL TAX 15 ONE (1c) CENT FOR EACH TEN (10c) CENTS

# Midway Confab

(Communications to 25-27 Opera Place, Cincinnati, O.)

**HOPES** lie down yonder.  
O. C. H. McCLAIN, Davis & Parrott Shows, reports that the stand in Boone, N. C., was good.

**HAROLD REED** joined United American Shows in Corinth, Miss., with two concessions, scribes Walter B. Fox.  
**MAE** and Red Doebber joined Elite Exposition Shows in Beaver City, Neb., with two concessions, writes Don Foitz.

**TOUGH** is the route without cotton or tobacco on it.

**LOUIS ISLER** scribes that he closed with J. L. Landes Shows, joining Henries Bros.' Shows in Springfield, Mo.

**BILL WILLIAMS**, Alamo Exposition Shows, took delivery on a new trailer in Woodward, Okla.

**JOINING** Royal Exposition Shows with three concessions for remainder of the season were Mr. and Mrs. Charles Carper.

**WHEN** did they start calling office boys assistant managers?—Cat Rack Annie.

**WILLIAM KRUG**, accountant with Fuzzell's United Shows, has been ill for the past two weeks, reports F. W. Pratt.

**MARTIN H. DACEY**, who is spending his 16th winter at Miami, Fla., cards that he recently closed his 35th season at Revere Beach, Mass., as all-day grinder.

**TAKING** delivery on a new 24-foot Schult house trailer in Fort Madison, Ia., were Mr. and Mrs. Ray Wheelock, United American Shows.

**TROUBLE** with that commonwealth plan was that it was too common and did not have any wealth.—Cousin Peleg.

**NEW** attractions with Kaus Exposition Shows are an illusion show belonging to Al Greer, who joined recently, and Korn's Glass House, reports Lester Kern.

**BERTHA BERT** cards that she closed with the J. J. Page Shows and is now annex attraction on the World's Fair Shows in North Carolina.

**MRS. HUGO ZACCHINI** assumed duties of general manager of Zacchini Bros.' Shows in Raleigh, N. C., reported Bill Snyder.

**WHAT** a boomerang is a press pass handed out with an exorbitant "service" charge tied to it!—John Onceyear.

**H. M. KILPATRICK**, special agent of Crystal Exposition Shows, visited Sam Lawrence Shows at Rutherfordton (N.

## Swallowers

**AMONG** what used to be called concession agents there has developed a breed that must be called swallowers. They manage to get away with most of the receipts on the plea that the dough was given to the sticks. At any rate, they "swallow" most of what they handle. In the morning they say, "Gimme!" and at night they say, "Lemme take." After the season is over there will be nothing left to swallow, so they will have to swallow one another until there is only one swallower left—and he'll be so lonesome he'll knock himself off—HI-KI.

**BERT DONNELSON**, street decorator, scribes from Hattiesburg, Miss., that he visited United American Shows in Macon, Miss., and that C. A. (Curley) Vernon has a good-looking outfit.

**"AFTER** two years as general agent of Fidler's United Shows, I have resigned to take over the management of the Michigan Amusement Company, Grand Rapids," reports J. O'Brien.

**GEORGIA BROWN**, of Miss America's Tableaux with Cetlin & Wilson Shows, celebrated a birthday anniversary during Reading (Pa.) Fair engagement, trouper fetter her with a party.

**BRIGHT** sayings of our children: "Papa, who's the old infamy in the unmayfy atway!" "Ex-ney, Obbybay, that's the ounkyay ospyay!"

**IN** a hospital at Wood, Milwaukee County, Wisconsin, since July 18, Jimmie Rea, well-known show talker, writes that he expects to be there for some time yet and would like to hear from friends.

**"MOTOR** City Shows got off to a good start here and several concessionaires



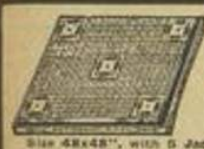
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**PENNY PITCH GAMES**

Size 48x48", Price \$20.00.  
Size 48x48", With 1 Jack Pot, \$30.00.  
Size 48x48", With 2 Jack Pots, \$40.00.

**PARK SPECIAL WHEELS**  
20" in Diameter, Beautifully Painted. We carry in stock 12, 15, 20, 24, and 30 number wheels. Price \$12.00

**BINGO GAMES**  
75-Player Complete \$5.00  
100-Player Complete 7.25

SEND FOR CATALOGUE.  
Full of New Games, Blankets, Delta, Lamps, Aluminum Ware, Games, etc.  
**SLACK MFG. CO.**  
124-128 W. Lake St., Chicago, Ill.

## ASTRO FORECASTS AND ANALYSES

Oulja Botta, Answers All Questions, Each . . . \$ .25  
Scientific, 2 1/2 x 4 1/2, Typewritten, Per M. . . 6.00  
Analysis, 3-p., with Blue Cover, Each . . . . . .03  
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Forecast and Analysis, 9-p., Fancy Covers, Ea. . . .05  
Samples of the 3 Readings Four for 25c.  
No. 1, 34-Page, Gold and Silver Covers, Each . . .30  
Wall Charts, Heavy Paper, Size 28x34, Each 1.00  
Gazing Crystals, Oulja Boards, Planchettes, etc.

### NEW DREAM BOOK

120 Pages, 2 Sets Numbers, Clearing and Policing, 1200 Dreams, Bound in Heavy Gold Paper Covers, Good Quality Paper, Samples \$0.15  
**HOW TO WIN AT ANY KIND OF SPECULATION**, 24-Page Booklet, Beautifully Bound, Samples, 25c.  
**PACK OF 78 EGYPTIAN F. T. CARDS**, Answers All Questions, Lucky Numbers, etc., \$50.  
**ZODIAC F. T. CARDS**, Pack . . . . . \$50  
Grandiose Charts, 2x17, Sam. 50c per 1000 \$8.00  
**MENTAL TELEPATHY**, Booklet, 21 P., 25c  
**"WHAT IS WRITTEN IN THE STARS"**, Folding Booklet, 12 P., 35c. Contains all 12 Analyses.  
Very Well Written, Prof. Dot. 50c; Sample 10c.  
Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D. 25c Deposit. Our name or ads do not appear in any merchandise.

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**SKY-HIGH BRAND MINN-HYBRID 250 Dwarf** Hybrid, a GENUINE HYBRID selected by us, assures you maximum return. We also stock top quality South American, Yellow Pearl, Spanish White and Standard Dwarf Hybrid. Complete line of Popping Supplies, Corns, Bags, Salt, also Balled in the Shell. Write for latest price list.

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**S. BOWER** BELLEMEAD, NEW JERSEY

## WANTED

Feature for Annex, also Freaks and Working Acts for P.M. Stay out until December. Answer by wire to

**MARINE FIRESTONE**  
Care Bill Haines Shows, Marshall, Tex.

**SHOWS WANTED TEXAS TRI-COUNTY FREE FAIR**  
Oct. 1-2-3-4, Guyton, Okla.

No Girl Shows. Will book Concessions working for \$3000 net conflicting.  
**BRODBECK BROTHERS' SHOWS**



**WHILE WEST BROS.' SHOWS** were playing Houston County Fair, Caledonia, Minn., the fair board surprised Owner J. W. Laughlin and Donna Mae Trueblood with a birthday party. Photo, showing West Bros.' Shows band in background, was taken after the former fair secretary, Ed Zimmerhaki, and Mrs. Zimmerhaki had presented the honor guests, who celebrated their birth anniversaries on the same day, with a large birthday cake. Middle row, left to right: M. Roden, A. Winters, P. O. Strecker, L. Beth, fair concession manager; Mr. and Mrs. Don Trueblood, and Mr. and Mrs. G. Clark. Front row, left to right: Ed Bruer, J. W. Laughlin, and Donna Mae Trueblood, Tommy Dunning, and Mr. and Mrs. Zimmerhaki.

**HARRY HELLER**, manager of Heller's Acme Shows, visited World of Fun Shows when they played Mathews (Va.) Fair.

**MRS. JAMES BUCCINI** reports she has added palmistry on Art Lewis Shows. She has with her Mrs. Jean Davis, reader, and Mrs. Jasper Edwards, tickets.

A so-called minkow just had a whale of a business in Mississippi.—Milo McCoof.

**DURING** the engagement of John H. Marks Shows in Danville, Va., Mr. and Mrs. Rex M. Ingham visited Press Representative Walter D. Nealand.

**"AFTER** closing with my ride on Great Lakes Exposition Shows, I am visiting with my sister, Rose, in Buffalo, N. Y.," cards Harry E. Hunting.

**"AM** leaving Reynolds & Wells Shows in two weeks to open my museum in Houston, Tex.," cards R. Terrill. "Have had a successful season."

**THE** boss says he is sick of the sight of plasters—and he hasn't got the lumbago, either.—Side Show Sal.

**STILL** with E. O. Douglas Greater Shows are Mr. and Mrs. Earl Harvey, the latter known as Jolly Lee, fat girl on Ted Metz's Side Show. They plan to winter in the State of Washington.

**C.) Fair.** He was en route from Harriman, Tenn., to Mount Holly, N. C.

**"HAD** to close with Franks Greater Shows recently, as I was about to lose my eyesight," writes W. E. Stanley from Veterans' Hospital, Atlanta.

**SHIRLEY WORL**, former carnival trouper, reports she has enrolled in school in Washington. Her father now works for the government.

**J. L. (TEX) CHAMBERS**, concessionaire with Crowley's United Shows, reported the York (Neb.) date, August 28-31, was good for him.

**WHY?** The loudest carnival knockers are always first in line for free passes and the most of 'em.

**CONCESSIONAIRES** joining Buckeye State Shows in Grenada, Miss., were Dave Sewell with four, and Mr. and Mrs. Hoener.

**A** MIDWAY sprinkler may not be much to look at, but the dividends it pays are as pretty as those of the most ornate attraction.

**"SINCE** joining Barfield's Cosponsorship Shows I have purchased a larger tent for my museum," cards Al Alfredo. "I plan to remain with the show until close of the season."

## DEPENDABLE

F. E. Gooding, Columbus, Ohio, has purchased 5 V-Belt Model E.L.I. POWER UNITS this year. "Ride Men who know 1/2 in. value invariably choose E.L.I. Power equipment."



**ELI BRIDGE COMPANY**  
Builders of Dependable Products.  
N. West Street, JACKSONVILLE, ILL.

## THE IMPROVED CHAIRPLANE



The Chairplane can be had in two heights with 18 ft. and 22 ft. towers, making the entire height 26 ft. and 30 ft. The 18-ft. tower side has shorter awnings, consequently can be operated on smaller space and under most trees and overhead wires. Newly arched exit and entrance signs and improved ticket booth have been added at no extra cost. Please write for prices and description.  
**SMITH & SMITH, Springville, Erie Co., N. Y.**



We carry a complete line of Eastman Direct Positive Super Speed Paper, Developer, Chemicals, Mounts, Holders, Glass Mirrors, etc.  
1 1/2 x 2 1/2 \$2.50  
2 1/2 x 3 1/2 \$4.75 per roll; Mounts \$1.50  
3 1/2 x 5 \$9.50 per hundred; \$25.00 per thousand.  
Orders positively filled same day as received. 10% deposit with order, balance C. O. D. Write for free catalog and circulars.  
**M. K. BRODY**  
1116 So. Halsted St., CHICAGO, ILL.  
In Business 29 Years.

joined," pens Press Representative Harvey (Doc) Arlington from Gallon, O. "Owner Horwitz plans to take the show south in late October."

**TROUPERS** joining Silver State Attractions in Elko, Nev., were Mr. and Mrs. G. L. Turner, photo gallery operators. Elmer Davis, Merry-Go-Round foreman, who had been ill with pneumonia in Ely, Nev., rejoined.

**REPEATED** by request. What are you going to do during the winter? We don't mean this one—the next one.

**AT KENTLAND, Ind.**, Bob Terry joined Gold Medal Shows with his Funhouse and two concessions, and Mr. and Mrs. Ray Duffy and Ralph and Dorothy Morocco rejoined after a four-week absence, writes H. B. Shive.

**MRS. C. L. DUTCHER**, Hot Springs, Ark., advises that she recently visited C. L. Dutcher, Penny Arcade operator on Goodman Wonder Shows, at Tulsa, Okla. While there she visited her two sisters and brothers-in-law, whom she had not seen in years.

**DOTTIE KEARNS**, formerly of Art Lewis Shows, who finished the season with Pine Tree State Shows, is playing club dates, doing singing and dancing, reports Peggy Crowley, her booker. She is appearing at Club Lito, Hartford, Conn.

**AMONG** the unskilled acrobatic acts at the fair in Dixie probably will be the usual troupe of fence-jumping ticket sellers.

**JIM McHUGH**, press representative for World of Mirth Shows, visited his home in Fitchburg, Mass., while the show jumped from Rutland, Vt., to Brocton, Mass. While at Rutland, McHugh entertained Fred H. Russell, of The Bridgeport (Conn.) Post-Telegram.

**WHEN** Dee Lang's Famous Shows played Gibson County Fair, Trenton, Tenn., Baby Lee, side-show fat girl, and Pauline Leonard, ball game worker, were overcome by heat, the latter requiring medical attention. Baby Lee returned to work a few hours later.

**"WE CLOSED** a successful season with our Ten-in-One on World of Pleasure Shows, jumping to Kentwood, La., where we put our daughter, Bettie Belle, in high school," card Sailor and Pearl Harris. "We are playing spots with the Harry Burke Shows."

**SOME** of the boys who have squawked about winter quarters overalls may soon get nice new outfits—of olive drab.—Whitely Cooks.

**THE** business in May and June in gold mining territory was poor because of rain, the season since has been satisfactory and Conklin Shows are slated to go to quarters in Brantford, Ont., on October 7, pens General Agent Merrick B. Nutting.

**CONCESSIONAIRES** Happy and Mickey Hawkins, John H. Marks Shows, entertained Mr. and Mrs. Harry Weakley and their adopted son, Jackie, Martinsburg, W. Va., during the stand in North Wilkesboro, N. C. Mrs. Weakley is Mickey's sister and a former trouper.

**VISITING** Dodson's World's Fair Shows, Portsmouth, Va., were Mrs. William Jones, wife of the well-known corn game operator; Max Gruberg, Gruberg's

**Pasture Players**

**FOR YEARS** baseball clubs have flourished on circuses. The Sparks Show was said to have the best club of any of them. Hagenbeck-Wallace Circus during the Howard Bary ownership had a fine soft-ball club... and they all went in for challenging local ball clubs. Now comes a new type of challenge. Beckmann & Gerety Shows have a golf foursome that challenges anybody in or out of show business. This is the unbeaten line-up: Chester Arthur, Ralph Vogel, Johnny Lavin, and Harry Dennis, with Bill Naylor ready if any of the boys lose form. Chester Arthur made a hole in one at Ionia (Mich.) Country Club on the 147-yard 7th hole. And as he was playing with the golf pro, his word could not be doubted. Betty Hartwick is busy selling tickets for the BO benefit for the Showmen's League Home Fund. The frolic will take place in Shreveport when the show plays the State Fair in Louisiana.

World's Exposition Shows, and Tom Buchanan, circus and carnival operator, pens Johnnie Reeves Jr.

**MANAGER** of Famous Pinhead Shows (to secretary)—"Hurry up and collect our electric light money from Mrs. C. A. Sho's having a good play on her concession."

**MRS. NORMA LANG**, treasurer of Dee Lang's Famous Shows and wife of Owner Dee Lang, received a number of congratulatory telegrams and a gift from troupers on a birthday anniversary, celebrated when the shows played Hope (Ark.) Fair, reports Dan J. Meggs.

**MRS. W. H. THRALLO**, mother of Margaret Ragland and Tillie Palmateer and well known to West Coast showfolk, is seriously ill. Tillie Palmateer recently returned from a visit to Golden State Shows, reporting her sister bought a new trailer. She also visited Joyland and Crafts' 20 Big Shows.

**"WHILE** playing street fairs at Le Roy and Rantoul, Ill., with Imperial Shows, Ann Gallagan's bingo and Jack Galluppo's cookhouse had big business," writes Douglass Christian. "After closing hours many showfolk danced to the music of Tiny Hill, Art Kassel, and Blue Barron, featured attractions."

**ADVICE** to those so often in durance vice: Why not retire gracefully from the picture instead of making yourself obnoxious to the boss and everyone around you?

**"HAD** one of the best weeks of the season at Scottsboro (Ala.) Fair with my



**MR. AND MRS. IRA BURDICK JR.**, who were married on August 28 in Sonora, Tex., plan to honeymoon in California at close of the 1940 tour of Burdick's All-Texas Shows. Bridegroom is the son of Mr. and Mrs. Ira Burdick, operators of the Burdick Shows. The bride, daughter of Dr. Frank LeMarr, showman, flew to Texas from Florida for the ceremony, performed by a justice of the peace while the shows were playing Sonora.

**Harem Show** under management of Tex Putegnot, Inks Pinky Pepper, Scott Bros' Shows. "My sister, Linda Lopez offers her Dance of the Pyramids and I portray the ride of Cleopatra on the barge."

**WHEN** Art Lewis Shows played Staunton (Va.) Fair General Manager Lewis took delivery on a 1941 two-tone Buick sedan and Business Manager E. B. Braden purchased a new Packard sedan for Mrs. Braden, who returned to the show after having spent several weeks at home in Tennessee.

**FAMOUS** words of famous managers: "If you want money, see my secretary. If you want advice, consult my assistant, and if you want an argument, see me."—C. A. Vernon.

**MR. AND MRS. J. J. (DOC) KELLY**, who were injured in an automobile accident near Kokomo, Ind., on August 30, write that minor damages were done to their trailer and that their truck, which had a platform built on it and six new heavy duty tires, was damaged so badly it had to be junked. The Kellys were unable to collect damages.

**AFTER** finishing a date for the American Legion Post, Auburn, Mass., The Thunderbirds go to the Hofbrau, Lawrence, Mass., with a two-people act, reported Pat Kling. From there they

go to Great Barrington (Mass.) Fair. "Outdoor business in New England is fair, but there has been quite a bit of rain and cold weather," says Kling.

**"WEATHER** is fine and business is above average," pens O. C. H. McClain, formerly of Mighty Monarch Shows and now with Davis & Parrott Shows, from Boone, N. C. "I also handle mail and The Billboard on this show. Mrs. McClain has remained with the Monarch Shows as agent. Our fair dates have started."

**"THE** main reason that I resigned as g. a. was so that I could get paid off, as the boss would not take his foot off of my dough as long as I was on what is quaintly called the payroll."

**BUCKEYE** State Shows recently played Pocahtontas, Ark., under auspices of the Young Men's Civic Club, reports show Secretary H. G. Starbuck, the committee, composed of Eddie Promberger, Bennie Sisson, Frank Rogers, Willis Tyler, H. L. Talbot, Major Christian, and Buddy Hollowell giving Manager Joe Gallier excellent co-operation.

**NOTES** from Puzzell's United Shows by P. W. Pratt: Al and Mrs. Kish, owners of Diamond Lou Revue, took delivery September 13 on a Packard coupe in Jonesboro, Ark. Mr. and Mrs. O'Hara joined the Night in Paris Show. General Manager T. A. Puzzell purchased a Kiddie Aeroplane. Mr. Miller, shooting gallery operator, took delivery on a two-ton Dodge truck.

**WITH** West Coast Amusement Company playing Lodi (Calif.) Grape Festival on September 13-15, General Agent W. T. Jessup and Harry Meyers went to Shasta County Fair, Anderson, Calif., with three rides and about 20 concessions and did good business. Jessup reported business best in 10 years for the shows. On the recent tour of Oregon and Washington every town except one was above expectations.

**ARE** or are not the so-called ethics of show business the bunk when a man can jeopardize the livelihood of half a hundred people and be immune to punishment?—Colonel Patch.

**OLGA RATOFF**, three-armed girl, has joined Betty John's Side Show on Great Sutton Shows. Roster includes Andy Walker, strong man; Mr. and Mrs. Paul Blue, fireworkers; Marie Manners, electric chair; Elizabeth Medien, annex; Gladys Feblow, fishbowl; Moody Cook, tickets and second openings, and Betty John, front and annex. Mr. and Mrs. Chick Hense, formerly with Dodson's World's Fair Shows, played with the show on Labor Day, but are now with Groves Greater Shows.

**JOTTINGS** from Art Lewis Shows by Aiyne Moresency: Mrs. Jean Davis returned after visiting home folks in Louisville and placing her son, Bobby, in college there. Mrs. E. B. Braden returned from a visit to her folks in Pulaski, Tenn. She reported the health of her sister, Lula Thurman, much improved. Mrs. Lucy Williams, who has been visiting her daughter and son-in-law, Mr. and Mrs. Paul Kaduke, who have the Tilt-a-Whirl, has returned to her home in Jacksonville Beach, Fla.

**DOWN** yonder. Scene 1, opening day of fair. Ball-game queen (to ditto No. 2)—"Looks as tho this is it. I don't think we're going to get any people here." No. 2—"That's right." Scene 2, Big day of fair. No. 1 to No. 2—"This one is not so bad, after all. I wonder where all these people come from." Curtain.

**RAJAH RODAH**, side-show manager on W. E. West Motorized Carnival, reports that during the engagement at Wewoka (Okla.) Free Fair he gave a dinner for show officials; the family of Madam Maxine, residing in Wewoka, and side-show personnel. Present were Mr. and Mrs. W. E. West; Mrs. White, wife of the advance man, and daughter, Georgia; Mr. and Mrs. Poole, parents of Maxine; her brothers, Jack and Paul; Leo Palmer, human pincushion; McCellan, fire-eater and tattooer; Henry Withers, front; William Turnbull, tickets, and Dixie Lee, annex.

**IT'S FUNNY**, but the girls from the Arts and Models Show try so hard to keep their dresses pulled over their knees when in company and off the stage. The glass eater who masticates it all day and has razor blades for dessert fusses about the steak being tough when she dines out. The fire eater who seems immune to heat and flames has his hand tied up—burned by a cigarette. The man who saws his foot with a hand saw yells when he

has to walk on a rough cement floor. The sword swallower who gulps shivs and near tubes all day is so dainty she can't swallow a pill.—Dallas McLean.

**MIDWAY** notes of Zucchini Bros.' Shows by Bill Snyder from Tri-County Fair, LaGrange, N. C., September 18-21: Mark Sclar, New York producer of musical shows, joined here with a 10-people girl revue and a 20-people minstrel show. Vet Showman John Rea rejoined with his Life, Animal, and Fantasma shows. R. W. Mahn, Miami, Fla., joined with a new Chairplane. Fair received publicity over a wide area thru the medium of sound trucks, one operated by Ford Munger Jr., and the other by Bill Daley, Zucchini sound technician. Jones' bingo, operated by Don Winkler, passed out much merchandise and was a popular spot on the midway.

**NOTES** from DeLora Whitney, Shawnee, Okla.: "My parents, Mr. and Mrs. Fred P. Whitney, and I visited Alamo Exposition Shows when they played the fair here. We have made Shawnee headquarters for the past few years, taking out magic shows on the road, but for (See MIDWAY CONFAB on page 65)

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**Santa Fe Expo. Shows**

Will furnish Tops and Fronts for following Shows: Hula, Fat Girl, Geck and Monkey Show. Will book Mug joint. Positively all winter's work.

Quanah, Texas, this week.

# Direct From the Lots

## Zacchini Bros.

Raleigh, N. C. Week ended September 14. Location, Careleigh showgrounds. Business, fair. Weather, cool nights and some rain.

Scheduled date at Burgaw, N. C., was canceled while shows were en route on the 600-mile trip from Clarion, Pa., when information was received that a storm had seriously affected conditions in the area. General Agent Robert White succeeded in booking the show here. Much credit should be given the Hon. Sherwood Upchurch, who assisted Agent White in making connections, and securing the lot. Local and State politicians offered assistance in the emergency, with the result that widespread publicity was received. Newspapers and the radio station co-operated. Tuesday night 75 newboys of *The Raleigh Times* were guests. Wednesday afternoon 53 children from the Raleigh Catholic Children's Home were entertained. Refreshments were served the children after they had enjoyed rides and a matinee at the Glass Family Hawaiian Revue. Saturday's matinee was well patronized.

BILL SNYDER.

## Cetlin & Wilson

Reading, Pa. Week ended September 14. Auspices, Greater Reading Fair. Business, excellent. Weather, unsettled.

Reading Fair broke all previous attendance records and set a new one-day mark on Friday. Over 400,000 attended the fair and shows did excellent business, especially on Friday, when the Paradise Revue set an all-time record. Speedy Merrill's Motordrome, Glitter Gals, Miss America's Tableaux, Lauther's Side Show, Stranger Than They Seem, Dr. B. Garfield's Hall of Science, and Van Ault's Arcade were among ranking shows. George A. Hamid, who presented grandstand acts, visited the shows with Mrs. Hamid and George A. Hamid Jr. Other visitors were John M. Liddy, NSA executive secretary; Lowe, Hite, and Stanley, comedians; Kathleen Cronin, of the Roxettes; Eddie Roecker, singer; Billy Keaton, emcee; Sam Newpher, grandstand chairman; Roxettes; Mrs. Frank Campbell; Jerry Conn, Fulton Bag & Cotton Mills; Glenn Hyder, Ed Bridge Company; G. Snellens, contracting agent for World of Mirr Shows, and Dorothy Packman, secretary to George A. Hamid.

Fair President Stanley Olles and Secretary Charles W. Swoyer praised the shows. Afternoon business for shows and rides was excellent, particularly on Tuesday and Friday, children's days. Fitzpatrick's Wild Life Exhibits did well. Drive Yourself Scooter, Woods Hannon, manager, was top ride. A Caterpillar was added here. *The Reading Eagle* and *The Reading Times* gave much space to the shows. A night photo of the midway was run on the front page in *The Eagle*. C. H. Yeich took many pictures which were used in *The Times*. J. F. Trugel, Times reporter, wrote a feature story on Priscilla, monkey girl, and the alligator-skinned boy, illustrated with a two-column photo. J. H. Prescott, city editor of *The Eagle*, and Sunday Editor Ronald Sercombe wrote stories on the shows. Mr. Schaunz, *The Times* city editor, and Gordon Williams, sports editor, co-operated. Mr. and Mrs. Jack Schaunz, Mr. and Mrs. Anton Rojter, Rose Wilhelm, Dorothy White, Lillian Livinghouse, Billy East, and Robert Gerhart, of *The Times*, were guests of Mr. and Mrs. Jack Wilson and Mr. and Mrs. I. Cetlin. Vickie MacLeod and her mother, Mildred, Stoney Brook, L. I., and Lila Ekins, New York, visited the Cetlins and Wilsons. RAYMOND D. MURRAY.

## Dee Lang's

Trenton, Tenn. Week ended September 7. Auspices, Gibson County Fair. Weather, not. Business, poor except Saturday.

The 100-mile run made in good time. Everything was in readiness for the Labor Day opening it was also Trades Day and large crowds were on hand, but spending was light. Extreme heat kept attendance down until Saturday. John Wade, fair secretary, and his assistant, Murray January, complimented Owner Lang on improvements in the show. A committee of 10 from Jackson (Tenn.) Fair, headed by Tom Murray, United States marshal, visited Thursday. Mrs. Grace Goss, Mr. and Mrs. Blicke Reisen-

bichler, and Mr. and Mrs. Hoffmeister visited. Elizabeth Anderson is on the road again after a brief stay in a Minneapolis hospital. Milt Hinkle, operator of the Monkey Circus and former rodeo performer and promoter, visited with Cherokee-Hamond Rodeo hands, who were appearing before the grandstand. William McLean, general agent, returned from Texas and reported the shows are booked solid until Armistice Day.

DAN J. MEGOS.

## Kaus Expo

Covington, Va. Week ended September 14. Auspices, Alleghany County Fair. Weather, cool. Business, fair.

Fair association adopted a free-gate policy this year and there were good crowds on the midway each night, but daytime attendance was very light. Two nights of exceptionally cool weather undoubtedly hurt attendance, but Saturday night was warm and the midway was jammed. Mrs. Frank Steele returned from home where she was called by the death of her father. James Conners has a new top for his ball game. Concessionaires joining this week were Mrs. W. E. Sincely, ball game; E. M. McIntyre, cook-house, and A. L. Walters Jr., popcorn. Jimmie Hogins and Jack Wilson are new agents for Roy Van Sickle. Louise Hern-

## W. C. Kaus

Woodstock, Va. Week ended September 14. Auspices, Shenandoah County Fair. Weather, good. Business, good.

This is our seventh year at this fair and it is still a favorite. Shows and rides turned in good grosses and occasions reported fair business. Two rides joined here, bringing our total to 12. Walter Cox has his stock truck stolen, but recovered it Wednesday night. Russell Owens ran a bingo game for Kate Jones, a member of the colored revue, who died recently in Oakland, Md. Deceased was buried by W. C. Kaus in an Oakland cemetery. W. C. Kaus was on the sick list three days. Ralph Decker's French Casino and George Baldwin's Jitterbug Revue topped shows. On the last night grosses were not so heavy.

Oakland, Md. Week ended September 7. Auspices, K. of P. Labor Day Celebration and Fair. Free gate. Business, very good. Weather, good.

After a run from Huntingdon, Pa., show arrived in time for a 10 a.m. Monday opening. A four-county parade brought plenty of folks to the grounds and everybody did good business. Midway was larger due to many concessions coming over from the No. 1 show, which had a canceled fair at Charlestown, W. Va. Everybody was in a spending mood, rides getting heavy play and the Jitterbug Revue, Minstrel Show, Stanley's Ten-in-One, and Ralph Decker's Girl Show all getting good grosses. Punchhouse, Roll-o-Plane, and Caterpillar broke records.

SCRIBBLING GEORGE

## Gold Medal

Kentland, Ind. Week ended September 13. Auspices, Newton County Fair. Location, fairgrounds. Weather, cool. Business, poor.

Show moved in here from Elkhorn Wednesday for a three-day layoff and much needed rest. Some concessionaires took advantage of the idle days and made near-by celebrations. Dottie Moss's Thrill Show and Johnnie Howard's Cavalcade of Oddities also played dates. Virginia Carpenter is back after visiting her parents in Louisville. Fair Secretary Tony Schu reported greatest attendance in the 23-year-history of the fair. There was an excellent racing program, the WLS Barn Dance, and Franklyn Vincent's Orchestra and Revue, booked by Barnes-Carruthers, was well received, but for some reason customers failed to spend money on the midway, only two days, Sunday and Friday, registered any business. It was our poorest date in eight years at the fair. H. B. SHIVE.

## John H. Marks

North Wilkesboro, N. C. Week ended September 14. Auspices, Great North-western Fair. Weather, good. Business, fair.

With many natives still on relief as a result of the recent flood which demolished two of the leading industrial plants here, there was a noticeable lack of spending money and only fair business. Off to a slow start Tuesday, Children's Day, showers sent the kids home during the afternoon, and night business was off from former years. Afternoon business was practically nil and cool weather kept crowds away at night. Business picked up Friday, and Saturday was the big day, with main-gate attendance of 17,500 being only 1,500 less than last year. Crowds spent on the last night and all shows and rides were jammed. C. Jack Shafer's Playland Arcade did not close until 3 a.m. Secretary-Manager W. A. McNeil conducted an Auto Giveaway Saturday night, which attracted crowds. *The Northwestern Press* devoted plenty of space to the shows and John H. Sikes Jr., managing editor, was on hand nightly.

Owner Marks visited fairs at Galax, Va., and Leesville-Spray, N. C., during the week. Ban Eddington, Columbia Printing Company, visited the show. John Bullock, owner of Bullock Shows playing in Elkin, N. C., dropped in for a visit. H. N. Thompson, owner of the International Casino Posing Revue, reported a big week. Doc Anderson has several additions to his cast and now has 27 in the Club Chocolate Minstrel Revue. Evelyn Redding (Aunt Jennie) Anderson is featured and business has been excellent on fair dates. Thomas J.



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65 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$16.50. Remaining cards, \$5.00 per 100. No. 140—Extra Heavy Green Both Sides. Per 100, \$8.50.

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All Bingo and Lotto sets are complete with wood markers, light 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 returned or discarded. 3,000, size 5 1/2 x 7 1/2. Per 1,000, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50c.  
Automatic Bingo Shaker, Real Glass . . . \$12.50  
3,000 Jack Pot Bins (strips of 7 numbers) . . . 1.25  
Per 1,000 . . . . .50  
Lightweight Lapcards, 648. Per 100 . . . . .50  
3,000 Small Thin "Brewery" Bingo Sheets, 7 colors, pads of 25. Size 4 1/2 x 6 1/2. Per 1,000 . . . . .1.25  
3,000 Featherweight Bingo sheets, 6 1/2 x 8 1/2. Per 1,000 . . . . .1.50  
Lotto, \$1.25 per M. Stapled in pads of 25. Per M . . . . .1.50  
Postage, extra on these sheets.  
Bingo Card Markers, in strips, 25,000 for . . . 1.25  
Dice boards and pads, warhorse checks, coupon books, subscription books, misc. items. Cat. and sample cards free. You pay any C. O. D. fee. No personal checks accepted. Instant delivery.

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We have to sell or rent \$5,000 Government Flagg. Write your want. WEIL'S CURIOSITY SHOP, 20 S. 2nd St., Philadelphia, Pa.

## CARROLL COUNTY FAIR

Carrollton, Mo., Sept. 28th to Oct. 5th. Around the Court House. No pay gate. Cash place early show last. Girl or Athletics. Two top Ferris Armade and Concessions but no Flat Joists or Percentage.

## SUNSET AMUSEMENT CO.

Nashville, Mo., this week



PATSY SRADER, daughter of M. A. Strader, manager of the Anderson-Strader Shows, reported a good season with the two kiddie rides of which she is owner and which are booked with the shows. She left the shows in Sidney, Neb., on September 9 to resume her school work in Wichita, Kan.

don is a new agent on J. F. Dowdy's ball game. General Manager A. J. Kaus, James Kane, J. P. Dowdy, and E. W. Allen visited Art Lewis Shows in Staunton, Va.

LESTER KERN.

## Art Lewis

Staunton, Va. Week ended September 14. Auspices, Staunton Fair. Business, satisfactory. Weather, fair.

With shows and rides playing to good business, the Staunton Fair closed at midnight Saturday due to Sunday blue laws. The fair, with a 25-cent gate and good weather, was one of the most successful in 10 years and Fair President Dull and Secretary Charles B. Reiston were elated. Top money ride was the new Rocket, with Sammy Lewis's Cotton Club had the top gross for shows. Mayor Cottrell and City Manager Hall were nightly visitors. Everything has been repainted for the remainder of the Southern fair tour, and all departments are in first-class shape. Recent visitors were Mr. and Mrs. William Goss, Flourtown, Pa.; Charles Somma, Richmond, Va.; and Mr. and Mrs. Mal Fleming, Fryburg, Pa. Superintendent Howard Ingram is getting shows up on time. The new Oriental Arabian Nights Revue, under management of Dot Lane, is a money getter. Arrangements have been completed for the shows to again winter at the army base at Norfolk, Va. Everybody is optimistic over the outlook for the remainder of the season, as conditions in the territory we will play are in better shape than for several years.

F. PERCY MORENCY.

Beath, chief electrician, is installing fluorescent lighting on several show fronts. Mrs. Carrie Rafferty, operating general concessions, is doing well. Capt. George Thompson's pony ride and the Robinson elephant ride are doing land-office business. Cash and Gertrude Miller have the best show in years, with eight girl performers and an attractive frame-up. Cash is making outside openings and Gertrude is emcee. Jim Hodges was a visitor. Leonard (Skeeter) Garrett is foreman of the Twin Ferris Wheels, one of the midway's best money getters. Midway presents a patriotic note, with flags flying from every show and ride. John H. Marks started construction on new quarters in Richmond, Va. Buildings will be fabricated steel and brick construction. WALTER D. NEALAND.

### Dodson's World's Fair

Timonium, Md. September 1-12. Auspices, Maryland State Fair. Weather, good. Business, excellent.

Big attendance made grosses large here, but to offset a winner that was within our grasp, the light plant caught fire and made the date an even break. For the first time in weeks the management was sure it had a winner. Not only was the wagon destroyed, but all equipment such as sockets and switches and replacement was expensive. Honors for the largest gross among shows went to Jessie Clark, manager of Gay Paree. One of the largest grosses of the season was reported for the Skooter.

After closing Thursday night preparations were immediately begun for loading of the train under the direction of Trainmaster Johnny Brooks, but after the first section had been loaded there was a delay of many hours because of the derailment of two cars of a freight train on the siding. Tracks were cleared about 11 a.m. and the train was loaded some four hours later, but then there was another delay due to the moving of several large freight trains on the main line. Train was hooked up about 4 p.m. Friday for its 250-mile jump to Portsmouth, Va., but upon arrival at Little Creek, Va., where the train was to be loaded on barges and floated 26 miles down the river, there was another delay because the barges were not on hand. Shows arrived at Portsmouth at 8:30

p.m., to play Norfolk County Fair under auspices of Veterans of Foreign Wars. Local newspapers as well as those of Norfolk were generous with space giving, daily story and pictures. Two radio stations gave spot announcements and programs. JOHNNIE REEVES JR.

### Al Baysinger

Abilene, Kan. Week ended August 24. Auspices, fair. Business, excellent. Weather, ideal.

Shows went to town here and everyone wished this might be a 10-day affair. Attendance was heavy every day and night. Fair Secretary Ivan Robertson did everything possible to help the show. Daily papers gave shows plenty of space in reading matter and photos. News carriers were entertained and many editors from Northwest Kansas visited and were guests of Manager Baysinger, as were several school bands. The writer, having booked the season's route, is now business manager in charge of concessions and handles press.

El Dorado, Kan. Week ended August 17. Location, Legion grounds. Auspices, American Legion Post. Business, good two days. Weather, rain four days.

This fall jamboree in an oil town with nearly 1,000 refinery men steadily employed should have been better inasmuch as both shows in the spring were rained out, but the radio and newspapers kept constant warning about so many cases of sickness developing, it naturally hurt business. Manager Baysinger and several concessionaires visited T. J. Tidwell Shows in Wichita, Kan., and many of their people visited our midway. The new legion post home was opened and patronized by showfolk after closing time. The Saturday children's matinee was well attended. They will be given each week for the remainder of season, as well as Children's Day in mid-week at most fairs. Chairman Purdy, of the legion committee, was a live wire.

Burlington, Kan. Week ended August 16. Location, Murphy Park. Auspices, Clay County Fair. Business, fair two days. Weather, rain two days.

This was our first fair and attendance was off from other years due primarily to an infantile paralysis epidemic in Southeast Kansas and rain on two main days. John Redmond, editor of *The Daily Republican* and fair secretary, deserves credit for the attendance brought out on fair days. Show contracted several free acts thru the Jack Collins office. They helped get many patrons thru the pay gate. Writer had daily stories and art in all papers.

FRANK J. LEE.

### W. E. West

Perry, Okla. Week ended September 17. Location, fairgrounds. Weather, fair and windy. Business, fair.

Show made a circus move from Stillwater, Okla., to Perry after showing in the latter town until 2 a.m. We opened to a nice matinee the next day and had many visitors from Bud Anderson's Circus, located on the same lot. Thru cooperation of the two shows, the circus had a packed house and we had a large crowd on our midway both matinee and night, with Doc Rodah's Hall of Oddities leading shows. Many of the troupers have decided to organize a No. 2 show and play South until after Christmas, with James White in advance.

Stillwater, Okla. Week ended September 13. Location, fairgrounds. Auspices, fair association. Weather, unsettled and windy. Business, good.

Show opened to good attendance that prevailed all week. Rides and shows did well. Marshfield joined here with his concessions. Harry McNally rejoined and is doing well. Joe Kiplinger, Merry-Go-Round foreman, is getting it up on time. Kiddie Autos are owned and operated by H. G. Caudle, *The Billboard* agent, whose name was erroneously given in last week's issue as H. G. Crandle.

H. G. CAUDLE.

### Crowley's United

York, Neb. Week ended August 31. Auspices, Little World's Fair Committee. Weather, fair and warm. Business, fair.

Show moved here from Hastings, Neb., for a four-day stand from Wednesday to Saturday, but the show was up and opened Monday night to a small crowd. Business was only fair. Tuesday night attendance was better and business picked up some Wednesday, opening day of the fair. It opened with a parade but attendance was not what was expected. However, Thursday drew a good crowd and business was o.k. Friday drew the largest crowd, an automobile giveaway

bringing people in from all over the county. The entire show had a good day. Another giveaway Saturday night pulled good attendance, but business was only fair. Mr. and Mrs. B. C. (Slim) Cunningham reported they were satisfied with business. Mr. and Mrs. Ray Blankenship returned Wednesday from a trip to Texas and reported cotton crops looked good. Mrs. Blankenship's cousin, Bobbie Kennedy, Paris, Tex., returned to the show with them for a visit.

Hastings, Neb. Week ended August 24. Auspices, Adams County Fair. Business, fair. Weather, fair and warm.

Show moved from Norfolk, Neb., and was ready for opening day, which featured a parade which drew a large crowd, and shows, rides, and concessions did good business. Business held up thru remaining days of the fair, and Manager G. C. Crowley was pleased with results. Hawaiian Show got top money, with Miss America Show running a close second. Pappy Nelson said he had the best week of the season with his Crime Show. George Hershley, who has taken over the Slide Show since Joan Roberts left, reported business o.k. Tilt-a-Whirl and Ferris Wheel were the most popular rides. Mrs. J. L. (Tex) Chambers, bingo operator, was satisfied with business. Mrs. Myron Clevenger said it was her best week of the season for her popcorn and candy apple concession. Mr. and Mrs. Robert Kolb, operators of the Midway Cafe and several other concessions, reported good business, as did Mrs. Jewel Wilson, photo gallery operator. Hymie Schriber, Kansas City, Mo., was a visitor. R. L. BOYD.

### Burdick's All-Texas

Baird, Tex. Week ended September 14. Auspices, Fire Department. Business, fair. Weather, cool.

We have five new concessions, owned by Mr. and Mrs. Emmet Bufkin. Ira Burdick Jr. has added some stands. There have been birthday parties for Mrs. Ira Burdick, July 9; Joe Nichols, July 11; Tex Lynch, August 7, and Gladys Hornaday, August 13. All received many gifts. John C. Lay, concessionaire, and Lillian Lerner, show secretary, who were married here, will honeymoon in Middletown, O., with the bridegroom's family. LILLIAN LERNER LAYE.

### Buckeye State

Grenada, Miss. Week ended September 9. Auspices, American Legion Post Fair. Weather, cool. Business, fair. Location, edge of town on main highway.

The long anticipated first Mississippi Fair proved disappointing, due mostly to failure of the committee in providing exhibits, which killed any semblance of

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a fair and turned it into an ordinary date. Extremely cool nights also cut business. Leonard Neal added another concession and the Mechanical Show added a modernistic front. Among visitors were A. B. Friend, Batesville, Miss.; John Moran, chairman of Water Valley (Miss.) Watermelon Carnival, and Mrs. Moran; George Wood, Winona, Miss., and personnel of Hughey & Gentsch Shows, which were playing Eupora (Miss.) Fair. Owner Gallier made a trip to Jackson, Miss., in the interest of the show. Betty Savage has been on the sick list for several days. The writer and wife stopped overnight on the jump thru Memphis to pay a hurried visit to his mother and daughters. Earle Crane and family took advantage of the trip to catch up on their shopping. Whitescarver's two grab stands were top money getters.

H. G. STARBUCK.

### Fuzzell's United

Audubon, Ia. Week ended September 7. Auspices, Audubon Fair.

This was one of the best weeks in history of the show. Fair officials said attendance was greatest in 23 years. Rides and concessions had a big week. Several small attractions in the line-up did not click so well, but W. J. Dunne's Side Show had a record week as did Mike Chacom's of the Athletic Arena, and Al Kiah's Diamond Lou Revue. P. M. Starnes' Animal Show and Scottie's Jungleland also did well. Harold Clippard, manager of Goldstone's bingo, reported record play. T. Neals' games also had a good play. Al Suski, operator of Goldstone's radio wheel, reported an excellent week. The writer had a good week with peanuts and popcorn. William Krug, accountant, has been ill the past two weeks. Mr. and Mrs. George Hetman, of cockhouse note, made a flying visit to their children at Salisbury, Mo. General Manager T. A. Fuzzell purchased a new Airplane ride, and Concession Manager Goldstone an International truck. With nine more fairs to play and eight already played, everyone is predicting a good season. Jack Little got a new car. The writer entertained Mr. and Mrs. Harry Carmichael, Murphy-Calendar Company, at dinner. Others visiting were Herman Swartz, Dr. and Mrs. Wilson; George Phillips, the sheriff of Carroll County, and officials of Jefferson Fair.

F. W. PRATT.

### Southern States

Ocala, Ga. Week ended September 7. Auspices, city. Location, city park. Weather, good. Business, excellent.

With only one more week before the opening of Southern fairs, everything is being put in shape. Despite daily operations, workmen are doing overtime. Show has operated in the Deep South all year and business has been above expectations. Included in late purchases is a calloper mounted on a Dodge truck, complete with gasoline engine and blower, purchased by Manager Davis, and a 1940 Dodge cab over engine purchased by L. J. Nelberle. The health of Mrs. Davis has improved and she is back with the show. Staff members are arriving daily to make ready for opening of the fair season. Making the longest jump so far to join was Mr. and Mrs. Ernest Hampton, with sound system and penny pitch, from New York. Others slated to join are Ike W. Chapman, bingo; Eddie Gordon, two concessions; W. K. Reese, also with two; Professor Bellamo and his band; Jerry Fish, midway cafe, and Bob Fisher's Five Fearless Flyers, free act.

J. N. SEIFRES.

### World of Fun

Mathews, Va. Week ended September 7. Auspices, Mathews County Fair. Business, good. Weather, fair.

Move from Kilmarnock, Va., was made on schedule and everything was ready to operate early Monday morning. The natives came early and by 10 a.m. all

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rides and shows were doing good business. Wednesday was Children's Day and the Ferris Wheel took top money, with Leslie's Tilt-a-Whirl a close second. Regan's Side Show topped shows Friday when 15,000 attended. Good business was registered on other days. Dan Leslie purchased another truck, making four he has bought this season. Bob Hill has a new ball game. Rides have been painted for fairs and show fronts have been redecorated by Pop Hamilton. Fair officials gave wonderful co-operation. General Agent Billie Marco entertained fair secretaries from Selma and Lillington, N. C. Larky Lane has plenty of jackpots at his midway cafe. General Agent Billie Marco closed contracts for the colored fair at Augusta, Ga. Show will play fairs until Thanksgiving Week and will remain out until Christmas Week.

### United American

Corinth, Miss. Week ended September 14. Auspices, American Legion Post Fair. Location, Nelson Field. Weather, clear and cold nights. Business, below expectations. Paid gate.

Because of the fatal accident near Fredericktown, Mo., and breakdowns en route, the show did not set up at Morehouse, Mo., but came on to Corinth, where the last piece of equipment did not arrive until Wednesday night. At West Memphis Sunday three shows, United American, Buckeye State, and Dee Lang's, met while en route. The writer suffered a heat attack at West Memphis. Show opened in balmy weather Monday night at Corinth, but a temperature drop of 34 degrees within 24 hours kept natives away until Friday, when business picked up considerably. A children's matinee Saturday produced satisfactory results and the midway was thronged with people Saturday night. They spent little but their time. George Hall joined here, and the Minstrel Show, under direction of Curley Adams, had its premiere. Mr. and Mrs. Ernest Collins came on with Bartlett diggers and a cigarette shooting gallery and there were several other new faces on concession row. Owner and Mrs. C. A. Vernon made a business trip to Memphis Friday. Margaret Smith severely burned her right hand while doing her slide for life Thursday night. Visitors included Grady Peerey, former fair man here; Larry Pohrier, agent of Gold Medal Shows; B. G. (Alabama) Freeman, Forest, Miss.; and George A. Abbott, Johnson City, Tenn.

WALTER B. FOX.

### West Coast Amusement

Los Angeles, Calif. September 13-15. Auspices, Grape Festival. Weather, good. Business, excellent. Ten-cent gate.

For the eighth year the show played this annual celebration. Never before was it possible to learn the attendance, but this time there was a gate on and 31,958 paid admissions went thru the turnstiles. All rides, shows, and concessions did big business. Jack Joyce and his Wild Animal Circus and Three Meteors were free acts. Show jumped from Medford, Ore., nearly 800 miles, and with a normal amount of minor truck trouble arrived okeh and was up on time. Charles Walpert drove to San Francisco to make arrangements for his walkathon, slated to open in November. Jack Joyce and his Trained Animal Circus will close a 28-week engagement after the date at Yreka County Fair, Yreka, Calif. He will go to Honolulu as an attraction with the Fernandes Shows, but has signed for the 1941 spring and summer tour of the West Coast organization.

W. T. JESSUP.

### Texas Expo

Hot Springs, Ark. Week ended September 14.

Another banner week for the show on its return engagement here at the fair. Attendance opened big, with never a let-up and good co-operation from fair officials and the Junior Chamber of Commerce. Ray Marsh Bryndon's Congress of Oddities did banner business. Art Hansen purchased a new house trailer. Cash Witte added seating facilities to the Top Hat Restaurant. Scotty Norton released two of his shows and is devoting full time to his French Casino and Mona Show. Whitey Reid has built a nifty house trailer. New shows, rides, and concessions are arriving for fair dates.

DOC WILSON.

### Alamo Expo

Shawnee, Okla. September 11-14. Auspices, Shawnee Fair. Business, fair. Weather, cool at night.

First taste of cool weather greeted members here. Date was far from out- (See ALAMO EXPO on page 59)

### Silver State

Elko, Nev. Week ended September 16. Auspices, Elko County Fair. Business, excellent. Weather, cool and clear.

After a long overnight jump the show arrived in good condition. Business was good thruout, with Saturday being the best day. Rides and concessions did well, the Tilt-a-Whirl getting top money among rides. Swede Elmberg's Wall of Death was tops among shows, with Don Chaney's Artists and Models Show and Bob Webster's Sheep Head Show reporting satisfactory takes. Rusty Calkin's Little Pal Show proved popular. Joe Gass, ball game operator, joined here. Visitors were Vergie Miller Martin and her husband, Spot Williams, concessionaire, purchased a new house trailer here.

IRISH WHALEN.

### Elite Expo

Geneva, Neb. Week ended September 17. Auspices, Fillmore County Fair. Location, fairgrounds. Business, poor. Weather, cold and windy.

Owner Rotolo was host to girls of the Industrial Home on Friday. Ride grosses fell far below expectations, but John Ellis continued to get top money with

the Athletic Show. At the pie eating contest at Culbertson, Neb., Tiny Braun, of the girl show, won first honors, eating 12 pies with 12 pints of milk at one sitting. Ethyl Reinhart, Princeton, Ind., is visiting with Mr. and Mrs. Joe Hitzel. Pete Stern returned after an absence of four weeks. Frankie and Arkie Cooper visited Lee Bros' Show at Carsona, Ia. General Agent Bogle reported bookings for at least 10 weeks after closing of the regular season. Capt. John Hart had his free act here and he and Mrs. Hart were busy shaking hands with friends. Mr. Clark and Bill Myler, of Fredericks Amusement Company, were visitors. DON FOLTZ.

### World of Mirth

Brookton, Mass. Week ended September 14. Auspices, Brookton Fair. Weather, rain three days. Business, fair.

Shows lost nearly all of the first three days here because of inclement weather. Grandstand didn't miss any performances, but it rained at the end of each one, driving patrons home and to exhibit buildings. Kiddies' Day, Monday, was spoiled by the weather, and another one announced for Friday with free admission. (See Direct From the Lots on page 65)

## Sponsored Events

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### Ill. Reunion Draws 30,000; Acts, Midway Are Featured

VANDALIA, Ill., Sept. 21.—Success of the seventh annual Fayette County Old Settlers' Reunion, which drew 30,000 to the city park here on August 14 and 15, means that even better entertainment, obtained thru advertising in *The Billboard*, will be secured for the 1941 event, said Secretary Charles W. Mills.

Free attractions included the Billetti Bell and Robbins Bros.' Thrill Circus, W.D. Radio Artists on Parade, fireworks, and a ballroom ascension furnished by the Jacksonville Balloon Company. John R. Ward Shows were on the midway. There was an industrial tent supported by merchants. Officers elected for 1941 are Lewis Squibb, president; G. E. Dieckmann and Ruben Denny, vice-presidents; Charles W. Mills, secretary, and Wilbur Isbell, treasurer.

### Milwaukee Festival Seeks \$100,000 Sustaining Fund

MILWAUKEE, Sept. 21.—Rudolf Hokanson has been elected president of the Midsummer Festival Commission.

Other officers named are Albert J. Obenberger, vice-president; Paul D. Bergen, secretary; City Treasurer Joseph H. Krueger, and City Comptroller William H. Wendt, auditor. The 1941 festival will run nine instead of eight days as did this year's event.

Thomas P. Millane was elected general chairman of a committee to campaign for a \$100,000 citizens' sustaining fund.

### Gooding To Present Acts, Midway at O. Auto Festival

CHILLICOTHE, O., Sept. 21.—F. E. Gooding Amusement Company, under direction of Floyd E. Gooding, will furnish the entire midway and free attractions for the coming Automotive and Mercantile Festival here.

It will be held in the city park near the business district. An exhibit tent, 500 by 50 feet, will house an automobile show and merchants' exhibits.

### Shorts

THERE will be a midway on streets of Salem, O., for the annual two-day Fall Festival under auspices of the Salem Business Bureau and American Legion Post. Alroy Bloomberg is chairman. Saturday afternoon prize parade will be a feature.

ATTRACTIONS at the third Nancy Hall Jubilee at Paris, Tenn., on September 11-13 under auspices of the Young Men's Business Club were Rogers Greater Shows, Roy Acuff and His Mountain Boys, Slingshot Charlie, parade led by Governor Cooper, merchants'

window display contest, exhibits, beauty pageant, coronation ball, and field artillery maneuvers.

CANCELLATION of La Grange (Ind.) County Corn School and Free Street Fair, slated for October 1-5, has been announced by Secretary Merle V. Rawson because of an infantile paralysis scare.

BILL JUDSON and his Death Drivers were slated to open an eight-day stand on September 16 in Ulster Stadium, Toronto, under auspices of the Mayor Days War Fund Association.

CHANGE in dates from September 18-21 to September 25-27 for Mansfield (O.) Fall Festival was announced by C. L. Beal.

CARNIVAL attractions will be featured at the fifth annual three-day Navarre (O.) Home-Come and Street Fair under auspices of volunteer firemen. There will also be children's and firemen's parades. Harry Reamer is chairman.

MIDWAY is carded for the three-day McConnellsville (O.) Fall Festival under sponsorship of volunteer firemen. Lillian Strook, aerialist, set by C. A. Klein Attractions, will be nightly free act and there will be a firemen's parade.

FREE ACT at Newcomerstown (O.) Fall Festival on September 13 and 14 under auspices of the Chamber of Commerce was the Conner Troupe, juggling and tight wire, set by C. A. Klein Attractions. Event drew the largest crowds in history. There was a parade, band concerts, amateur contest, and farm and commercial exhibits.

MAY COLLIER, high diver, reported Howard F. Tydings, her manager, played York (Pa.) Firemen's Celebration on August 18-24, which broke attendance records. She will begin her fair season at White Hall (Md.) Fair, having been booked by John T. McCaslin, midway manager.

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## Russell Heads Into Middle West; New England Tour Good

CAMBRIDGE, O., Sept. 21.—Russell Bros' Circus, after a successful tour of New England and Eastern territory, invaded Ohio for the second time this season here September 17, with business not even fair. There was a light matinee and a fair night house. The show, after three more Ohio stops, moves into Indiana and then heads into the Middle West.

This stand was much like all have been the past two weeks in Western Pennsylvania, where poor patronage was experienced. Mrs. Pauline Webb, co-owner revealed. It appears that since the show returned to the industrial centers, particularly the steel area, that business has been much below that in the East the past several weeks. Near-peak steel mill operations, brought on by an influx of national defense orders, have kept workers on the job six and seven days a week and they have had no time off to attend a circus.

Program, other than the addition recently of the Knight Family, is much the same as when the show played this territory last May. Equipment, including the canvas, is in good shape, and the new kid show top and marquee add much to the show's appearance on the lot. Members of the Al Conner Troupe, playing fairs for Klein's Attractions, were guests of Mr. and Mrs. Webb at the matinee here.

Closing date is not far distant, officials of the circus intimated here, and it is almost definite that the show will return to Hollis, Mo., its winter quarters for several years.

Engagement of the circus here was the first time in more than a decade that this territory has been visited by a circus in September. Seldom does this section get a circus after June.

## RB Draws 21,482 At Tulsa, Okla.

TULSA, Okla., Sept. 21.—Combating the superattraction, Republican Presidential nominee Wendell L. Willkie, the Ringling-Barnum circus proved itself to be Tulsa's most popular entertainment Monday night by playing to a packed house.

The afternoon audience numbered 9,482, while the night crowd neared 12,000 a few minutes before the show started, according to Roland Butler, general press representative. During the opening pageant, *The Return of Marco Polo*, additional seats were placed in the aisles in order to seat late arrivals. The stepped-up afternoon attendance Butler attributed to Willkie's appearance in Tulsa.

The night opening was delayed until 9 o'clock so that Willkie listeners would have ample time to reach the circus at the Barton showgrounds from the fairgrounds, where the Presidential candidate spoke at 8:15. John Ringling North was one of the first to greet Willkie upon his arrival at the speakers' platform, where North was a guest of honor. The weather was ideal. The air-conditioning, which didn't function so well for the afternoon show, was in perfect working order for the night performance.

Trudie, the five-ton elephant, was treated to a "goober" feed by Mayor O. G. Ross, of Bristow, and L'Aleen Kramer, junior college band queen of Bristow.

**Packed Tents at Oklahoma City**  
OKLAHOMA CITY, Okla., Sept. 21.—Ringling-Barnum circus, here September 14, had packed tents and weather was ideal.

## Former P. T. Barnum Estate To Be Sold

BRIDGEPORT, Conn., Sept. 21.—At a special hearing of the Probate Court here this week, permission was given by Judge William Bent for the administrators of the estate of the late Wilson H. Marshall to sell the property, known as Marina Park, to the Junior College of Connecticut for \$10,000.

The house was built by P. T. Barnum in 1889, where he lived for many years, and has grounds of over six acres. It is listed in the local assessor's books as having a value of \$110,000. It is understood that the heirs would have liked to have donated the property as a gift to the college, but because of the provisions of the will they had to make a sale.



FRED BECKMANN, co-owner of the Beckmann & Gerety Shows, and Mary Erditz, taken at Milwaukee when the carnival was there. Miss Erditz, who was with the Ringling-Barnum circus four years, had to remain at home in Oshkosh, Wis., this season due to being in a car accident last Thanksgiving. Mr. Beckmann has known "His Little Mary," as he calls her, since she was born, and they have always been together for a week or more every year.

## Shorty Flemm Tribute

By EMMETT KELLY

Shorty Flemm, the little old grumpy, as he was known in his character and which he was so proud to be called, has been called from our ranks, and many a heart in clown land is saddened by the news of his sudden death. What a knack he had for making friends and holding them. Many a gathering, dinner, or party was enlivened when someone said, "Here comes Shorty." The circus thousands who leaned forward when the little old man made his entrance will miss him, and the hundreds of performers who have worked with him, especially the clowns, will miss him. Shorty had a character all of his own, the typical Toonerville grocery store type. He loved his work and had that rare quality of being able to feel his pantomimic character. Shorty couldn't have had an enemy in the business. He always went his own way, clowning but never overlooking a chance to help another clown put over his gags if the situation presented itself. He was proud of the fact that he never missed a collection that was taken up for the assistance of another in need. He was always eager to pat someone on the back and say a cheering word. Circuses and fairs have lost a valuable pantomimist and in my opinion the best in his particular character. Shorty has left an impression with us all that we shall never forget—the little old man character, the white goatee, the dog, and the broom. His pet words were "howdy everybody." Now it is good-bye.

## YP Show Booked For Ventura Fair; Clarkes To Return

VENTURA, Calif., Sept. 21.—The Ventura County Fair has bought the Yankee-Patterson Circus as a grandstand attraction. The performance will be presented in the open. The circus will furnish seats for 5,000 people. The big top and some of the other tents will be used for the exhibits.

The Clarkes will rejoin the show here. A 40-foot ring curb has just been built. The circus will also play Taft October 16 and Bakersfield October 18-19 under Parent-Teacher Association auspices.

Jimmie Wood states that a 150-foot round big top will be made this winter. This will give a bowl-like effect and the performance will be presented in one ring.

The Uplifters' Club of Santa Monica used several of the show's acts and equipment in presenting a performance to its members on the night of September 13.

Cal Owens has closed with the show and is now operating a boarding and rooming house at Venice.

Allan Wood is now with the U. S. Army in Alaska.

## Savannah Okeh For Wallace Bros.

SAVANNAH, Ga., Sept. 21.—Large crowds turned out September 16 and 17 for performances of Wallace Bros' Circus, the first to appear at the Savannah fairgrounds in four years. Show was well received.

The circus was sponsored by the Brotherhood of Temple Mickve Israel. Tickets sold for 25 and 50 cents.

## Davenport Again To Produce Indoor Shows

CANTON, O., Sept. 21.—Orrin Davenport, accompanied by his wife, stopped off here for a visit with Edythe Siegrist, sister of Mrs. Davenport, September 14 while en route east in the interest of his indoor Shrine shows, which he will produce again this winter. Davenport revealed here that the Cleveland show, under auspices of Al Sirat Grotto, would be held ahead of the Detroit Shrine show. He also confided that he would use Cole Bros' performing stock and equipment again.

He intimated here that he may have a couple of new dates this winter, asserting that negotiations were on with two new auspices which would be added to his long list of Midwest indoor promotions. Chicago Shrine likely will be the first of his indoor dates.

While here for the week-end Mr. and Mrs. Davenport were honored at a house party by Miss Siegrist, with 15 guests in attendance. Ted Deppish, movie photographer of the Charles Siegrist Showmen's Club, entertained with several reels of movies of the Cleveland Grotto Circus in 1939 and 1940, both produced by Davenport. Refreshments and informal games followed the showing of the movies.



PICTURE taken at the Ohio Masonic Home, Springfield, on the occasion of the recent visit there by Harry P. Parkhurst Sr., of Peru, Ind., and his sister, Mrs. Florence Sutton, of Huntsville, O. Left to right, in back row: Fred W. Faerber, old school candy butcher and special agent; William (Bill) Deacon, who operated the dining tent on the Forepaugh-Sells Circus; Doc Waddell, retired press agent. Front row: Parkhurst, authority on elephants and before retiring from the big-top world rated tops as trainer and handler of elephants; his sister, who with her husband, Roy, runs the Waterbury Resort at Huntsville.

## Excessive Charges On Press Tickets

By WILLIAM (BILL) FIELD

(Of The Herald-Examiner, Uniontown, Pa.)

Thru the columns of the world's leading amusement weekly and champion of the best in the field of outdoor entertainment, I would like to say that when a circus deliberately levies excessive charges on press passes it not only makes the going hard for itself but other circuses as well.

Newspaper men fully realize that the circus must collect the regularly assessed State and federal taxes and do not object to paying the correct amounts, but the same cannot be said about an additional sum as a "service charge."

Circus press agents who have been in the business for any number of years realize that this does not pay because newspaper men, in return for publicity, accept passes with the understanding that they have been bought and paid for by free space in the newspapers for the shows.

## Mills in Barn At Canton, O.

CANTON, O., Sept. 21.—Last-minute change of plans brought Mills Bros' Circus, Jack Mills, manager, into the Clark County Fairgrounds here September 13 for the winter.

The equipment was brought here from New London, O., closing stand for the circus. Johnny Wahl, superintendent all season, supervised storing the equipment and trucks. He planned to remain here for several days before proceeding to his home.

Mills informed The Billboard representative here that he planned immediately to acquire his own stock for the 1941 season, buying small animals and breaking them during the winter months.

Most of the acts joined Daley Bros' and Russell Bros' shows. Jake Mills, who conducted the band and was assistant manager, returned to his home in Cleveland.

## Cole Bills Los Angeles

LOS ANGELES, Sept. 21.—The Cole Bros' advertising car arrived here September 14 and started billing the city under direction of Verne A. Williams. Show will be here for seven days on the Washington and Hill streets lot, starting September 28, and then goes to Hollywood for three days.

The crew, according to Williams, has been doing wonderful work. The following are on the car: Charles Burns, Henry Barth, Thomas Bryden, Sam Clason, James Gephart, L. Fetz, H. DeLoel, George O'Connor, Fred Pyne, Houston Rhodes, Jack Scott, Nelson Thomas, Richard Talley, George Malley, and Charles Evans. The brigade, under management of Pat Murphy, arrived September 16. Dick Blackburn, Lester Bidwell, Glen Booth, and Chick Ellis comprise the brigade crew.

## Detroit Billers Get First Prize in Parade

DETROIT, Sept. 21.—The Detroit Billers' Alliance, Local No. 94, was awarded first prize for its float in the AFL Labor Day parade. The members, led by Matt J. Kobe, deputy marshal, marched. They were dressed in white uniforms. The Distributors' Local No. 5 paraded in this unit. These members, led by James Stewart, secretary-treasurer of the local, had blue uniforms. There was a nice turnout and the locals received quite a boost in all the papers.

## Arthur Hopper III

CHICAGO, Sept. 21.—Local Ringling-Barnum office reported this week that Arthur R. Hopper, director of outdoor advertising for the Ringling-Barnum show, suffered a stroke in Hot Springs, Ark. He is in the Army and Navy Hospital in that city. Details of his condition were not revealed.

## CLU Has Legion Post

PITTSBURGH, Sept. 21.—Charles Mitchell, of International Alliance of Billposters, Billers, and Distributors, was named temporary chairman of new American Legion post organized by Central Labor Union. Post will be open to all AFL members. President Leo Abernathy of IABDD is head of CLU.

# How To Avoid Liability on Suits Filed by Injured Circus Patrons

By LEO T. PARKER, Attorney at Law

**P**ARTICULARLY for the reason that circus owners may have damage suits in logical prospect at this date, we shall review all late and leading higher court cases which specifically involve injuries sustained by circus patrons. Moreover, citations of these higher court controversies will be supplied for the twofold purpose of verifying explanations of the law and providing dependable references for readers who may ultimately be forced to contest unavoidable lawsuits filed by patrons who were injured during this summer circus season.

It is important to know that the higher courts have consistently held that a circus proprietor owes a duty to his patrons measured by the standard of "ordinary care" proportionate to the risk to be apprehended and guarded against. Of course, if the proprietor authorized tickets to be sold children who have not reached an age where they are able to understand, appreciate, and avoid danger, the term "ordinary care" requires the taking of precautions to protect them, which would not be necessary in the case of adults or older children. See *Columbia*, 91 Mont. 174.

Broadly, the legal definition of "ordinary care" is that degree of care which, under the same circumstances, would have been used by other experienced and careful circus proprietors and employees. However, the court will in each case listen to the testimony and render its opinion as to whether, under the particular circumstances, the circus proprietor and his employees actually used "ordinary care" as legally required to prevent the injury.

## Common Injuries

First, we shall, in detail, discuss the law laid down by several leading higher courts involving commonplace or ordinary circus injuries. Subsequently, we shall briefly review other leading cases involving most interesting legal controversies.

Many higher court when deciding the liability of a circus owner for injuries sustained by patrons have stated that the important consideration is: Did the circus owner or his employees negligently produce the condition which caused the injury? Or was the dangerous condition produced by another patron? If testimony cannot be given to establish these facts the jury must consider presented testimony and render its verdict to the best of its ability.

For instance, in *Cris v. Sells-Photo Circus*, 159 N. E. 611, it was shown that a woman patron occupied seats in the general admission section in the tent of a circus. The seats were arranged in tiers with open spaces between them. A heavy storm caused rain to come thru the tent, and other patrons began leaving their seats. She started to go over the unoccupied seats in front and saw a board seat which she believed to be in its proper place, but it moved from its place when she stepped upon it and she fell thru the opening.

She sued the circus owner for damages. The court refused to render a judgment and explained that the important primary question was not whether the circus proprietor was liable in damages for the injury but whether the circus proprietor's employees had negligently failed to lash or secure the board seat in its proper place. This court stated that the proprietor could not be held liable if the evidence indicated that his employees had properly and carefully lashed the board seats to their places and later a circus patron or other person had cut the ropes. Therefore, the court held that a jury must consider all testimony and render its decision in accordance with this explained law, and said:

"The plaintiff (patron) was bound to show by evidence a greater likelihood that the injury came from an act of negligence for which the defendant (proprietor) is responsible than from some other cause."

## Boys Cause Injury

It is well-established law that where all the facts connected with an accident fail to point to the negligence of the circus owner as the proximate cause of the accident but show a state of affairs where an inference could be as reasonably drawn that the accident was due

to causes other than the negligent act of the proprietor, then the latter is not liable. Under these circumstances of law it is advisable for circus owners who are confronted by suits to introduce testimony tending to prove that the accident resulted from remote causes.

For example, in *Kerns vs. Dykes*, 48 S. W. (2d) 183, it was shown that a circus patron occupied a seat provided for patrons of the show. After he had occupied the seat for about three minutes it collapsed, resulted in severe injury. He sued the proprietor for heavy damages. However, the circus proprietor proved that just before the seat fell some boys were swaying the seats. One witness testified that she had been in the tent about 30 minutes before the accident, and that during that time the seats were standing "up all right" and that just before the accident occurred some boys came in and started the seats swaying "backwards and forwards."

In view of this testimony the higher courts held the circus proprietor not liable, and said:

"The defendant (proprietor) was not responsible for the conduct of the boys who caused the seats to sway . . . considering the facts in a way most favorable to plaintiff. It is clear that there was substantial evidence offered to show that the seats fell as a result of the boys' swaying them 'back and forth.' Plaintiff (patron) failed to show that the injury was caused by the negligence of the defendant."

## When Patron Assumes Risk

Numerous higher courts have held that a circus patron assumes the risk of obvious dangers inherent in the particular amusement and which may arise during its normal operation, provided the injury was not due to defects in the premises or apparatus. However, the circus proprietor must assume the responsibility of providing reasonably safe premises, taking into consideration all ordinary risks and dangers.

For instance, in *Jacobs vs. Hagenbeck-Wallace Shows*, 198 Mich. 73, a patron was injured when a severe storm damaged a tent. The court held that circus proprietors are bound to anticipate the ordinary severe storms of the seasons and particular locality and must use ordinary care in the selection and erection of the tents.

On the other hand, this court explained that a circus owner is not bound to provide safety of patrons against unusual or extraordinary storms.

It is important to know that this court held that the question was for the jury whether or not the circus employees exercised due care when erecting the tent in view of the storm conditions of the locality. The court also said that if the tent was loosened by the wind, the circus owner is not bound to prove that the storm was so violent that it was the proximate cause of the injury, but that the jury must consider the testimony and render its verdict accordingly.

Also, in *King vs. Ringling*, 130 S. W. 482, the court held that the evidence is insufficient to hold the proprietor of a circus liable for injuries sustained by a spectator in consequence of the collapse of part of the circus tent during a violent storm unless it is shown that storms of the same intensity often occur in that particular locality. This court said that the patron who voluntarily occupies a seat in a circus tent assumes all the risks and defects inherent in the structure.

For verification of law on this subject, see late and leading cases, as follows: 25 N. E. (2d) 749; 290 N. W. 129; 104 So. 338; 194 So. 721; 137 S. W. (2d) 104; 7 A. (2d) 845; 287 N. W. 259; 15 N. Y. S. (2d) 38; 91 Pac. (2d) 1058.

## Patron Fails To Prove Negligence

Various higher courts have held that the owner of a circus never is liable in damages for an injury sustained by a patron unless the latter proves that such injury resulted from negligence of the circus proprietor or his authorized employees.

For illustration, in *Work vs. Coliseum Company*, 207 N. W. 679, it was disclosed that the proprietor of a circus leased

from its owner a coliseum adapted to house large gatherings of people. One day a patron fell thru a trap door and sustained severe injuries. He sued the circus proprietor for damages. However, since the injured patron failed to prove who opened the trap door, or how long it had remained open, the higher court refused to hold the proprietor liable. The court held this law applicable to all cases involving injuries to circus patrons, and said:

"It would be the merest speculation to undertake to say who opened the trap door, or who permitted it to remain open, or how long it had been open, or that the employees of the defendant (proprietor) knew that it was left open for such time as to charge the defendant with failure to exercise ordinary care in not closing it."

Also see *Hout*, 17 N. Y. S. (2d) 441, in which the higher court held that the owner of a circus is not liable for assault and robbery of a patron if the evidence failed to indicate that the proprietor or his authorized employees had good reason to believe or anticipate that a robbery may be committed. Since this case was reported in March, 1940, it is quite apparent that the owner of a circus or other place of amusement need not exercise more than ordinary care to protect patrons against robbery or assault. In other words, the proprietor is not liable unless some testimony is given which would have put the "average experienced circus proprietor" on his guard, or anticipation of dangers of this nature to patrons. This court said:

"Admittedly, there was nothing about the behavior of the thief prior to the actual attack to arouse suspicion in the part of anyone observing his conduct. . . . The assault upon the plaintiff could not have been foreseen."

## Liable for Humiliation

It is important to know that a patron need not suffer actual injury to his person to recover damages from a circus proprietor. A review of late and leading higher court cases discloses that a circus patron may recover damages for mental suffering or humiliation or embarrassment resulting from a negligent act on the part of a circus owner or his employees. Moreover, any unlawful touching of a patron's body, although no actual hurt may ensue therefrom, may, if it violates a person's legal right, constitute a physical injury to that person. And unlawful "touching" need not be direct but may be indirect, as by the precipitation upon the body of a person of any material substance.

For instance, in *Christy Bros. Circus vs. Turnage*, 144 S. E. 680, it was disclosed that while people were seated in common ordinary circus seats a horse, which was going thru a dancing performance immediately in front of where a woman patron was seated, evacuated his bowels into her lap. This occurred in full view of many people, some of whom laughed at the occurrence. The woman patron sued the circus owner for damages and alleged that, as a result of this occurrence, she was caused much embarrassment, mortification, and mental pain and suffering due entirely to the proprietor's negligence.

In view of this testimony the higher courts held the circus owner liable in \$500 damages, and said:

"The evidence authorized the inference that the plaintiff was damaged, by reason of humiliation and embarrassment, in the sum of \$500 and the verdict allowed the amount authorized."

Another important point of law is that false accusation, in the presence of witnesses, of a circus patron by a circus employee is grounds for recovery of damages. And many higher courts have held circus owners liable in damages for illegally ejecting patrons from the circus premises.

Of course, it is well known that a ticket for admission to a circus is a mere license issued by the proprietor to the patron and is revocable for many and varied reasons. However, to avoid liability certain well-defined legal rules must be followed when an undesirable or disorderly patron is being ejected from the circus premises.

The modern courts hold that, first, the circus policeman or employee must approach the patron and in an ordinary tone request him to leave and, second, if the patron refuses to peacefully leave the officer may use only the required degree of force to eject him. Therefore the circus proprietor may be held liable if the officer without just cause and reason humiliates, embarrasses, or injures the patron.

