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# The Billboard

The World's Foremost Amusement Weekly

NOVEMBER 2, 1940

15 Cents

Vol. 52. No. 44



—Preston Sweet Photo

**XAVIER CUGAT**  
And His Orchestra

"Rhythms From the Friendly Americas"  
Direction: Music Corporation of America

*Shades of The Gay '90's  
in Modern Dress! . . . .*

**"WHEN THE MUSH BEGINS TO  
RUSH DOWN FATHER'S VEST"**

*The Novelty Number of The Year*



AS RECORDED BY

**SHEP FIELDS**

**AND HIS ORCHESTRA  
on BLUEBIRD No. 10889**

★ Here's a record that's an absolute MUST for every music box in the land. Remember Old Man Mose? Music Goes Round and Round? Tisket-A-Tasket? Hold Tight? This NOVELTY tune TOPS them all!

Everyone will soon be singing

"When The Mush Begins to Rush Down  
Father's Vest

You can see it do the rumba on his chest-

And the rest of the rollicking lyrics of this novelty  
click.

It's set for a long-time run in every music box  
because it's the kind of number phono patrons  
will enjoy over and over again.

Get it from your Bluebird Distributor TODAY!

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**Read This RAVE REVIEW:  
On the Records**

By DANIEL RICHMAN  
SHEP FIELDS (Bluebird)

When the Mush Begins to Rush Down Father's Vest—PT. VC. I Surrender, Dear—PT. VC.

FIELDS has, in the A side of this double, one of the likeliest looking items for a 25-year-old ditty in the novelty genre, more than a little corny, but—and this is what makes it stand out—genuinely amusing. A band's handling of this type of thing can make or break the number; the treatment alone determines whether the listening is spine-chilling or rib-tickling. Happily, it's the latter in this case. A ballad verse that vocally sets a mood of picturesque places and sights leads incongruously into the absurdities of mush rushing and hash dashing down Art isn't grudgingly, with plenty of lyric laughs along the way for those to whom Art isn't everything. Added to the side's virtues as listening entertainment is a middle instrumental chorus that delivers some solidly rhythmic ensemble work. The contrast aspect momentarily to deliver some solidly rhythmic ensemble work. The contrast is effective and gives the rug-cutters as well as the listeners their money's worth. Reverse takes the well-known oldie in familiar "rippling rhythm" style, with the old but always interesting double-time tempo change used to good advantage. Mush is the side, tho, and the standards of record commercialism will have to be revised if it doesn't turn into a top music machine and home phono click.

The **Billboard**, Oct. 26, 1940

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## FLORIDA TALENT BOOM SEEN

### Camden Op Sues 20th Century On Pact To Play Down Vaude

PHILADELPHIA, Oct. 26.—Long-standing belief has been that the theater owner is the one reluctant to return stage shows. However, lawsuit filed here this week intimates that the film distributor is doing the holding back. That intimation is disclosed in a suit filed in Common Pleas Court against 20th Century-Fox Film Corporation by Richardson Dilworth, attorney representing A. M. Ellis, whose Towers Theater Company operates the Towers Theater across the river in Camden, N. J. House was last year a full-week stand and this season is using stage shows week-ends only.

In the bill of complaint Ellis asks for damages of \$107,500, charging 20th Century-Fox breached a verbal agreement to make pictures available to him, on which basis he bought the house. Agreement, reached October, 1938, which was never put in writing, called for the Towers to get all 20th Century-Fox pictures rejected by the Savar Theater, competition house near by playing straight pictures. On that basis Ellis says he bought the Towers in June, 1939, at a sheriff's sale for \$84,000 and spent \$124,000 to remodel the house.

Original agreement was superseded by another understanding, November, 1939, at which time he was allegedly asked to junk vaudeville and charge a 25-cent admission. However, house was already committed to full-week vaude stands until March, 1940, and it was agreed, the bill of complaint asserts, that the Towers would junk vaude for four days a week during the showing of major pictures and be permitted to play stage shows week-ends with indie pictures. In effect, he was not allowed to couple a picture from a major with stage shows.

As a result, from May 23 to June 23, 1940, Towers went into a week-end policy of stage shows, and still was not able to get the allegedly promised pictures from 20th Century-Fox or from any other major distributor. House was allegedly forced to close down entirely

from June 23 to August 23, 1940. House opened after that date and is currently using stage shows week-ends.

Ellis claims that the house should return a profit to him for 1940 of \$30,000, but, since he can't buy pictures, will actually lose \$15,000 for the current year. Verbal agreement was to extend to July, 1941, and Ellis claims he stands to lose an additional \$7,500 from January 1 to July 31, 1941.

This is the first suit of its kind to be started by an independent exhibitor in this territory.

### 87 Votes Cast In AGVA's NY Local Election

NEW YORK, Oct. 26.—Only 87 valid votes, or about 10 per cent of the membership of the New York local of American Guild of Variety Artists, were cast during the local's annual election held last week. Some 20 were cast at the meeting, and the others came by mail. Membership in good standing in the local, according to Executive Secretary Phil Irving, is about 900.

The officers elected are Peter Wells, president; Elton Rich, first vice-president; Bomo Vincent, second vice-president; Hazel Scott, third vice-president; Sydney Chaston, fourth vice-president; Charles Arno, recording secretary, and Sam Kramer, treasurer.

That AGVA is again facing financial difficulties appeared this week when Dewey Barton, national president, appeared before the council of Actors' Equity Association for a loan. His request was denied. AGVA now hopes to bring up the matter before the next meeting of the Associated Actors and Artists of America, parent organization. At present, no Four A's meeting has been scheduled. AGVA's debt to Equity and

(See 87 VOTES CAST on page 37)

### Lone Ranger Suit For \$250,000 To Be Tried This Week

SPARTANBURG, S. C., Oct. 26.—Trial of a \$250,000 suit brought by Lone Ranger, Inc., of Detroit, against Lee Powell and O. C. Cox, going business as Wallace Bros.' Circus, individually and jointly, is scheduled to open in Federal District Court at Greenville, S. C., next week.

Some time ago, when Powell made a personal appearance here as a feature attraction of the Wallace circus, Circuit Judge G. B. Green signed an order requiring the defendants, including Powell and Cox, to show cause why they should not be enjoined from making "improper" use of the name, The Lone Ranger. Further, the defendants were enjoined from committing any of the acts barred by a prior decree in Federal Court for the Middle District of Pennsylvania.

Defendants have filed an answer in United States District Court at Greenville, denying each and every allegation in the complaint "not hereinafter specifically admitted." The answer states: "Defendants admit so much of paragraph 18 as alleges that the District Court of the United States for the Middle District of Pennsylvania issued the decree." (See LONE RANGER SUIT on page 59)

### Talent Budgets Increased With 4,000,000 Visitors Expected

NEW YORK, Oct. 26.—The Eastern and Southern coasts of Florida are cleaning house and preparing for a record-breaking season, scheduled to open mid-December. The figure is an estimate of transportation agencies getting advance calls for information, sales offices of Florida hotels here that are piling up a new high in early reservations, and leading agents who have been in close touch with the resort area for years. Huge expectations are due chiefly to war situation, which is more acute even than last year.

Bookers indicate that there will be a demand for both high and low-priced talent, since more spots are expected to operate during the 1940-'41 season than ever before. While several top acts have already been set, the real demand for same acts will again depend on gambling regulations in the resort towns, which are still in a state of uncertainty. The casino boys took it on the chin last season when the lid was closed tight. The talk these days is that Miami proper may be open for gambling but not the neighboring vacation towns. Those concerned with a favorable verdict on open gambling point to the legality of betting at race tracks and hope for an equal break in the cities.

#### Palm Beach

Bright news comes from Palm Beach, center of the vacationing socialites, where royalty in exile will be entertained this season. This will mean a break for society spots and acts with experience in front of a Park Avenue clientele.

Local agencies to benefit by this spurge are Meyer Davis, society band booker, and Jack Bertell, of Columbia Artists, Inc. Davis has been booking Florida hotels and private parties for years and this season sees a heavy demand for his services. He plans to make several trips to Florida and will personally front his hands at the more expensive affairs. Among the hotels his office is booking exclusively is the Breakers in Palm Beach.

Bertell last season sold concert performers to the Hollywood Hotel in Hollywood, Fla., doing business amounting to some \$150,000 between mid-January and late in February. While plans have not

been completed, the CBI office expects to book the hotel again, as well as the El Patio in Palm Beach. Among performers scheduled to fill dates are Hildegarde, Sheila Barrett, the Hartmans, Lucy Monroe, Corneilia Otis Skinner, and Mischa Elman. The El Patio is a swank outdoor nitery using name talent. Other leading spots in Palm Beach are the Whitehall and Biltmore hotels, two of the four hosteries operated by the Roney-Plaza chain in Florida. Both will institute entertainment policies New Year's Eve and will feature society bands. (Other Roney hotels to be mentioned in greater detail later are the Roney-Plaza in Miami Beach and the Miami-Biltmore in Miami.)

Acts employed for private parties in Palm Beach include society dance teams (See Florida Talent Budgets on page 17)

### Quebec, Sherbrooke Fairs to Conklin

QUEBEC, Que., Oct. 26.—Frank R. Conklin was here today and obtained a contract for the exclusive on shows, rides, and concession privileges for the Conklin Shows at the Quebec Provincial Exhibition next year. The same kind of contract was also obtained for the Sherbrooke Great Eastern Exhibition, Sherbrooke, Que.

This will make the eighth consecutive year for the Conklin Shows at these fairs.

### In This Issue

	Pages
Broadway Beat, The	4
Burlesque	25
Carnival	30-37
Circus and Corral	38-40
Classified Advertisements	47-49
Coin Machines	60-92
Endorsement Shows	26
Fairs-Expositions	42-43
Final Curtain	28
General News	3-5
General Outdoor	58-59
Hartmann's Broadcast	46
Legitimate	15-16
Letter List	50-51
Music	25
Music	9-14
Music Merchandising	62-67
New York World's Fair	29
Night Club Reviews	18-19
Night Clubs-Vaudeville	17-24
Non-Theatrical Films	27
Notes From the Crossroads	46
Orchestra Notes	11
Out in the Open	45
Parks-Pools	44-45
Pipes	56-57
Possibilities	5
Radio	6-8
Radio Talent	7
Record Buying Guide	67
Repetoire-Tent Shows	26
Rinks-Skaters	41
Sheet Music Leaders	10
Show Family Album	48
Songs With Most Radio Plugs	10
Sponsored Events	37
Television	6
Vaudeville Reviews	22-23
Vaudeville Crosses	24
Wholesale Merchandise-Pipes	52-57

ROUTES: Orchestra, page 14. Acts, Units and Attractions, 20 and 55. Dramatic and Musical, 20. Repertoire-Tent, 20. Ice Shows, 20. Burlesque, 20. Grandstand and Free Attractions, 58. Carnival, 59. Circus, 59. Miscellaneous, 58. Routes Received Too Late, 59. Events for Two Weeks, 57.

### Panoram and Soundies Unveiled In New York at Party for 2,000

NEW YORK, Oct. 26.—Some 2,000 members of the local entertainment and newspaper professions got their first look Monday night at the Mills Panoram, coin-operated movie machine, and Soundies, the sound-on-film pictures especially produced for these machines. Monday night press and celebrity party was part of the three-day showing staged at the Starlight Roof of the Waldorf-Astoria this week by officials of the Mills Novelty Company and James Roosevelt, co-partners in movie machine venture under terms of which Mills Novelty manufactures the Panoram movie machine and Roosevelt's Globe Productions, Inc. produces Panoram Soundies for the machines. High spot of the evening was the NBC broadcast in which heads of the firms hailed the movie machine as marking a new era in entertainment for the nation.

Mills Panoram is a fully automatic and coin-operated device. Self-contained unit projects 16mm. sound-on-film pictures on a 17 by 22½-inch translucent screen. Eight three-minute soundies are mounted on one continuous reel. Ma-

chine is non-selective and uses RCA 16mm. projector. Overall size of Panoram is 79½ by 35½ by 29½ inches. Atop screen a traveling illuminated tape announces the titles of the shorts on the program.

Line-up of talent for shorts shown at the preview included: Six Hits and a Miss and Lorraine Page's ork doing Sweet Sue; Joy Hodge, the Rio Brothers trio, and Rudy Prins Jr.'s ork in Row, Row, Row; Carmen D'Antonio and Eddie Durant's ork in Jungle Drum; Martha Mears and Bill Roberts with Lorraine Page's ork in Bill Roberts; Lorraine Page's ork in Darn That Dream; Music Mads, Stearns and Denne, and the Page ork in Parade of the Wooden Soldiers; Bernice Parks and Theodore with Eddie Durant's ork in Havana is Calling Me; the Music Mads with Dick Winslow's ork in Song of the Islands and Victor Young's band doing Hold That Tiger.

Mills execs stated that Panoram movie machine is to be sold on a franchise basis to firms thruout the country. These franchise holders may control exclusive distributing and operating rights in their territory for the life of the franchise.

# Minimum Payments May Defeat Drive Against Celeb Nights

NEW YORK, Oct. 26.—Theater Authority's order banning celebrity nights after Friday (1) will apparently have no effect on the cuffo appearances of name performers on night club floors.

Guest nights are still being advertised, despite the TA threat to impose a \$1,000 fine on performers who do more than take a bow when introduced by the night club emcee. Although rarely enforced, a TA ruling already on the books provides the imposition of a \$100 fine upon performers making free appearances unannounced by TA. This having been ineffective in stamping out celebrity nights, the fine threat will be increased tenfold after Friday.

Reefs registered by night spots without celebrity nights are said to have been effective in forcing the TA to take action. These operators have complained that their Sunday nights have taken a beating, spenders being attracted to the places where names are making informal appearances.

The local spots getting the lion's share of the Sunday night trade include Leon and Eddie's, Hotel New Yorker, and La Martinique, all of which use celebrities Sundays.

The American Guild of Variety Artists, regardless of the success or failure of the TA campaign to drive out night club cuffo talent, says it will conduct its own campaign on that score. Phil Irving, executive secretary of the New York AGVA local, said that AGVA will go after these spots. First on AGVA's list are the La Martinique, Kelly's Stables, and Hotel New Yorker, which already have signed agreements with AGVA forbidding the use of free talent.

However, the AGVA campaign may be stymied by the plan of some cafe owners to pay the AGVA one-performance minimum to performers contributing their services. One operator said this will comply with the technical requirements of AGVA and TA. The performers, he said, can contribute payment for that evening to any charity of their choosing, thus avoiding the stigma of working far below their accustomed scale. For \$100, he added, he can get all the acts he needs for the evening.

Alvin Corelli, executive secretary of the TA, said this matter will be taken up at an executive meeting of the Associated Actors and Artists of America. He said that performers coming under other than AGVA jurisdiction would be subject to the \$1,000 penalty for a celebrity

night appearance. Thus, legit, radio, or screen celebrities would be forbidden to do other than take a bow.

Corelli cited as some of the frequent local offenders the Cafe Brevoort and the Hotel White. Boston spots having celebrity nights include the Coconut Grove, Mayfair, Latin Quarter, and the Westminster Cafe.

Florida spots in the Miami area using free talent include the Dempsey-Vander-

## Maybe Sponsor Is Right

CHICAGO, Oct. 26.—Bill Anson's new afternoon platter show on WJJD couldn't have found a more unlikely sponsor if he had invented one. Show is tagged *Laugh Music Hall*. Sponsor is the Keystone Burial Society.

bilt, Carroussel, Paddock, Continentale, and the Royal Palm, says Corelli.

In addition, Corelli said, Midwest spots around Detroit, Cincinnati, and Cleveland take advantage of the legit road companies traveling that area to get them to make cuffo appearances.

## Poll of One Chinese Sailor Reveals Honorable American Band Pashes (3)

NEW YORK, Oct. 26.—Imagine the plight of a Chinese seaman who, after he sailed from China, had visions of seeing his favorite bands in person, but since arrival has been beset by nothing but confusion, wondering, "What means Mickey Moose?" Three American band faves, according to the Oriental tar, are Wayne King, Glenn Garr, and Russ Carlisle (who, according to occidental figuring, is vocalists with Blue Barron), who are frequently heard in the Far East on short-wave broadcasts and recordings.

As soon as the sailor deposited his celestial person on American soil, he started out on what amounted to a safari to find and hear the bands he heard when he squeaked the radio dial some 8,000 miles away. Who should he run smack into but a song plugger, who immediately disillusioned him, but at least gave him an education.

The most honorable song plugger told him that Carlisle was merely the singer with Blue Barron's band, and that Barron's press agent would undoubtedly be called in to point out that inter-

national incidents have been caused by less serious errors. The seaman told the plugger that he would try to do everything possible to rectify it when he got back.

He said, in his inarticulate way, that he would settle for King, but someone told him that it would have to be arranged thru Lady Esther's private secretary. He was puzzled over this because he thought that titled ladies only existed in Europe, but understood clearly after he was told that Lady Esther was King's sponsor. At least, he said he understood. But he'd still like to listen to Wayne King, he insisted.

Glenn Garr came up next with no strings attached, except that he would have to go over the George Washington bridge into New Jersey, where Garr is playing at the Rustic Cabin in Englewood Cliffs. The gentlemen said he would gladly escort him to the spot and introduce him to Garr—which he did.

Now the Chinese sailor thinks that song pluggers have fine manners (which they will attest to themselves), but, "Please, mister, what means honorable Mickey Moose?"

# The Broadway Beat

By GEORGE SPELVIN

THE night club crowd is still swapping tales about registration for the draft. Mario, of Mario and Florio, kept showing his card around until, after a couple of days, he discovered just what "complexion-sallow" meant. "And after months of sun tan," he moaned. Spencer Here told the registrar he had green eyes, but the gal said, "We have no green classification on the card; I'm sorry, but your eyes are now brown." Ed Dukoff (along with probably nine-tenths of the rest of the night club field) was marked "sallow," and he's still sore about it. . . . Still on the same subject, Jerry Horowitz, at the reception desk at Paramount, became 21 October 17, the day after registration. So for safety's sake he's carrying around a photostatic copy of his birth certificate, in lieu of the diploma handed out by the draft boards. . . . Peter Del Morris, manager of Hawaiian talent, says Kate Smith, Bing Crosby, Franklin D. Roosevelt, and Ray Kinney are chiefly responsible for the increasing popularity of Hawaiian entertainment in the East. He claims all four are great propagandists for Hawaiian stuff. . . . Cab Calloway was recording a number titled *Make Yourself at Home for Okeh* the other morning and had run discovered that a line of the lyric read, "Wind up the old Victrola." Consternation reigned for a couple of minutes, culminating in a switch of the wording to "Wind up the old graphonola." Victrola is, of course, the registered name for Victor phonograph and at one time became almost a synonym for phonograph. Graphonola is the Columbia trade name. . . . Dan Tutthill, of the NBC Artists' Bureau, scoffs at the idea that radio's star business is washed up. He claims that film names at present are making too much money, but that business is holding up, contrary to reports late last year.

A LOCAL magician got a job recently with a radio ad agency and, when he wasn't too busy around the office, was used to do sleight-of-hand tricks for irate customers. Believe it or not, he became invaluable as a calmer-downer around the office. . . . The Hebrew Actors' Guild isn't by any means happy over the decision of Molly Picon, one of the top names in the Yiddish theater, to play night clubs. She's one of the few remaining stars in the field able to draw real trade. . . . Moss Photo Service handles requests from fans for pictures of Kay Kyser and his bandmen, and some of the requests are cute. Ish Kabibble, for example, received a note for a picture of himself "with your hair combed down your face." Another fan asked Kyser to use Ish Kabibble more in the show, "because he is one of my distant cousins." Still another said, somewhat cryptically, "I wish I could see you in person, but I am just 15 years old." . . . Speaking of Kyser and his crew, Leon J. Hamberger, promotion manager of RKO, got off a terrific hunk of promotion on their forthcoming flicker, *You'll Find Out*. It's in the form of a personal letter signed by the maestro, and starts off easily enough by telling about meeting a deb after a broadcast. And then it goes into the wild and woolly plot of the picture, treating it as tho it were a personal experience, with the tag for the film coming only at the very end. Attached is a set of stills from the pic, made up in snapshot form and purporting to be the work of Ish Kabibble. It's a real attention-getter.

LOOKING Ahead Dept.: Gene Krupa has been booked for the Paramount for May or June of 1941 and has an option for a similar period in 1942. . . . Sign of the Times: Ella Fitzgerald, who used to bill herself as "The First Lady of Swing" is now "The First Lady of Song." . . . *Hotel One-o-Six*, on 52d Street, advertises the show policy in its Green Bay Tree Room thus: "Entertainment from 10 until unannounced." . . . Joe Ranson, of *The Brooklyn Daily Eagle*, and Al Simon, publicity director of WHN, have become professors. Starting in February, they'll give a radio course at Long Island University. And it'll count for two points of college credit, too. . . . Checkroom girls working on carpeted floors get a lot of thrills out of their jobs—but the thrills are electrical. Customers generate a mild current, due to friction of their feet on the carpet; and when they make contact with the checkroom attendant a mild shock is transferred.



WE AMERICANS are generally conceded to be somewhat far removed as yet from what might be described as war jitters. Fighting togs are being turned out for our boys, but there is no fighting yet. At this near-critical stage, while we live in a country at peace that is practically surrounded by devastating war that is possible only in the enlightened 20th century, it is interesting to record for the benefit of posterity some of the reactions of the pleasure-seeking public to the world's social events.

Whether or not the State Department is in a position to declare itself on that point in evasively phrased documents, the unalterable fact remains that in the heavily populated centers where major amusements are concentrated the public is pro-British to a decisive degree. In practical show business terms this means that the promoter of an amusement spot, whether it be a theater, night club, park, or exposition, is as vitally interested in the newspaper headlines as the men who are at the head of the State, Navy, and War departments in Washington.

It has become more and more noticeable, proceeding from the premise that Americans are definitely pro-British, that when losses for the British are reported on the air or in the daily press amusement business falls off immediately. Conversely, business spurts when the British are victorious, defensively or offensively. Expert observers, who depend on their keen perception as well as handy pencils and pads, advise us that in the biggest show of them all, the just-closed New York World's Fair, attendance as well as money spent on the midway was geared closely to the rise and fall of Britain's fortunes in the death struggle now taking place in Western Europe.

Show managers on Broadway and in the key cities, as well as cafe men, report the same reactions. Which can mean only one thing: that as much as we try to dismiss other nations' wars or impending war here from our minds, as shown in a closely integrated world we cannot afford to shut our eyes to what is going on in a world beyond the confines of a nation at peace.

The spreading war has exerted a tremendous effect also on the type of shows presented in cafes that cater to the masses and in popular-priced theaters as well. The trend towards Latin and exotic atmosphere, music, and entertainment, greatly encouraged by strong public response, shows clearly—the escape nature of the public's effort to shake off war blues suggested by newsreels and newspapers whose columns are predominated by gloomy foreign news. In the music field particularly it is impossible to ignore the less in public favor of blasting hot and jittery swing styles. Gaining ascendancy at a rapid rate are name or traveling organizations that exploit sweet, dreamy music—another element in the escape manifestations of a public fleeing from the gloom and futility of life mirrored by the news gazettes.

Not without a certain degree of cynical pleasure, cafe men who have lived and worked thru more placid days report that there is heavier drinking in night (See SUGAR'S DOMINO on page 12)

## Chinese Vaude, Films in S. F.

SAN FRANCISCO, Oct. 26.—The Grand View, first All-Chinese vaude film house on the Pacific Coast, opens here the middle of November. Theater occupies ground floor of a remodeled Chinese apartment house, and is bank-rolled with \$50,000 of Chinese capital.

Owners are B. F. Fong and Joseph Sun, who are connected with the Grand View Motion Picture Corporation of Hong Kong. Sun will manage the house.

Plan is to expand to other cities which have a Chinese population. Bill will show Chinese stage acts and a first-run Chinese talkie.

## XAVIER CUGAT

(This Week's Cover Subject)

THE name of Barcelona-born Xavier Cugat and the rumba are virtually synonymous. It was Cugat who fostered the dance rhythms of Latin American countries in the United States for more than a decade, aiding and abetting the present craze for the conga and tango.

America first became acquainted with Cugat when he came here as a violin virtuoso, assisting in performances of the late Enrico Caruso. While touring with Caruso the great singer not only provided a source of musical inspiration, but also encouraged a latent and dormant talent in Cugat—that of caricaturing.

When concert work became scarce Cugat put his artistic inclinations to more practical use and became staff cartoonist for *The Los Angeles Times*, where the future rumba king lampooned the world's greats to the delight of his West Coast readers. His popularity as a cartoonist took on even greater prestige when he decorated the curtain of Grauman's Chinese Theater in Hollywood.

The call of music, however, beckoned again in the late 1920s, and Cugat went back to playing his violin with name bands of that day. In 1928 he organized his own band and within five years was in New York to open at the new Waldorf-Astoria Hotel, where, since then, he has been called back for eight successive years.

Cugat is also a prolific composer, scoring with such solid song hits as "My Shawl," "Night Mus Fall," and "Cal Cal Congo." His recordings of "Blen Blen Blen," "Rumba-Cardi," and "Sponey" are also listed as best sellers.

Today the demand for Cugat's services is attested by the fact that he is solidly booked until October, 1941, a testimonial to 12 years of patient and skillful integration of Latin American syncopation into the daily lives of the American public.

# CHI PAPERS' RADIO DEALS

## S. F. Bluenose Stuff Continues

SAN FRANCISCO, Oct. 26.—Police authorities gave night spot owners a breathing spell this week.

Two club owners arrested last week were fined for selling liquor after 2 a.m. fourteen clubs were cited for violating the no-gambling ordinance, but their owners were not prosecuted.

George McAvoy, part owner of the Pit Club, and Joe Wilbur, of the Variety Club, were fined \$50 on the two counts.

Holding of Jimmy Jordan's Club Follies threw a half dozen acts out of jobs.

Burlesque shows are as yet unaffected in the bluenose campaign, which began shortly after the closing of the Golden Gate International Exposition.

## N. O. Ice Equipment Auction

NEW ORLEANS, Oct. 26.—Civil District Court ordered final default of the ice rink equipment, property of Prieur Leary. Last week to satisfy a claim of \$4,070.50 for rent on the Municipal Auditorium during the operation of the Ice-Capades of 1941 and the public skating rink conducted in connection with the show here in September. The equipment is to be sold at a public auction in about 30 days. Several interests in the vicinity are reported ready to purchase, with intention of opening a permanent ice-skating rink, the first in New Orleans' history.

## WSYR New Biz

SYRACUSE, Oct. 26.—New business for the coming fall and winter season for WSYR includes 26 weeks for the New York State Milk Publicity Bureau and another 26 weeks for International Salt. Both set by J. M. Matheo, Inc. Second in line are the American Chicle accounts for two 13-week contracts thru Badger & Browning. One of these uses Nick Stemmler's sports and the other Fred Jake's Timekeeper.

Others are Ryan Milling Company for 26 weeks from Moss-Chase; Vicks Chemical, Morse International, Inc.; Henrus Watch Company, J. D. Tarocher Company, Inc.; Oakite Products, Inc., Calkins & Holden; North American Insurance Company, Franklin Baruck Advertising; Armour & Company, Lord & Thomas; the Borden Company, Young & Robinson, Studebaker, Boche, Williams & Cunningham; Ford Motor Car Company, McCann Erickson, Inc.; Bristol-Meyers Company, Young & Rubicam; Dairymilk Milk Company, Barlow Advertising.

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## 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

**JAMES TODD**—legit actor now appearing in one of the leading roles of the revival of *Blind Alley* at the Windsor Theater, New York. An excellent and versatile performer, who has a long record of finely played supporting roles to his credit, and who is now doing a terrific job on an important and difficult lead. Would be a real asset to any studio in mature leads or the younger-type character roles.

**MIRIAM RIBELLE**—youthful and talented dramatic actress, currently featured in the Maurice Schwartz production of *Esterke* at the Yiddish Art Theater, New York. One of the few newcomers on the New York foreign-language stage in recent years who boasts the admirable combination of beauty and real acting ability. No language barrier, as her English is okeh. Should be an excellent bet for the screen.

## For LEGIT MUSICAL

**EVELYN PARNEY**—eye-filling, tap-dancing brunette who has an extremely winning style. Caught at the Strand, New York, she displayed two neat routines, both embellished with well-executed turns. A very shapely figure is not the least of her assets. Could be used to great advantage for the tap numbers in a revue.

## 'Holly'd Ice Revue' Bookings

NEW YORK, Oct. 26.—Sonja Henke's *Hollywood Ice Revue* of 1941, produced by Arthur Wirtz, has been booked thus far for a 13-week tour, starting November 21 at the Coliseum, Houston, Tex. Leon Leonidoff has been commissioned to stage this year's edition. Raoul Pene Du Bois will design the revue, which will again consist of a series of production numbers, with Miss Henke in the lead. Alfred Trankler and Fritz Dietl will be added to the cast for comedy.

Show's bookings thus far are: Houston, November 21-27; Omaha, November 28-December 7; St. Louis, December 8-13; Buffalo, December 17-22; Chicago, December 28-January 5; Detroit, January 7-12; Cleveland, January 14-18; New York (Madison Square Garden), January 20-25; Boston, January 28-February 3; Indianapolis, February 5-9.

## Sheets Angle for Circ Boom Via Radio; Arrangements Analyzed

CHICAGO, Oct. 26.—With the addition of *The Daily News* to the list of metropolitan newspapers which exchange display space for radio time, all Chicago papers are now plugging for increased circulation via radio advertising, altho four stations do not use newspaper display advertising. This week *The News* started string on WENR, six days a week from 5:15 to 5:25 p.m., a transcribed series for kids, designed to promote *The Daily Whizzer*, Saturday children's page, and thereby get the kids to read the paper.

*The Herald-American* also added a half-hour Sunday program on WMAQ at 11 a.m., featuring Betty Ames, Lynn Brandt, and transcribed music. New show, added to Ulmer Turner's daily newcasts as the *Globe Trotter* on WENR, brings the paper's use of NBC Chicago outlets up to one and three-quarter hours weekly. Paper also uses WCFL for news and feature interviews, as well as a Saturday morning Junior Newsboys program, which features quizzes of newsboys and stories of their experiences.

*The Times* has a tie-in with WLS, using one-minute spot announcements sprinkled thru weekday hours and also reading of the comics on Sundays.

All deals, except between *The Herald-American* and WCFL, are on an even exchange basis at card rates.

*The Chicago Tribune*, without making any formal exchange of space for time, co-operates closely with its sister corporation, WGN. Tho no advertising display space is used by WGN, publicity linkage in *The Tribune* probably amounts to as much space as competitive stations receive in all the other papers. Latest *Tribune* radio promotion is the new juvenile serial, *New Local*, which airs Friday nights with a contest tie-in designed to increase the paper's circulation in the hinterland as well as in Chi. WGN was used also for the recent *Tribune* fashion show. Another regular plug comes from newscasts. None of these semi-commercials are actually paid for or even rationalized as bookkeeping entries, but are a part of the mutual co-operation program between station and paper.

Stations WJJD, WIND, WAAF, and WBBM make no use whatsoever of newspaper display advertising. WJJD and WIND rely for outside advertising upon their theater tie-in with Balaban & Katz houses, exchanging plugs for trailers. WAAF reports that it gets along without newspaper advertising very well. WBBM, tho often approached both by newspapers and fan mags, expressed the opinion that an even exchange wouldn't give the station its money's worth.



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WITH THIS COMPLETE PORTABLE TYPING UNIT

AN UNDERWOOD PORTABLE TYPEWRITER WITH BUILT-IN TYPING STAND



Imagine . . . an Underwood Universal Portable with its own Built-in Typing Stand folded right into the Carrying Case . . . Sets up anywhere indoors or out . . . Three adjustments for height assure typing comfort.

ENTIRE UNIT FOLDS INTO THE PORTABLE CARRYING CASE



No typewriter but the Underwood offers this complete typing unit. You not only get the exclusive Underwood Built-In Typing stand . . . you get the famous Champion Keyboard, plus Touch Tuning, plus the Sealed Action Frame . . . and many other time-tried Underwood Features.

See the Underwood Universal Portable with Built-In Typing Stand at your Dealer's . . . Ask for a free trial of the complete unit.

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**UNDERWOOD ELLIOTT FISHER COMPANY**

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Sales and Service Everywhere

**WESTERN UNION**

REACH YOUR CUSTOMERS EFFECTIVELY WITH WESTERN UNION'S OVERNIGHT TELEGRAMS. ASK THE LOCAL MANAGER ABOUT QUANTITY DISCOUNTS ON LOCAL OVERNIGHT TELEGRAMS OF THE SAME TEXT.

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ONE ROLL . . . \$ 5.50  
 FIVE ROLLS . . . 25.00  
 TEN ROLLS . . . 3.50  
 FIFTY ROLLS . . . 15.00  
 100 ROLLS . . . 29.00  
 ROLLS 2,000 EACH  
 Double Coupons,  
 Double Price.  
 No C. O. D. Orders  
 (Size: Single Tick. 1x2")

Right Prices plus excellent service is our gift to you when you place your orders with us for

**TICKETS**

Stock tickets shipped same day order is received. No delay in printed to order ticket shipment.

We will gladly quote you.

**SPECIAL PRINTED**

Well or Machine  
 10,000 \$ 6.95  
 50,000 9.95  
 25,000 12.75  
 100,000 29.00  
 1,000,000 150.50  
 Double Coupons,  
 Double Price.

**THE TOLEDO TICKET COMPANY, TOLEDO, OHIO**

# INDIE AGENTS SQUAWK

## Claim Radio Union's Rules Kill Incentive; Point Out Loopholes

NEW YORK, Oct. 28.—The independent agents claim the regulations promulgated by the American Federation of Radio Artists aim to drive them out of business and that in the long run AFRA members will suffer thru lowered salaries and uneven distribution of employment, the union states that the licensing of network artist bureaus aids the cause of the indies and the membership. AFRA declared that the licensing would force the network artist bureaus into fairer trade practices, thereby evening up the competition to give a break to the smaller percenters.

According to the interpretation of the small agents, the AFRA policy will hurt the AFRA membership, in that a handful of artists will be able to corner the job market, with much of the agent's incentive removed by the strict commission stipulations. Argued that the prohibition of the resale of performers at higher rates than management guarantees removes agent incentive to build up new talent. Prohibition of commissions on scale jobs will remove all agent interests in breaking an act into the field. This, the smaller agents say, will tend to check the flow of new talent, and will enable a very small percentage of AFRA membership to monopolize the radio jobs.

Mrs. Emily Holt, executive secretary, said that AFRA would meet again with the agents early next week to clarify the regulations as they apply to individuals. In a few cases the union may grant temporary waivers of a clause or two until the trade is fully standardized, but the union will not amend or modify the basic regulations adopted at its membership meetings. Unlike procedure followed by the Screen Actors' Guild and the American Guild of Variety Artists, the radio union will deal with each agent individually, instead of signing a contract with an agent organization. Union is levying no license fees.

There is no stipulation in the agency regulation which would cause an agent to lose his license from either of the other unions if he failed to sign up with AFRA. Other branches of the Associated Actors and Artistes of America, however, have asked their membership to patronize only those agents licensed by sister unions.

AFRA considers the no commission on scale stipulation a great victory. Mark Woods, NBC exec, however, said that regulation was more technical than effective in dollars and cents, for the bureaus had not been collecting commissions on announcer and staff artists' job at scale for the past eight months, despite having won the arbitration which permitted the practice. Explained, as admitted by union execs also, that income of the bureaus would be little affected from any of the regulations, since, for example, most of the package shows on the air are produced by outside agencies. If the union wants to boast a victory, exec said, he had no objection. Agencies such as MCA and

William Morris stated, also, that the no commission on scale jobs affected them very little.

While outwardly agents will appear to be abiding by the AFRA regulations, moves afoot now will enable them to circumvent several of the restrictions, according to some agents. Claim is that agents with ins at the ad agencies and producing offices will be paid off as "consultants." The monies for such payoffs will, actually, be paid by the artists, who will get lower salaries to allow for this extra item on the budgets, it is said.

### WNEW Adds Live Talent

NEW YORK, Oct. 28.—WNEW signed Deane A. Jenkins Friday for a five-a-week morning series on feminine psychology. This is in line with station's previously announced policy to add more talent. Mary Ellen Franklin was added to the station Tuesday for a twice-a-week advice series at 8:30 p.m. She was grabbed by a sponsor, Schwartzman Pura, immediately after her first airing. Station's other recent live-talent acquisition has been Alice Marble, who does a football program twice a week.

### AMP Plugs Catalog

NEW YORK, Oct. 28.—Associated Music Publishers has issued a promotion piece plugging its music catalog. Situation is indicative of drives of independent performing rights societies to cash in on radio licenses while ASCAP-BMI feud is hot. AMP brochure claims the org has over 500,000 compositions and no "restrict list."

### KTHS Gets Injunction

HOT SPRINGS, Ark., Oct. 26.—An injunction was granted KTHS Chamber of Commerce station, last week preventing the city of Hot Springs from collecting an occupation tax. Chancellor Sam Garratt ruled that the radio station is a non-profit organization operated by a civic body, and collection of the levy was therefore an interference with interstate commerce. Attorneys for both sides said the case probably would be taken to the higher court of the State.

### Legit Vets Join WDEL

WILMINGTON, Del., Oct. 28.—Two additions to the announcing staff of radio stations WDEL and WILM, Wilmington, are veterans of the legit stage. They are Bernard Fabrizi, professionally Karl Anthony, and John E. Styles. Fabrizi tramped with Maudie Adams and Walter Hampden, and his last Broadway appearance was in *Cyrano de Bergerac*. Styles is a veteran stock actor.

### They Never Forget

WILMINGTON, Del., Oct. 28.—The WDEL transcription series, *Voces of Yesterday*, is sponsored by the Diamond State Brewery—and thereby hangs a tale. Newspapers on Monday (21) carried an advertisement for the program announcing that the voice of William Jennings Bryan would be presented that evening.

The result was a deluge of protesting phone calls from irate drys and clergymen, and the station hastily made a switch.

Listeners to the program heard no mention of Bryan. Instead, they heard President William McKinley.

## Johnston Shuffles Personnel at WSGN

BIRMINGHAM, Ala., Oct. 26.—In a shake-up of WSGN personnel Henry P. Johnston, vice-president and general manager, announced creation of two new posts and reallocation of various responsibilities. Former Secretary Josephine Marlow is now traffic manager and Tom Severin is librarian of music.

Carl Cannon is promotion manager, handling publicity, station and sales promotion in place of Manager Johnston, who continues active in administrative duties. Local sales staff now includes Evelyn Hicks, James E. Bailey, and W. C. Gullaborn. Bob McRaney remains as program director. Bill Terry, sports, continues in charge of special events and sports, with McRaney, Terry, and Severin taking turns before mike with Bill Snow and Bill Berthwick, other WSGN announcers.

Engineering staff remains under direction of Paul B. Cram, chief engineer, and Jack De Witt, technical adviser.

### CKLW "Boner" Program

DETROIT, Oct. 26.—The fad of recognizing radio "boners," just as movie fans try to pick mistakes in motion pictures, is spreading, with the idea being definitely welcomed by CKLW here. Medium is a Friday afternoon program called *Bulls and Boners*, which invites contributions from the listening audience, giving all mistakes made over the air by the staff during the preceding week. One buck for each contribution if the boner occurred during a commercial announcement.

### WTJM Ups Wattage

MILWAUKEE, Oct. 28.—The Milwaukee Journal station, WTJM, has received permission from the FCC to make changes in equipment which will enable it to increase its nighttime power five times to 5,000 watts. Station has purchased 15 additional acres of land upon which it will erect two additional 400-foot towers to be used in a new directional antenna system.