## Cases Briefly Reviewed

So that readers may have an opportunity to observe legal distinctions made by higher courts relative to the duty of proprietors of circuses and other places of amusement toward patrons, we shall briefly review statements of the law given by leading 1940 courts, as follows:

An owner of a place of amusement is not an insurer of patrons' safety, but he owes them a duty to use ordinary care and to maintain the premises in a reasonably safe condition. In other words, the owner of a circus is charged with the duty to exercise all ordinarily proper precautions, commensurate with circumstances, to maintain the premises in a reasonably safe condition for patrons. See *Le Normand*, 100 F. (2d) 160.

A proprietor, operator, or owner of a place of amusement has a duty to use ordinary and reasonable care to keep the premises in a reasonably safe condition for patrons, and this means that the proprietor must use reasonable care to keep aisles, stairways, and other places used by patrons reasonably lighted, taking into consideration the purpose for which the premise is used and having due regard for patrons' safety. A patron is guilty of contributory negligence and not entitled to recover damages for an injury if he fails to use the same degree of care that would have been used by other reasonably careful patrons under the identical circumstances. A patron is guilty of contributory negligence, as a matter of law, so as to preclude recovery from the owner of an amusement place for injuries sustained where the testimony shows that the patron had been seated by an usher and afterward the patron voluntarily changes seats, tho he cannot see stairways or other dangerous conditions because of darkness. See *Olsen vs. Edgerly*, 18 N. E. (2d) 937.

To obtain a recovery of damages by husband and wife for injuries sustained by the wife when her heel caught in a defective step, she must show that there was a defect on the premises and that this defect had been brought to the notice of the owner of the amusement place sufficiently long before the accident so that it could have been repaired by the exercise of reasonable care; or that the defect existed long enough to have been discovered by the circus owner or his employees in the exercise of reasonable care. See *Raffette vs. Warner Bros.*, 2 A. (2d) 595.

In other words, the owner of a circus can avoid liability for injuries sustained by a person by proving that he did not know that the defect existed, or if the injured person fails to prove that the defect had existed for a period of time so long that the proprietor was negligent in failing to discover and remedy the defect or dangerous condition.

An owner of an amusement place owes a patron, as an invitee, the general duty to use ordinary care to keep the premises in a reasonably safe condition or at least to warn patrons against obvious dangers attendant upon use of the premises, particularly if the dangers were not known to patrons or would not have been discovered by any ordinarily intelligent person. See *Keenan vs. Loew's*, 19 N. E. (2d) 37.

## Jack Joyce To Join Fernandez in Hawaii

LOS ANGELES, Sept. 21.—Jack Joyce will leave shortly with his animal circus for an engagement in Hawaii for E. K. Fernandez. If present plans are carried out, Doc Cunningham's animal unit will replace Jack's on the West Coast Amusement Company. Bob Wallace, clown, will be in Cunningham's unit.

Eddie Polo, former silent film star and at one time a flier on the Barnum & Bailey Circus, and Leo Singer called on Cunningham at his quarters in Venice.



## With the Circus Fans

By THE RINGMASTER

President  
WILLIAM H. JUDD  
25 Murray St.,  
New Britain, Conn.

Secretary  
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(Conducted by WALTER HOHNENDEL, Editor  
"The White Box," care Hahnendel Printing  
Company, Rochelle, Ill.)

ROCHELLE, Ill., Sept. 21.—John H. Yost, of Rockville, Conn., a member of the CFA for about 12 years and the holder of the second lowest number in the State, observed his birthday anniversary on September 15. He received many cards and gifts from Circus Fans and others. Due to ill health, Yost retired from business several years ago and soon after was made an honorary member of the association and the Eluch Landolf Tent No. 24 of Hartford in recognition of his loyalty to the association and his many years of valuable assistance extended to circuses. He has a wide acquaintance among circus people and at one time booked circus acts for fairs and vaudeville circuits thru an agency that he conducted. In former years he was a frequent contributor of circus articles to *The Billboard* and other publications. He still enjoys visits to the lots and to gatherings where circus is the main topic.

F. E. Loxley, CPA of Cranston, R. I., caught the World of Mirth Shows with World's Fair Circus Side Show at the Brockton (Mass.) Fair week of September 9.

Dr. David E. Reid, CPA of Lebanon, Ore., writes: "Visited the Cole Show at Portland, Corvallis and Eugene. Had a very nice time and was shown every courtesy. My wife and I caught the show from the seats at Corvallis. Dr. H. J. Whelan, CPA of Lebanon, attended the show at Corvallis but was unable to visit at the other stands. After the Corvallis night show, Doctor Whelan and myself entertained Mr. and Mrs. Otto Orskilling and Mr. Schubert at supper. Mrs. Reid and myself entertained Jack and Martha Joyce in Portland."

## Los Angeles

LOS ANGELES, Sept. 21.—Twentieth Century-Fox is filming *Red Wheels Rollin'*. They are using one of Paul Eagles' elephants. Louis Roth is working a lion. Boso, the clown, worked two days with Doc Cunningham's mule. Bob Thornton is looking after the Yankee-Fatterson equipment that is being used in the picture.

Jimmie Hicks, former circus man, is now at Warner Bros.' studio. Curly Phillips and Charlie Bades are at present concessionaires on the Golden Gate Exposition ferries. Art LaTuc is back with a Los Angeles taxicab company.

Mr. and Mrs. George Perkins have returned from a visit with Terrell Jacobs at Treasure Island, San Francisco. Dolly Jacobs' mother cares for the twins at the Jacobses' Oakland home. Bernie Griggs is now working for a plumbing concern.

Arthur Borella caught the Cole show at Fresno, Calif., on his way to the Puyallup Fair. He reports that the night show had a full house, with extra chairs placed on the track in front of the grandstand. He will join the show September 28 at Los Angeles.

Billy Hoffman, of Los Angeles, has been collecting circus window lithographs since 1914. His most prized lithograph is one from the old California circus, the Montgomery Queen.

Billie Dale did his upside-down walk high in the air at the L. A. Al Malakiah Temple Shrine Galettes September 14. Jack McAfee and his clown band played on the streets of Venice each week-end. Boso is still with the Funhouse and Ben Wallace has a juice and sandwich stand on a truck.

Ernestine Clarke has mastered the double and return in the flying act. Dr. George W. T. Boyd is the announcer for Terrell Jacobs. Stan Rogers is at Sonora, Calif., on location on the Marx Brothers' picture.

## WANTED QUICK

Family doing several acts for small circus. Prefer people with trophies of Dogs or small Animals. Good reputation. Write

**BUCK BROS.' CIRCUS**  
TULSA, OKLA.

## Rocked To Sleep

By DOC WADDELL

CINCINNATI, Sept. 21.—From the Ohio Masonic Home at Springfield comes the voice of Doc Waddell, who informs: "Once more I speak memory tribute for an old-time circus man, my tried and trusted friend and brother, Charles L. Alderfer, 65, who passed on in his Keokuk, Ia., home. At my last service of the dawn's 18 veteran Masonic Home residents were present. One more joined this time, George Deiters, from Cleveland and Sandusky, schooled under the Ringling Brothers. We sang a hymn, prayed silently, and verbally I said: 'Charles Alderfer thought of others. His policy was—You are going my way, so let us go hand in hand. You help me and I'll help you. We shall not be here very long, for soon, Death, the kind old nurse, will come and rock us all to sleep—let us help one another while we may.'"

## Circus Model Builders And Owners' Association

GEDAR RAPIDS, Ia., Sept. 21.—Robert Schlemke, of Long Branch, N. J., has been working on his model circus. At present he is making 15 cages and one giraffe wagon, along with two other pole wagons for his big top.

C. Kenny Audibert, who is now making his home in Glendale, Calif., reports having taken in the Fair at San Francisco; also a visit with members Maithie, Craven, and Rhodes in Glendale recently. Audibert is planning on constructing a model circus on the quarter-inch scale.

Randall Raber, Eureka, Kan., reports he has finished a semi-trailer for his menage and is now completing plans to air-condition his big top. Randall would like to hear from any members who are making plans to air-condition their big tops.

Horace Williams, of Falkner, N. Y., recently visited several members on his tour to the West Coast and reports that on his way east he met Kenny Hull on the Ringling show at Grand Island, Neb. He also visited with Mr. Krueger, a Model Builder at Omaha; Chuck Sterns at Austin, Minn.; John Dvorak and Verne Fussell at Cedar Rapids, Ia.

S. H. Woodford, Enfield, Conn., has recently completed his No. 43 big-top pole wagon and is now working on a pole wagon for his menagerie pole tops.

George Hubler, Dayton, O., reports he recently finished his No. 88 big-top canvas wagon. George has left for a trip to Canada and planned to visit members en route.

Cliff Schmitt, Cairo, Ill., finished several wagons and is now working on a water wagon for his model circus. New members include Chester Sluuser, Porterville, Calif.; Raymond C. Friesel, Pittsburgh; William Donahue, Williamsville, Conn.; Carl S. Smith, Auburn, N. Y., and Ivan M. Christy, Los Angeles.

Clarence Pfeifer, Johnstown, Pa., has finished the last of 12 cage wagons for his menagerie and is now working on his light plant, cookhouse, and tableau wagons.

Del Wentworth, Boise, Idaho, recently visited Ted Hardesty, Portland, Ore., and much circus was discussed. Hardesty recently completed a model of the Ringling hippo wagon No. 88 and is now working on his side show.

## Dinner for Madame Bedini Given by Walter Sweeney

McKEESPORT, Pa., Sept. 21.—When Russell Bros.' Circus played here September 13, Walter Sweeney, a former trouper and now owner of a chain market business here, gave an after-show dinner in honor of Madame Bedini, and about 35 members of the Russell show were guests of Sweeney.

Speakers at the dinner were Sweeney; Walter L. Main, who visited the show that day; G. Wylie Overly, banker of Mount Pleasant, Pa., whose hobby is clowning; and Frank Dannelly, press representative of the Russell Circus. Len Litman was toastmaster.

Others present were Mrs. Overly, Mrs. Dannelly, Mr. and Mrs. Bob O'Hara, Irene Lunsford, Mr. and Mrs. Gus Bell, Mr. and Mrs. Joe Levine, Charles Sateja, Maurice Marmalajo, Armand Dupree, the Knight family, Charles Reynolds, Josie Sheelar, Lucy Belle, Daniel Belle, Mr. and Mrs. P. A. Klein, Mrs. E. G. Holdie, Lillian Ratray, and several relatives of the Knight family.

During the night show Madame Bedini was called into the ring and presented with a beautiful floral offering by Miss Flowers was the gift of Sweeney.

## Hartmann's Broadcast

TWO animal trainers have responded, in rebuttal, to the charges made by Rudolf Edmonth Rebbach in his column, "Nite by Nite," in *The Progress*, a Henry P. Budde publication, of San Francisco, that "unspeakable brutalities are practiced upon and against defenseless dumb animals in order to make them perform tricks and various silly antics totally foreign and contrary to their natures." (See this column, issue September 14.) One answer has been made by W. H. Scofield, of Westfield, N. J., and the other by Manuel King, of Brownsville, Tex. Copies of both letters have been furnished us. The one written by Mr. Scofield reads, in part:

"In answer to Rudolf Edmonth Rebbach's article reference to the unspeakable brutalities practiced by animal trainers and published in a recent edition of *The Progress*, Mr. Rebbach has the wrong idea and by his article knows nothing about animal training or methods used. . . . People with common sense don't blast with that 'blitzkrieg' intent, which differs from the right to criticism. Quite true, there are some trainers who in the past have been known to mistreat and abuse their animals, and cases have come to light . . . but they are few. This applies in everyday life. Now and then . . . a farmer or riding stable owner . . . mistreats stock, but these individuals are few, in or out of show business.

"As a trainer of horses I can speak from experience—facts, not fantastic ideas. Most men and women who become trainers and exhibitors of animals do so owing to the desire and love for animals. Their livelihood depends on their animals, and they take the finest care of same to safeguard their health, etc., over a period of years. Many show people retire their stock when aged or have same destroyed so they will not fall into the hands of anyone where they might be ill treated.

"Madame Bradna, with the Ringling circus for years, has a very beautiful white horse that is aged, yet this horse has as much style and animation as a four-year-old—definite proof the horse most certainly has received the finest of care over a period of years. Madame Bedini, with the Russell Bros.' Circus, has a troupe of trained horses, ponies, and dogs that have appeared before the public for years, yet these animals are as young as ever in appearance—proof they have had the best of care. Then there's the Black Horse Troupe owned by Mrs. Edna Curtis, a charming person and a lover of animals. The Curtis animals include horses, ponies, dogs, and mules, trained by kindness, and no groom would dare misuse any one of them. And there's Major Tuttle, of the U. S. Army, trainer and exhibitor of high-school horses, famous both here and abroad in dressage exhibitions. His horses are the pride of the U. S. Army horse show team and trained with the utmost care and kindness. The John Robinson Elephants, owned by the Robinson family for many years and well known throughout the country, show the fine care they have received over a period of many years. Power's Hippodrome Elephants are more like pet dogs than the big elephants they are and have all the indication that they enjoy doing their tricks—definite proof they are not abusively treated.

"And there's Alfred Court, famous wild animal trainer, now featured on the great Ringling show. Most people who have witnessed this wild animal attraction are amazed at the quiet, unassuming way these mixed groups of wild animals are put thru their routines. The small Himalayan bears frolic around and at times seem to be in the trainer's way. If trained into submission by brutality, as Mr. Rebbach would have us believe, these animals would fall over one another to get away from the trainer. Instead, they are well cared for, also represent a large financial investment. Anyone with common sense will realize the owner of a costly collection of animals most certainly takes the finest care of same, if not for the love of the animals at least to protect his investment. The famous American wild animal trainer, Clyde Beatty, has training quarters at Fort Lauderdale, Fla., and the Ringling circus has quarters at Sarasota, Fla. Both are open to the public, and I would suggest Mr. Rebbach might take time

out . . . and acquaint himself with methods employed in the training of animals.

"I have a reputation as a horseman and have bred, trained, and exhibited horses for years. My horses are trained with the greatest care and kindness. Sun Dance, now retired, is 25 years old, full of life, and likes to perform. Trained to obedience but never mistreated. I have horses now in training and extend an invitation to Mr. Rudolf Edmonth Rebbach to call at my place at his convenience. In training my horses I have no secrecy behind closed doors as Mr. Rebbach seems to believe is the case."

And here's what Manuel King wrote, in part:

"I have read with quite a lot of interest in a recent issue of *The Progress* the 'Nite by Nite' column by Rudolf Edmonth Rebbach. It is not that I as a mere high school boy desire to give instructions to an older person than myself—from my infancy I was taught discipline and respect for any person older than myself. However, I will take the liberty, still with my parents' consent, to answer your item, as I am now only 16 years old, my last birthday having been September 5, 1940.

"May I, with all due justice in behalf of wild animal trainers I personally know, as well as myself (since I was nine years old I have appeared thruout the U. S. A. and other countries as the 'World's Youngest Wild Animal Trainer'), ask Mr. Rudolf Edmonth Rebbach just a few questions? What knowledge have you insofar as the actual training of wild animals is concerned? Or, at what training quarters have you seen that which you wrote about? Are you qualified as an animal expert, or a man that knows animals and their intelligence, and could you honestly select such wild animals for training insofar as animal intelligence goes?

"Now please give me a reply to this letter, as I am only after justice, and, as stated, in behalf of all other wild animal trainers. I personally invite you to come to my training quarters, where you will see me training my new act for 1941 season, consisting of 19 male African lions, and I am sure that you will acknowledge your mistaken article. . . . I am finishing high school this semester. Every afternoon I train my lions. . . ."

"Please answer. I take great exception to the language used in your story—and can you fix a watch?"

Accompanying the carbon copy of King's letter was this note:

"Dear Mr. Hartmann: It is with the greatest of pleasure that I noted the kind attitude that you hold towards those of the profession to which I belong. Perhaps if there were a few more columnists such as yourself who are willing to call such belittling articles as the one that you reproduced, in part, to the show world in general, our show world would be a far more pleasant place to live in. May I thank you on behalf of the fellow members of my profession for having put this matter before us. We need more men like you."

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# Under the Marquee

(Communications to 25-27 Opera Place, Cincinnati, O.)

L. CLAUDE MYERS advises that he will add two more men to his band in several weeks.

LEO DUROCHER, manager of the Brooklyn Dodgers, will be the Fall Guy at the Dexter Fellows Tent luncheon in New York, September 25.

MR. AND MRS. REX M. INGHAM, of Ruffin, N. C., visited Wallace Bros.' Circus at Greensboro, N. C. They were guests of Ray Rogers at the matinee.

MR. AND MRS. WALTER L. MAIN have returned to their home in Geneva, O., after spending the summer in Maplewood, N. J., and Pittsburgh.

If there is art any place it is in the circus.

NORMAN CARROLL, formerly with Russell Bros. Circus, worked the come-in at the annual Waurika (Okla.) Rodeo. Said that the three-day affair played to record crowds.

FLYING ROMAS played the Dyersburg (Tenn.) Cotton Festival week of September 9 and visited with Red Brady and Joan, of diving act fame, on West's World's Wonder Shows.

BARNEY O'DARE (Duchess), joined Tom's Amusement Company at Ashburn, Ga., to play 10 Georgia fairs before going into Florida. He is presenting his free act, also advertising on streets.

If you are with a show, be with it and for it at all times, otherwise step away.

BRUCE HEATON, showman of Greenville, S. C., attended Wallace Bros.' Circus at Greenville, S. C., reporting good program. He visited with Lee Powell and Ed Raymond.

JACK AND BILLY MEINHART, formerly of the Ringling-Barnum show, now manufacturing athletic banners in Massillon, O., are also operating concessions at Northern Ohio street fairs.

MR. AND MRS. FRED TIMON, of Oswego, N. Y., saw the opening performance of the Siegrist Society Circus at Du Bois, Pa., September 16, reporting a very good show. It was held in the ball park and cold weather hurt business.

BOY BARRETT, clown, is in Chicago and says he will work the Dairy Cattle Congress, Waterloo, Ia., for its circus, held each year by the Barnes-Carruthers office. He will do numbers with Chester (Bo Bo) Barnett and others.

AT THE CONCLUSION of the meeting of the Canton (O.) Showmen's Club on September 23 the charter members will be honored with special entertainment, luncheon, and refreshments. The club has 42 charter members.

RUSSELL BROS.' CIRCUS will be in Terre Haute, Ind., September 25, the first circus there this season. It will be the latest that a big top has played there for a long time. Russell show hasn't been there for several years, advises John A. Schmidt.

KENNETH POLEY, formerly with Lewis Bros. Circus, was not on the road this year, but has been breaking his own high-school and dancing-horse act, which he will have with a circus next season. He also expects to make some winter dates.

PETE MARDO, former acrobat and clown of the big tops, is convalescing at the City Hospital in Massillon, O., following an operation for appendicitis. Masonic brethren and members of the Canton Showmen's Club have been daily visitors.

EDWARD M. HILLIARY, a great circus fan and real friend to traveling showmen, ably assisting them when they play Baltimore, was in Atlantic City last week at the Showmen's convention and was a guest of Frank B. Hubin. Ed is a member of Boumal Temple Mystic Shrine, Baltimore.

WHILE the Thunderbirds were playing Auburn, Mass., Billy Kilg attended an old-fashioned country auction and picked up a very interesting copy of *The Rough Rider*, an issue of Buffalo Bill's dodger, which stated that the show would appear in Worcester, Mass., June 23, 1902.

THE OLD TROUPERS in the Ohio Masonic Home at Springfield on September 16 were visited by Doc Candler, English jester and ventriloquist; his wife, Mabel, and son, Horace. They were en route from a visit to Washington, D. C., to their Mt. Clemens (Mich.) home. A banquet table was set in the Home grove.

HERBERT A. DOUGLAS, of West Chester, Pa., attended Hunt's Circus at Oxford, Pa. He says that Oxford's veteran circus men, Al P. Wheeler and F. J. Frink, were on hand. Show had exceptionally fine business at every stand on the Eastern Shore and instead of closing the season is going back to play more dates. Lou Barton is going okeh with the side show, Douglas saw Bell Bros. Circus at East Greenville, Pa., and spent an interesting evening with Sam Dock.

GEORGE (SLIM) GRIFFIN, who was with Mills Bros. Circus, has joined Dalley Bros. Circus, being in charge of reserved seat tickets. Reports that big shows run one hour and 15 minutes. Org is now in Missouri and headed for Arkansas. It is slated to close around December 15 and hit the road again early in the spring. Show has received a new big top, an 80 with four 40-foot middies. Biz has been very good.

JAMES P. CRAVEN, a retired consulting mechanical engineer, of Glendale, Calif., has gone in for circus modeling. All of his trains, wagons, elephants, horses, and other animals are exact reproductions, built to a true scale. It is reported that his business has outgrown his backyard shop and that he intends to enlarge his shop. Stan Rogers and other picture people are frequent visitors.

There is great satisfaction in a season's work well done.

NILS REGNELL - HELLKVIST, high fancy and fire diver, after returning to the States from Venezuela, South America, which country he toured last winter and spring, has been playing with the Blotner Model Shows in Maine. He recently left Maine for the Police Circus in Boston Garden, Boston, September 16-21. He will either play indoor circuses this winter or make another tour of South America.

STEVE HENRY, outdoor representative of *The Billboard* in Los Angeles, has returned to that city from a trip east. He was in Circleville, O., his old home town, and in Cincinnati. En route to the Coast he visited the Ringling-Barnum circus in St. Louis, which did big business in spite of the heat. He visited with Theo Forstall, Chief Brice, Frank Braden, Bill Curtis, Fred Smythe, Bobby Michaels, Mack Steele, and Tommy Haines. He noted a number of Coast defenders with the show, among them Walter McClain, Big Timber Percy, Peanuts Robinson, John Red White, Bill Helbling, Red McKittrick, Gabe Costello and Arthur Springer.

A show that gives just a little more than advertised cannot be anything but a repeater. Treat your customers right at all times.

WALTER K. SIBLEY, who is at the San Francisco fair, writes: "Cole Bros. Circus played Oakland September 14-15 and there was quite an exchange of visits. Most of the circus people visited the exposition as the guests of Eddie Brown, including Mr. and Mrs. Zack

## SEND IN YOUR ROUTES

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

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

Terrell, Brown and the writer drove to the circus lot, picked up the Terrells and brought them over to Treasure Island, where they were driven over the grounds, stopping to visit with Ad Vollmann, Joe Brandon, Joe Trosey, and Capt. Terrell Jacobs. The circus has been doing excellent business in the West, especially in Fresno, which has been the banner stand to date. The two days in Oakland were satisfactory, the afternoon business being poor but the night shows playing to capacity. From here the circus plays the peninsula, continues on to San Diego after playing a number of stands in metropolitan Los Angeles. After the San Diego stand the show will go east, playing on the way El Paso, Tex. Winter quarters have not as yet been decided on. Zack says that the show from a very bad beginning has finally got in the black and should have a profitable season if the California business keeps up."

## Dressing Room Gossip

COLE BROS.—Plenty of visitors at Stockton. The Danwills, acrobatic act, spent the day on lot visiting the Reifensch family and Clarry Bruce. At Fresno the Acevado family visited the Escalantes. At Oakland had many visitors from San Francisco—Terrell M. Jacobs, Curly Phillips, Arthur Borella, Charley and Katie Lucky. Jack Klippel had two big days at Oakland with his folks. Pay Avalon joined clown alley at Stockton. Austin King, who with Jack Earle, giant, recently returned from Australia, spent a day with the show, visiting their many friends. The mother of Boston Towne, side-show manager, had a nice visit with him and took in the afternoon show.

The Escalantes are looking forward to Los Angeles, their home town. They have big things planned. Clarence Canary took a nasty buster in high jumps but is back in program. Jimmy De Cobb has a novel walkaround. Harold Ward, formerly catcher for one of Art Concello's flying acts, joined at Oakland; also Eulane Malloy, going rings and muscle grinds. Heien Partello is also doing muscle grinds. Dr. and Mrs. Peterson were with show two days. Huffy Hoffman is now doing clown cop all thru the show. Rube and Mary Egan, and Mr. Roth and son were on lot visiting Lou Walton and Grover Niechman. Saw S. L. Cronin and J. D. Newman catching the afternoon show at Oakland. Mr. and Mrs. Eddie Silbon caught the night show.

FREDDIE FREEMAN.

## The Corral

(Communications to 25-27 Opera Place, Cincinnati, O.)

MIDLAND (Tex.) 1940 Rodeo ran in the black to the tune of \$1,100 and plans are already under way for a bigger and longer rodeo in 1941. Clarence Scharbauer has been re-elected president.

LUCKY LARABEE is working out of Los Angeles, training a chestnut Roman team for exhibitions and racing and working his whip and rifle acts occasionally.

NAT D. RODGERS has closed a deal with T. E. Robertson to direct the sale of tickets for the grand finals of the 1940 world's championship rodeo to be held at the Will Rogers Coliseum in Fort Worth, Tex.

THE CHARROS, a group of six champion Mexican cowboys, will perform at each show of the Pacific International Exposition at Portland, Ore., next month, under direction of Senor Alfredo Cuellar, offering bulldogging, steer and bronk riding.

RED RIVER County Future Farmers' Exposition and Rodeo Association has

been incorporated at Clarksville, Tex., for holding of the annual fair and rodeo in that community. No capital stock is to be issued. Incorporators are Jim Geer, C. V. Stewart, and J. W. Kennedy.

CHIEF ED EAGLE, Princess Sky Eagle, and Shorty Calvin, clown, have played 12 dates so far this season, covering eight States with their horse acts, trick roping and riding and Indian dance. They tell from Milledgeville, Ill., that they are headed for Texas for six more fairs and rodeos. Season has been very satisfactory.

WINNERS at the fourth annual Parkbeg, Sask., Can., Stampede: Saddle Bronk Riding—Cliff Anderson, Bill Prior, Carl Olson. Day money winners for that contest—Carl Olson, Cliff Anderson, Bill Pryor. Calf Roping—Tiny Toews, Ben Saperia, Carl Olson. Bareback Riding—Cliff Pryor, Stan Dillabaugh, Gene Anderson. Steer Riding—Cliff Pryor, Cliff Anderson, Carl Olson. Wild Horse Race—Gerald Myers, Cliff Anderson. Wild Cow Milking—Tom Saperia, Harold Ward, Fred Bradford. Wild Brothers entertained with trick riding and roping.

NEARLY 30,000 persons saw the Pendleton (Ore.) Round-Up, September 11-14, in the new steel and concrete 3,000-capacity stands which replaced the old wooden stands destroyed by fire a few weeks before the opening show. Additional construction will increase capacity to 5,000 and make total cost \$25,000. The show, including the Happy Canyon night event, was described as one of the most successful by Bill Switzer, president. Five thousand whites and Indians, including dignitaries of both groups, participated in the Westward Ho parade. Included among visitors were U. S. Supreme Court Justice William O. Douglas; Walter C. Nye, head of the Montana Dude Ranchers' Association; Robert Hainsworth, manager of Cheyenne's rodeo; I. B. Olcott, head of Red Lodge (Mont.) Rodeo, and Jerry Colonna and Bruce Geer, of radio and motion pictures. More than 175 top cowhands from all parts of the nation and Canada competed. Dick Griffith and Monty Montana provided trick riding and roping. Clay Carr, of Visalia, Calif., won the \$5,000 Sam Jackson trophy and was named all-around cowboy champion of the world. By virtue of his victory in steer roping, Carr, with 120 points, was 20 points ahead of Everett Bowman, Hillsdale, Ariz., who gained second place by winning the bulldogging contest. Richard Merchant, Tucson, Ariz., third, was best in calf roping. The rule, that to compete for the Jackson trophy a cowhand must enter two or more major events, automatically eliminated Nick Knight, of Cody, Wyo., who was crowned bronk riding champ, but who entered only one event. Carr's name goes on the trophy for the first time. Three cowhands have two of the three permanent legs of the trophy, Bill McMakin, Trail City, S. D., winning in 1939 and 1947; Everett Bowman, in 1932 and 1933; Ike Rude, Magnun, Okla., in 1931 and 1936. Silver mounted saddles were given this year's champs in addition to prize money and trophies.

Results: Steer Roping—first day, Carl Arnold, Everett Bowman, Johnnie McInroy, Floyd Peters. Second day, Ace Soward, Wolf Marcus, Clay Carr, Hugh Strickland. Third day, Clay Carr and Hugh Strickland split first, Irby Munday, Richard Merchant. Fourth day, Clay Carr, Hugh Strickland, Wolf Marcus, Irby Mundy. Calf Roping—first day, Carl Roy Lewis, Clevie Kelly, Oran Fore, Carl Arnold and King Merritt split fourth. Second day, Richard Merchant, John Bowman, Toots Mansfield, Breyer Cox. Third day, Dave Campbell, Floyd Peters and Clay Carr split second; Richard Merchant and Buck Stander split third. Fourth day, Richard Merchant, Carl Shepard, Oran Fore, Roy Lewis and Toots Mansfield split fourth. Bronk Riding—first day, Doff Aber, Nick Knight, Stub Bartlemay, Gene Pruitt. Second day, winners not announced. Third day, Duff Mulkey, Nick Knight, Doff Aber, Fritz Truan. Fourth day, Nick Knight, Burel Mulkey, Doff Aber, Fritz Truan. Bulldogging—first day, Dave Campbell, Lonnie Allen, Bill McMakin, Everett Bowman. Second day, Frank Van Meor, Jack Wade, Bill McMakin, Lonnie Allen. Third day, Dick Herron; Bill McMakin and Everett Bowman split second; Hugh Clingman. Fourth day, Everett Bowman, Bill McMakin, Dave Campbell, Don Hinton. Relay Race—fourth day, Floyd Murphy, Jack Deming, Cliff Weaver. Northwest Bronk Riding (only for those who never reached the mid-finals in the world championships)—fourth day, Bert Evans, Jack Edmo, Stanley E. Price, Blackie McEroy.



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## Interest in Rollers Growing in Canada

MONTREAL, Sept. 21.—Champlain Provencher, honorary secretary and treasurer of the Amateur Skating Association of Canada, announced the organization has been honored by acceptance of the Earl of Athlone, governor general of Canada, to be patron of the skaters. The past year has been active in number of tests and competitions held. Council of the Amateur Skating Association of Canada has been active in promoting all kinds of skating events in its territory. Membership in the Association continues to increase, especially in the roller skating department. W. C. Mainwaring, president of British Columbia Amateur Skating Association, has added roller skating to the many activities of that association, while H. C. Roberts, Toronto, has formed the Toronto Amateur Roller Skating Association to look after roller skaters in that district.

In the summer season he introduced roller skating at Bob-Lo, a resort island at the mouth of Lake Erie, where many amateur roller skaters from Canada and

# Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

the States gave exhibitions in advanced skating in Bob-Lo Roller Rink. It is more than probable that more skating associations will be formed in other parts of the Dominion to join the controlling body of all skating in Canada before the 53rd annual convention of the Amateur Skating Association of Canada in Montreal on November 16. Members of the Amateur Skating Association of Canada are Maritime Provinces Association, Quebec ASA; Canadian AFSA, of the ASA of Canada; Ontario ASA, Toronto ARSA, Manitoba Speed Skating Association, Alberta ASA, British Columbia ASA.

Mary Rose Thacker, Winnipeg, holder of the women's figure-skating championship of North America, may, with speed, fancy, and pleasure skating, take part in Canadian championships to be held in Vancouver, B. C., in the near future in connection with the Louis Rubenstein Memorial Trophy. President William E. Roughton, Amateur Skating Association, who for many years acted in International Ice Speed Skating championships at Lake Placid and Saranac Lake, N. Y., is sole trustee of the Louis Rubenstein Memorial Trophy, given for competition by the late Mrs. Kor, sister of the late Louis Rubenstein, one of the founders of the Amateur Skating Association of Canada in 1887. Rubenstein, Montreal, was Canadian champion in 1887-'89; American titleholder 1889-'89, and world's champion, 1890. He skated in all parts of the world where ice was to be found. In 1890 he won the world's figure skating championship at St. Petersburg, Russia. In his many years of competition he never met defeat. He was one of the founders of the Amateur Skating Association, being its secretary and treasurer for over 30 years and president when he died in 1930. It was at the request of Rubenstein that Champlain Provencher, Montreal, authority on athletic games in Canada, was elected honorary secretary-treasurer of the Amateur Skating Association of Canada.

## Madison Gardens in Chi Reopened for 34th Season

CHICAGO, Sept. 21.—Madison Gardens Rink opened its 34th season on Wednesday under direction of Virginia McCormack. The rink, founded by the late J. Charles McCormack and conducted by him until his death last year, has built up an enviable reputation.

Many of its employees have been with the rink from 20 to more than 25 years. Jack Schulten is again floor manager, and Happy Johnson is at the Wurlitzer organ. Rink has been entirely redecorated. For regular skaters there is a newly surfaced floor, and a separate floor is provided for beginners. Skating sessions are held nightly except Monday. There are Sunday matinees and waltz nights on Thursdays.

CLARK BROTHERS recently made a three-day appearance at the Irving Theater, Wilkes-Barre, Pa.

SALEM (O.) SKATELAND reopened on September 11. Management announced nightly sessions. Dorothy Hartzell is at the electric organ Saturday and Sunday afternoons.

BAY RIDGE Roller Rink, Brooklyn, opened its fall season on September 11, drawing about 800 skaters, reported Manager Art Lanay. Guests were Victor J. Brown, president of the Roller Skating Rink Operators' Association of the United States; Betty Lytell, professional, and her 11-year-old protegee, who gave exhibitions. Rink added two women teachers and a male instructor and sent Jerry Griffith and Terry Pumbermiller to the RSROA professional school in Arena Gardens, Detroit, September 7-21. Rink has been redecorated and floor and skates have been reconditioned. Improvements have been made to the women's lounge and check room. Ruth Eisenberg has been re-engaged as organist by Joseph Seifert and Carl Carlson, proprietors. Dance classes will be conducted.

SKATERS attending reopening of Arena Gardens Roller Rink, Detroit, on September 7 found much in the way of improvements. New club office has been installed. Old rails in the lobby have been removed and circular seats have been placed around posts. Check

## Rinks for Gyms

CINCINNATI, Sept. 21.—That the Roller Skating Rink Operators' Association of the United States make available facilities to aid mass physical training to "toughen up" America's man power for defense service has been suggested by William F. Sefferino, head of the Sefferino Roller-drome here and a member of the RSROA board of control. He has wired John B. Kelly, former Olympic athlete, who was asked by President Roosevelt to devise a plan for nationwide programs stimulating physical training, that his belief is that rink operators will "co-operate to the limit."

room has been made more serviceable and floor has been resurfaced. New practice floor has been installed for teaching beginners and advanced skating. Members of Detroit Figure Skating Club will occupy a new clubroom. There are a new lounge and refreshment counter. Preview was staged on September 6 for Arena Gardens Club members. General Manager Fred A. Martin has again arranged to offer skaters free instructions in elementary and advanced skating weekly.

MANY skaters turned out on September 13 for the fall opening of White Horse Roller Rink, Watertown, N. J., operated by Mr. and Mrs. Royden Halnes. They opened their first rink at Watertown in 1929 on the site of the present rink, which is four times as large as the original one. Redecorating and reconditioning of the floor was done this year. The rink has indirect and neon lighting. It operates nightly, with matinees on Saturdays and Sundays. Ed Butecke, former trick skater, is beginning his seventh season as manager. He is assisted by Bernard Martin. Novelties were distributed on opening night.

PRESENTATION of a floorshow, taken part in by more than 50 skaters, was staged for the fall opening of Imperial Roller Rink, Portland, Ore., on September 20 and 21. Margalee Griffith, professional, directed the cast. Entrance to the rink has been remodeled with glass brick and neon lighting and interior has been redecorated. Cecil Teague and Buck Nye are organists. August business this year was more than double that of 1939. Manager C. M. Jeffries reported a successful season for his portable rink. It closed in Seaside, Ore., on September 3.

PETER J. SHEA, former Detroit operator, reported he and an associate, Arthur Karalake, have taken over a 146 by 198-foot building in Akron, O., and will operate it as Campus Roller Rink, slated to open October 10. It will have 15,000 square feet of floor surface. Karalake is also interested in Lincoln Park (Mich.) Rink and a summer rink at Island Lake, Mich. He has also had experience in operation of portable rinks. An electric sign will be erected on the front of the building. It is the intention of the operators to install bowling alleys in part of the building next year. Shea will manage the rink. Karalake will devote his time to the Lincoln Park rink.

ROLLERDROME, Portland, Ore., reopened recently under new management of Stephen Emery, former floor manager at Imperial Rink, Portland. A carnival, featuring distribution of favors, was staged on September 6 and 7. Manager Emery is outlining a promotional program and reorganizing the rink club. Formal opening with a floorshow, is scheduled for October 4 and 5. Al Chenavert is electric organist, and C. J. Neale, after more than a year's absence, is back as skate room manager. Women's lounge is bigger and the beginners' floor

has been enlarged to 75 by 20 feet. Fluorescent lighting is new equipment in the lobby and an air-conditioning unit has been installed.

THIRTEEN acts, with cast of 43, made up the floorshow which marked the fall opening of Oaks Roller Rink, Portland, Ore., on September 6-9. Ed Cheney, former New York and Hollywood dancer, directed the group, composed of members of the rink club. Dorris Rivers, Portland professional, took part in the show. Special lighting effects were used in the presentation and Leonard Hoyt, organist, accompanied acts. The hour-and-15-minute show was staged three nights and on Sunday afternoon. Manager Bob Bollinger said attendance was better than at the spring opening. Invitations, sent to public figures, were effective.

SKATELAND, Trenton, N. J., opened its fall season on September 12, drawing a crowd of 1,100, reported Manager M. Silvers. Interior has been redecorated and painted and a new sound system has been installed. Ethel Robinson is electric organist. "There seems to be more interest in roller skating than ever before," said Manager Silvers. "And it appears the rink will do 50 per cent more business than last year. This is the rink's third season. On the first children's Sunday matinee there was a turnout of 400, including many adults."

DEUBACK Brothers, John Ed and Victor Lee, fancy skaters, played A. A. Noble's Kingston (Okla.) Roller Rink on September 9-14 to large crowds, reported Mrs. Gertrude Deuback, press representative for Deuback Arcade Roller Rink, Dallas. Della Payne Fowler assisted them on the last four nights. They gave one performance nightly except Saturday, when two shows were given.

ROLLER rinks are again active in Wisconsin. Beachland Rink held a grand opening on September 13 in Racine, with free skating on opening night. Spot has Tuesday, Friday, and Sunday night sessions. Joyland Roller Rinks opened its rink on September 12 at Waverly Beach, Appleton, with skating Tuesday and Thursday nights and Sunday afternoons and nights. Jimmy's Roller Rink opened on September 14 in La Crosse. Bob Monroe is floor manager, and Jimmy Sullivan, formerly of Rochester, Minn., is proprietor.

AGOGA (Ind.) Roller Rink opened on September 17, reported Carroll Green. There will be nightly sessions except on Sundays and Mondays. Eddie Reynolds is electric organist. Free skating club party was scheduled for September 23.



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# TWO TILTED BY LATE TRADE

## Coney in Cincy Near 1,000,000

Rises in per capita and gross offset drop in attendance in early weeks

CINCINNATI, Sept. 21.—Attendance close to 1,000,000, 2 1/3 per cent under the 1939 mark, and respective increases in gross business and per capita spending of 4 and 6 per cent were recorded by Coney Island here, which closed on September 2, said President and General Manager Edward L. Schott. The figures are not yet available, it is believed net profit will be about equal to that of 1939.

Attendance drop was attributed to a protracted spell of cold and rainy weather from opening date until late June. Hot weather in July and continued fair weather during most of August brought good crowds and business and helped erase red figures registered in early season. Giving late-season business a fillip was the annual Carnival of Fireworks and Festival of Light, with free acts, on August 23-September 2. It opened auspiciously with attendance three times that of the corresponding day of 1939, but bogged down somewhat in mid-session due to several days of rain. However, the last three days were big from the standpoint of attendance and spending and it closed a little ahead of last year's show.

The Steamer Island Queen, which plies between Cincinnati and the park, embarked on a series of Mississippi River moonlight cruises following close of the park. Edward J. (Mickey) Norton, Coney advertising agent, is out ahead of the boat. It will remain in Southern waters until October 11, when it will begin the first of three consecutive moonlight rides out of Cincinnati.

## Pontchartrain Has Spotty Play; Free Acts Factor at Gate

NEW ORLEANS, Sept. 21.—Last Sunday saw the end of a spotty season at Pontchartrain Beach. June and July were wet and Manager Harry J. Batt was forced to stage frequent special events to keep in the black. August saw a change for the better and a new daily attendance record was hung up for a 30-day period. The half of September brought more wet and cool weather except for a good Labor Day spell when about 100,000 visited on three days.

Maximo, slack wire, closed a full season of free acts that proved a big factor in helping attendance. On Wednesday and Thursday of the last week finals in weekly amateur entertainment contest found selection of four to appear in national finals at the New York's World's Fair. Final day was WDSU day and the station put on a special of 10 tickets for 25 cents on rides to attract fair patronage despite cool weather.

Manager Batt is co-operating with civic groups in reopening the beach for Laff Day tomorrow for a flood relief benefit. Gross proceeds of the day go to homeless of Southwest Louisiana recent victims of a tropical disturbance.

### Fireworks Help Beach

GALVESTON, Tex., Sept. 21.—With hundreds of tourists filling most of the housing facilities, Galveston Beach is still well patronized despite cooler weather. Beach Association plans weekend fireworks to stimulate late summer interest thru October 13. W. D. McMillan, president of the association, said the season was best in many years and that he believed fireworks one of the best means for keeping up interest.

Bids will be opened on September 28 for construction of a \$1,300,000 pleasure pier over the Gulf. Plans are ready for the annual Mardi Gras at Galveston on February 21-25 with Chamber of Commerce (See PONTCHARTRAIN on page 59)



G. V. (CHICK) STARKWEATHER, president of the American Recreational Equipment Association, who, declaring the present set-up "all wrong," has asked all who manufacture or sell to the outdoor amusement field to come to the Chicago December annual meeting prepared to discuss plans for future trade shows. In a questionnaire he submits suggestions for changes in annual equipment exhibits and asks exhibitors if they have been satisfied with past arrangements.

## Bob Lo Island Is Up 10% Despite Handicapped Start

DETROIT, Sept. 21.—Business at Bob Lo Island Amusement Park, 30 miles down the Detroit River, has been about 10 per cent over last year, a preliminary report for the season shows, according to E. B. Hatch, of Georgian Bay Lines, operator.

Business was hurt earlier in the season by rumors of border restrictions. Park is situated in Canada, but as the boats for it sail from Detroit and return here without stopping elsewhere in Canada, no border inspection is made.

Increase is spread rather evenly between all park departments, Hatch said, with the roller rink, new this year, proving a good draw.

## Starkweather Calling for Ideas About Changed Set-Up on Trade Shows of AREA for Chi Meets

NORTH TONAWANDA, N. Y., Sept. 21.—Declaring the present set-up "all wrong," President G. V. (Chick) Starkweather, American Recreational Equipment Association, and secretary and treasurer of the Allan Herschell Company, from his office here has addressed a letter to all who manufacture for or sell to the outdoor amusement field, asking ideas for changes in future trade shows.

He asks for the return of filled-in questionnaires and that those addressed come to the Chicago annual meeting, December 2-6, prepared to discuss ideas for changes in the present method of presenting the equipment exhibits.

"To summarize briefly," reads his circular letter, in part, "some of us sell to both parks and carnivals, some only to parks and some only to carnivals; others handle equipment of interest to fair secretaries, others to swimming pool operators, etc."

"In the past, when the National Association of Amusement Parks, Pools, and Beaches held its convention, the manufacturers have exhibited their wares under the organization titled American Recreational Equipment Association, which was sponsored by and was a part of the NAAPPB. The time and place of exhibiting, the hours during which the exhibit hall was to be open, who and who not could visit the exhibits, were specified by the amusement park association.

## Ops at Hermosa Get Cool Damper

HERMOSA BEACH, Calif., Sept. 21.—Business at this spot, which has one of the finest bathing beaches on the West Coast, has been held below that of several previous years by an unusually cool summer. But concessionaires report that they have lost no money and several of them have made extensive improvements to their holdings. Much of the trade here comes from the youngest element of visitors.

Among the night clubs here are Zucca's Rendezvous, Joe and Frank Zucca; 22 Club, Jim Sweete; The Broiler, George Merritt; Tropic Room, Frank Champagne; Cassella, Evert Cassell; Vurpillat's, William Vurpillat; Hermosa Billmore, Los Angeles Athletic Club.

Concessions: Flo's Place, Flo Snyder; Kay's Place, Kay Peterson; Pearl's Place, Mr. and Mrs. O. Kersten; Lefty's Place, Raesta. Toons, W. J. Grove; popcorn, candy apples, Les Peterson; Bob's Corner, Mr. and Mrs. E. Miller; Sud's Cafe, Mr. and Mrs. George Sudborough; Carl's Malt Shop; fish and chips, shrimps, George Austeus; sandwich shop, T. Treadway; Currie Ice Cream, Jake Koon; Frank's Surf Cafe, Ralph Deets; Kappie's Cafe, Ernest Kappie; Keel's Cafe, Harry Keel; Walt and Mize, Mr. and Mrs. Walter Brown; Candy Studio, caramels, fudge, and salt water taffy, George Sanan; Hermosa Bowling and Recreation, Harry and Marty Keller; shooting gallery, George Hibbard.

Hermosa Pool Hall, Leroy Thompson; bathhouse, Frank Champagne; beach accessories, Helen Miller; Domar Ballroom-by-the-Sea, Zucca Bros.; Cassell's Cafe, Agnes Cassell; sport fishing boats, Capt. Paul Praude; fishing tackle, Bob Boyce; smoked and fresh fish, Smokey; Pier Cafe, C. B. Wellbrenen; sea food specialties, Wylies; fish and chips, shrimps, Georges Rumell; Spanish foods, Esther Smith; photos, Grace Holton; III-Ho Coffee Shop, photos, Ruth Hart; The Anchors, Tom Sayer.

FLYING VALENTINOS were in Idlewild Park, Ligonier, Pa., for the closing three weeks of the season. Manager C. C. Macdonald said the park played free acts throughout the season and that the policy would be continued in 1941.

## Season Is Best For Hunt's Pier

Wildwood play spot's admissions are about 50,000—gross may reach \$25,000

WILDWOOD, N. J., Sept. 21.—Hunt's Ocean Pier closed its fourth summer season on September 6 under management of Guy Hunt and Bill Gerst, who report the best year in the pier's history. August business more than made up June losses due to weather. Attendance for the 10-week season of daily operations started June 29, and the three preceding week-ends, pier lighting up on June 8, hit about 50,000 admissions. Had it not been for rain over Labor Day week-end and in the last weeks in August, they believe the total would have been at least 10,000 more.

Scale was 55 cents for adults and 20 cents for children on Saturdays and holidays, with 75 cents for adults on Labor Day Sunday. Weekdays had a 40-cent gate, kids at 20 cents, with Mondays and Thursdays set aside as Family Days at 35 for adults and 15 cents for children. Season's gross is expected to be between \$20,000 and \$25,000, which puts operation on the money side, tho not of record proportions.

### Bands Principal Draw

Single admission included all pier attractions except the Carousel. Main draw was attributed to same bands in Starlit Ballroom, band parade including Johnny McGee, Woody Herman, Herby Woods, Mai Hallett, Al Donahue, Johnny Long, and Jimmy Dorsey. Biggest non-holiday day was Saturday, August 3, when a record of 4,200 admissions was established by Woody Herman, topping by several hundred dollars the high mark made the previous year on July 29, with same weather, by Larry Clinton.

Holiday record made last summer by Jimmy Dorsey with 5,500 admissions on Labor Day Sunday still stands. This year Dorsey, returning for the same date, in face of South Jersey flood rains, drew 4,400. But gross for the day was higher, admission being 75 cents as against 55 cents in 1939.

Other attractions included feature pit in Ocean Theater, short subjects in Mickey Mouse Theater, rides and slides, three large Funhouses, educational exhibits, Bohemian Glass Blowers, and juve shows on Tuesdays by Sommerville School of Dancing. Sun decks and picnic tables drew many outings. Biggest promotion is annual baby parade on the Boardwalk on August 23, with prelim contests and crowning on preceding days.

### Roster of Pier

In addition to Hunt and Gerst, personnel included Harry Miller, maintenance head; Jack Adler, electrician; James Ahern, Edward J. Byrne, Frank Kearney, and Thomas Zook, Jack and Jill attendants; Joseph Anderson, Richard Gingrich, Ferris Wheel; Edward Barone, John Mason, and Milton Selgel, Kelly Slide; Herbert Baird, Bill McKenty Jr., Whip; Thomas Biggans, Marshall Hafner, and John P. Schaeffer, Laff Theater; Joseph Christaldi, Crazy House; Robert Shaw, John DeMayo, Roller Coaster; Thomas Diskin, Mickey Mouse Theater; Edward Karcher, Ocean Theater; Howard Titus, Mickey Mouse Theater projectionist; Harry Ewan, Ocean (See BEST FOR HUNT'S on page 59)

## Shelley Aid to Richwine

MECHANICSBURG, Pa., Sept. 21.—George E. Shelley, Harrisburg writer, has been appointed by Proprietor Roy E. Richwine as publicity director for Williams Grove Park and Speedway here.

SAN FRANCISCO.—City's new \$3,000,000 zoological gardens will be dedicated on October 6. The 48 acres with buildings, outdoor dens, lakes, and gardens will be opened with a dedicatory program. Many of the 1,400 animals and birds have been transferred to their new homes, which include big pachyderm house, lion house, monkey island, and large artificial lake.

## The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

### Prodding Son Return

Went on a two weeks' vacation to forget about pools and swimming, and, as you might have guessed, ran smack into pool men and aquatic discussion all during the trip. First port o' call was Saratoga, N. Y. Before I had a chance to study the totalizer and pick some winners I found myself scrutinizing filtration systems of various outdoor pools operated by New York State Commission in conjunction with the baths. What kind of a vacation do you call that?

Lincoln, Washington, and Roosevelt baths, situated on main highway just before you come to village of Saratoga Springs, are really sumpin'. Then, too, the tank adjacent to the beautiful golf course, which apparently is patronized mostly by guests of Gideon Putnam Hotel, is one of the most picturesque open-air natatoriums these eyes have seen. In a beautiful setting, it possesses the very latest in aquatic equipment. But then the Gideon Putnam charges plenty per day, so I imagine the State had to be very careful about the pool operated next to it.

Second stop was Lake George, just north of Saratoga. There I became reacquainted with many old friends whom I met years ago when Lake George marathon swim was held. Citizenry still talks about that big swim, which, you may recall, was won by George Young. Funny, tho, that most of lake's hotel men and members of the Chamber of Commerce, many of whom operate outdoor pools, seem to be more interested in the resort's winter season than in swimming and outdoor activities. Whole burg has gone crazy over skiing and skating and all are busy readying for winter tourists.

On way back into New York City drove thru the Catskill Mountains area and was amazed at the considerable number of pools that have been built by hotel men in the past few years. Some are so-called co-operative pools used by more than one hostelry for their guests, with the nut of operation naturally being kept down by joint operation.

An interesting thing seen in motoring thruout New York State is the mushroom growth of indoor roller skating rinks, many built on main highways or near airports. You'll recall that this department has been advocating construction of pools at airports or on main roads to appeal to travelers seeking relaxation. Well, it looks as tho roller rinks have stolen the march with some 20-count 'em—rinks noted on one highway from the Adirondacks to the Catskill. One of the observations made is that there is a definite need for some indoor pools in the hinterlands. Swim seasons certainly could be prolonged and more advantages offered if there were some inclosed natatoriums around Saratoga, Lake George, and the Catskills.

### Her Last Dive

Georgia Coleman has made her last dive. When the plucky, attractive West Coast Olympic star passed away on September 14 the swim world lost one of its most colorful figures. This column lost a great friend. It seems like yesterday (tho it was over two years ago) that she came to New York City to make an appearance on a *We, the People* broadcast and to tell how she beat the infantile paralysis bug. While here she told me she'd like to stay around awhile and so I arranged for her to take a job as swim coach at Capitol indoor tank. She stayed there many months and finally returned to Los Angeles, her home town. Last winter she had a relapse. Thruout it all she stayed in there fighting but apparently the oppostish became just too tough for the game athlete. She had wanted so hard to get strong enough to attend the nationals in Portland and the AAU meet in her home city. Ironically enough, she made her last dive—into the Great Beyond—on the same day that all her friends hit L. A. for the tourney. Thousands of pool owners met and knew Georgia Coleman. She packed the box office for many of them.

### Dots and Dashes

Nate Kaufman, supervisor of recreation, Allegheny County Parks, Pittsburgh, in charge of swim activities, put his interesting booklet, *Water Games and Swimming Stunts*, into its fifth "printing" on September 6, quotes being used because the book is mimeographed

and not printed. . . . However, it is big-time and should be bound and published. . . . Jennie Grossinger, Broadwayite's summer resort sweetheart, is plotting an outdoor pool in conjunction with a new hotel she's opening in Miami Beach, Fla. . . . Mack Rose, prez of New York City Pool Owners' Association, is resting down Port Jefferson, L. I., way—if you can call staying up until 3 a.m. playing bridge with Joe Pringle, Cascades pool restaurateur, "resting."

## "Discrimination" Is Charged in AC Beach Deed Dispute

ATLANTIC CITY, Sept. 21.—Latest developments in the beachfront easement deed controversy between amusement piers and Atlantic City Restaurant Men's Association, which threatened to turn the resort into a series of private beaches, are expected to be sifted at a conference to be called soon by Mayor Tom Taggart Jr. and city commissioners.

Frank P. Gravatt, owner-operator of Steel Pier and other pier interests, deny sale of food is a violation of the deed provisions and insist upon the right to sell a hot dog to a hungry patron who is rambling from show to show, calling attention to the fact that the other piers have been selling food without a word of complaint. It has long been the popular impression here that no business could be done seaward of the inside line of the boardwalk on property deeded to the resort for park purposes.

Gravatt said any more directed only at Steel and Hamid's Million-Dollar Pier would be "discriminatory" because the remaining four piers also sell food." He added, "The principles of our democracy declare that all men or groups of men should be treated equally and without discrimination. If an action is brought to endeavor to stop sales of hot dogs on Steel and Million-Dollar piers, it will be a discriminatory action because other Atlantic City piers, Heinz Pier, Garden Pier, Steeplechase Pier, and Central Pier, sell food."

"The six Atlantic City piers have been selling refreshments for a great number of years. Five of the six piers have been selling food for a number of years. Now, simply because the sixth pier is selling hot dogs, answer to the wishes of its patrons, litigation is threatened. When the right to serve the public on Steeplechase and Central Piers was questioned legally, in a similar manner as now contemplated by the restaurant association against Steel Pier, the final decisions of the court upheld the pier's contention of free trade."

### AC Hall Deficit \$44,898

ATLANTIC CITY, Sept. 21.—A deficit of \$44,898 in operation of Convention Hall between April 1 and June 30 was reported by City Comptroller Bessie M. Townsend in a quarterly audit to the city commission. She reported disbursements were \$50,062 and accounts payable \$30,414, making a "cash requirement" of \$80,477. Receipts were \$17,000 and cash balance on April 1 was \$17,569, making the amount available \$35,578. "The difference of \$44,898 represents the deficit," Miss Townsend reported. There were accounts receivable on June 30 of \$16,617. Convention Hall received \$10,000 monthly from a city appropriation to meet the expected deficit.

### Buckeye Lake Closes Well

BUCKEYE LAKE, O., Sept. 21.—Buckeye Lake Park ended the most successful season in several years on September 15 with Penny Day, all rides being available to patrons for one cent, a custom for post season week-ends here. Dance patronage, rides, and concessions reported an excellent year despite a poor start due to inclement weather. Larry Stember and orchestra played for park-plan dancing on the last week-end. Free-act policy was consistent thruout the season, reported Manager A. M. Brown.

ATLANTIC CITY.—An indication of season's attendance at Steel Pier is the number of persons clocked as having viewed Jacob Epstein's statue Adams, together with 12 of his heads and busts, one of the many exhibits included among pier attractions. For the nine weeks following July 4 week, when the exhibit was first brought to the pier, including Labor Day and Pageant Week, 816,822 visited the special exhibit room housing the Epstein works.

## American Recreational Equipment Association

By R. S. UZZELL

Here along the Atlantic Coast the amusement park men felt great apprehension while the tropical storm was headed this way, and not until we were assured by the weather bureau that it had swerved off to sea did we feel safe from its devastation. It hit Halifax, N. S., and St. Johns, N. B., paralyzing blows and cut off all communication, rail, phone, and telegraph. This time, because of war conditions, amateur radio operators could not operate, so this source of intelligence, which worked so effectively in 1938, was mute. East of Quebec heavy losses were counted.

Our industry has had enough handicaps this year without the calamities that follow the wake of a tropical storm. And now that the season is practically over we are having some ideal weather. Too late to benefit parks, the New York World's Fair comes in for a much-appreciated belated boost. Saturday and Sunday, September 14 and 15, gave a surprisingly increased attendance. The poor showing thru the first part of the week was attributed to the fact that business and school vacations are over. More than 1,000,000 children have gone back to school, while no statistics show how many other vacations are concluded. Over the week-end exposition concessionaires make hay while the sun shines. The many lively events are expected to greatly sustain interest in the big show during the closing days. October 27 is not far away and no extension of time is or can be expected.

### Time To Take Notes

Here is where amusement park men, concessionaires, and many of the executives of State and county fairs are coming in for a leisurely look-in on the big fair with the feeling that nothing is being neglected at home. Better take elaborate notes on lighting, architecture, landscaping, and color schemes, as soon it will all be obliterated in clearing the space for the great civic park for Queens County, New York City. That some of the attractions will take to the road is not now doubted, but no complete list is yet available. N. S. Alexander, of Woodside Park, Philadelphia, and Herbert P. Schmeck, of Philadelphia Toboggan Company, are devoting considerable time to their interests on Flushing flats. Final operating details and the ultimate disposition of their rides are topics of absorbing interest with them. Cy Bond keeps his two Dodgeman grinding, while Harry Illions has returned from the Canadian National Exhibition, Toronto, and is dividing his time between his three Ferris Wheels and his Magic Carpet. His men are working with a will to increase grosses. He has a much easier problem of making his exit after the show, as these attractions which houses the Carpet. All shows can make an easy getaway, but the owners are planning the most advantageous disposition of their buildings.

### Worthy Competitor Passing

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gross diminisher out of the way and an industrial forward surge becoming evident, they tell us that as soon as election results are known they can begin to plot their course for next season. It will be remembered that Riverview Park, Chicago, went ahead in a great way the year after A Century of Progress had finished its course. An afternoon or evening sojourn in an amusement park gives equal pleasure but costs far less than the same time spent at an exposition. Yet at intervals people will patronize an exposition for a change which does furnish entertainment and an education.

John T. Benson has come thru his physical setback and, while he is not entirely his same old self yet, he has that keen talent for constructive publicity unabated. He easily got a whole page of pictorial publicity in a Boston daily and a Portland (Me.) Sunday supplement. News value and unusual interest, at which he is a master, do the trick.

PHILADELPHIA.—A zoo expedition to the Pocono Mountains in Pennsylvania brought back a colony of live mound-building ants for exhibition in the new ant pit at the zoo, a moated enclosure. Curator Roger Conant, guided by Mark Robinson, led the expedition.

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# WEATHER IS REAL DICTATOR

## Brockton Down In 3-Day Rains

But magnitude of program is not marred—'Scandals' gets in two big nights

BROCKTON, Mass., Sept. 21.—Brockton Fair, September 8-14, suffered in attendance as compared with the past two years but not in magnitude or excellence of attractions. Sunday was the largest opening day in years with 23,219, compared to less than 15,000 a year ago. Then heavy rains came on Monday, Tuesday, and Wednesday. Friday and Saturday saved the fair, which came out on the right side of the ledger with attendance far short of the 250,000 mark set. Attendance by days: Sunday, 23,219; Monday, 15,003; Tuesday, 9,218; Wednesday, 15,900; Thursday, 40,406; Friday, 31,000; Saturday, 61,000; total, 195,446. Attendance was over 215,000 last year when every day was bright and sunny.

The new president, Harold G. Morse, took over the duties of Glenn McCrillis, who resigned last spring. Dan McDonald was not in charge of personnel as in former years, otherwise it was the same officialdom except that Jim Pinfeld, 21 years with Eastern States Exposition, Springfield, Mass., moved in as publicity director, replacing Edward R. Place. Pinfeld was credited with a great job.

George White's Scandals was night grandstand attraction, with both the Scandals and Lucky Teter working after. (See RAIN AT BROCKTON on page 50)

## Cold and Polio Hamper Topeka

TOPEKA, Kan., Sept. 21.—Hampered by cold weather on three days and the threat of an infantile paralysis epidemic which kept schools closed and children home, Kansas Free Fair here on September 8-14 drew only slightly more than half of the all-time record attendance of 1939. The 1940 figures are estimated at 250,000 by Maurice W. Jencks, secretary-manager, while the 1939 figure was more than 400,000.

Barnes-Carruthers' Music on Wings played seven nights and drew about 10 per cent less than the six-night stand in 1939. Afternoon grandstand crowds for races and thrill shows were about 33 per cent less than the year before. Rubin & Cherry Exposition was on the midway.

"Attractions on the midway did only about half the business they did last year." (See COLD AT TOPEKA on page 51)

## Gate, Grandstand Marks Are Set by Hamburg Annual

HAMBURG, N. Y., Sept. 21.—The Erie County Centennial Fair here on August 19-24 ran one day less than in 1939, paid attendance mark of 75,507 set a new record and represented an increase of 4,795 over last year. Estimated free attendance was 37,000 as against 47,500 last year. Gate receipts were \$33,220, \$2,023 above the 1939 figure, and the \$16,651 for the grandstand was an increase of \$1,350.

James E. Strates Shows, playing a return engagement, were popular with midway patrons. Ohio Fireworks Company furnished nightly displays. Lucky Teter's Hell Drivers, back for the second year, appeared on two days. Free acts, booked thru George A. Hamid, included Saul Grauman's Musical Stair-o-Tone, Bobby Whaling and Partner, Lazarus, Woolford's Dachshunds, and Audacious Satanelas. There were Saturday afternoon auto races and harness events during the week.

Exhibits were larger in all departments than in previous years, extra tents being necessary to house them. A horse show was well received. Fair officers are Clark W. Hurd, president; Nelson W. Cheney, John W. Klats, Gustave C. Miller, and John L. Lapp, vice-presidents; J. C. Newton, secretary, and Fred Hauck, treasurer.



A GROUP AT TESTIMONIAL DINNER tendered to General Manager W. W. Monahan, Golden Gate International Exposition, by the Gayway concessionaires on the night of September 11 at George Haley's Rondavoo Cafe. Left to right: Ray Maxwell, director of division of concessions; Dan London, manager of St. Francis Hotel; Art Linkletter, emcee; Walter K. Sibley, speaker; General Manager Monahan; J. Ed Brown, "Mayor of the Gayway"; Fred Sandusky, chief of exhibits and concessions. In right foreground are Mrs. T. A. Wolfe and Mrs. George Haley.

## Good Louisville Finale Ups Gate

LOUISVILLE, Ky., Sept. 21.—After three days below normal temperatures, good weather on the last three days of Kentucky State Fair here on September 9-14 brought out 80 per cent of the 180,500 total attendance, as compared with a gate of 183,794 last year.

Report of Auditor L. A. Christian, Kentucky State Fair Association, showed gross receipts of \$107,000, and it is expected revenues finally will total \$110,000. Manager Robert B. Jewell; L. A. Tarpley, director of publicity, and J. C. Wehrley, superintendent of grounds, pronounced the fair a success.

Johnny J. Jones Exposition, again on the midway, drew big crowds which on the last three days produced the bulk of the \$24,500 gross. Cool weather was blamed for the drop from \$27,500 in 1939.

Officials claimed a large increase in. (See LOUISVILLE IS UP on page 51)

## Pomona Shooting at 750,000 Top; Acts Diversified for Long Stretch

POMONA, Calif., Sept. 21.—With aerial bombs and official speeches, Los Angeles County Fair here, September 13-29, had an opening gate of \$1,347. Saturday attendance was 42,526; Sunday, 62,763; total, 135,675. Total pari-mutuel handle on the first two days was \$66,110. With a good weather break, officials expect total attendance of over 750,000. Fifty buildings and huge tents house displays and also there is noted an absence of exhibits from several foreign countries. Manager C. B. (Jack) Afterbaugh said there are in excess of 35,000 exhibits in 45 divisions.

Extra pari-mutuel booths have been erected and there are eight running races daily, except on Sunday, when harness horses take over and there is no mutual betting. Last eight nights there will also be harness races. Again the lighting is most eye-appealing, especially the overhead blanket of lights changing with kaleidoscopic effect. Movie folk are much in evidence and introduction of notables in the grandstand seems to be of great appeal to patrons. There is a great diversity of entertainment in the grandstand, in exhibit buildings, and the usual stage-shows in front of the grandstand, bands of strolling musicians, bands or orchestras in rest arbors and daily big organ recitals with noted artists as players.

On the stage of the Agricultural Build-

## Near-Record Gate and Stand In Du Quoin; Summer Set-Up

DU QUOIN, Ill., Sept. 21.—Unofficial figures on Du Quoin State Fair here on September 2-7 disclose that it will approach closely a new attendance mark, said H. E. Strong, secretary, and also grandstand patronage did not exceed the record of 1939, it will equal last year's figures.

Grandstand was sold out each afternoon and night, as in 1939, and standing-room marks show a decided increase over anything in Du Quoin fair history. Attendance was 31,000 on the big day, Saturday, with CSRA-sanctioned auto races. Work has started on a concrete amphitheater to seat 13,000 for the 1941 fair on the new mile track, which will be used for horse and auto racing.

Fair management will inaugurate a policy of full summer activity next year. A half-mile lake made in the center of the mile oval will be used for bathing and boat racing, with May 30 and July 4 set for CSRA-sanctioned auto races. Grand Circuit horse races on both still and fair days will be on the program.

ing novel entertainment is provided by large Japanese group with Mme. Sugi Machi, soprano, and three large dancing groups and standard form of Japanese fencing matches. Carl Hoff's orchestra is featured and there are nightly broadcasts from the grandstand. Night Horse Show will run thru September 22, giving way to a new spectacular show tabling Fair Follies of Forty. R. L. Driscoll, fair publicity chief, said this would be the most expensive show yet presented on huge stage on the Hippodrome track.

Grandstand show for the first nine days, booked by Barnes-Carruthers, has Large and Morgner, one-legged acrobatic act; Jim Wong Troupe, six-people acrobatic act; France and Le Pell, high perch and bicycle act; James Evans and Company, comedy acrobatics and foot juggling; Time Trio, novelty acrobats; Rancho Cortez Horses, on track.

O. N. Crafts 20 Big Shows have the rides and shows and they booked a number of independents for this date. Manager Roy E. Ludington said business on the first three days was better than for the same period of 1939. Weather has been good. As the Crafts roster was printed at opening of the season at San Bernardino Orange Show, only added shows and rides are listed here: Tit-a-Whirl, Roy Matheson, owner; James Gary, foreman; Eddie Henning, Bob (See POMONA SEEKS TOP on page 51)

## Reading Is Big; Attractions Pull

Pennsy annual draws gate of 325,279 — grandstand in record draw of 44,000

READING, Pa., Sept. 21.—Reading's 26th annual fair on September 8-15 was one of the most successful in history. Weather was chilly but devoid of rain. Actual attendance was 325,279, with 155,340 paid admissions. Grandstand attendance was 44,000.

Buildings and extra tents were filled to capacity with the finest exhibits ever seen at the fair, particularly in the industrial division. Special features were television and iron-lung demonstrations.

Grand circuit trotting and pacing races were given five afternoons and there also were running and steeplechase races. Children's Day, Tuesday, drew 35,000 from local schools. Friday was County Children's Day, with large attendance. On opening day Jimmie Lynch's Death Dodgers played to a capacity grandstand. Saturday afternoon and night Lucky Teter gave shows to sellout grandstands and big crowds in the paddock and bleachers. Hankinson auto races had a sellout in the grandstand, bleachers, and paddock on closing day, registering one of the biggest days in history. Nightly displays were furnished by Ohio Display Fireworks Company. Grandstand show did record business, according to George A. Hamid. (See READING IS BIG on page 51)

## New Pay Gate Mark for Tulsa

TULSA, Okla., Sept. 21.—Revenue of Tulsa State Fair, September 8-14, exceeded receipts of any previous year since a pay gate was established five years ago, said Secretary Hade E. Bridges. This was in spite of a sudden change in weather on Wednesday that brought temperature down to the 60s for three days.

Friday was School Day, with 30,000 kids going thru the gates. Goodman Wonder Shows on the midway had a \$7,500 day on Friday, the top for any one day so far this season, according to Max Goodman. Attendance at the night grandstand show of Barnes-Carruthers, while off for the three chilly nights, picked up on the last two days and for the first time the grandstand show paid for itself. Auto races on Sunday did \$3,500. (See NEW TULSA MARKS on page 51)

## Savannah Grounds Leased

SAVANNAH, Ga., Sept. 21.—Southern automobile race representative of Central States Racing Association, Joe Magee, of this city, was advised last week by the owners of the leasing for two years to the government for conscription training purposes of the Coastal Fairgrounds here and as a result the fall program of speed events will not be held. The high board fence and grandstand were seriously damaged last week, being in the path of a gale which lashed town in this region. Magee and CSRA officials attempting to shift the southern speed circuit into Atlanta, are negotiating with President Mike Benton, Southeastern World's Fair, for the mile oval there.

## \$30,000 Asked in Wisconsin

MADISON, Wis., Sept. 21.—Ralph E. Ammon, director of the State Department of Agriculture, has asked the State emergency board to make up a \$30,000 deficiency incurred in operating the 1940 Wisconsin State Fair. Director Ammon said capital from the 1939 fair had been used in constructing buildings on the grounds, making it impossible to meet the shortage out of reserves. A substantial part of 1940 receipts was paid out in premiums, \$75,000 of which went to Wisconsin exhibitors, he reported. The 1940 fair had four days of rain and five days of cold weather.



## Timonium Up With 400,000

Maryland's 12-day annual registers bigger racing crowds and mutuel handle

TIMONIUM, Md., Sept. 21.—As the 62d annual Timonium Fair, September 1-12, became history, officials of Maryland State Fair and Agricultural Society proclaimed complete satisfaction with results. With few exceptions all departments showed consistent improvement over highs set last year. Main gate admissions on the last four days totaled 20,000, which, added to the first eight days' attendance of 350,000, made a total slightly over 10 per cent better than last year's 360,000. Ten days of racing attracted 110,000 to the grandstand, compared to 102,000 a year ago, while the pari-mutuel handle showed a 30 per cent increase, with \$1,373,826 bet this year against last year's high of \$1,034,702.

This marked the first year that judging and exhibits were held over for the 12-day duration, although in some divisions where judging had been completed in the first six days, entries left for other locations. For the first time there were additional features on the last four days. On Monday there was much interest in the first annual show of thoroughbred and half-bred hunter breeding stock and good attendance at the Pony Show on Tuesday. A large crowd witnessed horse-pulling contests on Wednesday and on Thursday the Dog Show drew wide attention. Final Day, Thursday, falling on Defenders' Day, a local holiday, helped attendance greatly and the 12 days of good weather aided much in bettering 1939 figures. The last four nights were sponsored, each night gate being turned over to its sponsor.

Despite this, Midway Manager John T. McCaslin reported midway business was below par and, while receipts for the 12 days exceeded those of last year, when the midway remained only eight days, daily percentage was lower. This was partly attributed to Dodson's World's Fair Shows' transformer wagon fire and cool evenings.

Plans under way for next year include widening of race track and new midway location. Numerous other projects are to be announced. Many visitors expressed disappointment because the exhibition hall was closed at night and remarks were overheard to the effect that the building should be larger. The 50-cent gate and 50-cent grandstand admission policy remained unchanged, as did the night gate of 25 cents. Music was furnished by the St. Mary's band and the Boys' Band of Loch Raven. Among visitors were Harry Heller, Barney Tassell, Jimmy Finnegan, Johnny Buchanan, Privilege Secretary Beard of Hagerstown Fair, and Evans Anderson, of White Hall Fair.

## Polio and Rain Cut Down Gate in Clarksburg, W. Va.

CLARKSBURG, W. Va., Sept. 21.—With infantile paralysis in the surrounding counties, Central West Virginia State Fair here on September 2-8 fell off in paid admissions to 21,000 as against 27,000 in the previous year. Children's Day drew 11,000 kids. Poorest attendance was on Friday when auto races were called off.

On Monday a Labor Day celebration started with a mile-and-a-half parade. Tuesday was Children's Day; Wednesday, National Guard sham battle; Thursday, Municipalities Day, with Boone Dawson, mayor of Charleston, as honor guest, and auto races; Friday, Governor's Day; Saturday, Farmers' Day, with Suicide Hayes. On Sunday Hayes repeated and at night Radio Station WMMN held sway in front of the grandstand with the Sage Brush Round-Up. Saturday and Sunday nights were practically rained out.

Frank Wirth had these acts in front of the grandstand: Hip Raymond, Great Cahill, Skating Lockwells, Jules and Clifton, and Alf Loyall and His Dogs. Other acts were Sensational Kays and W. H. Beckel's Trained Arabian Horses. Bantley's All-American Shows were on the midway.

Fair board comprised Herman Bantley, president; L. C. (Ted) Miller, manager; Rene Andre, secretary; Ann Lee, treasurer; Walter Pasternack, press chairman. Over 40 newspapers co-operated and stations WMMN and WDLK had direct wires to grounds.

## Profit for Rutland; Gate About 115,000

RUTLAND, Vt., Sept. 21.—The 95th annual Rutland State Fair, September 2-7, was a success and will show a good profit, according to President Will L. Davis. Paid admissions will compare favorably with those of past seasons despite a rainy Labor Day.

With the exception of Labor Day, when attendance was 19,000, no gate figures have been issued. However, unofficial estimates place the total at 115,000. Admission was 75 cents, with an additional 75 cents for automobiles.

Harness racing, rained out on Monday, was combined with races on Tuesday, Wednesday, and Thursday. Total purses were over \$10,000. Grandstand attendance was uniformly good. A \$6,000 stage was erected in front of the new concrete grandstand shortly before opening. In an attempt to circumvent elements, auto races usually held on Saturday were moved ahead one day and had perfect weather and good attendance. It was estimated that admissions for the races totaled 23,000. Lucky Teter and His Hell Drivers were featured Saturday afternoon and drew about 23,000. The daily revue was Echoes of Broadway, with the Gae Foster Boxettes and Reg Kehoe's marimba band. Vaude acts were Jansleys, Queens of the Sky, A. Robins, "The Original Banana Man", Six Antalsks, Woolford's Dachshunds, and Novelle Brothers.