## WBBM Sound Men To AFRA; Pact Set as AFM Release Them

CHICAGO, Oct. 28.—Ray Jones, executive secretary of the local AFRA office, made final negotiations on sound men's contracts with WBBM this week. Sound men at this station have for the last three years been under the jurisdiction of the musicians' union. A month ago, James C. Petrillo indicated that he would relinquish control of the WBBM sound men to AFRA upon the termination of their contract.

New contracts, which go into effect November 3 for three years ending November 1, 1943, gain a \$5 a week increase per man. WBBM sound men's salaries have ranged from a minimum of \$45 to a maximum of \$75 a week. As before, the men will have a five-day, 40-hour week, but will gain two-week vacation with pay plus an additional day for each holiday worked.

Also in the process of negotiation, but not yet signed, waiting the return of Keith Masters, attorney for WGN, are that station's sound men's contracts. NBC contracts were signed last May.

Concerning local commercial contracts, Jones said he is lining up the smaller Chi stations to work out scales for staff announcers.

### Plan Philly Radio Club

PHILADELPHIA, Oct. 28.—Billy Banks, of the WIP sales staff, and Raymond Gathrie, *Daily News* radio editor, are pushing plans for the organization of a Philadelphia Radio Club to function as a social organization for industry members here. An abortive attempt to organize such a group was made earlier in the summer by Powers Gouraud, WCAU commentator, and Eddie Mayer, WIP news editor. Need for such an organization arose when the Pen and Pencil Club, comprising the newspaper boys, applied the blackball generously to the membership applications of the radio boys, fearing the air workers would over-run the bona fide workers' estate.

### McCluer's NBC-Red Post

CHICAGO, Oct. 28.—Harry C. Kept, who will take over Sidney N. Stroz's duties as manager of NBC Central Division on November 1, announced the transfer of Paul McCluer to the position of Red network sales manager for the Central Division and the promotion of E. R. Boroff to the post of Blue network sales manager for the Central Division. McCluer's present position is Blue network sales manager, while Boroff has been a member of the division's Red network sales staff. McCluer and Boroff both came to NBC at the time WENR was acquired by the network in March, 1931. Boroff had been sales manager of WENR for three years and McCluer had been his assistant. Changes will take effect on November 1.

### Prattfall Technique on WGN

CHICAGO, Oct. 28.—Meet the People was on the air, occasion being the 15 Chicago Tonight broadcast over WGN. But Bill Bacher, producer extraordinaire, was dissatisfied with the tone of the show. There was a tension among the actors because none of the stage-show performers had faced a mike before. When Jack Albertson arose from his chair to read his lines, Bacher quickly withdrew that piece of furniture, with the result that Albertson took an ignominious pratfall. An unexplained laugh echoed over the ether. But Bacher's trick had done its job. The tension was gone and the show sailed smoothly to finish.

### Shilkret Subs for Weber

CHICAGO, Oct. 28.—For six weeks beginning November 9 Nathaniel Shilkret will sub for Henry Weber, musical director of WGN, as conductor of the WGN concert orchestra on the regular Saturday night operettas aired by Mutual. During that period Weber will be occupied with his duties with the Chicago Opera Company.

### What, No P. A.?

NEW YORK, Oct. 28.—Ruth Sato, dancer, is trying to organize femmes connected with the show business in order to boycott radio networks because of networks' threat to ban ASCAP music. Miss Sato claims her interest is "aesthetic." She is sending letters to friends, asking that they do not buy products advertised on network programs. Gene Buck and John G. Paine, ASCAP execs, have also been sent these epistles, according to Miss Sato, but thus far have not answered.

Miss Sato points out that if all females were apprised of the situation their natural talkative tendencies would provide the Society with terrific ammunition.

"Next thing they'll be burning books," opines Miss Sato. She's shooting for a quota of 10,000 femmes with an estimate buying power of \$7 each weekly.

## CBS Analysis Shows Increase in Sponsors' Continued Use of Net

NEW YORK, Oct. 28.—Checkup of 1940 fall business over Columbia Broadcasting System shows an increasing number of advertisers returning year after year to use the net's facilities. Forty advertisers used the net in 1939, 31 in 1938, 30 in 1937, 23 in 1936, 18 in 1935, 17 in 1934, 18 in 1933, 17 in 1932, 11 in 1931, 7 in 1930, 5 in 1929, and 1 each in 1928 and 1927.

Checking from another tangent of 53 advertisers in fall of 1940, eight of them, accounting for 15.1 per cent of total business, are in their first year; nine, amounting to 17 per cent, in second year; five, for 9.4 per cent, third year; two, 3.8 per cent, fourth year; six, 11.3 per cent, fifth year; five, 9.4 per cent, sixth year; three, 5.7 per cent, seventh year; five, 9.4 per cent, eighth year; two, 3.8 per cent, ninth year; six, 11.3 per cent, 10th year; one, 1.9 per cent, 11th year, and ditto 12th year.

Of CBS' new fall business accounts General Foods Corporation has been on for nine years (Kate Hopkins, Kate Smith Hour and Portia Faces Life), Liggett & Myers Tobacco Company for nine years (*Professor Quiz*), Procter & Gamble Company for seven years (*Those We Love*, *Women in White*, and *The O'Neills*), Lever Bros. Company for six years (*Luz Radio Theater*), Campana Sales Corporation for six years, Colgate-Palmolive-Peet Company for five years (Wayne King orchestra), Atlantic Refining Company for five years, Mennen Company for three years, Florida Citrus Commission for two years; Best Foods, Inc. for two years; Nehl, Inc. for two years. New to the network this year are T. J. Lipson, Libbey-Owens-Ford, Planter Nut & Chocolate, Albers Bros., Milling, and General Petroleum Corporation.

# Program Reviews

EDST Unless Otherwise Indicated

## Cal Tinney

Reviewed Friday, 10:30-10:40 p.m. Style—News. Sustaining on WCAU (Philadelphia).

A familiar figure to newspaper readers and no newcomer to radio audiences, Tinney makes another stab at the ether, this time in a solo sustaining spot for 10 minutes nightly. In keeping with the character of his newspaper column, Tinney takes to the corn-and-cracker barrel for comments on the news of the day. His delivery and dry humor smack of the late Will Rogers, but fail to project an essential personality equation into the mike. May be great guns for the gang around the country store stove, but adds to boredom around the plush environs of an upholstered divan.

Orodener.

## "Bachelor's Children"

Reviewed Friday, 9:45-10 a.m. Style—Drama. Sponsor—Cudahy Packing Company, Agency—Roche, Williams & Cunningham, Inc. Station—WABC (New York, CBS network).

Starting out with the idea of having a pair of twins wished on a bachelor, this daytime show after five years on the air has long settled into the groove of the usual dramatic airings. The twin girls are no longer 15; in fact, one is married and has a child; and the pattern of the usual daytime stuff is painfully evident.

The airing caught indicated the story is concerned with the domestic problems of the married twin, with the original bachelor thrown in for atmosphere.

This episode included a fracas (nicely staged) over the problem of having a wife more prominent than the husband.

Writing, direction, and acting are standard. Announcements are lengthy, with speller going into a verbal ecstasy over a letter contest, the prize being (just think of it) a beautiful card table.

Cohen.

## "Portia Faces Life"

Reviewed Wednesday, 4-4:15 p.m. Style—Drama. Sponsor—General Foods (Post Toasties). Agency—Benton & Bowles. Station—WABC (New York, CBS network).

One of a string of daytime dramas for this sponsor, *Portia Faces Life* has as good a chance as any of them in getting the housewife to pause in her supper preparations to take a respite at the loud-speaker. Writing, production, and acting are a notch above par for daytime strips.

Plot has Portia Blake, a young widow, assuming the task of supporting herself and her young son, who is quartered at her late husband's mother's house. The mother-in-law, however, wants to keep the lad and is studiously poisoning his mind against his mother. Episode caught had a dark plot brewing, with the in-law hastily sending for her lawyer. Portia, in the meantime, learns that her son never got the letters she sent him and the letters he wrote were never mailed. The announcer then stops the proceedings to invite the audience to listen to tomorrow's show-down.

Cast capable, with Lucille Wall in the lead and Frances Woodbury sufficiently villainous as the mother-in-law.

Commercials plug the vitamin B one content of the cereal. As usual, plugs are long and unimaginative. Cohen.

## "The Adventures of Lew Loyal"

Reviewed Saturday, 7-7:30 p.m., CST. Style—Drama. Sustaining on WGN, Chicago.

The second episode proved to be thrill-packed and entertaining for adults as well as children, to whom the show is addressed. Basic idea is the eulogizing of the American Way by an expose of subversive activities. Central characters, Lew Loyal and Betsy True, the typical American boy and girl, with the aid of G-man (Uncle Mack), uncover the hide-out of alien saboteurs and against overwhelming odds rout the radical rascals.

Yarn is pure hoke, but well done. That is to say, it is logical, well-constructed, and attention-holding. Point of view is maintained from the children's

angle, making them the mainstays of the plot action rather than satellites. Each episode is self-contained, the threads of continuity run thru entire series.

Credits go to John D. Hess Jr. for the scripting, Blair Walliser for production, Jack Evans, Pattie Willis, and Beet Morrison for Thesp leads. Show is given much display space in the *Chicago Daily Tribune*. Commercial tie-in, with the Sunday paper, for the purpose of expanding the paper's circulation, involves \$10,000 in prize money paid to typical American boys and girls whose photographs are selected. Contestants have to buy the Sunday paper in order to qualify. Modell.

## "Story Dramas by Olmsted"

Reviewed Monday and Tuesday, 9-9:15 p.m., CST. Style—Readings. Sustaining on WENR (Chicago, NBC-Blue network).

A welcome reversion to the fare of radio's infancy, when stories were read by mellow-voiced narrators and the beauty of descriptive prose was not entirely replaced by talky dramas. Nelson Olmsted not only reads but adds short critical comments at the end of each program.

Readings are given Monday, Tuesday, and Wednesday nights. Programs heard offered Ambrose Bierce's *The Man and The Snake* and *Rappaccini's Daughter* by Nathaniel Hawthorne—both excellent selections for the narrative medium on the radio because neither could easily be adapted to the dramatic form.

Voice is pleasing, reading competent, and show makes a tentful sustainer, but lacks the flash to make the grade for sponsorship. Modell.

## "Wings of Destiny"

Reviewed Friday, 9-9:30 p.m. CST. Style—Mystery drama. Sponsor—Brown & Williamson for King Size Wings Cigarettes. Agency—Russell M. Seeds. Station—WMAQ (Chicago, NBC-Red network).

Best part of this show is the giveaway—a Piper Cub airplane. A prize like this should build a Crossley even tho the play itself won't.

Story is as bare of complications as Mother Hubbard's cupboard. You don't have to strain your gray matter to imagine who the spy is. You know all the time that Steve Benton won't crash, that Peg Banning loves him, that young Slade is weak and treacherous. Main fallacy is the attempt to do a boy-meets-girl-and-overcomes-villain-plot in about 30 minutes' playing time. Result is no mystery, no build-up, no romance, and no characterization. Characters could develop, for they run thru entire series, each play being a unit in itself. First show, if it weren't presented in such deadly seriousness, would make a swell nickelodeon piece.

Durward Kirby's announcements gave the program its chief verve. Mel Williamson directs. Show airs at a bad time, following a model which would dwarf any drama unfortunate enough to be contrasted with it—Arch Oboler's *Everyman's Theater*. Modell.

## "Molly Picon's Parade"

Reviewed Tuesday, 8-8:30 p.m. Style—English-Jewish variety. Sponsor—General Foods Corporation. Agency—Benton & Bowles. Station—WMCA (New York).

For anyone lucky enough to understand Jewish speech and customs, *Molly Picon's Parade* is a carload of fun. It can stand comparison as an entertainment vehicle with any of the same sponsor's fancy-priced network shows. Miss Picon conducts most of the talking on the show in English. The songs are in both Jewish and English. Banter thru-out, tho, uses a minimum of English, so that the basic humor of the show is by virtue of the Jewish idiom.

Miss Picon herself is emcee. She also sings and holds the lead in the program's dramatic presentation. Seymour Recht-zelt, tenor, offers Jewish versions of current hit tunes.

Alan Williams, announcer, dabbles as straight man, with what appears to be a recently acquired via phonetic train-

## YOWSAH—THE OLE MAESTRO!

# BEN BERNIE

## AND ALL THE LADS AND LASSIES



On the air each Tuesday night for dear ole NBC Blue, 8 P.M., EST., and for our sponsor

# BROMO-SELTZER

Long may it grow and long may it sell — aided and abetted by THE BAILEY SISTERS (June and Sue) and the newest and most glamorous singing star

## CAROL BRUCE



Personal Management  
**HERMAN BERNIE**  
RKO Building, New York

Management  
Musik Corporation of America

ing, Jewish vocabulary. It's laugh-provoking, just as is the parallel circumstance of an untrained Yankee trying to warble French or any other foreign language. As the find of the week Miss Picon offers an unknown—on the program caught Billy Sands, who rendered imitations of Fred Allen and Jimmy Durante. Miss Picon presents the folk song of the week by selecting one of the old Jewish folk numbers.

There's more yet. The quiznicks are two dialecticians (male and female) who play an *Information Please* satire. Comedy a bit strained. Essentially comes a true life drama solicited from the audience and presented under the title, *I Gave You Your Life*. Installment heard was hard pressed for drama and comedy, but on some of the other programs in this series the gimmick was impressive.

Even one of the commercials for Maxwell House coffee is in Jewish.

All told, *Parade* is a streamlined Jewish variety presentation which retains a draw for the mammas and papas because of familiar and standard Jewish material. At the same time it's modernized and a far cry from the broadside Jewish programs which have heretofore ignored the modern Jewish family.

Weiss.

## "Martha Deane"

Reviewed Tuesday, 11:15 a.m.-12 noon. Style—Talks. Sponsors—New York Telephone Company, Philadelphia Dairy Products Company, and F. G. Vogt & Sons. Agency—B., B., D. & O., Scheck Advertising Company, and Clemens Company. Station—WOR (New York).

It seems to this listener that Bessie Beatty may have to resort to innova-

tions or radical changes in character of the show if the columnist is to make any kind of run. Continuing merely along the pattern lines set by Mary Margaret McBride places Miss Beatty at a disadvantage. With her professor still on the air as a competitor, Miss Beatty stands a better chance of surviving by striking out on her own in manner and material.

So much for the general impression of the program. The mechanics of the Beatty presentation are considerably improved since her first show or two, but further adjustment would help materially. A steadier flow of chatter would iron out her jerkiness, and lingering lapses of hems and ahems.

In interviewing her guests, Miss Beatty's questions should be so framed as to draw out more than a yes or no. On the show caught, she missed out on highlighting her guest.

It may be a tribute to Miss Beatty that many of her listeners called in, during her show, to give her the correct historical data she lost among her notes, but she would be safer if she adopted the technique of preparation in advance.

Miss Beatty has, among her attributes, a radio voice which is a pitch lower than that of the average woman, a charming milk personality, and a wide world of experience. She is undoubtedly capable of working up the program to attract a lucrative combination of sponsors.

Weiss.

NEW ORLEANS, Oct. 26.—Henry Dupre, publicity director and manager of special events of Loyola University Radio Station WVL, has been appointed program director of the station to succeed James L. Wilson, resigned. Leon Adams, Shreveport, fills position left by Dupre.

## SCRIPT LIBRARY BILLBOARD

### "ENTERTAINMENT SPOTS"

TYPES FOR EVERY TYPE OF SPONSOR—EVEN YOURS  
additions available to recognized stations and agencies

The SCRIPT LIBRARY, A Division of RADIO EVENTS, 535 Fifth Avenue, N.Y.C.

## Philly Drama Schools Hop on Tele Wagon; Activity Hypoed

PHILADELPHIA, Oct. 28.—Increased program activity at W3XE, Philco's experimental television station here, and the fact that Dr. Leon Levy, WCAU prexy, is readying a \$200,000 expenditure for the construction of a second tele station for the town, already approved by the FCC, finds the local dramatic schools the first to hop on the band wagon as talent producers. Schools have had little recognition as training camps for motion pictures and radio, but tele promises to be their promised land.

Dramatic tutors are already in on the ground floor. Local schools were the program pioneers at Philco's studios all last year, but were never able until now

to cash in on their "firsts" because of clampdown on tele publicity coming out of the Philco factory. However, with a slack settling in as far as the New York program activities are concerned, Philco aims to take over the spotlight.

Dramatic schools aren't alone in the tele field, with the dozen and one dancing schools around town figured on hopping the same train. While radio, save for occasional tap dancers, has offered nothing to dancers, tutors feel that tele will mean more than the stage or movies. The demand, mostly for individual steps, rather than ensembles because of the size limitations of the television screen.

## S. & M. Get Super Suds

CHICAGO, Oct. 28.—Super Suds, largest advertising account of Colgate-Palmolive-Peet, has been awarded to Sherman & Marquette. Colgate business had been pulled from Benton & Bowles early last week. Addition of Super Suds gives the Chi agency a lion's share of the Colgate business. Other Colgate products handled by Sherman & Marquette are Cashmere Bouquet Soap, Colgate Tooth Powder, Cashmere Bouquet beauty preparations, Colgate shave creams, Halo Shampoo, Vel, and Crystal White Soap. Radio shows used by Super Suds are Ellen Randolph and Myrt and Marge.

## Tele Men to School

PHILADELPHIA, Oct. 28.—Philco Corporation, planning ambitious schedule of experimental television programs this season for its W3XE station here, is sending members of its staff to New York to attend a series of 11 lectures included in the fall program to be conducted by the Home Furnishing Educational Studios. Courses, offering backgrounds in producing elaborate tele shows apart from special events, will include lectures on psychology of color, case goods, color schemes, etc.

Those planning to take the courses are L. J. Pearson, D. H. L. Jensen, E. Whip-

## Careful, Gaston!

NEW YORK, Oct. 28.—"Gaston," the Chateau Martin wine salesman on Hal Moore's WNEW program, *Start the Day Right*, had better be careful. Two lads at Camp Dix penned a letter to Moore asking, "How come Gaston isn't in the army yet, seeing he's so nuts about the good old Ooh S. A."

ples, E. Mayer, E. Haines, O. Newson, E. Harmon, N. White, A. Wilson, and G. Paterson.

## Sharbutt for Campbell's

NEW YORK, Oct. 28.—Del Sharbutt has signed exclusive contract with Campbell Soup Company and will drop all commitments except *Musical Americana*. He will leave *Americana* at expiration of contract. Campbell's will use Sharbutt on nearly all their programs, and in addition he will handle copy for radio, mag, and newspaper advertisements.

DAYTON, O., Oct. 28.—Morton DaCosta will direct the *Great Days in Dayton* series sponsored by the Dayton Power & Light Company Sundays over WHIO.

## Advertisers, Agencies, Stations

### NEW YORK:

**J. WALTER THOMPSON** agency has set **J. Tyrone Power** and **Annabella** for Lux Radio Theater November 18. They will appear in *Rage of Menhatten*. . . **Bing Crosby** back to Kraft November 14. **Dorothy Thompson's** program over WOR and Mutual now sponsored on 22 stations, an increase of 12 since October 5.

**Dave Alber**, Ben Graber's press agent, claims Graber really is going to do that Mexican expedition. . . **Poster Williams**, staff announcer at WINS, is doubling between his radio job and handling the public-address system at the Roxy Theater. . . **Edmund Chester** has been appointed Columbia's Director of Broadcasting to Foreign Countries. . . Program titled *Lefty Gomez's Hot Shoe League*, scripted by Alan Wilson and to feature the baseballer, is being peddled.

**Stella Unger**, radio commentator, has signed an exclusive management contract with National Broadcasting Company. . . **A. H. Hope** has joined the sales staff of Miller Broadcasting System. . . **Abe Lyman** starting new series Sunday (27) over WMCA, titled *Sing a Song With a Mike*. . . **James V. McConnell**, manager of NBC's national spots and local sales department, on business trip to Coast, Chi, and Denver. . . **Gerald A. Vernon**, of NBC Research department, transferred to Sales Promotion Department in Central Division, Chi. . . **Aaron B. Blumer**, formerly of Leading Attractions, Inc., heads World Broadcasting System's new World Program Bureau.