Agricultural exhibits were more numerous than in several years. There were 3,100 exhibits in the poultry show. Considerable attention was devoted to expansion of space for Future Farmers of America and 4-H clubs.

President Davis said that the association and persons connected with the fair spent about \$100,000 in the city during the six days. The fair employed 350 persons. Cost of attractions, booked thru George A. Hamid, was \$16,000. World of Mirth Shows again had the midway.

## Weather Hurts O. Annual; Grandstand Cross Better

WOOSTER, O., Sept. 21.—Chilly weather kept attendance down at Wayne County Fair here on September 9-13, said Secretary W. J. Buss. Biggest crowd was on Thursday, when attendance was 15,000. Opening day, School Day, gave midway people their best day. Extrants were necessary to house exhibits. The Thursday night horse parade and team hitch held attention of a capacity grandstand.

Jack Raun's circus, rodeo, and auto thrill show was offered in part each night, the program being cut due to stock parade activities. Raun's attractions grossed heavier this year than in 1939. On the midway were J. R. Edwards' El Wheel, Tilt-a-Whirl, Merry Mix-Up, Merry-Go-Round, Kiddie Auto, and Bullet Ship; Sandow, strong man; Mr. and Mrs. Earl Harrison, novelties; Helen and Dick John's Penny Arcade and anti-aircraft guns; Snyder's photo and lead galleries; Gilchrist's photo gallery, and Patterson's pony track. Andrews Concession Company had eats and drinks.

## Gate, Receipts at Cincy Close to Peak Year of '39

CINCINNATI, Sept. 21.—Attendance and receipt figures close to the record year of 1939 for the 85th annual Cincinnati and Carthage Fair on September 10-14 with three nights of extremely cool weather were called remarkable by President Myers Y. Cooper and Secretary D. R. Van Atta.

Receipts and the gate were off to some extent the first three nights because of a cold snap, but the fair made a strong comeback on Friday and Saturday night, the grandstand finishing about \$200 ahead of last year and the midway, which had American Exposition Shows in charge of Blaine Gooding, closing on a par with 1939. Gus Sun acts, spotted between appearances on the track of local horse-show classes, were grandstand attractions and were very well received, said Secretary Van Atta.

Exhibits in all departments were excellent, officials said, with record numbers seen in some divisions. An amateur flower show, started three years ago, had over 800 entries, and there was a record number of displays in the pet stock and poultry department. There were 173 head of show and draft horses and 136 horses took part in races, most of which were run in excellent time.

## Quebec Gate, Gross Are Best Since 1929

QUEBEC, Que., Sept. 21.—Provincial Exhibition here on August 31-September 7 broke gate and receipt records that have stood since 1929, said Secretary-Manager Emery Boucher. New marks were also set in other departments. Weather was cool and rainy for part of the time and Sunday night, second biggest night under normal conditions, was lost because of heavy rain. However, Labor Day, Citizens' Day, and Military Day, with good weather, resulted in big attendance and good grosses for the gate, grandstand, and midway.

Agricultural and industrial exhibits were more numerous than in previous years, attributed to cancellation of Three Rivers and Valleyfield fairs and use of the plants for military purposes. Aiding attendance was increased industrial activity in the area and a training base at Val Cartier, where about 60,000 soldiers are quartered, majority getting at least one day's leave to attend the fair.

Conklin Shows had the midway for the eighth year and grosses 26 per cent above 1939 and almost equal to the 1929 record were reported. Because Conklin rides and shows were appearing at the Canadian National Exhibition, Toronto, Endy Bros.' Shows were brought in to furnish 23 attractions. Conklin and Endy concessions were on the midway. Appearance of the Endy organization and its earning power were reported improved since 1939. Glenn Ireton handled immigration and custom entries for Endy and no difficulties were encountered. Frank R. Conklin spent five days here. Conklin interests were also handled by Dave Picard, in charge of concessions, and General Agent Merrick R. Nutting.

George A. Hamid furnished grandstand and coliseum attractions. The cold weather cut day grandstand receipts, night shows in the 5,000-seat coliseum drew crowds far in excess of previous years, with turnaways on four of five nights. Joe Hughes, of the Hamid office, came in from Lewiston, Me., on Wednesday for the night jamboree and fair board reception on Thursday. Mayor Lucien Bourne, exhibition president, expressed great satisfaction with the fair.

About 500 orphans were midway guests Friday afternoon. They were escorted by Mayor Bourne and Secretary Boucher. Exhibition board, Conklin and Endy managements, and concessionaires were satisfied with business.

## Light Gate for N. C. Annual

LEAKSVILLE, N. C., Sept. 21.—The 26th annual Rockingham County Fair here on September 9-14 had light attendance most of the week. Sam Frell's World's Fair Shows suffering until closing night, when the midway was packed, said Deputy Sheriff Rex M. Ingham, well known to showfolk, who was detailed by fair officials to supervise the midway and police grounds. Manager Frell received many compliments on appearance of the show and Deputy Ingham visited with him, Leo Bistany, and Doc Wilson. Charles M. Powell, contracting agent, was in a week ahead and made many friends. Sheriff Leon W. Worsham co-operated. Visitors were John H. Marks, John H. Marks Shows, and Terry Martin, Mighty Monarch Shows. Fair officials were George Martin, president; Mrs. J. L. Clayton, vice-president; Karl R. Massey, secretary, and S. M. Harris, treasurer. Exhibits were above average. Free acts in front of the grandstand were Beronini Troupe, high wire, and Sonny Boy Campbell, high diver.

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With Own Outfits  
Come on to Courland, ALABAMA, Next Week  
We got plenty of cotton. Free Acts and Fire-works booked, but will use Hides not conflicting. Write, wire or come on.  
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**WANT FREE ACTS**  
FOR OUR FAIR OCTOBER 16th-19th  
Send complete description of Act and Time.  
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Want Concessions, Games, Shows and Lunch Stands  
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**THE THIRTY-THIRD ANNUAL GREATER SPARTANBURG FAIR**  
SIX DAYS — SIX NIGHTS — OCTOBER 7 TO 12, 1940  
Independent Midway. Spartanburg, South Carolina.

## Fargo Puts On 10,000 in Rain

FARGO, N. D., Sept. 21.—Despite a bad weather break, Red River Valley Fair here on August 26-31 drew about 53,000, or 10,000 more than in 1939, reported Secretary Frank S. Talcott. Rain fell intermittently on virtually every day. An all-day downpour disrupted activities on the fourth day. Outside gates drew far more than attractions inside, the grandstand particularly suffering. Entertainment could not compete with the weather, even the Barnes-Carruthers night show, *Soaring High*; two days of thrill events, auto racing, running races, and other good numbers were on the bill.

One of the biggest draws was an elaborate wild life exhibit arranged by Minnesota game and fish department, North Dakota Wild Life Federation and Junior Game Wardens of North Dakota, which pulled more than 35,000, an automatic counter being used. Large increase in livestock, farm produce, and machinery exhibits brought ruralites from both Minn. and North Dakota, who seemed to be in a studying-and-buying mood.

"We are more than satisfied with results from the standpoint of number of exhibits, entertainment features, and special interest shown by the rural population," said President J. E. Pyle. "It was a heartening experience and convincing proof that the farm population of the valley is very much in favor of this kind of fair." An increase of 300 per cent in individual exhibits in the agricultural show was reported by the secretary, who said this department was best since 1920. The day on which the fair was rained out was Governor's Day. Members of North Dakota Bar Association, in convention here, had bought 250 tickets to the grandstand. Because rain forced cancellation of the show, fair officials took a number of performers to the convention floor to entertain the lawyers.

Continued cloudy and wet weather tended to nullify the expected drawing power of attractions and events, including running races, grandstand program by the WDAY Hayloft Jamboree, and a Search for Amateur Talent contest. A corps of girl baton twirlers, Wahpeton (N. D.) Cadettes drum and bugle corps, and Page (N. D.) high school band appeared but did not help attendance.

Concession space showed an increase of about 15 per cent over 1939. During the fair taxi drivers went on strike, abandoning about 30 cabs at an entrance to the grounds. Sheriff's department got the cabs out of the area. The strike was short-lived, cab owners increasing pay of drivers pending further negotiations.

Fair paid about \$14,000 in premiums and all checks were in the mails on the last day.

All-American Thrill Aces gave what fair officials termed a very satisfactory performance, also staging auto races over the half-mile oval on the first two days. Barnes-Carruthers' revue was declared the best seen here in several years.

Receipts of the Mighty Sheesley Midway were not large in proportion to the crowds that walked around.

## Weather Curtails O. Gate; Midway Grosses Under 1939

LISBON, O., Sept. 21.—Cold weather curtailed attendance at Columbiana County Fair here on September 10-12, patronage being reported at 20,000. Rides, shows, and concessions reported grosses below those of 1939 when hot weather prevailed. Horse racing was best in recent years and the grandstand take was up substantially, officials said.

Klein's Rhythm Revue, offered on closing night, filled the grandstand and overflow crowds jammed the bleachers and race track. Klein's circus unit was presented on Tuesday and Wednesday nights. Cast included Biff, Boom, and Bang, comedy acrobats; Roberta's Ponies, Dogs, and Monkeys; Hal Crider, comedy trapeze; Conner Duo, balancing, juggling, and cycling; Great Albertine, foot slide; Crider and Company, comedy; Paige and Jewett, unicyclist; January, Mule; Conner Troupe, tight wire; Silvers Johnson and His Comedy Austin; Plying Valentines, and American Fireworks Company displays. Unit was under the direction of C. A. Klein, and L. Claude Meyers' band provided music. On the midway were R. H. Wade's Eli Wheel, Tilt-a-

Whirl, Loop-o-Plane, Merry Mix-Up, Kidie Auto, and Merry-Go-Round; D. Rex Barnes, Barnyard Show; Tonar's scales and photo gallery; Charles Martin's Messerlev's and Barney Flegler's cookhouse; Weldin's popcorn; Dave Roberts, carnal corn; Lester Rodgers, peanuts; Larry Larrimore's stores, Bob Wagner's Penny Arcade, and Ted Mitchell, taffy.

## Dallas Key Sale Is Record

DALLAS, Sept. 21.—All concession space for the 1940 State Fair of Texas here has been sold, reported T. M. Watson, director of concessions. Sale of opening-day keys, sponsored by Junior Chamber of Commerce, is setting a record for sale of pre-opening tickets. Swor Brothers and All-Girl Minstrels will provide three free shows daily at the Castle of Foods display. Barnes-Carruthers' Americans will be the grandstand revue, and Rubin & Cherry Exposition will be on the midway for the second successive season. Mexican Tipica Orchestra will make its second appearance as free attraction in the bandshell. Grandstand seating has been increased to over 9,000. No auditorium attraction is to be used this year. Secretary Roy Ripard said every division of exhibits will be larger and more varied than in 1939. For the first time in several years the management will provide a pyro display to be staged by Thearle-Duffield Fireworks Company.

Day was pronounced by Elwood A. Hughes, general manager, as the best for that event. On August 25, at Illinois State Fair, Springfield, he played to some 68,000 in the stands and infield, a 25 per cent increase over 1939 figures.

HAVING finished a successful outdoor season, including their 12th season of fairs for Barnes-Carruthers, Gold Dust Twins will play club dates in Chicago, reported their manager, Billy Powers.

RHYTHM REVUE and Jimmy Harrison's band will be at Hocking County Fair, Logan, O., reported J. H. Barker, secretary, unit being set by C. A. Klein Attractions.

WILD BILL CATHORN and his Death Riders played Red Willow County Fair and Rodeo, McCook, Neb., on September 12 and 13 to a substantial increase in business over last year, reported General Agent L. C. Bailey.

CAROLYN ERICKSON, juvenile acrobat, opened her summer season on June 12 at the Chesaning (Mich.) Showboat and followed with fair dates in Michigan and Indiana, reported Mrs. R. A. Erickson. She played Oceana County Fair, Hart, Mich., on September 3-6.

CAPT. ROCKY WOLFE, motorcycle stunt man with Fearless Poshnough's Hollywood Stuntmen, has returned to his home in Dixon, Ill., after spending

more brilliantly lighted than ever before. A huge arch of light marking entrance to the midway will be retained permanently. Four light towers, two at each end, enhanced the amusement area. Midway crowds were not as large as those of last year because of the rain, but the final two days pulled the show well into the black. Silver Streak, Octopus, Rocket, Caterpillar, Holioplane, Waltzer, and Chairplane did the best business.

On Tuesday thru Friday the Horse Show was conducted, being a revival of the old-time show abandoned for a few years and restored in 1938. Arthur H. Lovess was superintendent. For the third consecutive year there was no horse racing. Auto racing under sanction of the International Automobile Association was run on Friday and Saturday, with James Malone as managing director. On Monday thru Wednesday one of the features was a Dog Show with some 200 entries.

Lucky Teter and His Hell Drivers gave two hours of thrill entertainment on each of the first five days and drew big grandstand crowds even on the rainy days, for Teter went thru with his acts under hazards caused by heavy rain and a slippery track. International Village again drew throngs and there apparently was the best of feeling among the various national groups. Power Show, largest in history of the fair, occupied 40,000 square feet against a background of cedars. A new layout was created with 15 separate gardens composed of 14,922 growing plants.

## Grounds Are Beautified

Among those appearing in the Scandals, in addition to Ben Blue and Ella Logan, were Kim Loo Sisters, Craig Mathews, Christine Forsyth, Ross Wynn Jr., June Mann, Lella Bayes, Knight Sisters, Billy Rayes, Fran English, Aile Dunlop, and Elinor Counts. Orchestra was conducted by Charles Drury. Tom Bodkin was manager of the company, with Louis Thomas, master carpenter; Al Ryback, master electrician; John Coppersmith, master of properties; Mae Brown, wardrobe mistress, and Nelson Bell, sound technician.

Cattle Show was the largest in several years and entries were judged on United States Department of Agriculture score card, in which method the Brockton Fair pioneered two years ago. So many entries were received that the fair was compelled to turn some away. Osem and horse-pulling contests, under direction of A. R. Parker and Joseph C. Cort, were staged on Friday and Saturday. Four-H Club exhibits were the largest ever shown here. Gov. Leverett Saltonstall, Lieut.-Gov. Horace Cahill, and other State officials, who visited on Thursday, were guests of honor at a dinner in the Massachusetts building on the grounds.

Industrial Arts Building was filled and it was necessary for many concerns to take tent space outside. Fashion Show, staged three times daily, drew big crowds. Much work had been done in beautifying the grounds, which have become permanent park. Among visitors were George A. Hamid, Paul Denish, Jim McHugh, James Malone; Charles A. Nash, Eastern States Exposition; Karl Froot, of the advertising agency, which was credited with an especially good job for this year's fair; Floyd L. Bell, Boston publicist; George Brinton Beal, noted writer; Sheldon H. Fairbanks, president of Campbell-Fairbanks Expositions; James H. Connors, president of Narragansett Racing Association; Roy Gill, Boston; Al Martin, booking agency head, and Walter A. Brown, president of Boston Garden. Secretary Kingman will take a busman's holiday by visiting numerous other fairs. All in all, the fair was declared one of the most successful in history of Brockton Fair Association, which is non-profit sharing, all profits being devoted to charitable enterprises or improvement and expansion of the plant. The management earned acclaim when they threw open the gates again on Thursday to children after the original Young America Day on Monday had been curtailed by rain.

AUBURN, Ind.—DeKalb County Fair, scheduled to be held here on September 30-October 5, was canceled at the request of city officials and the board of health as a precaution against the infantile paralysis, reported Secretary Buster Hetrick.

URBANA, O.—Champaign County Fair here, August 6-9, was most successful in history, reported Secretary John W. Yoder. All premiums and expenses were paid and \$2,000 applied on an old debt, leaving a balance of \$3,127.03. Total receipts were \$17,739.06.



AMONG THE DUFOUR & ROGERS ATTRACTIONS at the New York World's Fair which gave a good account of itself over the Labor Day week-end was the Nature's Mistakes Show, which grossed \$2,661 as compared with \$2,450 in the corresponding period last year with considerably less 1940 attendance. The Dufour & Rogers layouts took about \$31,000 on the three days, about \$500 more than in 1939 with a drop in gate attendance of 207,000.

## Grand-Stand Shows

FREE ACTS of Great Billett Troupe, high wire; John Robinson's Military Elephants, and Winnie and Dolly, high trapeze, at Great Northwestern Fair, North Wilkesboro, N. C., September 9-14, were presented on the Marke Shows' midway because of floods having swept away the grandstand two weeks before the fair.

BONETTE Brothers, balloonists, free act at Plymouth (N. H.) Fair, September 10-12, performed before more than 17,000 on Wednesday, biggest one-day crowd ever to attend the fair, said C. C. Bonette. They have been re-engaged for 1941.

WHEN Boone County Jamboree appeared Thursday night at Holmes County Fair, Millersburg, O., September 3-5, there were standees even after 1,000 bleacher seats had been erected, reported Bill McClusky. Thursday's attendance of 7,100 was largest in history of the fair.

LILLIAN STROCK, aerialist, and Arnoe Brothers, comedy act, were at Jennerstown (Pa.) Fair, set by C. A. Klein Attractions.

J. E. (BUCK) KIDD returned to his home in Springfield, Ill., last week after having successfully staged motorcycle races at the Canadian National Exhibition, Toronto, on September 7 for the second successive year. He played to a sell-out in Toronto and Motorcycle Race

11 weeks in St. Joseph Mercy Hospital, Aurora, Ill., recovering from injuries sustained while performing in Exposition Park, Aurora, on July 7, reports G. R. Carter. His leg was broken in five places. He expects to be back with the troupe next year.

## RAIN AT BROCKTON

(Continued from page 48) noons on the first five days. Last two days in afternoons were given over to auto racing and the Scandals. The George White show, with Ben Blue and Ella Logan as stars, gave a splendid performance, but the stage was so far from the grandstand, even from the few boxes in the front of the stand, that the intimate effect necessary to put across a musical show was lost and both principals and line girls good naturedly complained that they might as well have been out in the infield. All acts and chorus numbers were well received. Two big nights on Thursday and Saturday packed the stands and enabled White and his associates to get out with a neat profit. Show ran 1 hour and 45 minutes and was a well-presented version of the 1940 Scandals, going directly from Brockton to open at Springfield theater.

## W-M Midway Brilliant

Secretary Frank H. Kingman did his usual efficient work as secretary and manager and handled all details perfectly. American Fireworks Company's spectacle proved attractive, for it attempted to demonstrate just how a bombed city might view overhead warfare. Max Linderman's World of Mirth Shows again furnished the midway,

## Big Gains in Gate, Stand For Massachusetts Annual

**NORTHAMPTON, Mass., Sept. 21.**—Gate and grandstand receipts at Three County Fair here on September 5-7 showed a decided increase over 1939 figures, with the latter 30 per cent greater than that of last year, reported George E. Emery, chairman of the grandstand committee.

Acts at matinee and night shows were booked thru Al Martin and directed and announced by Chairman Emery, former circus clown. Bill included Lewis and Oliver Sisters, head-to-head balancing; Charles Dixon and His Seal; Flying LaMars, Harry LaMar, Mary Stevens, and Benny Gibson; Ralph Reno, comedy pantomime and cycling; Adele Nelson's Elephants and Bob Miller's orchestra, which provided music. El Lagasse had the midway, with eight rides, three shows, and concessions.

Other attractions were a horse show, directed by Capt. B. M. Croel, U. S. Cavalry; drum corps prize drill, with more than 11 units taking part; crocheting contest, with a trip to the World's Fair as prize; chopping and sawing contest, dairy cattle show pulling contests, and flower show.

## POMONA SEEKS TOP

(Continued from page 48)

Jarris, Lindy Loop, Bob Casey, manager; Jack Shell, foreman; Mrs. Shell, cashier. Golden Limited, Sol Golden, owner; Arthur Barry, foreman; Art Jewell; Alice Koonen, cashier. Pony Track, Duncan Walton, owner; Ruby Walton, tickets; Lawrence Everhardy, Frank Holloway, Bert Fisher's Lilliputians, Johnny Bush, front; Col. Tiny (Dominick Margo), M. Conners, Mark Connelly, Oklahoma Outlaws, John R. Ward, owner; Ronald Hiner, front; Joe Hall, inside.

Concession space was handled by the fair management. Six permanent food concessions were added, each with seats for 85. Tex Cameron is operating 15 concessions; McCormick and Wynne, eight; R. E. Olson, nine; Pat Treanor, with a large sales force, has the novelties concession.

Concessions include: Sno cones, James Smith, Lunch, Le Madsen, Holly Lewis, Cotton candy and apples, Apple Annie Burmeister, Jewell Goulter, Popcorn and peanuts, Frank Johnson, Bob McConnell, Lunch and short orders, Mrs. James Lynch; cashier, Joe Sidney; chef, Tony Tumbas; James Lynch, manager; Kenny Jackson, Dutch McCarthy, Lew Cody, Eddie Coggin, Louis Pettinaro, Pan game, John Martin, Bill and Ruth McMahon, Bottle game, Eddie Paradis, Nick Quail, Mouse game, Louis Korte, Evelyn Warner, Sno cones and popcorn, Jack Allers, Guess-your-age, Louis Cecchini, Dan Brammer, Soft drinks, Mrs. Saul Golden, Helen Mack, Jewelry and engraving, E. Ritter, Jack Tooner, Guess-your-age, Jack Glassman, Roland Mattis, Ben Schatz, Cotton candy, Gus Anderson, Claire Redbury, Goldfish, John Hapalanki, Ben Medbury, Ham and bacon, R. E. Olsen; Harry Phillips, manager; John Provangala, Poultry wheel, Cliff Murnee, Alfred Mitchell, Chris Poeller, Photo strips, Stella Hanscom, Marie Ricks, Ken Guylor, Mrs. Phil Williams, Betty Arnold, Frozen dainties, McComb & Gwynne; Henry Pelletier, Marjory Gray, M. V. Kidney, Coffee wheel, R. E. Olsen, Phil Terry, Charles Voss, Bobby Crawford, Hoslery, R. E. Olsen; James D. Smith, Al Foreman, Bob Winalow, Models, Rae Sargent, Gladys Ethington, Grocery wheel, R. E. Olsen; Tommy Tomlinson, C. A. Dalton, Donald Harmon, Machine guns, Frank Pilo, Gene Burtner, Cotton candy, Mrs. C. Y. Clifford, Ham and bacon, R. E. Olsen; Roy Barnett, George Wiler, Harry Simpson, Cotton candy, C. Y. Clifford, Caramel corn and candy apples, Sol Golden; Doris Kahlanbeck, Charles Copeland, Joe Weber, Blanket wheel, R. H. Bishop, Herbert Howard, Mouse game, M. J. Bergeron, Margaret Dempsey, Silhouettes, John Ross, Barbecue and soft drinks, Grace Oster, Gladys Fitzgerald, Harry Walters, Rudolph Lahey, Maurice Hays, Nellie Weber, Eunice Fairchild, Sky Fighters, Dan Stover, Palace of Astrology, Fay Curran, Sunshine Fountain, Ball game, Harry Takal; Harry Crimmins, Dean Rickman, Pitch-till-win, John Gilliland, John Flambeau, Ruth Radabaugh, Ball game, Moffett & Harvey; Jack Oresham, P. E. Dean, Balloon game, Chester Smith, Lester Clarkin, Ball game, Eddie Shoes, Nick Quail, Machine guns, Sam Kleisher, Cal Beyer, Candy wheel, Tommy Rhodes, Sam Pandolara, C. R. Merkin, Ball game, Junie Whitaker, Tom Vorce, Pig slide, Charles Albright; S. A. Harvey, Long

range lead gallery, W. F. King, Harry Paris, Pitch-till-win, Frank Platten, Tom Crews, Cigarette gallery, William Gassaway, Dan Dorman, Woody Woodridge, Cigarette gallery, Harry Phillips, Mr. and Mrs. Harry Hughes, Jewelry, Sam Sam, M. E. Emer, High striker, G. W. McNutt, Hank Arnold, Soft drinks and lunch, Babe McDonald, Margaret McWilliams, Ernest Fessenden, Guess-your-weight, Fred Sweeney, Ed Roland, Lunch and short orders, "Country" Yager, manager; Dick Evans, Rusty Rusch, Dick Durkee, Joe Beegie, May Anderson, Jackie Hicks, May Bursen, Wilhelmina Rosenbaum, Herbert Morris Ann Mackey, Hot lunch and drinks, Tex Cameron; Mona Higgins, Jack Shofarste, John Pfeiffer, Tesse Ritenour, Harvey Williston, Morton Hazelwood, Mina Gestner, Maude Lawson, Mary Johannsen, Myrtle Budworth, Adelaide Mortensen, Live turtles, Harry Solovart, Popcorn and toasted nuts, Charles Hefley, Elinore Laybar, Stumble Inn, lunch and drinks, Etta Johnson, owner; Mildred Hedrick, cashier; Edna Hedrick, Lily Warren, Dean Molineaux, Viola Kirby, Ella Kistler, Ada Shearer, Hazel Stanley, Virginia Fletcher, Betty Hartman, Millie Saxton, June Hodges, Ed Barleton, Margaret Kemmerer, Mollie Reimartz, Hilda Bossart, Evangelina Cook, Big Bar, Tex Cameron; Robert Quinn, manager; Grace Mertonson, Eula Skins, Minnie Swoyer, Edna Youngblood, Jack Paget, Harry Myers, Popcorn and toasted nuts, Dorothy Van Dusen, Alice Forest, Reed Bell root beer and lunch, Jean Maxwell, Rose Murray, Doris Denny, Lewis Reed, Carmel Maxwell, Dorothy Wood, Geraldine Butts, Francis Riewalt, May Ziegler, Margaret Harford, Grace Araga, June Maxwell, Marjory Boyes, Wanda Burbanks, Dorothy Balck, Francis Kelly, Betty Magrew, Georgia Hofer, Madeline Ast, Cleo Maxwell, Toad-in-Hole, lunch, Mr. and Mrs. J. E. Huron, Ice cream, toasted nuts, R. R. and Chester McPherson, Mary Tibbetts, Leona May, Betty Tibbetts, Muriel Forster, Lunch and drinks, Charles Eaton; Mrs. K. Steffens, manager; Kenneth Besson, Evelyn Geiber, Nancy Oldham, Mary Pollock, Edna Bronstein, Madge Keely, Letitia Anglin, Katherine Brewster, Adrienne Osterwald, Lunch and drinks, Oscar Sundlin, owner; Meta Wormstead, Anna Daveny, May Sutter, Rita Haffner, Stella Ogleby, Nina Henderson, Young Luncheon, Mrs. H. Young, cashier; Frank Vaughan, Cecil and Wilbur Campbell, Robert Allen, Tommy Young, Henry Serb, James Ross, Sigurd Simpson, Ralph Bacon, Frank Naider, Art Gibson, George Byrd, Beatrice Boulyerious, Josephine Lowery, Bernard K. Salters.

Lunch and beer, Harry Miles, owner; Mrs. Miles, cashier; Mrs. E. Dickerson, assistant; Mary Weddleton, Essie Bradwell, Herman Quinette, Myrtle Bigger, Edna Larrabee, Cecelia Pastor, Bettie Stevenson, Lunch and beer, Edna May Ward, owner; Edna Condon, cashier; Jack Poynter, Lewis Howard, Bud Minshall, Clara Geary, Kenny Lewisohn, Madge Eilers, Lunch and beer, C. F. Brock, owner; George Finney, Horace Llewellyn, Martha McCoy, Jud Partridge, Flossie Stratton, Grace Barnett, Joe Wells, Sunfreeze Ice cream, nuts, Bob McPherson; Goldie Baker, manager; Minerva Welbourne, Edith Steel, Madge Coverly, Katherine Chadsworth, Hot dogs and beer, Joe Beardsworth, Alleen Stiles, Ben Hollingsworth, Martha Joyner, Kathleen Burwald, Genevieve McCormister, Gyroscopes, Skates, Farnsworth-Stank sandwiches, Bennie Farnsworth, manager; Harry Mattison, Gene Sears, Jean Rogers, Tommy Thompson, Frozen Delites, Ethel Sparks, manager; E. Harrell, assistant; Jane Chester, Adelaide Houston, Corinne Heatherley, Sallie Winthrop.

Postcards and programs, Joe Borrell, Beer and lunch, McComb & Gwynne; A. J. Miller, manager; Mrs. A. J. Miller, cashier; Spencer Trautman, Harry Ely, Ken Summerfield, Arthur Osborne, Candy and popcorn, C. F. Brock, owner; Ben Toles, Clark Gormley, Howard Irvington, Maureen Owsley, Gene Phillips, Older mill, R. C. Thompson, Eddie Teddy Nelson, Bruce Hemmerly, Eddie Holmes, Nellie Gregory, Hot Lunch and Fruit Juices, Jochimsen, Zettler, Sara Barnes, owners; Myrtle Thompson, Edna Davidson, Currie's Mile-High Ice cream, R. R. McPherson, manager; Gene Coyte, Ned Nela Bailey, Georgia Harnsworth, Ned Bartley, Jerry Higginbotham, Nell Quaintance, Arline Deschamps, Joan Swartwood, Cards and engraving, Richard Ford, Jewelry and engraving, Richard Ford, Jack and Alberta Melton, Mary Ford, Ice cream sandwiches, G. Elliott, owner; Otis Brunner, Madge Kynes, Edith Sylvester, Joe De Coursey, Gid Garner, Soft drinks and ice cream, Mrs. E. Daniels, Novelty buttons, Glen Wilkie, Name-in-wood, W. W. (Brownie) Brown,

Sammy Thaxton, El's Pendery, Waffle Shop, C. P. Brock, manager; Edna Justice, Joanne Kesterie, Walter Gregson, Harvey Minthorn, Ice cream and Fruit Juices, Mr. and Mrs. C. H. Woodson, Gloria Winston, Hughie Palmer, Stocking mender, Jean Alsop, Currie's Mile High Ice cream cones, E. L. Baldwin, manager; Elinore Adamson, Wayne Everly, Matt Bridger, Lela Vernon, Cards and programs, Jack Alpert, Carmel corn, Henrietta Correll, Alice Madden, Tom Ayers, Lunch and beer, Jack Morris, manager; Myrtle Dockett, cashier; Johnny Hynes, Laura Jensen, Lewis Foreman, Lucille Zurber, Lunch and beer, Opal Reynolds, manager; J. W. Snell, Curtis Manning, Lora Brentwood, Martin Severin, Name-on-penny, Lew Beuter, Candy wheel, Plain Dave Morris, George Lasterday, Bottle game, Toia Madigan, Ed Hornbeck, Pat Treanor, novelties; Mrs. Pat Treanor, cashier and in charge of stock; Ray Treanor, manager; salesmen, Mr. and Mrs. Jack Rhoades, M. Kellywood; Indian novelties, F. Madrone, Wayne Moore, Joe Mahon, Pete Galati, Jack Solviet, Tom Moore, Jack Quinn, C. Sullivan, S. Stermer, Ray Read, Morris Selzer, Joe Johnson, Paul Delaney, Doc Adington, Joe Baumgartner, Harry Levy, C. Franks, Ray Treanor, Fat Levy, Abe Alberts, John Bowen, Tom Heney, Slim Roberts, Dan Larkin, Harry Lacadi, Si Perkins, Charley Dunn, Charley Frank, Jack Dunn, Chuck Altfeldt, Jazbo Mahon, Red Larkin, Charles Davis, Ray Eley, Hi Walters, Piaster wheel, M. Allegretti, Homer Crosswaite, R. E. Elson Concession Company, with office and cookhouse for employees; Sue Miller, auditor; Charles Morrell, money changer; P. Lampe, relief; cookhouse, Clair Wiles, chef; Tom McDonald, Mickey Curran.

## READING IS BIG

(Continued from page 48)

who furnished attractions. It was headed by the Roxettes Revue in five scenes and with 24 Roxy ballet girls. Other attractions appearing with the show were Wallendas, high wire, Lowe, Hite, and Stanley, comedy; George Christy's circus unit, with dogs, ponies, elephants, and high-school and liberty horses in seven numbers; Canestrell Troupe, unsupported ladders; Mile, La-Tosca, bounding rope; Saul Grauman's Musical Stair-o-Tone; Bellet and English Brothers, comedy; Flying Comets; Eddie Roeker, baritone, and Billy Keaton, emcee. The Reading Philharmonic Band furnished music for concerts and grandstand attractions.

Cettin & Wilson Shows occupied the midway for the sixth year and did excellent business. Zucchini's cannon act was given twice daily as midway free attraction.

Among visiting fair officials were Harry B. Correll, Carl Flickehtine, Harry K. Gilmore, Bruce Snelman, Charles Snelman, and M. J. Grimes, Bloomsburg, Pa.; Ed Schall and M. H. Beary, Allentown, Pa.; Maj. E. B. Allen, Fleming, N. J.; Ernest Raughley, Harrington, Del., and John H. Rutter, York, Pa.

Concession space was well filled. Ben Weiss, H. W. Jones, and Charles Cohen had bingo, Louis Kane had a midway dining room and grandstand concessions.

## COLD AT TOPEKA

(Continued from page 48)

year," said Manager Jencks. "Because of the infantile paralysis threat only about a tenth as many children attended as usual. This accounts for most of the decrease in business of carnival attractions. While the fair was successful in other respects, the management will feel quite pleased if it is able to show that it is breaking even financially this year."

Two Thrill Days were staged. Capt. Bob Ward, in a local hospital and due for an operation for removal of ribs, postponed the operation until after his crew could stage the first thrill performance on Monday. He went to the grounds in an ambulance, watched the performance from a wheel chair, and was trundled back to the hospital in an ambulance. Operation next day was reported successful. On Saturday Jimmie Lynch and His Death Dodgers performed and Capt. P. F. Prakes crashed an airplane into a house erected in front of the grandstand. Horse races on Tuesday and Wednesday drew thin grandstand crowds. Much better attendance was recorded for auto races on the following two days.

Night show, Music on Wings, rated rave reviews in both Topeka newspapers, got off to a good start, then suffered from chill topcast weather on the next few nights, rated a packed grandstand Thursday night and did satisfactory

business on the two closing nights. Acts included Four Franks, Walkmier Trio, White Guard Male Octet, Harold and Lois, Mandel Brothers, Naitto Troupe, Mill Britton and his orchestra, Niraka, Five Mansellos, Lorenzo and Vicki, Peesjay Ringens, Pallenberg's Bears, and Isadore Cervonne and his band.

## LOUISVILLE IS UP

(Continued from page 48)

rural attendance all week and there was some disposition to credit it to Grand Circuit harness races, held for the first time at the fair. Thursday, Governor's Day was largest with attendance over 50,000, and Saturday was close behind. Stockmen were pleased with the new barns erected after the big fire last year, said T. L. Clore, who has supervised the cattle show nine years.

Ted Pio Rito, Don Bestor, and Carl (Deacon) Moore furnished music all week at dances nightly from 11 to 2. Don Bestor scored in his job of entertaining the crowd at the Horse Show Saturday night.

## NEW TULSA MARKS

(Continued from page 48)

but fell to \$700 on Wednesday. This fair has always been a poor draw for daytime attractions excepting Saturdays and Sundays. Jimmie Lynch's Death Dodgers on Tuesday and Thursday, a percentage attraction, were no exception and did poorly. Paid admissions at the front gate for the seven days represented 147,000 persons.

Sonora Carver and her diving horse, a free act booked by the fair management and presented on the midway, was credited with much of the draw. Nat D. Rodgers' advance ticket sale and promotional efforts were also given profuse praise by the fair board and management, and he was invited back next year. Livestock exhibitors were paid \$10,000 in cash Friday and most of them moved on to Kansas State Fair, Hutchinson, and Sooner State Dairy Show, Enid, Okla. Exhibits in all departments were more numerous than in previous years.

As the fair closed Saturday night preparations were under way to construct 15,000 seats between the grandstand and race track centerfield to accommodate the crowd expected to hear Wendell Wilkie speak Monday night. Phil Little remained over with his concessions and crew to handle Wilkie crowds. J. C. McCaffery and Harry W. Hennies, Amusement Corporation of America; Mel Vaught, State Fair Shows, and Noble Fairly, Fairly & Little Shows, visited during the week. Glenn Condon was again director of publicity and special events.

## WANTED For INDIANA STATE CORN FESTIVAL FOWLER, IND., OCT. 2-3-4-5

(4 Nights—3 Days)

Concessions and Shows (no grill). Novelties still open. Also Ball Game, Wheel and Spin—must work for stock. Miller Rides booked. Indiana's biggest event. Come and get your winter bankroll.

## TOMMY SACCO THEATRICAL MART

162 No. State St., CHICAGO, ILL.

P. O. Box 100, Want good, reliable, clean Concessions for Indiana Shows to open about Nov. 1.

## WINDOW CARDS

NEW IDEA PICTORIAL WINDOW CARDS, Size 17x26, 50 for \$3.50 or 100 for \$5.00. THIS INCLUDES PRINTING YOUR THEATRE NAME AND PLAY DATES.

BOWER SHOW PRINT CO., FOWLER, IND.

## WANT For AMERICAN LEGION FAIR

Madison, Ga., week Sept. 30th-Oct. 5th.

Independent Shows, Rides, Concessions.

AL HENRY, Madison, Georgia.

## WANT For ROCKDALE COUNTY FAIR

Conyers, Ga., week Sept. 30th-Oct. 5th

Independent Shows, Rides, Concessions.

L. C. SUMMERS, Secy.



LATEST 216-PAGE ILLUSTRATED PROFESSIONAL MAGIC CATALOGUE OF TRICKS, BOOKS, SUPPLIES, VENTRILOQUIAL FIGURES, ETC., 25c. KANTER'S, 1311 Walnut, Philadelphia, Pa. oc5

PINKY—STRICTLY PROFESSIONAL PUPPETS, VENTRILOQUIAL FIGURES, PUNCH AND JUDY and MARIONETTES. PINKY, 1261 North Well St., Chicago. Illustrated folder free.

SCOTCH PURSE—MYSTIFYING INSERT coin—they try to take out. Sample 25c wholesale prices. ALANLANE, 2974 Partridge Ave., Los Angeles, Calif.

MISCELLANEOUS

ACTS AND ORCHESTRAS FURNISHED AND WANTED for all occasions. Write or wire me. PAUL SPOR ENTERTAINMENT AGENCY, Ohio Bldg., Toledo, Ohio.

SOMETHING BRAND NEW—IMITATION Apples and Oranges. Make nice ornaments. Will last for years. 40 cents per doz, postpaid. HERBERT HELFRICH, Scott City, Kansas.

\$2,000.00 MADE IN THREE MONTHS—RUSH 3c stamp for details. THOMAS CRARY, 8103 Lex Ave., Wilmore, Ky. x

M. P. ACCESSORIES AND FILMS

NOTICE

News and display advertisements of interest to roadshowmen will be found in The Billboard's new film department. Look for "Non-Theatrical Films" in the index on page 3.

AMBITIOUS?—SHOW TALKIES THEATRELESS COMMUNITIES. Sound Equipment. Weekly Programs rented. Used 16MM. Sound Projectors. \$125.00. ROSHON, 711 Steuben Bldg., Chicago, Ill. x

"AMAZING BARGAINS" DESCRIBES LATEST bulletin. 16MM. Sound, silent film equipment and accessories. Write today. ZENITH, 808 West 44th St., New York.

COMPLETE SELECTION OF ANY TYPE Attractions you want in 16MM. and 35MM. Talkies, Comedies, Technicolor Cartoons, Westerns, Actions, Serials. Late releases. At prices you can afford to pay. Specify which catalogue, 16MM. or 35MM. If you purchase film in large quantities write for Dealers' Wholesale Catalogue. BUSSA FILM EXCHANGE, Friendship, Ohio. se28x

NEW RELEASES JUST OUT—16MM. SOUND Films, Equipment. Get our new fall catalog. Roadshow, school. Over 100 Features and Serials now, more coming in. SWANK, 5861 Plymouth, St. Louis, Mo. oc19x

SENSATIONAL CLOSE-OUTS—16MM. ROADSHOW Features and Shorts. Steeles-Maynards-Tyler-McCoy, etc., \$4.50 reel up. Programs rented day or week. Projector and Accessory bargains. List free. SOUTHERN VISUAL EQUIPMENT, Box 2404, Memphis, Tenn. se28x

WANT PARTNER WITH TENT AND SEATS playing Missouri or Arkansas, or will buy outfit. I have projectors, film, operator. BOX C-368, Cincinnati.

16MM. ROADSHOWMEN—OPERATING IN Ohio, Indiana, Kentucky, Tennessee, Michigan, if you want the best Film and Equipment available on weekly rental basis, write RAND, 39 Chatham Rd., Columbus, O. x

35 MIL.—SOUND ON FILM, "THE CROWN OF THOMAS." Polish version, eight reels, ninety dollars. APOLLO EXCHANGE, 117 So. 9th St., Newark, N. J. oc5

35 MIL.—SOUND ON FILM WESTERNS. Action, Gangster, and others. List, write APOLLO EXCHANGE, 117 So. 9th St., Newark, N. J. oc5

PARTNERS WANTED

ACTIVE PARTNER WITH \$500.00 FOR "Black Magic Miracles," never before shown in America. Address J. PLATEAU, 1122 Tulane Ave., New Orleans, La. x

PERSONALS

LILLIAN BELL'S SHOW—READY TO JOIN ON offer you make me. Write, Mr. HOWARD BELL, 439 Randolph St., Eufaula, Ala.

LOUIS TANTY—WRITE OR COME. I NEED YOU at farm. Important. Will send transportation. GRACE DELHI.

PHOTO SUPPLIES AND DEVELOPING

ABSOLUTELY BEST DIRECT POSITIVE BUY—New Portable Double Unit, with cool fluorescent lighting system. Takes both 1 1/2x2 1/4 and 2 1/4x3 1/4 pictures. Send for general catalog and information on new metal precision enlarger-reducer. MARKS & FULLER, INC., Dept. BC5-90, Rochester, N. Y. se28x

ALL 4 FOR 10c OPERATORS—CUT PRICE ON all Machines and Supplies. Full length Cameras. WABASH PHOTO SUPPLY, Terre Haute, Ind. se28

Show Family Album



FOUR balloon and pennant concessionaires on the 101 Ranch Wild West Show, season of 1912. Picture was snapped in Reno, Nev. From left to right are Raymond (Fat) Cronin, deceased; Nick Lombardo, who was in charge of the crew and now lives in Mount Morris, N. Y.; James Kelley, and D. H. (Whitie) Rodenburg, who now operates an advertising service in El Paso, Tex. Lombardo trouped with the Pawnee Bill Show seasons of 1902-'05; Campbell Bros.' show, 1907, and the Ranch show from 1907 to 1917.

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

DIREX DIRECT POSITIVE PAPER—NO FADING, best gradation, highest speed. THE POSITIVE CORP. OF AMERICA, 244 Fifth Ave., New York, N. Y. mh1x

SALESMEN WANTED

OVER 2,000 BUSINESS NECESSITIES—PRINTING, Calendars, Xmas Greetings, Advertising Specialties, Stimulators, etc. Lowest prices. Commissions advanced. Experience unnecessary. Samples Free. NORTHWESTERN, 625-RA Jackson, Chicago. x

SELL BUSINESS CARDS, STATIONERY, BOOK Matches, Gummed Tape, Restaurant Necessities, Salesbooks, Advertising Specialties, Pencils, Picture Cards, Paper Towels, Calendars. Lowest prices. 40% commission. Free deals. Sales portfolio free. DAVID LIONEL PRESS, 312 S. Hamilton, Dept. BF, Chicago. x

YOUNG RESPECTABLE SALESMAN AND saleswoman wanted to sell patented article; commission; inexperienced; no competition. C. BEYER, 863 55th St., Brooklyn N. Y.

SCENERY AND BANNERS

BEST CARNIVAL SIDE-SHOW BANNERS AND Pictorial Panels—Positively no disappointments. NIEMAN STUDIOS, INC., 1236 S. Halsted St., Chicago, Ill.

SCENERY, CYCLORAMAS, DRAW CURTAINS, Dye Drops, Operating Equipment—New and used at lowest prices. SCHELL SCENIC STUDIO, Columbus, O. x

TENTS—SECOND-HAND

WANTED—USED TENTS IN PERFECT CONDITION, 20x40 or 30x60. Write DUTCH DAIRY, 3316 Devon Ave., Chicago, Northtown, Ill.

30x35 TOP AND SIDEWALL—USABLE FOR Athletic Show, \$25.00; 20x30 Top and Sidewall, \$20.00. Hula, Cook, Girl and Minstrel Used Banners, only \$5.00 each. SUNSET AMUSEMENT CO., Marshall, Mo., this week.

THEATRICAL PRINTING

WINDOW CARDS—14x22, ONE COLOR, 100, \$2.50. 50% deposit, balance C. O. D., plus shipping charges. THE BELL PRESS, Winton, Penn. x

125 STREAMLINED LETTERHEADS, ENVELOPES, CARDS, \$1.00 postpaid. Samples 10c postage (refunded). Best quality workmanship, service, guaranteed. JOHNSON, 939 Windsor, Chicago. x

WANTED TO BUY

MINIATURE MECHANICAL FARM OR CITY Show—No junk. State all in first letter to BOX C-573, care Billboard, Cincinnati, O.

WANTED—TICKET MACHINE WITH JACKPOTS. Quote prices expected. BELL DISTRIBUTING COMPANY, 825 Poydras St., New Orleans, La.

WANTED—LEASE OR BUY LARGE PORTABLE Roller Rink Floor for indoor use for the winter months. VALHALLA RESORT, Slayton, Minn.

At Liberty Advertisements

So a Word (First Line Large Light Capitals) 20 a Word (First Line Small Light Capitals) 1 to a Word (Entire Ad Small Light Type) Figure Total of Words at One Rate Only  
MINIMUM 25c CASH WITH COPY

NOTICE

Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service. Therefore when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

AT LIBERTY ACROBATS

Young Man for Wire or Acrobatic Act—Front contortion. Age 19, weight 133. Training desired. Karl Vogel, 133 S. 80th St., Paris, Texas.

AT LIBERTY AGENTS AND MANAGERS

ADVANCE AGENT—CARNIVAL, TENT SHOWS, Theater, Auditorium Attractions, Indoor Circus. Years of experience booking, billing, adv. banners. Have car. ADVANCE AGENT, Gen. Del., Falls City, Nebr.

Advance Agent—Experienced, with car, wants to book stage attractions into theaters. Accredited territories. Profitable routes, steady work guaranteed. Consider Western, hillbilly, radio, stage or screen houses. All girl or novelty habits, organized five girls, etc. What have you? Rush photos, details for quick action. Address Harry Allen, care General Delivery, Charleston, W. Va.

AT LIBERTY BANDS AND ORCHESTRAS

8 PIECE COWBOY HILL-

billy Band November 1st—Nine years on road, two years on last station. Air-tight organization with two girls; all professional name recording artists, appeared on three networks. Desire small radio station, location immaterial. Self-supporting, carry own books. Any same proposition considered. Outfit completely electric; feature 15 instruments; all new cars and equipment. BOX C-571, Billboard, Cincinnati.

FAST 12-PIECE COLORED ORK AVAILABLE for engagements in New York and neighboring States. Band features original sweet and hot swing arrangements, versatile, girl vocalist, modern equipment. Union musicians. Kindly state all in first letter. Write EDDIE ROBERTS, 107 W. 130th St., New York City.

FINE COCKTAIL COMBO—FOUR MEN, UNION. All strictly musicians. Well equipped, pictures, recordings, and references. Available on two weeks' notice. Write HOFFMAN'S RHYTHM STYLES, 3615 Seventh Ave., Beaver Falls, Pa.

FOUR-PIECE ENSEMBLE—2 MEN, 2 GIRLS, using 2 Violins, Piano, Vibratrap, Accordion, Cello, Union. Concert and popular. Want location. Address KESHNER'S ENSEMBLE, 315 W. Main, Oney, Ill.

Arnold Jackson's Orchestra—Just completed tour, played local theater, Savoy Ballroom, Chicago, theater unit, head 4 to 13 pieces for clubs, hotels, taverns. Will take anything. 206 E. 82nd, Chicago, Illinois.

AT LIBERTY CIRCUS AND CARNIVAL

ATTRACTIVE SOUND TRUCK—GENERAL Business Agent. Sober. Knows the South. Have worked the best shows. AL BERESOFF, care The Billboard, 1564 Broadway, New York. oc5

LADY AERIALIST AND CONTORTIONIST—Small, dark, 105 lbs. Join act or small show South. Unencumbered; neat wardrobe; go anywhere. RUBY GORDON, 119 16th St., Rock Island, Ill.

Dog, Pony and Monkey Show for Any Indoor or Outdoor Show. Also, two High Aerial Acts, R. Smith, care Clayton Tourist Camp, Bronx, N. Y. oc5

Still looking for a job training animals or helper to trainer. Experienced herds of cats and bears. Young, sober. Thomas Feehly, General Delivery, Baltimore, Md.

AT LIBERTY DRAMATIC ARTISTS

Team at Liberty—Characters, Gen. Bus. Man, age 40, 5 ft. 6, wt. 150; woman, age 44, 5 ft. 5, wt. 120. Double vision, singing and talking styles and doubles. Have car and house trailer. Address W. Leroy, Gen. Del., Indianola, Iowa.

AT LIBERTY MAGICIANS

Feature Mental Art—Also Magic Business Builder for night clubs, hotels, theaters. Private readings. Salary for act. Percentage on readings. Prince Yoo, Billboard, Cincinnati, O.

AT LIBERTY MISCELLANEOUS

Publicity Woman Desires Work—Young, radio experience. Broadway. References. R. M. Bennett, 310 W. 95th St., Apt. 46, New York, N. Y. Phone Riverside 9-2216.

Psycho Analyzed desires restaurant-hotel or club work. Experienced, references. Sandra May, care R. Bennett, 330 W. 95th St., New York City.

Want to Travel—Mexico, Cuba, etc. Skint swimmer, trumpet player, photographer, printer, newspaper man, machanic, chauffeur, handy man. Know considerable Spanish. Drawer B, Charlotte, Iowa.

AT LIBERTY MUSICIANS

RHYTHM GUITARIST

Doubleing Banjo. Read, fake. Experienced all lines. Young, good habits. Location preferred. Join immediately. WARREN CATRON, Rural Retreat, Va. se28

A-1 DRUMMER AT LIBERTY AFTER SEPTEMBER 10th. Young; Union; reliable; good appearance; experienced swing or sweet bands, radio, revues, circus bands. Give all particulars. Location preferred, but will consider road. ERNEST STIBAL, care Jay Gould's Circus and Revue, Glencoe, Minn. oc19

A-1 TRUMPET—FINE READER, TONE, RANGE, modern take-off, technique, fake. Chicago name band experience; young, sober, neat. Only reliable offers considered. Prefer large swing or fine commercial bands. J. PHAEL, General Delivery, Jackson, Mississippi.

ALTO SAX-CLARINET—PIT ORCH. OR HOTEL preferred. Experienced in all lines. Transpose. Union, Tex. Broadcasting dance band experience. Write or wire BRUCE KRESS, Pingel, Iowa. oc5

AT LIBERTY—MODERN DANCE DRUMMER. Experience in night club and road bands. Can join at once. FRANK SCHALK, General Delivery, Ipswich, S. D. oc28

BAND-MASTER—EXPERIENCED, CAPABLE. Wants to hear from live towns. LEONARD DOTO, Iron Mountain, Mich. oc12

DIRECTOR, VIOLINIST—DOUBLING GUITARS. Read anything, absolutely sober, union. Experienced theatre, dance and teaching. 1006 Raymer, Joliet, Ill. Phone 9488.

DRUMMER—RELIABLE, STEADY, GOOD tubs. Consider anything. FORREST GEORGE, 728 S. Walnut, Centralia, Ill. oc28

GIRL TRUMPET—UNION; EXPERIENCED ALL lines; stage, dance, location preferred. BOX 451, Billboard, Chicago. oc5

GIRL ALTO SAX, CLARINET AND TENOR—Solid lead, tone, union. Experienced. FAYTHE REICH, 721 Reunion, Fort Wayne, Ind. oc5

NOVA-CHORDIST—HAVE OWN INSTRUMENT. Experienced, play classic or popular music. Twenty-three years of age, sober and reliable. Free to travel any place at once. Write to TONY STEVENS, 1242 N. W. 11th St., Washington, D. C. oc28

STRING BASS—MAN, ARRANGER, READ, JAM. KAY CARPENTER, 534 Richard St., Florence, Ala. oc28

TENOR, CLARINET—READ, TRANSPOSE, fine tone; plenty go on both. Have fine feature voice. No drink, no smoke; 25 years' experience. BOX C-550, Billboard, Cincinnati. oc28

Band Leader, Playing Trumpet—Can offer good reputation in school or community band. Would like reliable touring or dance job. Box C-500, The Billboard, Cincinnati. oc28

Brass Section—Three Trumpets, two Trombones, including powerful and sweet first men, three fine men, three arrangers, vocalist. Play magnificently together. Maximum age, twenty-three. All sober and union. No partial Reed Weaver, Perry Ave., Corning, N. Y. oc28

Capable String Bass—Solid rhythm, read readily. Like when necessary. Pull tone, in tune. Neat, credible, dependable. All essentials. Fully experienced in all type dance bands, stage, radio, recording. Must be first class musician, strictly reliable. No game or high school outfits. For full details, "Ding" Ellis, Fredrickson, Iowa. oc5

Drumner—No-no-no, age 34. Read or fake. Dependable. Prefer location job. Address Walter Curtis, 1129 E. Fayette St., Syracuse, N. Y. oc28

Drumner—At Liberty Oct. 1st. New dress, ribs, 150 lbs. Married, wife, 2 kids. Oogie Fink, 159 Trenton Ave., Findlay, Ohio. oc28

Girl Trumpet—Union. Experienced dance band and theater units; good reader. Louise Fleming, 1105 Michigan Ave., Buffalo, N. Y. oc28

Hammond Organist—Non-union, reliable, experienced. Large library. Shanting rags, restaurant or cocktail bar. Do and own instruments. Organist, 221 Lexington Ave., Buffalo, N. Y. oc28

String Bass, Doubling Guitar—Single young man. Union, local 807. Fair, read, concert. State particulars by letter. S. Diamond, 1270 Gerard Ave., New York City.

Teacher—With twelve years' experience. Teach Hawaiian and Spanish guitar, violin and reeds. Musicians, sober and reliable. Plenty B. and O. work. HUCIANSKI, 710 N. Fourth Ave., Knoxville, Tenn. oc12

Trumpeter—Experienced, modern, tone, phrasing, reading good. Transpose sax parts. Sweet horn and Dixie. Consistent at all times. Neat, young, reliable, sober. Gordon Strud, 1027 Sherman, Cooper d'Almeida, Idaho.

Trumpet and Mellophone—Big, solid tone; read and go. Arrange any style work. Will work to help his progress. Song and do nothing. Will consider any reliable offer. Must locate immediately. Just left tenor band. Prefer location. Sober, young, neat. Maurice Pascoe, Heston, Wisconsin.

AT LIBERTY PARKS AND FAIRS

AT LIBERTY OCT. 1—Lion Act Free Attraction; also, Photo Callers. Have transportation. Prefer South. BILLY SELLS, New Waterford, O. oc28

BALLOON ASCENSIONS—For all occasions. JACKSONVILLE BALLOON CO., Jacksonville, Ill. oc28

BALLOON ASCENSIONS—With Sensational Breath-Taking Parachute Jumping with modern equipment for Fairs, Parks, Celebrations. Always reliable. CLAUDE L. SHAFER, 1041 S. Dennison St., Indianapolis, Ind. oc5

FLYING ACT—BOB Fisher's Fearless Flyers. Some open time. Address Billboard, Cincinnati, O. oc28

STATE AND WORLD'S Fair Act available for October and November dates. High Swaying Pole, Trapeze and Slide. Write or wire BOX C-575, Billboard, Cincinnati, Ohio. oc5

HIGH POLE ACT—OTHER acts; outdoor or indoor events. G. HIGGINS, Gen. Del., Battle Creek, Mich. oc5

SWAYING HIGH-POLE Act priced reasonable. Some open time in August, September and October. Write or wire BOX C-479, Billboard, Cincinnati, O. oc28

AT LIBERTY—MERLE'S DOG, PONY AND MONKEY REVUE; two separate acts. Will book stock and acts as desired. MERLE TROUSDALE, Dumont, Iowa.

DIXIE DANDY DOG AND MONKEY CIRCUS—Two separate acts, clever, classy acts. Presented by man and woman. Price reasonable. Address 3830 Drakewood Drive, Cincinnati, O. oc28

Whittaker St., Salem, Ill. oc5

FOUR HIGH-CLASS ACTS—WORLD'S GREATEST Slack Wire Act, real Comedy, Tramp Juggling Act, Novelty Trapeze Act, Hand-Balancing and Acrobat Act. BINK'S CIRCUS ATTRACTIONS, Route 1, Cudahy, Wis. oc12

GREAT HIGH FIRE DIVE, WITH BODY AND water all ablaze, also spectacular high fancy diving. Act known as Ace of Thrillers. Address NILS REGNELL, 47 Wayne St., Jersey City, N. J. oc5

HIGH AERIAL ACT AVAILABLE NOW—Swaying Pole, Trapeze, Balancing, Gymnastics, Perch and Slide. 15 minute routine. Special lighting equipment for night appearances. Bond if desired. This is my first "At Liberty" ad this season. Write or wire BOX C-576, Billboard, Cincinnati, O. oc5

JAMES COGSWELL—CLOWN, STILT WALKER for fairs, celebrations, parades. Write for literature. 1433 Rose St., Lincoln, Neb. oc12

JAYDEE THE GREAT—POSITIVELY HIGHEST Contortionist Trapeze Act. Rigging 110 ft. Real novelty by man costumed as Huge Acrobat and thrills open for late fairs. Write or wire JERRY D. MARTIN, week Sept. 23, Springhope, N. C. oc12

LADY AND GENTLEMAN—THREE ACTS, Aerial and Platform; reasonably priced; cash bond for appearance; Southern dates wanted. Address LAZELLAS, Billboard, Cincinnati, O. oc28

SI, FANNY AND TRICK MULE ABNER—Comedy Novelty Act, Rube Clown grandstand, also several short Comedy Acts. Few dates open. 81 QT15, care Renfro Valley Amusement, Mt. Vernon, Ky. oc28

THE CARMENES—TWO COMPLETE AND DISTINCT ACTS. Gymnastic and Ladder Balancing Act, Comedy Acrobatic Act. Price and literature on request. BOX 21, Williamston, Mich. oc28

Aerial Comedians—Three Standard Acts. Fast Double Trapeze Comedy Revolving Ladder and Illustrated Swaying Ladder. Literature and price on request. Address The Billboard, Cincinnati, O. oc28

Charles La Cruz (In Person)—Original Outstanding Novelty Trapeze Act. A high-class Platform Free Attraction. Available for celebrations, street fairs, etc. Attractive equipment. Moderately advertising posters free. Wonderful act, wardrobe, drawing card. Price reasonable. Address Charles La Cruz, 1204 S. Anthony Blvd., Fort Wayne, Ind. oc28

Washington's Circus—Ten dogs, cats, monkey; two distinct acts; guaranteed to please and present something different. 429 Bixenicht Ave., Moline, Ill. oc28

Feature Platform Acts—Tight Wire, Slack Wire, Rolling Globe and Juggling. As good as the best. Write for prices and literature. The Christy, Newark, Ia. oc28

The Grotches—Four different Free Attractions. Dancing Tight Wire, Balancing Trapeze, Iron Jaw Buttery and Double Trapeze. Lady and Gent. Beautiful wardrobe. Reasonable. Care The Billboard, Cincinnati, O. oc28

The Three Tomlinson Brothers—Versatile; Union musicians; play 16 different instruments; also 10 readable acts. For every occasion. 3440 Adlawan, Chicago, Ill. Tel. Keystone 8491. oc19

Two First Class Attractions—High Flying Single Trapeze Act performed by lady. Sixty foot rigging. Two-people comedy acrobatic act. Beane Hobbs, Billboard, Cincinnati, O. oc5

Two Clowns Doing Two Comedy Acts—A bareback riding act, a burlesque music act and also clown cup in grandstand. The Bakas, 215

Two Acts for One Price Available Now—Special Wire with Juggling and Sharpshooting. The other high Trapeze and Slide. Colorful costumes. Powerful lighting equipment. Appearance guaranteed. Write, wire Box C-577, Billboard Cincinnati, Ohio. oc5

AT LIBERTY PIANO PLAYERS

PIANIST FOR SHOW OR DANCE BAND—Experienced all lines. Union. DEX BULEN, 301 Randolph, Meadville, Pa. oc28

At Liberty Account of Show Closing—Pianist, Double Gallipio, Piano-Accordion. Would like to job show playing schools, halls or carnival. State all reasonable salary. Harry McKeeney, General Delivery, Greenview, N. J. oc28

Pianist—After Oct. 15. Union. Single young man. Wide professional experience; accompanist, soloist, recitalist, concert, dance, recitalist, classical. Trained musician. Go anywhere. Only reliable offer. Particulars exchanged. Raymond Dempsey, Franklinville, N. Y. oc5

AT LIBERTY SINGERS

TENOR SINGER FOR CLUBS OR VAUDEVILLE—Also act as M. C. LEW LORRAINE, care The Billboard, 1564 Broadway, New York.

AT LIBERTY VAUDEVILLE ARTISTS

AT LIBERTY—(OLD-Timer)—Singing, talking, banjo comedian. For med, vaudeville, radio, or what have you. Up in acts. Change for two weeks. State what you can and will pay. Make good on any show. BURT A. LESLIE, 7334 Hamilton, Pittsburgh, Pa.

At Liberty for Med. or Rep.—Man, 43; character in orchestra, concert, dance, recitalist, classical piano and violin, many styles, lockers and feature musical novelty instruments. Experienced many years. Dramatic, med. and vaudeville. Wife, age 24, does parts, and willing to learn. Strictly sober. We will join any reliable show anywhere. Would consider lecturing need, with team. Have car. Wire or write personal address, Doc Leroy Elliott, Box 53, Vancouver, N. C.

Blackface—Doubling hot bass and guitar. Change two weeks. Year round work preferred. Oryon, Jr. and Eddie, make my firm. Notice here. July Elliott, care Show, Carthage, Ind.

Bird Circus Theatre—With birds trained for eight acts. Birds while "Yankee Doodle." Will loan or travel. Write Hayes, Box 124, Dunstable, Indiana.

Panama's Society Circus—Dog, Pony, Monkey, featuring the Act Beautiful, the Famous White Cockerles, Military Marches. Presented by the only original Prof. Panamias. Address Circus Headquarters, Geo. E. Roberts, Manager, 3304 N. 3rd St., Philadelphia, Pa., Sagamore 5536.

Special Feature—Crystal Gazing. Playing night clubs, etc. No salary, willing music between shows. Answers personal questions free with copy of notes. Contact me "DE-LOREN," 616 Merrill Ave., Columbus, O.

Ventura—Ventura Co. Dist. Fair. Oct. 9-13. E. C. Maxwell, Oxnard, Calif.

Watsonville—14th Dist. Agri. Assn. Oct. 13-28. Paul V. Knudsen.

CONNECTICUT

Avon—Cherry Fair. Sept. 26-28. Wm. L. Barrett Jr., Box 110, Winsted, Conn.

Danbury—Danbury Fair. Oct. 6-12. George M. Neuman.

Durham—Durham Agri. Fair. Oct. 4-4. John A. Jackson, Durham, Conn.

Guilford—Guilford Agri. Soc. Sept. 25. Marie E. Griswold.

Harwinton—Harwinton Agri. Soc. Oct. 1. E. P. Johnson.

Hartford—Riverside Fair. Oct. 12. H. P. Deming, R. R. 2, Winsted, Conn.

Meriden—Union Agri. Soc. Sept. 25. E. E. Grant, Meriden, Conn.

Stafford Springs—Stafford Springs Fair. Oct. 3-5. Clarence D. Benton.

Waterbury—Waterbury Fair. Oct. 4-5. M. E. Pierpont.

FLORIDA

Crestview—Okaloosa Co. Fair. Oct. 17-19. W. Bea Adams.

Easton—Lake Co. Fair. March 10-15. Karl Lehmann.

Jacksonville—Duval-Jacksonville Fair. Nov. 7-17. E. Ross Jordan.

Live Oak—Suwannee Co. Fair. Probably first week in Nov. Louise C. Wadsworth.

Marion—West Fla. Fair & Livestock Show. Nov. 11-16. Clyde Mayhall.

Milton—Santa Rosa Co. Fair. Assn. Week of Oct. 14. John T. Wigginton.

Orlando—Central Florida Expo. Feb. 24-March 1. Crawford T. Bickford.

Pensacola—Pensacola In'ternational Fair. Oct. 22-27. E. Frenzi.

Perry—Taylor Co. Fair. Oct. 26-Nov. 1. John Rowland.

Tampa—Florida Fair & Gasparilla Carnival. Feb. 4-13. P. T. Strick.

Winter Haven—Florida Orange Festival. Jan. 20-25 (tentative). Almon R. Shaffer.

GEORGIA

Ashburn—Turner Co. Fair Assn. Oct. 21-28. L. I. Bardette.

Athens—American Legion Fair. Oct. 21-26. Tony Postero.

TRADE SERVICE FEATURE Billboard 1940 FAIR DATES

De Queen—Dairy & Live-Stock Show. Oct. 2-4. Ralph B. Kite.

DeWitt—Arkansas Co. Fair. Oct. 4-5.

El Dorado—Union Co. Fair Assn. Sept. 23-28. John E. Shafter, pres.

Fayetteville—Washington Co. Fair. Sept. 24-27.

Forrest City—St. Francis Co. Fair. Oct. 2-4. J. M. Thomason.

Fort Smith—N. & S. Sebastian Co. Fair. Oct. 11-12.

Hamburg—Ashley Co. Fair. Oct. 10-13.

Hampton—Calhoun Co. Fair. Sept. 23-28. George Bounds.

Harrison—Northwest Ark. District Fair. Sept. 27-30. J. O. Fowler.

Heber Springs—Clatsone Co. Fair. Sept. 23-28. M. M. Irwin.

Huntsville—Madison Co. Fair. Oct. 4-5. Alfred Hawn.

Lake Village—Chicot Co. Fair. Oct. 26.

McCrosby—McCrosby Community Fair Assn. Oct. 15-19. John Bryan.

Magnolia—Columbia Co. Fair. First week to Oct. W. L. Jameson Jr.

Marysville—Spring Co. Fair. Oct. 16-18. Ditton Montgomery.

Marshall—Sevier Co. Fair Assn. Oct. 4-5. James B. Tudor.

Memphis—Isard Co. Fair Assn. Sept. 25-28. W. W. Hayes.

Monticello—Madison Co. Free Fair Assn. Oct. 17-19. J. E. Hall.

Mount Ida—Montgomery Co. Fair. Oct. 2-4. Capt. Stuart E. Johnson.

Morrilton—Conway Co. Fair. Oct. 3-5.

Mulberry—Crawford Co. Fair Assn. Sept. 25-28. J. B. Snoddy.

Murfreesboro—Pike Co. Free Fair. Oct. 3-5. Byron S. Butler.

North Little Rock—Arkansas Live-Stock Show. Sept. 29-Oct. 1. Clyde R. Byrd.

Oxart—Franklin Co. Fair Assn. Sept. 30-Oct. 3. Garland D. Nichols.

Perryville—Perry Co. Fair Assn. Oct. 3-5. Jack Fincher.

Piggott—Clay Co. Agri. Fair Assn. Oct. 3-6. T. W. Leggett.

Pine Bluff—Jefferson Co. Fair. Oct. 22-25.

Pochothas—Randolph Co. Fair. Sept. 26-28.

Powhatan—Lawrence Co. Fair. Oct. 4-5.

Prairie View—Northeast Logan Co. Fair. Sept. 27-28. George Weitzer.

Prescott—Newada Co. Fair. Sept. 25-27.

Rison—Cleveland Co. Fair. Oct. 10-12. James O. Mostley.

Russellville—Pope Co. Fair Assn. Oct. 1-4. O. R. Turner.

Salem—Fulton Co. Fair. Oct. 3-5.

Sherridan—Grant Co. Fair Assn. Oct. 1-4. O. F. Pearce.

Stamps—Lafayette Co. Fair. Sept. 23-28.

Star City—Lincoln Co. Fair. Oct. 17-19.

Trumann—Poinsett Co. Fair. Oct. 3-5.

Waldron—Waldron Fair Assn. Oct. 24-26.

Watson—Bradley Co. Fair Assn. Oct. 10-17. W. M. Graham.

West Helena—Phillips Co. Fair Assn. Oct. 2-5. L. C. Herley.

Wynne—Cross Co. Fair. Oct. 17-19.

CALIFORNIA

Caruthers—Caruthers Dist. Fair Assn. Oct. 10-12. C. L. Walton.

Colusa—44th Dist. Agri. Assn. Sept. 26-28.

Daniel E. Weyand.

Del Mar—San Diego Co. Fair. Oct. 9-13.

D. A. Noble.

Fresno—Fresno District Fair. Oct. 1-6. T. A. Dodge.

Imperial—33rd Dist. Agri. Fair. Oct. 11-13. Roy A. Hubbs.

Imperial—Imperial Co. Fair. March 1-9. D. V. Stewart.

Madera—2nd District Agri. Assn. Oct. 10-13. H. J. Bunne.

Monterey—Monterey Co. Fair. Sept. 26-29. V. V. Adams.

Paradise—Butte Co. Fair Assn. Oct. 9-13. Mrs. Helen Beery.

Pomona—Los Angeles Co. Fair. Sept. 13-20. C. B. Afferbaugh.

San Jose—Santa Clara Valley Fair Assn. Oct. 2-6. Russell E. Pettit.

San Francisco—Golden Gate International Expo. May 25-Sept. 29. W. W. Monahan.

Tulare—Tulare-Kings Co. Fair. Sept. 24-28. A. J. Elliott.

ALABAMA

Alexander City—East Ala. Fair Assn. Oct. 15-19. Lewis B. Dean.

Ardalusa—Covington Co. Fair. Oct. 15-19.

Atchafalaya—Limestone Co. Agri. Fair. Oct. 1-4. R. C. Martin.

Alabama—Limestone Co. Negro Fair. Oct. 10-12. Maxie Allen.

Attalla—Ozark—Etowah Co. Fair. Oct. 7-12. F. U. Logsdon, Attalla, Ala.

Birmingham—Alabama State Fair. Sept. 30-Oct. 1. Douglas K. Baldwin.

Centre—Cherokee Co. Fair. Oct. 14-19. Dr. S. C. Tatum.

Courtland—Lawrence Co. Fair Assn. Sept. 23-28. C. W. Horton.

Dothan—Houston Co. Fair. Oct. 21-26. Mrs. L. J. Lunsford.

Fayette—Fayette Co. Fair. Sept. 23-28. Joe E. Galne, Exchange Club.

Greenville—American Legion Fair Assn. Oct. 28-Nov. 2. W. J. Hay.

Huntsville—Madison Co. Fair & Tenn. Valley Expo. Sept. 24-28. Marie Dickson.

Lexington—Lexington Community Fair. Sept. 29-Oct. 3. Chas. P. McMorris.

Livermore—Crenshaw Co. Fair. Oct. 22-26. Mobley—Greater Gulf-Coast Fair. Oct. 14-20. E. T. Rosenkrant.

Montgomery—Central Ala. State Fair. Oct. 6-11. Mort L. Binder.

Shivley—Madison Co. Fair Assn. Oct. 7-12. A. M. Phillips.

Troy—Pike Co. Fair. Oct. 20-29. 2.

ARIZONA

Duncan—Greenlee Co. Fair Assn. Oct. 25-26. B. S. Francisco.

Phoenix—Maricopa State Fair. Nov. 9-17. B. J. Donnell.

ARKANSAS

Arkadelphia—Clark Co. Fair. Sept. 26-28. George S. Dewa.

Arkadelphia—Little River Co. Fair. Oct. 9-11. Nanette McGraw.

Batesville—Independence Co. Fair Assn. Oct. 1-4. Miss Hobl. Ella Case.

Bentonville—Benton Co. Free Fair. Oct. 2-4. W. O. Lukens.

Berryville—Crittwell Co. Fair Assn. Oct. 3-5. W. A. Downum.

Blytheville—Mississippi Co. Fair Assn. Sept. 24-29. J. Mell Brooks.

Clarksburg—Johnson Co. Fair. Sept. 23-28. C. B. Shuman.

Clinton—Van Buren Co. Fair Assn. Oct. 2-4. Miss Fay Thomas.

Conway—Faulkner Co. Fair Assn. Oct. 2-5. Raymond Price.

Danville—Yell Co. Fair Assn. Oct. 16-19. Lenore Aboud.

Atlanta—Southeastern Fair, Sept. 28-Oct. 6. **Walt Meigs.**  
 Augusta—Exchange Club Fair, Nov. 4-9. **H. H. Moss.**  
 Augusta—Richmond Co. Colored Fair, Oct. 7-12. **John J. Strother.**  
 Katocthon—Decatur Co. Fair, Oct. 14-19. **T. E. Rich.**  
 Hardeeville—Lamar Co. Fair, Week of Oct. 28. **M. J. Walker.**  
 Cairo—Grady Co. Fair Assn. Oct. 21-26. **A. H. Edgar.**  
 Callie—Mitchell Co. Fair, Sept. 30-Oct. 5. **R. H. Hurst.**  
 Canton—Cherokee Co. Fair Assn. Sept. 30-Oct. 5. **C. G. Edge.**  
 Cartersville—Barrow Co. Fair, Sept. 23-28. **F. H. Waldrop.**  
 Colquitt—Miller Co. Agri. Fair Assn. Oct. 14-18. **McArthur Sloan.**  
 Columbus—Chattahoochee Valley Expo. Oct. 9-14. **F. L. Jenkins.**  
 Coopers—Rockdale Co. Fair Assn. Sept. 30-Oct. 5. **Oliver McCarr.**  
 Covington—American Legion Fair, Oct. 14-19. **Guy Rogers.**  
 Douglas—Coker Co. Fair Assn. Oct. 21-26. **Raymond Vickers.**  
 Dublin—Oconee Fair Assn. Sept. 30-Oct. 5. **Edna M. Lampkin.**  
 Dublin—American Legion Laurens Co. Fair, Oct. 14-19. **W. A. Hobbs.**  
 Eufaula—Eberton Fair Assn. Oct. 21-26. **I. V. Hulme.**  
 Eberton—Eberton Co. Colored Fair Assn. Oct. 14-19. **Lee Roy Dooley.**  
 Fayetteville—Fayette Co. Fair Assn. Oct. 7-12. **F. B. Lindsey, Jr.**  
 Forsyth—Ben Hill Co. Fair, Oct. 14. **Home Waters.**  
 Forsyth—Monroe Co. Fair Assn. Oct. 10-12. **Harry V. Smith.**  
 Fort Valley—Junior Chamber of Commerce Fair, Oct. 14-20. **D. W. Wells.**  
 Gainesville—Gainesville Fair, Week of Oct. 28. **I. V. Hulme, Eberton, Ga.**  
 Hawkinsville—Pulaski Co. Fair Assn. Oct. 21-26. **W. M. Jennings.**  
 Hazlet—Butt Co. 4-H Club Fair, Oct. 11-18. **Rufus Adams.**  
 Jasper—Pickens Co. Fair, Sept. 24-28. **A. C. Moore Jr.**  
 Jeffersonville—Twigg Co. Fair, Third or fourth week in Oct. **D. L. Moseley.**  
 Jonesboro—Clayton Co. Fair Assn. Sept. 23-28. **Lucas Arnold.**  
 Lafayette—Walker Co. Fair Assn. Oct. 9-12. **C. W. Wheeler.**  
 Lawrenceville—Gwinnett Co. Fair, Oct. 14-19. **Story, R. Kelly.**  
 Macon—Georgia State Fair, Oct. 14-19. **E. Ross Jordan.**  
 Madison—American Legion Fair, Sept. 30-Oct. 5. **Sam Pew, Apalache, Ga.**  
 Marietta—Cobb Co. Fair Assn. Sept. 23-28. **Harold Schilling.**  
 Milledgeville—Middle Georgia Fair Assn. Oct. 7-12. **Mrs. F. W. Hendrickson.**  
 Monroe—American Legion Fair, Week of Oct. 21. **Hugh O. Kelly.**  
 Nashville—Benton Co. Fair Assn. Oct. 14-19. **Holmes W. Giddens.**  
 Roberts—Crawford Co. Fair, Sept. 27-31. **E. J. Sanders.**  
 Rome—Floyd Co. Fair, Sept. 23-29. **J. L. Sanders.**  
 Sandersville—Washington Co. Fair, Sept. 30-Oct. 5. **G. S. Chapman.**  
 Savannah—Savannah Coastal Empire Fair, Oct. 28-Nov. 3. **Sam Burdick.**  
 Summerville—Chattahoochee Co. Fair, Oct. 14-20. **H. M. Woods.**  
 Swainsboro—Wayh Co. Fair, Oct. 23-Nov. 2. **John Branch.**  
 Thomasville—Thomasville Fair, Jr. Chamber of Commerce, Nov. 11-16. **A. J. Whitesart.**  
 Toccoa—Stephens Co. Fair, Oct. 7-12. **I. V. Hulme, Eberton, Ga.**  
 Valdosta—South Ga. Fair, Nov. 11-16 or Nov. 23-28. **H. K. Wilkinson.**

IDAHO

Coeur d'Alene—Kootenai Co. Fair Assn. Sept. 26-28. **C. W. Heider.**

ILLINOIS

Cairo—Alexander Co. Fair, Sept. 30-Oct. 3. **Robert L. Landsden.**  
 Chicago—International Live Stock Expo. Nov. 30-Dec. 7. **B. H. Heide, Union Stock Yards.**  
 Elmhurst—Harden Co. Fair, Sept. 27-28. **James O. Gullett.**  
 Salem—Marion Co. Agri. Soc. Sept. 26-28. **Fred J. Blackburn.**

INDIANA

Ashburn—De Kalb Co. Fair Assn. Oct. 1-5. **H. L. Hendrick.**  
 Aurora—Aurora Farmers' Fair Assn. Oct. 4-5. **Mrs. Hugh Rice.**  
 Bluffton—Bluffton Free Street Fair Assn. Sept. 24-28. **Carl Helms.**  
 Warsaw—Kosciusko Co. Fair Assn. Sept. 24-28. **Willard J. Cain.**

IOWA

Ackley—Four-County Fair, Nov. 18-21. **Joe W. Cible.**  
 Coon Rapids—Four-County Fair Assn. Sept. 23-28. **A. A. Moughlin.**  
 Iowa Falls—Central Iowa Agri. Assn. Sept. 25-26. **James Campbell.**  
 Waterloo—Dairy Cattle Congress, Sept. 26-Oct. 6. **E. B. Estel.**

KANSAS

Ashburn—Ashburn Fair, Oct. 4-5. **Mrs. Ina Celler.**  
 Butler—Butler Community Fair, Oct. 24-26. **A. A. Johnson.**  
 Chaney—Seeligswick Co. Fair, Oct. 3-5. **Hugh C. Gresham.**  
 Conway Springs—Conway Springs Fair Assn. Oct. 10-11. **R. H. Glime.**  
 Cottonwood Falls—Chase Co. Fair Assn. Sept. 23-24. **Carl A. Hallberg.**  
 Gardner—Johnson Co. Free Fair Assn. Sept. 26-28. **Dale Baker.**  
 Garden City—Pimney Co. Fair Assn. Oct. 4-5. **Ben Grimsley.**  
 Harper—Harper Co. Agri. Fair Assn. Oct. 14-19. **R. H. Dresser.**  
 Hillsboro—Marion Co. Fair Assn. Oct. 1-4. **T. W. Spzech, Pilsen, Kan.**  
 Inman—Inman Community Fair, Oct. 18-19. **William J. Brown.**  
 Kincaid—Anderson Co. Farmers' Fair Assn. Sept. 26-28. **W. R. Brown.**

Kingman—Kingman Co. Fair Assn. Oct. 4-12. **Arthur Goosner, Zenda, Kan.**  
 Liberal—Beward Co. Fair Assn. Sept. 24-27. **H. A. Kinney.**  
 Lindsborg—Lindsborg District Fair Assn. Oct. 16-17. **B. E. Dahlsten.**  
 Neodesha—Neodesha Junior Fair, Sept. 27-28. **A. T. Heywood.**  
 North Topeka—Indian Creek Grange Fair, Oct. 2-4. **Mrs. Chester C. King, Jr.**  
 Norwich—Norwich Fair Assn. Sept. 23-25. **F. W. Williams.**  
 Osawatimie—Osawatimie Free Fair, Sept. 26-28. **G. R. Lofv.**  
 Sedalia—Chautauque Co. Free Fair, Oct. 2-5. **Carl Ackerman.**  
 Sedalia—Haven-Haven Fair Assn. Sept. 25-28. **E. K. Klimer.**  
 Wichita—Kansas Natl. Live-Stock Show, Oct. 14-19. **Conlee Smith.**  
 Winfield—Cowley Co. Fair Assn. Oct. 8-11. **Leo Wilson.**

KENTUCKY

Brandenburg—Meade Co. Fair, Sept. 27-28. **Ralph Smith.**  
 Calhoun—McLean Co. Fair, Oct. 4-5. **J. E. Porter.**  
 Carrollton—Carroll Co. Fair, Oct. 9-12. **P. H. Williams.**  
 Greensburg—Green Co. Free Fair, Sept. 26-28. **J. H. Sanders.**  
 Hopkinsville—Pennyroyal Agri. Fair Assn. Oct. 3-5. **J. L. Thymroald.**  
 Morgantown—Butler Farm & Club Fair, Sept. 27-28. **K. Schless, Hatcher.**  
 Owenston—Owen Co. Agri. Fair, Sept. 27-28. **Edward Dvull.**  
 Sandy Hook—Elliott Co. Fair, Oct. 3-4. **Orville Hayes, Louisville, Ky.**  
 Versailles—Booneburg Fair, Oct. 11-12. **Omar B. Harrison.**

LOUISIANA

Alexandria—La. Mid-State Fair, Sept. 30-Oct. 5. **S. E. Bowers.**  
 Arcadia—Bienville Parish Fair Assn. Oct. 2-5. **Jessie M. Kees.**  
 Coushatta—Red River Parish Fair Assn. Oct. 2-5. **W. H. Jones.**  
 Covington—St. Tammany Parish Fair, Oct. 11-14. **Ralph N. Menette.**  
 De Ridder—Beauregard Parish Fair, Oct. 8-12. **C. J. Ledoux.**  
 De Ridder—South La. State Fair, Sept. 23-Oct. 5. **L. A. Norze.**  
 Eunice—Tri-Parish Fair Assn. Oct. 16-20. **E. O. Gullory.**  
 Farmerville—Union Parish Fair, Oct. 2-5. **Dr. J. D. Miller.**  
 Franklinton—Washington Parish Free Fair, Oct. 16-19. **L. H. Mills, Bogalusa, La.**  
 Greensburg—St. Helena Parish Free Fair, Oct. 26-28. **K. E. Campbell.**  
 Haynesville—Caliborne Parish Fair Assn. Sept. 24-28. **Joe R. Edwards.**  
 Independence—Tangipahoa Parish Fair, Oct. 26-27. **R. B. Glesney.**  
 Jennings—Jeff Davis Parish Fair Assn. Oct. 30-Nov. 3. **J. C. Harman.**  
 Jacksonville—Jackson Parish Fair Assn. Oct. 9-12. **W. T. Holloway.**  
 Lafayette—S. W. La. Mid-Winter Fair, Jan. 10-12. **E. W. Stagg, Lake Charles.**  
 Leesville—Vernon Parish Fair Assn. Sept. 25-28. **Lovell Ward.**  
 Logansport—Indistate Free Fair, Sept. 24-28. **Clyde J. Malone.**  
 Many—Sabine Parish Fair, Oct. 15-19. **Byron P. Bellie.**  
 Marksville—Avoyelles Parish Fair Assn. Oct. 24-28. **Earl Edwards.**  
 Natchitoches—Natchitoches Parish Fair, Oct. 8-12. **J. V. Minton.**  
 New Roads—Pointe Coupee Parish Fair, Sept. 27-29. **J. Wade Lebeau.**  
 Oak Grove—West Carroll Parish Fair, Oct. 9-12. **H. A. Lafleur.**  
 Oberlin—Allen Parish Fair Assn. Oct. 3-5. **G. C. Mesux.**  
 Olla—North Central La. Fair, Oct. 8-12. **H. Vinyard.**  
 Plain Dealing—Bossier Parish Fair, Oct. 10-12. **Mrs. J. B. Turnley.**  
 Port Allen—W. Baton Rouge Parish Fair Assn. Sept. 26-29. **A. E. Camus.**  
 Ruston—Lincoln Parish Fair, Oct. 17-19. **A. K. Stinson.**  
 Shreveport—Webster Co. Fair, Oct. 11. **Fred Burley.**  
 Shreveport—Louisiana State Fair, Oct. 18-23. **W. H. Hirsch.**  
 Sulphur—Caldesia-Cameron Fair, Oct. 21-24. **Dr. A. H. Lafleur.**  
 Tallulah—Louisiana Delta Fair Assn. Oct. 1-4. **P. O. Benjamin.**  
 Verda—Grant Parish Fair Assn. Oct. 16-18. **Odella Parvis, New Verda, La.**  
 West Monroe—Ouachita Valley Fair Assn. Oct. 7-12. **John H. Birdsong.**

MAINE

Andover—Oxford North Agri. Soc. Sept. 25-26. **Roger L. Thurston.**  
 Athens—Wesserrunnet Valley Fair Assn. Sept. 24-26. **W. A. Dore.**  
 Cornish—Cornish Agri. Assn. Sept. 24-27. **Leon M. Ayer.**  
 Fryeburg—West Oxford Agri. Soc. Oct. 1-3. **O. Myron Kimball.**  
 Leeds—Leeds Agri. Soc. Oct. 3. **Alice L. Russell, N. Leeds, Me.**  
 Litchfield—Litchfield Farmers' Club, Oct. 1-2. **Charles H. Harvey, R. S. Gardiner.**  
 Memmon—Cochewascon Agri. Assn. Sept. 25. **Clement H. Smith.**  
 North Waterford—World's Fair Assn. Sept. 27-28. **Roy Wardwell.**  
 Pembroke—Washington Co. Pomona Grange Fair, Sept. 27-28. **Alice M. Ayers, Ayers, Me.**  
 Richmond—Richmond Farmers & Merchants Club, Sept. 26. **Margaret B. Peabody.**  
 Topsham—Sagadahoc Agri. Soc. Oct. 8-10. **Samuel Woodward, RFD 2, Brunswick, Me.**

MARYLAND

Frederick—Frederick Fair, Oct. 8-11. **Guy W. Miller.**  
 Hagerstown—Washington Co. Agri. Assn. Sept. 23-27. **Charles W. Wolf.**  
 La Plata—Charles Co. Fair, Sept. 26-28. **W. Mitchell Digges.**  
 Prince Frederick—Calvert Co. Fair, Oct. 13-17. **J. B. Morse.**  
 Upper Marlboro—Southern Md. Agri. Fair Assn. Oct. 10-12. **Wm. O. Brooks.**  
 White Hall—White Hall Fair, Sept. 25-28.

Commission—Hillsdale Agri. Soc. Sept. 24-25. **Leon A. Stevens.**  
 Great Barrington—Barrington Fair Assn. Sept. 23-28. **Paul W. Foster.**  
 Hanington—Littleville Community Fair Assn. Sept. 27-28. **Elmer O. Olds.**  
 New Britain—Columbia Co. Young Farmers' Show, Oct. 2-4. **Florence M. Corder.**  
 Sterling—Sterling Agri. Soc. Sept. 23. **Charles W. Wilcox.**

MICHIGAN

Addison—Addison Community Fair, Oct. 3-4. **Clinton Smith.**  
 Barryton—Barryton Community Fair, Oct. 23-24. **Bertie McVetty.**  
 Chelsea—Chelsea Community Fair, Oct. 4-5. **Thomas Busk.**  
 Cooperville—Cooperville Agri. Soc. Oct. 11-12. **Stanley Mahaffy.**  
 Fremont—Fremont Community Fair, Oct. 18-19. **Clarence C. Missett.**  
 Grand-Grand Community Fair Assn. Oct. 3-5. **Mrs. A. E. Eckstrom.**  
 Hartford—Van Buren Co. Agri. Soc. Sept. 30-Oct. 5. **Paul P. Richter.**  
 Hillsdale—Hillsdale Co. Agri. Soc. Sept. 22-23. **H. H. Kellee.**  
 McBain—McBain Agri. Fair Assn. Oct. 25-26. **Otto G. Smith.**  
 Morenci—Morenci Agri. Soc. Oct. 4-5. **George B. Gardiner.**  
 Morenci—Morley Agri. Fair Assn. Nov. 7-8. **Harold U. Burgess.**  
 Muskegon—Muskegon Co. Junior Expo. Oct. 16-19. **C. H. Knopf.**  
 Newaygo—Garfield Community Fair, Sept. 25-26. **Arnold W. Watson.**  
 Peck—Peck Agri. Soc. Oct. 3-4. **Wilbur Lehr.**  
 Pineconing—Pineconing Community Fair, Sept. 27-28. **Meryl A. Bird.**

MINNESOTA

Redwood Falls—Redwood Co. Agri. Soc. Sept. 23-26. **W. A. Husak.**

MISSISSIPPI

Charleston—Tallahatchie Co. Fair, Week of Sept. 30. **M. R. Barnhill.**  
 Columbus—Columbus Fair & Live-Stock Assn. Sept. 23-28. **Kenneth G. Stocker.**  
 Decatur—Newton Co. Farm Bureau Fair, Oct. 1-3. **Rubie Morris.**  
 Forest—Scott Co. Colored Fair Assn. Oct. 14-19. **Ananias Ware.**  
 Hazlehurst—Copiah Co. Fair, Sept. 26-28. **Leather Watson.**  
 Jackson—Mississippi State Fair, Oct. 7-12. **Mabel L. Shire.**  
 Jackson—Mississippi Negro State Fair, Oct. 14-19. **H. R. Young.**  
 Kosciusko—Central Miss. Fair, Sept. 30-Oct. 5. **Nelson Bierlist.**  
 McComb—Pike Co. Free Fair Assn. Sept. 30-Oct. 5. **Helen Brumfield.**  
 Macon—Noxubee Co. Colored Fair Assn. Oct. 7-12. **Joe Weeks.**  
 Meridian—Franklin Co. Fair Assn. Oct. 2-5. **C. O. Reeks.**  
 Meridian—Mississippi Fair & Dairy Show, Oct. 14-19. **Hillman Taylor.**  
 Monticello—Lawrence Co. Fair Assn. Sept. 23-28. **Mrs. C. Gibson.**  
 Newton—East Central Miss. Dairy Show, Sept. 26-28. **W. A. Bell.**  
 Pascagoula—Jackson Co. Fair Assn. Oct. 24-26. **A. J. Franklin.**  
 Quitman—Quitman Co. Fair Assn. Oct. 3-5. **Elise Miller.**  
 Tupelo—Miss. Ala. Fair & Dairy Show, Oct. 1-5. **J. M. Savery.**  
 Tylerston—Waltham Co. Fair Assn. Sept. 23-25. **D. A. Richmond.**  
 Waynesboro—Wayne Co. Fair Assn. Oct. 7-12. **Theba Cran.**  
 West Point—Clay Co. Fair Assn. Week of Sept. 23. **B. T. Schumpert.**  
 Yazoo City—Yazoo Co. Fair Assn. Sept. 30-Oct. 5. **J. N. Ballard.**

MISSOURI

Benton—Scott Co. Fair, Oct. 3. **Case Girardeau—Cape Girardeau Co. Fair, Sept. 24-29.**  
 Caruthersville—American Legion Fair Assn. Oct. 2-6. **H. E. Malloure.**  
 Concordia—Concordia Fair Festival, Oct. 2-5. **W. H. P. Walkenhorst.**  
 Ellington—Reynolds Co. Fair, Oct. 3-5. **P. B. Smith.**  
 Fremont—Fremont Fair, Oct. 4-5. **K. C. Farman.**  
 Greenfield—Dade Co. Free Fair, Sept. 26-28. **Robert S. Small.**  
 Kansas City—American Royal Live Stock & Horse Show, Nov. 9-16. **A. M. Paterson.**  
 Smith—Dunklin Co. Fair, Oct. 7-12. **Lyle Richmond.**  
 Springfield—Ozark Empire District Fair, Sept. 22-28. **G. B. Boyd.**

NEBRASKA

Omaha—Ak-Sar-Ben Live Stock & Horse Show, Oct. 6-12. **J. Isaacson.**  
 Pawnee City—Pawnee Co. Fair, Oct. 3-7. **David W. Osborn.**

NEW HAMPSHIRE

Center Sandwich—Sandwich Town & Grange Fair Assn. Oct. 12. **Leroy White, N. Sandwich.**  
 Centocookook—Centocook Valley Fair Assn. Sept. 24-26. **L. A. Nelson.**  
 Deerfield—Deerfield Fair Assn. Oct. 2-3. **Loring H. Bartlett, RFD 1, Goswile.**

NEW JERSEY

Trenton—New Jersey State Fair, Sept. 22-28. **H. E. LaBregue.**

NEW MEXICO

Albuquerque—New Mexico State Fair, Sept. 22-29. **Leon H. Harms.**  
 Clovis—Clovis Bi-State Fair Assn. Sept. 25-28. **A. W. Anderson.**  
 Lordsburg—Southwestern N. M. Fair & Live-Stock Show, Oct. 1-5. **H. Van Fitch.**  
 Pie Town—North Catron Co. Fair Assn. Sept. 27-28. **Edd Jones.**  
 Roswell—Eastern N. M. State Fair, Oct. 2-5. **E. E. Patterson.**  
 Willard—Torrance Co. Fair Assn. Oct. 3-5. **Hood Hamby.**

NEW YORK

Mincola—Mincola Fair, Sept. 24-28. **Fred D. Baldwin.**

New York—New York World's Fair, May 11-Oct. 27. **Harry D. Gorman.**  
 Palmyra—Union Agri. Soc. Sept. 25-28. **W. Ray Converse.**  
 Transamberg—Union Agri. Soc. Oct. 2-5. **J. Wesley Tunth.**

NORTH CAROLINA

Albemarle—Stanly Co. Fair, Oct. 7-12. **F. B. Patterson.**  
 Asheton—Harnett Co. Fair, Week of Oct. 14. **N. G. Bartlett, Kinston, N. C.**  
 Ashboro—Randolph Co. Fair, Sept. 23-28. **Waldo C. Cheek.**  
 Asheville—Buncombe Co. Dist. Colored Fair, Sept. 23-28. **W. F. Pearson, Sr.**  
 Ahokee—Atlantic District Fair Assn. Oct. 13-18. **Elmo M. Weaver.**  
 Beaufort—Carteret Fair, Sept. 30-Oct. 5. **William L. Hattell.**  
 Burlington—Burlington Community Fair, Sept. 30-Oct. 5. **Dan W. Malone.**  
 Carthage—Moore Co. Fair, Oct. 14-19. **Paul H. Waddill.**  
 Charlotte—Southern States Fair, Oct. 14-19. **Dr. J. B. Dorton.**  
 Cherokee—Cherokee Indian Fair Assn. Oct. 8-11. **J. L. Walters.**  
 Clinton—Sampson Co. Fair, Week of Oct. 21. **N. G. Bartlett, Kinston, N. C.**  
 Durham—Durham Co. Colored Fair, Week of Oct. 7. **Med. J. Thompson.**  
 East Bend—Yadkin Co. Fair, Oct. 15-17. **Jerry Norman.**  
 Enfield—Fremont's Agri. Fair, Sept. 30-Oct. 5. **George B. Ivey.**  
 Fayetteville—Catawba Co. Fair, Sept. 30-Oct. 5. **J. Alexander MacKethan.**  
 Gastonia—Gaston Co. Fair, Oct. 7-12. **F. A. Whiteside.**  
 Gastonia—Gaston Co. Negro Fair, Oct. 21-26. **C. A. Eden.**  
 Goldsboro—Wayne Co. Fair Assn. Week of Oct. 14. **W. C. Denmark.**  
 Greenville—Pitt Co. Fair, Oct. 14. **A. J. Grey.**  
 Greensboro—Greensboro Fair, Oct. 14-18. **Norman Y. Chambliss.**  
 Henderson—Vance Co. Colored Fair, Oct. 21-26. **Brooks Hawkins.**  
 Henderson—Golden Belt Fair, Oct. 14-19. **G. M. Right.**  
 Hickory—Catawba Fair Assn. Oct. 1-5. **John W. Robinson.**  
 High Point—High Point Fair Assn. Sept. 23-28. **A. C. Ingram.**  
 Kinston—Catawba Atlantic Fair, Week of Oct. 21. **N. G. Bartlett.**  
 Kinston—Lenoir Colored Fair, Sept. 23-28. **Wm. H. Moore.**  
 Laurinburg—Sand Hill of Scotland Fair, Oct. 15-19. **P. P. Newton, R. 1, Box 43, Laurel Hill.**  
 Lenoir—Lenoir Fair, Week of Oct. 21. **T. R. Walker.**  
 Louisville—Franklin Co. Fair, Oct. 7-12. **Dr. A. H. Fleming.**  
 Mebane—Six-Counties Fair Assn. Sept. 23-28. **C. S. Farnell.**  
 Monroe—Union Co. Fair Assn. Oct. 8-12. **M. W. Williams.**  
 Murphy—Cherokee Co. Fair, Sept. 24-28. **A. H. Right.**  
 Raleigh—North Carolina State Fair, Oct. 8-12. **Dr. J. S. Dorton, Shelby, N. C.**  
 Reidsville—Reidsville Fair Assn. Sept. 30-Oct. 5. **Aaron Weinstein.**  
 Rocky Mount—Rocky Mount Fair, Oct. 29-Nov. 2. **Norman Y. Chambliss, Greensboro, N. C.**  
 Roxboro—Person Co. Agri. Fair, Sept. 30-Oct. 5. **W. R. Minor.**  
 Salisbury—Rowan Co. Fair, Oct. 7-12. **Norman Y. Chambliss, Greensboro, N. C.**  
 Sanford—Lee Co. Fair, Sept. 30-Oct. 5. **D. F. Harris Jr.**  
 Shelby—Cleveland Co. Fair Assn. Sept. 24-28. **Dr. J. S. Dorton.**  
 Shelby—Cleveland Co. Colored Fair, Oct. 2-5. **Rev. A. W. Foster.**  
 Smithfield—Johnston Co. Fair, Oct. 14-19. **J. W. Whiteside.**  
 Sparta—Alleghany Co. Fair Assn. Sept. 27-28. **H. H. Higginson.**  
 Spring Hope—Nash Co. Fair, Week of Sept. 23. **Hobart Bramley.**  
 Statesville—Iredell Co. Agri. Fair, Sept. 30-Oct. 5. **George Neel.**  
 Tarboro—Edgecombe Co. Fair, Oct. 22-26. **Norman Y. Chambliss, Greensboro, N. C.**  
 Warrenton—Warren Co. Fair Assn. Oct. 7-12. **H. H. Bright.**  
 Warsaw—Duplin Co. Agri. Fair Assn. Nov. 11-16. **R. D. Johnson.**  
 Washington—Beaufort Co. Fair Assn. Oct. 7-12. **T. McDevitt.**  
 Webb—Halifax Co. Fair, Week of Oct. 7. **N. G. Bartlett, Kinston, N. C.**  
 Wilmington—Catawba Fair, Oct. 14-19. **Wm. A. Peschan.**  
 Winston—Martin Co. Fair, Sept. 30. **A. J. Grey, Greenville, N. C.**  
 Wilson—Wilson Co. Fair, Oct. 21. **W. H. Dunn.**

OHIO

Attica—Attica Fair, Oct. 2-4. **Carl B. Carpenter.**  
 Berlin—Barlow Agri. Assn. Sept. 26-27. **C. E. Newton.**  
 Bluffton—Bluffton Agri. Soc. Dec. 4-6. **Harry F. Barnes.**  
 Carrollton—Carroll Co. Agri. Soc. Sept. 25-28. **W. Blaser, Delroy, O.**  
 Circleville—Perryway Co. Agri. Soc. Oct. 16-19. **MacK Parrett Jr.**  
 Columbus Grove—Putnam-Allen Co. Fair, Dec. 17-20. **T. M. Teegarden.**  
 Coshocton—Coshocton Co. Agri. Soc. Oct. 1-5. **C. V. Croy, P. Dresden, O.**  
 Gallipolis—Gallia Co. Agri. Soc. Sept. 22-28. **Nellie McNealey.**  
 Georgetown—Brown Co. Agri. Soc. Oct. 2-4. **K. A. Quinlan.**  
 Hamilton—Butler Co. Agri. Soc. Sept. 24-28. **Wm. W. Conner.**  
 Hillsboro—Richland Fair, Sept. 24-27. **W. C. Stanforth.**  
 Kenton—Hardin Co. Fair, Oct. 9-12. **Robt. Mallow.**  
 Lancaster—Fairfield Co. Agri. Soc. Oct. 9-12. **Wm. A. R. R. I. Baltimore, O.**  
 Logan—Nocking Co. Fair, Sept. 26-28. **J. H. Barker.**  
 Loudonville—Loudonville Agri. Soc. Oct. 1-3. **Charles Bernhardt Jr.**

Marzville—Union Co. Agr. Soc. Oct. 1-4. H. A. Taylor.
Mount Giles—Morrow Co. Agr. Assn. Sept. 28-30. O. E. Smith.
Moxie—Harris Co. Agr. Soc. Sept. 23-25. James Murray.
Ottawa—Putnam Co. Agr. Soc. Oct. 8-12. Jos. L. Bricker.
Oryza—Tri-County Ind. Agr. Soc. Sept. 28-29. H. M. Wick. Moorfield, O.
Wapakoneta—Agriculture Co. Agr. Soc. Sept. 23-27. Harry Kahn.
Wauseon—Fulton Co. Agr. Soc. Oct. 2-5. Orlo Whittecar.

OKLAHOMA

Alva—Woods Co. Free Fair. Oct. 2. George Lightburn, Capron, Okla.
Cherokee—Alfalfa Co. Free Fair. Oct. 15-18. J. A. Schmoock, Helena, Okla.
Kild—Garfield Co. Free Fair. Oct. 22-26. J. B. Hurst.
Owyo—Texas Co. Free Fair. Oct. 9-12. W. W. Kennedy.
Muskogee—Oklahoma Free State Fair. Sept. 29-Oct. 5. Ethel Murray Simons.
Oklahoma City—Oklahoma State Fair & Expo. Sept. 11-23. Ralph T. Henshull.
Pond Creek—Grant Co. Free Fair Assn. Oct. 7-10. James R. Childers.

OREGON

Post—Wheeler Co. Fair. Sept. 27-28. A. C. B. H.
Portland—Pacific Intern'l Live-Stock Expo. Oct. 3-12. O. M. Plummer.
Prineville—Crook Co. Fair. Oct. 3-5. R. L. Schee.
Redmond—Deschutes Co. Fair Assn. Sept. 26-28. Clara L. Colegrove.

PENNSYLVANIA

Bellwood—Antia Township Fair. Oct. 17-19. Charles B. Hetrick.
Bloomsburg—Bloomsburg Fair. Sept. 23-28. Harry H. Correll.
Delaware—Lower Mahanoy Fair. Oct. 17-19. Neal B. Witzner.
East Greenville—Upper Perkiomen Valley Fair. Nov. 13-15. V. E. Exuminger.
Elysia—Ephrata Farmers' Day Assn. Oct. 9-12. E. H.
Hollidaysburg—Hollidaysburg Community Fair. Oct. 9-11. Glenn Bressler.
Manheim—Manheim Community Farm Show. Sept. 26-28. E. Allan Auld.
Marion—Morrison Cove Community Fair Assn. Oct. 24-25. Ella S. Ebersole, Curryville, Pa.
Millersville—Manor Farm Fair. Sept. 23-27. Howard P. Bigler.
Moon—Joy Mt. Joy Community Fair. Oct. 17-19. Robert Hostetter.
Mount Pleasant—Pleasant Valley Grange Fair. Oct. 1-5. Eugene Kerfer.
Myerstown—Myerstown Community Fair Assn. Oct. 9-11. James B. Woodard.
New Holland—New Holland Farmers' Day Assn. Oct. 2-5. Isaac W. Casler.
Turbotville—Turbotville Community Fair. Oct. 2-5. Galvin Menges, R. D. 2. Watsonstown, Pa.
Unionville—Unionville Community Fair. Oct. 24-26. Roland Conrad.
Washingtonville—Montour-DeLong Fair. Oct. 15-18. Walter J. Lewis.
Yellow Creek—Northern Bedford Co. Fair Assn. Oct. 17-19. Howard P. Fox.
York—York Inter-State Fair. Oct. 1-3. John H. Butler.

SOUTH CAROLINA

Anderson—Anderson Fair. Nov. 4-9. J. A. Schell.
Anderson—Anderson Colored Fair Assn. Nov. 11-16. J. A. Gresham.
Bishopville—Lee Co. Fair Assn. Oct. 21-26. M. B. McCutchen.
Bowman—Bowman Community Fair. Nov. 10-14. George W. Oliver.
Brunson—Hampton Co. Fair Assn. Week of Nov. 25. W. P. Hogarth.
Camden—Kershaw Co. Fair Assn. Oct. 7-12. D. J. Creed.
Camden—Pickens Co. Fair. Oct. 7-12. L. B. Griffin.
Cheraw—Chesterfield Co. Colored Fair. Last week in Oct. or first in Nov. A. Roomfield.
Chester—Chester Co. Colored Fair Assn. Oct. 21-26. Frankman Johnson.
Columbia—South Carolina State Fair Assn. Oct. 21-26. Paul V. Moore.
Dillon—Dillon Co. Fair. Oct. 22-26. L. B. Rogers.
Florence—Fes Des Fair Assn. Oct. 29-Nov. 2. W. B. Douglas.
Greenville—Greenville Co. Fair Assn. Oct. 29-Nov. 2. C. A. Nerlong, Greer, S. C.
Greenville—Greenville Co. Colored Fair Assn. Oct. 22-26. U. S. O. Sweeney, R. 2. Simpson, S. C.
Greensboro—Greensboro Co. Fair. Oct. 21-26. E. B. Henderson.
Kingstree—Williamsburg Co. Fair Assn. Oct. 14-19. H. C. Crawford.
Ladson—Ladson Co. Fair. Oct. 14-19. Gray D. Hood.
Laurens—Laurens Co. Fair. Oct. 1-3. J. R. Setzler.
Loris—Loris Fair Assn. Oct. 29-Nov. 2. J. H. Yon.
Marion—Clarendon Co. Fair Assn. Oct. 28-Nov. 2. Charlton DeKant Jr.
Marion—Marion Co. Agr. Fair Assn. Oct. 21-26. D. M. Harper.
Newberry—Newberry Fair. Oct. 26-Nov. 2. J. P. Gibson.
Orangeburg—Orangeburg Co. Fair Assn. Oct. 29-Nov. 2. J. M. Hughes.
Orangeburg—Orangeburg Co. Colored Fair Assn. Oct. 8-11. W. C. Lewis.
Orangeburg—Mt. Carmel Fair. Oct. 16-19. A. N. Cannon.
Pawnee—Chesterfield Co. Fair. Week of Nov. 11. O. W. Kennington.
Rock Hill—York Co. Fair Assn. Oct. 21-26. P. M. Seely.
Saluda—Saluda Co. Fair. Oct. 15-19. J. P. Patterson.
Spartanburg—Spartanburg Co. Fair Assn. Oct. 7-12. D. C. Todd.
Sumter—Sumter Co. Fair Assn. Oct. 15-19. J. C. H. Brown.
Union—Union Co. Fair Assn. Oct. 21-26.
Waterboro—Colleton Co. Fair Assn. Week of Nov. 4. E. E. Jones.
Woodruff—Woodruff Community Fair Assn. Oct. 1-3. L. Robinson.
York—York Co. Colored Fair Assn. Oct. 14-19. L. A. Wright, R. 4. Clover, S. C.

SOUTH DAKOTA

Mitchell—Corn Palace Festival. Sept. 23-25. Dyer H. Campbell.
Siouxton—Roberts Co. Fair. Oct. 1-5. Jack Knight.

TENNESSEE

Holtzlar—Hardeman Co. Colored Fair Assn. Oct. 3-5. W. B. Hunt, Grand Junction, Tenn.
Camden—Benton Co. Fair Assn. Sept. 23-28. R. L. Davis.
Clarksburg—Montgomery Co. Colored Fair. Oct. 4-5. James A. Belle.
Cottage Grove—Cottage Grove Fair Assn. Oct. 4. Dan H. Snow.
Decatur—Meigs Co. Fair Assn. Sept. 26-31. W. A. Eshadov.
Dickson—Dickson Co. Fair. Sept. 25-28. T. I. Hickerson.
Dover—Stewart Co. Fair. Oct. 5-7. Mabel Crowe.
Gainesboro—Jackson Co. Fair. Oct. 10-12. S. J. McFall.
Henderson—Chester Co. Fair Assn. Oct. 14-19. D. F. Headen.
Huntingdon—Carroll Co. Colored Fair Assn. Oct. 2. W. A. Coe.
Huntingdon—Carroll Co. Fair. Oct. 1-5. J. F. Walters.
Knoxville—Tennessee Valley Fair. Sept. 23-28. Charles A. Brakelbill.
Lawrenceburg—Lawrenceburg Co. Middle Tennessee District Fair. Sept. 23-28. Dr. E. R. Hraly.
Memphis—Mid-South Fair. Sept. 23-28. Henry W. Heaudon.
Memphis—Colored Tri-State Fair Assn. Oct. 3-5. Dr. L. O. Patterson.
Oneida—Scott Co. Fair. Sept. 27. E. C. Terry.
Otway—Otway Greens Co. Fair. Oct. 2-5. Paul Rankin, R. 1. Greenville, Tenn.
Painesville—Cecatur Co. Fair Assn. Sept. 26-Oct. 5. Cleo Spence, Deaturville, Tenn.
Rutherford—Rutherford Community Fair. Sept. 28-30. Mayor Beech.

TEXAS

Ahileme—West Texas Fair. Oct. 7-12. Merle Gruver.
Angleton—Brazoria Co. Pat Stock & Fair Assn. Oct. 23-26. Richard J. Higgins.
Bartlett—Bartlett Community Fair. Oct. 4. Robert C. Ford.
Beaumont—South Texas State Fair. Nov. 1-11. L. N. Herring Jr.
Bellevue—Austin Co. Fair Assn. Oct. 2-4. Herbert Vogelphol.
Bowling—Bowling Fair Assn. Oct. 2-3. Major Ned Horton.
Brenham—Washington Co. Fair Assn. Oct. 9-11. P. W. S. Zachappel.
Bryan—Brazos Co. Free Fair. Oct. 26-Nov. 2. Henry Ross.
Caldwell—Burleson Co. Fair. Oct. 16-19. M. G. Perkins.
Center—Shelby Co. Fair Assn. Oct. 14-19. Bubba Coover.
Copperville—Leon Co. Fair Assn. Oct. 2-5. C. D. Barnes.
Clifton—Central Texas Fair. Sept. 26-28. D. C. Holverson.
Comroe—Montgomery Co. Fair Assn. Oct. 28-Nov. 1. Oscar B. Jones.
Corpus—Corpus Live-Stock & Agr. Exhibition. Week of Sept. 23. R. W. Knight.
Crockett—Houston Co. Fair. Oct. 14-19. Staley W. Mims.
Cuero—Cuero Turkey Trot. Nov. 11-12. J. W. Arnold.
Dallas—State Fair of Texas. Oct. 5-20. Roy Ripard.
Denton—Denton Co. Fair Assn. Oct. 1-5. O. L. Fewler.
Eagle Lake—Colorado Co. Fair Assn. Nov. 7-11. Ben H. Faber.
Eldorado—Lynn Co. Fair Assn. Oct. 24-26. H. J. Tauer.
Ennis—Ellis Co. Fair. Oct. 3-5. W. Nell Sewell.
Giddings—Lee Co. Fair Assn. Oct. 10-12. M. P. Klebe.
Gonzales—Gonzales Co. Fair Assn. Oct. 21-26. J. M. Wilson.
Hamilton—Hamilton Co. Fair Assn. Sept. 23-28. T. D. Craddock.
Harrisonburg—Valley Mid-Winter Fair. Nov. 19-21. W. W. Heiler.
Haskell—Central West Texas Fair. Oct. 14-19. Homer Neal.
Henderson—Haskell Co. Fair & Agr. Assn. Sept. 29-Oct. 2. A. H. Gardner.
Houston—Houston Fair Fair. Oct. 25-Nov. 2. South Texas Expo. 2518 Polk ave.
Huntsville—Walker Co. Fair Assn. Oct. 21-26. John T. Baldwin.
Iowa Park—Wichita Co. Fair Assn. Sept. 23-28. Mrs. R. E. Van Horn.
Jacksonville—East Texas Live-Stock Expo. Oct. 7-12. Zack Taylor.
Jasper—Jasper Co. Fair. Oct. 15-19. J. Paul Hardin.
Lamesa—Dawson Co. Fair Assn. Oct. 10-12. O. A. Keenly.
Lubbock—Lubbock Fair Assn. Sept. 24-28. H. H. Blackburn.
Levelland—Hockley Co. Fair Assn. First week in Oct. F. A. Bembow.
Liberty—Liberty Co. Fair. Oct. 29-Nov. 2. Myron Ripps.
Linden—Cass Co. Fair Assn. Sept. 24-28. W. D. Berry.
Livingston—Polk Co. Fair Assn. Oct. 14-19. B. B. Martin Sr.
Lubbock—Panhandle South Plains Fair Assn. Sept. 30-Oct. 5. A. B. Davis.
Lubbock—Texas Forest Festival. Oct. 7-12. M. D. Abernathy.
McKinney—Collin Co. Fair Assn. Sept. 24-27. W. Hammond Moore.
Marfa—Highland Fair Assn. Oct. 3-5. R. I. Blodsoe.
Marshall—Central East Texas Fair Assn. Sept. 13-23. John Brogott.
Meritt—Blaine Fair Fair. Oct. 3-5. Jake Stubbs.
Mount Pleasant—Titus Co. Fair. Oct. 1-5. O. E. Lee.
Mount Vernon—Franklin Co. Fair. Oct. 11-14. Chas. Brown.
Newkirk—McCordoches Co. Fair & Live-Stock Expo. Nov. 4-9. Joe L. Mack.
Orange—Orange Co. Fair. Oct. 21-26. R. C. Terry.
Palestine—Anderson Co. Fair. Oct. 7-12. C. D. Miller Jr.
Pecos—Water Garden Fair. Oct. 10-12. Don M. Sanders.

Pittsburg—Northeast Texas Fair Assn. Oct. 9-12. W. B. Morris.
Quitman—Wood Co. Fair. Oct. 10-12. C. P. Smith.
Richmond—Woodberg—Fort Bend Co. Fair Assn. Oct. 10-13. C. I. Snedcor, Needville.
Rissel—Rissel Fair Assn. Oct. 2-5. Norman B. White.
Rio Grande City—Starr Co. Fair. Sept. 27-29. J. H. May.
San Augustine—San Augustine Co. Fair Assn. Oct. 6-12. J. J. Mitchell.
Sherman—Red River Valley Fair. Sept. 26-30. S. Frank Thompson.
 Snyder—Scurry Co. Products Show. Oct. 17-19. Ray E. Dickson.
Teague—Preston Co. Free Fair & Rodeo. Oct. 9-12. E. R. Tomme.
Waco—Brazos Valley Fair. Oct. 13-27. Harrison B. Wallie.
Wardlaw—Wharton Co. Fair Assn. Oct. 13-19. H. C. Copenhaver.
Yorktown—Yorktown Fair Assn. Oct. 16-19. Paul A. Schmidt.

VIRGINIA

Amherst—Amherst Co. Fair Assn. Oct. 2-4. L. H. Shrad.
Bedford—Bedford Co. Fair Assn. Sept. 24-28. Claude J. Overstreet.
Chase City—Mecklenburg Co. Fair Assn. Oct. 8-11. H. L. Emory.
Clintondale—C. H. Chesterfield Co. Fair Assn. Oct. 10-12. C. C. Shawan.
Danville—Danville Fair Assn. Oct. 8-11. C. L. Booth.
Emporia—Emporia Fair. Oct. 15-19. B. M. Garner.
Farmville—Five-County Fair Assn. Sept. 30-Oct. 3. B. Wall.
Lynchburg—Lynchburg Agr. Fair Assn. Sept. 23-28. Abe Cohen.
Lynchburg—Piedmont Six-County Colored Fair. Oct. 7-12. H. F. W. Williams, R. 2. Box 18 A. Forest, Va.
Martinsville—Henry Co. Fair Assn. Sept. 30-Oct. 5. O. B. Henaley.
Petersburg—Southside Va. Fair. Sept. 30-Oct. 5. R. Willard Kanes.
Richmond—Virginia State Fair Assn. Sept. 23-28. Charles A. Somms.
South Boston—Stafford Co. Fair. Oct. 15-19. W. W. Wilkins.
Suffolk—Tidewater Fair Assn. Oct. 22-25. H. C. Holman.

WASHINGTON

Yakima—Central Wash. Fair. Sept. 26-29. J. Hugh King.

WEST VIRGINIA

Phillippi—Barbour Co. Fair Assn. Sept. 23-28. J. C. Bogges.
St. Marys—Pleasant Co. Fair. Sept. 25-27.
Wadestown—Wadestown Fair. Sept. 25-28.

WISCONSIN

Milwaukee—Milwaukee Co. Winter Fair. Dec. 3-5. Dr. Henry Seymour, Sias, D. R. 2. Box 1262.

CANADA

BRITISH COLUMBIA
Williams Lake—Cariboo Live-Stock Fair Assn. Oct. 15-18. V. W. Norton.
NOVA SCOTIA
Bridgewater—Lunenburg Co. Exhn. Oct. 1-4. W. J. Crouse.
Pictou—Pictou Co. & N. Colchester Exhn. Sept. 24-26. J. J. Ross.
Shelburne—Shelburne Co. Agr. Soc. Sept. 25-26. Leslie MacKay.
St. John's—St. John's & E. Hants Exhn. Sept. 24-25. Dyson H. Crowe.
Yarmouth—Yarmouth Co. Agr. Soc. Sept. 23-27. E. L. Crosby.
ONTARIO
Ameliasburg—Ameliasburg Agr. Soc. Oct. 12. Harry E. Redner.
Arthur—Arthur Agr. Soc. Oct. 1-2. W. J. Egan.
Ashworth—Stated Agr. Soc. Sept. 26. Jos. Demaine.
Avenmore—Norborough Agr. Soc. Sept. 26-27. E. M. Miller.
Aylton—Aylton Agr. Soc. Oct. 3-4. H. J. Hennessy.
Baysville—Baysville Agr. Soc. Sept. 27. Mrs. R. Vanclief.
Bechburg—North Renfrew Agr. Soc. Sept. 23-25. B. H. Brown.
Beeton—Beeton Agr. Soc. Oct. 1-2. F. C. Pierson.
Blackstock—Cartwright Agr. Soc. Sept. 24-25. Jas. Byers.
Bobcaygeon—Verulam Agr. Soc. Sept. 27-28. Thos. H. Gardner.
Bolton—Bolton Agr. Soc. Oct. 11-12.
Brussels—E. Huron Agr. Soc. Sept. 27-28. Dan McTavish.
Caledonia—Caledonia Agr. Soc. Oct. 10-12. W. S. Hudspeth.
Campford—Beymour Agr. Soc. Sept. 24-25. O. G. Stephens.
Carp—Carp Agr. Soc. Sept. 27-28. A. E. Cavanagh.
Chalworth—Holland Agr. Soc. Oct. 10-11. D. D. Cook.
Collingwood—Nottawasaga & Great Northern Exhn. Sept. 26-28. O. G. Bernhardt.
Cookstown—Cookstown Agr. Soc. Oct. 3-4. T. J. Dawson.
Cookville—Cookville Agr. Soc. Sept. 24-26. W. Livingston.
Demorestville—Demorestville Agr. Soc. Oct. 2. W. Lightowler, R. R. 8. Pictou.
Dorchester Station—Dorchester Agr. Soc. Oct. 2. B. R. Barr.
Drumbo—Drumbo Agr. Soc. Sept. 24-25. Wilfred A. Cockburn.
Dunlop—Froton Agr. Soc. Sept. 24-25. A. D. McAllister.
Dungannon—Dungannon Agr. Soc. Oct. 3-4. C. W. Alton.
Emsdale—Perry Agr. Soc. Sept. 24-25. Arthur Bowley.
Elmvale—Flos Agr. Soc. Sept. 23-25. Thomas Smith.
Fairgrounds—Fairgrounds Agr. Soc. Oct. 1. W. B. Williams.
Fortwich—Howick Agr. Soc. Oct. 4-5. J. H. Rogers.
Fort Erie—Fort Erie Agr. Soc. Oct. 1-2. Wm. A. Myer, Ridgeway.
Ganits—Sabra Corners Agr. Soc. Sept. 24-25. Ira Cavanagh, Kimburn.

Georgetown—Esquering Agr. Soc. Sept. 23-26. O. Lerch.
Gore Bay—Gore Bay Agr. Soc. Sept. 24-25. John W. Kinney.
Harrison—Wilmington Agr. Soc. Sept. 24-27. J. P. Young.
Harrow—Colchester South Agr. Soc. Sept. 26-28. F. J. Martin.
Hilghete—Orford Agr. Soc. Oct. 11-12. Merlon H. Scott.
Jarvis—Jarvis Agr. Soc. Sept. 24-27. George L. Miller.
Kagawong—Billings Agr. Soc. Sept. 24-27. Chas. Robertson, Ice Lake.
Kemble—Kemble & Barawak Agr. Soc. Sept. 24-25. J. E. Hutchinson.
Kilgusby—Kilgusby Agr. Soc. Sept. 23-24. Ernest Fleming, R. R. 5. Tara.
Kirkton—Kirkton Agr. Soc. Sept. 24-27. Hugh Berry.
Lakeland—Lakeland Agr. Soc. Sept. 23-28. H. W. Beavis, Peterboro.
Langton—N. Walsingham Agr. Soc. Sept. 28. C. W. Slaght.
Leamington—Leamington District Agr. Soc. Sept. 29-Oct. 5. Emma Atkins.
London—Junior Fair. Oct. 9-10.
McDonald's Corners—Dalhousie Agr. Soc. Sept. 28-27. Wm. Anderson.
McKellar—McKellar Agr. Soc. Sept. 24-28. Leonard Moffat.
Maberly—Maberly Agr. Soc. Sept. 24-25. Craig Greer.
Madoc—Madoc Agr. Soc. Oct. 1-2. W. J. Hill.
Markham—Markham Fair. Oct. 3-5. R. H. Crosby.
Massey—Massey Agr. Soc. Sept. 24-25. E. Houle.
Melbourne—Melbourne Agr. Soc. Oct. 11. Allan McDougall.
Merlin—Haley & Tilbury Agr. Soc. Oct. 7-8. Lewis W. King.
Millbrook—Millbrook Agr. Soc. Sept. 26-27. J. N. McGill.
Milton—Haltou Agr. Soc. Sept. 27-28. E. M. Hinchel.
Murrillo—Oliver Agr. Soc. Sept. 24-25. Arthur Lawrence.
Neustadt—Normanby Agr. Soc. Sept. 27-28. A. J. Hessel.
Odesa—Odesa Agr. Soc. Sept. 26-27. A. M. Fraser, R. R. 3. Kingston.
Oshweken—Oshweken Agr. Soc. Oct. 2-4. Arthur Anderson.
Owen Sound—Owen Sound Agr. Soc. Sept. 28-Oct. 1. Otto Johnson.
Paris—Paris Agr. Soc. Sept. 27-28. H. C. O'Neill.
Picton—Picton Agr. Soc. Sept. 26-27. F. J. Webster.
Port Elgin—N. Bruce Agr. Soc. Sept. 26-27. J. R. Scott.
Port Hope—Port Hope Agr. Soc. Sept. 27-28. T. W. Marvin.
Ramona—Ramona Agr. Soc. Sept. 23.
Ridgeway—Howard Agr. Soc. Sept. 24-25. J. D. Brien.
Ripley—Huron Tp. Agr. Soc. Sept. 24-26. A. K. May.
Rockton—Rockton Agr. Soc. Oct. 12-14. Wm. Y. Wood.
Rodney—Rodney Fair. Oct. 8-9. J. A. MacLean.
Rosenath—Rosenath Agr. Soc. Oct. 10-11. C. W. Varcoe.
St. Marys—St. Perth Agr. Soc. Oct. 3-4. E. M. Mossip.
Schomberg—Schomberg Agr. Soc. Sept. 27-28. A. H. McLeod.
Severn Bridge—Severn Bridge Agr. Soc. Sept. 27-28. W. A. Forsythe.
Simcoe—Norfolk Co. Fair. Oct. 2-5. W. E. Durward.
Smithville—Smithville Agr. Soc. Oct. 1-5. C. H. Snyder.
South River—Machar Agr. Soc. Sept. 24-25. F. W. Hosking.
Spencerville—Spencerville Agr. Soc. Sept. 24-25. A. I. Miller.
Strathroy—Strathroy Agr. Soc. Sept. 27-28. J. N. Hatchiffe.
Tara—Tara Agr. Soc. Oct. 2-3. James F. Young.
Teeswater—Teeswater Agr. Soc. Oct. 1-4. Alex B. McKague.
Thedford—Rosanquet Agr. Soc. Oct. 2. J. O. Sammons.
Tweed—Tweed Agr. Soc. Oct. 8-9. S. E. Curry.
Underwood—Underwood Agr. Soc. Oct. 2. Allan McKenzie, R. R. 4. Paisley.
Uterson—Stenphenson & Watt Agr. Soc. Sept. 24-25. W. J. Patterson.
Wallacetown—W. Elgin Agr. Soc. Oct. 3-4. S. Turville.
Walsh—Walsh Agr. Soc. Oct. 12.
Warkworth—Percy Tp. Agr. Soc. Oct. 3-4. Dr. H. S. Allen.
Wilkesport—Wilkesport Agr. Soc. Sept. 25.
Wingham—Wingham Agr. Soc. Sept. 25-26.
Woodbridge—Woodbridge Agr. Soc. Oct. 11-14. N. George Wallace.
Wyoming—Plympton & Wyoming Agr. Soc. Sept. 25-26. W. R. Mills.
Zephyr—Zephyr Agr. Soc. Oct. 2.
QUEBEC
Cape Gore—Gaspé Agr. Soc. Oct. 5. Sydney L. Cass.
Chapeau—Chapeau Agr. Soc. Sept. 24-26. Irwin P. Cahill.
HAWAII
Kahului, Maui—Maui Co. Fair. Oct. 10-12. Ezra J. Crane.

Coming Events
These dates are for a five-week period.
ARKANSAS
Brinkley—Seven-Co. Stock Show. Oct. 2-4.
Des Moines—Perry County Stock Show. Sept. 27-28. C. J. Rister.
De Queen—Dairy & Livestock Show. Oct. 2-4. Gordon Mabry.
Dumas—Desha Co. Livestock Show. Oct. 14. J. E. Dantz.



Jonesboro—Fall Festival. Oct. 3-5. H. R. Purvis.

Lepanto—Legion Terrapin Derby. Sept. 25.

CALIFORNIA

Anahiem—Halloween Festival. Oct. 21. John A. Morgan.
Cotuit—Harvest Festival. Sept. 26-29. George Lodi, Arbuckle, Calif.
Fresno—Natl. Food Show. Oct. 21-24. Ham-
Ston P. Lead.
Los Angeles—Auto Show. Oct. 12-20. Bert
Robert, 1131 S. Broadway.
Los Angeles—Great Western Livestock Show.
Oct. 25-Nov. 1. R. J. Welch.
Madras—Old-Timers' Day. Oct. 12. Craig
Edgingham.
Petaluma—Water Pleats. Oct. 11-12. Joseph
J. Russo.
San Francisco—Food Show & Home Appliances
Expo. Oct. 9-12. F. A. Tisser, 523 Market
St.

COLORADO

Center—Potato Show. Oct. 25-26. W. O.
Sawyer.
Haystack—Caddo Dam Days. Oct. 12-13. Dr.
O. F. Ewing.

DIST. OF COLUMBIA

Washington—Auto Show. Oct. 19-25. Whit-
ney Leary, 1613 Yon St., N. W.

FLORIDA

Alachua—Columbus Day Celebration. Oct. 12.
Quincy—Tobacco Festival. Oct. 2-3. Mrs.
Geleta Nordhass.

GEORGIA

Decatur—De Kalb Co. Harvest Festival. Oct.
9-12. Mrs. W. Guy Hudson.

ILLINOIS

Clinton—Fall Festival. Oct. 2-5. Business
Men's Club.
Galena—Halloween Frolic. Oct. 31. Walter
Edwards.
Lincoln—Fall Festival. Oct. 29-31. Chamber
of Commerce.
Madison Park—Diamond Jubilee. Sept. 21-29.
Quincy—Quinapipi Celebration. Sept. 23-29.
Jack Kress.

INDIANA

Beech Grove—Lions Club Fall Festival. Sept.
14-24. Vernon Little.
Ellettsville—Gold Medal Codi Show. Oct. 5. L.
E. Arebholz, Decatur.
Fowler—Indiana State Corn Festival. Oct.
3-5. F. Edward Dumas.
Lafayette—Corn Show. Sept. 26-Oct. 2.
Merle Rawson.
Mooresboro—Fall Festival. Oct. 2-5. Mar-
tin Smith.
Richmond—Centennial Celebration. Oct. 1-8.
Roanoke—Booster Days. Oct. 3-5. Dr. J.
Dershem.

IOWA

Creston—Midwest Horse Show. Sept. 25-26.
Mose Harst.

KANSAS

Pittsburg—Coal Festival. Oct. 2-2. George
B. Weeks.
Wichita—Harvest Festival. Oct. 14-19. Arch
Booth.

KENTUCKY

Cynthiana—Tobacco & Sportsmen's Festival.
Oct. 16-19. L. M. Lash.
Paris—Bourbon Fall Festival. Oct. 23-25. Mrs.
Katherine T. Brown, 405 W. 3d St., Lexing-
ton.

LOUISIANA

Bastrop—Livestock & Agri. Show. Oct. 17-18.
George H. Goodwin.
Shreveport—Caddo Parish 4-H Livestock Show.
Oct. 17-18. Leslie A. Cowley.

MARYLAND

Baltimore—Auto Show. Oct. 12-26. J. E.
Haine.

MASSACHUSETTS

Boston—New England Foods Expo. at Boston
Garden. Oct. 1-12. Frank Dubinsky.
Worcester—Worcester Tri-gram & Gazette
Progress Expo. Oct. 21-26. Frank
Dubinsky.

MICHIGAN

Ann Arbor—Hobby Show. Sept. 27-28.
Berrien Springs—Horticultural Show. Oct. 3-5.
Emil Ott.
Manistique—Potato Show. Oct. 22-24. D. L.
Kasman.
Scottville—Harvest Home Festival. Sept. 26-
27. Fred Heider Jr.

MINNESOTA

Faribault—Days of '49. Oct. 1-2. Ben
Kraeger.
Kenyon—Corn Show. Sept. 28-29. Allan E.
Fineth.
St. Paul—Jr. Livestock Show. Oct. 28-31. J.
S. Jones.

MISSOURI

Carrollton—Fall Festival & Livestock Show.
Oct. 3-4. Walter W. McGuire.
Dexter—Stoddard County Fall Festival. Sept.
27-Oct. 5. Jesse Motherbaugh.
Ironton—Fall Festival. Sept. 26-28. E. H.
Beauchamp.
Kennett—Fall Festival & Rodeo. Oct. 3-6.
Able Johnson.
Kirkswood—Diamond Jubilee. Sept. 27-29.
Marion City—Fall Festival. Sept. 26-28. R.
L. Hawkins.
Nesho—Harvest Show. Sept. 25-28. H. S.
Calkin.
Norborne—Farm & Farmyard Fair. Sept. 25-
28. George Glaser Jr.
Pleasant Hill—Street Fair. Oct. 1-5. Fred
B. Cloud.
Richmond—Fall Festival. Sept. 26-27. Ralph
Ogg.
St. Louis—Auto Show. Oct. 20-26. Joseph A.
Schlecht.
Wellsville—Montgomery Co. Fall Festival.
Sept. 26-28. Allen H. Upsyke.

NEBRASKA

Beatrice—Fall Festival & Street Fair. Third
week Oct. J. B. Gobble.
Gothenburg—Harvest Festival. Oct. 3-4. J.
M. Jeffrey.

Omaha—Food Show. Sept. 29-Oct. 5. Louis
Kaven, 1925 W. O. W. Bldg.

NEW JERSEY

Atlantic City—Dairy Industries Expo. Oct.
21-26.

NEW MEXICO

Las Cruces—Pecan. Oct. 11-13. Bill Col-
vert, Box 1627, Albuquerque.
Socorro—Pecan. Sept. 26-27. Bill Colvert,
Box 1627, Albuquerque.

NEW YORK

Buffalo—Auto Show. Oct. 19-24. M. M. Baker,
H. H. Staley.
New York—Natl. Auto Show. Oct. 12-20. Al-
fred Reeves, 206 Madison ave.
Rochester—Auto Show. Oct. 12-19. Edward
C. Schoen, 133 East ave.

NORTH CAROLINA

Plymouth—Legion Celebration. Sept. 23-28.
Dr. Claudius McGowan.

NORTH DAKOTA

Hazleton—Corn Show. Oct. 10-12. Berlin
Boyd.

OHIO

Ashland—Apple Festival. Oct. 30-Nov. 2. E.
Z. Hines.
Bradford—Pumpkin Show. Oct. 8-12. Everett
Faun.

Bucyrus—Corn Show. Sept. 27-28.
Circleville—Pumpkin Show. Oct. 16-19.
Hoboken—Street Fair & Fall Festival. Oct. 3-5.
Gratiano & Carlin, Beckeye Lake, O.
McConnellsville—Fall Festival. Sept. 26-28.
Business Men.
McConnellsville—Fall Festival. Sept. 26-28.
Navarre—Home-Coming & Street Fair. Sept.
25-28. Veitker, Fireman.
Piqua—Fall Festival & Corn Show. Oct. 16-
19. Arnold Miller.
Prospect—Fall Festival & Corn Show. Sept.
25-28. James Souer.
Ridgway—Fair. Oct. 3-5. Clayton E. White.
Somerset—Pumpkin Show. Sept. 23-25.
Ulrich—Home-Coming. 2-5. Stewart Ander-
son.

OREGON

Portland—Poultry & Pet Show. Oct. 5-12.
Mrs. La Villa Kehrl, 2637 S. W. Canby St.,
Multnomah.
Portland—Auto Show. Oct. 29-Nov. 3. J.
H. Cassell.

PENNSYLVANIA

Bryn Mawr—Horse Show. Sept. 25-28. St.
George Road.
Harrisburg—Natl. Dairy Show. Oct. 12-19.
Lloyd Burlington.
Pittsburgh (East Liberty)—Auto Show. Oct.
19-25. W. N. Owings.

SOUTH CAROLINA

Abbeville—Fall Festival. Sept. 23-25.

SOUTH DAKOTA

Aberdeen—Gypsy Day. Oct. 12.
Brookings—Globe Day. Oct. 24.
Huron—Powwow Days. Oct. 11-12. Thad
O'Keefe.
Madison—Eastern Day. Oct. 12.
Mitchell—Blue & White Day. Oct. 19.
Mitchell—Corn Palace. Sept. 23-28. J. J.
Verebor.
Phillip—Scotty-Buddy Day. Oct. 18.
Rapid City—"M" Day. Oct. 4.
Sioux Falls—Tepee Day. Oct. 5.
Spearfish—Swarm Day. Oct. 13.
Verdillon—Dakota Day. Oct. 19.
Watertown—Jubilee Barbecue. Sept. 28.
Yankton—Pioneer Day. Oct. 26. George
Means.

TENNESSEE

Grand Junction—State Line Livestock Show.
Oct. 14-19. Tom H. Hard.

TEXAS

Beaumont—Dog Show. Oct. 26-27.
Brookridge—Sports & Products Show.
Oct. 10-12. C. E. Sawyer.
Cooper—Cotton Carnival. Sept. 26-27. Rube
S. Wells.
Corpus Christi—Natl. Home Show. Sept. 20-
24. S. Edwin N. Williams.
Edna—Jackson Co. Harvest Jubilee. Oct. 25-
26. A. J. Sowders.
Glimmer—East Texas Yamboree. Oct. 24-26.
Cranfill H. Cox Jr.
Kilgore—Oil Carnival. Oct. 10-12. V. W.
Smith.
Lubbock—Pageant. Sept. 29-Oct. 5. Bill Col-
vert, Box 1627, Albuquerque, N. M.
Tyler—Rose Festival. Oct. 3-6. John Womble.

WASHINGTON

Bremerton—Navy Day. Oct. 27.

WEST VIRGINIA

Charleston—Buckwheat Festival. Oct. 16-19.
W. K. Hawkins.
Elkins—Mountain State Forest Festival. Oct.
3-5. Richard Hall.
Kingwood—Preston Co. Buckwheat Festival.
Oct. 10-12. Kenneth Hawkins.

WISCONSIN

Milwaukee—Food Show. Oct. 14-19. M. C.
Peschbacher, 342 N. Water St.
Milwaukee—1941 Designs for Better Living
Combined with Auto Show. Oct. 26-Nov. 2.
Arthur H. Rumpf, Astoria, Wis.

WYOMING

Basin—Bean Festival. Sept. 27-28. H. Hart-
man.

CANADA

St. Thomas, Ont.—International Flowering
Match. Oct. 15-18. J. A. Carrall, Parliam-
ent Bldgs., Toronto.

NSA

(Continued from page 35)
as the result of a bad fall. Visitors and
letters are always appreciated by those
confined.
The entire organization wishes to
thank The Billboard thru its president,
E. W. Evans, for its very generous con-
tribution to our Benefit Fund. This ges-
ture on its part is another reason why

people in the business maintain that
Billyboy is the showman's true friend.

New applications received are for Ray-
mond R. Cuesta, William Burke, and
Bernie Mendelson, proposed by Charles
Lewis, of the Art Lewis Shows; Thomas
Fallon, proposed by Charles Lawrence,
and Crawford Henry Droegge, proposed
by Oscar C. Buck. Get behind your
favorite and help him win a Life Mem-
bership. Now that the fair season is in
full swing, everyone should be able to
enroll at least one new member. Club-
rooms are being given a very good go-
over in preparation for the stay-at-home
season this winter.

Birthday congratulations to Max Le-
vine, Maurice Piesen, Jack Ottens, Ed
J. Betcher, William P. Moran, September
26; Louis B. Curran, 27; Francis Ander-
son, Samuel E. Rosenbaum, John Stanley
McBride, 28; Mack Harris, Jerry Green-
lee, 30; Nathan Weinberg, Oct. 1.

Ladies' Auxiliary

Attendance at opening meeting of the
season was large. President Midge Cohen
was presented with a huge bouquet of
yellow chrysanthemums tied with streams
of blue ribbon, thus carrying out the
club colors. Members expressed them-
selves as behind President Cohen 100 per
cent to make the winter schedule a suc-
cessful one. Vi Lawrence was back on
Lawrence Greater Shows for a short visit
as she and Charlie Lawrence rejoin Kath-
erine Heppburn's show on road tour. Long
distance phone calls were received from
Sister Beulah Denmark, Goldsboro,
N. C., and Sister Edna Laster, Brock-
ton, Mass., extending regrets at not
being able to attend opening session.
We are glad to welcome back Sisters
Mabel Schoonmaker and Jean Winsor,
Treasurer Ida Harris paid a surprise
visit. She'll be in Asbury Park until
October 15. Irene Hester has been
proposed by Julia O'Donnell and Mollie
Rosenthal by Rose Weinberg. Sister
Minette Dobson is still very ill. Peggy
Biscoe and her husband paid clubrooms
a visit. Sister Helene and Brother Sam
Rothstein have returned from Detroit
saying they missed the old rooms. Fel-
litations to Sister Lillian Faber upon
the confirmation of her son. Sister Ethel
Gross is down with la grippe. Past Pres-
ident Dorothy Packman, back from
Reading Fair, where she exchanged
greetings with Sisters Cetlin, Wilson,
Cowan, Feldberg, etc., visited Allentown
Fair. Proposed by Sister Fanny Linder-
man are Nell Judy, Imogene Caldwell,
Grace Breen, Laila Gerson, Mrs. Tommy
Fallon has been proposed by Vi Lawrence
and Opal Miller by Margie Cetlin and
Sadie Wilson.

SLA

(Continued from page 35)
man, Elmer W. Weaver, Frank M. Knight,
Don T. Elliott, C. H. McKnight, Arthur
P. Briesse, George H. Harms, John W.
Galligan, William A. Hetlich, and Joe C.
Harris. Remember, dues for 1941 were
due and payable September 1. Why not
send yours in at once. You are not in
good standing if dues are not paid.
Judd Goldman, Morris A. Haft, and
Sunny Bernet have been busy complet-
ing the movie reel of League work and
will have it ready for various benefit
shows to be held. E. Lawrence Phillips
advises that their show will be held at
Atlanta. Beckmann & Grety Shows
plan to hold one at Shreveport, La., and
Rubin & Cherry plans one at Dallas.
Hennies Bros. advise that they may hold
theirs at Springfield, Mo. A number of
others have been in touch with Brother
Bernet and have planned shows of which
we do not as yet have a record. All in
all it appears that there will be some
real SLA activity.

John O'Shea and Bob Revolt were in
for a call. Donald MacLeod writes that
he and his mother are spending a vaca-
tion in Northern Michigan. Brother Wal-
ter Hale is resting well at the Alexian
Hospital. He is in hopes of being out
in a few weeks and would appreciate
letters and visitors. Brother Lew Keller
has been called east by the serious ill-
ness of his father, Frank Knight, Don-
ald T. Elliot, W. E. Donahue, and Al
Sweeney were among callers at the
rooms. Maurice Hanauer has returned
from Tulsa, Okla. He advises that he
had a pleasant visit with the Goodman
Wonder Shows while away. Sunny Ber-
net and Ned Torti advise that they will
be in Atlanta to assist with the Jones
Expo Benefit. Al C. Beck advises that he
left Great Lakes Exposition Shows for
an emergency operation and is now re-
cuperating at Cleveland. Mike Dolan
opened his bingo season September 18.
Judd Goldman was on the sick list but
is now up and about.

PCSA

(Continued from page 35)
smiling features of Leo Haggerty are
once more apparent at the box office; at
the Mayan Theater, where the attrac-
tion is current, with complete Senegam-
bian cast staged by Clarence Muse. Mrs.
Dick Hunter was painfully injured Fri-
day while alighting from a street car.
She was struck by a hit-and-run driver.
Pat Armstrong has been doing Treasure
Island for the last 10 days and, judging
from reports, must have had the time of
his life. His host of friends at GGIE
seem to have taken it on themselves to
see that he missed nothing. He can
sleep next winter. Milt and Pearl Runkle
postcarded from Oregon State Fair,
Salem, saying everything was okeh.
Harry J. Mason closes with the Francis
Shows at Blackfoot, Idaho, and goes to
his National School Assemblies dates at
Laurel, Mont., September 23. He will
do three and four shows a day in Mont-
ana and Wyoming this fall, with 19
weeks in Texas to follow after the holi-
days. He reported splendid fishing and
trouping with the Francis Shows.

Applications and reinstatements on the
bulletin board are signed by Ralph
Lacey, Otto Houba, Langley F. Grieves,
Bev Powell Wallace, Edward P. Pitro,
William H. Hollenbeck, Larry Dunlap,
Dan Dix, I. B. McCoy, William McClos-
key, Charles Paige, Charles Rising, Al-
fred Toblan, Finis H. Groggins, Charles
H. Prosser, Charlie Soderberg, and
Stewart R. Mills. Jack (Miracle Midway)
Stanley cut up old scores for 36 hours
en route from San Francisco to Dallas.

Past President Harry Hargrave has
been active on the NYWF War Museum
Front and air mailed annual dues for
two brothers, two reinstatements, and
two new members just to keep the pot
boiling. Harry is our official fiscal agent
in the big burg and has agreed to pay
postage on anything in the way of dues
for the club. Pomona Fair is doing
phenomenal business and that goes for
everyone. Looks like the fall br. is as-
sured.

HASC

(Continued from page 35)
atroyed by fire when the show played
Ottawa, Kan. Brother Jerry Rice, who
has been in the East with his conces-
sions, is on his way south. Brother Frank
Delmaine and Cliff Martin, of J. L.
Landes Shows, were in on a business
trip. Brothers F. C. Vogel and C. S.
Earl, of Elite Exposition Shows, were
obliged to make a trip of over 1,000 miles
from Geneva, Neb., to Kaycee to obtain
parts for the Octopus. Myrtle Starling,
who broke her arm, is reported improv-

ing.
Brothers Frank Capp and Jaye Mc-
Conkey high-bailed out of the city Sep-
tember 7 on a flying trip to Des Moines,
Ia., where Brother McConkey made con-
tacts to furnish his bands at one of Des
Moines' palatial dance palaces. While
there they had a pleasant visit with
Brother F. M. Shortridge, who operates
the Des Moines Shorter Printing Company.
No official announcement has been
made as to the starting of fall meetings,
but they are expected to begin about
mid-October. Many new names have
been added to the roster and dues are
coming in satisfactorily. What are the
managers doing about those benefit per-
formances? It's about time to get busy,
for it is a worthy cause and every owner
of a carnival who is a member of the
HASC should do his part. T. Dwight
Peppie, who is associated with Pollack
Bros.' Circus, is in the village. He states
that the show will play its first date at
Coffeyville, Kan. Loretta Ryan and Helen
Smith, of the Auxiliary, trekked to To-
peka to visit Rubin & Cherry and take
in the fair. Brother Frank Ryan came in
from his country estate in Clay County
to info that he had also been a visitor
with R. & C. at the fair.

Ladies' Auxiliary

Loretta Ryan, secretary, said that re-
sponse to the announcement that dues
are now payable was gratifying. Mrs.
Marie Beckmann heads the list this week.
She sent in dues for 10 members and a
new member, Virginia Fast. Virginia
Kline, Salem, Ore., sent in her dues.
Hattie Howk, chairman of the enter-
tainment committee, is leaving for the
South but expects to be back in time
for the opening meeting. Jackie Wilcox
has been sick with the flu, but is back
at the office and is entertaining her
sister, Ivadell Lynn, and Bingey. Myrtle
Duncan's son, Bill, is visiting here with
his wife for a few days but is due back at
Pittsminons Hospital. Elsie Brizendine
was seen around the clubroom and is
looking fine. With the clubroom
newly painted and decorated, Jess Nathan
and Ruth Ann Levin say they can hardly
wait for meetings to start.





# Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by SAM ABBOTT—Communications to 1564 Broadway, New York

## Salesboard Operators Line Up Merchandise for Big Take-Off

Camera-sized radio shows indications of earning folding money—fur lines appealing in new 1940-'41 designs—typewriters seen as leaders in college towns

NEW YORK, Sept. 21.—Looking over the new merchandise on the market, salesboard operators are preparing for what is predicted as a banner season. Operators recall the shot in the arm the business received in 1936-1937 when the Charlie McCarthy and electric shavers were hot, the folding money garnered with midjet radios and candid-type cameras in 1937-1938, and last year the success that was brought by pick-up-and-go and three-way radios. While items have not had sufficient time to prove themselves money-makers this year, a comparatively large number have the earmarks of big success in this field.

### Large Boards Stronger

One important point regarding this season's salesboard business is that larger boards are expected to go stronger than ever. The old phobia that large boards take too long to turn over to be profitable has been chucked into the trash heap. Better, more appealing merchandise has been the reason for this. Operators are convinced that the public will shell out often when given something worth while to shoot at. Small deals are still popular, and the size of the board is governed by the items.

Outstanding in the field is the new camera-type battery-operated radio that has chalked up some good marks in the time that it has been on the market. RCA broke first with this item and spread the news across the pages of newspapers in key cities. Response was instantaneous, and today similar models are on the market from Philco, Sonora, and other radio factories.

### Three-Way Radio

According to Big Bill Burns, well-known salesboard authority who recently ran a several weeks' test on the radio deal, returns on this item have been most satisfactory. The set used in the experiment was brought out by an enterprising manufacturer who gave it additional appeal by making it possible to operate the radio on either AC or DC current in addition to battery power. The set, known as Tiny Tim, is covered in simulated calfskin with ivory antique trim. Selectivity, volume, and tone are comparable with larger sets, as only regulation full-bodied tubes are used. Radio operates on an inexpensive B-battery and one regular flashlight battery.

Operators will recall, too, that radios were among the first items to illustrate the value of salesboard's as retail sales stimulators. Several years ago, when the Emerson people were trying to crack the retail market, operators were invaluable in the plan by turning over thousands of these sets on boards. The promotion and the direct-to-the-consumer publicity afforded Emerson radio the lift that it needed and just at a time when it would do the most good.

The patriotic trend has also hit the salesboard field, and indications are that the Peace-Time electric patriotic clock will be a top flight item. Clock is eight inches high and 8½ inches wide. Item has flash as the dial is a replica of the map of the United States over which every second waves an American flag.

### Bar Popular

Another item that seems headed for the top is the new 14-piece Hollywood Portabar. Handled by the D. A. Pachter Company, bar has service for six and includes bakelite portable bar, six high-ball glasses, four spirit glasses, two decanters and an ice cube container. Reports from operators who realized the money that could be made from this appealing item are that the public is going for it good and strong. This item may be cited as proof that large boards are still the fashion, provided merchandise is of sufficient appeal and utility to command a sincere interest.