### DENVER:

**JIM CAMPBELL** of the KOA announcing staff, leaves to assume similar duties with NBC Chicago. . . **Dick Nesbitt**, of NBC Chicago, added to KOA announcing staff and will specialize in sports. . . A new baby daughter has been added to the family of **Wendell Barcroft**, KPFL announcer. . . **Johnny Prentiss** is vocalizing on a new three-a-week early-morning sponsored show on

KLZ. . . **Eddyé Duvall** recently became the bride of KOA local commercial manager **A. W. Crapsy**. . . **Art Gobel**, flier, interviewed on a recent Denver visit by his old friend **Jack Fitzpatrick**, of KLZ.

. . . **KPFL** now airing the music of **Willie Hartzell** thrice weekly from the Albany Hotel. . . **Eles Kauzer**, of KOA singing staff, off to New York for more study. . . **Walt Morrissey**, KOA control engineer, recently won his wings and is doing a bit of flying. . . **Mark Schreiber** is doing the play-by-play and **Jack Fitzpatrick** the color on all University of Colorado home games, aired exclusively by KLZ. . . Former KOA staff member **Jane Parsley** is the proud mother of a baby boy. . . **T. Ellsworth Stepp**, of the KOA program department, absent from his desk due to illness.

### PHILADELPHIA:

**BOB HAWKS** originating his November 17 *Take It or Leave It* quiz from the Benjamin Franklin Hotel, WCAU picking it up for CBS. . . **Helen Hayes** will fly between this city and Manhattan for rehearsals for her air show during her fortnight at the Forrest Theater here starting Monday (4). . . The Colonial Vocal Ensemble of 25 voices starts a series on WIP, group directed by **Theima Melrose Davies**, wife of station's vice-prexy. . . **Carrie Lee** back on WHAT with an all-gal hillbilly band. . . **La Agota** cigars renews its sponsorship of **Kerby Cushing's** sport chats on KYW, with a holdover also going to station's **George Putnam**, Boeul Coffee continuing his news shots. . . **Pat Stanton**, WDAE vice-prexy and general manager, taking to the lecture platform before the Irish-American societies. . . **Jean Stewart** and **Mexican duo** of **Peppita** and **Lucia** get song selling spots on WIP. . . **I. A. Goldman**, Baltimore ad agency, opens a local branch. **H. N. Goldberg**, formerly with Fairchild publications, joining the Philadelphia office as vice-president and partner. **Wallace Heaton's** Harmonies, vocal group, added to the KYW schedule.

# Radio Talent

## New York

By JERRY LESSER

THE sponsor of *Amos and Andy* is shopping for a new show. . . Look for a new program starring **ZARU PITTS**, **JACK CARSON**, and **HAL (GILBERT SLEEVE) PEARY**. . . **WAYNE KING** will celebrate his ninth year in commercial broadcasting at the end of this month. . . **JANE GILBERT**, of *Scholar's Children*, had an expensive half-hour trip to the drug store a few nights ago which netted her a large lump on the head. Just before she reached the drug store a thug struck her and relieved her of \$30. . . **PAUL LAVAL** will be able to remove the cast from his fractured wrist soon.

**BING CROSBY** is rumored turning his attention to baseball, and sources claim he is trying to buy the Boston Bees. . . **ELIA KAZAN** is clicking on those **CHARLES MARTIN Johnny Presents** programs and will be used in shows right thru to the end of the year. . . Many refugees have written to **HELEN HARDIN** telling her that her *Everyday Words* program has helped them immeasurably in learning the English language. . . **ROBERT ROSE**, the Duke Lester of Tobacco Road, is being auditioned for a major daytime radio show over NBC. . . **HELEN LYON**, of *New Horizons*, has a pet skunk she takes to rehearsals and broadcasts as her mascot. It's appropriately named "Sachet." The skunk is a great favorite with HELEN'S co-workers—because it's made of WOOD. . . **HILDEGARDE HALLIDAY** has been signed for a principal role in *Crazy With the Heat*.

CBS employees threw a swell birthday party for **NILA MACK** at Colby's Restaurant last Thursday. **SHELLING OLIVER** is preparing a radio serial called *No Trouble, Inc.*, to be written by

**STANLEY YOUNG** and produced by **DWIGHT COOK**. This is a combo that augurs for success. . . **PHILIS CRONE** is joining the staff of CBS's Buffalo outlet, WGR, where she will be leading lady on dramatic show and handle the pop singing. . . **KEN MacGREGOR**, who directs *Kitty Kelly*, is doing a great job in an opposite mood show, *We, the Abbotts*, in which he catches the real flavor of home life. . . **The ERIK ROLFS** will have an heir this March. **JOHN ANTHONY MCCAULEY** is the daddy of a new boy.

THIS column offers a salute to **MORT LEWIS'S** *Behind the Mike* show for its innovation of producing scenes of "broadcasts you love." A recent show wowed its audience when **TOM KEENEY** and **GEORGIE PRICE** appeared in scenes of the RKO Hearst Future broadcasts will include the **GOLD DUST TWINS**, **HARVEY HENDERMYER**, **EARL TUCKERMAN**, and scenes from an *Atwater Kent* hour with **AGNES DAVIS**, that program's first winner. . . **ELAINE BASSETT**, NBC's Television Girl, is a sister of **MARGARET JOHNSON**, who was **BOB HOPE'S** "Honeychile." . . **ERSKINE BUTTERFIELD** has had his contract renewed on WOR for another year. . . **TOM MCCAULEY**, new radio head of the **LORD & THOMAS** agency, is getting married this week to **HELEN MACK**, screen actress. Now in Hollywood, MCCAULEY will headquarter in the East. . . Not many listeners know it, but **BESS JOHNSON**, star of *Hilltop House*, has often taken other roles in the air. Whenever a supporting player failed to show up, BESS, an excellent voice mimic, pinch-hit. . . A book on radio adaptations of fictional literature is being readied by director **BASIL LOUGHRAN**.

## Chicago

By NORMAN MODELL

**HENRY SALISBURY BARBOUR**, who is emphasizing his middle name these days in order not to be a walking plug for *Tenderleaf Tea*, has found a niche in the scripting department of WGN. . . **DOROTHY HAWLEY**, *Norwood Park* girl whom **Gordon** and **Lee** placed on the continuity staff of WGR, Louisville, writes she and three other members of the staff took over the station on registration day and fared okeh. . . That old cliché about variety seems to be working out for **MARY McCORMICK**, one-time opera name, who recently sounded her pipes at a night club, the Hi Hat, along with **WILLIE SHORE**, and then at **Old Heidelberg** as a contrast to **LOUIE'S HUNGRY FIVE**, and Sunday (27) had the song spot on the initial *Your Dream Has Come True* show. . . **ALAN SCOTT** began a new series of news comment programs on WGN Sunday (27). . . **FRANKIE FACELLI**, who played with **CHARLES PREVIN** on the old *Silken Springs* program, will be called to Hollywood soon as a protégé of **Previn**, who is musical director at Universal studios.

## Script Library Series

NEW YORK, Oct. 28.—Script Library has formed a new series of experimental plays, titled *Future Formulas*. Library estimates some 30,000 half-hour plays were read before library decided upon the 13 included in the series. Plays, some of which were available for local stations before, include *John Fleming's The Blind Shall See*, *Ronald Dawson's He Gave Me Life*, and others by **Lord Dunsany**, **Raymond Scudder**, etc.

## Ogle Fidler for Program

CHICAGO, Oct. 28.—Wallace Jordan, radio director of the Chi William Morris office, left for the West Coast Thursday (24). Main object of his visit will be to consult **Jimmy Fidler** on a prospective half-hour show. **Hitherto Fidler** has aired only 15-minute chatter segments. Jordan will also check up on his Hollywood shows, *Sherlock Holmes* and *Those We Love*.

## Pitts Adds Commercials

PITTSBURGH, Oct. 28.—Two more new commercials, **Campbell & Woods** began *Hear Yourself* on KDKA twice-weekly quarter-hour co-creating quiz interviews at grocery stores throughout city and broadcast of recorded interviews so that the quizized can hear playbacks of their own voices. Show pays \$1 for every used question sent in by listeners. **J. Grant & Co.** is agency. Other local firm on air is **Braun Baking**, back for second year of sponsorship for *Mutual's Show of the Week* over WCAE.

## Makes Cast All Heavies

CHICAGO, Oct. 28.—Les Huntley, *Kitty Keene* author, on a recent visit to New York, suddenly discovered he missed the gang back home. He bought several boxes of candy and sent them back to the east. A prompt answer was wired him: "Rest assured you've added weight to this opus."



# ARGUE BMI STATISTICS

## Barnet Seeks Writ Vs. CRA

NEW YORK, Oct. 26.—Claiming that Consolidated Radio Artists is attempting to "injure" Charlie Barnet's efforts at self-booking, a second court action was instituted in New York State Supreme Court yesterday against the agency, seeking to enjoin it from representing the leader pending adjudication of the first action, in which Barnet is asking for a cancellation of his contract.

Summons, which was served on CRA asking the court to prohibit the agency from sending out letters submitting Barnet or signing contracts and accepting deposits, is an extension of the action which was filed a few weeks ago asking the court to abrogate the 10-year contract on the basis that it was an allegedly "fraudulent document."

Charles Weintraub, Barnet's personal manager, said that action was brought about because of the "injury being done while awaiting the final determination of the suit." He said that Barnet had intended originally to wait a decision on the first action filed but felt that injunctive proceedings were now necessary.

Harry Berman, attorney for CRA, however, stated that "in my judgment this second action was apparently an oversight and should have been included in the first papers," because as it stands one case will decide the other. Berman said that in his answer to the second complaint he will move to consolidate both actions because he felt it should be one case.

Berman has already moved for dismissal of the suit on the grounds of insufficient cause of action.

CRA has 30 days in which to answer the injunction proceedings.

## Clinton's 1,600 in Philly

PHILADELPHIA, Oct. 26.—Larry Clinton, playing for a "\$1,000,000 Party" dance promoted by the employees of Stern & Company, local furniture store, at Town Hall on Wednesday (18) attracted an enthusiastic throng of 1,600 dancers, who went for the Clinton brand of gyrus in a big way. A nine-act stage show, emceed by Henry Youngman, preceded the dancing.

## CRA Not Handling Watson

NEW YORK, Oct. 26.—Consolidated Radio Artists this week denied that it was handling the new Johnny Watson band, now in rehearsal here. Charles E. Green, CRA proxy, said that Watson, said to be under contract to Jack Marshall as arranger for Vaughn Monroe, was in to see him several weeks ago about

## Joe College Goes Longhair

NEW YORK, Oct. 26.—Duke Ellington was a surprised maestro when he received a booking on a college one-nighter and then learned that it isn't a dance date but a concert. This didn't make the Duke sore at all, because it's right up his alley and will give him a chance to get some musical ideas off his chest.

As a result, Colgate University, Hamilton, N. Y., December 12 will have a two-hour Ellington concert in three parts, (1) The early days of jazz, (2) tracing the development of jazz, and (3) a session of Ellington's favorite compositions.

## Block Switches "Ballroom" Theme

NEW YORK, Oct. 26.—Martin Block, conductor of Station WNEW's transcribed platter program, *Make Believe Ballroom*, breaks an old association next week when he changes from Charlie Barnet's theme song of the same name, which he has been using for four years, in favor of a newer theme, *It's Make Believe Ballroom Time*, which was privately recorded for Block's exclusive use by Glenn Miller and The Modernaires.

Action is in no way an interruption of the friendship between Block and Barnet, but switch had to be made on the insistence of the station and sponsors because of the many Block imitators which have sprung up all over the country in the past few years, using the same type of spiel as Block and even the same theme song. All of them have a right to use the Barnet recording, because it was made for the public market.

Last year Block was sponsored in 60 cities, via transcriptions, and his sponsor then, National Discuit Company, put up a howl that the imitators were cutting in on the effectiveness of the program. This year Block will be sponsored in the same number of cities, probably by Procter & Gamble, and it was decided to change the theme so as to make it exclusive. New theme has lyrics by Block, Mickey Stoner, and Harold Green.

It was also noted that *Make Believe Ballroom* is an ASCAP tune which will be off the air after January 1 if an agreement is not reached between the Society and the broadcasting industry. The new version is published by Broadcast Music, Inc.

building a band, but no contract was discussed.

Green was later notified that Watson was signed to Marshall and claims that he hasn't heard from Watson since, let alone having a management agreement with Watson.

## Sharp Drop in Net's ASCAP Use, Says BMI; "Distortion"—ASCAP

NEW YORK, Oct. 26.—While industry execs continued masterminding about outcome of radio-music fight, statisticians of Broadcast Music, Inc., claimed a terrific decrease in use of ASCAP music on one of the two major networks. Figures, which were called "misleading" and "distorted" by ASCAP spokesmen, claimed that only 38 per cent of the network's total commercial and sustaining programs now use ASCAP, whereas in April, when BMI started licensing, 71 per cent used ASCAP, and that only 23 per cent of sustaining programs use ASCAP now, whereas in April 90 per cent used ASCAP.

ASCAP claimed BMI's contention was untrue, and that there has been little use of BMI tunes on sponsored programs

thus far. Society admits a drop in network performance of its catalog, but nothing as severe as indicated here. Society also points out that partially accounting for drop is networks' practice to repeat BMI tunes twice within 15 and 30 minutes, whereas the previous custom had always been to repeat a tune only after a time lapse of two hours.

According to BMI nets plan to use 100 per cent non-ASCAP by December 1, except in instances where catalogs now in ASCAP will be available to BMI after first of the year. Meanwhile Young & Rubicam execs confirmed report that the ad agency was considering abandoning the Jack Benny theme song, despite fact that the music amounts to five notes of the musical scale. Situation has been responsible for plenty of trade laughs, but agency is afraid to take chances, and tune will likely be changed between now and first of year.

## Kit Kat Clipped for Underscaling 4Gs

NEW YORK, Oct. 26.—Julia Podoll and George Immerman, co-operators of the Kit Kat Klub, East Side niter featuring colored entertainment, were placed on the unfair list of Local 802, musicians' union, this week after having been found guilty by the local's trial board of allegedly forcing Connie McLane's band to kick back \$3,981 in approximately a half year.

McLane appeared before the trial board and testified that over that given period of time he received a weekly check of \$504, which he endorsed and gave to the cashier, but said that he only received \$327 in cash, with which he paid off his men.

For the past few weeks union has been collecting full salary for the men, according to officials, and holding most of it in escrow so that the musicians couldn't pay back. Despite this, McLane asserted he was approached by Immerman for a chunk of his check.

Trial board, headed by Max L. Arons, decided against the owners and placed them on the unfair list until the money is paid up. Arons stated that Immerman indicated he would pay the money in installments.

## Martone Opens New Spot

YOUNGSTOWN, O., Oct. 26.—Continental Grove, formerly the Merry-Ground, downtown night spot, bowed here October 10 as a theater-restaurant. Jerry Forte and associates are sponsors of the spot, which will maintain a six-nights-a-week dine and dance policy. Johnny Martone's orchestra is currently on the band stand.

# Petrillo on Social Security

## AFM proxy raps Pa. stand —leaders paying taxes are threatened with expulsion

NEW YORK, Oct. 26.—Threatening that he would revoke the cards of band leaders who pay Social Security tax for their musicians, James C. Petrillo, proxy of the American Federation of Musicians, again declared this week that the band buyer is the employer and is responsible for the Social Security payments of musicians.

This was in answer to a situation arising in Pennsylvania, where the Pennsylvania Counties Retail Liquor Dealers' Association "clarified" the important question by stating that if employers hire direct, the employer is responsible, but if orks are under contract to the maestro, the leader is responsible.

Petrillo said that he doesn't care what they are doing in Pennsylvania, the word at the AFM is that leaders are not to pay. "If I catch any leaders paying the tax,"

said Petrillo, "we'll revoke their union cards."

Petrillo cited the situation in Chicago, where for the past four years payment of Social Security taxes has been a standard part of the contract between the leader and the spot owner. "We take the position," Petrillo stated, "that the band leader is in the same position as a department head and just an employee of the particular place he happens to be. If he has to keep paying Social Security he'll go broke."

AFM has had a man in Washington trying to push thru legislation that would make it obligatory for spot owners to pay musicians' taxes.

PHILADELPHIA, Oct. 26.—Payment of Social Security taxes for members of dance orchestras at night clubs, hotels, and taverns throuout the State is subject to two conditions, the Pennsylvania Counties Retail Liquor Dealers' Association this week explained to its members in a brief review clarifying the current situation.

"If orchestras are under contract to a leader of a band," the report stated,

"then the band leader pays the tax. If the operator hires an orchestra direct (or hires each musician separately) or thru an agency, then the operators pay the Social Security tax."

Generally, it was reported, orks (except the larger ones) are not under contract to a leader, so all operators employing orchestras are cautioned to investigate their tax liabilities thoroughly and to keep records of such payments. In the event suit is brought against an operator who has no records, the Department of Internal Revenue may estimate the amount of tax due.

The Counties Association, in its report on the matter, said: "Internal Revenue Department checks on operators thus: If a musician is employed and applies to the Pennsylvania Unemployment Compensation Board for unemployment compensation, the board checks on where the musician was employed, then forces the operator to pay the Social Security tax, plus interest and penalty." It is added that a number of hotels and restaurants have already been taken in to court on that account.

## Masterminding

Masterminding the radio-music battle's outcome took another upward turn this week, high industry execs adding more possible solutions to those already advanced. Latest thesis is that the indie are getting a good deal from ASCAP and will sign, but will probably continue to string along with BMI and operate under both licenses. This, it is claimed, will leave to the networks the task of battling the Society. Checkup of some of the leading local indies, however, indicated a "set tight" attitude; but feeling is that as soon as one signs, terrific pressure will force others into ASCAP fold owing to competitive angles. Situation affecting WHN is particularly interesting in this respect, owing to station's tie with MGM and Metro's hookup with Robbins Music Corp. Station exec stated WHN's decision on ASCAP would be dependent upon whether Robbins ran with Society. Robbins and ASCAP spokesmen stated the firm would probably renew on a compromise deal.

Bernice Judis, of WNEW, stated both ASCAP and BMI reps have been in to see her, but she would just bide her time and "see what happens."

## Yankee Network Re Wax

Stations are realizing more and more how ticklish the matter has become with regard to use of transcriptions. Yankee network this week addressed letter to firm which supplies its waxes, querying about ways and means of blocking out wax grooves containing music not playable after January 1. Points raised in letter were that transcriptions were property of wax company, and therefore stations could not block out grooves in a way that would injure the record. E. S. firm will answer, advising it is able to use scratch tape, but will point out that this is no guarantee against infringement, and station must check music copyrights thru its own files.

## Squawk on E. T. Price

Stations have also begun to squawk to wax libraries that, inasmuch as they may not play ASCAP music, the libraries using same should cut prices. How serious proposition is can be seen from fact that some libraries have upped non-ASCAP content to 50, 60, and 100 per cent. That prices will be cut, however, is doubtful the o. t. men claiming that in event stations cannot use ASCAP the non-ASCAP insertions are all the more valuable.

## Local 802 Throws Annual Medical Shindig Nov. 18

NEW YORK, Oct. 26.—Local 802, AFM, which ordinarily frowns on its members playing free benefits, will hold its own annual benefit to bolster the union's Medical Fund on November 18 at Manhattan Center. Union announces that 40 bands will contribute their services during the course of the evening.

Shindig is an annual affair, known as the Annual Medical Fund Ball. Proceeds are used to provide free medical care to unemployed musicians and their families. Union recently took over a local hospital to provide free hospitalization and surgery.



# The Billboard MUSIC POPULARITY CHART

WEEK ENDING  
OCTOBER 24, 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 30 most important phonograph operating centers in the country.