Fur coat manufacturers have already

launched their new 1940-1941 lines. Muskrats, raccoons, skunks, foxes, marminks, checkings, pony, kidskins, sealines, beaverettes, persians, and similar furs made into coats, jackets, boleros, and scarfs are already earning money for those operators who got off to early starts with this line. M. Seidel & Sons, B. Weiss, S. Angell & Company, E. Brand, Snipper & Schwartz, General Fur Company, Cohen Bros & Sons, H. M. J. Fur Company, and Andrew Paul & S. Arkes report that fur shipments to operators are proving more attractive than ever before because the large appeal and the low prices are seemingly sure of bringing big returns. A fur coat is an item that is wanted by nearly every woman and an opportunity to get one on a salesboard is seldom passed up.

Operators who work college towns are said to be hitching their wagons to typewriters. This is a consistent item and works well wherever there are large crowds that have use for this item.

With factories whizzing with orders for the defense program, operators offering lighters, pen and pencil sets, watches, automobile cigarette servers, clocks, and the like are already reaping nice profits. Some say that never before have they seen the demand so brisk and are working fast with top merchandise to get the added profits offered by turn-overs.

**DEALS**  
A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

Radio items are still coming thru. This time it is the Lumitone Lamp-Radio combination offered by D. A. Pachter Company. Of course, it is priced higher than the usual ceiling for a salesboard give-away, yet because of its flash and consumer appeal may move well on a big board. As the firm reports, Lumitone really has everything to whet the appetite of a prospective buyer. . . . the lamp in itself is attractive, with 16-inch celanese taffeta shade, two-tone plastic vase, full six-inch inverted reflector and three-way switch for selective lighting. . . . the radio is a seven-tube job geared for nationwide reception, including police calls. No serial or ground is needed.

D. A. Pachter is going to town. The Lumitone Lamp-Radio, the 14-piece Hollywood Portabar, and the Sparton Musical Horn make a fine trio for a profitable run. The last-named item is a natural for a tie with the patriotic spirit which is so strong in the nation today and should go well with all car owners.

The Underwood electric dry shaver ad in the September 21 issue of The Billboard brings to mind the good old days

## Coney Operators Line Up Items For Fair Dates

CONEY ISLAND, N. Y., Sept. 21.—Coney Island concessionaires playing fair dates have lined up stuffed toys, candy, Pinocchio and Scarlett O'Hara dolls, and similar items to garner profits. Guess-your-weight and guess-your-age boys are planning to cash in on canes, especially those with feathered dolls attached.

With some of the Eastern operators set for the Mineola, L. I., Danbury, Conn., and Trenton, N. J., fairs, reports are that the numbers that had good runs at Coney will continue to click. Others were headed southward.

According to Charlie Greenbaum, concessionaire, there was a decided increase the latter part of the season for stuffed donkeys and elephants. He added this was most likely due to the political campaigns. With the presidential campaign on, Greenbaum stated he was sure these items would continue to increase in popularity, bringing added profits to all who had them on their stands.

Another operator who is anticipating folding money from the stuffed toy line is Al Seekin, ring-a-duck game operator. He declared that he found an increased demand also for the Scarlett O'Hara and Pinocchio dolls, the latter item in both stuffed toy and composition make-up. At Coney, canes with small souvenir pendants also clicked, especially during Mardi Gras week.

## Candid Cameras Going Strong, Reports Reveal

CHICAGO, Sept. 21.—Candid cameras are proving a big item at fairs and other events. New contests are doing a good job to increase the demand for this item and many of those in the trade are expected to cash in on this popularity. Wholesale houses report large shipments being made.

With lens and speed already set, no difficulty in getting good pictures is encountered. This setting assures a majority of pictures, which makes it unnecessary for one to be experienced in photography in order to use this type of camera. Film costs are low, which add to the attractiveness of the cameras.

when electric shavers were THE item for a card promotion. Remember? Practically every operator had a shaver deal working for him and the take for quite a while was better than \$30 on each deal, the deals turned over faster than many of low-take deals on location today. The Packard shaver started the ball rolling on cards, then came the Clip-Shave, and after that the deluge, with dozens of low-priced shavers permitting operators to offer deals with a take of \$5 and less. And while the fun lasted the boys were really in the chips.

With the gift season just around the corner and the women-folk still inclined to consider the shaver an appropriate gift for the men, it is quite possible that a quantity of shavers will be passed out before the year is out. It certainly is worth a look-see.

Big Bill Burns is all hopped up over the reception given to his three-way camera-sized portable radio. There has been such an unusually heavy demand for the unit, he says, that he is running around like a wild man trying to keep everyone happy.

HAPPY LANDING.

# BINGO BUSINESS

By JOHN CARY

THE SUCCESSFUL operator today is the one who features top-quality merchandise. Angle being worked is to have a good display of these items and to have a good supply of nationally known manufacturers' products on the stand. Progressive counselors realize that the average bingo player today must have more than an ordinary prize if his business is to be repeat. The public has grown to know and recognize labels. When they see that an item is from a reputable company, the players are more than ever intent on winning that item. With this in view, the operator realizes that his merchandise must at least be on a par with that obtained in the modern store. Crowds have been increased by the addition of well-known goods to the display shelves.

ONE of the best ways to find out whether merchandise has the qualifications of a hit number is to try "feeters." Some of the operators have been following this policy for some time and have found it most profitable. When a new number comes on the market, the operator gets a small but sufficient supply of it and puts it on the stand. A little ballying over the mike will call the players' attention to the fact that this line is now available. This is done to be sure that everyone present knows such a line is available. Unless it is a large item it is quite possible those farthest from the mike and prize stand may fail to notice it. After the proper build-up has been given the item the operator can begin to watch the demand. It is unfair to the supply house to make any hasty conclusions regarding the drawing power of an item until it has been brought to the attention of the players.

ITEMS such as chenille bedspreads, which can be spread out on a stand, are easily seen and do not need as much build-up as a smaller item, such as a new cigarette lighter or an item similar in size.

SEVERAL months ago it was reported here that some operators were considering installing nurseries in connection with their games, to make it possible for those who have children to attend and enjoy the game. When people of this type cannot be present, the operator loses quite a bit of his advertising. It is these people who really tell others about a game, and this word-of-mouth advertising is one of the best salesmen the game has. If the nursery will serve to bring out this type of trade, it should by all means be established. A competent attendant will have to be in charge of the children, but the salary can most certainly be charged to advertising. The increased revenue will offset much of this expense.

THE IDEA seems swell and we'd like to hear from operators as to what they think of it. In the South, especially, where people drive many miles to play bingo, this idea should prove highly profitable. One of the spots we have in mind is in Pearl River County, Mississippi, where St. Mary's Catholic Church conducts a game and some of the players have been known to drive 72 miles to attend.

John J. Dillon has been appointed sales manager of the Bridgeport Refinishing Company, the firm reports. Company manufactures and distributes the Willie Ispel novelty pin, the "Will-Key," which is reported to be enjoying big sales throughout the nation. Dillon is an experienced merchandise man and is looking forward to even greater sales on the "Will-Key" as we head towards the election.

**HORN OF PLENTY**

**#30K88**—Merchandise Deal. Novel, fascinating. Popular in parks, resorts, taverns, clubs and shops. Big flashy display, 22" high, 14" wide and 7 1/2" deep. Contains 50 pulls. Last one gets extra prize. Biggest value, fastest selling Deal. Takes in \$5.00, sells to dealers for \$4.45. Each \$2.00.



10 Deals, \$27.50, or 20 Deals, \$50.00.

**#30K90**—World's Champ Merchandise Deal similar to above. Has 70 pulls at 10c, takes in \$7.00. Sells to dealers at \$6.25. Specially priced, each, \$3.35. 10 deals for \$31.50. Trial order, one of each deal, sent express collect for \$5.00.

**JOSEPH HAGN COMPANY**  
Distributors  
217 & 223 W. Madison Street, Chicago, Ill.

**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.

**Auto Horn**

The "God Bless America" automobile horn is proving a money-maker for salesboard operators and other prize users. D. A. Pachter Company reports. Horn is push-button operated and plays full title of God Bless America. Other titles available include *In My Merry Oldsmobile*, *Merrily We Roll Along*, *Hunting Call*, *Highways are Happy Ways*, and *Happy Days Are Here Again*. Installation is easy, as the horn fits all cars and trucks. Item is approved by traffic authorities. Prices are attractive and allow those in the trade a nice margin of profit, the firm reports.

**Perfume Bottles**

Leo Kaul Importing Agency reports that the hand-blown glass perfume bottles are proving big items with souvenir and novelty workers. Bottles are 2 1/2 to 3 inches high and part of the American Dresden Bric-a-Brac line handled by this company. Decorated with colored flowers in high relief, item promises to be one of the outstanding items in its field this season, the firm reports.

**Perfume Lamp**

An item garnering nice profits for prize users and canvassers is the new Fleur D'Ange's Hurricane Parfum Tropic lamp, Madison Studio reports. Item consists of a lamp 5 1/2 inches high with a 2 1/2-inch base in which is inserted a vial of Parfum Tropic. Vial contains 1/2 ounce of perfume and is topped off with a crimson, flame-like stopper with

**PATRIOTIC and POLITICAL NOVELTIES FOR BIG SALES!**

"God Bless America" Banner. Made of white rayon satin, imprinted in red, white and blue. Double gilt spear point stick through top, and cord for hanging with tassels.  
No. B48N30—6x7 1/2 inches. Per Gross \$ 6.75  
Per Dozen . . . . .60  
No. B48N33—8x12 inches. Per Gross . . . . .13.50  
Per Dozen . . . . .1.20  
No. B48N34—18x28 in. Has gold fringe bottom. Per Dozen . . . . .6.50  
Each . . . . .\$.60



1/2-inch Metal Disk with brackets for attaching to auto. Celluloid face with reflecting American flag.  
No. B3N540—\$10.50  
Per Gross . . . . .90  
Per Dozen . . . . .90  
3 1/2-inch Reflecting-Celluloid. Unbreakable red reflector. After alcohol imprinted celluloid can be removed, leaving reflecting surface.  
Per Gross . . . . .\$10.50  
Per Dozen . . . . .90

**POLITICAL BANNERS**  
Roosevelt and Willkie Banners. Same quality as "God Bless America" Banners shown above. Made of white rayon satin, imprinted in red, white and blue with picture of candidate.  
B48N40—Roosevelt. Size 6x10 inches. Per Gross \$6.75  
B48N41—Willkie. Size 6x12 inches. Per Gross . . . . .13.50  
B48N42—Roosevelt. Per Gross . . . . .1.20  
B48N43—Willkie. Per Gross . . . . .1.20

Patriotic Auto Plates, Red, White & Blue, fit above or below license plates. Made of heavy sheet metal, 5 1/2 x 10 in. Each plate in envelope with fasteners.  
B3N544—Per Gross . . . . .\$15.00  
Sample Dozen, \$1.75 Postpaid.

**BUTTONS**  
R. W. B. Roosevelt Button with Pin. Diameter 1 3/16 inch. No. B3N548. Per 100 . . . . .\$.75

**DONKEY CHARMS**  
White Celluloid Donkey Charms with cord attached. No. B11N10. Per Gross . . . . .\$.75  
No. B11N11—1 5/16x1 1/8 inch. Per Gross . . . . .\$3.60  
No. B11N12—1 1/2 x 1 1/8 inch. Per Gross . . . . .\$3.60

Stone Set Metal Flag Pin. Stripes set with red and white brilliant. Stars white stones.  
No. B3N520—\$8.50  
Per Gross . . . . .75  
Per Dozen . . . . .75  
As above but set with larger stones.  
No. B3N521—\$1.50  
Per Dozen . . . . .1.50

Lapel Flag Button with stars and stripes in red, white and blue. Size of flag 5/8 x 1 1/8 inch. Each on a card.  
No. B31N1—\$1.00  
Per 100 . . . . .1.00

**BUTTONS**  
R. W. B. Willkie Button with Pin. Diameter 1 3/16 inch. No. B3N547. Per 100 . . . . .\$.75

**ELEPHANT CHARMS**  
New Style G. O. P. Streamlined Elephant Charms with cord attached. No. B11N17. Pearl Finish, 1 5/16x1 1/8 inch. Per Gross . . . . .\$.85  
No. B11N18—White Finish, 1 5/16x1 1/8 inch. Per Gross . . . . .\$1.00  
No. B11N16—White Finish, 1 1/2 x 1 1/8 inch. Per Gross . . . . .\$4.00

**'GOD BLESS AMERICA'**  
Satin Finish Rayon  
BB0904—5x7. \$5.00  
Per 100 . . . . .  
BB0905—8x8 \$10.00  
Per 100 . . . . .  
BB0911—18x 20. Per Doz. \$6.00  
Write for Prices on Flag Stickers, Buttons, Etc.

**WILLKIE OR ROOSEVELT GOODS**  
BANNERS SIMILAR TO ABOVE  
BB4412—\$3.15  
6x7 in. . . . . BB4413—\$6.50  
8x12 in. . . . .  
Prices are Per 100. STATE NAME.

1/2-INCH. NAME BUTTONS. . . . .75c  
BB2267—Per 100 . . . . .90c  
1 1/2-IN. PHOTO BUTTONS.  
BB2268—Per 100 . . . . .  
STATE CANDIDATE NAME WANTED  
ELEPHANT OR DONKEY SPINNERS  
BB1532—Elephant. \$4.50  
BB1533—Donkey. Per Gro.  
CHARMS—ELEPHANT OR DONKEY  
BB3589—Donkey. 70c  
BB3590—Elephant. Per Gro.

**GET YOURS In the Mail Now!**  
**NEW FALL AND WINTER**  
**260-Page HUSTLER**  
**CATALOG No. 251**  
Write Today—State Type of Business.

**LEVIN BROTHERS**  
TERRE HAUTE, INDIANA 25% Deposit Required With All C. O. D. Orders

**Extra Value \$2.25 EACH**  
5 for \$10.50  
No. 88 8883—Ladies' Bracelet Watch. Exquisitely Styled 12 1/4 L. Chrome Cases in assorted engraved designs with beautiful link bracelets to match. Guaranteed jeweled movements. Each in attractive gift case. An amazing Big Value and whitening premium item. Save money NOW by ordering five Watches for \$10.50.  
DEALERS: Write for Catalog.

**ROHDE - SPENCER CO.**  
223 W. Madison St., Dept. "B", Chicago

**REPEAT ORDERS ASSURED BY OUR FUR COATS FREE CATALOG**  
Your season isn't started till you see our new catalog of fur coats. Better than ever before. ALL GENUINE FURS—Coats, Scarfs, Capes, Jackets—all styles. Nothing was spared to obtain the most superb styles and the most satisfactory quality! Satisfaction guaranteed or money refunded in 30 days. Express deliveries. 25% Deposit. Balance C.O.D. **LOWEST PRICES!**

**ELGIN, WALTHAM BULOVA, GRUEN**  
Famous make watches rebuilt by fine watchmakers. Every one GUARANTEED. Lowest wholesale prices. Write for free illustrated catalog.

**KANE WATCH CO.**  
105 CANAL ST., NEW YORK

**EXCLUSIVE FUR COATS**  
JACKETS \*  
Lushly Marked  
BOLEROS \*  
Beautifully Styled  
Quality Workmanship at Popular Prices. We offer Congress, Sealers, Coats, Sweaters, Goggles, Marmite, Krimmer, Squirrel, Parlan, Baccoborn, Shunks, Foxes, and more. Buy direct from manufacturer and profit. Write for FREE List and Illustrated Catalog. Generalists, Agents and Salesboard Operators, secure the best values. Ask for special details.

**S. ANGELL & CO.** Manufacturing Furriers  
238 W. 27th St., Dept. B-35, New York, N. Y.

**WALTHAM ELGIN**  
Complete Selection of Reconditioned National Advertising Watches From . . . \$2.95  
Send for FREE Money-Making Illustrated Catalog.  
**PLYMOUTH JEWELRY EXH.**  
163 Canal St., Dept. A, N.Y. City

**BIG PROFITS SELLING THE FIRST LOW PRICED**  
**ELECTRIC EYE**  
Mysterious Light  
Magical Burglar Alarm-Annunciator  
SEND your name—no money—  
—for free facts about the sensational sales success—RAY-ALARM—the first electric eye at a low price. Tremendous national publicity has created large market with stores, homes, shops, factories as a burglar alarm and in gas stations and offices as an annunciator. Salesmen and distributors are now CASHING IN on spectacular demonstration and magical performance. If you see and don't lose a minute. This is the biggest profit opportunity in years. Send name today to  
**RAY-ALARM, Dept. R-33C**  
225 Fifth St., Des Moines, Iowa.

**BINGO JOBBERS**  
Buy your Bingo Specials direct from the Printer. Up to 3,000 Combination—No 2 Cards alike. Write to  
**ST. MARKS PRINTING CORP.**  
80 Fourth Avenue, New York, N. Y.



**This Is Tops For Premiums or Board Operators**  
Automatic Cigarette Box. Made of Wood with colored decorated design. By pushing bird perch down cigarette appears and it is picked up in bird's beak. Size of base 7x3 1/2 inches. Height overall 4 1/2 inches. Each in box.  
No. B25A172—Per Dozen . . . . .\$4.00

IF YOU HAVEN'T A COPY OF OUR CATALOG B134 WRITE FOR ONE NOW. State Business You Are In As We Do Not Sell Consumers.

**N. SHURE CO.** 200 West Adams St. Chicago, Ill.

**New! P. D. Q. AUTOMATIC PHOTO MACHINE**  
*Today's Big Money Maker!*  
TAKES AND FINISHES BEAUTIFUL BLACK AND WHITE OR SEPIA PHOTOGRAPHS IN DAYLIGHT AND IN ONE MINUTE.  
**NO EXPERIENCE REQUIRED**  
NO FILMS—NO DARK ROOM. Direct Positive Photos, size 2 1/2 x 3 1/2 inches. NOT TYPED.  
Big attraction. Watch photos develop in daylight in one minute.  
Easy to operate. Simple instructions show you how.  
Carnivals, Fairs, Picnics, Beaches, Parks, Back Yards, Front Porches, Street Corners—**EVERYWHERE**—you will make big money with the P. D. Q. . . . . the real camera sensation of 1940.  
P. D. Q. Photos are guaranteed NOT TO FADE. About \$60 starts you in this interesting Big Money business.  
**LOOK!**  
Zeller, Mass., writes: "Did \$30 Sunday with P. D. Q."  
Raymour, Pa., writes: "I am located in a fair size park. Run about 400 pictures each Saturday and Sunday."  
Waddy, Mo., writes: "Am having great success. Making better pictures all the time."  
Keeley, Neb., writes: "It's a wonderful machine. I wish I had another P. D. Q."  
P. D. Q. CAMERA CO., 109 E. 35th St., Dept. BB, Chicago, Ill.

**BINGO GAMES AND SUPPLIES**  
**CANES ~ PLASTER ~ CANDY**  
WRITE FOR OUR NEW, NO 50, 1940 CATALOG  
MANY FAST SELLING ITEMS AT LOWEST PRICES  
BE SURE AND MENTION YOUR LINE OF BUSINESS  
**MIDWEST MERCHANDISE CO.** 1006 BROADWAY, KANSAS CITY, MO.

**BULOVA — GRUEN — WALTHAM — ELGIN**  
WE LEAD FOR PRICE AND QUALITY  
**NORMAN ROSEN**  
801 SANSON ST., Wholesale Jeweler PHILADELPHIA, PA.  
Wrist & Pocket Watches FOR LADIES AND GENTS Reconditioned. Guaranteed Like New. 1941 Styles now available. Write for Free Catalogue.

ADVERTISE IN THE BILLBOARD —YOU'LL BE SATISFIED WITH RESULTS.



**AMERICA'S GREATEST BOXED SUMMER CANDY VALUES—FROM 1¢ up**

For Corn Games! Stock Wheels! Ball Games! Guess Your Weight and Age! Shooting Galleries! Hamlder Packed, Cellophane Wrapped. Conform With Pure Food & Drug Act.

**CASEY CONCESSION COMPANY** 1132 South Wabash Avenue Chicago, Illinois

Write for FREE Illustrated Circular!

**A National Record Breaker!**

**"GOD BLESS AMERICA" BANNERS**

No. 5557 Sell everywhere! Newest patriotic window and automobile banner! White satin-rayon, 5x6½ in. printed in red and blue colors as illustrated. 60c dz. Wood hanger across top has gilt decorative arrowheads at ends and colored silk hanging cord with tassels attached.	No. 5553 9x12 in. \$1.20 dz. \$13.50 gr.
--	--

Send for FREE COPY of our BIG 1940 GENERAL CATALOG Over 400 pages illustrating the newest and flashiest BINGO and Concession items, premiums, novelties and specialties of all kinds.

**GELLMAN BROS.** 119 North Fourth St. MINNEAPOLIS, MINN.

**NEW 1940 LINE OF BILLFOLDS READY NOW**

Illustrated List on Request

**The Hagerstown Leather Co.**

HAGERSTOWN, MARYLAND



**CONCESSIONERS—OPERATORS**

YOUR BEST AND CLOSEST SUPPLY HOUSE

**LATEST FLASH—QUICK SERVICE—LOWEST PRICES**

Largest Lines BINGO MERCHANDISE, Novelties, Clocks, Lamps, Blankets, Radios, Chinaware, Cans, Candy, Plaster, Dolls. Write for catalog.

**ACME PREMIUM SUPPLY CORP.**

3139 OLIVE ST., ST. LOUIS, MO.

1 day Service

**ATTENTION! PREMIUM USERS**

Would You Spend a Penny?

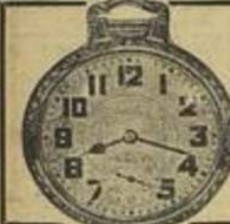
A postal card will bring you our illustrated catalog showing the biggest deal on Watches and Diamonds in the country. WRITE NOW, DON'T WAIT.

**QUAKER CITY JEWELRY CO.**

N. W. Cor. 8th & Walnut Sts., Philadelphia, Pa.

HAMILTON ILLINOIS BULOVA ELGIN WALTHAM

Orders filled same day as received



**HANDBLOWN GLASS PERFUME BOTTLES**

No. 2490—2½ to 3 inches high—in our AMERICAN DRESDEN Bric-A-Brac LINE Beautifully decorated with magnificently colored flowers in high relief, standing out in charming colors, from the pure glass background. \$3.60 PER DOZ. You'll have to see them to appreciate their value.

(a dollar apiece retail)

Send for Illustrated Price List, giving detailed description.

**LEO KAUL IMPORTING AGENCY**

115-119 K St., Market St., CHICAGO, ILL.



**WATCHES AND RINGS**

**BRAND NEW LADIES' WATCHES**

1 Jewel—Yellow Top. In Box. Lots of 6—Each \$2.75

**10K SOLID GOLD LADY'S DIAMOND RING. SPECIAL.** Lots of 3. Each \$2.85

Special Prices for Quantity Users. 25% Deposit, Balance C.O.D. Sample 50c Extra. Send for Catalog. 173 Canal Street New York, N. Y.

**N. SEIDMAN**

**MIDGET BIBLE**

(Over 200 pages, size of postage stamp, completely legible)

And 10c & 25c Paper Covered Books on HYPNOTISM, JU JITSU, LUCKY NUMBERS, MAGIC, DANCING, WINNING CONTESTS, PALMISTRY, VENTRILOQUISM, MIMICRY & IMITATIONS, etc., etc. Over 100 books on unusual subjects. For premium and big-profit selling. 400¢ profit. Write for prices. Ask this profitable side line!

**JOHNSON SMITH & CO.**

Wholesale Dept. B, Detroit, Michigan

End Your Correspondence to Advertisers by Mentioning The Billboard.

long glass applicator inside. The lamp base is copper-plated and non-tarnishable. Chimney is heat-resistant, which permits the future use of the lamp as a real candle-lamp or decoration. Each lamp is wrapped in tissue and individually packed in smartly designed white, simulated alligator grain cardboard box. Each carton contains 12-lamps. With the holiday trade soon to begin, this item will be a leader, the firm predicts.

**Novelty Ash Tray**

The Extinguisher Ash Tray shows indications of being one of the top novelty items on the market this season. Joseph Hagin Company reports. Item is made of plastic and is available in four colors. Each tray package contains a story of the origin of the novelty. Special prices are available, the firm reports.

**Notes From Supply Houses**

According to the Renewal Distributing Company, Inc., the new Vitex-Glas Juicer and corer is proving a big item with pitchmen and demonstrators. This number is proving a money-maker at the World's Fair, and other fair workers are ordering in large quantities, which indicates this will be one of the top items on the lot. Made of plastic glass, the juicer is unbreakable and easy to clean, the firm reports.

**WILLKIE LAPEL NOVELTY PINS**

NEW LOW PRICES \$2.50 Per Hundred

Flashy Window and Counter Display Cards. Twenty pin display on each card. Send 10c for sample or \$1.00 for sample display card, Roosevelt Buttons, 50.00 per thousand, 50% with all orders. Bal. C.O.D. Agents wanted. Wire for prices.

"Wear the Key to Prosperity"

**BRIDGEPORT REFINISHING CO.**

Room 2205, Flak Bldg., 57th & Bway, N. Y. C.



**\*PATRIOTIC SPECIALTIES\***

"GOD BLESS AMERICA" Rayon Satin Banners 5"x17", Dsz. 60c; 100 ..... \$ 5.00 9"x12", Dsz. \$1.25; 100 ..... 10.00 WITH ROOSEVELT OR WILKIE PICTURE 5"x17", Dsz. 70c; 100 ..... \$ 5.00 9"x12", Dsz. \$1.40; 100 ..... 11.00 WINDOW STICKERS—24 to display. Sell 10c ea. Strips \$2.40. Cards 70c card. METAL FLAG LAPEL BUTTON, 100 for 50c RHINESTONE FLAG PIN—Per Doz., 60c EAGLE & SHIELD DECAL—Per Doz., 60c SUCTION FLAG HOLDER SETS with 3 Flags—Dsz. Sets ..... \$1.80 CELLOPHANE FLAGS, 2 to pack—Dsz., 30c (Does not include postage)

WAGONMEN—House Premium Operators Tremendous Values in Nations, Carded Goods, Stencil Goods, Drug Items, Salesboards, Deals. New Catalog of Complete Line—Free!

**\*CHAMPION SPECIALTY CO.\***

814-X Central St., Kansas City, Mo.

**ELGIN, WALTHAM, BULOVA**

Renewed Guaranteed. STARTS AT \$2.95

MEN'S WRIST AND POCKET WATCHES.

Wholesale Jeweler Since 1914. SEND FOR FREE CATALOG.

**LOUIS PERLOFF**

728 Walnut St., Philadelphia, Pa.



**GUARANTEED—IT'S HOT**

5-Piece Cleaver and Knife Set. Send for Sample today. Per Set—75c. F. O. B. Minneapolis. Sample Set—90c Prepaid.

**BERMAN SUPPLY COMPANY**

14 So. 3rd St., MINNEAPOLIS, MINN.

**TIE-MEN!**

We have added 2 NEW FEATURES to our Non-Wrinkleable, Accepted Line: (1) Pocket lining. (2) Reinforcement of inter-lining. This will DOUBLE YOUR PROFITS. Order Now!

Sample Order ..... \$1.75 per Doz. Prepaid. 3 Doz. or More Lots ..... \$1.50 per Doz. Plus Postage. Catalog and Sample Swatches Free on Request.

**HERCULES NECKWEAR MFG. CO.**

772 Vermont St., Brooklyn, N. Y. (Dept. B-2)

**IT'S YOUR OWN FAULT**

If you are not cashing in on America's newest premium sensation. Here at Evans we have a NEW item that's wowing 'em all over the country. It's the greatest thing in years! Utterly different! Timely! Appealing! Amazing ACTION! Beautiful! Big Value! Best of all, LOW-PRICED! Just ask, we'll send complete details.

**EVANS NOVELTY CO.**

800 Washington Blvd., Chicago, Illinois

**HERE'S A NATURAL**

It's the Most Timely Item Yet Introduced

**HURRY! HURRY! GET YOUR SUPPLY TODAY**

Banner of Best Quality Merchandise in Colors

SIZE 9x12. GROSS LOTS. \$ 21.60  
1,000 LOTS. 140.00

25% Deposit on All C. O. D. Orders.

**GEO. LAUTERER CO.**

(Est. 1881)  
165 W. Madison St., CHICAGO, ILL. (Dept. B)

(Badges—Banners—Flags and Buttons)



**FURS OF DISTINCTION**

Direct From Our Factory

Make Your Selections From Our Sensational 1940 Styles

Minkrals, Raccoons, Skunk, Foxes, Martens, Chocklans, Pony, Kid Skins, Seal, 3 to 11 lines, Beaverets, Persians and every other Fur from ..... \$7.50

Write Immediately for Our Free NEW ILLUSTRATED CATALOG AND PRICE LIST.

**ANDREW PAUL & E. ARKAS**

Manufacturing Furriers

154 WEST 27TH ST., NEW YORK CITY



**NEW TURN SIGNAL**

FLASHES FROM REAR WINDOW—DASH Control

AGENTS A whirlwind seller. Drivers buy on cash concentration. Dealers buy 3 to 11. Your profit made-up as high as 264%. Biggest selection of year. Stools made for fairs and Demonstrator sample plan. All Free! Risk WATCH-MY-TURN SIGNAL CO., Dept. W-4000 Walnut 1162, Des Moines, Iowa

**WHOLESALE AND RETAIL TOY AND NOVELTY BUSINESS AND NOTIONS FOR SALE**

Price \$4000.00 All Cash. Will Stand Investigation. White TRIANGLE TOY & NOVELTY CO. 344 West Flagler St., Miami, Florida Good Paying Established Business

**ELGIN--WALTHAM GRUEN--BULOVA--HAMILTON**

Wrist and Pocket Watches. PRICES START \$2.95

GUARANTEED LIKE NEW. Write for Catalog.

**JOSEPH BROS., Inc.**

58 E. MADISON STREET, CHICAGO

**CATALOG No. 25—JUST OUT!  
NEW ENGRAVING LINE**

Brand-new "engraving pipe" style... big money that really "cost money" in your line of pipe, lockets, tie chains, knives, bracelets, signet rings—all the big selling jewelry items... even 12 popular "American Flag" pipe. Write for "new catalog, No. 25" today—just off the press! State Your Business.



**HARRY PAKULA & CO.**  
5 No. Wabash Ave., Chicago, Ill.

**NEW LINE 1940 JEWELRY NOW READY**  
Signal Pins, Rings, Bracelets, suitable for engravers; Mother-of-Pearl Lockets, Cameos and White-stone Rings, Enamelled Flag Pins. Send \$2 for complete samples. Free Catalog. **JACK ROSEMAN CO.** 307 Fifth Ave., New York City.

**ELGIN & WALTHAM REBUILT WATCHES \$175**  
7 Jewel, 18 Size, in S. H. Engraved Cases, at CRESCENT CITY WATCH MATERIAL CO., 112 N. Broadway, St. Louis, Mo.

**LATEST STYLE FUR COATS & FUR JACKETS**  
NEW 1941 MODELS  
Stunks, Sealines, Persians, Striped Coats, etc.  
Send for Latest Complete Price List Every Kind of Fur at Lowest Prices.  
**B. WEISS**  
305 7th Ave., N.Y. City

**ELECTRIC PENCIL**  
Professional, No. 3, switch on T foot safety asbestos resistance cord, roll best good, \$4.75 postpaid, each with case. Budget \$1.00 for U. S. D. 300 postpaid. Guaranteed one year. Money back if not pleased. Exclusive features insure long life, dependability, comfort in using continuously, no heated finger, no loose, wobbly points. Fast on silk, celluloid, leather, plastics, etc. Six rolls best good, 1"x100" \$2.50.

**R. E. STAFFORD**  
2434 N. Meridian St., INDIANAPOLIS, IND.

**COUPON WORKERS SHEET WRITERS**  
COMPLETE LINE Lever Fillers Combinations  
Push Fillers Plungers  
**JOHN F. SULLIVAN**  
458 Broadway (Fast Service Bldg.) N. Y. City

Sample 10¢ Write for prices  
**WIRE SPICER**  
Reduced Prices  
**JACOB STAR**  
E. P. FITZPATRICK  
501 N. Van Buren St., Wilmington, Delaware

Coupon Workers • Sheetwriters • Pitchmen  
Get the Pen That Makes You Money  
**WALTHAM**  
New Push Filler Pens—Lever Pens—Combinations. The new Waltham all-pearl package gets you the real money. Write for price list on all type Waltham pens.  
**STARR PEN CO.**  
800 W. Adams St., Dept. B, Chicago, Ill.

**MEDICINE MEN**  
Write today for new catalogue of Tonic, Oil, Salts, Soap, Tablets, Herbs, etc. Low prices—rapid service.  
**GENERAL PRODUCTS LABORATORIES**  
Manufacturing Pharmacists  
167 E. Spring St., Columbus, Ohio

# PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**

(Cincinnati Office)

**ALAN WESTON** . . . teamed up with his old pal Phil Kraft and worked gummy at the Minnesota and South Dakota State fairs and says he did well at the former, while the latter was a bit disappointing, but still oke. Weston pens: "I'm now back in St. Paul and doing splendidly with Twitty's corn punk at Neisner's dime store. I expect to tackle some more fairs with Kraft. Met many of the boys at Huron, S. D. State Fair. George Gunn and his partner, Irish, hucked away plenty at seemingly unbreakable combs and hucked out plenty of shekels in turn. George's brother, Red Gunn, of New York World's Fair fame, still manages to mystify thousands out of dimes with his wax mice. I still classify Jimmy Concannon as the peer of juicer workers. Everyone who emerged from his building carried one. Pipe in, Bill Rivis, Lew Kennedy, Bob Linton, Tarry Hyatt, Frenchy Delmar, Harry Prisl, Al Ganz, and Russ Weith."

**MANAGEMENT** is a key word in business. So it should be in pitchdom. Many a pitchman finds himself facing winter with a small b. r. because of poor managing.

**FRANK L. SULLIVAN** . . . after finishing the fair at Tulsa, Okla., says he is headed for Marshall, Sherman, and Dallas, Tex. Fred Hudapeth is asked to pipe in.

**J. POURIER** is reported to have done all right with gummy early in the week at the Huron (S. D.) State Fair before switching to cake decorators. He was assisted by his wife on the outside.

**EASY STREET** is not occupied by those who have taken it easy, so if you want a place on that street this winter, better get busy on that b. r.

**HARRY GREENFIELD** . . . blasts from Newark, N. J.: "The Mighty Atom just closed his pitch store in Newark with the largest success I have ever seen. The store operated for a year. His workers were the best I have ever seen. On the last day, I saw big crowds of people saying good-by as the store closed."

**SPENCER MATSON** . . . was teamed with Don Crabb at the Huron (S. D.) State Fair and they topped all with skimmers, says a report received last week. Freddie Allen and Ma ran a close second with transference, which duplicated their feat at the Minnesota State Fair.

**HAPPY GERKIN** . . . tells that his sales with Roosevelt and Willkie balloons at fairs thru Ohio have been tremendous. And he is a J.O.L. boy.

**TRY BOOSTING** instead of boasting.

**HARRY E. AUSTIN** . . . who has been with Doc Matt Harlan all season, closing Labor Day, was in an auto accident recently, which landed him in the Aultman Hospital, Canton, O., with a broken hip and lacerations on the face. His car was destroyed by fire. He would appreciate hearing from friends, as he will be in the hospital for some time.

**SAM FOSTER** . . . seems to have the liquid thread situation in hand in St. Paul, while his wife is doing a swell job at Woolworth's.

**HARRY LEVITT** . . . has completed a month's stay at the H. L. Green store, St. Paul, with corn punk.

**YET TO BE FOUND:** The pitchman with too much sales ability.

**MANY DRAFTEES** . . . may be taken from the ranks of pitchdom. If you are among them, let your fellow pitchmen know about it thru the Pipes column.

**HARRY WARNER** . . . boasts that he cleaned up with patriotic ties, bearing the prints of small American flags, at the Garland County Fair, Hot Springs, Ark.

**CHIEF NAPIER** . . . cleaned up at the Huron (S. D.) State Fair, according to reports. He is said to have given a real med show, with minstrels and all.

**FRED W. LANGER** . . . "I'm working McCrory's in Brooklyn with La Benz's new Sudezine and doing a good job. After playing a lot of larry spots for so long, it sure feels good to get into a good spot again. I intend to remain here until Thanksgiving. There are few workers in town, just the usual home guards. The only person I've seen that's off the road is Jeanette Ar-



**BOMBER**  
The hit of the year! Inflates 22" long, with wing-spread of 20". Decorated in 2 colors. Packed in flashy envelope. A real money getter!

**The OAK RUBBER Co.**  
RAVENNA, OHIO

**NEW JEWELRY for ENGRAVERS,**  
Fairs, Demonstrations and Promotional Displays. Immediate Delivery. Lockets, Rings, Crosses, Engraving Items, etc. Send for Free CATALOG or \$2.50 for samples.  
**MAJESTIC NOV. CO., 307 5th Ave., New York, N.Y.**

**CHewing GUM 23¢ BOX**  
RETAILS FOR \$1.00.  
Each box holds 20 Cellophane Packs of Factory Fresh Gum! Snapy Display Boxes help you to get quick 100% to 200% profits. No war distribution—get started! Send 5¢ for sample box (postpaid). GREAT FIELD FOR AGENTS. Write **AMERICAN CHEWING PRODUCTS CORP.** 4th and Mt. Pleasant Ave., Newark, N. J.

**SELL SIGNS**  
In Stores, Taverns, Gas Stations, new 25¢ Sparkling GEM Signs. Cost 5¢ (in 100 lots). Big assortment. Novel Illustrations. Also Realistic Motions. Send \$5.00 NOW and turn it into \$25.00 with a day's good selling of the handred signs we will send you Postpaid anywhere in the U. S. A.  
**GEM, B-28, 4327 Harrison St., Chicago, Ill.**

**Juicer Workers—Attention!**  
See Our New Improved UNBREAKABLE  
**VITEX GLAS JUICER**  
Now Getting Top Money at the World's Fair

Made of transparent plastic glass—clear as a crystal and unbreakable. Owners of old type Metal Juicers immediately buy.  
Rust proof, tarnish proof, easy to clean—sharp as a razor—EXTRACTS juices quicker and leaves no metallic taste.

**A New Natural Pitch Item for Fairs, Department Stores and Chain Stores. Over 300% Profit. Counter Display Cards Furnished.**

**EVERY ONE A WORKER—GUARANTEED 100%**  
It has absolutely no competition in its field and it has been proven a definite winner.

Manufactured and Distributed by  
**RENWAL DISTRIBUTING CO., Inc., 27 West 24th St., New York City**  
Patented—Made in U. S. A.

All the boys working our juicer say it is the easiest working—nicest looking juicer on the market. (Attractively boxed.) Invest 10¢ in coin or stamps—We will send you a sample and prices.

**PRICED RIGHT**  
Direct From Manufacturers  
5 x 7 .50c DOZ.; \$5.50 GR.

**AGAIN WITH ROOSEVELT**  
**WIN WITH WILLKIE**

**GOD BLESS AMERICA**  
WE ARE PROUD TO BE AMERICANS

**OTHER SIZES**  
9x12 . \$ .90 doz.; \$10.50 gr.  
18x24 . 3.60 doz.; 36.00 gr.  
Send 50¢ for 3 Samples, 9x12. Remit 25¢ With Order.

**THE ABBOT CO.**  
76 SPRING STREET  
NEW YORK CITY

**PHOTO MOUNTS**  
DIRECT FROM THE FACTORY  
Mountings from 1 1/2 x 2 up to the largest sizes. Sparkling new designs, surprisingly moderate prices and rush service. Write us for illustrated circular... Miniature samples 25 cents, postpaid.  
**THE GROSS PHOTO SUPPLY CO.**  
121-17 W. Bancroft St., Toledo, Ohio

# NEW FLUORESCENT LAMP

saves 60%  
on lighting costs  
SMASHING ALL  
RECORDS  
As Fastest Selling Big  
Money Maker

INDIVIDUAL SALESMEN ARE SELLING  
HUNDREDS AT A PROFIT OF  
\$3.00 PER LAMP  
4 Times  
As Much Light  
AS ORDINARY ELECTRIC LIGHT

An 18-inch, 15-watt fluorescent bulb used with this lamp gives as much light as a regular 60-watt electric bulb; a 24-inch, 20-watt fluorescent bulb as much light as a regular 75-watt bulb—and gives a clearer, brighter, shadowless light 100 days longer than in regular light—with 50% less heat. The immediate tremendous cash savings in current bills makes this pay for itself quickly many times over—one of the big features that make this lamp a terrific seller. Another big profit feature is that this is the lowest price on the market and the only lamp of its kind made.

NO SHADOW - NO GLARE



## JUST PLUG IN AND USE

Fits any light socket  
Fits all currents—AC & DC  
No expensive installation  
No adjustment needed  
Comes ready for use

## BUILT FOR LIFETIME SERVICE

This is the only fluorescent lamp of its kind in the world, the only one made that fits all currents, both AC and DC, all cycles, without special installation or adjustment. It comes instantly ready to use, just plug into any light socket.

## LOWEST PRICE ON MARKET

Salesmen, agents and canvassers are making big money selling direct to stores, restaurants, garages, print shops, hotels, offices and homes. Individual salesmen are selling hundreds of lamps. They are making a profit of \$3.00 to \$4.00 per lamp and at that price are able to sell below the regular electric supply houses because we sell direct to salesmen at regular wholesale jobbers' price and because other fixtures require service, wiring or installation charges. This is the fastest selling real money maker on the market. The lamp is made in two sizes, 18 inches and 24 inches.

- 18 inch lamp retails for \$6.10
- 24 inch lamp retails for \$7.80
- 18 inch bulb retails for \$.95
- 24 inch bulb retails for \$1.25

- WHOLESALE SAMPLE COST
- 18 INCH LAMP .....\$2.95
  - 24 INCH LAMP .....\$3.50
  - 18 INCH BULB .....\$.70
  - 24 INCH BULB .....\$.90

Write for full information and for free catalog of full line of lamps made by this famous factory.

**MASTERLITE  
LAMP COMPANY, Dept. F**  
16 Ferry Approach, Hoboken, N. J.

bitter, who has been ill and is still under a doctor's care. Would like to see pipes from Fred Krause and Speed Blatsch."

**MIKE MADDEN** . . . is working McCrory's in Newark, N. J., with Sudeane to reported good takes.

**SAM LEVY** . . . worked a slum layout at the Huron (S. D.) State Fair, instead of his customary corn punk, and his wife did well with machine darners.

### Pitchdom Five Years Ago

John H. Jones was in Oklahoma City, after leaving Al Spencer, with sharpeners; Doc Frey, tonic, and C. A. Herber, who was framing a new liquid solder layout, in St. Louis. . . . T. L. Lanham was in Southern Indiana. At Spencer he saw a number of the old heads, including H. Case and his diving pups. . . . R. E. Devore, who for 12 years had been with the Devore Manufacturing Company, joined the Ozonda Company, of Columbus, O. . . . John Headington, the Burbank Kid, was in Norfolk, Va., where he found things in good shape. He was working pens, hoops, and blocks

up and down the Coast. . . . F. C. Reikart and Don Smith were getting good results in Western New York with a new shaving cream. . . . Jeff Farmer had about the only spot in Wilson, N. C. . . . Bob Posey was in Brinkley, Ark., where spots were tough to get and readers were high. Cotton crop in that section did not look good. . . . The Big Chief Remedy Company, Doc B. T. Scruggs, operator, moved into larger quarters in Asheville, N. C., because of increased business. . . . The Peterson Brothers were turning the leaf in Duluth, Minn., to good biz. . . . Clarence (Red) Fletcher, comedian, was called to Louisville, Ky., because of a death in his family. . . . Williams Med Show was in Auburn, N. Y., with two weeks to go before breaking up for the winter. Roster included Doc Floyd Williams and wife, Charles Kissinger, Jolly Bert Stevens, Gussie Payne, Carl Wheeler, Shorty Sadler, Kit Acker, and two high-diving dogs. . . . Jimmy Ross was with Texas Tommy working a flat layout at fairs in Missouri. Besides the med, they had a chuck wheel, radio stand, and penny pitch. Buffalo Cody left them in St. Louis and returned to Chicago. Wayne Morris was running the radio stand. . . . D. J. Lambert was in a hospital in Indianapolis recovering from injuries sustained in an auto accident Labor Day. . . . That's all.



## Events for Two Weeks

- September 23-28
- ARK—Des Arc. Prairie County Show, 27-28.
  - Lepanto. Legion Terrapin Derby, 25.
  - CALIF.—Ocotua. Harvest Festival, 23-29.
  - ILL.—Melrose Park. Diamond Jubilee, 21-29.
  - Quincy. Quinsipp Celebration, 23-28.
  - IND.—Beech Grove. Lions' Club Fall Festival, 24-28.
  - IA.—Creston. Midwest Horse Show, 23-28.
  - MD.—White Hall. Fair & Horse Show, 23-28.
  - MICH.—Ann Arbor. Hobby Show, 27-28.
  - Scottville. Harvest Home Festival, 26-27.
  - MINN.—Kenyon. Corn Show, 23-29.
  - MO.—Dexter. Stoddard Co. Fall Festival, Oct. 5.
  - Ironton. Fall Festival, 26-28.
  - Kirkwood. Diamond Jubilee, 27-29.
  - Monroe City. Fall Festival, 26-28.
  - Nashbo. Harvest Show, 23-28.
  - Norborne. Farm & Farmyard Fair, 25-28.
  - Richmond. Ray County Fall Festival, 24-28.
  - Wellsville. Montgomery Co. Fall Festival, 26-28.
  - N. M.—Gocomo. Parade, 26-27.
  - N. C.—Plymouth. Legion Celebration, 23-28.
  - O.—Higden. Corn Show, 27-28.
  - McConnellsville. Fall Festival, 26-28.
  - Mansfield. Fall Festival & Street Fair, 25-28.
  - Navarre. Home-Coming & Street Fair, 26-28.
  - Prospect. Fall Festival & Corn Show, 25-28.

- Somerset. Pumpkin Show, 23-28.
- Salem. Fall Festival, 27-28.
- PA.—Bryn Mawr. Horse Show, 25-28.
- S. C.—Abbeville. Fall Festival, 23-28.
- S. D.—Watertown. Jubilee Barbecue, 28.
- Michell. Corn Palace, 23-28.
- TEX.—Cooper. Cotton Carnival, 26-27.
- WIS.—Milwaukee. Designs for Better Living Combined With Auto Show, 26-Nov. 2.
- WYO.—Basin. Bean Festival, 27-28.

- September 29-October 5
- CALIF.—Beverly Hills. Dog Show, 6.
  - De Queen. Dairy & Livestock Show, 2-4.
  - Presno. Dog Show, 5-6.
  - Jonesboro. Fall Festival, 3-5.
  - FLA.—Quincy. Tobacco Festival, 2-5.
  - ILL.—Clinton. Fall Festival, 2-5.
  - IND.—Berre. Gold Medal Corn Show, 3-5.
  - Fowler. Indiana State Corn Festival, 3-5.
  - Mount Vernon. Fall Festival, 3-5.
  - Richmond. Centennial Celebration, 1-5.
  - Rosann. Hooster Days, 3-5.
  - ICAN.—Spittsburg. Corn Festival, 2-5.
  - MD.—Baltimore. Livestock Show, 30-Oct. 2.
  - MASS.—Boston. Dog Show, 6.
  - Walham. Dog Show, 6.
  - Worcester. Dog Show, 6.
  - MICH.—Berrien Springs. Horticultural Show, 3-5.
  - MINN.—Fairbault. Days of '49, 1-2.
  - MO.—Carrollton. Fall Festival & Livestock Show, 3-4.
  - Kennett. Fall Festival & Rodeo, 3-4.
  - Pleasant Hill. Street Fair, 1-5.
  - NEB.—Gothenburg. Harvest Festival, 3-4.
  - Omaha. Food Show, 30-Oct. 5.
  - O.—Ashabala. Apple Festival, 30-Nov. 2.
  - Cleveland. Dog Show, 6.
  - Ridgeway. Fair, 3-5.
  - Dayton. Dog Show, 6.
  - Utica. Home-Coming, 3-5.
  - TEX.—Tyler. Rose Festival, Oct. 3-6.
  - Lubbock. Pageant, 30-Oct. 2.
  - W. VA.—Elkins. Mountain State Forest Festival, 3-5.
  - WIS.—Milwaukee. 1941 Designs for Better Living Combined With Auto Show, 26-Nov. 2.

Dan Courtney, well known as an operator of neckwear stores and also as Mogl, the Tree Wizard, is now operating the Pan-American Products Company. Concern manufactures a line of hula dance outfits. Courtney was at one time a vaudeville performer.

## BENGOR'S BARGAINS

- DOUBLE EDGE BLADES—BLUE STEEL. Packed 5s. Cello Wrapped. \$2.10
- 1000 . . . . .
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- WILLKIE or ROOSEVELT BANNERS, 9x12. Daz. 80c. Gross . . . . . 10.50
- GOD BLESS AMERICA BANNERS with Fringe, 5x8. Daz. 55c. Gross . . . . . 6.00
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- BUTTONS, 100 . . . . . .75
- WILLKIE or ROOSEVELT BUT. TONS, 100 . . . . . .75
- WORLD'S FAIR CAMERAS. Dazn . . . . . 1.75

**BENGOR PRODUCTS CO.**  
875 BROADWAY, NEW YORK, N. Y.

## GOLD SEAL'S New Electric-Lighted BOUDOIR VANITY

Complete with Fancy Bulb and Filled with One Pound Hand-Dipped "Golden Crest" Chocolates.

In Case Lots of Six . . . . . \$2.35 each  
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Also—CEDAR CHEST  
10 1/2 x 6 x 4 with Mirror and Embossed Litho Pictures. Filled with Two Pounds Hand-Dipped "Golden Crest" Chocolates.

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Novelties, Premiums

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Souvenirs and Novelties for Every College or School

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3 1/2-inch Diameter, Lock Pin Back  
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Willkie • God Bless America • Roosevelt  
5x8" . . . . . \$5.00 Daz. 8.00 per 100  
8x12" . . . . . 1.00 Daz. 8.00 per 100  
12x18" . . . . . 2.00 Daz. 16.00 per 100  
18x27" . . . . . 3.75 Daz. 30.00 per 100

Samples \$1.00. Complete Sets—Any Subject.  
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## Out in the Open



Leonard Traube

### Itinerary

**BROCKTON, Mass.**—I visited the Brockton fairgrounds after the opera was put into the barn until next year, but let anyone think I missed a train or muffed on the dates, allow me to explain that my excursion was purely in the interests of tracking down historical, documentary, and other fancy-sounding information on the International Association of Fairs and Expositions. Kingman is secretary of the IAFE, as well as of Brockton Fair.

Brockton had three days of rain, but on the final count it was found that attendance was not a great deal under last year. This is a better than fair record, even for one of the better than fair fairs in the country. Saturday came thru with upward of 40,000 people, so that some of the boys and girls, while not skyrocketed into the millionaire class, did all right. Kingman said the books will show an operating profit of about \$4,000 or so under 1939.

It was unfortunate that we missed the George White Scandals, which occupied the entire grandstand layout, because we had heard so much about it. Kingman, who is realistic and objective even when it comes to himself and his ventures, said it was a little difficult for the customers to see the show, as the grandstand is a kind of makeshift variety with no top. The stand burned about a year ago and it will take a small fortune to replace it with a modern concrete structure. The secretary is satisfied, however, that the kind of show he arranged for is what the people want. It is only a question now of bringing such a layout closer to the customers' orbs. It can and probably will be done.

Buster Gordon and his retinue of cars and equipment was "demurraging" on the lot ready to join out the Marks midway in the South. Buster has a flock of acts—cannon, diving, and what not—and his paraphernalia gives the appearance of parade while going over the roads.

One of Brockton Fair's chief problems has to do with passes and the almost unanimous native clamor for the same. It so happens I am naive enough to think that the pass evil can be beaten—maybe not to a frazzle, but I know it can be done. More about this some other time.

**SPRINGFIELD, Mass.**—This was also an unofficial trip as far as the Eastern States Exposition is concerned, the main object having been to talk with Assistant General Manager Milton Danziger, long chairman of the IAFE's Government Relations Committee.

I must have missed the boat these last couple years while hopping about Flushing way and the World's Fair, so if I say the revue presented at the expo is one of the finest I have ever seen I hope it has the weight of my undoubted (?) former

expertness. Barnes-Carruthers had the unit, which is a succession of punchy principal acts and corking numbers by the 16-girl line. It was billed Exposition Police of 1940 and had just about everything a customer could ask for in 120 minutes of satisfying entertainment.

I got here on Tuesday, ordinarily the lightest day of the fair, but a good crowd turned out, the grandstand being well populated, the far from capacity. The Horse Show in the Coliseum also played to a good tip for Tuesday, and the buildings had steady, if not congested, traffic.

Eastern States Expo is a bit different from what it was years ago. The August State buildings are still there, more imposing than ever, and the approach acreage, with its restful regions on greenways, is still one of the finest things on any fairgrounds. But—and I use the but for a reason—there's more midway character. Eastern States has never had an organized midway, the closest resemblance to the same being riding devices spotted on the back end of the grounds. A few years ago the first break with tradition came with the booking of weighing scales. The weight guessers are still here, along with age prophets, a glass house with a tropical banner front, a tent of tropical fish under glass frames in which the take is by voluntary contributions, and an electric Slide Show that looked like a setting in a crazy scientist's laboratory.

I cite these features to indicate that a regular midway for ESE is not far off. In fact, General Manager Nash and Milt Danziger are thinking seriously of a midway along the lines of Canadian National Exhibition's Prolexand, which phase of CNE operations is directed by "Patty" Conklin. Conklin has been in huddles with Eastern States.

Why should ESE have gone along for so many years without a formal festoon of collective-attractions features? And why should the management now be concerned with midway possibilities? Is it because of a demand on the part of the people of the city of Springfield? If this is true the demand must have inserted itself long since. I am not trying to suggest that the people in this territory do not want a regular midway. The chances are they do, but if they do not get it in Springfield or near it, they could not possibly be in unison on a demand for the rides and side shows.

I think it is safer to say that ESE's expected break with tradition will come as a result of good business judgment, and no one has ever accused Messrs. Nash and Danziger of not knowing the financial score.

I would like to end this Springfield take on that note, but before doing so wish to toy with a matter of more than passing worth. The George White Scandals moved from Brockton to Springfield, playing the Paramount Theater. It had moved to Brockton from a theater. I don't know how much business it drew to the Paramount, but I caught the last showbreak and there seemed to be a big crowd. Many of them cluttered around the lobby frames to get a close-up of the talent—mostly girls—tacked on to them. Most of the exits were in the 16-25 class, a typical faltering age bracket. The Paramount was probably smart in booking Scandals in opposition to the fair.

It all proved—to me, at least—that grandstand entertainment is coming closer and closer to being partly novelty and partly "theatrical," farther and farther away from the conception that only the old-line layouts are wanted.

**NEW YORK.**—I came back to find a tender note. It appears that in a recent bit of puckish rubbish here I said that if anyone tries to make a monkey out of my good friend Jack (Palisades Park) Rosenthal, it is like making a monkey out of me. I gave this as the reason for my having taken on the physical appearance of Gargantua the Great. Now to the tender note: "I sincerely hope for your sake that no one brings it to the attention of Gargantua, because if they do he is going to be very sore at your reference to your resemblance to him. With best wishes and kindest regards, I am, more in sorrow than in anger, Fred C. Murray, International Fireworks Company."

I don't blame Mr. Murray for trying to suppress the thought that your correspondent may be successfully compared to a glorified gorilla valued at a mere \$100,000. But Gargy can keep his valableness. Who wants to live in a cage, even if it is air-conditioned?

### DIRECT FROM THE LOTS

(Continued from page 40)

Don wasn't good enough to make up for the regularly scheduled one. Sun shone thruout the last three days and attendance was good, being particularly heavy on Saturday. Business done then indicated that the fair would have held up to last year's high attendance and gross if weather had been favorable.

T. W. Kelley's Side Show was trucked from Rutland, Vt., to make a Sunday showing, as was Charley Kidder's War Babies and one Ferris Wheel. This is always a great day for those attractions that are able to make a Sunday set-up because there are plenty of people present and only a grandstand show to occupy their time. The Ferris Wheels, Silver Streak, and Rolloplanes squeezed into the first 10 high money attractions. The rest were shown led by Kelley's Side Show, which worked an extra day, and Earl Purtle's Motordrome. Jim Fifield, fair's new publicity director, did a good job. The writer welcomed the opportunity to renew acquaintances with Floyd Bell. **JIM McHUGH.**

### Dee Lang's

Hope, Ark. Week ended September 14. Aspicies, Hempstead County Free Fair. Location, city park. Weather, ideal. Business, good.

The 350-mile run from Trenton, Tenn., was made in good time and without major incident and everything was open Monday night. The setting was in a grove of large trees, which provided ample shade but made it difficult for Blakely Adams and Bill McLean to spot attractions. They were equal to the task, however, and shows made a good appearance. Fair Secretary R. P. Bowen said he was pleased with the shows. City and county officers were very co-operative and no unpleasant incidents marred the engagement. Dixie Minstrel Show, managed by E. B. Blackburn, was top money show, and the Scooter, Lloyd Statler, foreman, topped rides. Show will play seven Texas fairs, closing with the Cuero Turkey Trot. **DAN J. MEGGS.**

### West's World's Wonder

Dyersburg, Tenn. Week ended September 14. Weather, fair and cool nights. Aspicies, Cotton Festival. Business, normal.

Due to a late cotton crop the show played here two weeks before cotton money began to show. Attendance was fair but spending was light. Many visits were exchanged between members of this show and folks on Beckmann & Gerety Shows, playing Jackson (Miss.) Fair, 50 miles away. In spite of disappointing business the date was pleasant, as the committee was very co-operative, papers liberal with space, and city and county officials very fair.

**EDDIE EGGER.**

### MIDWAY CONFAB

(Continued from page 37)

The past two years have played club dates. Received a card from Sylvia and Dick Langford to the effect that they were heading back to New Mexico with their concessions. Daley Bros. Show are booked for Lincoln County Fair, 80 miles north of here. Bess Harris has her Santa Fe Exposition Shows playing small towns around here and is doing good business. She has a new Kiddie Ride and new canvas.

**NEWS** from D. S. Dudley Shows by Norman Carroll: Mr. and Mrs. Dudley report an excellent season. Show carries 15 rides and shows and 30 concessions. Shows have modernistic fronts and will be neonized next year. Daredevil Davis is nightly free act. Duke King handles front on the Girl Show, featuring Millie Sandra. In the Athletic Show are Lee Metcalf and Bugs Hester. Monkey Show has Ed and Pat Kemp. In the Ten-in-One are Henri Stone and Dogs, with Mrs. Stone working illusions and Sam Major doing magic and inside lecturing. Snake Show has A. C. Johnson and Harvey Metcalf. Concessionaires include Noble Diamuke, photo gallery; Homer Squires, wheel and Al and Ruth Bruce, floss. Show will go to quarters November 11 at Mankins, Tex., where Mr. and Mrs. Dudley are building a brick home. Dixie Fay and Evelyn Yvonne Dudley entered St. Annes Acad-

## Notes From the Crossroads

By NAT GREEN

SOMETIMES it takes a touch of misfortune to awaken us to our thoughtlessness toward others in distress. We hear of a friend who is ill or injured, lying helpless in a bleak hospital room. "We must pay him a visit," we say to ourselves. But all too often the visit is deferred on one pretext or another or perhaps entirely forgotten, while the unfortunate lies on his back gazing at blank walls and longing for companionship. Show people as a whole are without doubt more thoughtful than others in such matters. Used to hardships, they appreciate what it means to be ill and lonesome. Most of them, when they hear of a fellow showman in a hospital, visit him if they can; if not, they write him cheery letters. Not all are so thoughtful, and we confess, with shame, that often we have been remiss in this respect. It's the old story of good intentions. But to make the excuse that we haven't the time is the bunk.

This bit of preachment and self-abasement was inspired by several days we spent in a hospital last week, not as patient but to relieve the lonesomeness of our (much) better half, who on Thursday underwent a serious operation. It was her example that put us to shame. A couple of weeks ago while she was a patient at the Mayo clinic in Rochester she nevertheless found time to drop in on Margie Kemp, motorcyclist, and Walter Hale, carnival press agent and showman, who were fellow patients at St. Mary's. On her return to Chicago and while awaiting a call to enter a local hospital she again found time to visit Walter Hale, who had been moved to Alexian Bros. Hospital. If one who is ill can take time out to visit and cheer others in distress, surely we who have our health can do as much. And the Crossroads scribe has taken a resolution that in the future he'll be more thoughtful of others.

And now for some random notes as the time will allow. (Hope that last sentence doesn't infringe the rights of the well-known tattler whose gems are Mirrored daily.) . . . Juanita Hobson, equestrienne, who recently completed the season at Million-Dollar Pier, Atlantic City, spent a few days with hubby Homer in Chi and has left to join Blackstone the magician for a 28-week season. . . . Donald S. MacLeod, manager of the Stadium, post cards from Calumet, Mich., that he's having a fine rest there with his mother and dad. "Very cold," he writes, "but so nice and quiet." Mac soon will be back on the job at the Stadium making ready for the fall and winter season. . . . Charles Gaylord, of Racing Corporation of America, and his wife paused in Chi for a few hours on their way to Springfield, Ill., where Gaylord is doing advance work on an early October RCA still date. . . . From San Francisco a correspondent writes that Terrell Jacobs is enthused over plans for his 1941 show, which will feature Jacobs' animal act. . . . William Mollarg, our favorite writer of detective fiction, is ill in an Evanston hospital. . . . Eleanor Getzandaner, her sister Lois, her blind jumping horse Elmer Gantry, and Sultide, champion jumper, were featured in the big Town and Country Equestrian Association's horse show at Morton Grove Saturday and Sunday. . . . Nellie Vaughn, secretary to Frank P. Duffield, off for a three-week vacation. Ray Anderson has finished his fair season and will watch over the Thearle-Duffield office while Frank and Jack wind up the New York and San Francisco fairs respectively and Art Briese looks after the big Southern fairs.

James E. Dewey, this year and last publicity director for the F. E. Gooding Amusement Company, dropped in to remind us that he wasn't included in Al Hartmann's ("Broadcast") list of former circus men now with carnivals. Dewey formerly was press agent for Lewis Bros. and Russell Bros. He's going to do some producing of unit shows for theaters this winter, with headquarters in Columbus, O. . . . George Westerman is off to the Northwest on a promotion trip. . . . Dr. Tom Torney, Madison Circus Pan and noted surgeon, foregathered with the Atwell Luncheon Club one day last week.

emy, Ardmore, Okla. The writer worked clown come-in at Waurika (Okla.) Fair and Rodeo.

## PEARSON SHOWS

WANT FROZEN CUSTARD, BALL GAMES AND STORK CONCESSIONS FOR CLINTON, ILL., ILLUBRATION, OCT. 2 TO 5; FINDLAY, ILL., CORN CARNIVAL, OCT. 7 TO 12. ADDRESS: SALEM, ILL., THIS WEEK.

## WANTED READERS

Jobs at once, Wichita, Kan.; Lubbock, Tex.; Abilene, Tex.; Shreveport, La., and Little Rock, Ark.

## RACHEL COLLINS

GOODMAN WONDER SHOWS

## RAY WHELOCK WANTS

Combination Man that can make openings on Athletic Show. Can also use Colored Boser. Mitchell, write or wire, Starkville, Miss., week Sept. 25-26.

## KELLIE GRADY SHOWS WANT

Minstrel Show with Girls. Good proposition to same. I have 6 good Fairs for Jig Show. Can use any small Grand Show. Will furnish tops for same. Will book few 10-Cont Concessions, Scales, Lead Gallery, Novelty, Hoop-La, Hamilton, Ala., Free Fair, week Sept. 23rd; Courtland, Ala., Fair, Sept. 30; Athens, Ala., Colored Fair, week Oct. 7th; Red Bay Free Fair, week Oct. 14th; Winfield, Ala., Free Fair, on streets, week Oct. 22nd. Will stay out all winter with small Show. Clifford Knox wants Knife Rack Agent. Will buy or book Little Beauty Merry-Go-Round.

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## Canada -- In our annual Good Neighbor issue a vote of thanks is due to Canada from all the Americas

Early in 1939 it was announced to the coin machine industry that once each year The Billboard would devote an issue to an exchange of greetings with members of the coin-operated machine business in all countries. The last issue in September was designated as the one in which the American trade would express its appreciation to fellow coinmen in all parts of the world for their neighborliness and for their trade relationships.

But before the final week in September, 1939, had arrived, the entire world picture had changed and the coin machine industry had been dealt a heavy blow in many countries.

Regardless of the change in the picture at that time, and of the unhappy events that have followed in many places, the annual custom of devoting an issue to the promotion of friendly trade relations among all nations will be continued in substance.

Everybody hopes that a return to peace in all parts of the world will restore the free interchange of trade, and that before another year is gone we may again devote our last issue in September to the most optimistic coin machine news from all parts of the world.

A little more than a year ago there were many signs of optimism for the coin machine trade in nearly every nation. The English trade was growing steadily and had hopes not only for its own manufacturing industry but also for a much larger use of machines from America. The French legislative body was getting ready to vote on legalizing amusement games in October. From Canada, from Mexico and South America, and from Australia and New Zealand good news also was coming regularly. South Africa had a temporary setback on games, but that would eventually have cleared away—but for the coming of the war.

Wherever free government prevailed, it seemed that the majority of countries were ready to greatly increase their use of coin-operated machines as a necessary part of advancing civilization. Coin-operated music machines had become a great innovation in the coin machine markets of the world.

The dictators, of course, already had proved adverse to coin machines in all countries where they ruled. Italy had banned all amusement machines in favor of a national lottery, Japan had never really permitted machines, and Germany had set up controls which made trade with other countries for coin machines an impossibility.

So, at the present stage of world history, it may be concluded that free governments are favorable to coin-operated machines and dictatorial governments are unfavorable to a successful trade.

The actual results of the war were that the coin machine trade was quickly confined to the limits of the Western Hemisphere and the reactions from the war overseas have not always been favorable to coin machines on this side of the water. Our neighbors to the south have serious problems in the future which sometimes make them hesitant whether they will co-operate fully with the United States

or wait to see what the future brings. At this present writing, it is encouraging to note that a summary of reports from Mexico and Central and South America indicates those countries are doing the best they can under the circumstances to support the cause of democracy, and that worthy plans are being developed to boost trade among the nations of the American Continent.

If the ideals and plans being followed by the leaders of all the Americas can get half a chance to succeed, the coin machine industry itself may look forward to sharing eventually in a wonderful trade era.

At the present moment, it is fitting that members of the coin machine trade in the United States, Mexico, Central and South America join in appreciation of what Canada and the Canadian trade is doing in behalf of free government for the world at large. Canada is the only country that has actively entered the conflict as a representative of this side of the world. That it required courage and means great sacrifices for the people of Canada goes without saying.

It would have been very easy for Canada to follow the theory of isolation, for Canada was subjected to some extent to the same propaganda that spread over the United States and caused this country to attempt a position of extreme isolationism.

Whether Canada made a mistake by entering the war is not for her neighbors to judge at the present time. It is best to remember that Canada is paying the price that it costs to follow the path of duty as they see it. Many students of history had said that democracy had produced a soft generation and that soldiers of democratic countries would not face war. For a time it seemed that Norway, Belgium, Holland, and France had proved the softness and lack of unity among free peoples. But Canada and the British Isles have revived hope among free nations.

For that hope all the rest of the Americas owe Canada a vote of thanks.

Canada has its reformers, as in the United States, who take advantage of emergencies to fight such things as amusement games and other pet peeves. But the Canadian people as a whole support strong liberal trends and the use of coin-operated music machines, games, and venders has gone forward steadily while the country itself threw its energies into war preparations. The country is demonstrating the usefulness of these machines both for civilians and soldiers when there are times of stress.

While fighting to help save the idea of free government overseas, Canada is also proving very progressive at home. Business and industry is advancing rapidly and a gigantic new manufacturing industry is being built up. If the dictators are defeated, Canada will have a far greater business future than ever.

Both in business and in defense plans Canada and the United States are working closer and closer together. Canada may point the way for all the American nations in assuming a more aggressive and liberal view toward the future. It may help to make business better for us all.

**PAYOUT TABLES**

Western Big Prize, New	\$125.00
Crandford	44.50
Thistle-down	49.50
Blue Ribbon	49.50
Homestead	49.50
Gold Medal	49.50
Winnings Ticket	49.50
Sport Page	45.00
Hawthorne	44.50
Derby King	30.00
Keeney Pot Shot	30.00
Boomer Zipper	29.50
Derby Times Multiple	24.50
Flasher	24.50
Key Day	19.50
Klondike	19.50
At Bar Ben	19.50
Gettlesh Multiple Races	19.50
Feed Bag	19.50
Three Up	19.50
Double Header	19.50
Arlington	12.50
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**FREE PLAY TABLES**

Congo	\$33.50
Thriller	29.50
Crochet	29.50
Big Six	29.50
Stoner Baseball	29.50
Boomer Fantasy	29.50
Genob Lucky Strike	27.50
All Baba	27.50
Fifth Inning	19.50
Six Score	19.50
Rebound	19.50
Jumpor	19.50
Green Lights, J.P.	19.50
Scottish	19.50
Arliner	19.50
Bally Royal	19.50
High Rise	19.50
Side Kick	19.50
Tinkles	19.50
Pickens	19.50
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**CONSOLES**

Keeney Pastime	\$129.50
Bally Royal Draw	119.50
Mills Four Balls	239.50
Jennings Fast Time	119.50
Riviera	44.50
Multiple Liberty Bell	39.50
Jennings Good Luck	39.50
Paddock Club	24.50
Gallop Domino (Black)	24.50
Saddle Club	17.50
Deluxe Bell	14.50
Chucklette	14.50
Mills Rio	15.00
Domino	12.50
Liberty Bell	15.00

**PHONOGRAPHS**

Rockola Windsor—32 Volt	\$99.50
Wurlitzer 51	89.50
Wurlitzer 716	69.50
Wurlitzer 616—Blagorod	69.50
Cincinnati—Penny Phonograph	49.50
Mills Studio	49.50
Rockola Rhythm King	39.50
Seeburg 12	24.50
Wurlitzer 411	25.00
Wurlitzer 51	19.50
Rockola No. 1	24.50
Gobel Charm	19.50
Exhibit Entertainer	19.50
Mills Swing King	19.50
Mills Dance Master	15.00

**MISCELLANEOUS**

Western Baseball, F.P.	\$69.50
Gettlesh Bree Ball Kite	63.50
Keeney Aircraft Gun, Black Cabinet	119.50
Chicago Sam	69.50
Evans Ten Strike	55.00
Rowe Dig. Machine—3 Column	55.00
Exhibit Vitalizer	44.50
Jennings Library	49.50
Rockball	39.50
See Ball	39.50
Ball Alley	39.50
Seeburg Rayette Gun	29.50
Exhibit Bowler	29.50
Bally Lucky Strike	29.50
Keeney Target	22.50

**EXTRA SPECIAL**

Bally Hot Venders—New, In Orig. Crates \$29.50

**COUNTER GAMES**

Vest Pocket Bell	\$27.50
Columbia, J.P.	30.90
Columbia, G. A.	32.50
Around the World	14.50
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Mercury	15.00
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Empire—Taken Payout	12.50
Wendium—Taken Payout	12.50
Whisper—Taken Payout	12.50
Jennings Grandstand	12.00
Silver Ball Gum Vender	9.50
Penny Rex	9.50
A. H. T. Target	9.50
Kountar King	7.50
Penny Pack	7.50
Cont. & Pack	7.00
See Boy	6.00
Tally	6.00
Spin a Pack	5.00
1c Ball Gum	4.50
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Races	4.50
Horses	4.50
Red 21	4.50
Twenty-0- Vender	4.50
Gold Rush	3.50
L. O. U.	3.50
Wager	3.00
Changemaster	3.00

1/3 Deposit With Order—Balance C. O. D.

**MAYFLOWER NOVELTY CO.**  
MAYFLOWER BUILDING  
2218 University Avenue  
St. Paul, Minnesota

**Coming Events**

1941 Coin Machine Show and Convention, Hotel Sherman, Chicago, January 13, 14, 15, and 16.

National Newspaper Week, October 1 to 7.

The 1940 Western States Coin Machine Convention, Biltmore Hotel, Los Angeles, November 18, 19, and 20.

National Association of Tobacco Distributors, Palmer House, Chicago, January 15, 16, 17, and 18.

Dairy Industries Exposition, Atlantic City, October 21 to 26.

National Restaurant Association, Chicago, October 7 to 11.

National Confectioners' Association Convention, Palmer House, Chicago, June 2 to 5, 1941.

**Games Get Break In New Decision**

DALLAS, Sept. 21.—The approach of the fall season and cooler weather has brought a pick-up to the local coin machine trade. The current move is from outdoor operations to the indoor spots. With the legalizing of non-payoff pinball, it looks like old times on Coin Machine Row. New tables made their appearance in dozens of cafes, taverns, and drug stores recently following a local court decision favorable to novelty tables.

Many new music installations are being made in preparation for the fall and winter. Cooler weather had brought an improvement in cigarette vending. Sales of phonographs are on the upgrade again. Remote control and wallbox equipment is still holding the spotlight for the local coin machine trade, although wired music or the central station system is being introduced in several local clubs and cafes.

Bert Davis, sales representative for the Commercial Music Company, has just returned from a successful business trip to West Texas, where he visited Ranger, Eastland, Abilene, and other West Texas cities. Bert found operators in a cheerful mood and said that agricultural and economic conditions of the Western sector indicated a splendid fall season for the trade.

Herbert Ripps, proprietor of the Blue Bonnet Music Company, has recently moved into new headquarters at 1209 McKinney Avenue. Herbert is one of the experienced music men of this section, having been engaged in the business for more than seven years. His firm serves several of the best music locations in the city. He maintains his own service and repair department. He has just returned from an extended vacation trip to Northern and Eastern cities.

Coin Machine Row is still passing favorable comment on the big music demonstration and luncheon given by Electro-Ball Company, Inc., last week. Among the out-of-town columnists we did not mention in last week's report were Oscar Ray, T. A. Daniel, Tom Cloer, Les Frankrich, Sam Frankrich, A. G. Saleh, P. L. Hagler, Vonnie Halle, D. E. Lattimore, W. H. Trilnik, Shelton Durrenberger, Tom Richardson, E. H. Jensen, Lester Hearn, Jack Maloney, Frank Emer-

son, Ben McDonald, L. W. Rice, W. H. Newell, Dr. Clyde Craig, George Bennett, E. E. Settlemyer, J. B. Ackers, L. E. Ackers, and Will Lancaster.

C. A. Reagan, one of the better known music men of West Texas, was here this week purchasing new phonos and other equipment for his operations in Rotan, Tex.

**PAGING ROBERT TAYLOR HEDY LAMARR!**

We're not all in their class—but that doesn't stop almost everyone, everywhere, from wanting pictures of themselves... which is the reason why PHOTOMATIC, the automatic picture-taker, makes money day in and day out, year in and year out!

**INVESTIGATE!**  
International Microscope Reel Co., Inc.  
44-01 11th St., Long Island City, New York

**HOME RUN**

DON'T DELAY ORDER TODAY! HOME RUN in lots of 10 or more, \$19.50 each. Special introductory offer Sample Home Run — and approx. 5000 Balls of Gum (sufficient for \$50.00 play). ALL FOR \$24.50.

**ROY TORR**  
2047A So. 68th St., Phila., Pa.

1/3 Dep., Bal. C. O. D.

**BARGAINS FROM DAVE MARION**

Rockola "30" Counter, Excellent... \$67.50  
1c Price Contest... \$19.50  
1c Little Duke... \$11.00  
Penny Smoke... \$5.00  
Bingo... \$6.00  
Grandstand... \$3.50  
3 Cadets... \$3.50

1c Price A. S. O. \$2.50  
1c O. T. Blue... \$4.50  
Totalizer... \$10.00  
Ginger, Late... \$4.50  
Mini 5c D. J. P... \$7.50  
Chicken Sam... \$7.50

**FREE PLAY TABLE BARGAINS.**  
Write for September List. We Buy, Sell or Trade. Jobbers — Write Us for Quotations — All Types. 1/3 Deposit, Required — Immediate Service.

Write for Complete Bargain List  
MARION COMPANY, Wichita, Kansas

**\$10.00 DOWN**  
Balance Monthly

**NEW GUESSING SCALE**  
Operates Automatically  
Does Not Require Electricity  
No Springs—Balance Weight

**30-DAY MONEY-BACK GUARANTEE**

**WATLING MFG. CO.**  
4640-4660 W. Fulton St.  
CHICAGO, ILL.  
Est. 1859—Tel.: COLUMBUS 2770  
Cable Address "WATLINGITE," Chicago

**Monarch**

**CONTINUED REMOVAL SALE**

**ONE BALL PAYOUT TABLES**

Bally Thistle-down	\$67.50	Jennings Pleasant (Ten Ball Console)	\$34.50
Bally Sport Page	54.50	Mills Hi Boy	42.50
Bally Fairgrounds	27.50	Bally Prankness	17.50
Bally Stables	22.50		

**MISCELLANEOUS EQUIPMENT**

Wurlitzer 1939 Model 61	\$82.50	Rockola Deluxe Luxury Lightop, 1939 Model	\$144.50
Counter Phonograph, Illuminated, with Stand to Match	89.50	Wurlitzer 1939 Model, 500, Piano Keyboard	148.50
Evans Ten Strike	69.50	Exhibit Vitalizer	52.50
Seeburg Monkey	29.50	Western Baseball, Deluxe Model, Cab., Payout and Free Play	69.50
Western Baseball, Deluxe Model, Brown Cabinet, Payout	44.50		

**FREE PLAY**

Bally Gold Cup, Console 1 Ball	\$74.50	Bally Arrowhead, 1 Ball	\$22.50
Exhibit Congo, 1 Ball	39.50	Gettlesh Track Record, 1 Ball	44.50
Mills 1-2-3, 1 Ball	64.50	Mills Fire-in-One	44.50

Write for Complete List—Free Play Novelty Games—Consoles—Counter Games—Phonographs—Gloss. TERMS: 1/3 DEPOSIT—BALANCE C. O. D.

**MONARCH COIN MACHINE CO.**  
1731 BELMONT AVE., Cable "MOCOIN" CHICAGO, ILL.

**HOME RUN**

DON'T DELAY ORDER TODAY! HOME RUN in lots of 10 or more, \$19.50 each. Special introductory offer Sample Home Run — and approx. 5000 Balls of Gum (sufficient for \$50.00 play). ALL FOR \$24.50.

**Take Coin Machine Exch.**  
3, 5 & 7 So. 22nd St. Phila., Pa.

1/3 Dep., Bal. C. O. D.

# HOME RUN

SCORES BIG PROFITS FOR OPERATORS EVERYWHERE



IT'S YOUR PROFIT INNING NOW with this latest of the minute MONEY MAKER, for HOME RUN is entirely new in playing principal and operation, you actually BAT the ball thru the air in an effort to score a homer and the ball you hit is a BALL OF GUM, a clever innovation, isn't it?

Locations may give awards for "Homers"—HOME RUN is an ordinary Vender—it's a LONG, FULL TIME PROFIT MAKER ON ALL YOUR LOCATIONS. You'll be amazed at the big earning power of this remarkable combination Ball Gum Vender and Amusement Machine.

HOME RUN is operated with 150 cent ball gum. Striped balls are used in HOME RUN the same as in ordinary Ball Gum Vendors. DON'T DELAY, ORDER YOUR HOME RUN VENDORS TODAY! HOME RUN in lots of 10 or more \$19.50 each.

SPECIAL INTRODUCTORY OFFER SAMPLE HOME RUN—each approx. 5,000 Balls of Gum (sufficient for \$50.00 play), ALL FOR \$24.50.



## ESQUIRE

The last word in vending perfection. Truly a great vend—It is universal—vends all types of bulk merchandise including Ball Gum and vends them accurately—no additional parts necessary.

Sample Esquire only \$6.95 Each Porcelain Finish 50c Extra



## TOPPER

It tops in modern design. Topper's sleek ultra modern design carries choice locations, greater patronage. Topper vends everything! almonds, candies, nut and nuts, cashews, peanuts, pistachios, charms, ball-gum, etc. When ordering Topper for ball-gum, please so specify.

Sample Topper only \$6.75 Each Porcelain Finish 75c Extra



## SPECIAL DE LUXE

Porcelain Enamel Finish only \$5.25 ea.

In lots of 24 or more. Sample, \$5.95; 6 to 12, \$5.75; 12 to 24, \$5.50 ea. Beautiful Tamper in a Porcelain, 1 1/2 in. x 1 1/2 in. x 1/2 in. Chrome. All porcelain merchandise choice. Vends everything, 3 lbs. capacity.

Operators, Order This Coin Counter

Power-Nickel combination slotted coin counter, polished aluminum, life-time guarantee. Only \$7.00 each, enclosed cash with order. No C. O. D. All orders require 1/3 cash, balance C. O. D.

**VICTOR VENDING CORP.**  
5711 W. GRAND AVENUE, CHICAGO

# MERCHANDISE MACHINES

## Cola Question Goes Into Court

WILMINGTON, Del., Sept. 21.—The question of who has the right to use the word "cola" in connection with soft drinks entered the courts when hearings started here September 16. The Coca-Cola Company vs. Nehl Corporation started the question and each corporation has been allowed two weeks for presenting evidence. The outcome will be of interest to the entire beverage trade.

While only the Nehl Corporation, manufacturer of "Crown Cola," is named as defendant, outcome of the case is expected to affect the right of more than 200 manufacturers and several thousand bottlers to use the word "cola" in making soft drinks.

The Coca-Cola Company claims a legal right to exclusive use of the word "cola" because of the company's exploitation of the word as a part of its trade-mark over a period of years. On the other hand, the Nehl Corporation claims that "cola" is the name of a tropical nut which has been identified as such since the middle ages and that Coca-Cola has no more right to the exclusive use of the word than any manufacturer would have to sole use of "elder," "ginger ale," "root beer," "chocolate," or other such generic names.

While starting suit here today, Coca-Cola disclosed that it has successfully opposed the registration in United States patent office of two competitive trade names which the company claimed infringed upon its name. The United States patent office denied the application for registration of the notation "Lucky Club Cola" as a trade-mark for a carbonated beverage on the ground that its similarity to the trade-mark Coca-Cola would tend "to confuse the public and deceive purchasers." At the same time, the Coca-Cola Company announced that the patent office had denied the application of the Los Angeles Brewing Company for the registration of the trade name "Eastside Cherry Coke," holding that it infringed the trade-mark "Coca-Cola."

## Vending Angles In Tobacco Case

NEW YORK, Sept. 21.—A comprehensive view of the angles involved in the complaints of the Federal Trade Commission against the tobacco manufacturers was contained in an editorial in the U. S. Tobacco Journal, September 14. A district court hearing on these charges recently began in Lexington, Ky. It will be recalled that the original FTC complaints involved advertising allowances and that vending machines were mentioned in the complaints.

The court cases are planned as a test to decide definitely what practices are legitimate in the case of advertising allowances in the cigarette trade. If the final test is decided favorable to the tobacco trade, it will prove a boost to cigarette machines.

Hearings This Fall

The tobacco journal editorial says, "Hearings on the Federal Trade Commission complaints charging leading cigarette manufacturers with violations



## FAST PROFITS With HOME RUN

DON'T DELAY ORDER TODAY! HOME RUN in lots of 10 or more, \$19.50 each. Special introductory offer sample Home Run—each approx. 5,000 Balls of Gum (sufficient for \$50.00 play), ALL FOR \$24.50.

EASTERN AUTOMATIC MDS. CO.  
350 Mulberry St.  
Newark, N. J.

of certain sections of the Robinson-Patman Act (a proceeding distinct from that which the Department of Justice has initiated) will probably get under way some time this fall.

"The commission's challenge, especially that involving the payment of compensation to distributors and others for promotion and display services, has attracted widespread notice from many industries beside tobacco. No precedent on this subject has yet been established by the government, altho a few flagrant cases where distributors were getting disproportionate amounts of money for advertising in house organs or as 'push money' have come up.

"In the tobacco industry, where the fight concerns specific services fully performed, manufacturers will insist on the right to spend their advertising money where it does the most good. If the law is otherwise interpreted, its whole framework would certainly prove to be unconstitutional."

## Annual Pfanstiehl Picnic a Success

WAUKEGAN, Ill., Sept. 21.—"Everything went over great and everybody had a grand time," said Bill Hemminger, sales manager of the Pfanstiehl Chemical Company, in talking about the annual picnic for its employees held September 14.

"We started in the morning and went on far into the night. It was just a family picnic on a large scale. Over 40 turned out to join in the games and help to do away with all the refreshments and food.

"At the last minute one of our star salesmen heard that he could not make the family blowout. Ted Tallacksen was up to his neck in work down in his territory in the Southeastern States. Ted was really griped."

## Record Turnout At CMA Meeting

NEWARK, N. J., Sept. 21.—The largest attendance at a meeting of the Cigarette Merchandisers' Association of New Jersey during the past 18 months was present Tuesday night at the special regular session held in the Robert Treat Hotel. New policy of presenting speakers was inaugurated for the winter to increase interest in the association.

Talks were made by Charles W. Stange, president, on "Arbitration and the By-Laws"; Henry Hartmann, "The Association and Its Meaning"; Sam Robbins, "Test of an Association," and Benjamin Wallace, "Meeting Attendances." Matthew Forbes, manager of the New York CMA, was present and made a brief talk.

Following the addresses, a pledge of 100 per cent co-operation was voiced by the members during roll call.

One operator, Edward Hilderbrand, Bridgton, N. J., came 150 miles to be present.

Board of directors and arbitration committee will meet October 5 and the next regular meeting will be held October 22.

IF YOU WANT THE BEST IN BULK VENDING—BUY

More than ever Northwestern leads the bulk vending field. High quality machines for every purpose and purpose. Built for years of dependable, carefree service. Write today for complete details!

**THE NORTHWESTERN CORPORATION**  
205 E. Armstrong St., MORRIS, ILLINOIS

## HOME RUN

A Long PROFIT HIT

DON'T DELAY ORDER TODAY! HOME RUN in lots of 10 or more, \$19.50 each. Special introductory offer sample Home Run—each approx. 5,000 Balls of Gum (sufficient for \$50.00 play), ALL FOR \$24.50.

Reliable Vending Machines Co., 1827 S. Hope St., Los Angeles, Calif.

1/2 Dep., Bal. C.O.D.

## PROVEN Money Makers!

Experienced operators know the important thing is to get the Vendor into the location! Tom Thumb's got everything beat. He's home, come meet. He gets into taverns, waiting rooms, stores and restaurants closed to ordinary vendors. Thousands already placed; room for thousands more. Die cast precision machine; no corkscrews. We'll match it against any others in the low priced field. Has 12 revolutionary features, including Magic Coin Selector, Yale Tumbler Locks, adjustable dispensing. Vends candy, gum or peanuts, 1/4 and 3/8 sizes. Thousands of Vendors now bringing real profits to operators. Don't wait. Write for full details, prices and money-back guarantee today.

FIELDING MFG. CO., Dept. 99, Jackson, Mich.

## HOME RUN

DON'T DELAY ORDER TODAY! HOME RUN in lots of 10 or more, \$19.50 each. SPECIAL INTRODUCTORY OFFER SAMPLE HOME RUN—each approx. 5,000 Balls of Gum (sufficient for \$50.00 play), ALL FOR \$24.50.

THE ATLAS SALES CO., 6121 Lorain St., Cleveland, O.

1/2 Dep., Bal. C.O.D.

## TWO NEW VENDORS BRING PROFITS DAY-NIGHT

No Selling  
360 returns \$4.50

Operate "King Jr." Vendors, \$3.95. Vends health pellets, ball gum, fruit, etc. Place in gas stations, taverns, etc. FREE instructions and catalog.

AUTOMATIC GAMES, 2425K Fullerton, Chicago, Ill.

## "NEWS"—THAT IS "NEWS"

### TORR TIME PAYMENT PLAN

Effective at once, a new liberal time payment plan will be available to responsible operators allowing up to 10 months to pay for counter games or merchandise vendors. You are not restricted to buying only one model, you can make your selection from over 250 winners manufactured by 31 leading factories in the U. S. A.

Operators, Write for Full Details Today—NOW!

**TORR** 2047A-SO, 68 PHILA., PA.

# Show Committees Named . . .

CHICAGO, Sept. 21.—Jim Gilmore, secretary-manager of Coin Machine Industries, Inc., announced the following show committees yesterday, which will make plans for the 1941 Coin Machine Convention to be held at the Hotel Sherman here January 13, 14, 15, and 16.

Show Committee—Richard Groetchen, chairman; W. E. Bolen, Homer E. Capehart, John Chrest, David C. Rock-Ola, Walter Tratsch, and Sam Wolberg.

Entertainment Committee—R. W. (Dick) Hood, chairman; C. R. Adelberg, Harold Baker, and Meyer Gensburg.

Publicity Committee—Herb Jones, chairman; Al Douglas, A. E. Gebert, Jimmy Johnson, and Jack Nelson.

These committees will soon get into action. Together with the board of directors of CMI and the capable and experienced manager, the 1941 convention is sure to be the "biggest and best ever."

## Introduce Marcor Candy Bar Vender

NEW YORK, Sept. 21.—Marshall Corning Jr., veteran in the manufacture of vending machine equipment, presented a new product to the trade this week—the Marcor 1-cent Hershey bar vender.

"The Marcor 1-cent vender is one of the most flexible merchandisers we have ever built," said Corning. "Not only will it perfectly handle the 1-cent Hershey bar, but also the 1-cent Peanut Crunch, 1-cent Almond Chew, and every 1-cent candy bar of this size. This makes it an all-year-round machine for the operator."

"The new mechanism featured in the machine took us a long time to perfect. It is the most simple in the industry. We now vend equally from two full columns, thereby giving the operator a capacity of 110 bars from a medium-sized machine and assuring positive delivery action every time."

"In a few weeks we shall also present our new golf ball vending machine which we originally constructed for the park department of the city of New York. This machine vends 25-cent golf balls and is proving a profitable operation for this municipality. We believe that with the constantly growing popularity of golf everywhere in the country that merchandise machine operators will like this machine."

lost \$2,400 in cash and \$1,000 in checks to a couple of young gunmen who held up the store recently.

The board of directors of the Strong, Carlisle, & Hammond Company, Columbia and Oklah record distributor here, have elected G. J. Zimmerman president to succeed the late Tyler Carlisle. J. J. Stephens was named general manager and treasurer.

## Spokane

SPOKANE, Wash., Sept. 21.—Fred Lavell & Company, one of this region's biggest operators of pinball and music machines, this week moved to 322 First Street. The new quarters are larger and in a better business district. W. L. Ferrall is route manager. This company also handles machines in Idaho.

Phonograph operators are kicking about the lack of good new record releases. They say they don't know what to order. There are plenty of hillbilly tunes, but that's all.



## Rubber Suction Cups For Counter Machines

All sizes and styles. Made of the finest live rubber with patented rim construction to insure powerful suction grip. Lowest prices. Prompt delivery. Prices listed below are for the popular, standard 9/32 brass machine screw cups.

1 1/2"—100 . . . \$ 1.75  
—1,000 . . . 15.00

LOWER PRICES IN QUANTITIES. Write for free illustrated catalog sheets and full information.

GORDON MFG. CO.

110 E. 23d St., New York City, Dept. RJ9.

RING OUT WITH THE NEW PENNY BACK  
RING UP BIGGER PROFITS

## Northwestern MODEL 39 BELL



Introductory offer—5 lbs. of peanuts.  
**\$10.40**

Regular Nut Machines make money, but this sensational machine in many cases will double your profit. Order a sample with complete operating instructions, send for literature and prices on complete line.

MODEL 39 BELL  
SAMPLE  
**\$9.95**  
25 OR MORE  
**\$9.60 Each**

One-Third Deposits With Order, Balance C. O. D.  
**RAKE** 7 S. 22nd Street Philadelphia, Pa.

## HOME RUN

DON'T DELAY ORDER TODAY!  
HOME RUN in lots of 10 or more, \$19.50 each. Special introductory offer Sample Home Run—and approx. \$600.00 Balls of Gum (sufficient for \$99.00 play), ALL FOR \$24.50.

D. ROBBINS & CO.  
1141-B DEKALB AVE. BROOKLYN, N. Y.

1/2 Dep., Bal. C.O.D.

# MAKE MONEY

Be in Business for YOURSELF

## Small Investment LARGE RETURNS

Be your own boss. It's easy to start a steady, profitable business with a route of "Columbus" Vendors, the Aristocrat of Merchandise Machines. Legally O. K. in all states. Beautiful pedestal and counter models. Meet the requirements of every type of customer. Vend all types small candies, nuts, gum. Many exclusive Exp-To-Service features. Dependable patented mechanism. Last for years. Reliably backed by a manufacturer in the business over 30 years. Small investment starts you. Pay for yourselves in a short time. Don't invest in unreliable equipment! Investigate Columbus first. We help you get started. Write for free information to E. O. LIKEN, 624 Fifth Street, N. W., Washington, D. C.

Model "M"  
El-Mor Model

## COLUMBUS VENDORS

## HOME RUN For Long Run PROFITS

DON'T DELAY ORDER TODAY!  
HOME RUN in lots of 10 or more, \$19.50 each. Special introductory offer Sample Home Run—and approx. \$500.00 Balls of Gum (sufficient for \$50.00 play), ALL FOR \$24.50.

PIONEER VENDING SERVICE  
491 Sackman St. Brooklyn, N. Y.

1/2 Dep., Bal. C.O.D.

## Cigarette Machines At Cleveland Show

CLEVELAND, Sept. 21.—Cigarette vending machines will be among the exhibits at the annual shows of the Cleveland Retail Cigar Dealers' Association at Hotel Hollenden September 22-24. The show annually attracts hundreds of the trade from Northern Ohio. It has usually been a two-day affair but this year it will run for three days.

Sam Abrams, secretary of the Cigarette Vending Machine Operators' Division of the Ohio State Tobacco Association, has been as busy as the proverbial bee journeying back and forth between Columbus, O.; Toledo, O., and Cleveland on legal matters concerning fair-trade cases in the courts.

Phil Price, head of the Cigarette Service Company, had to take a couple of thousand pennies with him to Lorain, O., as the banks there could not furnish enough pennies for the needs of his machines. Phil's son-in-law, Sherman Sharwell, who is in the tobacco and candy jobbing business in Cleveland.

## NEW 1c SKILL GAME

EVERYBODY LIKES TO SHOOT!

Here is the Fastest Penny Getter Ever Model A penny is shot from gun. Hit the Bull's Eye and receive a reward. All Skillful hits are recorded! Machine holds 1500 Balls of Gum.

A SURE Money Maker! Order Today!

5 or More **\$25.00 Ea.**  
SAMPLE \$27.50

D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N. Y.

# THANKS

a million for your confidence in Pan Products as indicated by the overwhelming response to our recent announcement in The Billboard regarding our TWO NEW ITEMS and COMPLETE SERVICE for Merchandise Vending Machine Operators.

It is our aim and ambition to continue to help you by increasing our service and expanding our line with good sellers.

Our line of good sellers now include  
**HARD SHELL CANDIES**  
**SALTED NUT MEATS**  
**BALL GUM (5/8" dia.)**  
**5c PKGE. CANDY CHARMS**

One Order—One Freight—Receive Quality Merchandise

\* Write for price list \*

**PAN CONFECTIONS-CHICAGO**  
342 W. Erie St. CHICAGO, ILLINOIS

**ONLY A FEW LEFT!**

USED CIGARETTE MACHINES — LOW PRICES

FEATHER TOUCH—STEWART & MCGUIRE—8 COLUMNS . . . . . \$49.50  
MASTERS—6 COLUMNS—CHROMIUM FRONT (With Metal Stand) . . . . . 19.50  
NATIONAL 9-30 (With Enclosed Stand) . . . . . 49.50  
LOTS OF 10 . . . . . SINGLE — \$5.00 EXTRA  
1/2 DEPOSIT. BALANCE, C. O. D.

WURLITZER, ROCK-OLA, MILLS PHONOS, Perfectly Reconditioned. Low Prices. Write

**BABE KAUFMAN** 250 W. 54th St., N. Y. C. (CIRCLE 5-9615)

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

# MUSIC MERCHANDISING

## Automatic Phonos Have Part In Teaching of Patriotism

**Baltimore Sun gives space to story on use of patriotic records**

BALTIMORE, Sept. 21.—The Baltimore Sun (September 14) used the theme of patriotic records in automatic phonos as the basis for an interesting story on the proper behavior when the national anthem is heard. The story was in the form of an "inquiring reporter" item, in which the reporter went out to find just how people respected the national anthem.

The beginning of the story was an observation trip into the taverns to see how the "bar flies" responded to the national anthem when played on the coin-operated music machines. The story used the unfavorable term "juke boxes" and later in the story gave operators credit for not being in favor of putting the national anthem in their music machines.

The conduct of a drunk when the national anthem is played in a tavern served to give the story good humor. Then army officials were interviewed to give authentic information on how to respect the anthem. The story also said that music operators in Baltimore favor using such popular records as *God Bless America* and similar patriotic songs that do not require patrons of taverns to pay any special respect. The national anthem is not a proper record for phonographs, they said.

### Headline Setting

"Bar Flies Here Responding to National Anthem Music," said the main headline. Some rousing fights mark disputes on proper conduct as phonos produce song, according to the story, and then the reporter set off on his mission to find out how the anthem should be respected. The story as published in *The Sun* follows in full:

"The city's genus musca barra—that's bar flies to people who know their scientific Latin terminology—are becoming more patriotic every day, it appears. "Saloonkeepers and the people who operate the nickel-in-the-slot phonographs agreed patriotic music was rising fast in popularity and revealed there were any number of records of *The Star-Spangled Banner* on music boxes in Baltimore's liquor emporiums.

"They revealed also there was vast confusion as to the proper procedure for bar flies to follow when the national anthem is dialed up, and there have been some rousing fights in consequence.

### An Old Law

"Some stand when it is played. Some don't, either because they don't want to or aren't able. Along comes a super-patriot and demands to know whether thash patriotism, and whash the idea of keeping your hat on, too. After that, it's generally a job for the bouncer or the police.

"A little research reveals a lack of laws on what to do in a bar room when *The Star-Spangled Banner* is played. The law that makes the song the national anthem was passed in a rush and didn't make recommendations on the subject. It simply says *The Star-Spangled Banner* is the national anthem and lets it go at that.

"Individual communities, however, have passed laws. There was a Baltimore city ordinance in effect during the World War, it was recalled by some policemen, that made it mandatory to play the anthem at public gatherings, and also made it mandatory for people to stand and remove their hats. The police say they still can look up for disorderly conduct those people who don't stand when the anthem is played at public gatherings.

"A congregation of bar flies in a saloon, however, is not regarded in the best police circles as a bona fide public gathering, and the bluecoats do not intend to go around arresting those in-

will not stand up for a music box rendering of the anthem.

"The Third Corps Area was helpful. Its headquarters staff noted that when the anthem was played on a military reservation all those out of doors must come to attention, face the music, and salute. If they are indoors they are not required to do so.

### Disagrees With Woman

"Third Corps headquarters was doubtful whether it would get mad if a bar fly stayed seated or kept his hat on. On this point headquarters was in disagreement with Mrs. Reuben Ross Holloway. Mrs. Holloway has been quoted as saying she would stand up in the bathtub when she heard the anthem, and she says she still feels that way.

"Mrs. Holloway, along with Arthur P. Sewell, custodian of the Flag House, was in agreement with Third Corps Area on one point. That was: A bar room is no place to play the national anthem.

"Mrs. Holloway said there ought to be a law. Mr. Sewell said the bar keepers should be approached in a nice way, and Third Corps agreed some pressure ought to be brought.

### Calls for Other Songs

"The music box people said there were calls not only for the national anthem, but for all sorts of patriotic music. The people who run the music boxes that talk back to the bar flies—the ones that have a switchboard gal who talks to the customer when he drops in his nickel and asks him what he wants to hear—said *God Bless America* was one of their most popular items.

"Bartenders said the customers generally sing this one, gathering convivially around the music box with their highball glasses raised on high and turning loose all kinds of harmony.

"Then there is a new one called *I Am an American*, played in march time, with lots of drums. The bar flies march solemnly up and down in front of the bar when this one comes on.

"*America* is fairly popular. The *Ballad for Americans*, sung by a crooner, also gets its share of nickels. *America the Beautiful* is a stand-by.

"The b'boys are getting war-conscious," was the way one bartender put the whole situation in a nutshell."

## Hillbilly and Foreign Record Hits of the Month

(Note: Here are the most popular hillbilly and foreign recordings of the past month. Similar lists will be published in this section once every month.)

**HILLBILLY RECORDINGS:** *Sorry (I'll Say I'm Sorry)*, Cliff Bruner; *Were You Sincere*, Gene Autry; *You Are My Sunshine*, Bob Atcher; *I'm Wasting My Time*, Sweet Violet Boys; *You're Welcome as the Flowers in May*, Jimmy Davis; *'Round Her Neck She Wears a Yellow Ribbon*, Bob Dunn's Vagabonds; *Blue Steel Blues*, Bar X Cowboys; *My Wife Is on a Diet*, Hoosier Hot Shots; *Mary, Dear*, Gene Autry.

**INTERNATIONAL RECORDINGS:** *Bartender Polka*, Week-End Polka; *Charlie Was a Boxer*, Picnic Polka; *Stuttering Accordion*.

**FOREIGN RECORDINGS:** German, *Josephine*, *Das Macht Laune*; Bohemian, *Na Pankraci*, *Do Kolecka*, *Do Kola*; Hungarian, *Juliette*; Polish, *Babcia Tanczy*, *Srebrne Weselo Witosza*, *Piesn O Stefanie Starynskim*; Scandinavian, *Sussanna Polka*, *Lilla Pute*, *Lordagball*; Swedish, *Pappas Dag*; Italian, *Valzer Della Fisarmonica*; Jewish, *Zlatapol*, *Mitsve Tanel*; Greek, *Zehra*.

## Distrib Rapidly Completing Hdqs.

NEW YORK, Sept. 21.—Manhattan Distributing Company, recently appointed Wurlitzer distributors for metropolitan New York, will formally open its permanent headquarters in New York with a house-warming party October 6. The offices are the scene of intense activity on the part of a small army of carpenters and decorators who are rapidly transforming them into what will be one of the most elaborate and beautiful distributor offices in the coin machine industry, it is stated.

The layout includes executive offices for Joe Eisen and Dave Margolin, officials of the newly formed company; magnificent showrooms, and complete facilities for service and record departments.

"Wurlitzer phonographs deserve a beautiful setting and, believe me, they are going to have it in our new offices," said Joe Eisen. "But we haven't overlooked service to Wurlitzer music merchants in our set-up."

## Rock-Ola Service Dept. Boon to Ops

CHICAGO, Sept. 21.—W. E. Hall, head of Rock-Ola's service department, says that a real educational service is rendered to operators thru the work of the department. "It's our job to keep satisfied customers satisfied," he states.

Hall, who saw the need for a highly specialized and technical division, has organized one of the most efficient service departments in the industry. His unusual training and business experience particularly abetted him in the development of this efficient unit. He has handled national sales promotions in the radio field, which acquainted him with the problems of the "man in the field." He has also had considerable production experience in his own manufacturing business.

"The service department at Rock-Ola is part of the sales division, as it rightly should be," Hall said. "The service man literally has his ears to the ground and can pass on many helpful suggestions to the sales department, for he is closest to the everyday problems of the operator. Rock-Ola's service department has three definite functions: The handling of parts for all Rock-Ola equipment, an intensive educational program for the service men of distributors and operators who check the precision performance of any Rock-Ola product, and field work by experienced traveling service engineers."

## Phonographs for Canadian Troops

The following letter was forwarded by a Canadian publishing firm under date of September 16, 1940. The names in the letter have been changed for obvious reasons. The letter is an excellent testimonial to the value of phonographs to a nation in time of emergency.

"Gentlemen: Please send a couple of recent copies of your magazine to Captain John Doe of the Canadian Air Force, marking the parcel 'Please Forward if Necessary.' "I might say that Captain Doe is interested in nickelodeons, etc., for his troops.

"It might be worth while for you to have any manufacturers of this type of equipment on your list to write Captain Doe at the address given and also send him information on rates of duty to his location.

"We would appreciate your prompt attention to this matter.

"Canadian Publishers,  
September 16, 1940."

## Recordit Used for Steady Earnings

CHICAGO, Sept. 21.—The most important announcement ever made to the automatic trade, according to Don Anderson, sales manager of Western Products, Inc., is that regarding the release of the Western Recordit machine.

"It's here," said Don, "an opportunity for operators to capitalize on the overwhelming interest of the American people in phonograph records and build a permanent business with a steady income. We feel that our new Recordit will do just that for operators. Recordit is not a novelty. People have always wanted to hear their voice. Perhaps they wondered how they would sound as a radio announcer, as a singer, as a dramatic star. They probably wondered just what their voice did sound like to others when they spoke. Yes, they wondered and wanted to find out, but had no way of finding out. But now there is a way. Knowing that a majority of people are rather shy and do not like to perform in front of others, we have built the Recordit cabinet like a regular recording studio. It is completely soundproofed, and people may sing, talk, record a speech, poem, holiday, birthday or anniversary greeting in complete privacy. Yes, now people can actually find out what they sound like by stepping into a Recordit cabinet and inserting the coin which starts all the action.

"Incidentally, that's all that the Recordit patron has to do—insert a coin! The rest is done automatically and mechanically by a single complete revolution of a cam shaft."



MITCHELL AYRES (left), prominent orchestra leader; John Finley, manager of the New Bradford Theater, Bradford, Pa., and Bill Fertig, music operator, pose by a Wurlitzer Model 800.

## Newspapers Report Packard Opening

INDIANAPOLIS, Sept. 21.—The newspapers here, in their issues of September 16, gave big publicity to the opening of the new plant for the Packard Manufacturing Corporation, formerly of Port Wayne. The Indianapolis Times stated that the firm will build automatic phonographs and accessories, mechanical equipment for wired music, and other instruments. Much credit was given to Homer E. Capehart, president of the firm, in the newspaper reports.

According to *The Indianapolis News*, a new industry, the Packard Manufacturing Corporation, organized and controlled by Homer E. Capehart, of Washington, Ind., for the production of musical instruments, is in the first stages of establishment in Indianapolis.

Workmen are installing machinery and engineering and designing equipment in space in the Marmon industrial district at Kentucky Avenue and Morris Street.

Capehart, it was announced thru the industrial commission of the Indianapolis Chamber of Commerce, has leased 35,000 square feet of space thru Klein & Kuhn in one of the Marmon buildings and will supervise the new factory. Later he will establish a home here, the continuing his legal residence in the Daviss County seat.

Production probably will begin in 30 days, Capehart estimated. The plant will manufacture new types and developments in musical instruments, including automatic phonographs and accessories, mechanical equipment for wired music and other instruments.

The building is a two-story structure with a basement covering approximately 60,000 feet of floor space. From 50 to 100 persons will be employed in the engineering and designing departments, Mr. Capehart said. This force will be formed as soon as possible. Total number of employees is to be increased gradually within three to six months, when a full production program is expected to be in progress. Maximum employment may reach 2,000.

Capehart said Indianapolis has an excellent supply of skilled labor and its transportation facilities are unsurpassed and he is "very enthusiastic over our prospects."

George S. Olive, chairman of the Chamber of Commerce industrial commission, described Capehart as a "genius at organization," and said he "is recognized nationally as a man who can put over successfully what appear to be almost impossible tasks."

## Royal Open House To Be Held Oct. 1

NEWARK, N. J., Sept. 21.—Royal Sales Company, distributor, has announced an open-house party for Tuesday, October 1, and plan for the biggest celebration since the firm entered the coin machine business, according to Barney (Sugy) Sugarman, of the firm. "We will have one of the biggest celebrations in local coin machine history to display for the first time in this State, the Buckley Music System with direct touch-to-touch action," said Sugarman.

"We are inviting every operator in the State to be present on this big day and see the Buckley Music System in operation in our showrooms. We are going to prove to the operator that the Buckley Music System will bring him bigger and better profits."

"We have tested the Buckley Music System on some of the toughest locations here and the results have been amazing. Not a single trouble call. The location owners are tremendously pleased. The public put more money into the Buckley Music System than they ever placed into any phono we had in the place. What's more, the way that the system is installed insures long-time contracts and lower percentage of commission."

"From any standpoint, it will pay every New Jersey music operator to be present at our offices on October 1."

## Nat Cohn Stages Another Big Party

NEW YORK, Sept. 21.—Following close after the big anniversary celebration of the Modern Vending Company, Nat

# NO MORE SWEATING FOR PROFITS

## NO, SIR! NOT WITH THE BUCKLEY MUSIC SYSTEM

Because the DIRECT "Touch-To-Touch" ACTION of the Buckley Music System brings all music operators BIG, PROFITABLE, TROUBLE-FREE PLAY!! Week in and week out—month in and month out—Buckley Music System STANDS UP—ELIMINATES SWEATING FOR PROFITS!! It's "America's Finest"—the sensation of the automatic music world! AND—what's more—IT'S PRICED RIGHT!!

WRITE! WIRE! PHONE! GET COMPLETE DETAILS TODAY!

**BUCKLEY MUSIC SYSTEM INC.**  
4225 W. LAKE ST. - CHICAGO - ILL.  
EASTERN BRANCH: 680 BROADWAY - BROOKLYN - N. Y.

## New Jersey Music Operators ALL DAY TUESDAY, OCTOBER 1st

WILL BE "BUCKLEY MUSIC SYSTEM" CELEBRATION DAY

It's a BIG DAY for all New Jersey! Come on in and see the sensational, new BUCKLEY MUSIC SYSTEM in actual operation at ROYAL SALES COMPANY!! Enjoy a Great Day of Fun, Food, Drinks and Entertainment—and get set for the BIGGEST PROFITS you've EVER EARNED!!

EXCLUSIVE N. J. DISTRIBUTORS FOR THE BUCKLEY MUSIC SYSTEM.

ROYAL SALES CO., 641 Hunterdon St., Newark, N. J.

Cohn celebrated another 10th anniversary party with his close friends. This time the party was to celebrate his 10th wedding anniversary.

The party was held at the Concordia Club, Bensonhurst, Brooklyn, Sunday, September 16. Present were prominent people of the industry and many personal friends of Mr. and Mrs. Cohn as well as celebrities of the stage, screen, and radio.

The entirely impromptu, for Nat really didn't realize that this was his 10th wedding anniversary until Mrs. Cohn called his attention to it and arranged at the last moment, it was a brilliant affair.

Among those present were Mr. and Mrs. Irv Sommer, Mr. and Mrs. Harry Rosen, Mr. and Mrs. Saul Levy, Mr. and Mrs. Sam Kresberg, Mr. and Mrs. Feinstein, Mr. and Mrs. J. Gold, Mr. and Mrs. A. Cooper, Mrs. Agid and son, Sy Agid; Mr. and Mrs. Sidney H. Levine, Mr. and Mrs. H. Mueby, Mr. and Mrs. Alfer, Mr. Wasserberger and son, Mr. and Mrs. Mills, Mr. Schayn and Miss Agid, Mr. and Mrs. Kaufman, Ben Lebanksy, Mr. and Mrs. Rothman, Mr. and Mrs. Ludacer, Mr. H. Agid, Mr. and Mrs. William Gerah, Mr. and Mrs. Meyer Parkoff, Eddie Lane and Frances Berman, Mr. and Mrs. J. Cain, Mort Robbins and Ruth Rosenthal, Mr. and Mrs. Jack Lear, Frankie Masters and Marion Frances, the King Sisters, Mr. and Mrs. Mayer, Mr. and Mrs. Joe Hofenberg, Mr. and Mrs. H. Klein, Mr. and Mrs. H. Steger, Senator and Mrs. Polkin, Mr. and Mrs. Jimmy Schare, Miss B. Schare, Mr. and Mrs. D. Calvin, Mr. and

Mrs. Maurice Ameshin, and Mr. and Mrs. Kirshenbaum.

The affair ran into the wee hours of the morning, with George Kuttin furnishing the entertainment for the gathering and featuring Eddie Clark, who has become a great favorite with the coin machine men. Mrs. Ethel Kresberg accompanied two of the singing stars of the evening on the piano.

## Calcuttone Needle Setting New Mark

PAYETTEVILLE, N. C., Sept. 21.—Joe Calcutt, of the Vending Machine Company, reports that the sale of the firm's Calcuttone phonograph needle is growing by leaps and bounds.

"It's just about a year ago that we first introduced our Calcuttone needles," said Calcutt. "Since then sales have more than quadrupled and they are being manufactured in thousand lots today. We have to keep far ahead to keep our trade satisfied."

"The small item as far as cost is concerned, the Calcuttone needle has proved itself one of the greatest necessities of the music machine operator. Getting more than 2,500 perfect plays from the Calcuttone at an economical price means that the music operator is enjoying one item wherein cost is no factor and where he gets complete satisfaction every time."

EXTRA QUALITY AT NO ADDITIONAL COST!

NEW

CHROME DRESS-UP STRIPS WITH FULL BEADED INSERTS! NEW COLOR PLASTICS WITH BEAUTIFUL LIGHT-UP TRANSPARENCY! NEW GRILLE CONSTRUCTION—ABSOLUTELY SHADOWLESS! NEW DESIGNED COIN GUARD!!!



Wurlitzer 24 as Remodeled by Acme

COMPLETE SETS OF PARTS FOR WURLITZER 24—\$17.20

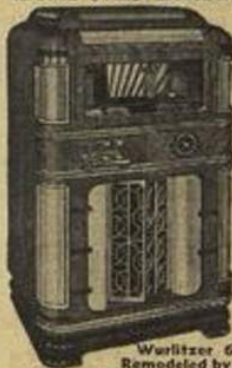
(Dome \$7.25 Extra) (Base \$6.80 Extra)

WURLITZER 412—\$13.60

SEEBURG REX—\$22.95

WURLITZER 616—\$16.80

(DOME \$7.25 EXTRA)



Wurlitzer 616 as Remodeled by Acme

WE ARE DISTRIBUTORS FOR HOMER E. CAPEHART'S HEADS-UP-SELECTORS

MODEL 616 .... \$15.95

MODEL 24 .... 24.95

MODEL 600 .... 24.95

Simple Remodeling Instructions for 412-616 and 24 Sent Free of Charge With Orders!

TERMS: 1/2 Deposit Required With Orders—Balance C. O. D.

**ACME SALES CO.**  
625 TENTH AVE. N. Y.  
TEL: LONGACRE 3-5136

Music Operators, Attention! USED PHONOGRAPH RECORDS WANTED!

Any quantity. We pay highest prices. Send full details as to age, make, quantity.

NEWARK SURPLUS MATERIALS CO.  
DRAWER 1000, NEWARK, N. J.

ADVERTISE IN THE BILLBOARD —YOU'LL BE SATISFIED WITH RESULTS.

# On the Records

This column is designed to aid music machine operators in the selection of records for their machines. It gives a descriptive appraisal of the latest releases and an evaluation of their potential commercial value to phonograph operators.

(CONTINUED FROM PAGE 12)

## HORACE HEIDT (Columbia)

God Bless America—Instrumental and vocal. Stars and Stripes Forever—Instrumental and vocal.

Heidt seems to be carrying on a one-band campaign along patriotic lines, with this the latest of several recent flag-waving sides from this outfit. Altogether, as well as the others, is an apparent attempt to ride the crest of the patriotic times, it's to Heidt's credit that he turns out a very full and stirring arrangement of the Irving Berlin anthem and does an equally good job on the Sousa march, when he could just as easily have waxed hastily thrown together versions of both. If the market must be flooded with these musical trends of the times, it's a pleasure at least to hear them done like this.

## INK SPOTS (Decca)

I'll Never Smile Again—V. I Could Make You Care—FT.

After a momentary departure on several recent sides from the style that made them famous with *If I Didn't Care*, the Ink Spots are once more back in the old groove of the half tenor-half talker-baritone vocal mugging. The tenor carries it a little too far here, and the style is wearing a little thin by this time.

## DUKE ELLINGTON (Columbia)

Your Love Has Faded—FT; VC. Killin' Myself—FT; VC.

Altogether the Duke switched over to the Victor label some months ago, Columbia is still releasing some of the records he cut for it before the change. This latest couplet a ballad and a killer-diller, both done with Ellington's customary eclect. The disk's commercialism doesn't extend much beyond the bounds of Duke's admirers, who, however, are legion.

## XAVIER CUGAT (Victor)

Zombie—Afro-Cuban rumba. Elude Chango—Afro-Cuban rumba.

Cugat adds to Latin American record collections with two more of his distinctive, ingeniously arranged and played equatorial numbers that are off the beaten track. Tempo here is slower than on regulation rumbas.

## FRANCES LANGFORD (Decca)

Love Lies—V. And So Do I—V.

Langford has a way of putting out very nice vocal sides, and she doesn't miss up with these two. Singer doesn't have to rely on any phony tricks to get herself across, and the result is just good singing that is distinctly ear-appealing.

## DICK ROBERTSON (Decca)

Breaking My Heart To Keep Away From You—FT; VC. When I Get You Alone Tonight—FT; VC.

The A side is really a triumph of musical tear-jerking, and if you like to have your heartstrings tied up in knots and then pulled apart, this is your dish.

For that reason it's got plenty on the ball for coin phones in barroom locations where there's lots of beer to be cried into. Side B isn't anything one way or the other.

## BOB CHESTER (Bluebird)

A Song of Old Hawaii—FT; VC. Take Care—FT; VC.

Chester goes back to the Glenn Miller style on the first tune here, but it must be admitted that he uses it pretty effectively. Reverse is a cute tune and lyric, well taken care of by both the band and Dolores O'Neill for the wordage. Latter also handles the vocal on the plattermate. Miss O'Neill is one of the few girl vocalists who are assets to a recording rather than detriments.

## JACK LEONARD (Okeh)

God Bless America—V. My Ideal—V. Tommy Dorsey's former vocal star falls heir to the nth dinking of the Berlin classic and manages to make it sound a little different thru a simple, sincere approach rather than the slightly self-conscious ostentation noted on other pressings of the song. *My Ideal* goes back to 1930 and a Maurice Chevalier film, but Jack's treatment is very much in the smart, smooth vocal style of today.

## ORRIN TUCKER (Columbia)

I Wouldn't Take a Million—FT; VC. Whispering Grass—FT; VC.

The A side wastes no time in getting off to a commercial flying start, with the shy voice of wee Bonnie Baker simpering in on the first chorus. She and the band give the tune the typical Tucker treatment. Companion piece has the maestro and the Bodyguards in some choral swing effects that at least aren't coy.

## GLEN GRAY (Decca)

Come and Get It—FT. Mirage—FT.

The Casa Loma's for years have gone on and enriched swing with some of its best recorded contributions. These are two more arrangements that have little commercial value but plenty of musical merit.

## VAUGHN MONROE (Bluebird)

Whatever Happened to You?—FT; VC. There Go I—FT; VC.

Solid arrangements that feature the full band, enlivened by Monroe's baritone, are the story here. Not outstanding sides, they nevertheless combine a nice degree of melodic quality and sales value.

## KATE SMITH (Columbia)

Trade Winds—V. Goodnight Again—V. Miss Smith brings her full-throated style to bear upon a couple of pop tunes, and Jack Miller's orchestra backs up her usual Grade A singing.



THE SU-Z-QU TAVERN, DENVER, boasts Keeney Wall Boxes in its booths and mounted on Keeney brackets at the bar. Earl Brewer, owner, says the boxes have stimulated play several hundred per cent. The Su-Z-Qu is one of Denver's most popular niteries.

## TOMMY DORSEY (Victor)

Our Love Affair—FT; VC. That's for Me—FT; VC.

A good buy for the average record purchaser is this Tommy Dorsey double, since it has two popular picture tunes back to back, and offers plenty of the sentimental gentleman's renowned trombone, plus a pair of good vocals by Frank Sinatra and Connie Haines.

## ANDY KIRK (Decca)

No Greater Love—FT; VC. Midnight Stroll—FT; VC.

Pha Terrell has aided considerably with his vocal work on Kirk disks in making them exceedingly worth while, and his performance on the old Isham Jones ballad on the first side is among his best. June Richmond also rates a bow for her word-selling on the reverse, and surrounding all the lyrics is some customary sound instrumental work by this very capable septa crew.

## FRED FEIBEL QUARTET (Okeh)

Runnin' Wild—FT. Margie—FT.

Hammond electric organ stuff on a couple of well-known standards that is no better and no worse than scores of other similar recordings.

## ENRIC MADRIGUERA (Columbia)

The Pan-American Way—Conga; VC. La Cumparsa—Danza Afro-Cubano.

Some interesting instrumental didos against the attractive Latin American rhythms give these sides a nice distinction. Madrighera knows how to project items of this type and treats these two to the full value of his knowledge. Patricia Gilmore's A side vocal helps matters, also.

## DON ARRES (Decca)

Americongs—Conga; VC. That Happy Conga—Conga; VC.

Another entry in the conga sweepstakes that may not win, place, or show, but that contains some good enough conga beats nonetheless.

## BENNY GOODMAN (Bluebird)

Belled in Blue—FT. The Dixieland Band—FT; VC.

Still another release of a Goodman cutting made several years ago when the band was under the Victor imprint. Side B brings Helen Ward's name back to a record label momentarily, altho it doesn't show this first of the great swing band vocalists off to her best advantage.

## LARRY CLINTON (Bluebird)

A Broken Bird Singing—FT; VC. Dance of the Candy Fairy—FT.

Clinton digs down into the classics for another pair of his dressed-up swing versions of more serious music. Both *Brown Bird* and the Tchaikowsky item get the benefit of Clinton's imaginative arranging that doesn't do too much damage to the original classical content.

## EASTERN FLASHES

NEW YORK, Sept. 21.—Now that electric fans have been taken off the pin-game backboards, salesmen are placing their advertising cards on them. . . . Those Milk Bars opening around town should be swell spots for coin machines. Phones have appeared in a few of them in the Times Square district, but some haven't even a scale in them.

### AROUND THE TOWN . . .

George Sax, of Superior Products, in town with his wife. While here George sought the services of a super-salesman for his New England territory. . . . John Christ in to see Tony Gasparro. . . . Dave Simon, of Simon Sales, has returned from an interesting trip to the Coin City. . . . Hymie Rosenberg was around Coinrow looking for a riding jacket. . . . Maybe Hymie wants to ride all the way to Chicago to be on time for the convention. . . . Back to town comes Joe Munves, now that the Jersey Shore season is over, declaring that it was a grand season. . . . Stewart Sales Machine Company received its first model of the new drink vending machine this week and many visitors dropped in to look it over. Jim Stewart and Julius A. Levy waxed enthusiastic as they explained the engineering innovations that have been built into the new machine. "We'll be ready to make an announcement to the trade within a few weeks," they stated. . . . Sam Stern, of Keystone Vending Company, Philadelphia, in New York for a visit last week, met up with Jack Nelson, vice-president of Rock-Ola Manufacturing Corporation, also in town on business. Jack complimented Sam on his beautiful new show-rooms.

### FAST FLASHES . . .

Joe Hirsch, one of the town's better known ops, was seen in one of the jobbers' headquarters with a screw driver in his hand. It is reported that seven of his friends fainted at the sight, as this is the first time that Joe has been seen trying to repair a machine. . . . Rudy Greenbaum, of Packard, now in Indianapolis for a conference with Homer E. Capehart after calling on the trade in Philly and Eastern Pennsylvania on his way there. . . . Plenty of mileage being traveled by the crew at Ponsler headquarters. As Jack Mitnick returned from a fast trip thru the Midwest one day this week George Ponsler flew to Hollywood to be present at the showing of the new Mills Panoram machine. . . . Harry Frazer, of Queens Sales, started with a bang this week. Harry reports from now on his firm will be one of the most active in the metropolitan area. . . . Plenty of visitors continue to visit the International Mutoscope plant. Bill Rabkin reports the boys are calling for more Sky Fighters, especially since Doc Christafano's blitzkrieg spot on Times Square is going over so big. More of



KATHLEEN QUIN says she is using Jimmy Mangan's patriotic tune, "We're All Americans," over a Mills Empress hook-up.



these spots are due to appear in the Big Town soon, it is reported . . .

#### MEY AND MACHINES . . .

Earle C. Backe reports that his credit plan for operators is clicking solidly and that he's at his desk every day now that the tennis season is over . . . Bert Lane is all smiles since he saw the report of what the new Genco game took in on what locations. "Talk about profits," Bert stated, "these test spots showed that the new Genco game is going to be the biggest profit maker of them all!" . . . The rate at which orders are flowing in for Sally's Rapid-Fire machine gun is keeping Jack Fitzgibbons on the jump these days, he reports. Jack says he has a deal for the boys who haven't got started with the gun as yet . . . Tony Gasparro is one of the happiest men in town. "Guess I've plenty of reasons to be happy," Tony says. "Look how the first two games I've handled for Exhibit have clicked. Landslide and now the new Exhibit Leader have gone over big with all the boys" . . . That Rapid-Fire machine gun on Eighth Avenue is getting plenty of play . . . Mike Munves passed out celluloid rulers to the boys . . . Miss A. M. Strong, of G. V. Corporation, reports business has skyrocketed since moving into new quarters . . . Murray Simon is getting to look like a real politician now that he's putting on a bit more weight . . . Gordon Manufacturing Company, long identified as manufacturers of suction cups, are developing quite a business among the coin trade as more suction cups are being used to hold equipment on counters . . .

#### BROOKLYN BITS . . .

Dave Robbins promises a few new sensations during the coming month . . . Hymie Budin says the boys have just about cleaned him out of used equipment . . . Al Simon, Jack Semel, and Irv Blecher, over at Savoy, are harmonizing on *It's True What They Say About Chicago's Dixie* . . . Doc Eaton, of Buckley Music System, now that he has a candid camera, intends snapping some of the gals he's seen putting nickels into Buckley Systems to show the boys what a response these systems are meeting with . . . Bob Copeland, of Claude Kirk Company, in town with the firm's new Air Defense. He's showing coinmen the machine at Brooklyn Amusement, along with Bill Alberg and Charley Aronson. Charley and Bill say the machine will prove one of the biggest money-makers in the territory . . . Irving Mitchell is still going strong from day to night. "It's a great life if you don't weaken," says Irv . . .

#### JERSEY JOTTINGS . . .

Plenty of action in Newark this week . . . Newark jobbers got together again. It's hoped that this session will result in greater harmony all around . . . Abe Green is expected to announce the day almost any day now . . . Dave Stern, of Royal Distributors, eagerly is awaiting the arrival of the next Packard product. "It's a honey," is all he'll tell the boys . . . Al S. Cohen, of Asco, takes time out to

thank all those who attended his grand opening . . . Irv Morris, of the George Ponsler offices, is plenty busy these days, what with the demand for Chicott's Dixie, Gottlieb's Three-Score, and other equipment the firm is supplying . . . Jack Kay and Harry Pearl, of Ace, are working harder than ever. Some of the boys are betting that Harry will be a papa of a boy in October . . . What happened to Dave Engel, of Dee & Bee? . . . Irv Orenstein says he's trying his best to get the boys as many games as they want . . . Al London, of London & Company, says his business has been booming since he moved into new quarters.

#### FROM OUT OF TOWN . . .

Homer E. Capehart wires many of the leaders here that from now on his address is Kentucky and Morris Avenues, Indianapolis. . . Al Schlessinger reports from Poughkeepsie, N. Y., that he's doing a big job with Daval's American Eagle . . . Irv Blumenfeld, of General Vending Service, Baltimore, reports, "We're getting started in the jobbing business in a bigger way than ever before" . . . From Philly comes the report that all Joe Ash, of Active, needs to be perfectly happy is 1,000 more machines right now . . . From Baltimore, Roy McGinnis also states he could use plenty more machines. . . "I've never seen anything like it. Coinmen in this section are absolutely wild about Chicago Coin's new Dixie," declares Al Simon, Savoy Vending Company official.

### Western Ops Try Buckley Systems

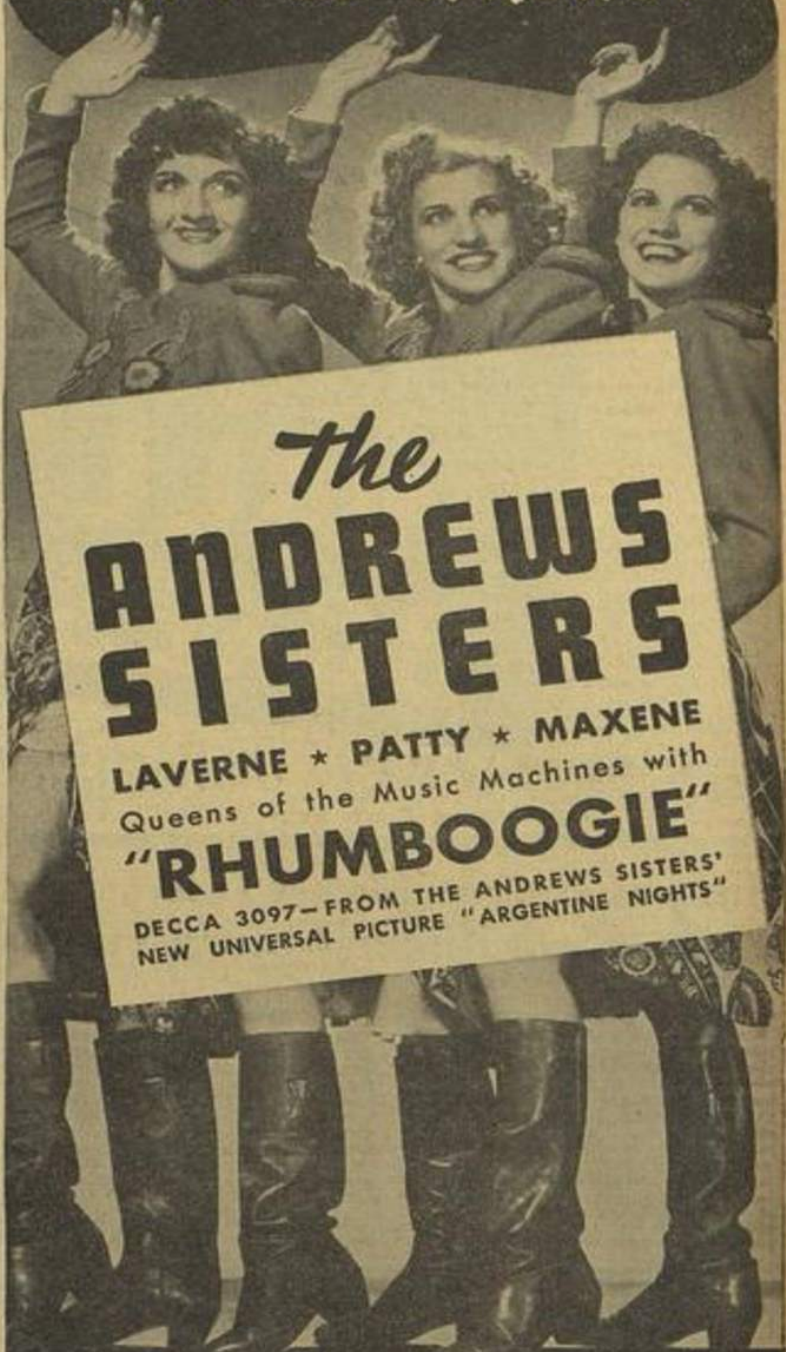
SAN FRANCISCO, Sept. 21.—William Corcoran, Pacific Coast distributor of Buckley Music Systems, recently opened a branch office at 207 S. W. 16th Street, Portland, Ore. A. V. Stemler has charge of the Portland office.

"Operators in Oregon and Washington are making Buckley Music System installations so fast that they need quick delivery to take care of their locations," said Corcoran. "Our new office in Portland will carry a complete stock so that operators in the Northwest can get immediate delivery."

"Operators tell us that Buckley Music Systems give the direct action wanted by locations. When a selection is made there is a direct connection to the record mechanism, which gives the patron just what he wants. The operator likes this. The operator also likes the idea of the low cost. He can use the phonograph he now has so that the installation cost represents the cost of a music system only. Operators say that the Buckley System operates steadily without interruption due to mechanical or electrical difficulties."

"We feel that operators here on the Pacific Coast know we have something that will bring them greatly increased music profits, and they want fast service to take care of locations with a Buckley installation."

# 50,000,000 NICKELS CAN'T BE WRONG!



## The ANDREWS SISTERS

LAVERNE \* PATTY \* MAXENE  
Queens of the Music Machines with  
"RHUMBOOGIE"  
DECCA 3097—FROM THE ANDREWS SISTERS'  
NEW UNIVERSAL PICTURE "ARGENTINE NIGHTS"



SAMMY KAYE (right), at a Milwaukee cocktail lounge, listens to a Wurliitzer while he rests from his engagement at the Riverside Theater, Milwaukee.

Here are more DECCA SPECIALS by the girls who record money-making music on BOTH sides of the disc:

- 3375 BEAT ME DADDY, (EIGHT TO THE BAR)  
PENNSYLVANIA 6-5000
- 3325 FERRYBOAT SERENADE  
HIT THE ROAD
- 3065 DOWN BY THE O-H-I-O  
WOODPECKER SONG

Personal Management LOU LEVY, RKO Bldg., New York

GENERAL AMUSEMENT CORPORATION

A FAST WAY TO  
MAKE THEM SAY-

IT PAYS to Operate  
Music Now!

Install  
**KEENEY'S**  
Remote Selector  
**WALL  
BOXES**

for  
every make  
and model  
phonograph

Available  
with bar  
and counter  
brackets

See  
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## Buffalo Survey Shows Interesting Facts About Phono Record Trends

By EVA M. WARNER

THE rapidly growing number of retail record stores and new record departments in Buffalo stores is attributed to the stimulating effect of automatic phonographs on the record business. A year ago Buffalo had few record outlets. Today she boasts five important record stores and about 15 smaller establishments. A year ago most of the older record selling firms catered only to lovers of classical music. Today those same firms have a 50-50 sales volume of popular and classical selections, which, they state, is due to the tonic effect of music boxes.

A definite tie-up exists between the music box popularity of a tune and its over-the-counter sales. General comment of and interviews with record retailers shows them to be almost unanimous in their favorable opinions of automatic music machines. The record retailers feel their sales are greatly influenced by automatic phonographs because, almost invariably, when a number goes big on the music boxes it also becomes a top seller with them. The nickel-getting power of a new number is a sure barometer for retail sales. If a tune looks like a hit to the operators, stores lose no time in stocking it, as they are sure to be swamped with requests for that number two to three weeks later.

Retailers say that daily more youngsters come into their stores and ask for numbers heard on the phono. They almost always insist on the recording that is going best on the music machines. For instance, *I'll Never Smile Again* sold almost exclusively in the Tommy Dorsey version; in the Mood, *Tarado Junction*, and *Moonlight Serenade* went best in the Glenn Miller style; Will O'Jaha sold most of the *Beer Barrel Polka* on the market and was strong with *Woodpecker Song*. In these instances automatic phonographs were directly responsible for the boom.

### Phonos Boost Artists

Another sure sign of the music box influence is the rise of certain artists in the music field. Glenn Miller, Bonnie Baker and Orrin Tucker's band, the Andrews Sisters, and many others sold many records because of their phonograph popularity long before they became well known via radio networks. This proves beyond doubt that radio is not the all-important influence when it comes to records.

No one is better qualified to determine the relationship between phonograph play and retail sales of records than the record wholesalers who supply operators as well as retail stores with merchandise. W. Bergman Brothers, distributors of Columbia, Okeh, and Brunswick records, divide their sales 60-40 in favor of the operators, who, they say, are the first to buy new numbers and use more records piece for piece. Dick Levy, in charge of record sales department, states that usually there are two to three weeks between purchase by the operators and purchase by the stores when a new tune comes out. Thus, the music box is a guinea pig or test tube for new records.

If a tune survives the first few weeks on the phonos and starts to rise, retail stores take this as their cue to order. However, tunes do not always take the straight road to success. Levy recalls tunes that were regarded as complete flops by the operators for weeks but suddenly zoomed into hits.

Buffalo Electric Company, distributor of Victor and Bluebird records, also works on the 60-40 ratio between operators and retailers. They have found a decided preference for Victor's more expensive disk with operators since that Kenneth Gittere, manager of the record department, reports that business has increased since the price change. Gittere says retailers were more willing to gamble on the cottler records at the old

price but operators would not buy heavily except for a real hit like Tommy Dorsey's *I'll Never Smile Again*. Now, however, the difference to the operator is only a few cents and they are using as many Victor records as they are Bluebird records.

### Operators Buy First

Gittere says the operators' buying precedes the stores' buying by a wide margin, and a phonograph hit is sure to sell to retailers. Right now the BMI tune *Practice Makes Perfect* is being requested so heavily on locations that operators practically formed a line when Bob Chester's disk finally came in recently. Gittere predicts this tune will soon catch on with the record buying public and that retail sales will zoom. *Ferryboat Serenade* is another number that looks good.

Varsity Record retail sales are shown to be mounting here. Atlas Phonograph Company, distributor, completes the line-up of local wholesale outlets. Ben Kulick is in charge of the firm, and Lester Weintraub is general manager. Weintraub states that business done with operators far outweighs the retail sales here but that a definite follow-up of retail orders can be felt when a number clicks on the music boxes.

Leading retailers have interesting stories to relate and many make worthwhile comments on the music box retail sales tie-up topic. Denton, Cottler, & Daniels, swank musical instrument firm, moved its record department into large, elaborate quarters about 10 months ago. The firm is building a steadily increasing popular record trade in addition to its classic clientele. Department head is Mr. Heinke. Sales force is Hesse Halsey and Arthur Schmitt.

Schmitt states that many customers come in to buy records they first heard on music machines. He specifically mentions Glenn Miller's records as an example of music box popularity. The 18 record listening booths this store boasts are an outgrowth of the popular tune rise, and credit should go to the phonograph operators who started the ball rolling.

Murry Whiteman's Song Shop has been going here for 28 years. During that time owner-manager Whiteman has seen many rises and falls in record sales. At present the Song Shop's sales volume is one of the largest here.

"The phonograph industry and its many outlets have helped our business tremendously," says Whiteman. "We first felt a decided upswing about 18 months ago and with the growing importance of phonographs our record sales have shown steady improvement. Automatic phonographs are now a bigger factor than radio in making a tune popular and will without doubt continue to be a guiding influence on record sales."

### Follow Phono Trend

"We follow phonograph popularity of records closely and are profiting by this method."

Promotional tie-ups when recording artists make personal appearances in Buffalo are swell sales boosters, Whiteman thinks. Other stores feel much the same—when a band with phonograph popularity hits town, there is a scramble for its records.

Bergman's record store drew many buyers and gapers during a well-publicized visit from Jimmy Dorsey, Bob Eberle, and Helen O'Connell, during which these artists autographed records. *The Breeze and I* and *Six Lessons From Madame La Zonga* are definitely Dorsey-made, in Bergman's opinion, and over-the-counter popularity has really been achieved thru the music boxes.

Alfred Bergman, who is one of the leading phonograph operators here, conceived the idea of a full-fledged record store because of the close alliance between the nickel-getting power of a record and its retail rise. Home sales, it is reported, have been very good ever since the opening of the retail store some weeks ago.

### Popular Records Now

Adam, Meldrum, & Anderson are the only department store here carrying a full assortment of classics and popular records. Undoubtedly, most of the "pick-up" trade is done in off-the-street stores, but A. M. & A. have a good following among their own customers and offer the added convenience of charge account service. George Lambrigs is head of the radio-records division, but Eunice Herzenberg has charge of record sales. Although this record department was established over two years ago, the popular record sales did not mean much until about a year ago when phonographs became important by their sky-rocketing of *Beer Barrel Polka*, Miss Herzenberg

said. Since then, she says, she is convinced that phonos greatly influence home sales and that popularity trends of the nickel machines and those of her own department closely coincide. She mentions *The Billboard's Record Buying Guide* as a valuable aid in ordering record stock and smilingly admits embarrassing her escorts during social outings by dashing up to music boxes and jotting down the selections. "Keeping tab on the operators' record choice," she says, "is a real help in my business."

Wurlitzer's Music Store is another important record retailer. Naturally, Wurlitzer employees are phonograph conscious. Carl Sager, who heads the record department, grants the music boxes high honors in promoting the sale of popular tunes on wax. Much classic music is sold here but popular music is gaining momentum. This store usually manages to tie up the local visits of name bands with instrument and record sales.

### Big Stores Watch

Sears-Roebuck, Neisner's, and Grant's as well as other chain stores, deserve a share of attention when it comes to popular record sales.

The record department of Sears-Roebuck, opened in the spring of 1940, has shown steadily increasing sales. Marion Yaeger, in charge of the department, appreciates the relationship between music boxes and retail sales. In fact, she added interest in records, stimulated greatly by phonographs on location, was the instigating influence that gave birth to this department. Miss Yaeger believes that close study of phonograph trends helps determine the possibilities of new recordings.

Neisner's downtown store installed a record counter when the store was built two years ago, although at that time the swing toward retail sales had barely begun. Florence Niocsis, department head, says business has increased to three times the volume of 1938. Sales are still climbing and the trends closely correspond with those of automatic phono. (See BUFFALO SURVEY on page 76)



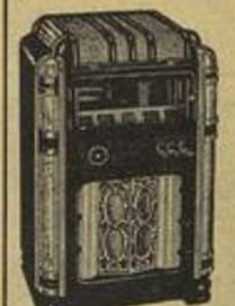
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News Notes

Xavier Cugat will begin to record for Columbia next month at the expiration of his current contract with Victor. Cugat originally left Victor because he did not want his records limited to the 75-cent retail trade and, altho the Victor price has been reduced to 50 cents, it is too late for him to step out of the newly signed Columbia contract. . . . Columbia renewed the Ray Noble and McFarland Twins' contracts.

Will Hudson has signed up with Decca to record some of his original songs. . . . Artie Shaw has organized a special five-piece band, billed Gramercy Five, and will use it for his forthcoming Victor recordings. . . . Bob Crosby has landed a contract with Paramount Pictures to appear in "Malvina Swings It." Before he can appear in front of a camera, however, he has to drop some 15 pounds. . . . Carmen Miranda is featuring the song "I Want My Mama" in her coming feature "Down Argentina Way." Recording companies are watching the release date of this film in order to have plenty of the records on the market during its first-run theater engagements.

Charles Teagarden, formerly with Paul Whiteman, has joined Jack Teagarden's band. Whiteman has disbanded his own orchestra. . . . Frances Langford is recording "Dreaming Out Loud," which is also the title of her next RKO picture featuring Lum and Abner. . . . Sammy Kaye is back with Victor, having left the U. S. Recording Company following that firm's filing of a petition for reorganization. Kaye's unique contract with U. S. permitted him to sever his ties with that company at his request.

Presents Double Versions

SOMETHING new in the presentation of popular song recordings is reported by Fred Van De Walker, of Modern Automatic Music Company, Kenmore, N. Y. He finds that music-box patrons like to hear more than one band playing a current favorite. It gives them an opportunity to compare bands and arrangements and makes the entire experiment an interesting one. Adds Van De Walker:

We are now using two records of "I'll Never Smile Again" in one machine, one by Tommy Dorsey and the other by the Ink Spots. Both are getting a big play.

Another tune that is good for two records in the same music box is "I'm Nobody's Baby." I use the Tommy Dorsey and Judy Garland records and alternate with those made by Mildred Bailey and Ozzie Nelson.

Van De Walker indicates that as soon as a number becomes a favorite he finds it strong enough to support two records in each machine. Among others doubled up in this manner are recordings of Blueberry Hill and When the Swallows Come Back to Capistrano. Ferryboat Serenade, according to Van De Walker, is not yet strong enough to support two records in one machine, but may, however, be that type of a hit in the very near future. He plans, at that time, to co-feature the Andrews Sisters and Gray Gordon.

# Talent and Tunes On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

This and That

THE recording companies will attempt to cash in on the national publicity soon to be released on the first important football picture of the season—Warner's Knute Rockne—All American. Guy Lombardo already has recorded Notre Dame Medley for Decca. Victor is releasing its Knute Rockne record, which carries Rockne's famous pep talk to his Notre Dame football team on one side and the Notre Dame Victory March on the other. Operators planning to make tie-ups in conjunction with this picture are keeping posted by Warner Bros.' zone and branch theater managers and publicity departments. . . . Leopold Stokowski and the All-American Youth Orchestra have recorded Ravel's Bolero for Columbia. . . . Meyer Davis, known around New York as the millionaire maestro because of the many important social functions at which his bands have played, has opened a modern king pin alley enterprise in Washington, using 10 music boxes on each of the two floors. Davis plans to open similar bowling alleys in other cities and will use music boxes in all of them. Meyer claims that the machines will attract and entertain the female trade to which he caters. . . . Following a favorable criticism given the tune in The Billboard, Glenn Miller has decided to record Beat Me Duddy (Eight to a Bar).

Territorial Favorites

FOLLOWING is a list of reports from operators in various sections of the country who have mentioned artists and records as local favorites, in addition to the national leaders listed in the Record Buying Guide.

KNOXVILLE:

Crosstown. Guy Lombardo. Glenn Miller.

A new tune recently published and widely publicized by the Shapiro-Bernstein Company, The Tennessee area is the first to accept its recording, altho it is more than a safe bet to say that the appeal of the Lombardo and Miller bands is responsible for many of the plays. Operators here feel that it has big possibilities.

BIRMINGHAM:

Bottle It Up and Co. New 51 Highway. Tommy McClennan.

McClennan is popular on race records and the above-mentioned titles

are two of his latest releases. Both go big in taverns, according to local operators, reaching such popularity as the better known I'm Nobody's Baby or All This and Heaven Too.

WASHINGTON:

Bartenders' Polka. Glabe Musette. Harry's Tavern Band.

More evidence of the growing popularity of a new polka, designed to reach the heights of the successful Beer Barrel Polka. Operators say it is already going big in many locations, and has all signs of developing into a hit thruout the State.

WINNIPEG:

Moon Over Madison Square. Bing Crosby.

One of the few popular tunes that stand out despite the overwhelming popularity of patriotic songs. This particular composition has been featured in Crosby's Rhythm on the River, which is showing in many Canadian theaters, and operators are making profitable ties with many theater owners. The leading patriotic record is still There Will Always Be an England.

BURLINGTON:

I Concentrate on You. Eddy Duchin.

In and around this Vermont community, Duchin is an all-around favorite—on records, on the air, and during personal appearance engage-

ments. His society style of music is well liked and is thoroly recognizable on this record. Operators, as a rule, stock up on Duchin releases.

CHARLESTON:

Stars and Stripes Forever. Horace Heidt.

This is one of the top patriotic records in this section of West Virginia, due to a large measure to the stirring arrangement played by Heidt and his band. Other patriotic tunes going well here are God Bless America, and I Am an American.

Radio's Leading Songs

The following is a comparative list of 10 songs broadcast most often during the week ended September 20 and the week before, ended September 13. The songs are those heard over the networks and leading New York stations based on information supplied by Accurate Reporting Service.

This Week	Last Week
1. Our Love Affair . . . . .	—
2. Maybe . . . . .	7
3. Practice Makes Perfect . . . . .	3
4. Blueberry Hill . . . . .	—
5. Call of the Canyon . . . . .	—
6. That's for Me . . . . .	9
7. Trade Winds . . . . .	4
8. Only Forever . . . . .	—
9. When the Swallows Come Back . . . . .	—
10. There I Go . . . . .	—

## Acme Introduces Remodeling Ideas

NEW YORK, Sept. 21.—Sam Sachs, of Acme Sales Company here, says his firm is introducing many new features for remodeling music machines in the new line of merchandise for the fall season. Jubilant over the fine acceptance of the new features by the music trade here, Sachs reports: "Every operator who has seen our new remodeling reports it the best he has ever seen. Many innovations (See Acme Introduces Ideas on page 76)

# ALL ABOARD! . . . . . For DOLIMITE

The next big profit-making song that's going to be even bigger than Tuxedo Junction.

ALREADY RECORDED BY JIMMY DORSEY—DECCA 3312. ERSKINE HAWKINS—BLUEBIRD 10812.

Says The Billboard:

"The nearest approach among recent releases to the mood, style and appeal of Tuxedo Junction is this Jimmy Dorsey waxing of Dolomite . . . . Has excellent possibilities for music machine hitdom to say nothing of its home sales potentialities . . . . Given the added benefit of a typically fine J. Dorsey arrangement, it makes a worth-while addition to any record library or music machine." Aug. 31, '40.

LEWIS MUSIC PUB. CO., Inc., 1619 Broadway, New York City

★ ★ ★ Watch for it! ★ ★ ★  
It's the coming number one song of the Nation! . . .

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"WHEN THE MUSH BEGINS TO RUSH  
DOWN FATHER'S VEST"

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TWO ARRANGEMENTS of Seeburg Wall-o-Matics. At left, a location in Denver has a Speak-Organ as well as Wall-o-Matics; at right, another location in Denver has Wall-o-Matics in every booth.



## WORTH THEIR WEIGHT IN NICKELS

on Columbia

**WILL BRADLEY**

featuring Ray Mc Kinley

35630 BEAT ME, DADDY  
(Eight to the Bar)  
Parts I and II

**WILL BRADLEY TRIO**  
35707 DOWN THE ROAD PIECE  
on Oak

**DICK JURGENS**  
5730 GOODNIGHT, MOTHER

**GENE AUTRY**  
05463 GOODBYE, LITTLE DARLIN',  
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## Record Buying Guide

TRADE SERVICE FEATURE of Billboard

An Analysis of Current Songs and Recordings From the Standpoint of Their Value to Phonograph Operators

### GOING STRONG

Recordings listed below are currently the biggest money-makers in automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country. Recordings listed without an explanation are those that have appeared under this heading for one week or more and have thus become such established successes that they require no further explanation.