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

### GOING STRONG

- I'LL NEVER SMILE AGAIN.** (14th Week) Tommy Dorsey.
- BLUEBERRY HILL.** (8th Week) Glenn Miller, Kay Kyser, Russ Morgan.
- I'M NOBODY'S BABY.** (8th Week) Judy Garland, Tommy Tucker, Benny Goodman.
- TRADE WINDS.** (5th Week) Bing Crosby.
- MAYBE.** (4th Week) Ink Spots.
- PRACTICE MAKES PERFECT.** (2d Week) Bob Chester.
- ONLY FOREVER.** (1st Week) Bing Crosby.
- FERRYBOAT SERENADE.** (1st Week) Andrews Sisters, Kay Kyser, Gray Gordon.

### COMING UP

- WE THREE.** Ink Spots, Tommy Dorsey.
- OUR LOVE AFFAIR.** Glenn Miller, Tommy Dorsey.
- BEAT ME DADDY, EIGHT TO A BAR.** Andrews Sisters, Will Bradley, Glenn Miller.
- CROSSTOWN.** Glenn Miller, Guy Lombardo.
- NOW I LAY ME DOWN TO DREAM.** Guy Lombardo, Raymond Scott, Glenn Miller, Eddy Howard.
- 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; Veeay Music Shop; Gaiety Music Shop. Boston: Boston Music Co.; The Melody Shop; Meaher Music Co., Inc. Buffalo: Whitman Song Shop; Broadway Music Shop; Avenue Record Shop. Pittsburgh: Volkwein Bros., Inc. Philadelphia: Ted Burke, Inc.; Wayman Co.; Co-Operative Music Co. Washington: George's Radio Co., Inc. Denver: Well Music Co.; Knight-Campbell Music Co.; The Record Shop; Charles E. Wells Music Co. Salt Lake City: Z. C. M. I. Record Dept. Portland, Ore.: Meier and Frank Co., J. K. Gill Co. Los Angeles: Bristol-Richardson; Southern California Music Co.; Hollywood House of Music. San Francisco: Schwabacher-Frey; Quarg Music Co. Chicago: Sears, Roebuck & Co.; Marshall Field; Wurlitzer's; Lyon and Healy; Garrick Music Shop; Goldblatt Bros. Cincinnati: Song Shop; Willis Music Co.; Rudolph Wurlitzer Co.; Steinberg's, Inc.; Milwaukee: Schuster's; Record Library (24 Dram's); Broadway House of Music; J. B. Bradford Piano Co. Des Moines: Des Moines Music House; Davidson Co. Detroit: Wurlitzer's; Grinnath Bros. Kansas City, Mo.: Music Box. St. Louis: Acoltan Co. of Music; Famous & Barr. St. Paul: W. J. Dyer and Bros.; Mayflower Novelty Co. Cleveland: Halle Bros. Co. Birmingham: Nolan's Radio Service Shop; R. E. Forbes & Sons; Monarch Sales Co.; Louis Paritz Dry Goods Co. Atlanta: Cox Prescription Shop. Raleigh, N. C.: James E. Tolson; O. H. Stephenson Music Co. Miami: Richards Store Co.; Hardine's, Inc. New Orleans: Louis Crumwald Co., Inc.; G. Schirmer, Inc. Fort Worth, Tex.: Fox Worth '9; Kemble Bros. Furniture Co. San Antonio: Thomas Anna; Alamo Piano Co.; San Antonio Music Co.

NATIONAL		EAST		WEST COAST	
POSITION Last This Wk. Wk.	1. ONLY FOREVER —BING CROSBY	POSITION Last This Wk. Wk.	1. ONLY FOREVER —Bing Crosby	POSITION Last This Wk. Wk.	1. MAYBE —Ink Spots
2	2. MAYBE —INK SPOTS	4	2. MAYBE—Ink Spots	6	2. PRACTICE MAKES PERFECT —Bob Chester
3	3. BEAT ME DADDY (EIGHT TO A BAR) —WILL BRADLEY	—	3. TRADE WINDS —Bing Crosby	—	3. OUR LOVE AFFAIR —Glenn Miller
4	4. WE THREE —INK SPOTS	2	4. BEAT ME DADDY (EIGHT TO A BAR)—Will Bradley	5	4. ONLY FOREVER —Bing Crosby
5	5. TRADE WINDS —BING CROSBY	5	5. WE THREE—Ink Spots	10	5. CALL OF THE CANYON —Glenn Miller
6	6. PRACTICE MAKES PERFECT —BOB CHESTER	10	6. PRACTICE MAKES PERFECT —Bob Chester	7	6. WE THREE—Ink Spots
7	7. POMPTON TURNPIKE —CHARLIE BARNET	9	7. BLUEBERRY HILL —Glenn Miller	3	7. TRADE WINDS —Bing Crosby
8	8. BLUEBERRY HILL —GLENN MILLER	6	8. OUR LOVE AFFAIR —Tommy Dorsey	—	8. BEAT ME DADDY (EIGHT TO A BAR)—Will Bradley
9	9. I'LL NEVER SMILE AGAIN —TOMMY DORSEY	3	9. I'LL NEVER SMILE AGAIN —Tommy Dorsey	—	9. THERE I GO —Vaughn Monroe
10	10. FERRYBOAT SERENADE —KAY KYSER	—	10. POMPTON TURNPIKE —Charlie Barnet	2	10. BLUEBERRY HILL —Glenn Miller
		MIDWEST		SOUTH	
		7	1. ONLY FOREVER —Bing Crosby	2	1. ONLY FOREVER —Bing Crosby
		4	2. POMPTON TURNPIKE —Charlie Barnet	1	2. MAYBE—Ink Spots
		1	3. MAYBE —Ink Spots	5	3. FERRYBOAT SERENADE —Kay Kyser
		5	4. BEAT ME DADDY (EIGHT TO A BAR)—Will Bradley	4	4. I'LL NEVER SMILE AGAIN —Tommy Dorsey
		—	5. FERRYBOAT SERENADE —Frankie Masters	—	5. WE THREE —Ink Spots
		2	6. TRADE WINDS —Bing Crosby	6	6. BEAT ME DADDY (EIGHT TO A BAR)—Will Bradley
		—	7. TRADE WINDS —Tommy Dorsey	3	7. BLUEBERRY HILL —Glenn Miller
		—	8. ONLY FOREVER —Eddy Duchin	9	8. PRACTICE MAKES PERFECT —Bob Chester
		—	9. WE THREE —Ink Spots	—	9. OUR LOVE AFFAIR —Tommy Dorsey
		—	10. BLUEBERRY HILL —Russ Morgan	—	10. ONLY FOREVER —Tommy Dorsey

## NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS

This compilation is based upon reports received from the following sheet music jobbers and dealers of their 15 best selling songs of the past week. New York City: Music Dealer Service, Inc.; Ashley Music Supply Co.; Pittsburgh: Volkwein Brothers, Inc.; San Francisco: Pacific Coast Music Jobbers; Sherman, Clay & Co.; Los Angeles: Morris M. Freedman, Inc.; Seattle: Capitol Music Co.; Portland, Ore.: Bixare Music Co.; Chicago: Lyon & Healy; Carl Fischer, Inc.; Gamble Hinged Music Co.; A. C. McHugh. 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.	1. BLUEBERRY HILL	POSITION Last This Wk. Wk.	1. ONLY FOREVER	POSITION Last This Wk. Wk.	1. BLUEBERRY HILL
2	2. MAYBE	10	2. FERRYBOAT SERENADE	4	2. MAYBE
3	3. ONLY FOREVER	1	3. MAYBE	5	3. TRADE WINDS
4	4. TRADE WINDS	6	4. BLUEBERRY HILL	9	4. ONLY FOREVER
5	5. FERRYBOAT SERENADE	5	5. OUR LOVE AFFAIR	8	5. PRACTICE MAKES PERFECT
6	6. GOD BLESS AMERICA	3	6. TRADE WINDS	10	6. GOD BLESS AMERICA
7	7. I'LL NEVER SMILE AGAIN	—	7. GOD BLESS AMERICA	11	7. I AM AN AMERICAN
8	8. I AM AN AMERICAN	8	8. THERE I GO	11	8. FERRYBOAT SERENADE
9	9. PRACTICE MAKES PERFECT	9	9. I AM AN AMERICAN	3	9. WHEN THE SWALLOWS COME BACK TO CAPISTRANO
10	10. WHEN THE SWALLOWS COME BACK TO CAPISTRANO	13	10. NOW I LAY ME DOWN TO DREAM	2	10. I'LL NEVER SMILE AGAIN
11	11. OUR LOVE AFFAIR	9	11. PRACTICE MAKES PERFECT	14	11. OUR LOVE AFFAIR
12	12. CALL OF THE CANYON	7	12. I'LL NEVER SMILE AGAIN	7	12. CALL OF THE CANYON
13	13. I'M NOBODY'S BABY	15	13. WE THREE	—	13. SAME OLD STORY
14	14. THERE I GO	14	14. WHEN THE SWALLOWS COME BACK TO CAPISTRANO	12	14. A MILLION DREAMS AGO
15	15. A MILLION DREAMS AGO	12	15. A MILLION DREAMS AGO	—	15. THERE I GO
		MIDWEST		SOUTH	
		2	1. MAYBE	2	1. OUR LOVE AFFAIR
		3	2. ONLY FOREVER	1	2. BLUEBERRY HILL
		1	3. BLUEBERRY HILL	3	3. I'LL NEVER SMILE AGAIN
		4	4. TRADE WINDS	6	4. ONLY FOREVER
		5	5. GOD BLESS AMERICA	8	5. MAYBE
		9	6. FERRYBOAT SERENADE	5	6. WHEN THE SWALLOWS COME BACK TO CAPISTRANO
		8	7. I AM AN AMERICAN	4	7. PRACTICE MAKES PERFECT
		7	8. WHEN THE SWALLOWS COME BACK TO CAPISTRANO	8	8. TRADE WINDS
		6	9. I'LL NEVER SMILE AGAIN	12	9. I'M NOBODY'S BABY
		10	10. I'M NOBODY'S BABY	15	10. FERRYBOAT SERENADE
		11	11. PRACTICE MAKES PERFECT	10	11. GOD BLESS AMERICA
		12	12. CALL OF THE CANYON	11	12. I AM AN AMERICAN
		13	13. OUR LOVE AFFAIR	14	13. NOW I LAY ME DOWN TO DREAM
		—	14. HE'S MY UNCLE	7	14. CALL OF THE CANYON
		—	15. A MILLION DREAMS AGO	—	15. A MILLION DREAMS AGO

## SONGS WITH MOST RADIO PLUGS

Songs listed are those receiving 10 or more network plugs (WJZ, WRNY, WABO) between 5 p.m. and 8 a.m. on 1 to 5 Sundays for the week ending Thursday, October 24. Independent plugs are those recorded on WOR, WNEV, WMCA, and WENR. Plus times are designated as "P." musical production numbers as "M."

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

Position Last This Wk. Wk.	Title	Publisher	Plugs
13	1. TWO DREAMS MET	Miller	33 13
3	2. THERE I GO	BMI	24 13
5	3. TRADE WINDS	Harms	23 15
2	4. PRACTICE MAKES PERFECT	BMI	22 8
1	5. FERRYBOAT SERENADE	Robbins	18 22
—	6. AND SO DO I	E. B. Marks	17 13
12	7. MAYBE	Robbins	16 16
4	8. OUR LOVE AFFAIR (F)	Feist	14 16
6	9. ONLY FOREVER (F)	E. B. Marks	14 15
5	10. SAME OLD STORY	BMI	14 15
7	11. CALL OF THE CANYON	Shapiro-Bernstein	13 8
8	12. RHUMBOOGIE (F)	Leeds	12 16
13	13. I WANT TO LIVE (M)	Famous	12 7
12	14. LOOKING FOR YESTERDAY	Berlin	12 6
11	15. WE THREE	Mercer	10 13
7	16. NOW I LAY ME DOWN TO DREAM	Remick	10 13
11	17. CROSSTOWN	Shapiro-Bernstein	10 10
—	18. SO YOU'RE THE ONE	BMI	10 6

# Orchestra Notes

By DANIEL RICHMAN

## Broadway Band Stand

**ED FISHMAN** is back in town after a month on Pacific shores. . . . William Morris Agency band exec attended the hotel men's get-together in Seattle, Wash., and subsequently visited the Coast for the next three weeks. . . . **PANCHITO** gets himself a contract to wax them for the Bluebird label. . . . the rumba-conga exponent is still at the Vermilles. . . . **LANG THOMPSON** cut short his stay at Meyer Horowitz's Village Barn Thursday (24) to begin a theater tour, opening at the Roxy, Atlanta, Sunday (27). . . . **BOBBY PARKS** starts on a run at the Barn Monday (28). . . . **H. and PAUSTO COURBELLO** are feuding. . . . seems that H. C. was in Pausto's band as drummer last year at La Martinique, but this season H. C. has his own outfit at that spot, with Pausto C. going into the new Copacabana Club. . . . **BOB NEGRON**, former Sammy Kaye trombonist, joins the siphorn section of the Gray Gordon band, taking over Bobby Blak's chair. . . . **MAL HALLETT** follows Gordon at the Edison November 8, prior to Blue Barron's engagement there. . . . **GUY GRANADO** comes back to the Fiesta Daneteria Saturday (28) after a three-weeker in a Detroit hostelry. . . . **JERRY WALD** picks up his first New York location at Childs' Spanish Gardens, beginning October 29 (28). . . . marks a new policy for this restaurant, spot going in for large bands now. . . . Wald has 14 men, as against his predecessor's (Bobby Parks) eight pieces. . . . **TINY BRADSHAW** signed to a Gale, Inc. management pact, taking his first stand under the banner at the Apollo Theater in Harlem the November 29 week. . . . It's back to the Stork Club for **SONNY KENDIS** November 2.

## Midwestern Melange

**DON McGRANE**, winding up a record-breaking stint at Billy Rose's Diamond Horseshoe, New York, of 95 weeks, augmented his band from six to an even dozen musicians and takes up a stand at the Deshler-Wallick Columbus, O., for 12 weeks. . . . **VINCENT BURNS** opened at Madura's Danceland in Whit-

ing, Ill., just outside of Chicago. . . . **RED ROBERTS**, closing at the spot, moves into Detroit's Grande Ballroom for a month. . . . **BARON ELLIOTT** follows Lawrence Walk into the Trisonon, Chicago, set to reign there from November 26 to December 24. . . . **MAXINE TAPPEN** is the new warbler with Ray Noble's aggregation at the Pelmer House in the Windy City, succeeding **EDDYTHE HARPER**. . . . the latter, a recent addition to the band when Noble's former chirper departed to go to the Coast, in turn moves over to the Hotel Sherman to join Harry James' outfit. . . . **WARNEY RUHL** is making a quick repeat in Gino's Restaurant, Hancock, Mich., in for 12 weeks. . . . the ork stepped over from the Lincoln Ballroom in that town, prior to which it had filled in for two weeks in August at Gino's.

## Of Maestri and Men

**CHARLIE SPIVAK** brings his newly formed crew into Glen Island Casino, New Rochelle, N. Y., for an indef stay beginning November 6. . . . **GEORGE DAMEREL** ork opens at the Colonial Inn, Singac, N. J., November 4, having recently finished a run at Barney Rapp's Sign of the Drum, Cincinnati. . . . Damerel is being personally handled by **IRVAN TONKINS**, formerly with Van Alexander. . . . **DICK STABLE** opens at the Syracuse (N. Y.) Hotel January 18 indef. . . . **REX STEWART** is set to front a small combo of other noted Duke Ellington swingers on Victor waxings. . . . **CARROLL DEXTER** replaces Louanne as the vocalist with Terry Shand's contingent, current at the New Kenmore Hotel, Albany, N. Y. . . . gal halls from England, where she sang with Jack Harris's band. . . . **RICHARD HIMBER** is adding a string trio to his band, which goes into the Chatterbox, Mountaineer, N. J., for a pair of weeks. . . . **BUDDY CLARKE**, on the Hotel Park Central's Coconut Grove podium, is fronting Justin Stone's band for a week while Clarke's regular men are on a seven-day vacash, a present from the management.



★★★★

THESE HIT SONGS ARE THE *Big Four*..

FROM

## "HIGH AS A KITE" THE MASK AND WIG SHOW

CELEBRATING THE BICENTENNIAL OF THE UNIVERSITY OF PENNSYLVANIA

Music by CLAY BOLAND • Lyrics by BICKLEY REICHNER

★ NOT SO LONG AGO ORCHESTRATED BY JACK MASON

★ MY GAL ORCHESTRATED BY CHARLIE HATHAWAY

★ I'LL SING YOUR PRAISES ORCHESTRATED BY HELMY KRESA

★ HIGH AS A KITE ORCHESTRATED BY VIC SCHOEN

— ORCHESTRATIONS 75c EACH —

**EDWARD B. MARKS MUSIC CORPORATION**  
RCA BUILDING • RADIO CITY • NEW YORK  
FRANK HENNIGS, General Professional Manager

## Among Other Things Charlie Barnet Now Becomes Music Pub

**NEW YORK, Oct. 26.**—In addition to his being involved in a lawsuit with Consolidated Radio Artists, having charges preferred against him with the top body of the American Federation of Musicians, and angeling George Auld's new band, Charlie Barnet has taken on another enterprise, a music publishing company, incorporated as Barnet Publications.

Charlie Weintraub, personal manager of the leader, said that Barnet Publications was formed to protect the maestro's original tunes and insure air performance in case ASCAP and BMI do not come to terms by the first of the year. He says he also has his eye on record royalties, which appear to look good. Weintraub is acting as major dome of the company, as well as the chief (and only) songplugger.

New company has a catalog of 15 songs, with the first one, *The Moon Is Crying for Me*, by Barnet's ex-vocalist Larry Taylor and Dale Bennett, rolling off the presses this week.

While Barnet is backing the new Auld

band, Weintraub and Milton Pickman will be on the management end. Deal is under way for Auld to go into the Famous Door, November 22. Famous Door is currently headed by Teddy Powell, who is also managed by Pickman.

## Chester Pulls \$680 Receipts in Buffalo

**BUFFALO, Oct. 28.**—Second one-nighter in the series promoted here by Harold Austin and George Hall, who are also running the new local Esquire dancery, featured Bob Chester and proved to be fairly successful. Affair was held October 17 in Memorial Auditorium, Buffalo's new convention hall, and attracted 800 steppers. Chester was popular with patrons and brought in a box-office gross of about \$680. Ducats were priced at a straight 85 cents per person.

Esquire Ballroom is being reported as doing steadily better, and a new Sunday afternoon swing session has been inaugurated by operator-band leader Austin, which is catching on. Saturday night now features guest bands of this territory. Name band promotions will be carried on, according to Austin. Harry James' band was the first one this season to be featured by the Esquire management.

## Les Hite Only Fair With \$300 at Turnpike Casino

**LINCOLN, Neb., Oct. 26.**—Les Hite, making his first appearance here at the Turnpike Casino at 55 cents per person, came out with \$300 on the date (18), which, since bought at a good price by R. H. Pauley, netted a fair profit.

He was followed for the next two nights by Eddy Rogers, same price, and also a first-timer. Rogers got the same gate, but had to go both nights to do it. Not all the poor showing was due to the attractions, since the local college football team was playing at near-by Lawrence, Kan., and three special trains of college students, who normally support the Turnpike, went to the pigskin brawl.

## T Ella GRAM

PERSONAL MANAGEMENT GALE, INC. • 48 WEST 48th ST.

ITS FIRST WEEK OUT, ELLA FITZGERALD'S DECCA RECORDING OF "FIVE O'CLOCK WHISTLE" SOLD 20,000 COPIES. IT IS NUMBER 83420. HAVE YOU HEARD IT?

CURRENTLY AT B'WAY'S CLUB TROPICANA

## Yankee Lake on Fall Sked

**YOUNGSTOWN, O., Oct. 26.**—Yankee Lake Pavilion, one of the district's largest dance spots, has switched from six nights a week to two sessions weekly, Saturdays and Wednesdays, the regular fall policy.

Paul Jurko, managing director, has announced.