**Sierra Sue.** (10th week) BING CROSBY, GLENN MILLER\*.  
**I'll Never Smile Again.** (9th week) TOMMY DORSEY\*.  
**Fools Rush In.** (8th week) GLENN MILLER\*, TOMMY DORSEY\*.  
**When the Swallows Come Back to Capistrano.** (4th week) GLENN MILLER\*, INK SPOTS, DICK TODD.  
**Blueberry Hill.** (3d week) GLENN MILLER\*, KAY KYSER\*, RUSS MORGAN\*.  
**I'm Nobody's Baby.** (3d week) JUDY GARLAND, TOMMY TUCKER\*, BENNY GOODMAN\*.

### COMING UP

Recordings listed below are those which operators report are not yet top-notch money-makers but which are growing in popularity on automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country.

**Practice Makes Perfect.** The enormous amount of radio plugging this rhythm number has received lately (due to the fact that it is the first musical standard bearer of BMI to click) is making its presence in the machines almost obligatory. BOB CHESTER\* shows up on practically every report that mentions the song as a fast climbing phono item.

**Can't Get Indiana Off My Mind.** Attracting considerable attention in the music boxes is this one. It is steadily improving, not in any spectacular way, but slowly and surely, and has reached the point of being an exceedingly profitable number for a good many operators. BING CROSBY and KATE SMITH are dividing honors about evenly in the phono now.

**Ferryboat Serenade.** Coming along to challenge the GRAY GORDON\* recording of this—up to now the sole disk to mean anything in the machines—is the ANDREWS SISTERS' version. Neither record is terribly big at the moment, and the song itself hasn't really started to move the way its publishers plan to make it move in another couple of weeks, but it's good enough and has chances of becoming a great deal better.

**Trade Winds.** The BING CROSBY pressing of this unusually appealing South Seas type of ballad made good strides to recover the ground it lost a week ago when it slipped badly after a promising start. Crosby has so many disks out—all of them containing good songs—that it's probably a matter of public acceptance fluctuating from one to the other.

**That's for Me.** This is part of the actual proof that bears out the above. It's another BING CROSBY record, this time of one of the tunes from his new picture, and it has started off nicely, but it finds itself in conflict with the other Crosby disk above, and probably both will be hurt as a result.

**Maybe.** The INK SPOTS are regaining the position they held in music machine patrons' affections after *I, I Didn't Care*. Several recordings by the foursome are now enjoying varying degrees of success along the phono network, and this is a new entrant for them that looks particularly likely.

**The Nearness of You.** Only fair is the consensus of opinion on this ballad this week, and with a plethora of other more flashy and more different numbers either on top or on the way up, indications are that it may never get too far, but some machines are finding it profitable at the moment in the GLENN MILLER\* arrangement.

**Whispering Grass.** Another INK SPOTS recording that is bringing them back to the forefront of the phono picture. Things were a little off with this one this week, however, with the general pattern being a slip registered in two machines to a rise in one box.

**The Call of the Canyon.** Keep your eye on this one. It got going this week and it would be no surprise to see it turn into one of the biggest numbers of the fall. GLENN MILLER\* and TOMMY DORSEY\* are starting off evenly.

Songs listed below are those which have appeared in "Coming Up" for four weeks or more, and which are still being mentioned on enough reports to warrant their inclusion in the Guide, even though they most probably will never climb into "Going Strong."

**Six Lessons From Madame La Zonga.** (12th week) Good in some spots, bad in others. JIMMY DORSEY\*, CHARLIE BARNET\*.

**God Bless America.** (9th week) Fair. KATE SMITH, BING CROSBY.

**I Am an American.** (8th week) Not much action. GRAY GORDON\*.

**I'm Stepping Out With a Memory Tonight.** (6th week) Weakening. GLENN MILLER\*.

**All This and Heaven Too.** (5th week) Unexciting. JIMMY DORSEY\*, CHARLIE BARNET\*, DICK TODD.

### POSSIBILITIES

Recordings listed below have not as yet shown any strength in automatic phonographs but are the most likely prospects for music machine success among new record releases. These suggestions are based upon radio performances, sheet music sales, reports from music publishers as to the relative importance of certain songs in their catalogs as well as on the judgment of The Billboard's music department.

**Crosstown.** This very listenable romantic rhythm song has every chance of stepping out and making something of itself on the country's coin phono. It's already started in one or two spots.

**Only Forever.** Another BING CROSBY number that is netting a bit of attention and that may really get some place if it's not blanketed by all the other Crosby items currently around.

**The Same Old Story.** A BMI number that like its companion, *Practice Makes Perfect*, is getting radio plugging and will get a lot more. For that reason if no other, it has its possibilities for the machines.

**Rhumboogie.** This is one of the outstanding songs in the Andrews Sisters' picture, *Argentine Nights*, currently showing around the country, and moviegoers are very apt to want to hear it again in their favorite music box after they've seen and heard the girls do it in the film.

**Dolomite.** ERSKINE HAWKINS' recording of this has been garnering notice in many colored locations. It's not at all impossible for it to spread to a great many other locations as well.

\* Indicates a vocal chorus is included on this recording.

Double-meaning records are purposely omitted from this column.

### Coinography

INDIANAPOLIS, Sept. 21.—M. J. Smith, secretary and treasurer of the Packard Manufacturing Corporation, has spent 20 years finding and plugging profit leaks in the coin-operated instrument business—manufacturing, distributing, and operating. He probably knows more about where the customer's nickel goes (after it is put in the chute) than any other man in the business. A host of friends in the operating and distributing fields have profited by "M. J.'s" advice and help in organizing their business to eliminate the hidden costs and other leaks that mean loss and not profit at the end of the year.

Starting in 1913 as assistant comptroller of the S. F. Bowser Corporation, Fort Wayne, Ind., Smith served in various executive capacities with that company until he became interested in the coin-operated instrument business in the early '20s, when as a public accountant and auditor he had intimate contact with several companies operating in this field.

In 1929, Smith became comptroller and a director of the Caphart Corporation, Fort Wayne. Since that time he has been active in executive capacities with some of the largest concerns in the country in manufacturing, distributing, and operating branches of the coin-operated instrument business.

When Homer E. Caphart set up the Packard Manufacturing Corporation, he selected men who not only knew the problems of music operators and distributors, but also knew what to do about those problems. In the accounting end of the industry, M. J. Smith has few, if any, equals. He again joined Caphart, this time as secretary and treasurer of the firm.

### BUFFALO SURVEY

(Continued from page 74)

nography. She gives Tommy Dorsey's *I'll Never Smile Again* as definite proof that people buy what they hear on locations. Dorsey's recording of this tune far outells any other of the same tune.

The record department at Grant's, in charge of Clarice Heltman, was opened in October, 1939. The bulk of the trade is ambulant but surprisingly good. Miss Heltman states that the over-the-counter boom sales of a record are usually shorter than phonograph popularity as the music machine rise precedes the retail rise of a tune. By the same token, retail sales drop along with phonograph popularity drop. This means that the retailer has to be on his toes and start to cash in on the rise as soon as it starts. April and May were top months, so far, and July was very slow—which exactly checks with reports from phonograph operators, who found spending good in the spring and poor in the summer. Trade trends are obviously closely interwoven between retailers and operators of automatic music machines.

### Sell More Records

The general opinion of record retailers is that they expect to sell more records than ever if the phonograph industry continues to pave the way of up-and-coming artists and tunes. Mr. and Mrs. America buy their favorite popular tunes for home play and so that they may hear them long after they are off the music machines.

This survey of the record market in Buffalo should serve as an illustration in detail of the development in record sales. All record outlets testify to the important part the music boxes have played in boosting record sales. Music machines in the various public places certainly determine music trends and also show what the people want. The job now is to increase the usefulness of the tie-up between the phonographs and the record market as a whole.

### ACME INTRODUCES IDEAS

(Continued from page 75)

tions have been added. Among these are new chromium dress-up strips with beaded inserts. These add tremendously to the beauty and the impressiveness of our remodeling jobs.

"Also new are the color plastics we are now using. These give a better appearance to the phonograph. New grills and a new coin guard are also offered to the trade."



ABE LYMAN, dynamic band leader, coaching his vocalist, Rose Blane, in a hot number. Mills music hall, Chicago, was the scene of this impromptu little act.

## Op Gets Boost In Local Paper

WALDO, Ark., Sept. 21.—The Arkansas Novelty Company, Magnolia, Ark., received a news boost in The Columbia County Journal, local newspaper. James E. Dickens is head of the operating firm. The newspaper reported the firm's business as follows:

"My Isle of Golden Dreams—perhaps one of the most beautiful harmonies written in the past quarter century; the voice of Gene Autry, Bing Crosby, and other noted singers—they are all available upon a moment's notice at many different places in Waldo and Columbia County, brought to you by the Arkansas Novelty Company, one of the more progressive concerns of Magnolia; the one of which the general public knows but little.

"The business features music machines which are placed at convenient places; but also it includes scales, cigarettas, vending machines, and various other amusement devices. The company has nothing to sell. They own all machines and are simply loaned to the concerns in which they are operated. While offering nothing for sale, the company does endeavor to be active in the civic and commercial life of the territory it serves, and good will is a big asset in trade, which it appreciates.

"They maintain a 24-hour service for the territory served; offer every co-operation possible to the public and to the various local operators. They are members of the Arkansas Music Operators' Association and have approximately 300 machines in operation.

"Guiding genius of this concern is J. E. Dickens, who established the business in Magnolia six years ago as a small business concern. Thru his untiring efforts the business has grown to one of great volume and is among the largest of its kind operating in the South. Dickens is familiarly known as 'Tex' and he never loses an opportunity to lend his assistance to all worth-while and progressive movements. Associated with him as employees are Weldon Furr, service operator, and Dorothy Morden, secretary-treasurer.

"Dickens, by reason of his connections, is able to get the very latest and most popular music numbers for his machines, and Columbia County is fortunate in that it has a man of the high type of character such as Tex Dickens conducting a business of this kind. He has lots of friends and this paper takes great pleasure in congratulating the management of the Arkansas Novelty Company upon its fine business methods and the valuable asset this firm is to the general well-being of Columbia County."

## Cabinet Variety Adds Usefulness

CHICAGO, Sept. 21.—Miraben Company here continues to offer music operators a greater service by styling its cabinets to fit the various types of music machines that have been on the market during the past few years. By increasing its models it is possible for operators to utilize most of the mechanisms on the market, it is stated.

A counter model is one of the recent additions and is an example of how the firm develops its merchandise to meet all the needs which operators have, officials of the firm state.

The firm is strong in its urging upon music operators to modernize all their machines by using the latest cabinets and remodeling equipment. It enables operators to continue earnings on their original investment for a long time, they state.

## Music for Apartments . . .

NEW YORK, Sept. 21.—Business Week magazine (September 14, page 44) explains the business angles to the music system installed by the Muzak Corporation by which "music is piped to apartment houses."

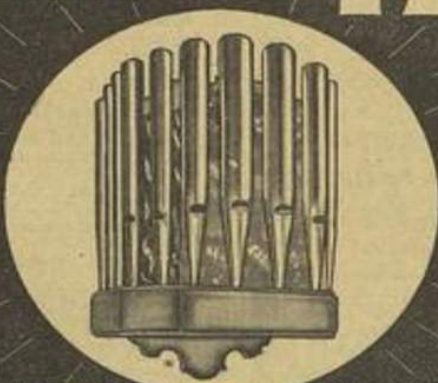
It is an adaptation of the wired music idea and is significant in that it suggests new possibilities in supplying recorded music to residents of apartments and small hotels.

With the rapid progress made in wall boxes and remote control in the automatic phonograph field during the past year or so, some system may be developed for adapting the standard phonograph hook-ups for small and medium-sized apartment buildings.



BAR AT LA CANTES GRILL, Denver, shows substantial increase in music earnings with Seeburg Wall-o-Matics installed. Location owner is high in praise of the new service.

# NOW! AN ILLUMINATED SPEAKER CABINET FOR ONLY \$17.50



## ORGAN-LITE

BY THE MAKERS OF FAMOUS MARBLITE REMODELING

First and foremost . . . with a beautiful illuminated speaker cabinet. Glamorous indirect illumination through 1/4" marblite on both sides. Inside dimensions—depth 11", width 18", length 20". Outside dimensions—26"x21". Complete . . . ready for location with finest Reola Speaker (20 power).

SPECIAL DEAL FOR DISTRIBUTORS!  
CHOICE TERRITORIES NOW OPEN

Organ-Lite  
With Speaker  
**\$24.00**  
Complete . . . Ready  
for Installation

RUSH YOUR ORDER BY WIRE, PHONE, AIR MAIL!  
**COMMONWEALTH CO.**  
553 WEST 34TH ST., N.Y. • TEL. BRYANT 9-0074

## Houston

HOUSTON, Tex., Sept. 21.—A. A. Sage and George French were recently appointed salesman and serviceman respectively for Houston branch of Electro Ball Company, Seeburg distributor. The Houston office personnel now consists of Allen McQuhae, manager; Mrs. Hitch, secretary, and the two above-mentioned.

## VALUES THAT CAN'T BE BEAT!

1935 Rock-O-las . . . . . \$15.00  
1936 Rock-O-las . . . . . 19.50  
Wurlitzer 412 . . . . . 22.50  
Wurlitzer 616A and 716 . . . 44.50

All models available with illuminated grills.  
\$3.50 extra. One-third down with order.  
F. O. B. Chicago, Ill.

UNIVERSAL AUTOMATIC MUSIC CORP.  
6408 Stony Island Ave., CHICAGO, ILL.

MORE MONEY FOR  
COIN OPERATORS  
WITH  
**FUN-O-MIKE**

NOW  
PERSONALIZED  
SONG & TALK  
THRU ANY  
MUSIC  
MACHINE

1935 COMPLETE  
SEND \$3 CASH  
BALANCE C.O.D.  
SPECIFY NAME AND  
MODEL OF YOUR  
MACHINE  
MONEY-BACK  
GUARANTEE

DESIGNED AND MANUFACTURED BY  
**WATERMAN PRODUCTS CO.**  
1919 W. OLDFORD STREET • PHILADELPHIA • PA.

GET YOUR *Best Bargains* FROM *Atlas*:

**SPECIALS OF THE WEEK**

**Western's BASEBALL \$104.50**  
De Luxe Model, Walnut Cabinet, Free Play — Payout Combination

- Rebuilt Mills BLUE FRONT Slots—1c or 5c Play, Stipple Finish, Latest Serial Numbers ..... \$ 47.50
- ABT CHALLENGER Target Skill, Latest Model ..... 16.50
- ABT Model "F" Target, Blue Cabinet, Register Model ..... 16.50
- Keency's ANTI-AIRCRAFT GUN, Black Cabinet ..... 117.50
- Evan's TEN STRIKE, Perfectly Reconditioned ..... 72.50
- Seeburg's "CHICKEN SAM" Rayolite Gun, Like New ..... 64.50
- Wurlitzer's P-12, 12 Records, Guaranteed Perfect, ONLY ..... 24.50

- 3 BARGAIN GROUPS OF FREE PLAYS!**
- \$16.50 Ea.** Batting Champ, Big Ten, Box Score, Dandy, Fair, Follow Up, Gun Club, Multi Free Races, Rink, Side Kick, Speedy, Taps, Zenith, Airliner.
  - \$21.50 Ea.** Avalon, Big Six, Chevron, Chubbie, Cowboy, Contact, Double Feature, Davy Jones, Fifth Inning, High Lite, Hitterburg, Let-o-Fun, Major, Rebound, Sportem, Snooks, Triple Threat, Twinkle.
  - \$29.50 Ea.** Stone's Baseball, Fantasy, Jumper, Pickem, Scoop, Up & Up, Vogue.

**PRICES SLASHED ON PHONOGRAPHS**

- MIGHTY LITTLE MONEY-GETTERS!**
- |  |                                |   |
|--|--------------------------------|---|
| Army Game ..... \$4.50                   | Marvel 5c and 5c ..... \$19.50 | Reliance (Automatic Payout) ..... \$12.50 |
| Bar Boy ..... 4.50                       | Match-Em ..... 7.50            | Sandy's Horses ..... 7.50                 |
| Blue Bonnet ..... 7.50                   | Match Real ..... 5.00          | Bill Jump ..... 12.50                     |
| Cent-Pack ..... 6.50                     | Milwaukee (Bally) ..... 7.50   | ABT Challenger ..... 16.50                |
| Cornet ..... 12.50                       | New Deal ..... 5.00            | Model F, Latest Model ..... 6.50          |
| Dixie Domino ..... 6.50                  | ABT Con. Nut Vendor 10.00      | Taurus ..... 4.50                         |
| Gem ..... 4.50                           | Pack Dice ..... 5.00           | Tilt-Tail-Toe ..... 4.50                  |
| Ginger Be ..... 14.50                    | Penny Draw ..... 4.00          | Turf Flash ..... 5.00                     |
| Grandstand 5c (Taken Payout) ..... 12.50 | Penny Play ..... 5.00          | Tri-o-Pak ..... 7.50                      |
| Heads or Tails ..... 12.50               | Penal Vendor 5c ..... 7.50     | 21 Vendor ..... 5.50                      |
| Horned ..... 5.50                        | Races ..... 8.50               | Vend-a-Bag (Junk) ..... 9.50              |
| Little Merchant ..... 4.50               | Reel Dice ..... 5.00           | Vest Pocket Bell ..... 29.50              |
| Lucky Pack ..... 9.00                    | Reel Spot ..... 5.00           | Zig Zag ..... 5.00                        |
|  | Reel 21 ..... 5.00             |   |

SEND FOR COMPLETE BARGAIN GUIDE! **TERMS:** 1/3 Deposit, Balance C.O.D.

**ATLAS NOVELTY CO.**

The House of Friendly Personal Service  
2200 N. Western Ave., Chicago—America's Largest Distributor  
ASSOC. • ATLAS AUTOMATIC MUSIC CO., 2992 E. JEFFERSON ST., DETROIT  
OFFICES • ATLAS NOVELTY CO., 1901 FIFTH AVE., PITTSBURGH

**Western Firm Is Pushing New Game**

LONG BEACH, Calif., Sept. 21.—"What's the favorite game of Western operators? That's easy. It's Chicago Coin's new Dixie." So say officials of the Long Beach Coin Machine Company. "West Coast operators have long favored Chicago Coin games," the continue, "and Dixie is just another example of the unanimous approval of the products released by this Chicago manufacturing concern."

"Chicago Coin games have consistently been the top profit makers. Mechanically they are as near perfect as any coin machine built. Operators appreciate the fact that Chicago Coin spares no expense in the construction of its games, yet charges no more for them. And after they've been operated for many profitable months Chicago Coin games bring more money when they are traded in. No one would want any more from a coin game, and Chicago Coin gives that service and value consistently. No wonder they're tops on the Coast."

**Big Chief Breaks Shipping Records**

CHICAGO, Sept. 21.—With the first shipment of Big Chief Games, Genco, Inc., manufacturer, reported that shipping records had been broken, more carloads having been rushed to distributors than on any other game in Genco history.

"This record becomes even more phenomenal when it is learned that the terrific volume of orders that caused it were rushed even before Big Chief was on the market—merely on the strength of the sensational string of Genco hit games and on the fact that Big Chief, on toughest test locations, made ordinary earnings pale in comparison." Dave Gensburg, Genco executive, declared.

"There seems to be plenty of reason in the tremendous to-do about Big Chief, since this game is built along the style and idea of Formation, biggest hit in Genco history. Big Chief has, in addition, two new features that add so much to the appeal of the game that in test locations Big Chief's earnings were as much as 50 per cent higher than the earnings of Formation. Which is saying a great deal for the money-making power of this new release.

"We sincerely believe we've hit a new high mark in bringing out Big Chief. Never before in our history has any game created such a pre-release demand."

**Robbins Offers Pistol Targets**

BROOKLYN, Sept. 21.—In keeping with the growing use of target machines, D. Robbins & Company here offers operators a new Pistol Practice machine which operates on a penny and also gives a ball of gum each time. The machine holds 1,500 balls.

"An important feature of the machine and one that appeals to operators is the 'check-up' on skillful hits. Awards are paid for shooting the penny thru the bull's-eye," said Dave Robbins. "All penalties thus skillfully shot are recorded."

"The cabinet of the machine is finished in walnut with highly polished aluminum trimmings. Most people like to handle a gun. They play penny after penny because this gun challenges their shooting skill."

"Several hundred machines have been location-tested. They have proved to be mechanically perfect and splendid money-makers," Robbins added.

**Happels Report on Western Vacation**

MILWAUKEE, Sept. 21.—Mr. and Mrs. William R. Happel Jr., of the Badger Novelty Company, have recently returned from a vacation to the West Coast. They also stopped at Denver and other places to visit coin machine distributors and gather ideas about the industry in various parts of the country.

Carl Happel was in charge of the business here while they were away. He reports that business has been good during the summer. Remote control and wall-box installations are showing a steady increase, he says. The firm also has four studios now working on wired music service.

**BARGAINS While They Last**

**WURLITZERS**

- 500 KEYBOARD ..... \$159.50
- 616—III. Grill ..... 49.50

**ROCKOLAS**

- STANDARDS—1939... \$124.50
- MONARCHS—1938 ... 84.50
- RHYTHM KING 16 .... 34.50

**SLOTS**

- WATLING ROLATOP (10c & 25c Play) ..... \$14.95
- CAILLE 5c ..... 22.50
- TEN STRIKE (Perfect)... \$52.50

**GERBER & GLASS**  
914 Diversey Blvd., Chicago

**READY FOR DELIVERY**  
Genco's New Big Hit—BIG CHIEF

Write for prices on Formation, Dude Ranch, Sky Line, Dixie and Bandwagon.

**FREE PLAY GAMES**

Big League ..... \$22.50	Miami ..... \$17.50
Big Town ..... 32.50	Oh Boy ..... 27.50
Bloodie ..... 47.50	Lancer ..... 24.50
Bubbles ..... 12.50	Lucky ..... 15.50
Cadillac ..... 49.50	Lucky Strike ..... 33.50
Commodore ..... 34.50	Majors ..... 15.50
Congo ..... 39.50	Nippy ..... 29.50
Deathray (Baker) ..... 49.50	Ocean Parks ..... 24.50
Flagship ..... 24.50	Foot-Em ..... 24.50
Forties ..... 29.50	Roxy ..... 34.50
Golden Gate ..... 17.50	Sports ..... 23.50
Jolly ..... 34.50	Shortstop ..... 24.50
Power House ..... 52.50	Topper ..... 17.50
Pylon ..... 50.50	Triumph ..... 27.50
Merry-Go-Round ..... 22.50	Up & Up ..... 12.50
Mr. Chips ..... 24.50	Punch ..... 23.50
Keency's Golden Reel Spinner Winner (Just Like New) ..... \$17.50	Yacht Club ..... 49.50
1c-5c-10c Game (Case Lot, \$67.50) ..... 12.50	
Liberty-Taken Payout Balls ..... 32.50	
Tots ..... 24.50	
American Eagle ..... 32.50	

(Lots of 10, \$275.00)

Many other bargains on Novelty and Slot Machines. Write, call, or drive in. All of the above machines in perfect condition. Ready for operation. 1/3 Deposit With Order, Balance C. O. D. 1 amp., 2 amp., and 3 amp. Converters, converting current from AC to DC. Write for prices and information.

**Domestic Novelty Co.**  
202 G. ST., N. W., WASHINGTON, D. C.

**Avon Always Leads in The Parade of Values!**

**ARCADE EQUIPMENT**

5 Ten Strikes ..... \$ 50.50
7 Ten Pins ..... 52.50
6 Chicken Sams ..... 68.50
2 Daily Bull's Eye ..... 79.50
4 Keency Anti-Aircraft, Black Cabinet ..... 119.50
2 Bally Alloys ..... 29.50
1/3 Deposit — Balance C. O. D.

Write in for Complete Catalog on New and Used Games.

**AVON NOVELTY SALES CO., INC.**  
2923 Prospect Ave., CLEVELAND, OHIO.

**LETTERGRAM**

is for big business houses and small for individual who types communications by words in keep copy of. Send for free samples and particulars.

**VALLEY PRINTING CO.**  
Indianola, Mo.

**BATTLE ROYAL**

A Complete Conversion Unit That Fits All Models of Chicken Sam and Convict Ray Guns



CAN BE INSTALLED BY ANYONE IN A FEW MINUTES

Two famous men are the parachutists—they drop from the sky—you shoot at 'em—they drop—you hit 'em again, and up they go—each time registering a hit.

**FUN—SPORT AND PRACTICE LIGHTS—MOTION AND SOUND**

**SAMPLE \$19.75**  
1/3 Dep., Bal. C. O. D.

WRITE FOR COMPLETE DETAILS

**VALLEY SPECIALTY COMPANY**  
1061 JOSEPH AVENUE ROCHESTER, NEW YORK

**FOUR EXTRA SPECIALS**

- Evans Ten Strike ..... \$64.50
- Cigarollas, Like New ..... 69.50
- Keency's Anti-Aircraft Guns, Black Cabinet, and 1939 Model Galloping Dominoes ..... \$97.50

Write for Complete List of Free Play Games, Counter Games, Automatic Consoles, Slot Machines, Etc. We Ship Subject to Inspection Upon Receipt of Deposit.

**AUTOMATIC SALES CO.**  
416-A BROAD STREET, NASHVILLE, TENN.

## Groetchen Slogan Inspires New Idea

CHICAGO, Sept. 21.—"Years ago we coined the slogan, 'To Be Successful, a Game Must Be Fun To Play,' spokesmen for the Groetchen Tool Company say. "In presenting our new machine, Sparks Champion, with automatic Goldaward, we have brought playing appeal to a new height of perfection. "Sparks Champion features two com-

plete payout systems, Goldaward coins paid from a front payout chute on the jackpot combination plus the regular free-play or cigarette tokens paid out from the side opening.

"This juicy Goldaward, which the operator can redeem at any figure convenient to him, acts like a magnet upon players. They find its appeal irresistible. "Sparks Champion features the novel sports symbols in addition to regular cigarette, beer, and horse symbols. Its removable mechanism sliding out on rails is of heavy, rugged construction to withstand rough play. Cash capacity is the largest ever and is needed because earning reports are far in excess of any previous figures," company officials state.

For the past two months Sparks Champions have been in the hands of leading operators and distributors for testing, but up to the present time public announcement has been withheld because the Groetchen factory was overwhelmed with orders for its Liberty and Mercury token payout games. Facilities have been expanded to permit immediate quantity shipments on the new Sparks Champion.

## Demand for Game Never Equaled

CHICAGO, Sept. 21.—The demand for Leader games has never before been equaled in the history of Exhibit Supply Company, officials of the firm stated this week.

"Reports of Leader's success have spread to all sections of the country. Games on test locations booked profits that were unbelievably big, but these figures have been substantiated and surpassed over and over again by reports from operators everywhere who have Leader in operation.

"The reputation Leader has earned as a money-maker overshadows its many other fine qualities that so greatly contribute to its profitable operation, some of which are attractive flashy appearance, easily understood multiple ways to win, unpredictable thrilling ball action, and smooth mechanical perfection," officials say.

John Chrest, sales manager for Exhibit Supply Company, now on an extended trip thru the East visiting Exhibit's distributors, reports that Leader is getting a fine reception everywhere and is the talk of the industry. The large orders Chrest telephones to the company daily for more and more Leaders are breaking all sales records.

## Military Men Play Games

HALIFAX, N. S., Sept. 21.—Naval and mercantile sailors awaiting the start of convoys for the British Isles, also sailors on shore leave from their home defense patrols, are heavy players of coin machines in Halifax. This is the starting point for all British convoys, and a focal base for coast patrolling in guarding against submarines and airplanes. The British and Canadian navies are involved, and the United States Navy, too, for Halifax is a port of call for the United States Navy and Coast Guard fleets, and the destination for the 50 destroyers traded for naval and air bases. Members of all three navies have been joining in groups for amusement, in which coin machines, particularly the pinball games, play vital roles.



HAROLD SCHAEF (right), head of the Victor Vending Corporation, Chicago, and W. A. Jenkins, of Atlas Sales Company, Cleveland, as they promenade recently on the Boardwalk at Atlantic City.

**Southern Automatic**  
OFFERS VALUES THAT CAN'T BE BEAT!  
CHOOSE FROM AMERICA'S LARGEST SELECTION OF AUTOMATIC MACHINES!

Airport .....	\$19.50	Fellow Up .....	\$19.50	Punch .....	\$29.50
Bally Beauty .....	44.50	Flagship .....	29.50	Rebound .....	19.50
Big League .....	39.50	Formation .....	79.50	Red Hot .....	39.50
Big Show .....	14.50	4-5-6 .....	19.50	Roxy .....	39.50
Big Six .....	39.50	Headliner .....	19.50	Score Card .....	34.50
Big Town .....	24.50	Jolly .....	39.50	Score Champ .....	42.50
Blackout .....	24.50	Jumper .....	19.50	Sporty .....	49.50
Blondie .....	49.50	Lancer .....	32.50	Summertime .....	47.50
Cadillac .....	54.50	Lone Star .....	57.50	Super Six .....	27.50
C. O. D. .....	19.50	Maslot .....	44.50	Spot Em .....	14.50
Commodore .....	34.50	Major .....	19.50	Topper .....	19.50
Convention .....	55.50	Nippy .....	19.50	Triumph .....	34.50
Chevron .....	19.50	Oh Johnny .....	59.50	Variety .....	27.50
Congo .....	39.50	Pick Em .....	19.50	Vogue .....	19.50
Drum Major .....	55.50	Power House .....	59.50	Wings .....	64.50
Fantasy .....	29.50	Polo .....	69.50	Yacht Club .....	59.50

Keeney Triple Entry, Ticket Model .....\$109.50  
Gallopng Dominoes, Ticket Model ..... 89.50  
WHILE THEY LAST! Jennings 5c Cigarettes, Each ..... 79.50

Chicken Sam Rayolites with Base .....\$59.50

### 100% LEGAL GAMES

Supply Limited—Order Now!

Exhibit's Bowling Alley .....	\$29.50	Rockola Ten Pins .....	\$59.50
Bally Alley .....	29.50	Evans Ten Strike .....	59.50
Skee-Ball-Elto .....	49.50	Jalbird Rayolite .....	81.50

Terms: 1/3 Deposit With Order, Balance Sight Draft.  
As equipment moves rapidly, please state second choice when ordering.  
This will eliminate delay in shipments.

WRITE FOR NEW LIST OF USED PHONOGRAPHS

# Southern Automatic MUSIC CO.

"The House that Confidence Built"

542 S. SECOND ST., LOUISVILLE, KY.  
NASHVILLE, TENN. CINCINNATI, O. INDIANAPOLIS, IND.  
425 Broad St. 312 W. Seventh 620 Massachusetts

## IN THE STATE OF KENTUCKY IT'S THE OHIO SPECIALTY COMPANY

ALWAYS ON DISPLAY—OVER 600 MACHINES OF ALL KINDS

WE BUY...SELL...OR TRADE

Known Throughout Kentucky as Headquarters for Operators

Bona Fide Distributors for All Leading Manufacturers

Please Take Note — We Do Not Operate Any Machines

## OHIO SPECIALTY COMPANY

539 S. 2d ST., LOUISVILLE, KENTUCKY

## Buy THE NEW Gold Award AMERICAN EAGLE from 'The House of Winners'

ON 10 DAYS' FREE TRIAL 10 FOR \$275

SAMPLE \$32.50.  
Bull Gum Model, \$2 Extra.  
Gold Award Model, \$1.50 Extra.  
Dep., Bal. C. O. D.



## SILENT SALES COMPANY SILENT SALES BUILDING MINNEAPOLIS, MINN.

### Reconditioned Slots

Pat DeLuxe Nelson Bell, 5c .....	\$55.00
Pat All Star Comet, 5c, 10c, 20c .....	30.00
Pat All Star Comet, 50c .....	50.00
Pat Kitty, 5c, 10c .....	40.00
Pat All Star Gold Award, 10c .....	35.00
Wills Blue Frl., Double J. P., 5c, 10c .....	35.00
Wills Blue Frl., Single J. P., 5c .....	45.00
Wills O.T., Blue Front, 5c .....	25.00
Wills Dewey with Jackpot, 5c .....	75.00
Jennings Chief, 1c, 5c, 25c .....	35.00
Collis J-Way A. O., 5c .....	45.00

### CONSOLES

Keeney Skill Time .....	\$30.00
Keeney Triple Entry .....	\$18.00
Evans Lucky Star .....	\$5.00
Jennings Multiple .....	75.00
Keeney Red Head Track Time .....	40.00

### Automatic Coin Machine Corporation 340 Chestnut St., SPRINGFIELD, MASS.

### CLOSE OUT BARGAINS

#### PHONOGRAPHS

1 Reeburg Symphonias .....	\$ 70.00
1 Rock-Ola Monarch '38 .....	77.50
1 Rock-Ola Standard '39 .....	125.00

#### CONSOLE PAYOUTS

1 Tank Time .....	\$50.00
1 Buckley Track Odds .....	60.00
1 Kentucky Clubs .....	42.50
1 Gallopng Dominoes .....	42.50
1 Liberty Console Flat .....	25.00

#### COUNTER GAMES

2 Sports, 5c play J. P. .....	15.00
-------------------------------	-------

We have Counter Games of all types new and used. Before buying get our prices first.

### HOWARD SALES COMPANY

222 South 13th Street, OMAHA, NEB.

### CORRECTION

Price misquoted in recent ad should have been—

DOUGHBOY... \$54.50

### ATLAS NOVELTY COMPANY

2200 N. Western Ave., CHICAGO

### GOOD FREE PLAY GAMES

Box Score, Liberty, Up and Up, Bubbles, Avalon, Twinkle, Contact, Alps, \$12.50 Each.	
Click .....	\$ 8.50
Keeney Kings .....	12.50
Skee-Ball-Elto .....	59.50
Evans Ten Strike 52.50	
Chicken Sams, Perfect new and used .....	\$24.00
New Toys .....	12.50
New Marvells Gun Model .....	34.50

We Have What You Need. Send for List of Special Prices.

### GENERAL COIN MACHINE CO.

227 N. 10TH, PHILADELPHIA, PA.

### TO CLOSE OUT

## 20 AUTO-GOLF MACHINES

10 Used 10 New

Suitable for Golf Pro Shops, Hotels or Sport Centers. First come first served. Price \$65.00. Originally sold for \$162.50. Write

### AUTO-GOLF, Inc.

221 Clara St., SAN FRANCISCO

### DUE TO ILLNESS MUST SACRIFICE

25 Master and Krickerbocker Six-Column Cigarette Machines with Stands at \$7.50 each. F. O. B. Springs Valley, Ill. All machines mechanically A-1. Write

### M. ROSENZWEIG

Springs Valley, Ill.



Mills Vest Pocket is the best and only Counter Machine ever to be equipped with complete automatic payout, only \$44.50

### GUARANTEED FREE PLAY GAMES

Contacts .....	\$12.50	Commodore .....	\$29.50
Fifth Inning .....	15.00	Sports .....	29.50
Big Six .....	17.50	Mr. Chips .....	32.50
Champions .....	19.50	Big Show .....	35.00
Variety .....	19.50	Score Champ .....	35.00
Major .....	19.50	Short Stop .....	47.50
Pick Em .....	24.50	Wings .....	52.50
Lancer .....	24.50	Gold Cup .....	64.50
Triumph .....	27.50	1-2-3 .....	64.50
Lucky .....	29.50	Sports Event .....	111.00

### The Markepp Company

3328 Carnegie Ave. 1410 Central Parkway CLEVELAND, O. CINCINNATI, O.

Write for Mills catalog and price list



10-Day Free Trial American Eagles or Marvells, Lots of 10 \$2.75 each Bull Gum Model \$2.00 Extra

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

## READY FOR SHIPMENT!!

### PACE AUTOMATIC DUCKPIN BOWLING ALLEY

**The Greatest Legal Amusement Device Ever Built—Now Produced by PACE—Whose Name on any Coin Operated Product is your Assurance of Complete Satisfaction**

**PACE ALLEYS ARE NOT AN EXPERIMENT — NOW IN DAILY OPERATION IN WISCONSIN, NORTH CAROLINA, KENTUCKY, CALIFORNIA, ETC. TREMENDOUS RETURNS ON THE INITIAL INVESTMENT, WHICH IS BUT A FRACTION OF THE COST OF ORDINARY ALLEYS.**

Regulation Duck Pins and Balls — Complete Automatic Pin Reset and Ball Return — Full Game of Ten Frames With Spares and Strikes — 40-Foot Bowling Surface.

**ACT NOW TO ESTABLISH YOURSELF IN A LEGITIMATE-PROFITABLE PERMANENT BUSINESS**

**WRITE TO  
PACE MFG. CO., INC. 2901-17 INDIANA AVE.,  
CHICAGO, ILL.**

it's a hit!

## LIBERTY BELL

Sports  
Parade

Sport Symbols for Added Appeal

Liberty Bell has already proved its earning superiority on thousands of locations. Now this unusual machine is available with intriguing new sports symbols... a new idea that's proving tremendously popular everywhere. It's a winner—Don't miss it.

1c or 5c Play  
Safeguarded by Gottlieb's Automatic  
Token Payout System

**GERBER & GLASS** 914 Diversy Blvd.  
Chicago, Illinois



## CMI President Shouts Optimism As Association Membership Grows

make it an even hundred," says Dave Gottlieb, president of Coin Machine Industries, Inc., in announcing that applications for memberships have recently been received from such outstanding manufacturers of coin-operated machines as:

Packard Manufacturing Corporation  
Stoner Corporation  
Gottlieb expresses it as his personal opinion that having such a well-known and highly respected personage as Homer E. Caphart as a member of the Show Committee for the 1941 Coin Machine Show will help toward realizing their slogan for this show—"Bigger and Better Than Ever." Homer's dynamic personality, coupled with his energy and ex-

perience, should contribute greatly toward making the 1941 Coin Machine Show and Convention the super-colossal event it is intended to be.

C. R. Adelberg, of Stoner Corporation, has been appointed to membership on the Entertainment Committee and will assist Dick Hood, chairman, in the selection of beauty and talent that will strain the eyes and tickle the ears of all those who attend.

Elsewhere in this issue is listed the personnel of all the 1941 convention and show committees. These men will contribute their time and talents in helping the directors of CMI and the show management to fulfill their promise of "Bigger and Better Than Ever."

## New Version of DaVal Machines

CHICAGO, Sept. 21.—The DaVal Company, manufacturer of American Eagle counter game, introduced a new version of this machine in its Gold Award American Eagle this week.

According to Al S. Douglas, president of the firm, the new Gold Award American Eagle offers many advantages to operators all over the country. "It makes use of the tremendously popular gold award of the big bell machines," said Douglas. "It offers the players a great inducement, for it brings them the possibilities of extremely large returns for their investment. The Gold Award American Eagle is perfectly gauged for the operator. It is so arranged that the operator can set his own value on the 'Gold Award' token. He can value it at 50 cents, \$1, \$5, or even \$10. He can use one to each filling, or two or three to each filling. Each 'Gold Award' token is serial numbered for the protection of the operator and the individual location.

"In addition we have redesigned the machine. It is now even more attractive than the standard model American Eagle. A large 'Gold Award' decorates the front of the machine and the golden color is a terrific lure to the players. They all know what this golden coin on the front of a machine means, and they sure do play for it.

"At the present time, as the trade knows, we are a bit behind in deliveries. Even tho we are working a day and a night shift we haven't been able to catch up with the demand. We have added much new machinery. We have more than tripled our personnel, but we believe that with the introduction of the new Gold Award American Eagle we have even made it harder for ourselves to catch up because of the fact that there is a need for this game on the market."

## Adds Equipment To Give Real Service

CHICAGO, Sept. 21.—Al Stern, busy executive of the Monarch Coin Machine Company, took time out from his activities in keeping the wheels moving at Monarch to say he didn't have much time for a long interview. "We've been so busy here at Monarch that we barely have time to eat," he said. "We're preparing to move our headquarters to another location in the near future and have been attempting to reduce our stock by slashing prices, below cost in some instances.

"Instead of reducing our stock appreciably, to have less to move, we've been forced to purchase additional equipment to keep pace with orders from coinmen all over the country. Operators have seen that their purchases from us at this time have saved them so much money that it is their desire to stock up with as many machines as they can use and take advantage of the savings.

"It won't be long now until we have moved and then operators will get even more value for their money in purchases from Monarch. New equipment for better reconditioning of all types of games will enable us to speed up service and offer the finest values in Monarch history."



MR. AND MRS. NAT COHN, of New York, celebrating their 10 wedding anniversary. A big party was given on the occasion.

## OUR SPECIAL DEAL



ON RAPID FIRE HAS SET A NEW SALES RECORD FOR US BECAUSE WE ARE GIVING THE BEST AND EASIEST WAY TO BUY! WRITE!! WIRE!! PHONE FOR

**JACK FITZGIBBONS**

453 W. 47th ST., N. Y. (Tel.: Circle 6-8343)

Special Deal on  
**Bally's**

## RAPID-FIRE MACHINE GUN



Another  
**SMASH HIT!**  
Agents' Profit!  
ON EVERY SALE

**SELL AT WHOLESALE PRICES TO RETAIL STORES**

Sell "Cherry Top" at the wholesale price of \$2.95, and give a \$1.00 value Gold Star pencil free with each sale.

**CHERRY TOP**  
Each Cover - Price \$4.00  
500 Sales - dot credit value  
Take In . . . \$48.00  
Less 300 box purchase 15.00  
\$33.00  
Average Payout 11.00  
Average Profit \$12.00

Cost for board and pencil complete, ONLY \$1.95.

**RUSH YOUR ORDER TODAY!**

**GOLD STAR Mfg. Co.**  
Prices quoted F.o.b. Dearborn, Mich. and one-third deposit required on all orders.

1325 Michigan Ave. Dearborn, Michigan

**TIE-UP WITH A WINNER!**

**SCENIC VIEWING TELESCOPES**

Don't overlook the telescope business. An income for life. There are profitable locations available in your territory.

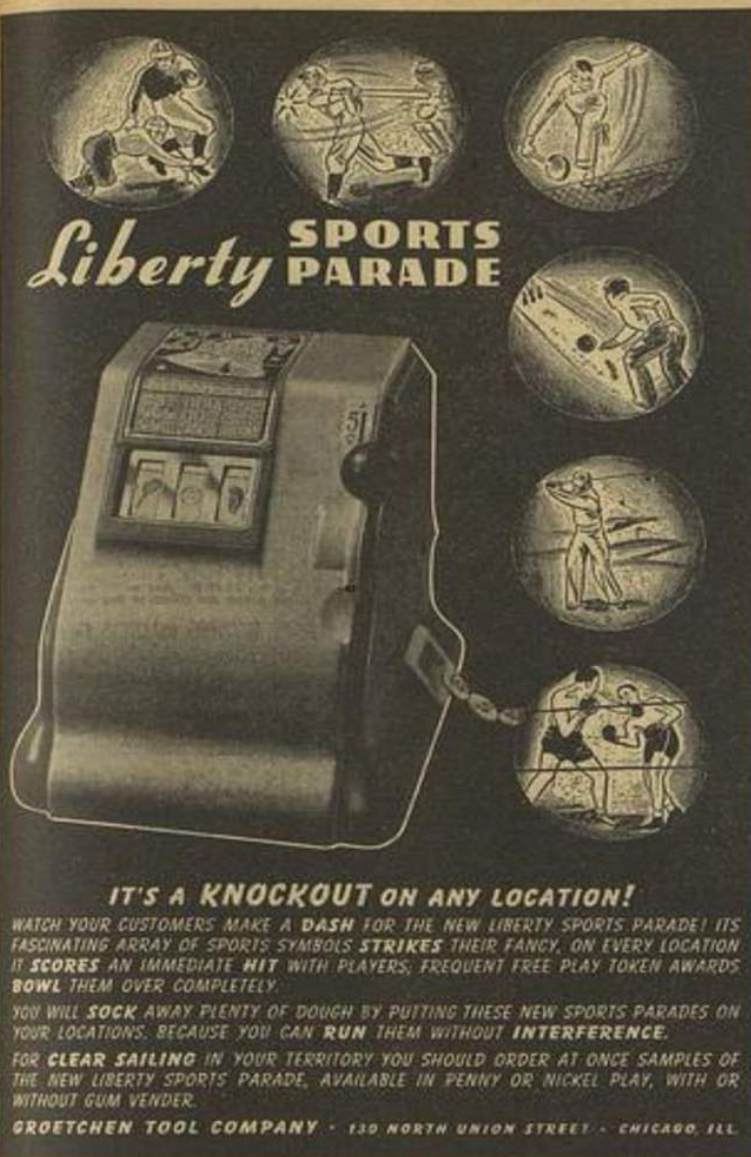
Write  
**McGUIRE CO.** 1322 Lee Ave., Long Beach, Calif.

**SPECIALS**

	Each
12—Jennings Olga Roles, 5c Play	\$62.50
10—Vent. Pockets, serials around 14,000	24.00
5—Mills Smoker Bells	23.00
10—Bally Triumphs Free Play	18.50
10—Holly Grip Testers	8.00
1—Evans Ten Strike	24.99
3—Leeburg Symphonias	24.50
8—1937 Rhythm Kings, 12 records	24.50
2—P-12 Wurlitzers	65.00
1—Bally Sport Page	78.00
1—1938 Galloping Dominoes	58.00
1—1937 Galloping Dominoes	58.00
1—1937 Evans Bangalala, Brown Cabinet	40.00
1—1937 Evans Bangalala, Red Cabinet	40.00
2—Gottlieb Console Derbys	25.00
1—Jennings Dorby Day	11.99
1—Track Odds, Red Cabinet	29.99
1—Track Odds, Red Cabinet	29.99
1—Bally Fast Track	17.00
1—Pacific Jackpot Console	10.00
2—Pacific Jumbo Deluxe Bell	10.00

**H. G. PAYNE COMPANY**  
312 Broadway, Nashville, Tennessee





## Liberty SPORTS PARADE

**IT'S A KNOCKOUT ON ANY LOCATION!**

WATCH YOUR CUSTOMERS MAKE A DASH FOR THE NEW LIBERTY SPORTS PARADE! ITS FASCINATING ARRAY OF SPORTS SYMBOLS STRIKES THEIR FANCY, ON EVERY LOCATION IT SCORES AN IMMEDIATE HIT WITH PLAYERS, FREQUENT FREE PLAY TOKEN AWARDS BOWL THEM OVER COMPLETELY.

YOU WILL SOCK AWAY PLENTY OF DOUGH BY PUTTING THESE NEW SPORTS PARADES ON YOUR LOCATIONS, BECAUSE YOU CAN RUN THEM WITHOUT INTERFERENCE.

FOR CLEAR SAILING IN YOUR TERRITORY YOU SHOULD ORDER AT ONCE SAMPLES OF THE NEW LIBERTY SPORTS PARADE, AVAILABLE IN PENNY OR NICKEL PLAY, WITH OR WITHOUT GUM VENDER.

GROETCHEN TOOL COMPANY • 130 NORTH UNION STREET • CHICAGO, ILL.

## Atlas Official Praised by Chiefs

CHICAGO, Sept. 21.—Phil Greenberg, manager of the Pittsburgh office of the Atlas Novelty Company, visited headquarters here recently and spent two days in business conference with Morris and Eddie Ginsburg, executives of the company.

The Ginsburgs gave a detailed account of the good work being done in their Pittsburgh branch and highly complimented Greenberg on his part in its success.

"Greenberg has built a smooth-working organization which gives efficient, intelligent, and expert service," they stated. Sales Manager Art O'Mealla has been a traveling salesman for years and boasts one of the widest acquaintanceships in the industry. Art has traveled in Pennsylvania for the past five years and has given operators many helpful ideas.

"Two servicemen work out of the Pittsburgh office, making regular calls on operators in that territory. The office personnel consists of 15 employees, all of whom have been with Greenberg for a long time."

## Lazar Reports Trade at Peak

PITTSBURGH, Sept. 21.—Ben D. Lazar, of the B. D. Lazar Company, reported today that business is the best his firm has enjoyed in many years.

"We can truthfully state," said Lazar, "that we have been enjoying the best business in our history."

"Our new products, especially the American Eagle and Marvel, have proved of tremendous value to the trade. We find that operators have been coming back to us because of the superior service and the wholehearted co-operation we are offering them with every transaction. We actually go out of our way for the operators. We find that this is the best way to do business."

"Our Philadelphia office is doing a terrific job. It has become a headquarters for smart operators in Eastern Pennsylvania."

we offered an unlimited guarantee on it. At the same time we coined the phrase, "50 per cent refund in six months on any given counter game."

"Since taking over distributorship of the Groetchen line, however, we have found the guarantee and offer of a refund superfluous. This is especially true since Groetchen inaugurated its exclusive feature whereby its counter games are now interchangeable from penny to nickel play.

"The Liberty Bell has sports, cigarette, or fruit reels and token payout. It is made by Groetchen and you'll never want to trade it in. The mechanism is interchangeable from penny to nickel, which is offered as an exclusive feature," it was stated.

## Chicago Distrib Boosts Counters

CHICAGO, Sept. 21.—In recalling the old days of the business, officials of the Gerber & Glass Distributing Company here said: "Back in the early days while building our reputation as the counter game kings our confidence in the equipment we were selling was so great that



ROY MCGINNIS (right), distributor in Baltimore for Exhibit Supply Company, and his accountant, Max L. Goldberg, highly praised the Leader game on a visit to Chicago.

## EVERY MACHINE LISTED HERE IS A NATURAL



FOR BIGGER PROFITS THIS FALL! ALL ARE LATEST HITS! OUR PRICES ARE GUARANTEED TO PLEASE! WIRE! PHONE! MAIL YOUR ORDER NOW!

### NEW FREE PLAY GAMES

Mills Jumbo Parade Novelty Bell	Bally Fleet
Mills 1-2-3 Table	Chicago Coin Dixie
Mills Five-in-One	Exhibit Landslide
Mills Free Play	Evans Jungle Jump
Mills Vender	Genco Band Wagon
Bally Record Time, Console Model	Gottlieb Three Score
Bally Record Time, Table Model	Jennings Fast Time
	Stoner D.M. Feature

### NEW SLOT MACHINES

Mills Chrome Bell	Mills Melon Bell
Mills Hand Load	Mills Club Bell
Mystery Bell	Mills Q. T. Bell
Mills Bonus Bell	Mills Smoker Bell
Mills Cherry Bell	Mills Chrome Vest
Mills Mystery Mile	Paces Rocket Bell
Front Bell	Pockets Bell
Mills Mystery	Groetchen Columbia
Golden Bell	Jackpot Bell
Mills Brown Front Bell	Groetchen Columbia
	Gold Award Bell

### NEW 1 BALL AUTOMATICS AND CONSOLES

Mills Automatic	Evans Lucky Lucro
Jumbo Parade	Evans Jungle Camp
Baker's Paces	Jennings Fast Time
Bally Santa Anita	Jennings Bob Tail
Bally Royal Flush	Kenny Pastime
Bally Royal Draw	Kenny Super Track
Evans Paces	Time
Evans Galloping	Kenny Triple Entry
Dorino	Mills 4 Balls
Evans Galloping	Mills Square Bell
Dominos	Mills 1-2-3
Evans Domino, Jackpot	Reel Spinning
Evans Bang Tails	Reels
Evans Bang Tails, with Jackpot	Paces Races

**ATTENTION,** Operators in Virginia, North Carolina and South Carolina! Don't overlook the new Mills Empress and Throne of Music phonograph—available in a dozen different color combinations. Write for price, terms and complete information.

### NEW COUNTER GAMES

Mills Wild Deuces	Buckley Pilgrim
Mills Fruit King	Vender
Mills Kounter King	Daval Marvel
Mills Ticketto	Daval Amer. Eagle
Mills Ticketto, Jackpot Model	Ex-Ray
A.B.T. Challenger	Daval Penny Pack
A.B.T. Red, White and Blue	Regular Model
A.B.T. Model "P"	Daval Penny Pack
Target	Divider Model
Bally Baby	Daval Jiffy
Bally Wierdum	Daval Heads or Tails
Buckley Cent-a-Pack	Groetchen Imp
Groetchen Zoon	Groetchen Mercury
	Groetchen Liberty
	Groetchen Zephyr

### MISCELLANEOUS MACHINES

Bally Rapid Fire	Mutoscope Sky
Sub-Machine Ray	Fighter
Gun	National Postage
Columbus Merchandisers	Stamps Vender
Exhibit Vitalizer	Pace Aristo Scale
Foot Ease Machine	Pace Miro-Scale
Groetchen Meris	Pace Card-Scale
Typewriter	Rock-Ola Lobby
Kenny Anti-Aircraft Machine Gun	Scale
Mills V-12 Cigarette	Waiting Guessing
Vender	Scale
Mills Modern Scale	Waiting Horoscope
Mills Trylon Scale	Scale
	Waiting Fortune
	Telling Scale

TERMS: 1/3 Certified Deposit With Order. We Ship Balance C. O. D.

**THE VENDING MACHINE CO.**  
105-15 Franklin St., Fayetteville, N. C.

## CARL TRIPPE HAS DAVAL'S NEW GOLD AWARD, AMERICAN EAGLE

10 FOR \$275

SAMPLE \$32.50  
GOLD AWARD MODEL \$1.50 EXTRA  
BALL GUM MODEL \$2.00 EXTRA

1/2 Dip., Bal. C. O. D.



## IDEAL NOVELTY CO.

1518 MARKET ST., ST. LOUIS, MO.

### WARNING!!!

Our Football and Baseball Jackpot Cards are copyrighted under No. 309853, No. 309859 and No. 309860. All infringements will be prosecuted. Jobbers, Distributors and Operators, write for prices and information.

WIN-ON AMUSEMENT CO.  
208 Ewing Street, Winona, Minnesota

## WHILE THEY LAST

Werltizer's 616-A, First Class Condition . . . \$54.50  
Write-Wire

B & B AUTOMATIC MUSIC CO.  
4206 N. Western Ave., Chicago, Ill.

ALREADY IN  
QUANTITY  
PRODUCTION

**SPARKS  
CHAMPION**



COMMAND the PLAY on EVERY LOCATION with the new GOLD-AWARD SPARKS CHAMPION

On Jackpot combination, it awards automatically CHAMPION Gold Coin from Front Chute, in addition to regular token awards made from side chute.

Wonderful earnings reported by our customers, it's a sensation among token payout games.

Penny or Nickel Play, with Gum Vender, New Sports Reels, or Cigaret, Beer or Horse Reels.

Magnificent Tu-Tone Streamlined Cabinet, rugged robust mechanism, built to withstand heavy play.

Immediate Quantity Shipments.

**GROETCHEN**

150 N. UNION, CHICAGO

**ART NAGEL  
IS DELIVERING  
DAVAL'S NEW GOLD AWARD  
AMERICAN EAGLE**

On 10 Days' Free Trial

SAMPLE  
\$32.50

BALL  
GUM  
MODEL  
\$2  
EXTRA

1/3 Dep.  
Bal.  
C. O. D.



10  
FOR  
\$275  
GOLD  
AWARD  
MODEL  
\$1.50  
EXTRA

**AVON Novelty  
SALES CO.**

2923 PROSPECT AVE.  
CLEVELAND,  
OHIO

**WANTED FOR CASH**

MILLS' LATE MODEL BLUE and BROWN  
FRONT SLITS (Serial Numbers over 400,000).  
ALSO MILLS' VICE POCKET BELLS. When  
writing give rock-bottom prices and full details.

**IDEAL NOVELTY CO.**

1518 MARKET ST., ST. LOUIS, MO.

**OPERATORS, WRITE...**

**H. C. PAYNE COMPANY**

312-314 Broadway, NASHVILLE, TENN.  
For Weekly Bargain List, Most Complete Stock  
of New and Used Coin Machines in the South.

## Fair and Factory Help Dallas Ops

DALLAS, Sept. 21.—Local coin machine men are looking to the fall season with optimism. September marks the change from outdoor operations to the indoor sports. Also to give zest to the fall biz will be the opening of the local football season in mid-September. Another impetus to the coin machine trade will be the State Fair of Texas, which opens here October 5. More than a million visitors came to Dallas for the 1939 exposition and a larger attendance is expected this year. With work to start within the next few weeks on the North American Aircraft's \$7,000,000 plane factory at Hensley Field, Dallas is set for a fall and winter of good business.

Electro-Ball Company, Inc., was host last Sunday (8) to more than 150 music men from seven States at a luncheon and pre-view showing of the Seeburg wired music equipment, given in the Adolphus Hotel.

C. T. McKelvy, sales manager for Seeburg, gave a visual demonstration of the Seeburg system of wired music, using a Seeburg phonograph equipped for combination straight remote control music and for the central station operation thru leased wire service and a switch board. Coin machine men from Texas, Oklahoma, Tennessee, Louisiana, Arkansas, New Mexico, and Mississippi attended the show.

A. C. Hughes, of Electro-Ball Company, acted as master of ceremonies, and McKelvy was assisted by Reed Crawford and Pete Otis, factory representatives, and Ed Stern, district manager for Seeburg. Other Electro-Ball officials present were S. H. Lynch, E. D. Purlow, and Augusta Zapp. Electro-Ball branch managers in attendance included H. W. Thompson, San Antonio, Tex.; Allen McQuhane, Houston, Tex.; O. E. Ortle, New Orleans; Jack Canipe, Memphis, Tenn.; Tom Wolf, Oklahoma City, Okla., and H. A. Hoffman, Little Rock, Ark.

The music men heard the Seeburg announcement of its plan of co-operating with operators in the development of wired music. According to this plan, wired units will only be installed in cities where their operation is expedient and where competition shows their need. These units are to be installed and operated on a co-operative basis between the Seeburg firm and the operators using the wired system.

Arthur Flake has just completed an extended trip to South Texas, where he visited Waco, Austin, San Antonio, and Houston. Flake says amusement biz is good in South Texas.

A sure sign of the advancement of the local coin machine industry is the formation last week of the Dallas Coin Machine Men's Association. R. O. Burns is president, and John Bachman, secretary and treasurer. Directors are Arthur Flake, Earl Reynolds, and Fisher Brown.

our repair shop. If you have ever wondered why Allied rebuilt machines are such fine jobs, our modern equipment and able personnel are the chief reasons, and we urge you to stop in and see for yourself."

## Allied Extends Wide Invitation

CHICAGO, Sept. 21.—"The Allied Novelty Company, of Chicago, invites all operators of the Middle West to come in and see one of the most modern repair shops in the country," said Sam Kleinman, company official, as he explained the unique up-to-date repair service the company renders.

"We want the operators to know that Allied, because it is one of the newest distributors of new and used games in the city of Chicago, has the finest and most modern facilities for rebuilding all machines and putting them in the finest condition. We have secured the services of William Davis, well known throughout the Central and Southern States as an efficient and capable man, as foreman of



JOHNNY KOCHIN (left), Terryville, Conn., operator, looks over the Leader Game at Exhibit Supply Company. John Chrest, sales manager for Exhibit, is at right. Kochin's smile shows that he likes the Leader.

## MOSELEY'S SPECIALS

Machines listed below are slightly used and offered subject to prior sale. All orders must be accompanied by 1/3 certified deposit, balance C. O. D.

5-BALL FREE PLAY	
2 Chicago Coin Polo	\$62.50
1 Bally Beauty	42.50
2 Exhibit Short Stop	39.50
1 Keeney Super Six	29.50
1 Pace Reel Fruit Reels	19.50
1 Bally C. O. D.	18.50
3 Bally Dandy	15.00
1 Exhibit Jumper	15.00
CONSOLE & AUTOMATIC PAY	
2 Sam Times, 1938 Model	\$79.50
1 Triple Entry	79.50
1 Lucky Star	75.00
1 Pace Reel Fruit Reels	69.50
1 Mills Spinning Reel	62.50
1 Thistle-down	62.50
1 Klondike	44.50
1 Baker Pacer, Cash, 25¢, 30-1	44.50
1 Paces Races, 5¢, Cash, 30-1 J.P.	169.00
1 Paces Races, 5¢, Cash, No. 6022, 30-1	124.50
1 Paces Races, 5¢, Cash, No. 6048, 30-1	109.50
1 Paces Races, 5¢, Cash, No. 5329, 30-1	97.50

MISCELLANEOUS	
1 Evans Ten Strike	\$89.50
1 Exhibit Vindicator	85.00
1 Columbia Ball, G. A. Rear Door Payout	45.00
1 Mills Vest Pocket Bell	25.00
1 Comet 1¢ Token Payout	5.50
1 Penny Pack, Divider Model	2.50

PHONOGRAPHS	
15 Wurlitzer G18, Perfect	\$89.50
10 Wurlitzer 412, Perfect	49.50
1 Rock-Ola Play Boy Speaker	24.50

IMMEDIATE DELIVERY ON BALLY'S RAPID FIRE, FLEET, SANTA ANITA, RECORD TIME, MILLS JUMBO PARADE (BOTH CASH AND FREE PLAY), JENNINGS FAST TIME, CHICAGO COIN'S DIXIE & SKYLINE. Ask us for your price. The above prices are effective September 23, 1940.

MOSELEY VENDING MACHINE EX., INC.

60 BROAD ST., RICHMOND, VA.

Day Phone 3-4511 — Night Phone 6-5323

## PALISADE'S SPECIALS!

ALL OUR EQUIPMENT GUARANTEED PERFECT!

2 Evans Bang Tails (Rebuilt)	\$ 92.50
3 Evans Lucky Star	89.50
1 Keeney Totalizer	145.00
2 Keeney Triple Entry	140.00
12 Jennings Multiples	32.50
4 Jennings 25¢ Chief Consoles	40.50
4 Jennings 5¢ Chief Consoles	35.00
1 Jennings 10¢ Chief Consoles	37.50
1 Bally Grandstand	75.00
2 Bally Thistle-down	65.00
1 Rock-Ola Across-the-Board	22.50
3 Mills Golf Ball Venders	125.00

1/3 Deposit With Order, Balance C. O. D.

CALL OR WRITE QUICK FOR IMMEDIATE DELIVERY OF Bally's Santa Anita, Bally's Record Time.

Ask us for quotation on 18 Keeney Track Times with rebuilt Bases and Brakes.

**PALISADE NOVELTY DISTRIBUTORS**

655 Cliffside Ave., Cliffside Park, N. J.  
Phone: CLIFFSIDE 6-1710

## GUY NOEL

Says—

The Last Word in Coupon Games is Our New

**ROL-N-PIN**

It's Different and Extremely Fascinating. 1,000 New Coupons—Not Numbers—Not Symbols, Essential for Good Territory. Write Me for Information.

WE ARE SOLE MANUFACTURERS OF 100% UNION MADE COUPON GAMES WITH ALLIED PRINTING UNION LABEL. Mfrs. of Largest Variety Line of Jar Games—Whirling Derry Games—Baseball Daily and Weekly Series—Tip & Jack Pot Games—Sales Cards.

WRITE US YOUR REQUIREMENTS.  
**GAY GAMES, INC.**  
Dept. 88-9, MUNCIE, INDIANA

**BUY TOT FROM TONY GASPARD**

Write or Wire  
**Weston Distributors, Inc.**  
689 Tenth Ave., New York (CI-6-6745)



NEW MONEY-MAKING SENSATION!

# PICK-A-PACK

COUNTER CIGARETTE GAME  
Producing amazing earnings  
in all types of Locations!

PENNY PLAY

NOW! \$14.75

SPECIALY PRICED

GUARANTEE

Try PICK-A-PACK for 10 days. If not satisfied, purchase price will be refunded!

BAKER NOVELTY CO., Inc.  
2626 Washington Blvd., CHICAGO

## Orders Increase For Two Consoles

CHICAGO, Sept. 21.—"Orders are pouring in from all over the country for Bobtail, Silver Moon Console, and the new Fast Time console," said E. P. Winkel, sales executive of O. D. Jennings & Company. "The quick response and the repeat orders prove that the games are nothing less than phenomenal. Both of these machines are part of the brand-new Jennings line for 1941."

"Bobtail and Silver Moon Console are new, of course, but at the same time Fast Time proved such a success that we've designed a completely new model for the coming season. Both machines have the single unit Jennings Chief mechanism that has given unfailing service for so many years. All of the games are mechanical through, with the exception of the electrical wiring for the top illumination. Being a mechanical unit, there is less chance of the mechanism falling in a crucial moment."

"With our new two-tone cabinets, the consoles actually vie for attention with the finest furniture. Dark side panels with rounded corners and a lighter center insert show off the machines to their best advantage. Bobtail and Silver Moon Console are compact, so that locations which heretofore had to be passed up may now be used by the operator to bring profits where he never had them before."

Winkel finished by saying, "To prove our unlimited confidence in the new 1941 line we are offering them on a 14-day trial basis. Any operator who is not satisfied that the machines do everything we say they will may return his equipment within 14 days and his money will be cheerfully refunded."



it's a date

with  
**"HOLD OVER"**  
Greatest "come on" ever built  
in any game

## REAL BARGAINS

<b>FREE PLAY</b> Slot-Ball-Elite (F.P.)...\$42.50 Drum Majors... 42.50 Doodle Ranch (F.L. Game)... 39.50 Out Johnny... 40.50 Mills 1-2-3... 40.50	<b>FREE PLAY CONSOLES</b> F.P. Jumbo Parade...\$99.50 F.P. Fast Times... 99.50	<b>RAY GUNS, ETC.</b> Kenney Anti-Aircraft Black Cabinet...\$92.50 Lefty Louis & Bases... 79.50 Bally Bullets & Bases... 49.50 Chicken Bases & Bases... 54.50 Tom Mix (with F.P.)... 19.50 Seaburg Ray-O-Lite... 39.50 Sky Pilot Aircraft... 99.50 E-K-Mo. (with Rifle & Bullets Complete)... 49.50
<b>PHONOGRAPHS</b> Rock, Rhythm King-12...\$19.50 '37 Rhythm King-16... 34.50 '37 Rhythm Master-16... 39.50 '38 Counter Model... 44.50 '38 Windsor-20... 74.00 '37 Imperial-20... 45.00 '37 Monarch-20... 74.50 Wurlitzer No. 61a... 49.50 No. 412 (110V-D.C.)... 29.50 Gabel Jr. (Multi-set)... 14.50	<b>CONSOLES</b> 1938 Kentucky Clubs...\$ 32.50 5c Mills Sq. Balls... 68.50 25c Mills Sq. Balls... 89.50 Brown Paces Races... 62.50 Kenney Pastimes... 149.50 Triple Entries... 129.50 1938 Skill Times... 60.50	<b>LEGAL AND MISCELLANEOUS</b> Metal Typex (F.S.)... 3 89.50 Puttee (Gett Game) F.S. 10.50 Hamilton Scales (New) 29.50 Hamilton Scales, F.S. 22.50 Warner Voice Recording Studio (25c Slot)... 199.50 Silver King Venders, new, Hammeroid Finish... 4.95
<b>COUNTER GAMES</b> Midget Races...\$ 4.95 Pick-A-Packs... 6.50 Mite "Numbers," New... 8.95 3 Way Grip... 5.00 Hold & Draw... 4.50 Jiffy... 12.50 Real Dice... 3.50 Real Spot, Horse Shoes... 3.00 Selection... 4.00 Er-Ror (Taken P.O.)... 15.50 16 Specialty Ball Gum Target Practice Gun... 9.50 Ginger (Taken P.O.)... 10.00	<b>1 BALL AUTOMATICS</b> Hawthornes...\$57.50 Dorcy Champs... 9.50 Spore Champ... 9.50 Feta Finish... 6.50	<b>PHONOGRAPH ACCESSORIES</b> Slip-On Illuminated Cabinets for all old Phonos, New...\$19.50 Used... 12.50 Phono Mixes for all Phonos, New... 4.95 Used... 3.95 Rock, Stands for Cir. Model, New... 5.95 Used... 4.95 Illuminated Grills for all Model Phonos... 4.95 Records, 1,000 @... 20.00
<b>NOVELTY GAMES</b> Bally Alleys...\$17.50 Odd Balls... 5.50	<b>SLOT MACHINES</b> 5c Mills Q.T.'s...\$22.50 5c Mills Melon Balls... 44.50 10c Mills Blue Fronts... 27.50 De Jennings Chiefs... 16.50 De Wasting Single JP... 10.00 De Jennings Single JP... 10.00 Columbia, Rear Payout, Cigarette Reels... 29.50	

SILENT SALES SYSTEM  
635-937 "D" STREET, N. W., WASHINGTON, D.C.

BETTER BUYS FROM BLATT!

ALL FREE PLAY GAMES

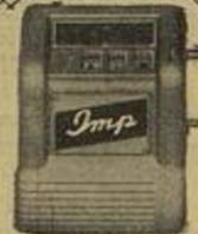
Bally Beauty...\$33.50	O'Boy...\$27.00
Comedore... 22.00	Pick 'Em... 11.50
Cowboy... 9.75	Triumph... 13.50
Big Show... 32.00	Bally Alley... 24.50
Lite-a-Card... 15.00	Score Champ... 29.50
Cherone... 8.50	Twinkle... 10.75
Bally Dandy... 12.50	Voque... 13.75
Headliner... 14.50	Supercharger... 19.50
1/3 With Orders, Bal. C. O. D. Write for	
size List of Novelties or Other Games You Need!	

SUPREME VENDING CO., INC.  
557 ROGERS AVE. • BROOKLYN, N. Y.  
BRANCH: 201 GRAND AVE, BELMORE, L.I.

THE GENERAL VENDING SERVICE CO.  
2320 N. MONROE ST., BALTIMORE, MD.  
is FIRST AGAIN with DAVAL'S New GOLD AWARD AMERICAN EAGLE

10 For \$275 | Sample \$32.50 | Ball Gum Mod. \$2 Extra | Gold Award Mod. \$1.50 Ex. | 10 Days Trial | 1/3 Dep. Bal. C.O.D.

DAVAL BUILDS AMERICA'S FINEST COUNTER GAMES



### A PROFITABLE COMBINATION IMP

Most successful Gum Vender in a Decade, Cigarette or Fruit Reels.  
\$12.50 Ea.—Six for \$67.50.



### LIBERTY BELL

Foremost Token Payout Game of the year. Fruit or Cigarette Reels, open or direct Payout of Cigarette or Free Play Tokens.  
\$32.50 Ea.—Ten for \$275.00.  
Ball Gum Mod. \$2.00 Additional.

FOR IMMEDIATE SHIPMENT CONTACT US—WE CARRY THE LARGEST STOCK IN THE SOUTH.

H. PAYNE CO. 312-314 BROADWAY NASHVILLE, TENN.

CABLE TRIPPE Price Plus Guaranteed Satisfaction Always A SQUARE DEAL WITH IDEAL

### WHY EXPERIMENT! DEAL WITH "THE OLD RELIABLE" REBUILT PHONOGRAPHS

All A-1 Condition and of Good Appearance  
OUT THEY GO TO MAKE ROOM FOR NEW ROCKOLAS

ROCK-OLA No. 2...\$ 22.50	WURLITZER No. 61 COUNTER MODEL... 74.50
ROCK-OLA RHYTHM KING... 22.50	WURLITZER 400 (600) ... 39.00
ROCK-OLA MONARCH... 74.50	MILLS SWING KING (With Slug Ejector)... 17.50
ROCK-OLA STANDARD... 139.50	MILLS THRONE OF MUSIC (1938 Model)... 185.00
ROCK-OLA COUNTER MODEL (1939)... 99.50	WURLITZER P-12... 27.50
ROCK-OLA IMPERIAL "20" (With 6 Grams)... 84.50	WURLITZER 412... 31.50
WURLITZER 610... 52.50	MILLS DO RE MI... 17.50

### LEGAL EQUIPMENT

BALLY ALLEY (1940 Model)...\$19.50	SEEBURG RAY-O-LITE "CHICKEN SAM".....\$49.50
BALLY BULL'S EYE (With Base)... 59.50	

THE ABOVE PRICES CASH — NO TERMS  
WANT TO BUY MILLS VEST POCKET BELLS AND BLUE FRONTS

IDEAL NOVELTY CO. 1518 MARKET ST. ST. LOUIS MO.

# ★ Double Feature

5c 10c

Big Extra Double Feature Awards • Special Awards • Extra Awards • Plenty of Ways to Win • Don't Miss It

\$104<sup>50</sup>

STONER CORPORATION

AURORA ILLINOIS



## Dixie Still Going In 5th Big Week

CHICAGO, Sept. 21.—Commenting on their latest release, Sam Wolberg and Sam Gensburg, of Chicago Coin Manufacturing Company, said today: "There isn't very much that we need say about Dixie. The fact that Dixie is now in its fifth big week speaks for itself that here is a great free-play game."

"If a game is making money for operators, that is the most important consideration, influencing other operators to buy the machine. Chicago Coin machines have the reputation of making more money for operators. They gained this reputation thru actual performance on locations."

"And this reputation is not only the story of one Chicago Coin game but all of them. Consistently Chicago Coin games have been the top money-makers in the free-game type classification. Why? Because they're built better—the finest materials available are used and workmanship is of the finest grade. These are the things that count when collection time comes. Better Chicago Coin games have always earned more money for operators, and Dixie is one of the best examples yet. Then, too, when it comes time to trade in games on new ones, Chicago Coin games have the highest trade-in value. Is it any wonder why Chicago Coin games are the biggest money-makers and the biggest selling games on the market?"

## Revolving Targets On New Bally Game

CHICAGO, Sept. 21.—"Talk about action!" exclaimed George Jenkins, general sales manager of Bally Manufacturing Company, discussing the newest Bally release, "Here's a game that's all action. Bally's new Progress, convertible free-play or novelty five-ball game features three revolving targets right down the center of the board. We call them turn-targets because they really are skill-targets and they keep turning during the entire game. Each turn-target is equipped with three contact points—a total of nine moving targets in action during every minute of play."

"Needless to say, the revolving turn-targets give the ball plenty of crazy action, resulting in the kind of suspense and excitement that keeps the repeat nickels jumping into the cash box. More important, the turn-targets play an important part in the three-ways-to-win score system. They help the player build up his high score by bobbing the value of bumpers from 100 to 1,000. They help him oop the futurity award which builds up during the game, but can't be claimed until the proper skill has been demonstrated. And they help him qualify for special free games based on special skill."

"The revolving target is already a nation-wide success in Bally's Fleet. Now, with three revolving targets, instead of only one, Progress is destined to be a far greater hit."

BEAUTIFUL GIRLS!  
BEAUTIFUL TICKETS!  
A BEAUT OF A BOARD!



NEW! BLONDE-BRUNETTE-REDHEAD TICKETS!  
NO. 800 CUTIE CASH  
A neat little board with a "cutie-plot" theme! Eight beautiful fast moving reels are filled with Gardner's clever "sweetheart" tickets, pretty pictures of gorgeous blondes, brunettes and redheaded girls! Big 100 ball jackpot with \$10 top award; plenty of "educational" 50 winners; one of the most attractive "pic boards" in many years! Big 50¢ average! Now \$20.00! NOW \$12.75!  
NEW FULL-COLOR CHICKEN SHOWING IS A NEW GARDNER HIT NUMBER! WRITE NOW!

GARDNER & CO. 2307 ARCHER AV. CHICAGO, ILL.