Spot has been experiencing its best season in years and has accommodations for 1,200 at tables. Charlie Spivak's band recently ended a record-breaking month at the dancant.

Congas! Rhumbas! Sweet! Swing!

★

The Band That Plays All Ways

## Bobby Martin

and His International Favorites

Currently 33d Week

**MARTIN'S**

W. 57th Street, New York City

# 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 choruses; V—Vocal recording.

—By DANIEL RICHMAN

## ARTIE SHAW AND HIS GRAMERCY 5—(Victor)

Special Delivery Stamp—FT. Keepin' Myself For You—FT.

**F**OLLOWING in the footsteps of such noted small-combos-within-big-bands as Benny Goodman's Trio (and Quartet and Sextet), Tommy Dorsey's Glambake Seven, and Bob Crosby's Bob Cats, among others, Shaw this week sets before record buyers the first waxed effort of his new five-man group. With Billy Butterfield on trumpet, Al Hendrickson on guitar, Jud DeNaut slapping the bass, Nick Patrool behind the drums, and John Guarneri lending the by this time expected "different" Shaw touch by playing hot harpsichord, Artie's clarinet lets go as the pace-maker on two sides that have a natural market awaiting them among record collectors and other disciples of le jazz hot. Item A is an original, Item B the old Vincent Youmans number, and both are excellently done. Guarneri's work stands out next to the maestro's, despite the difficulty of bridging the gap between the basic instrumental classicism of a harpsichord and the hot passages allotted it here. The way Guarneri solves the problem alone is worth the price of the record. Shaw, of course, is superb, and the other four men hold up their ends admirably. Unless Shaw's reputation and the odd name of the group (the "Gramercy 5—" as written, denotes a New York telephone exchange, which will be understood probably only by New Yorkers) can command general attention, the chances are that sales here will be limited, however.

## GRAY GORDON (Bluebird)

Autumn on the Campus—FT; VC. Cuffin' the Class—FT.

**A** PARTICULARLY commercial disk is turned out by Gordon here, with the main appeal directed at college campuses and their neighboring music machines. With the rah-rah season at its height, due of course to the current week-end football games, that appeal is pretty potent, more so now probably than at any other time during the school year. This platter really hits at that appeal with its two-sided salute to Joe and Jane College. Even more commercial is the contrasting diversification, despite the common central theme, of the A side ballad and the companion symphony. That part of Collegians that wants its music sweet can get satisfaction out of the superior Art Perry vocal and good band work on a pretty (the reminiscent) melody, and the campus j-bugs can revel in the barrel-housing on the reverse. Gordon's jazz on this side, incidentally, will be an eye-brow-lifter to those who have thought of him all along only in terms of tie and too. With both sides fine examples of their type, and with their obvious titular attraction, this disk ought to be found in every coin phono within hailing distance of a campus and in every student's room that boasts a record player.

## BOBBY BYRNE (Decca)

The Right Time—FT. Take Care (of You for Me)—FT; VC.

**N**O SURE-THING bets can be laid on the chances of this one to hit the jackpot either in home or machine sales, but this much is certain—that it's the first real opportunity this comparatively new band has had to make an assault upon commercial record success. The first side is the one that gives it that opportunity; Take Care is a ballad, and better than average, but no better in material and execution than a number of other things Byrne has waxed in the past few months. The Right Time, however, has its potentialities. Byrne featured the number a great deal before he closed last month at Glen Island Casino in New York's Westchester County, he used it in theater appearances after that, and he will undoubtedly keep on doing it on the air when he goes into Meadowbrook in New Jersey shortly. All that won't hurt its coin phono chances. In addition, it's inherent phono material, with its medium swing tempo behind good solos, ensembles, and an amusing musical parody of the erstwhile Lucky Strike one-minute spot announcements ("It's 1 o'clock, etc."). There are possibilities here; whether or not they will be realized is another matter. They deserve to be, at any rate.

## XAVIER CUGAT (Victor)

Quatro Personas—Guaracha; VC. Frenesi—Tamba son.

Cugat is disappointing on the lovely melody that is Frenesi, and the lack of brilliance in this version is all the more marked because of Artie Shaw's recorded demonstration several months ago of just what can be done with this song that cries aloud for instrumental color. The reverse is lively in the typical South American way and makes good listening.

## ALEC TEMPLETON (Columbia)

Some of These Days—Piano solo with Talking. Humming Blues—Piano solo. Templeton's second Columbia release is better than his first, the usual scintilla thrusts of this blind pianist being cleaner and sharper and less forced. The old Sophie Tucker stand-by on the A side, as played in the style of Bach, Czerny, Eddy Duchin, and Shep Fields, among others, is highly enjoyable and displays amazing piano ingenuity. The reverse, Templeton's theme song, is a lovely bit of ivory manipulation.

(See ON THE RECORDS on page 64)

# 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.

## Marshall Van Pool

(Reviewed at the Flamingo, Chattanooga, Tenn.)

**F**OR dancing or listening, Van Pool Orchestra rings the bell. Unusual instrumentation permits rhythms which are smooth flowing, sweet, and extremely danceable.

Combination consists of four sax, one trumpet, and three rhythm, with lovely Martha Ann Cooper doing the vocals. Result is soft swing featuring drums, bass, and piano. Marshall draws the line on the violent numbers, preferring to stick to pop hits on the sweet swing side. These he puts over with plenty of toe-ticking to satisfy all except chronic jitterbugs.

Bill Lenning's trumpet is one of the features of the band. Charlie McGain, pianist, does the arranging and occasionally solos nicely. Boys are versatile, while Van Pool keeps the music smooth flowing and danceable at all times.

Miss Cooper's smooth voice and effective delivery fit in perfectly with the band's brand of music. Wyche.

## Tony Di Pardo

(Reviewed at the Trianon Ballroom, Chicago)

**D**I PARDO, formerly trumpet player with Joe Reichman's band, has a sprightly aggregation of nine months' standing. Without being different in its musical style or novel in its arrangements, without carrying in its set-up brilliant featured soloists, this orchestra good, danceable music eminently satisfactory for ballroom and club dates.

Leader's frequent tooling on his trumpet adds to the three-three-three orchestration. Short of stature, always pleasant, Di Pardo keeps the stand alive with agile movements that command the patrons' interest. Betty Ellis, beautiful and exquisitely gowned warbler, is, to say the least, an attraction for up front. Sings in a deep voice which more than makes the grade. Modell.

## Jimmy Walsh

(Reviewed at the Rainbow Ballroom, Denver)

**B**ACK from his first Eastern trip, and with several changes in personnel, Walsh is putting out a fine brand of danceable music. With a steady rhythmic

tempo and a full front, the outfit is a natural as a ballroom sell. Brass, of which there are five when Walsh sits in as he does in a good many numbers, predominates. Guitar was dropped for an added trombone. New men include Jack Knaus, formerly with Red Nichols, and Jerry Foster, formerly with Bob Miller, on trombone, and Jimmy Handy, another Miller man, on trumpet.

Walsh himself seems to be doing a better job of fronting, altho his constant trombone work leaves little time for baton or chatter. A trombone trio is featured often. Ziggy Zelman does a nice job on tenor sax leads, and Lee Burney covers a lot of ivory territory.

Vocal department is a three-way split, with Tommy Cunningham, formerly with Jack McLean, heading the ballad section with a nice clear range that has a touch of the crooner but still is plenty full. Jerry Foster takes care of the swing vocals, and Pete Fyrling is swell on comedy and novelty work. Trackman.

## Eddy Rogers

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

**G**OOD for the ear but not so good on the hoof is Rogers' music. It's a type to be held close to the hotel rooms and intimate clubs, where the youngsters are at a minimum.

Rogers, one-time first chair man for such musical gentry as B. A. Rolfe and Mark Wornon, is a violinist, which gives some clue to the type of music he's interested in. He also labors over all the ballad arrangements, leaving what few lit tunes he has to Joe Lapone (sax). Delightful to listen to, Rogers' music would be ideal to garnish a seven-course meal, take a few easy turns around the floor, and call it a night well spent. Unfortunately for these ballroom dates he's on, there's no long meals, no patronage wish for easy inactivity, but instead the urge to hotfoot the floor from arrival to departing time.

Entertainment department is headed by Irene Janis, who solos nicely at the mike and doubles with Rogers for vocal duos. A nifty looker, she packs nice voice. Straight-facing numbers is the specialty of Norman Ross, sax, who drags from the simplest number many laughs. Irving Dahlgren plays beautiful trumpet, and Lapone is the comic of the outfit, wig and all. George Aton swings to the celeste from his piano for additional instrumental color.

Band has three rhythm, two brass, and four sax, aside from Rogers' violin, which is featured often. It's a good orchestra, dishing up good music, but unfortunately not for ballrooms. In its proper groove it should never lack for popularity. Oldfield.

## Earl Mellen

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

**A** YOUNG band, Mellen's boys are of the sophisticated music school, with an extensive library, some clever arrangements, no rough edges, and one of the best girl vocalists to bring eyes to the bandstand.

Aside from the ability of the boys to play anything in the dance vein, Benny Benson is important to the outfit because of his expert tampering with the stock scores in the library. He has the four brasses, four saxes, and three rhythm working together neatly to produce smooth, un-hurried, and pleasant music.

Nancy Gay rates more than passing comment. She can sing, and she gives with rhythmic torso undulations which add extra percentage in salesmanship of a song. She's also a looker—factually and figuratively. When comedy is called for, Tex Melvin, who is a rube stylist, dead-pans vocals.

Gordon Morrison, piano, fills the rests with a turn at the celeste, and several of the men from brass and sax sections are spotlighted for mike appearances. Mellen makes music the feature, without much time for novelties. This is being primarily a dancing crowd here, the idea was appreciated. Oldfield.

# 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

## Dick Kuhn

(Hotel Astor, New York, Mutual Network, Thursday (24), 8:15-8:45 p.m.)

**D**ICK KUHN, who has become a permanent institution at the Broadway Cocktail Lounge of the Hotel Astor, does a good job in showing why he has been called back from year to year to the Times Square bostelry. In an early-evening show—one that might be described as a cocktail rendezvous—he displays the same good taste, musically and otherwise, as he does to the ringside appreciators.

Kuhn's half-hour stanzas is built solely on music, and it would be a mistake to do otherwise at that hour of the day.

It's hard to believe that the music is being made by just a small combo, because the program has a definite lift to it and is arranged in full-bodied rhythmic fashion. Kuhn indulges in all sorts of melodic variety so as to include pops, novelties, and standards, plus some dreamy ballads where the vibes are put to exceedingly good use. Everything is played with such quiet delicacy that it's a distinctly worth-while half hour.

## Gus Steck

(The Brook, Summit, N. J., NBC Red Network, Thursday (24), 6-8:15 p.m.)

**S**TECK's air session was very much in the fashion of Kuhn's, with an early-evening shot to fill, and was done very much in the same manner—little ostentation and plenty on the rhythmic and musical side. Where Kuhn, because of necessity that confronts a small combo, played only single choruses in many instances, Steck operates along more fully orchestrated lines.

Both, however, were different enough and offered their contributions in individual ways. Steck stuck to the pop-tune vein, bringing in his Steck-cats for the harmony vocal sessions. These early-evening sessions are a distinct aid in proving the versatility of a band, and Steck shows that he has that. He plays music that's listenable and very danceable.

# WESTERN UNION

REMEMBER THE BIRTHDAYS OF YOUR FRIENDS WITH COLORFUL TELEGRAMS. THEY BRING SO MUCH PLEASURE AND ARE NEVER FORGOTTEN. COST ONLY 20c LOCALLY AND 25c TO ANY WESTERN UNION POINT IN THE UNITED STATES.

# Music Items

**HUGHIE PRINCE**, one of the writers of *Rumboogie*, is back on his feet after a 13-week hospital stay.

George MacKinnon, songwriting columnist, had his latest, *Gen't Do Nothin' 'Till Love Gets Here*, put on the presses of *Mills Music*. Ray Perkins collabed on the music.

Harry Archer and Gladys Shelley will do the music and lyrics respectively for Frank Meilin's new musical comedy, *Fifty-Ninth and Fifth*.

*Lonely Serenade*, written by Bobby Kroll, arranger, and Judith Arlen has been accepted by BMI.

When "Ice-Capades of 1941" goes out on its road tour next month, it will contain two new songs, "Blue September" and "America Sings," written by Peter DeRose and Mitchell Parish, writers of the original score.

Robbins Music, publishers of the Sonja Henie-Arthur Wirtz ice revue, placed "The Moon Fell in the River," from that show, on its No. 1 plug list, after having had it recorded by Hal Kemp, Ray Herbeck, Will Bradley, Dinah Shore, and Vaughn Monroe.

### Publishers and People

**GENE PANZONE**, former contact man for Southern Music, has stepped out on his own, with a publishing house tagged A-1 Music Publishers. First tune of the new firm is *The Ghost of an Old Romance*.

Murray Wisel has resigned his post of professional manager of Mills to join the contact staff of Chappell.

Lincoln Music is going after plugs on *How Did He Look?*, by Abner Silver and Gladys Shelley.

Professional staff at Remick is bearing down hard for *Shadows on the Sand* under the aegis of Johnny White, professional manager. Tune was authored by Stanley Adams and the late Will Gross.

### Wis. Musicians' Ass'n Elects New Officers

**EAU CLAIRE, Wis., Oct. 26.**—Vollmer Dahlstrand, Milwaukee, was re-elected president of the Wisconsin Musicians' Association at its semi-annual confer-

### Hit Preview

**PHILADELPHIA, Oct. 26.**—Trade has seen cocktail parties arranged to introduce bands and singers, but now comes a press preview for a song.

A first chance to hear the next hit parade possibilities is being offered a select group of localities who are being invited to a cocktail party at the Mask and Wig clubhouse here next Sunday (3), when Dr. Clay Boland and Bickley Reichner will preview their musical score from the forthcoming *Mask and Wig* production.

## Competish Hurts Monroe in Conn.

**BRIDGEPORT, Conn., Oct. 26.**—The lengthy air time from the Massachusetts spot where he first attracted attention this summer didn't do Vaughn Monroe much good in his first appearance at the Ritz Ballroom here last Sunday (20). Only 900 people passed thru the turnstiles, with ducats priced at 75 cents for the men, a dime less for their fem companions. Total gross was \$635.

The showing wasn't entirely the fault of the band's draw, inasmuch as competition from two sources cut into the Ritz attendance plenty. Ben Bernie, making his first appearance in Bridgeport in many years, played a one-day engagement the same day at the Loew-Lyric Theater, doing four shows to packed houses. Bob Chester's date at the Arena in New Haven, Conn., only 18 miles away, also hurt Ritz business.

ence here. Erwin H. Sorensen, Racine, Wis., was renamed vice-president; W. Clayton Dow, Racine, was elected secretary, and W. P. Vanderberg, Green Bay, treasurer.

Speakers included Loren Olson, Madison, Wis., representative of the State Industrial Commission, and Chauncey A. Weaver, Des Moines, Ia., representative of the international executive board of the American Federation of Musicians.

## Philly Plan for Musicians as Aid in Nat'l Defense Program

**PHILADELPHIA, Oct. 26.**—A plan to provide profitable employment for the "forgotten men" who are so numerous on the rolls of the musicians' unions—schooling musicians who haven't worked for a decade or more because of the demise of work in theaters, concert bands, and symphony orchestras—is being formulated by A. Rex Riccardi, secretary of the local musicians' union. Intent is to find a place for such musicians and their music in the national defense program. And if the plan proves its worth here, it's pretty sure to be taken up by AFM proxy James C. Petrillo as a regular Federation program.

In the effort to create musical staffs at all plants and factories in this area, Riccardi has enlisted the support of a sponsoring committee that already includes Samuel R. Rozenbaum, president of the Independent Radio Network Affiliates; M. Herbert Syme, attorney for the Central Labor Union; and George W. Elliott, executive secretary of the Philadelphia Chamber of Commerce.

An early meeting will be called with the executive heads of all concerns in the territory assigned national defense orders, asking co-operation in providing light professional work of a non-technical nature for the AFM's vast army of "forgotten men." Musicians thus employed would serve as a musical corps at each plant and factory and, at no extra cost, would help cement employer-employee relationship with music. Each factory orchestra would be available for concerts during lunch hours and recreational periods and would play at all plant outings, affairs, and all patriotic functions.

Altho the industrial plants have not been canvassed as yet in earnest, several have already manifested interest in the plan. While most of the men falling in the category are middle-aged, all are excellent musicians, assuring a high grade of music in return for a weekly pay check. Since there is a certain amount of light professional work available at every plant signed for national defense work, giving the musicians the

first call would practically eliminate the "forgotten man" problem prevalent in every musicians' local.

### New Detroit Firm Named Distributor for Victor

**CAMDEN, N. J., Oct. 26.**—Henry C. Bonfig, RCA Victor commercial vice-president, has announced the appointment of the Bliss-Strawn Distributing Company, Detroit, as wholesale distributor for Victor-Bluebird records and all RCA Victor entertainment products. The newly formed firm operates branches in Toledo, O., and Grand Rapids, Mich., and will serve the lower Michigan and Northwest Ohio territories.

Haskell Bliss is head of the firm; Charles W. Strawn, vice-president and manager of distribution, and Charles Nash, prominently associated with the Detroit automobile industry, is chairman of the board of directors.

### SUGAR'S DOMINO

(Continued from page 4)

spots (WCTU: Please note), and that an appreciable percentage of patrons seek to become intoxicated without any of the preliminaries usually associated with good living. In the cafes anyway, easygoing jollity has given way to riotous living, which is another label for the same thing, jitters.

Even lowly, back-street burlesque has been touched rather perversely by the war plague. Burlesque is doing swell business generally, according to consistent reports. One man's guess is as good as another. Ours is that this is a sure indication that the fatalistic or what-the-hell attitude has permeated the poor man's amusement arena. Shakespeare, we believe, wrote something to the effect that drama is a mirror held up to nature. The way things are abating up the ups and downs and trends of the amusement business of today are a mirror held up to the carnage across the ever-narrowing sea.

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# Schwartz Opener Looks Too Heavy

NEW YORK, Oct. 26.—For the opening show of its 21st season, the Yiddish Art Theater company is struggling with the weighty production of Aaron Zeitlin's *Esterke (Father)*, produced and directed by Maurice Schwartz. The cast boasts a long line-up of prominent Yiddish performers who have contributed brilliantly in former seasons. They are at a decided disadvantage here.

Script is supposedly based on a historical fact which took place in Poland during the medieval period when the king fell in love with a young Jewish girl and ordered her into his palace. His enduring love for her brought great grief to her race, the Poles, encouraged by the king's enemies, pillaging Jewish communities. But before the play is over the king promises death to his enemies and peace in the country. Action is overshadowed by the massive sets and the lavish costumes.

Samuel Goldenberg makes an impressive king. Maurice Schwartz enacts the lovable character of an old loyal Pole who served in the tavern managed by Esterke. It is a commanding role but not a dominating one. Miriam Riselle, young, attractive actress, displays a lot of talent in the titular role, altho miscast. Should be a better bet for lighter characterizations. Other prominent performers include Mishas and Lucy German, Anna Appel, Isidor Casher, Muni Seretov, and Mark Lerner.

The accompanying music by Sholom Secunda is only fair. The settings by Alexander Chertov are impressive. *Sam Hovigberg.*

# Pitt Playhouse Starts

PITTSBURGH, Oct. 26.—Anticipating its biggest season because of paucity of competitive Nixon bookings, Playhouse will open Tuesday (29) with *See My Lawyer*, scheduled for three weeks. In absence of director Fred Bursleigh, hospitalized in Bath, Me., show is directed by Harry Schofield, Carnegie Tech grad formerly director of Mason Little Theater, who is dividing time between here and his permanent post as director of Johnstown, Pa., Community Theater.

Successing Playhouse shows will be *Here Today, Reflected Glory, Gas Light, Morning's at Seven, Pygmalion*, and musical revue by Charles Gaynor. Season will run 20 weeks, three weeks for each except the Paul Osborne show, which will go a fortnight, with one week between productions for stage rehearsals. Director for second show is still undetermined.

# "Hellza" Tour Plans

HARTFORD, Conn., Oct. 26.—Road show company of Hellaspoppin will open its tour here November 3. Featured players will include Eddie Gurr, Billy House, and Ben Dova. From here the show goes to New Haven for three days, then a week each at Montreal, Toronto, and Buffalo, after which it will head for the Middle West. Show will have three men ahead and will be heavily billed.

# Dowling Plans for "Dust"; Talks of Repertory Tour

PITTSBURGH, Oct. 26.—Eddie Dowling will begin tryout readings in Chicago this week for Sean O'Casey's now play, *Purple Dust*. Dowling's tentative plans anticipate casting of Julie Haydon, Dorothy Maguire, Leo Chabell, John Farrell himself, and one or two film stars. He's talking stage with Spencer Tracy and Barry Fitzgerald about lead roles.

Dowling is sounding out legit theater managers, newspaper critic, and stage patrons in Pittsburgh, Washington, Boston, and several other Eastern cities, on potentialities of traveling repertory company, that would present plays whose rights he owns, in rotating schedule, with name players starred. If oked on commercial prospects, Dowling wants to line up casts for *Here Comes the Groom, My Heart's in the Highlands, Shadow and Substance, The White Steed*, and possibly one or two other properties.

# Short Season for Dallas

DALLAS, Oct. 26.—Still lacking proper housing and stage facilities, Dallas legit season will be short again this year. Charles Freeman, independent booker for Interstate Theaters, is working out a schedule for the two Interstate houses, Majestic and Melba theaters.

Gertrude Lawrence in *Sky-lark* will open the season at the Majestic October 28 and 29. The Lawrence show is scheduled for the Majestic, Houston, Tex., October 30 and San Antonio October 31. Other bookings include Ted Lewis orchestra and revue for a week at the Majestic Theater, Houston, November 8. The Lewis unit will play Majestic, San Antonio, week of November 16, and Majestic, Dallas, week of November 23.

Dates for *Pins and Needles* have been canceled, with show withdrawn from the road. Hellaspoppin engagement for the Melba has been revised for tentative date of February 24-25. Scheduled for the same house is *The Man Who Came to Dinner* February 12-13.

Holding dates for *Little Fozes* are scheduled for El Paso, January 23; Amarillo, January 27; Fort Worth, January 30; Dallas, January 31 and February 1; Tyler, February 3; Waco, February 4; Austin, February 5; San Antonio, February 6, and Houston, February 7-8, all in Texas.

# Rep for Sponsored Spots

DETROIT, Oct. 26.—Detroit's spectacular legitimate revival will definitely have the Stage Crafters as a local stock company producing under auspices of sponsoring organizations this year, according to word from Mrs. Edith Hourde, head of the organization. Plan is to have a definite repertory of plays, which will be booked as sponsored engagements are available.

# New Plays on Broadway

Reviewed by Eugene Burr

## CORT

Beginning Thursday Evening, October 17, 1940

### CHARLEY'S AUNT

(Revival)

A farce by Brandon Thomas. Staged by Joshua Logan. Sets and costumes designed by John Koenig. Settings built by T. B. McDonald Construction Company, and painted by Bradford Ashworth, Inc. Costumes executed by Brooks. Press agent, Charles Washburn. Associate press agent, Frank Goodman. Stage manager, Peter Barker. Assistant stage manager, Richard Cowdery. Presented by Day Tuttle and Richard Skinner.

Jack Chesney ..... Thomas Seidel  
 Harold deBecker  
 Charles Wykeham ..... J. Richard Jones  
 Lord Fancourt Baberley ..... Jose Ferrer  
 Kitty Verdun ..... Mary Mason  
 Mrs. Spettigue ..... Phyllis Avery  
 Col. Sir Francis Chesney ..... Arthur Margetson  
 Stephen Spettigue ..... Reynolds Denniston  
 Farmer ..... Richard Cowdery  
 Donna Lucia D'Alvadorez ..... Nedda Haggren  
 Miss Delahay ..... Katherine Wisman  
 Maud ..... Mary Frances Heffin

ACT I—Morning. Jack Chesney's Rooms, 51, Olde's College, Oxford. ACT II—Afternoon. Garden Outside Jack Chesney's Rooms. ACT III—Evening. Drawing Room of Mr. Spettigue's House. Time—1892. Commemoration Week at Oxford.

If anything were needed to crown the humiliation of the modern theater, Joshua Logan, Jose Ferrer, Day Tuttle, Richard Skinner, John Koenig, and a number of assorted actors and actresses have provided it. For among them they have made a shopworn old farce from 1892 the first thoroughly enjoyable play of the 1940-41 theatrical season.

The play is, of course, Brandon Thomas's *Charley's Aunt*. Mr. Logan directed it. Mr. Ferrer plays the lead in it. Mr. Koenig designed charming period costumes and sets, and Messrs. Tuttle and Skinner presented it at the Cort Theater last Thursday night. The result is one of the most hysterical, hilarious, and thereby enjoyable evenings imaginable.

As a matter of fact, while credits are being given out some credit should be given to the play. It's fashionable, in these sophisticated days of free verse, meaningless drama, cocktails, mass murder, and other evidences of superior intelligence, to frown upon the things that amused our grandfathers. In most cases, such frowning is legitimate enough—just as it's legitimate enough with regard to most of today's offerings. But there was a comic craftsmanship displayed in such a piece as *Charley's Aunt*—a cohesion, a steady, hilarious drive, a firm grasp of the fundamentals of comic situation, and a general appeal that eschewed the smart-aleck—that compare most favorably with such a sparkling, scattered modern piece as, say, *George Washington Slept Here*. *Charley's Aunt* creaks woefully in many places—*(See CHARLEY'S AUNT on page 58)*

## LYCEUM

Beginning Friday Evening, October 18, 1940

### GEORGE WASHINGTON SLEPT HERE

A comedy by George S. Kaufman and Moss Hart. Staged by George S. Kaufman. Setting designed by John Root, built by T. B. McDonald Construction Company, and painted by Triangle Studios. Press agents, John Peter Tschey and Ben Kornzweig. Stage manager, Henry Ebers. Assistant stage manager, John Shellie. Presented by Sam H. Harris.

Mr. Kieber ..... Percy Kilbride  
 Newton Fuller ..... Ernest Truex  
 Annabelle Fuller ..... Jean Dixon  
 Madge Fuller ..... Peggy French  
 Steve Eldridge ..... Kendall Clark  
 Katie ..... Grace Valentine  
 Mrs. Douglas ..... Mabel Taliferro  
 Clayton Evans ..... George Baxter  
 Rena Leslie ..... Ruth Weston  
 Mester ..... Paula Trueman  
 Raymond ..... Bobby Seadick  
 Uncle Stanley ..... Dudley Digges  
 Leggett Fraser ..... David Orick  
 Tommy Hughes ..... Edward Elliott  
 Sue Barrington ..... Marlan Edwards  
 Miss Wilcox ..... Toni Sorel  
 Mr. Prescott ..... Richard Barbee

The Scene is a Farm House in Pennsylvania.

ACT I—Scene 1: May. Scene 2: June. ACT II—Scene 1: A Friday Afternoon in August. Scene 2: Sunday Afternoon. ACT III—The Following Morning.

The long series of mishaps that beset the Sam H. Harris production of *George S. Kaufman and Moss Hart's George Washington Slept Here*—including an injury to Ernest Truex and the sudden death of Berton Churchill—was climaxed last Friday night. On that night the play finally opened at the Lyceum.

It's a glib enough little piece, with funny lines sprinkled here and there throughout the action—no not thickly enough to make the evening by any means hilarious—with a plot as scattered and pointless as a handful of spilled beans, with a brief session at the start of the third act that is really a howl, and with an overlying aura of having been here before. If you think hard, you can remember its predecessors, particularly *A House in the Country*. That one wasn't very good either.

It's the play about a fellow buying an old farmhouse (George Washington, understandably enough, slept in this one), being filled with enthusiasm as he tries to fix it up, and being met with bills that are far in excess of expectations, tradespeople filled with chicanery, neighbors filled with malice, and guests filled with legitimate provocations to murder. That really, is all there is to it. Messrs. Kaufman and Hart have done their best to disguise their chromo by dabbing it full of wandering and in-*(See Washington Slept Here on page 55)*

# Atlanta Books Six

ATLANTA, Oct. 26.—Tentative bookings announced for the season at the Erlanger Theater include six productions. Manager W. P. Winecoff disclosed.

They are Gertrude Lawrence in *Sky-lark*, November 8 and 9; Francis Lederer in *Autumn Crocus*, November 29-30; Katharine Hepburn in an unannounced play for January 21 and 22; Tallulah Bankhead in *The Little Fozes*, February 14 and 15; *The Man Who Came to Dinner*, March 3, 4, 5; *Hellaspoppin*, March 29, 27, 28.

This is the most pretentious schedule for legit in Atlanta in many years.

# New Legit Outfit Set

NEW YORK, Oct. 26.—Richard Krakauer has left the night club department of the Walter Batchelor Agency to become secretary of the V. P. K. Corporation, a new organization set up for the production of plays and the investment of moneys in others' plays. The V. P. K. Corporation is the Vinton Freedley-Krakauer Corporation. Freedley, who will continue to act as an independent legit producer in his own right, is president of the corporation. Horace Schmidlapp is treasurer of the new firm.

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- Upon receipt, the packet will be dated and filed away under your name.
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# Series Sets Columbus Mark

COLUMBUS, O., Oct. 26.—After the most remarkable sale of theater seats in the history of Columbus, the American Theater Society and the Theater Guild have announced the series of six plays to be presented at the Hartman Theater are an assured success. Majority of the six will be presented for three nights.

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## More Philly Clubs Hit by Police and Liquor Troubles

PHILADELPHIA, Oct. 26.—Just as the season was beginning to show signs of strength, Mayor Lambertson cracked down on six more spots by revoking or refusing dance licenses, claiming new evidence of either lewd dancing, dancing without a license, liquor law violations, or disorderly conduct. Places affected include the Cocooner Grove, Merry-Go-Round Cafe, Jitter Inn, College Inn, Lion's Inn, and the Frankford Social Club.

Night spots are in plenty hot water with the State Liquor Board. Of the better-known clubs, 20th Century Tavern has had its license suspended for 90 days, Stork Club for 25 days, and Hotel Senator Rencorous for 35 days. Others are Delancey Tavern, 20 days; Standard Inn, 10 days; Tailors' Club, 30 days, and E. O. Tavern, 18 days.

## Set Names for El Cerrito Night Club

SAN FRANCISCO, Oct. 26.—MCA is negotiating to set either Bello Baka or Morton Downey into the Rancho San Pablo, El Cerrito, Calif., to head the new floorshow.

Bal Tabarin will continue its top floorshow attraction, Grandfathers' Follies, until December 1, with option to renew thru MCA.

Bookers hereabouts are hot after army camp business since government has announced plan to adopt an entertainment policy at the poets. AGVA officers say that 40 or 50 acts are available to present shows for the soldiers. Clarence E. Willard, AGVA vice-president, and Emile Lowe, business agent, are working on the program.

## 4 to 5 Weeks for Units Around Pitt

PITTSBURGH, Oct. 26.—Hinterland film houses are providing circuit of four to five weeks' bookings for vaude units, says agent Sid Marke.

During past few weeks he has booked Joe Karston's Studio Scoundrels, DeWolfe & Page's Midnight in Miami, Midwest Productions' Broadway Glamour Girls, and Treptions of 1941 into Warner and independent theaters in Butler, Johnstown, Greensburg, Sharon, Altoona, Parkersburg, Clarkburg, Fairmount, and other tri-State cities.

Most houses play the stage bills at regular 40-cent top, but some raise their prices.

## Maisie & Hazy Finally Get Job; Hal Trying a New Modern Finish

Dear Paul Denis:

WELL, we finally got a job. We're back at Nick's Romantic Casino where we played a year ago. And it's by request, too. Bequest of the floorshow budget, which has been trimmed beyond recognition.

Not having worked so long, we're a bit rusty. Hal still has a touch of lumbago and can't do any lift over one inch from the floor. The big stunt, where he lifts me as high as his knees, is out, and now he starts to do the stunt and stops—and the audience loves that, figuring it's some new kind of trick. Now that trick is a part of the act—the part we can't do.

We had a lot of trouble with our music. Charlie Saxe and His Stuttering Saxos are the band here and have piano, bass, and six saxes, all playing like Si Zambardo. It's tough enough trying to dance to stuttering rhythms, especially during our Viennese waltz; but when the band got in some new stutters, that was too much.

We had a big fight with the band, which insisted it played straight from the sheets. Well, it turns out that Hal's letting our music lie around dirty rehearsal halls so much it picked up a lot of specks and spots that really didn't belong. So we just cleaned up the sheets and now everything's all right.

Nick, our boss, is a swell guy and promised us that when we got our pay check the end of the week we'd be surprised.

Well, we're working hard and Hal used up many copies of *The Rolling Form* to cope out new routines. He said he had to put a \$5 deposit on a new routine, so I gave it to him. He said, "This five spot will hit it right on the nose." You've got to admit, Paul, that Hal is always worrying about the act.

Of course, we've been quarreling a bit—but nothing important. For example, he keeps finishing our musical comedy number in front of me and claims that's considered very modern. He says all ordinary ballroom teams finish side by side, and that we ought to be different. So he wants to finish all routines in front of me so that only the musicians could see me. "Showmanship," he calls it.

So I told him that Nick always said, "The customers come for the girls," but Hal says we got to be different if we want to become big names some day. So now he's using the new finish on all our routines. Hal is really brilliant and it's wonderful how he explains the most unusual things. MAISIE.

P. S.—Well, we got the pay check. But it's no raise. Nick wanted us to see his new signature on the check. The X now slants to the left.

## Pro Football Team Employs Vaude Act

WASHINGTON, Oct. 26.—Pro football and vaude certainly do mix here. Capitol and Earle stageshows, week ago last, featured football theme of Washington Redskins.

The team regaled by featuring its first professional vaude act between halves of last Sunday's game by presenting Pansy the Horse.

## Denver Niteries Using More Talent And Stunt Nights

DENVER, Oct. 26.—The talent situation is a bit brighter in this area. Vic Schilling band opened at the Aeroplane Ballroom and Cafe, located at the edge of town, October 3. Open nightly except Monday, spot seats 450 and operates with a 30-cent admission week nights, 40 cents week-ends. Frank Notary, owner, plans on floorshows later.

Cosmopolitan Hotel, downtown spot, opened its Silver Glade Saturday (12) with Buddy Maleville. Seating 750, room is open four nights weekly with a \$1.50 per couple charge Thursday, Friday, and Sunday, and \$2 Saturdays. Band also plays lunch and dinner hours. According to E. L. Cherry, hotel assistant manager, bands will be booked this year with an eye to entertainment value. Viennese waltz nights every other Monday will be run by the Viennese Waltz Society on a subscription basis. The season is already sold.

The Albany Hotel opened its Ranch Room, on which \$5,000 was spent to equip it in true Western style, Saturday (18) with Willie Hartzell band. Band will play for dinner Monday to Wednesday, with a 75-cent minimum week-ends. A women's string ensemble will take over Sunday nights. Special entertainment is planned week-ends, according to Assistant Manager Lester Sore, with Rancho Night Thursdays and College Night Fridays.

The Chez Paree, town's top niterie, has gone sepius for a spell with Sticks Macvey band.

## Salt Lake Week-Ends

SALT LAKE CITY, Oct. 26.—Mirror Room, Newhouse Hotel, opened with capacity brass Saturday (3), with Joe Mallory and his seven-piece orchestra week-ends. Co-Managers J. Holman Waters and Ross Sutton of the hotel are in charge, with Assistant Manager Viselock as emcee. Viselock has started a Tune Quiz, giving prizes for those guessing names of tunes.

## Florida Talent Budgets Go Up as State Awaits 4,000,000 Visitors

(Continued from page 3)  
and singers and name singles of the Dwight Fiske type.

Miami and Miami Beach, as usual, will play host to the vast upper middle class and the wealthy but not socially conscious groups. This area will again be dotted with night clubs (particularly Miami Beach) and will be booked by offices from Miami to Chicago. A number of bookers are already in Miami selling shows, among them Lew Weiss of New York, and Paul Small, of the William Morris Agency. Herman Citron, local agent who booked Piping Rock and Blyth's Lake House in Saratoga Springs, this summer, will also set shows into all Florida spots to be operated by the owners of the Saratoga pair. Citron says it is a little too early to report what clubs he will have or the type of shows he will book.

### Miami Beach

Edward B. Joffret, managing director of the Roney Plaza, Miami Beach, is in town booking shows for the hotel's Hawaiian and Viennese rooms. Entertainment season will get under way New Year's Eve. Haul and Eva Reyes will be in the opening show. Acts set for later dates include Sara Ann McCabe (Cover and Joanne), and Madonna and Louisa. Jack Dempsey and Benny Gaines, operators of the Dempsey-Vanderbilt in Miami Beach, will open December 14, with Vincent Bragale's band again set for the season. William Kent, of New York, will book. Acts set include Stuart and Lee, Walter Donahue, and Harris, Claire, and Shannon.

Belmont Club, leading Miami Beach night club, which has been operated by George Shelton and Charles Friedman for several seasons, is scheduled to be in the hands in Kitty Davis this year. Miss Davis is a Chicago cafe operator who depends on a novel girly show and "college waitresses" for patronage. She has been in Miami for a couple of weeks looking over the territory.

Two of the more prominent Miami Beach newcomers this season will be Monte Proser's Beachcomber and the Latin Quarter under management of Lou Walters. Proser will open around mid-December and feature the same Tahitian atmosphere predominating in his Beachcomber club in New York and in Boston. Opening bands set are Sonny Kondis and Chavez. Xavier Cugat follows January 24 for his only engagement in Florida this season. Carl Erbe, press agent, leaves in a couple of weeks to make Florida Beachcomber-conscious.

Waltie's Latin Quarter will be located on the site of the former Palm Island Club and operates with the same policy as his niterie in Boston. Joe Candullo's crew will occupy the bandstand. Harry Spear is in the opening show.

Mother Kelly's reopens this month, bringing back George Owen and Tony Parker for their third season. Among other Miami Beach spots scheduled to be in the swim this season (some of them are open all year) are the Carousel, Club Continentale (which may change managers next month), Kit Kat Club (formerly La Conga), New Town Casino, Low Mercus' Nut Club (shaped along the lines of his Pittsburgh niterie), Fud-dock Club, El Chico, Pete Clifford's (site of Polo Club), Sunny Isles Club, the Versailles (Continental room staging floor carnival in addition to usual floor entertainment), Tom Williams' Tropics, and the 41 Club.

### Miami

In Miami proper, the Royal Palm night club and the Miami-Biltmore Hotel will dominate the night scenes. Spots in the city are comparatively few, the vacationists staying close to the beaches. The Biltmore in Miami, like the other Roney-operated hotels, is on the other booking market. Manager Milton Chapman is in New York buying talent. Maximilian Bergere, society band leader, was handed the bandstand job. Three-act shows will be presented starting New Year's Eve, although the hotel itself will reopen December 9. A society dance team will be in the opening show. Acts already contracted include Haskell, magician, and Everett K. Klinger.

Art Childers plans to reopen the Royal Palm late in November. George Woods, of New York, will book, but nothing set yet. Top acts are used here. Whether or not such standard names as Sophie Tucker, Harry Richman, and Joe E. Lewis will work the Palm this season is dependent on the Florida plans being made by Ben Marden, operator of the

Riviera in Fort Lee, N. J., who has had great success for three months with a show featuring the above-mentioned trio. He wants to take over the Hollywood Country Club in Hollywood, Fla., and use them. It is understood that Marden has first call on their services. Marden, too, has scored on night club operations in Havana, Cuba, where last year he was associated with the Casino Nacional. His Florida tie-up therefore appears logical.