WRITE, WIRE OR PHONE TODAY FOR Stoner's DOUBLE FEATURE WE ARE EXCLUSIVE DISTRIBUTORS!!

Buy Free Plays From Budin VACATION, \$57.50  
SHORT STOP, \$39.50  
1/3 With Order, Balance C. O. D. SUPER SIX, \$20.00

BUDIN'S, INC. 174 SO. PORTLAND AVE., BROOKLYN, N. Y. Telephone: NE 5-3700  
Branch: 36 E. MERRICK RD., FREEPORT, L. I. (Freeport 2100)

ROY TORR GIVES YOU 10 MONTHS TO PAY FOR DAVAL'S SENSATIONAL, NEW GOLD AWARD

AMERICAN EAGLE ON THE "TORR TIME PAYMENT PLAN" WRITE OR WIRE FOR FULL DETAILS!

ROY TORR 2074 A-SO. 68TH STREET PHILADELPHIA, PA.

DAVAL BUILDS AMERICA'S FINEST COUNTER GAMES

LOOK OVER THESE NEW LOW PRICES AND SAVE \$\$\$

All Reconditioned Ready To Operate.	1/3 Cash With Order, Balance C. O. D.
Seeburg Classic Marbleheads ..... \$179.50	Wurlitzer 500s ..... \$159.50
Seeburg 1938 Orphans ..... 139.50	Wurlitzer 600s ..... 129.50
Seeburg 1938 Regals ..... 129.50	Rock-Ola 1938 DeLuxe, Late Model 139.50
Seeburg 1938 Gems ..... 119.50	Rock-Ola 1938 DeLuxe, Early Model 149.50
Seeburg 1938 Piazas ..... 139.50	Rock-Ola '39 Standard Late Models 144.90
Seeburg Rites ..... 64.50	Rock-Ola Imperial 20s ..... 49.50
Rock-Ola Monarchs ..... 99.50	Wurlitzer 610s ..... 69.50
Rock-Ola Windows ..... 79.50	Wurlitzer 612s ..... 39.50

BADGER NOVELTY CO., Milwaukee, Wis.



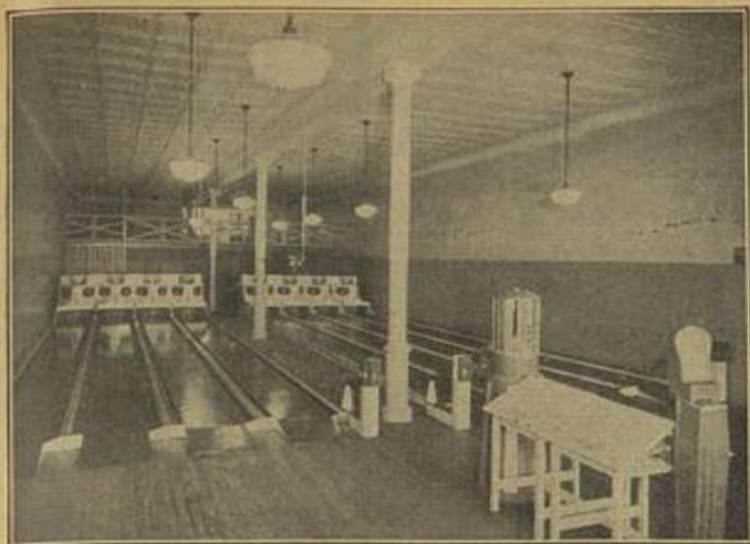
ROCK-OLA Master model "doing good" in doorway of drug store in Abilene, Tex.

PAYS FOR ITSELF IN LESS THAN 30 DAYS Operators Say



Beautiful Red Crackle Finish — All Chrome Front — Rotary Grip Handle — Plug-Proof Chute — Holds \$20.00 in Pennies.  
GET SAMPLE NOW  
1/3 With Order, Balance C. O. D. \$12.75  
HOLLY MANUFACTURING COMPANY  
2761 Union Guardian Building DETROIT, MICHIGAN

WANT FIRST-CLASS EXPERIENCED MECHANIC FOR PAY-OUT TABLES, CONSOLES AND PACE'S RACES. Give full details as to age, references, experiences and salary expected.  
WANT TO BUY FOR CASH 100 MILLS VEST POCKET BELLS Wire or Write Best Price 3147 Locust St., St. Louis, Mo. MY CALL NOVELTY CO.



TYPICAL INSTALLATION of the Pace Automatic Duck-Pin Bowling Alleys, on idea that is said to be proving a good investment.

### Southern Boost For Target Deal

BIRMINGHAM, Ala., Sept. 21.—"Operators throughout this section are congratulating us on the deal which we offer on target machines," officials of the Magic City Music Company here stated.

"We have always attempted to make it possible for our operator customers to take advantage of the finest opportunities to make more money. We've seen plenty of deals but feel that this one on targets tops them all. And we are not alone in our opinion. This is the opinion shared by every coinman we have talked to. We know this much—that operators in this section have gone out of their way to take advantage of it."

According to reports we've received, this has been true in all parts of the country."

### Trip East Shows Three-Score Hit

CHICAGO, Sept. 21.—Back in New York after an extensive swing thruout the Eastern Seaboard territory, Sol Gottlieb, traveling factory liaison man of D. Gottlieb & Company, returns the most optimistic reports of his reception and the acclaim with which Three-Score has been received by the Eastern trade.

"They can't praise it enough," said Sol. "Wherever I went I met the most complimentary comments about this hit. Players are going for it in a big way, and that's making it a top favorite with ops. Mechanically, it's a marvel of precision engineering. I haven't seen anything in recent years that fits into locations so perfectly and gives so much total player satisfaction on the one hand and operator satisfaction on the other. I'm happy that distributors and operators have again found that they can look to Gottlieb to supply them with a hot number to cash in big profits."

### MILLS

Distributor

### KEYSTONE NOVELTY & MFG. CO.

26th & Huntingdon Sts., Philadelphia, Pa.  
Baltimore Office: 515 Cathedral St., Baltimore, Md.

PHONOGRAPHS  
CONSOLES  
BELLS  
TABLES



Ted Bush—ACME NOVELTY CO.  
1124 Hennepin Ave., Minneapolis, Minn.

### "I'LL PUT IT IN WRITING" DAVAL'S NEW GOLD AWARD AMERICAN EAGLE

Is the greatest money-maker you have ever operated! Only \$1.50 extra for Gold Award Model. 10 for only \$275. Standard Model. SAMPLE \$32.50. Ball Gum Model \$2 extra. TEN DAYS' FREE TRIAL!!! Rush us your order quick for immediate delivery! 1/2 Dep., Bal. C.O.D.



DAVAL BUILDS AMERICA'S FINEST COUNTER GAMES

### "The House of Proven Winners"

- FREE PLAY GAMES
- Stoner Crippler . . . \$22.50
  - Chicago Coin Roly . . . 34.00
  - Bally Boop . . . 21.50
  - Bally Dandy . . . 10.00
  - Keeney Thriller . . . 19.50
  - Bally Charm . . . 49.50
  - Bally Voice . . . 22.50

- Exhibit Conquest . . . \$17.50
- Baker's Doughboy . . . 49.50
- Bally Triumph . . . 29.50
- Exhibit Congo (1 or 5 balls) . . . 39.50
- Keeney Supercharger . . . 24.50
- Bally Beauty . . . 37.50

- Exhibit Flagship . . . \$24.50
  - Bally Pickem . . . 17.50
- NOVELTY GAMES
- Exhibit Airliner . . . \$ 7.50
  - Bally Voice . . . 12.50
  - Exhibit Aviator . . . 7.50
  - Bally Alley . . . 29.50
  - Bally Pickem . . . 7.50

One-Third Cash With Order, Balance C. O. D.—Wire or Mail Us Your Orders.

### J. and J. NOVELTY COMPANY

4840 MT. ELLIOTT AVE. (Pillsa 1433) DETROIT, MICHIGAN



### JUST OUT=ONE CENT PLAY

The marvelous little Vest Pocket Bell, completely automatic payout of all awards, 3 to 20, is now available in penny play, complete with metered Jackpot register. America's most practical, most popular, counter machine. Mills Novelty Co., 4100 Fullerton Ave., Chicago



MILLS 1c VEST POCKET BELL



### WONDER 3 BAR JACKPOT F-5280

1025 hole—Takes in \$51.25  
Pays out \$27.76—Average Profit \$23.49

PRICE \$2.42 EACH

### OTHER FAST SELLERS

- 1640 hole F-5240-3 Bar Jackpot at \$3.24
- 1200 hole F-5275-Horses at 3.48
- 800 hole F-5270-Pocket Dice at 1.76
- 720 hole F-5255-Pocket Jack at 1.65
- 600 hole F-5305-Royal at 1.88

### CHAS. A. BREWER & SONS

Largest Board and Card House in the World  
6320 Harvard Ave., CHICAGO, U. S. A.

### 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.

### SPECIAL THIS WEEK

- KEENEY BLACK CABINET ANTI-AIRCRAFT GUN . . . \$95.00
  - Gold Cup . . . \$59.50
  - Mills 1-2-3, 1940 Model . . . \$109.50
  - Sport Specials . . . \$105.00
  - Ten Pins . . . 49.50
  - Puritan Balls . . . \$15.00
  - Chicken Sams . . . 19.50 Each
  - DAVAL CIGARETTE VENDERS COIN DIVIDERS . . . \$12.50 Each
  - HUNDREDS OF USED FREE GAMES AT . . . 19.50 Each
- LEHIGH SPECIALTY CO. 2nd & Green Sts. PHILADELPHIA, PA.





A NASHVILLE, TENN., LOCATION has a Super Rookolite phonograph and 18 Dial-a-Tone wall boxes. Tuman Towns is owner of the location, and A. P. Earhart placed the phonograph. Earhart is shown with his three-year-old daughter, Carolyn.

### Louisville Firm Explains Growth

LOUISVILLE, Sept. 21.—Leo Weinberger, executive of the Southern Automatic Music Company, today divulged information about his company that is of interest to everyone connected with the operating business. "Everyone connected with the coin machine industry has watched Southern Automatic Music Company grow from a small concern to a large organization," said Weinberger. "In its beginning Southern Automatic had one office that served its customers and served them well, as evidenced by the fact that today Southern Automatic still fills the operating needs of many of its first customers."

"In the intervening years Southern Automatic Music Company has grown fast, has become a much larger organization with four offices that serve operators with the same interest that it showed in its early beginnings. The four Southern Automatic Music Company offices, in Louisville, Ky.; Indianapolis, Cincinnati, and Nashville, Tenn., today serve every customer in the same manner that the very first Southern Automatic customers were served. We have always felt that if any operator felt it worth his while to pay us a visit and inspect the equipment that we were

offering, the very least we could do was to show that operator consideration and personal service by our executives."

### Trippe Points Out New Profit-Source

ST. LOUIS, Sept. 21.—"A new source of extra profit—that's what operators are discovering in our machine game," says Carl Trippe, Ideal Novelty Company, this city. "The game is earning income operators couldn't get in any other way."

"We can point out hundreds of locations already occupied with several pin-ball games and not a chance to put in more—but these same locations are open to guns which get top money every time in these spots. Best of all, the marble game play isn't affected in the least—in fact, many operators report increased play."

"But the big idea is simply this: When a location is covered with marble games, a gun in that location creates a new source of income—and the smart operator knows how well it pays to cover every location complete. With everyone today talking war and thinking preparedness, a gun is the greatest attraction a location could possibly install. It draws crowds and creates new business for the location, and when the location brings in new customers it naturally follows that every other coin machine in the location picks up added income."

## TRIPLE YOUR EARNINGS! WITH THREE SCORE

Almost a winner  
with every shot!

"COME-ON" GALORE!

8 Ways To Win!

ONLY  
\$104.50

IMMEDIATE  
DELIVERY



Back in Production by Popular Demand!  
**DE LUXE GRIP SCALE**

3-WAY Strength Tester—100% Legal  
Has Button Indicator Control for competitive play  
Tension Adjustment . . . Bell Adjustment  
Non-Clog Slot . . . Suction-Cup Base!  
Metal Stand, \$2.50. Immediate Delivery.

**D. GOTTLIEB & CO.**  
2736-42 N. PAULINA ST., CHICAGO



**IT'S HARVEST TIME FOR PROFITS  
WITH DAVAL'S NEW  
Gold Award American Eagle  
10 DAYS' FREE TRIAL  
10 FOR ONLY \$275  
SAMPLE \$32.50  
GUM MODEL \$2 EXTRA  
GOLD AWARD MODEL  
ONLY \$1.50 EXTRA  
1/3 With Order, Balance  
C. O. D.**

**B. D. LAZAR CO** 1635 FIFTH AVE., PITTSBURGH, PA.  
1425 NO. BROAD ST., PHILADELPHIA, PA.  
**DAVAL BUILDS AMERICA'S FINEST COUNTER GAMES**

**QUALITY SPEAKS FOR ITSELF**

PAY OUTS	PAY OUTS	FREE PLAY
Four Balls, like new . . . \$280.00	1938 Trackline . . . \$82.50	Triumph, like new . . . \$34.50
Royal Draw, like new . . . 187.50	1938 Kentucky Club . . . 48.00	Postshot, 1-Ball . . . 22.50
Fast Time, like new . . . 112.50	Liberty Bells, late model . . . 32.50	Scoop . . . 22.50
Big Prize, like new . . . 100.00	Derby Day . . . 19.00	Variety . . . 22.50
Jumbo Parade, like new . . . 89.50	Cigarette Slots . . . 24.50	All Stars . . . 19.50
Spinning Reels, like new . . . 117.50	Ball's Eye . . . 67.50	Cowboy . . . 16.00
Winning Tickets . . . 69.50	Bally Alley . . . 34.50	High Life . . . 16.00
Hearthstones . . . 65.00	1937 World Series . . . 49.50	Golden Gate . . . 16.00
Subtractos . . . 65.00	Exp. Bowl, Game, F.P. . . 34.50	Big Six . . . 17.50
Thirlidowns . . . 65.00	Ray-Lite Gun . . . 42.50	Twinkle . . . 17.50
Across the Board . . . 22.50	Santa Anita . . . White	4-5-8 . . . 22.50

1/3 Deposit With Order—Balance C. O. D.

**MODERN AUTOMATIC EXCHANGE, INC.**  
2618 CARNEGIE AVENUE, CLEVELAND, OHIO

**GIVE YOUR PROFITS  
A KICK** with  
**SUPERIOR'S  
NEW FOOTBALL BOARDS**

**SEVEN  
SALES-STIMULATING BOARDS**

Colorful new boards possessing all the thrills and action of the gridiron . . . Tickets bear full color football symbols . . . Write for details and get acquainted with these boards that are scoring heavily!

**SUPERIOR PRODUCTS**  
14 NO. PEORIA ST. CHICAGO, ILLINOIS

**WANTED FOR CASH—** All Types of Guns, Counter Games, Peanut Machines.

Bally Shoot the Bull . . . \$74.50	Chicken Sams . . . \$69.50
Black Cabinet Kenney Anti-Aircraft . . . 64.50	Bally Eagle Eyes . . . 39.50
Tom Mix Guns . . . 34.50	A.B.T. Challenges . . . 13.50
A. B. T. Model F Streamlines . . . 16.50	A.B.T. Model F . . . 10.50
Vest Pockets, Serial No. 21000, Blue & Gold Cabinets . . . 34.50	45 Lb. New Stand for Peanut, Gum, Grip Mach. or Counter Victrola . . . 1.95
50 Four Compartment Revolving Peanut & Candy Vendors, Each . . . 5.00	Vendors, Each . . . 9.00

**S & W COIN MACHINE EXCHANGE**  
2416 GRAND RIVER AVE. 1/3 Deposit DETROIT, MICH.

"Music Systems with a Personality"  
**Telo-Tone**  
 WITH "Betty"

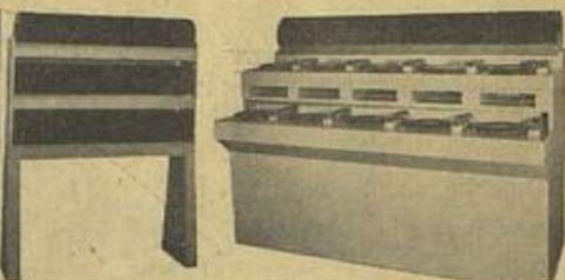
Super "WIRED MUSIC"  
 COMPLETE TELETONE STUDIOS  
 AS LOW AS ONLY **\$895.00**  
 COMPLETE WITH PHONOGRAPH ADAPTERS

- ★ TELOTONE is ONE year old today and now watch us grow!!!
- ★ WITHOUT ADVERTISING we have already sold and successfully installed TELOTONE systems in twelve States!
- ★ TELOTONE meets all BELL TELEPHONE COMPANY Requirements!
- ★ USE TELOTONE with your present phonographs!
- ★ Now delivering TELO-BOXES, the first successful talk AND listen Wall Boxes!
- ★ TELOTONE IS MOST COMPACT, Most ECONOMICAL to operate!
- ★ Now making SAME DAY deliveries!
- ★ It will pay you to buy the ORIGINAL and PROVEN TELO-TONE!

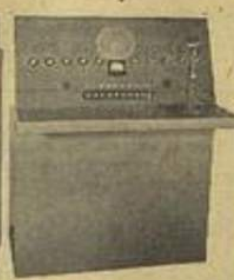
NOW EVERY COMMUNITY WITH SIX OR MORE LOCATIONS CAN ENJOY TELOTONE AND OPERATE PROFITABLY



SUPER SIX COMPLETE



COMPLETE MASTER TEN EQUIPMENT



BATTERY OF SUPER SIXES



WIRE OR PHONE  
**MARKEPP Co.**  
 3328 CARNEGIE AVE. CLEVELAND, OHIO.  
 Phone HENDERSON 1043

**TELOTONE MFG. Co.**  
 312 S. ALAMO - SAN ANTONIO, TEXAS.  
 Phone CATHEDRAL 1431

**OLIVE NOVELTY CO.**

2625 LUCAS AVE. (Phone: Franklin 3620) ST. LOUIS, MO.

This Week's Bargains in Reconditioned Equipment

THE FOLLOWING GAMES HAVE BEEN CLEANED BUT NOT REPAIRED. EACH OF THESE MACHINES IS SOLD "AS IS" AND CANNOT BE RETURNED.

2 FOLLOW UP (Free Play) .....	Each \$9.00	1 REBOUND (Free Play) .....	Each \$19.00
1 GUN CLUB (Free Play) .....	9.00	1 FAIR GROUND (Automatic) .....	10.00

THOROUGHLY RECONDITIONED—GUARANTEED IN PERFECT CONDITION.

AUTOMATIC PAYOUTS		COUNTER GAMES	
1 BANGTAILS .....	Each \$45.00	5 SALLY BABY .....	Each \$5.00
2 THIRTLEDOWN .....	75.00	1 GEM VENDOR .....	5.50
2 GRAND STAND .....	87.50	1 DAVAL RACES .....	3.00
1 ONE-TWO-THREE .....	52.50	2 REEL "21" .....	3.00
1 SPORT KING .....	42.50	1 NUGGET .....	4.50
2 LONG CHAMPS .....	37.50	1 MARVEL .....	15.00
4 SQUARE BELLS .....	75.00		
1 ROYAL FLUSH .....	65.00		

Every Machine Thoroughly Cleaned and Checked. Terms: 1/3 Deposit, Balance C. O. D.

When in St. Louis, Visit Our New Headquarters

DISTRIBUTORS FOR MILLS PHONOS, GAMES AND SLOTS  
 Don't fail to come in and see the new Mills Empress and Throne of Music Phonographs in our New Display Room. We carry a complete line of Mills Slots. Also a Complete Line of New Counter Games, Free Play Games and Payout Machines. Write for Prices on all New Games.

Midwest Journey  
 Reveals Optimism

CHICAGO, Sept. 21.—"Business is holding up especially well thruout the entire Midwest," reports Mac Churvis, of Grand National Sales, Chicago, who has just returned from a quick swing thru the provinces.

"Targets are still making records and are always welcome to operators in both large and small territories," Churvis says that operators are particularly optimistic in their outlook for continued good business. "They are not only talking it up but they are saying it with orders. In fact, the surprising thing is that operators in small, non-industrial locations are ordering proportionately as many machines as the large operators in big city districts."

Al Sebring, head of Grand National Sales, says that operators from all over

the country continue to drive into Chicago and visit Grand National's three big showrooms. Target machines get most of the attention, but the call for reconditioned machines is also increasing."

PERFECTLY RECONDITIONED

FREE PLAY	PLAY		
Blonde .....	\$49.50	Roxy .....	\$31.50
Big Town .....	29.00	Short Stop .....	25.00
Bang .....	11.00	Score Champ .....	27.50
Comedian .....	21.50	Super Six .....	22.00
Follies .....	21.00	Triumph .....	17.50
Fantasy .....	18.00	Thriller .....	11.00
Headliner .....	11.00	Twinkle .....	11.00
Meadow .....	32.50	Mr. Chips .....	\$15.00
Wippy .....	20.00	Lucky .....	11.00
O'Boy .....	25.00	Score .....	11.00
Red Hot .....	22.00		

NOVELTY, \$10.00 EACH: Buckaroo, Charmion, Pickem, Topper, Vagabond, NOVELTY, \$5.00 EACH: Chubbie, Contact, Exposition, Fifth Inning, Globe Trotter, Greenlies, Handicap, Jitterbug, Major, Peachy, Ski Hi, Sooky, Spooks, Speedy, Spottum, Skip & Go, St. Melitz, Variety.  
 A.B.T. CHALLENGERS (Counter) \$12.50 Ea.  
 1/3 Cash Deposit, Under \$18.00, Full Cash.  
 For Export Cables "Coltrachin," N. Y.  
**MARC MUNVES, INC.** 555 West 157th St. New York, N. Y.

Let **TWIN PORTS SALES CO.**

222 EAST SUPERIOR STREET, DULUTH, MINN.

LIGHT THE WAY TO BIG PROFITS

FOR YOU WITH—

**Gold Award AMERICAN EAGLE**

ON 10 DAYS' FREE TRIAL

10 FOR \$275

Sample \$32.50.

Half Gum Model \$2 Extra.

Gold Award Model, \$1.50 Extra.

1/3 With Order — Balance C. O. D.



**DAVAL BUILDS AMERICA'S FINEST COUNTER GAMES**

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS



A YOUNG OPERATOR, Dick Geisinger, of West Pittston, Pa., shows his confidence in the music business by taking a bride, who shares his optimism.

CHECK THIS LIST FIRST

ALL FREE PLAYS

Kentucky Clubs .....	\$40.00	Champion .....	\$25.00
Rock-Ola 10 Pin .....	65.00	Osway .....	17.50
Blue Fronts, 400,000 Serial .....	35.00	Rubwood .....	17.50
Dark Horse .....	17.50	Super Six .....	32.50
Big Six .....	\$17.50	Triumph .....	25.00
Clipper .....	20.00	Zip .....	12.50
Pickems .....	25.00	D-Box .....	15.00
Scop .....	29.50	Feature .....	15.00
Suber .....	25.00		
Charger .....	25.00		
Variety .....	25.00		
Contact .....	15.00		

1/3 Deposit — Balance C. O. D.  
**Lake City Novelty Co.**

(Note Our New Address)  
 1819 East 30th St., Cleveland, Ohio

Guaranteed Free Play Games

Stoner Double Feature, Formation, Rotation, Trapez, Sport Special, Border Town, On Deck, Pops, Duke Ranch, On Johnson, Lone Star, Swift, Majors, Step and Go, Mills Rio, 5th Spring, Lots of Fun, Little-Cards, Chubbie, Lucky Lane and "21 Model Long Game. Write for prices.

**AUTOMATIC VENDER CO.**  
 152 Houston Street, Mobile, Alabama





*Chicago Coin's*  
**NEW**

# DIXIE

## 5<sup>th</sup> BIG WEEK!

**THE FASTEST  
SELLING GAME  
FROM COAST  
TO COAST!**

When buying  
games **REMEMBER**  
*Chicago Coin*  
games have the  
**HIGHEST**  
trade-in value

**CHICAGO COIN** MACHINE MANUFACTURING CO.  
1725 DIVERSEY BLVD, CHICAGO

### SPECIALS!

- 1/3 Deposit, Balance C. O. D.
- Evans Ten Strikes, '30 Model.....\$70.00
  - Bally Alley.....\$4.50
  - Western Baseball, '30 Model:
  - Payoffs.....65.00
  - Combination.....75.00
  - Mills Dancemasters, \$14.50—2 for 25.00
  - Rockola 12, \$22.50—2 for 40.00
  - Rockola Windor.....49.50
  - Wurlitzer P-12, \$22.50—2 for 40.00
  - Wurlitzer 4-12.....29.50
  - Mills Deluxe Dancemasters.....39.50
  - Wurlitzer 24-A.....49.50
  - Wurlitzer 616-A.....59.50
  - Rockola 12, Rhythmic King.....24.50
  - Rockola 16, Rhythmic Master.....34.50
  - Rockola Imperial 20.....59.50
- WRITE FOR NEW PRICE LISTS!  
**MILWAUKEE  
COIN MACHINE CO.**  
1455 W. Fond du Lac Ave.  
MILWAUKEE, WISCONSIN

### SPECIAL SALE OF FREE PLAY GAMES!

- |                        |                                   |                      |
|------------------------|-----------------------------------|----------------------|
| Airport.....\$12.50    | SHORT STOP.....\$34.50            | Thriller.....\$12.50 |
| Lancer.....19.50       | MERCURY, Mystery Token            | Topper.....14.50     |
| All-Babs.....12.50     | Payout, Slightly Used.....\$19.50 | Big Town.....29.50   |
| Davy Jones.....12.50   | BALLY ALLEY.....\$34.50           | Score Card.....32.50 |
| Jolly.....32.50        | WRITE FOR PRICE ON                | Twinkle.....12.50    |
| Supercharger.....12.50 | SKY LINE                          | Commodore.....22.50  |
| Super Six.....22.50    | LANDSLIDE                         | Roxy.....32.50       |
| Yacht Club.....49.50   | SPEEDWAY                          | O'Boy.....27.50      |
| Sporty.....47.50       |                                   | Red Hot.....24.50    |
| Up & Up.....9.50       |                                   | Triumph.....19.50    |

All Machines Guaranteed Perfect—Ready for Location. 1/3 Deposit, Balance C. O. D.

**SAVOY VENDING CO.** 651 ATLANTIC AVE.  
BROOKLYN, N.Y.

You can **ALWAYS** depend on **JOE ASH—ALL WAYS**



Buy Daval's New **GOLD AWARD**  
**AMERICAN EAGLE**  
From Joe on 10 Days' Trial



**10 FOR \$275** GOLD AWARD MODEL  
\$1.50 EXTRA  
SAMPLE, \$32.50 - BALL GUM MODEL \$2.00 EXTRA  
1/3 With Order - Balance C. O. D.

**ACTIVE AMUSEMENT MACHINES CORP.**  
900 North Franklin Street, Philadelphia, Pa. Phone: Market 2656.

### AMERICAN EAGLE



World's Smallest Fruit Symbol Ball With Automatic Token Award.

**ON 10 DAYS' FREE TRIAL**  
**Samples \$32.50**

10 for \$275  
Ball Gum Mod. \$2 Extra  
BALL GUM  
150 per Box 100 Pieces?  
Case of 100 Boxes,  
\$12.75

1/3 Dep., Bal. C. O. D.  
**SICKING, INC.**  
1401 Central Pkwy.  
CINCINNATI, O.



GET OUT FROM BEHIND

the **8 ball!**

**POOL BOWLING**  
100% LEGAL

See Your Distributor \$99.50  
or Write Direct!  
**POOL BOWLING MFG. CORP., STEGER, ILL.**  
Chicago Phone-Intercoast 9760 (direct to factory)

**WANTED**  
**JUMBO STREAMLINE**  
CLAW MACHINE  
**MARYLAND COIN MACHINE CO.**  
810 Marluth Ave. BALTIMORE, MD.  
Hamilton 4936

### BANG! STOP-NOW READY-RED HOT BANG!

4 NEW INSERTS FOR KEENEY ANTI-AIRCRAFT MACHINE GUNS

Can be installed by anyone in two seconds. Two of the most hated men in the entire world in parachutes—girl petting dog—deer running. All orders will be filled in rotation. No O. O. D.'s. No personal checks. P. O. money order in full.

These new subjects will keep the play going in same location for months. You Get the Entire Four Inserts for Only **\$3.95** POSTAGE PAID

**X. L. COIN MACHINE CO., INC.,** 1351 WASHINGTON STREET, BOSTON, MASS.



## Baker Gets Rush On Playmate Game

CHICAGO, Sept. 21.—"Advance orders have been coming in at such a tremendous rate that public announcement of Baker's new five-ball Free Play Novelty, Playmate, must be withheld until the factory can catch up on production," say officials of the Baker Novelty Company.

"We looked forward to an enthusiastic reception of this game by the trade," said Harold L. Baker, company president, "but we did not expect anything like the immediate and wholehearted acceptance which it won almost overnight. Playmate strikes a new note in streamlined beauty and player fascination. Every play is a tantalizing come-on and the three ways of scoring keep players' excitement at fever pitch. We predict a great future for this game."

Meanwhile the Baker plant is busy with orders for Baker's Pacers, Pick-a-Pack and Baby Grand phonograph selector, which, added to the rush on Playmate, makes theirs a busy plant indeed, it is stated.

## Radio Plugs for Venders

PHILADELPHIA, Sept. 21.—Following the lead of the Berio Vending Machine Company, which bought spot announcements on the radio to call attention to the candy vending machines in movie houses, the amusement pages of the local newspapers are being used by A-B-C Automatic Candy Vender in an advertising campaign for vending machines. Spotted next to the regular advertisements of the movie houses, A-B-C displays a teaser photo of a cheerful gent shouting: "You'll enjoy—"

Ad copy reads: "You'll enjoy the movies more with your favorite candy bar. For your protection, look for the A-B-C Automatic Candy Vender in your movie. Only the A-B-C Vender carries 'America's Best Candy.'"

## ALLIED BARGAINS—FREE-PLAY GAMES

Mills 1-2-3 \$84.50	Baseball (Stoner) \$31.50
Pete 27.50	Supercharger 21.50
Oh! Johnny 56.50	Variety 27.50
Score Champ 47.50	Vogue 24.50
Pellets 40.00	Pickem 24.50
Big Show 39.50	Contact 23.50
Bowling Alley (Gottlieb) 39.50	Big Six 21.50
Super Six 37.50	Spottem 21.50
Lancer 37.50	Cherion 21.50
Triumph 37.50	Side Kick 19.50



**AMERICAN EAGLES or MARVELS**  
List Price \$32.00 Each  
**10 for \$275.00**  
Ball Gum, \$2.00 Extra.  
Liberal trade-in allowance. Write Us.

Grandstand \$22.50	Sport Page \$39.50
Thistle-down 69.50	Stables 24.50
Hawthorne 64.50	Prankster 17.50
Dead Heat (Jackpot) 64.50	Classic 14.50

<b>PHONOGRAPHS</b>	
Rockola 1933 Deluxe, Like New . . . \$148.50	
Wurlitzer 500, Like New . . . . . 140.50	
Wurlitzer 24, Illuminated . . . . . 99.50	
Wurlitzer 61, Counter Model . . . . . 87.50	
Wurlitzer 616, 16 Records . . . . . 84.50	
Wurlitzer 716, 16 Records . . . . . 84.50	
Wurlitzer 412, 12 Records . . . . . 39.50	
Wurlitzer 312, 12 Records . . . . . 32.50	

<b>LEGAL EQUIPMENT</b>	
Keeney's Anti Aircraft Gun, Black Cabinet . . . . . \$129.50	
Jail Bird (Seeburg) . . . . . 87.50	
Evans' Ten Strike, Like New . . . . . 72.50	
Skeeballette (Gottlieb F. P. or New) 67.50	
"Chicken Hawk" (Seeburg) . . . . . 64.50	
A.B.T. Target, Like Model F (Blue Cabinet) . . . . . 16.50	
Terms: 1/3 Deposit, Balance O. O. D. F. O. B. Chicago.	

**Allied**  
**NOVELTY COMPANY**  
Phone: Capital 4747  
8520 W. Fullerton Ave., CHICAGO

# AMERICAN EAGLE



IT'S THE  
WORLD'S GREATEST  
MONEY-MAKER!

10 FOR  
ONLY  
\$275

AND NOW! NEW  
GOLD AWARD  
AMERICAN EAGLE  
ONLY \$150 EXTRA

SAMPLE \$32.50  
BALL GUM  
Model \$2 Extra

DAVAL, 2043 CARROLL AVE., CHICAGO

Pacific Coast Office - MAC MOHR - 2916 W. PICO BLVD - LOS ANGELES, CAL.

## OUR BUSINESS IS BUILT ON YOUR CONFIDENCE IN US!

<b>FREE PLAY GAMES</b>	
TRIUMPH . . . . .	\$17.50
SCORE CHAMP . . . . .	28.00
SUPER SIX . . . . .	19.50
THRILLER . . . . .	10.00

### SPECIAL!!!

1-2-3, '38 Mod. \$49.50

1-2-3, '40 Mod. 89.50

THESE ARE BUT A FEW SAMPLES OF THE BUYS YOU ALWAYS GET FROM PONSER! WRITE US FIRST BEFORE YOU BUY FOR ANY GAME YOU WANT! Terms: 1/3 Deposit Required With All Orders. We Ship Bal. O. O. D.

### LEGAL MACHINES SPECIAL!

KEENEY'S ANTI-AIRCRAFT MACHINE GUN, BLACK CABINET . . . . .	\$110.00
GOTTLIEB'S SKEE-BALL-ETTE . . . . .	\$64.50
Evans' TEN STRIKE . . . . .	\$62.50
BALLY ALLEY . . . . .	\$32.50

"THAT'S we're extra careful with every single machine we ship. Each one is perfectly reconditioned. And every machine is GUARANTEED REGARDLESS OF PRICE! We feel this is the one and only BEST WAY we can show our appreciation for your confidence in us! BUY BY MAIL FROM US AND BE SURE!!"

**GEORGE PONSER CO.**  
519 WEST 47TH ST. NEW YORK CITY  
11-15 E. RUNYON ST. NEWARK, N. J.

## BADGER SPECIALS

<b>FIVE BALL FREE PLAY GAMES</b>		Big League . . . . . \$45.00	Mills One-Two-Three (with Bally Payout) \$27.50
Box Score . . . . . \$12.50	Conquest . . . . . 17.50	Thriller . . . . . 23.50	Grand National . . . . . 15.00
Score Champ . . . . . 36.00	20 . . . . . 19.00	Big Town . . . . . 36.00	Prankster . . . . . 15.00
Commodore . . . . . 23.50	Spottem . . . . . 18.50	Champion . . . . . 18.50	Gottlieb Track Record . . . . . 80.00
Contact . . . . . 19.00	Mr. Chips . . . . . 23.50	Bally Dandy . . . . . 12.00	<b>MISCELLANEOUS</b>
Follow Up . . . . . 14.50	Chevron . . . . . 18.00	Keeney Circus . . . . . 12.00	Bean Bag (Lepid Equipment) . . . . . \$16.00
Ocean Park . . . . . 27.50	High Life . . . . . 12.00	Nippy . . . . . 21.00	1 Microscope (Astronoscope 10x), Like New . . . . . 90.00
Golden Gate . . . . . 19.00			1 Thorhead Racer . . . . . 85.00
Jump . . . . . 19.50			2 Skeeballettes, Gottlieb, Like New . . . . . 65.00
Double Feature . . . . . 18.00			2 Keeney Targets . . . . . 35.00
Airliner . . . . . 18.00			
ONE BALL PAYOUTS			
Fair Grounds . . . . . \$23.50			

### BADGER BAY COMPANY

1013 MAIN ST., GREEN BAY, WIS.

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## FOR THE LOWEST PRICES ON NEW OR USED

One Ball Payouts  
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CLEVELAND COIN MACHINE EXCHANGE,

WE TAKE TRADES  
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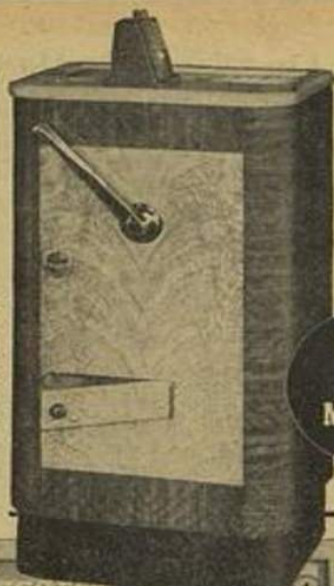
Jennings

**BOBTAIL**  
And Another New Console  
**SILVER MOON**

1c - 5c - PLAY

Take your choice — Bobtail or Silver Moon Console, both sure bets for greater earnings. Beautiful 2-tone compactly built cabinet. Famous precision built Jennings Chief mechanism that is wholly contained in one single unit. Fully protected by National slug rejector and visible coin detector. Coins drop directly into mechanism, no jamming. Mechanical throughout. Wiring for top illumination only.

Ideal For Penny Play Locations



Jennings Deluxe

*Fast Time*

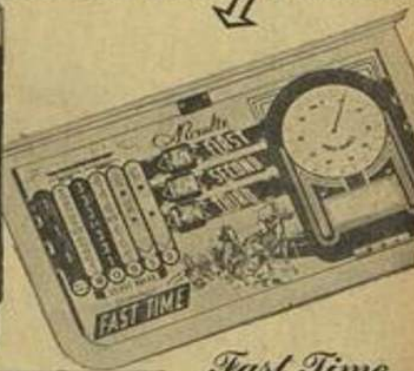
1c OR 5c CONSOLES

*Fast Time*

With Free Play Top

A deluxe model, newly designed throughout. Beautiful 2-tone cabinet and smartly illuminated playing field. Mechanism is the famous, Jennings Chief complete in one compact, single unit. A profit builder on thousands of locations.

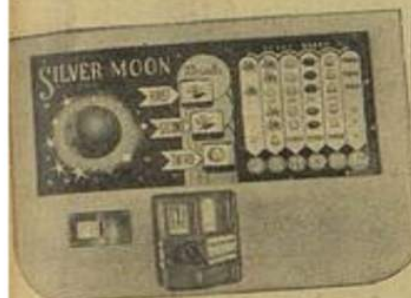
NEW  
1941  
MODELS



*Fast Time*

With Skill Play Top

Fast Time with Skill top that automatically pays out only when ball has been shot into skill lane. A favorite with both locations and players. Your way to larger profits.



Silver Moon Console. Same as Bobtail except playing field has fruit symbols. Standard 3-5 payout mechanism.



Bobtail playing field colorfully illuminated for added appeal. Easy to read numbered symbols. Pays 2 on one 5.



**DISTRIBUTORS**

There are still a few territories available for distributors on our entire new 1941 line. Write for complete information today.

**O. D. Jennings & Company**  
4309 W. Lake Street, Chicago, Illinois

**14 Day Free Trial Offer**

Try any of these Jennings consoles for 14 days. If you're not completely satisfied, return the machines and your money will be cheerfully refunded.

WATCH FOR  
**CUB and ACE**

Two New Tiny Counter Games

BY **DAVAL**

OUT SOON



**NATIONAL NOW OFFERS UNIQUE CREDIT PLAN for Used or New Games!**

Our Used Games are famous from coast to coast. Operators have LEARNED they're 100%.

WRITE FOR "NATIONAL'S NEWSLETTE," PACKED WITH GREAT BUYS SUCH AS:

Ten Strike ..... \$72.50  
1940 ..... \$7.50  
Skeeballette (F.P.) ..... 48.50

FREE PLAYS!

Triumph ..... \$21.50  
Charm ..... 37.50  
5% Off for Full Cash With Order

Just two things to do if you want CREDIT: 1. Send your order and 10% Dep. 2. Send the name of your bank.

NATIONAL NOVELTY CO., MERRICK, L. I., N. Y.

**USED ONLY THREE WEEKS**

A. B. T. Model F, Latest Streamline, \$19.50 Each—Lots of 5, \$17.50.  
A. B. T. Challenger, \$16.50 Each—Lots of 5, \$14.50.

**J and J NOVELTY COMPANY**

4840 MT. ELLIOTT Plaza 1433 DETROIT, MICHIGAN



**A PROFIT WALLOP IN SPINNING WHEEL ACTION**

**HARLICH'S NEW SENSATIONAL BOARD WITH ACTUAL BUILT-IN MECHANICAL UNIT**

Get going with "Wheel of Fortune" now! Nothing like it before. Everything a punch-board has plus SPINNING ACTION! Popular slot symbol tickets.

BIG PROFITS—FAST PLAY

No. 11319—1000 Holes. Takes In \$50.00 Average Payout \$26.03

**HARLICH MFG. CO.** 1413 JACKSON BLVD. CHICAGO, ILL.



**THE MARKEPP CO.**

3328 Carnegie Ave., CLEVELAND, O.  
1410 Central Parkway, CINCINNATI, O.

**IS THE PLACE TO BUY AMERICAN EAGLE ON 10 DAYS' FREE TRIAL**

10 For \$275—Sample \$32.50—Ball Gum Mod. \$2 Extra

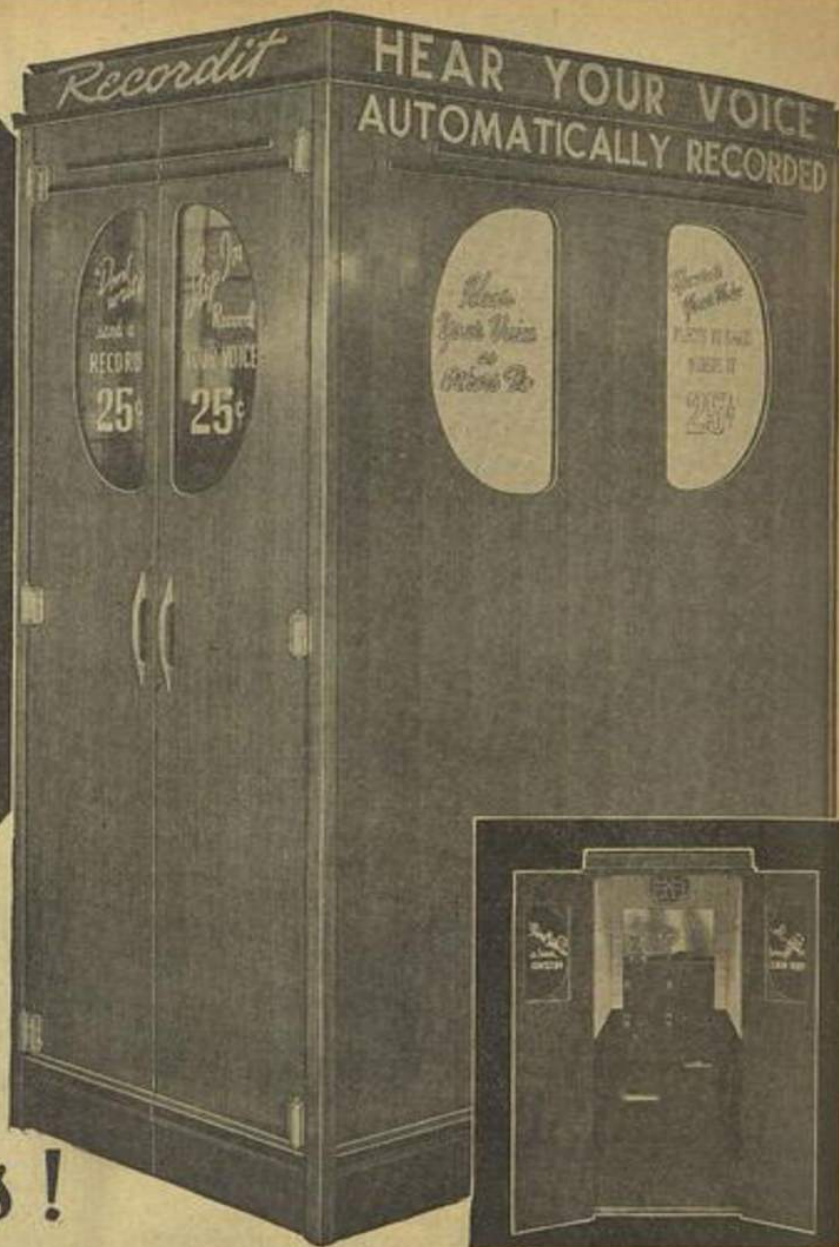


**DAVAL BUILDS AMERICA'S FINEST COUNTER GAMES**

THE MOST  
IMPORTANT  
ANNOUNCEMENT  
EVER MADE TO  
THE AUTOMATIC  
TRADE!

*Western*  
OFFERS YOU A  
Permanent Business!

Capitalize on America's overwhelming interest in records! Earn a steady income with Recordit! Everybody wants to record their voice . . . to hear what they sound like to others. Recordit gives them their chance . . . lets them record songs, poetry, birthday, anniversary and holiday greetings in the privacy of a sound-proofed cabinet. It's fun for them and big profit for you!



All operations of Recordit are controlled automatically and mechanically by a single revolution of a cam shaft. Patron makes recording, hears it played back, then has it automatically vended. Special mailing envelopes are vended for an additional five cents. Thus, patrons may send records to friends who can play them back on any phonograph. Recordit holds a stack of 150 recording disks, and uses only 4 feet by 5 feet of floor space.

# Recordit

### Distributors!

Several Territories are still open for the distribution of Recordit. Send for Western's "Protected Distributor Deal"!

## WESTERN PRODUCTS, INC.

925 W. NORTH AVE., CHICAGO, ILL.

See Your Local Distributor or Write for Complete Information

RECORDIT IS NOW BEING FEATURED BY THESE AND OTHER PROMINENT DISTRIBUTORS!

SIMON SALES CO., INC.  
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# FROM SCRATCH TO FIRST PLACE IN 10 DAYS

KEENEY'S NEW RECORD - SMASHING

# SPEED DEMON

J. H. KEENEY & CO. INC.

"THE HOUSE THAT JACK BUILT"

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A SPECTACULAR SENSATION!  
Keeney's

## SPEED DEMON

PROVEN ONE OF THE GREATEST  
MONEYMAKERS IN HISTORY

WRITE! WIRE! PHONE YOUR ORDER!

Exclusive Distributors for New York,  
New Jersey and Connecticut . . .

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## 2 GREAT GAMES WITH ULTRA-REFINEMENTS!

### EVANS' GALLOPING DOMINOS

The Original Consoles  
—And Still Tops!



New Design  
Playing  
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New Finish  
Coin  
Head

Super Jack-  
pot, \$6.50  
All Cash!

New  
2-Tone  
Cabinet

Machine-  
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Payout

#### BANG TAILS

By far the best Racing  
Console in the business!

H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO

**COIN OPERATED** **I. I. MITCHELL & CO.**  
THE BEST MACHINES — THE BEST PRICES  
Write for Our List of Used Pin Games  
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MACHINES AND SUPPLIES 1070 Broadway, BROOKLYN, N. Y.

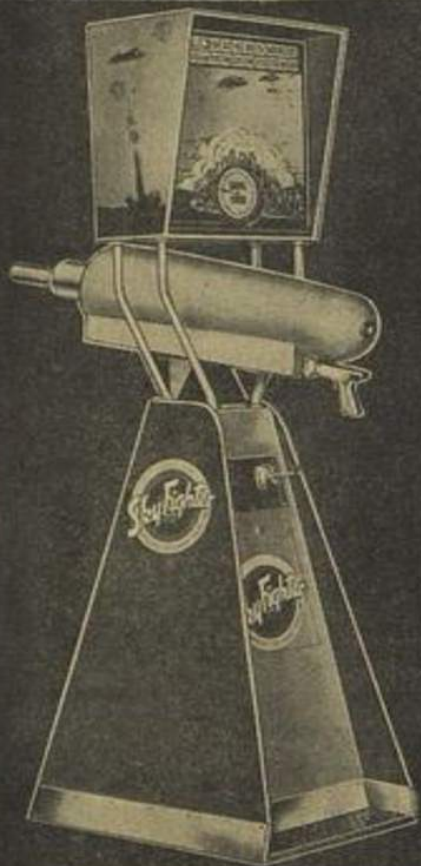
**LEGAL EQUIPMENT**

Keeney Anti-Aircraft Guns, Black Cabinets . . . . . \$89.50	Exhibit Bowling Alleys (Free Play) . . . . . \$29.50
Chicken Sams . . . . . 67.50	A.B.T. Target Pistols (Model F), Latest Models . . . . . 18.50
Bally Alleys (1940 Models) . . . 24.50	A.B.T. Challengers, Latest Models . . . . . 16.50

The above machines are in first-class condition, both mechanically and in appearance—  
all games carefully packed for shipping. Terms: 1/2 deposit with order, balance C. O. D.

**AJAX NOVELTY COMPANY**  
2707 Woodward at Sprout, Detroit, Michigan

**CHALLENGES  
ANY  
COMPARISON**  
IN COIN MACHINE  
HISTORY...FOR  
**BIG LASTING  
PROFITS!**



# SKY FIGHTER

TRADE MARK  
U. S. PATENT NO. 2,212,257, OTHER PATENTS PENDING

Manufactured by  
**INTERNATIONAL MUTOSCOPE  
REEL CO., INC.**  
44-01 Eleventh St.,  
Long Island City, New York

**RUSH YOUR ORDER  
TO YOUR  
DISTRIBUTOR TODAY!**

## EVERY AMERICAN SKY FIGHTER

U. S. Patent No. 2,212,257, Other Patents Pending.



### EASY TO PLACE—GETS THE CREAM OF LOCATIONS!

BERT LANE SAYS: "I've waited until now to take on the distribution of SKY FIGHTER because the terrific earnings reported were almost unbelievable. Now that they've been absolutely PROVEN, I want to recommend SKY FIGHTERS personally to every one of my operator friends. SKY FIGHTER HAS ALL THE ADVANTAGES . . . can be placed flush against the wall! . . . requires no special set up . . . doesn't interfere with traffic in a location . . . because it's all one compact portable unit. Be SURE to rush your order to me TODAY for quick delivery!! Time wasted is MONEY wasted!"

**SEABOARD SALES, INC.**  
619 Tenth Ave., New York  
WISCONSIN 7-5688

## SKY FIGHTER

U. S. Patent No. 2,212,257, Other Patents Pending.



### REALISTIC SCENES AND SOUND EFFECTS NEVER BEFORE USED!

R-rat-a-tat-tat—the machine gun spits split-second charges at zooming enemy planes! A hit!—and the plane screeches into a breath-taking, flaming, tail-spin! SKY FIGHTER is a super thriller—the nearest thing to the real action of an anti-aircraft gun! They can't resist it! **MAKE MORE MONEY LONGER WITH SKY FIGHTER!** Write, wire, phone your order to:

**Carl Trippe, IDEAL NOVELTY CO.**  
1513 Market St., St. Louis, Mo.

## SKY FIGHTER

U. S. Patent No. 2,212,257, Other Patents Pending.



### TROUBLE-FREE OPERATION . . . PROVEN!

SKY FIGHTER is built as carefully as a fine car—gives the most perfect performance. Proof of this fact is in the solid season of trouble-free operation of SKY FIGHTERS at the New York World's Fair—where 41 machines are kept going sixteen hours a day. **MAKE MORE MONEY LONGER WITH SKY FIGHTER!** Write, wire or phone your order immediately to:

**GERBER & GLASS**  
914 Diversey Blvd., Chicago, Ill.

## SKY FIGHTER

U. S. Patent No. 2,212,257, Other Patents Pending.



### MAKE MONEY FOR MONTHS ON THE SAME LOCATIONS!

Many operators tell us in bona fide reports that SKY FIGHTERS are maintaining their appeal month after month ON THE SAME LOCATIONS! That shows why SKY FIGHTERS stand out as the machines that stand up! It's an investment that pays and pays and pays. **MAKE MORE MONEY LONGER WITH SKY FIGHTER!** Write, wire or phone your order immediately to:

**HANKIN MUSIC CO.**  
258 Pryor St., S. W., Atlanta, Ga.

**P. S.** The greatest ideas in money-making operations ever developed are the batteries of SKY FIGHTERS on the two most expensive locations in the phenomenal earnings on these locations PROVE that a "Blitzkrieg" barrage of SKY FIGHTERS, in the busy sections of ANY CITY, will make a

**SHOULD LEARN TO SHOOT!****SKY FIGHTER**

U. S. Patent No. 2,212,257, Other Patents Pending.

**BUILT TO LAST—LIFETIME CONSTRUCTION!**

There's nothing "thrown together" about the construction of SKY FIGHTER. Every part in SKY FIGHTER was built for SKY FIGHTER—and the advantage of this solid, superior way of manufacturing shows itself in EXTRA PROFITS FOR THE OPERATOR . . . all the way through. Get a battery of these high-powered moneymakers and you're set for a long, long time! Hundreds of operators will vouch for this. Sold on finance. Write, wire or phone your order immediately to:

**K. C. NOVELTY CO.**

419 Market St., Philadelphia, Pa.  
Phone: Market 4641 — Market 9953

**SKY FIGHTER**

U. S. Patent No. 2,212,257, Other Patents Pending.

**NO "HANG-OUT" SCREEN . . . HAS LARGE BUILT-IN TARGET!**

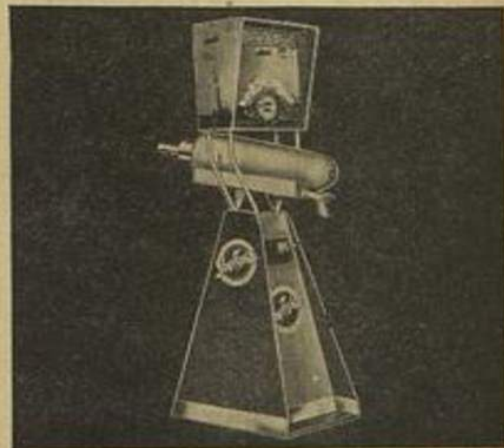
No sir—NO SCREEN ON MUTOSCOPE'S SKY FIGHTER. The shadow box target is contained within the machine, making SKY FIGHTER a compact, portable unit—EASIER TO FIND LOCATIONS FOR—MORE THRILLING TO PLAY, and just as effective in broad daylight as at night. This is only one of the many advantages of this sensational hit. MAKE MORE MONEY LONGER WITH SKY FIGHTER! Write, wire or phone your order immediately to:

**J. H. WINFIELD CO.**

1022 Main St., Buffalo, N. Y.

**SKY FIGHTER**

U. S. Patent No. 2,212,257, Other Patents Pending.

**NO PHOTO ELECTRIC CELLS!**

SKY FIGHTER has no photo electric cells—another indication of SKY FIGHTER'S fool-proof construction. This is just one of the many exclusive advantages of this really great machine . . . another reason why you'll MAKE MORE MONEY LONGER WITH SKY FIGHTER! Write, wire or phone your order to:

**THE MARKEPP CO.**

3828 Carnegie Ave., Cleveland, O.  
1410 Central Parkway, Cincinnati, O.

**SKY FIGHTER**

U. S. Patent No. 2,212,257, Other Patents Pending.

**SAME FLOOR SPACE AS PIN GAME!**

SKY FIGHTER requires only 23"x30" of floor space for the entire unit—which is no more floor space than a pin game! This makes SKY FIGHTER much easier to place—makes the cream of locations easier to get. MAKE MORE MONEY LONGER WITH SKY FIGHTER! Write, wire or phone your order immediately to:

**A. P. SAUVE CO.**

3002-3004 Grand River Ave.,  
Detroit, Mich.

**SKY FIGHTER**

U. S. Patent No. 2,212,257, Other Patents Pending.

**300 THRILLING SHOTS IN 30 SECONDS!**

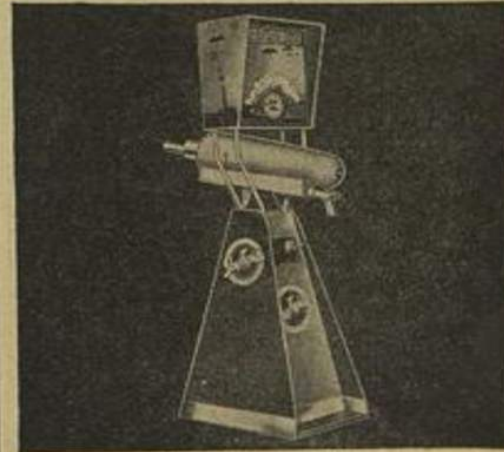
Imagine, if you can, the heart-stopping thrills of 300 shots IN ONLY 30 SECONDS. That's ACTION, with a capital "A" . . . and that's what makes SKY FIGHTER one of the greatest repeat play getters the industry has ever seen. It's a fact that YOU CAN MAKE MORE MONEY LONGER WITH SKY FIGHTER! Write, wire or phone your order immediately to:

**STELLE & HORTON**

1513 Louisiana St., Houston, Texas

**SKY FIGHTER**

U. S. Patent No. 2,212,257, Other Patents Pending.

**300 POSSIBLE HITS!**

Yes! The player with a trigger-quick aim can get the remarkable satisfaction of scoring 300 hits on SKY FIGHTER . . . the anti-aircraft machine gun that gives 300 breathless shots in 30 seconds! 300 of them! OPS FROM COAST TO COAST HAVE PROVEN: "YOU'LL MAKE MORE MONEY LONGER WITH SKY FIGHTER!" Write, wire or phone your order IMMEDIATELY to:

**MILLS SALES CO., LTD.**

1491 W. Washington Blvd., Los Angeles, Calif.  
1640 18th St., Oakland, Calif.  
1325 S. W. Washington St., Portland, Ore.

world—the New York World's Fair and the "Blitzkrieg" Sports Arsenal of 18 SKY FIGHTERS in the busiest area of Broadway, New York City. Absolutely barrel of money. Why don't you get into action with SKY FIGHTERS in this way in YOUR TERRITORY? Write, wire, phone for details.

WEEK BY WEEK SKY FIGHTER EARNINGS AND SALES ARE ZOOMING UP . . . FASTER & FASTER

## SKY FIGHTER

U. S. Patent No. 2,212,257, Other Patents Pending.



### \$\$\$\$ . . . AND MORE \$\$\$\$!

Imagine, if you can, the convenience of reaching into the coffers of a personal bank . . . and you've got an idea of the money operators are making with SKY FIGHTER! Without a doubt, SKY FIGHTER is the winner of the decade—and profits are BIG and LEGAL! MAKE MORE MONEY LONGER WITH SKY FIGHTER! Write, wire or phone your order immediately to:

**KENTUCKY AMUSEMENT CO., Inc.**  
919-927 W. Jefferson St., Louisville, Ky.

## SKY FIGHTER

U. S. Patent No. 2,212,257, Other Patents Pending.



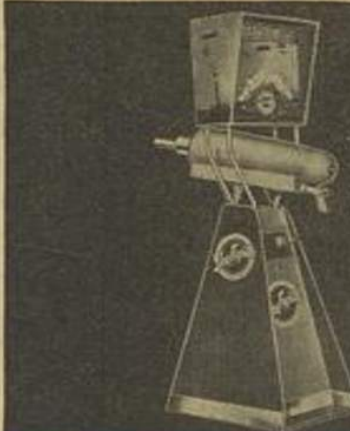
### CASHES IN ON AMERICA'S DEFENSE-MINDEDNESS!

There's military talk in the air all over the country. Be smart! Draft a barrage of SKY FIGHTERS to put you over the top for this year and forevermore! There's no doubt of it now . . . YOU'LL MAKE MORE MONEY LONGER WITH SKY FIGHTER! Write, wire or phone your order IMMEDIATELY to:

**UNITED AMUSEMENT CO.**  
3410 Main St., Kansas City, Mo.

## SKY FIGHTER

U. S. Patent No. 2,212,257, Other Patents Pending.



### PACKS SO MUCH ACTION WE CAN'T UNPACK 'EM FAST ENOUGH TO SUPPLY THE DEMAND!!

There's never been a coin machine with as much red-blooded, rip-roaring appeal as SKY FIGHTER. And we've never before experienced such a tremendous flood of orders from operators in this territory. Why? For the simple reason that SKY FIGHTER MAKES MORE MONEY LONGER than any gun on the market! Write, wire or phone your order IMMEDIATELY to:

**SILENT SALES CO.**  
200-206 Eleventh Ave., South, Minneapolis, Minn.

## SKY FIGHTER

U. S. Patent No. 2,212,257, Other Patents Pending.



### NEVER BEFORE SUCH UNBELIEVABLY BIG PROFITS!

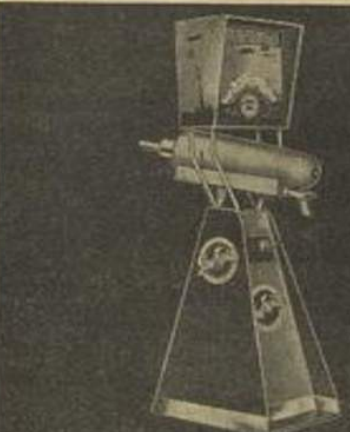
It's nothing-unusual to hear earnings of \$75, \$100, even \$150 per week reported on SKY FIGHTER. And not for just the first week, but for MONTHS on the same location! SKY FIGHTER has the world's greatest combination of universal appeal and timelessness ever incorporated into a coin machine. YOU'LL MAKE MORE MONEY LONGER WITH SKY FIGHTER!! Write, wire or phone your order IMMEDIATELY to:

#### STERLING SERVICE

Rocky Glen Park, Moosic, Pa.  
(Midway between Scranton and Wilkes-Barre, on Route 11, 24-Hour Service.)

## SKY FIGHTER

U. S. Patent No. 2,212,257, Other Patents Pending.



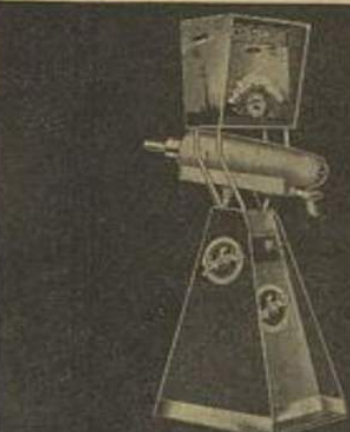
### GIVES 'EM THE THRILLS AND CHILLS THAT FILLS THE CASHBOX!

Heart-stopping action! The r-rat-a-tat-tat of a machine gun spitting 300 thrilling shots in 30 seconds at enemy planes! Crashing, plummeting tailspins when a plane is hit! That's the kind of incomparable action SKY FIGHTER gives a player . . . and that's why YOU'LL MAKE MORE MONEY LONGER WITH SKY FIGHTER! Write, wire or phone your order immediately to:

**DENVER DISTRIBUTING CO.**  
1856-58 Arapahoe St.,  
Denver, Colo.

## SKY FIGHTER

U. S. Patent No. 2,212,257, Other Patents Pending.



### THE ORIGINAL . . . AND BY FAR THE BEST!

SKY FIGHTER was FIRST in the field. TODAY, SKY FIGHTER IS STILL FIRST! Because it's built far more sturdily, far more attractively; for FAR GREATER PROFITS than anything else you can buy! YOU'LL MAKE MORE MONEY LONGER WITH SKY FIGHTER! Write, wire or phone your order immediately to:

**SQUARE AMUSEMENT CO.**  
88-90 Main St., Poughkeepsie, New York  
**SQUARE AMUSEMENTS OF ALBANY**  
707-709 Broadway, Albany, N. Y.

GET A "SKY FIGHTER" SPORTS ARSENAL STARTED IN YOUR CITY! IT'S A GOLD MINE!



Exhibit's

# LEADER

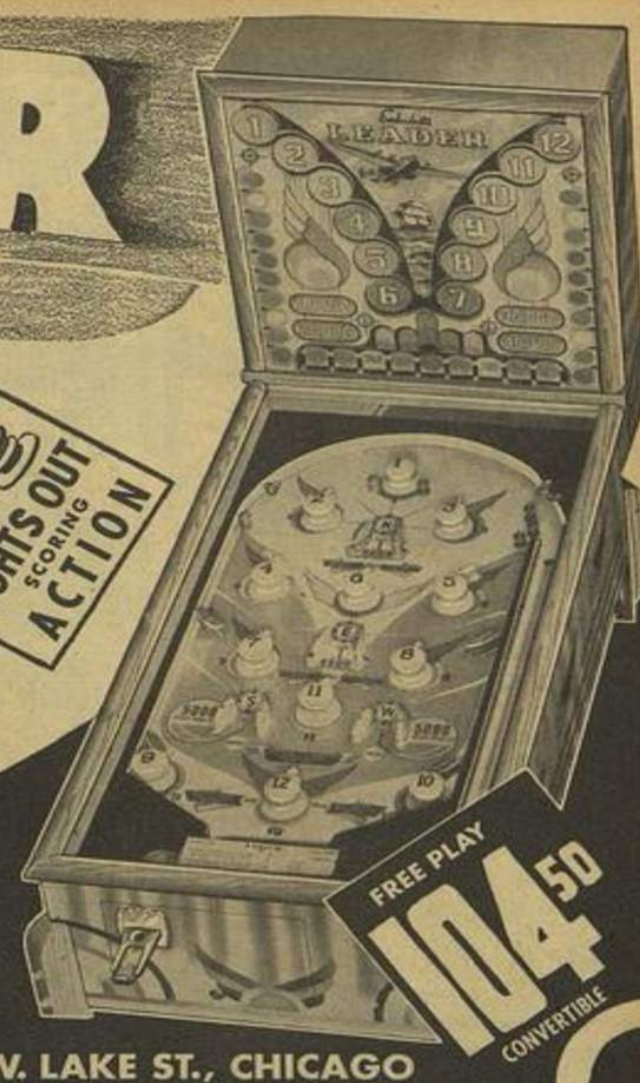
with **5 EASY**  
to understand  
WAYS to WIN

30,000  
40,000  
5000 5000 7000  
**HIGH SCORE WINNERS**

5000 5000  
**ALL PLAY BOARD SWITCHES WHEN LIT EXTRA AWARD**

7  
**BIG SPECIAL AWARD FEATURE**

**LIGHTS OUT SCORING ACTION**



**FREE PLAY 104.50 CONVERTIBLE**

Order from your  
**DISTRIBUTOR**  
EXHIBIT SUPPLY CO., 4222 W. LAKE ST., CHICAGO

WE ARE DISTRIBUTORS FOR

## Bally RAPID-FIRE

Immediate Delivery on This Sensational Machine Gun With Your Used Equipment Accepted in Trade

Wire, Write or Phone Us Your Order Today

**GRAND NATIONAL SALES COMPANY**

All Phones—Humbold 3420 2300-08 Armitage Ave., Chicago



"WRITE! WIRE! PHONE NOW! WE'RE DELIVERING EXHIBIT'S LEADER! BIGGEST PROFIT GETTER IN HISTORY!"

Tony Gasparro

## WESTON DISTRIBUTORS, Inc.

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### Look To The GENERAL For LEADERSHIP!

Contact .....	\$12.50	Red Hot .....	\$35.00
Doughboy .....	45.00	Victory .....	47.50
Lucky .....	22.50	1-2-3 .....	60.00
Oh Johnny .....	50.00		
Ruby .....	35.00		
Rebound .....	17.50		
Super Six .....	30.00		

WE RECOMMEND  
**Baker's PLAYMATE**

**SPECIAL!**  
Gottlieb's THREE SCORE  
TEN STRIKES, \$60.00

WANTED—5-Ball Free Play Game! ALL GAMES EXPERTLY RECONDITIONED. Write for Games Not Listed. 1/3 Cash With Order, Balance C. O. D.

**THE GENERAL VENDING SERVICE CO.** 2320 N. MARROE ST. BALTIMORE, MD.

### You All-Ways get the Best Buys HERE!

<b>FREE PLAY GAMES</b>		<b>FREE PLAY GAMES</b>	
All-Babs .....	\$17.50	One-Two-Three .....	\$40.00
Box Score .....	12.50	Polo .....	47.50
Brite Spot .....	54.50	Pylon .....	55.50
Chief .....	12.50	Red Hot .....	32.50
Contact .....	12.50	Score Champ .....	35.50
Doughboy .....	47.50	Summertime .....	55.50
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Lancer .....	12.50	Toss .....	15.00
Majors .....	24.50	30 Ten Strikes .....	62.50
Merry-Go-Round .....	52.50	Topper .....	19.50
Oh Boy .....	30.00	Victory .....	47.50
Oh Johnny .....	59.50	Wings .....	57.50

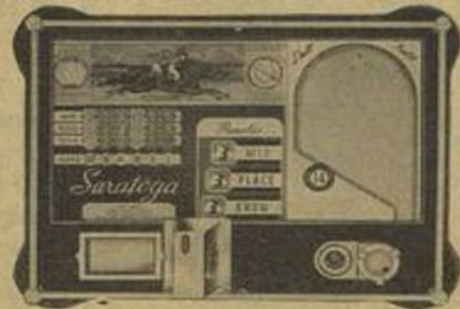
**KEENEY'S ANTI-AIRCRAFT GUN \$95.00 (Black Cabinet)**  
**SKEE-BALL-ETTE \$59.50**  
**JENNINGS' FREE PLAY MODERN VENDING \$119.50**  
**Close Outs (in original cases)**

1/3 DEPOSIT, BALANCE C. O. D., F. O. B. BALTIMORE. WRITE FOR PRICES OF ANY EQUIPMENT YOU WANT NOT LISTED HERE. ALL MACHINES GUARANTEED.

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### PACE'S FREE PLAY SARATOGA BELL CONSOLE

FREE PLAY With or Without SKILL FIELD



CASH or CHECK PAYOUT With or Without SKILL FIELD

5c-10c-25c Play—Slug Proof Coin Chute and Escalator Easily Converted to Meet Your Particular Requirements.

**WRITE TODAY FOR PRICES**

**PACE MFG. CO., INC.**

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# Bally's NEWEST NOVELTY HIT PROGRESS

WITH TRIPLE "TURN-TARGETS"

Three Skill Targets  
REVOLVE  
During Entire Game

Players demand action—and PROGRESS gives 'em action galore! Triple "Turn-Targets" on PROGRESS play-field revolve during entire game—creating new crazy ball action—new 3-WAYS-TO-WIN skill-appeal. Each "Turn-Target" equipped with 3 contact points—a total of 9 MOVING TARGETS to challenge the player's skill! Boost your collections—hold your locations against competition—move into new spots—with PROGRESS! Order yours today—from your favorite distributor.



WIN 3 WAYS  
HIGH-SCORE  
FUTURITY  
SPECIAL  
CONVERTIBLE  
FREE PLAY OR NOVELTY

# Bally RAPID-FIRE

MACHINE GUN  
WITH DUCKING, DIVING  
SUBMARINE TARGET

\$30 to \$60 a week!

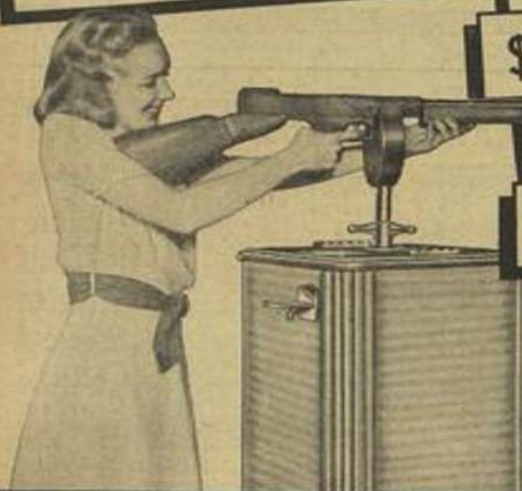
\$15.00 daily!

\$295.75 in 3 weeks!

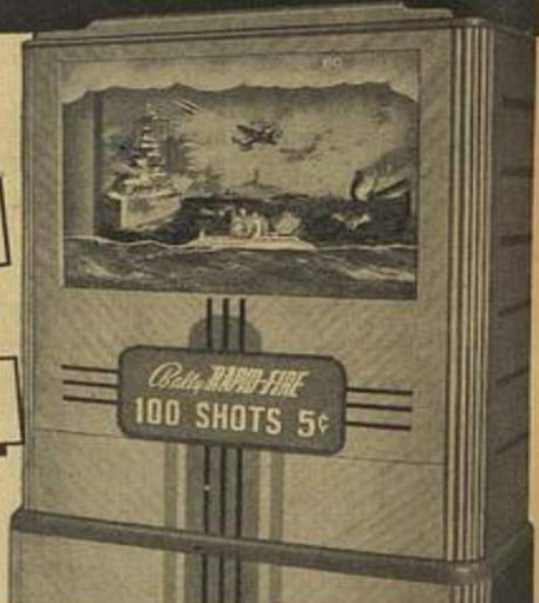
\$16.80 daily net!

\$37.75 in 2 days!

\$12.00 daily profit!



Start a RAPID-FIRE route now and be on Easy Street all year. See your distributor or write or wire direct to factory.



**BALLY MANUFACTURING COMPANY** 2640 BELMONT AVENUE  
CHICAGO • ILLINOIS

# SIMPLE

## TO INSTALL

Assure yourself of maximum extra profits from remote control mechanisms by handling the equipment that's easier, faster and less costly to install. Choose Rock-Ola's Dial-A-Tune Boxes and avoid the need for heavy, high-voltage conduit covered cable, for unnecessary ripping into walls, and extra installation expense. Save those increased earnings for yourself with Dial-A-Tune!

EASY TO OPERATE AS A  
DIAL PHONE



# SIMPLE

## MECHANISM

All you need do is compare the operating devices of various remote control equipment to realize that Dial-A-Tune stands head and shoulders above the rest. Its fool-proof, accurate operation . . . Its service-free simplicity . . . its tamper-proof mechanism . . . its quick-change program holder . . . means less money for service and bigger net earnings for the operators.

# SIMPLE

## CUSTOMER OPERATION

Folks like to do what's easiest to do. That's why customers go for Dial-A-Tune remote control equipment and spend more nickels in the locations that feature it. Dialing numbers for favorite musical selections comes to them naturally—gives them the music they want instantly, easily. Yes, Dial Selection makes patrons want to play—MAKE MORE MONEY FOR YOU!

NO WALL WRECHING NECESSARY



NO COMPLICATED WIRING



**ROCK-OLA MANUFACTURING CORP., 800 N. KEDZIE AVE., CHICAGO**



COMPARE... BE SURE... THEN BUY...

# ROCK-OLA DIAL-A-TUNE

# Only **WURLITZERS** HAVE **VISIBLE RECORD CHANGERS**

One of the reasons why Wurlitzer sells more Automatic Phonographs than all other makes combined is the fact that Wurlitzer Automatic Phonographs have the greatest play appeal — and every successful Music Merchant knows it.

People like to see the Wurlitzer work — stand fascinated as one gleaming, chromium rimmed record in the visible record changer slides back into the magazine — another comes up in playing position.

Visible record changers plus the extra profit opportunities in 24 records and the crowd pulling power of Wurlitzer's Glorious Glamour Lighting are reasons why Wurlitzers pay Music Merchants the best profits.

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*

People Like to  
**LOOK** as well as **LISTEN**

THAT'S WHY  
**WURLITZERS**  
PAY BIGGER  
PROFITS



**SOLD ONLY TO MUSIC MERCHANTS**