Club Bah, Miami, is open all year but will boost its talent budget for the season. Wingy Grober will continue as front man. Sam Barkan, operator of Miami's Five o'Clock Club, opens his fifth season December 10. Pancho and the De Moya Rumba Band have been set for a run ending March 15. Jeff's Bar and Grill will have Jerry Del Mar's All-Girl Band, booked thru Harry Biben, of Philadelphia. It is an all-year spot which also licenses its purse strings during the season.

Other Miami niteries include La Paloma, Don Lanning's Tavern, Esquire (which will reopen as a Class A room), the Frolics (to be enlarged), and Roadside Rest.

### Other Florida Areas

In Hollywood, Fla., the Hollywood Hotel booked Eddie Oliver's band for the season and will be serviced with acts by Jack Bertell. In addition to the planned Ben Marden venture, the Bocoaron niterie is again scheduled to resume around mid-December.

Coral Gables will have the Drum, opening in December. It is a lavish gambling casino which uses much talent when the operation of its casino is legal. Jimmie's, just outside Coral Gables, will increase its budget for the winter. The Southern Theatrical Agency, of Miami Beach, is currently booking talent there for two-week engagements, with options. Same agency is also servicing the Mayflower, Roosevelt, and George Washington hotels in Jacksonville and the Tampa Terrace in Tampa.

Spots in other Florida regions using bands, primarily, include the Clarendon Hotel in Daytona Beach, Ponce de Leon Hotel in St. Augustine, the Casa Marina in Key West, and the Don Co Sar Hotel in Pass-a-Grille.

Special train coach rates between New York and Miami will be in effect for the second season. Most railroad lines advertise a \$40.35 rate for a round trip. Busses have equally attractive rates. During the season airplanes and boat lines offer frequent trips to all vacation points in Florida.

## 500 Club Reopens; Conventions Hypo

ATLANTIC CITY, Oct. 26.—Phil Barr, whose 500 Club is a top-ranking spot during the summer, opens this week for his first midwinter try. Out-of-season opening has been influenced by the large number of visitors here.

Barr is lining up radio names, with Freddie Yahn's music set. Billy Atkins is another influenced by convention visitors in reopening his Continental Room, bringing in Johnnie Henderson to emcee.

## Atlanta Biltmore Opens New Room

ATLANTA, Oct. 26.—Biltmore Hotel has opened the Empire Room for dinner and supper with dancing. Al Apollon and his orchestra featured. Jeanne Kearns sings.

The Biltmore is the largest hotel in town and first to offer a dance orchestra, but in the past couple of years it had slipped. This new room is an effort to regain former popularity.

Each Friday night Martha Redley and George Stevens, dancers, are featured. No cover.

## Columbus Club Reopens

COLUMBUS, O., Oct. 26.—Linden night club, newly remodeled, has reopened, Jess Hawkins and Howard Conking are the new co-owners. Hawkins formerly was with Al G. Field Minstrels and for several years fronted his own dance orchestra. Spot is using a dance band and will offer occasional floorshows.



sweeter melodies at the dinner season, but as the evening progressed unfolded a veritable blitzkrieg of torrid jamming that had the dancers shouting with joy. Blasting from the brasses jarred the room, at intervals, but this should be remedied once the boys learn the acoustical qualifications of the room. Peggy Mann and Terry Allen's band's song sellers, registered noddily. Trombonist Jimmy Curry, ok's funny man, didn't show his wares at the opener.

Gardner Benedict, who has whipped up a sound aggregation during his tenure here, picked his tunes so as not to clash with the Clinton product, and put his lads thru a fine performance. Benedict and his femme canary, Anita, clicked nicely with their vocal efforts. The Pavilion will again play occasional acts with its name band features throughout the season, sticking chiefly to dance turns. *Bill Sacks.*

### Club Minuet, Chicago

Talent policy: Dance and show band; floorshows at 5, 12, and 2 a.m. Management: Frank Sherman, manager. Prices: Dinner from \$1.25, no minimum.

Long a landmark in the Rush Street night club sector, this intimate spot has been completely made over in attractive modernistic style. Art Fischer and his orchestra furnish excellent music for the floorshow, which is small but entertaining.

Del Este is an attractive and capable mistress of ceremonies. Alvira Morton, long a Chicago favorite, is prima donna, and Rita Ray sings sophisticated songs, putting them over nicely. Ethel Brown animates the show and pleases with her lively tap dancing. Helene Carol is a clever interpretative dancer.

Manager, Frank Sherman and his two sons, Fillmore and Harold, contribute excellent song numbers. *Nat Green.*

### Old Roumanian, New York

Talent policy: Dance and show band; Latin band; production floorshow at 8:30, 11, and 1:30 staged by Al Davis, with girl line by Mildred Ray, special music by Eddie Hahn, and lyrics by Sidney Heller. Management: Jack Silverman, owner; Sidney Heller, press agent. Prices: Dinner from \$1.25.

Jack Silverman opened a 75-seat restaurant along with four partners 15 years ago. Eight years ago he added a musical duo and a singer, and his partners quit because they felt entertainment was an extravagance. Today his club employs 18 entertainers and two bands and also seats 500. Apparently an entertainment policy pays.

The current floorshow (changed every five weeks) is a surprisingly large and talented one for a lower East Side spot. It uses eight dancing girls and four showgirls (Mildred Danes) in four production numbers that are nicely costumed. Opener is a parade, then comes a *Dream Fantasy* scene featuring Charlotte Vogue, then a Russian gypsy number, and the finale, All-American Carcade. Girls are nice lookers, costumes are fresh, and routines are okeh.

Jeannette Garrette, blonde, is on for heavily executed rhythm tap routines embellished with spins and also for aero spinning numbers. Good. Ethel Bennett, in her eighth year here, is still singing Jewish and English songs in swing style. Has a modern, lively style and sells the lyrics effectively. Jenia Pobedina sings Russian gypsy songs nicely, altho without much distinction. Charlotte Vogue, a small shapely brunette, does the exotic nudes, one of them being pretty and using a wolfhound for novelty. Not a good dancer really, but knows how to sell the nude angle.

Sadie Banks, here seven years, is a robust singer reminiscent of Sophie Tucker in appearance and style. She sings bawdy specials about frustrated love, one of the two being *You Learn About Men From Me*. The title is the tipoff.

Johnny Howard, new in town, is the emcee who ties the show together and then does a long next-to-closing session. He is capable, talented, and knows how to excite cafe audiences. But he stayed on too long, however, and hurt the total effect of his act. He hears watching Joe LaPorte (violin) leads the five-piece band and is in his third year here. His band does a nice job considering its size. Four-piece Cuban Rhythm Band takes care of those customers who want uptown and learned Latin rhythms.

Press agent Heller has been on the job here for seven years and producer Davis for five years. In other words, a veritable stock company is being formed here. *Paul Denis.*

### Hotel Commodore, Century Room, New York

Talent policy: Dance band and dance team. Latter presented twice nightly, at dinner and supper. Management: Frank J. Crohan, managing director; Ray Doyle, publicity director. Prices: Dinner from \$1.50 up.

With Guy Lombardo back in the Roosevelt Grill and Sammy Kaye on the Commodore's bandstand once again the New York fall hotel season can really be considered under way, for Kaye is fast becoming as much of a regular season staple in this room as Lombardo is at the hostelry on the other side of Grand Central Terminal.

Kaye opened here for his third consecutive fall and winter Thursday (17), drawing first night business that taxed the room's capacity and service, and that was notable for its cash customer aspect, aside from the usual music trade turnout.

Room was dark over the summer, feighting sans music for a couple of weeks prior to Kaye's return. Sammy's swinging and swaying has paid exceedingly nice financial dividends here and there's no reason why this season should differ from the past two in that respect. The band still retains its basic appeal to those allergic to blaring brass and in addition seems to have improved musically.

A miniature floorshow, in the form of a dance team, has been added. Grayce and Grahame supply the quarter-hour of lifts, twirls, and pirouettes in an adequate but undistinguished style. Kaye's battery of vocalists break the routine of straight dance sets.

Room's decor is unchanged this year and its coldness and lack of distinction are magnified in comparison with some of the town's more sumptuous bistros. Service, food, and drinks, however, are on a par with the best spots anywhere. *Daniel Richmond.*

### Victoria Hotel, New York

Talent policy: Hawaiian music and entertainment, 6 to 8 and 10 to 1, with floorshow added Saturdays at 11:30, 12:30, and 1:30, booked by Peter Del Morria. Management: Ronald A. Baker, hotel manager. Price: Cocktails from 25 cents; no cover or minimum.

This hotel is using Hawaiian atmosphere and entertainment in all of its drinking and dining rooms, plugging the Dine-Dance-Romance slogan.

It's commercial and combined with low prices brings the room a share of good business. Ben Hano's Hawaiian string trio (Hano's steel guitar, plus string bass and guitar) provides languorous melodies aided by sweet high tenor singing. On Saturdays, another guitar and a piano are added and two or three Hawaiian singers and dancers are also used; the entertainment moving into the bigger dining room. The Empress and the Victoria banquet rooms also use Hawaiian entertainment quite often.

The Hawaiian Terrace Bar gets the cocktail trade and the Old Hawaiian Room supper and dancing. Hano's men provide exotic music and also requests and pops just as competently. *Paul Denis.*

### Wivel Restaurant, New York

Talent policy: Dance band; floorshows at 6:45, 10, and 12:30, and a Saturday matinee. Management: Sead Jorgensen, operator; Martin, maître d'hotel; George MacFurry, publicity. Prices: Dinners from \$1.75, drinks from 40 cents; no cover or minimum.

This Scandinavian hepcie continues to pack them in, among the attractions being the generous Smogysbord table and an ample floorshow. Most of the trade congregates at the supper hour. The moving up of the first show to 6:45 to accommodate thestergoers has undoubtedly helped business.

The talent consists mainly of performers who have almost forgotten what an agent's office looks like. Bob Lee, the rhyming emcee, is now in his seventh year at this stand. This lad is a clever entertainer, calling for questions from the audience and supplying answers, many of them funny, in rhyme and to the tune of a pop song. In addition he can be considered a memory marvel, being able to unrecd a multitude of patrons' names and the occasion which they are celebrating. His turn gets him a big hand.

Opener is Thalia, a good-looking dancer who does nicely in Spanish numbers in the classical vein. Works with castanets and executes nice spins. Returns later to do a Mexican folk dance which calls for audience participation

in clapping out rhythms. Costuming is fine.

Bertha Auer, endowed with superb physical and vocal equipment, does splendidly in *Serenade Espagnole* and *Symphony*. She sings smoothly and has a nice range and a pleasing personality.

Lee Ross juggler, enters with deadpan soft shoeing, after which he goes into the heaving of balls, interwoven with comedy. Works with as many as six balls, and also with Indian clubs. Tricks are standard, but he works smoothly. However, he stays too long.

The Scandinavian dance team of William and Ingrid Selandia, a good-looking pair, open with a waltz and follow with lampoons of celebs, using props. Their satires are okeh, especially good being Ritter dancing with Dietrich and Garbo with Stokowski. An improvement would be carrying out all routines in pantomime.

Food and service excellent. *Joe Cohen.*

### Irwin Wolf's Rendezvous, Hotel Senator, Phila.

Talent policy: Continuous musical entertainment, starting at 10. Management: Irwin Wolf, proprietor-manager. Prices: Food a la carte; drinks from 40 cents; no minimum, no cover.

Plenty of musical meat being dished out from behind the glamour bar at this hotel spot catering mostly to theatrical folk and swing fans. For the five experts, stand sports Snub Mosely and his swing crew of six. Leader features his tromboning and a sliding saxophone, his own musical contraption. Mixes up the sweet and hot songs, featuring mostly his original swing novelty compositions.

Baby Hines, here since the summer, joins the band for the soft ballad and blues singing. Band and vocalist register with ease.

The Four Stylists alternate with Moseley. Foursome comprises Marjorie Hyam, John Taton, Jerry Blake, and Dan Berfield. Gal is a stand-out at the vibraphone, giving a melodious texture to her swingy hammerings. Male members play accordion, guitar, and bass. It's all in the smoother and sweet swing register, being one of the most exciting cocktail combos to hit this town. Enhance their musicianship with velvety trio harmonizing, gal and two male members joining in. *M. H. Orodanker.*

### Club Gaucho, New York

Talent policy: Dance band; relief trio; floorshows at 9, 12, and 2. Management: Pedro Valli, co-owner and manager; Dorothy Ross and Seamon Jacobs, press agents. Prices: Dinner from \$1.50.

After being closed for a couple of months, this intimate 85-seat place in Greenwich Village reopened a couple of weeks ago with a pleasant little floorshow, good Latin music, and pleasing atmosphere.

Don Miguel's four-man band plays congas, rumbas, and tango most of the time, providing good rhythm for the dancers and enough melody for the sitters. A three-piece strolling combo, the XYZ Trio, joins the Miguel group frequently and on its own provides thoroughly enjoyable Latin requests.

The floorshow has Lupita, a vivid small brunette with a fancy figure, who does a Hawaiian sway and cooch in tantalizing fashion. She bulges in the right places. Then there's Maria Berta, Argentine tango singer, who made her American debut here a year ago. She is a plumpish brunette, who sings torchy Argentine tunes with much feeling.

Currito and Corral, mixed Spanish team making their American debut here, impress with a Moorish tambr number (the girl with finger cymbals) and then a castane filtration dances. Their showmanship, fervor and grace put them over solid. LaGitandia, Spanish singer-dancer, plays to the ringdiers, her gypsy songs going over nicely.

Pedro Valli is still the pleasant host. *Paul Denis.*

### Waldorf-Astoria Hotel, Empire Room, New York

Talent policy: Dance band; informal entertainment at 8:30 and 12. Management: Luntus Boomer, manager; Ted Sauter, press agent. Prices: \$1 cover from 11 p.m., \$1.50 Friday and Saturday.

The spacious main floor of the Waldorf is currently housing two of the biggest names in the band business—Eddy Duchin in the formal Set Room and Kay Kyser in the informal Empire. Unlike the band and act policy across the lobby, the Empire depends on the band for the entertainment program throughout the evening. For such a task a better selection than Kyser could not have been made (and the room has had some ace attractions in the last few seasons, including Benny Goodman, Glen Gray, and Grin Tucker).

Kyser is a showman of top caliber. He has been for a good many years now, but not too many people were aware of that fact until his acceptance in radio and in Hollywood. His band, in addition to playing with admirable lift and unison, boasts several individual entertainers who brighten each dance set with highly enjoyable specialties.

There are still Harry Habbitt, with strong voice and likable personality, to deliver romantic vocals; Sully Mason, for the personality songs; Ish Kabibble, for the comedy; and Ginny Simms, cuter than ever, for the ballads. Miss Simms is displaying a remarkable improvement in both voice and delivery.

The band presents its own shows nightly, featuring the above-mentioned performers in specially rehearsed numbers. Their initial show, patched together at the last minute, was caught at the press preview Wednesday (23) and it was a creditable performance. An innovation was the Sonovox, an electrical sound instrument which imitates the human voice. A record on which this instrument was used, since the Sonovox had not yet been installed opening night, was played and the effect was striking.

Entire preview house was on the cuff. *Sam Honigberg.*

BENNY WILSON and Al Kutchnik, New York, have recovered sufficiently from their illness to take a vacation in Florida.

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# Club Talent

## New York:

JOAN MERRILL went into the Hotel Pierre Tuesday (29) for two weeks with options. . . . TONI LANE has left for Louisville, Ky., to open a run at the Brown Hotel.

EDDIE BARON, tap dancer, has been signed for the new Alex Aros show, Hi-Yu Gentlemen.

ELVIRA RIOS goes into La Martinique November 6. DEANGELO AND PORTER, ballroom team, returned here aboard the Argentine October 25 from a long engagement at the Atlantic Casino, Rio de Janeiro, Brazil. Doubled from the Atlantic, where they opened June 1, into Santos. . . . ADRA COOPER, snake dancer, is back in town after a summer in St. Louis. . . . ELEANOR TENNIS has replaced Grace Fogg in the Plaza Hotel's Persian Room show. Show is in for four weeks and is being re-ramped due to 35-minute running time and overload of talent. . . . EPPIE DORE, dancer, has switched from Marta's to the Cuban Casino. ESTRELLITA VILANUEVA, dancer, has gone into the new Reno Club. . . . CAROL BRUCE will drop out of the Waldorf-Astoria show earlier than scheduled, due to squabbling with Buddy De Sylva, producer of Louisiana Purchase. He doesn't want her to double. . . . IMOGENE COCA will double into La Martinique when her musical show comes to town.

GRANDRA KALY DANCERS go into the Chez Paree, Chicago, November 15, for four weeks, following their two-week run at the State Theater here, opening Thursday (30). Act closed a season's engagement at the Riviera, Port Lee, N. J., Sunday (27).

BEVERLY ROBERTS will be at the Hurricane on the show with Maurice and Cordoba, starting November 6. . . . ARMIDA, fronting an ork, will open at the Beachcomber December 10. . . . SAMMY WALSH is set for La Martinique October 30 thru Lou Weiss.

## Chicago:

MARTIN BENNETT, magician, has been added to the show at the Bismarck Hotel. . . . THE DEBONAIRS, booked by Lucille Ballantine, of the Billy Diamond office, have had their option picked up by the Palmer House; will remain until November 20. . . . RYE HILLSBURY is setting as commentator at the Auto Show for the third consecutive season. . . . The CALLAHAN SISTERS are a new addition to the show at the Hi Hat.

## Philadelphia:

ENRICO AND NOVELLO open November 6 at Benjamin Franklin Hotel, replacing Maurice and Cordoba, who open the same night at the Hurricane, New York. . . . THREE OXFORD BOYS, current at Jack Lynch's roof, head for the West Coast in December for 20th Century. Fox work. . . . BURNS AND SWANSON at Evergreen Casino. . . . FERNANDO AND PAIR marionettes at Hotel Philadelphia. . . . EDDIE THOMAS new emcee at Venice Grill. . . . KAY CARLTON joins the show at McGee's 15 Club. . . . VORRIS AND VISTOS added starters at Embassy Club. . . . RALSTON, MORGAN, AND BARA bring their comedy dances to Palumbo's. . . . MARGIE SMITH and Clair and Durand in the new show at Tom O'Boyle's Cadillac Tavern.

## Here and There:

JIMMY RAY, to avoid confusion with Jimmy Roe, has reversed his name and is now known as Ray James. He goes to the Brown Hotel, Louisville, Ky., November 1. . . . COLLETTE LYONS plus the DIVONA, started at the Chez Maurice, Montreal, October 28. George Shelley is the holdover emcee there. . . . RAY PARKER AND PORTHOLE booked for the Palmer House, Chicago, November 21. . . . BECK WEBER, Florette and Boyette, and Sigrid Dagny comprise the new show at the Hollenden Hotel, Cleveland. . . . JOE B. LEWIS, Tamara, and the Chandra-Kaly Dancers open at the Chez Paree, Chicago, November 15. Paul Small booked. . . . DAGMAR, dancer, heads the new floor layout at Ben Rafalo's Cat and Fiddle Club, Cincinnati. Others are Virginia Melton, the Raoulettes, and Zelma Harden. . . . KEE AND TUCK, Bond Bonday, emcee Angie Liss, and the Pearl Magley Girls comprise the new show at Kelly's on Cincy's Barbary Coast. . . . PRIMROSE COUNTRY Club, Newport,

Ky., remodeled, cracked its fall season last Thursday (24) with a show headed by Mildred Craig, Wally Rand, and Mickey Friend's ork. . . . EMMER EDDIE WHITE and Theodore and Denesha are additions to the show at Jimmy Brink's Lookout House, Covington, Ky. . . . NADINE AND CHARLES have moved from the Catacombs Club of the Chittenden Hotel, Columbus, O., to the Bowery, Detroit, where Jimmy Durante heads the show.

EVA ORTEGA opened Saturday (26) at the Mounts Club, Cleveland, for three weeks. . . . HENRI THERRIEN, after 100 weeks in five seasons at the Hotel George Washington, Jacksonville, Fla., is doing a series of vaude dates. . . . CYNDA GLENN, now at the Copacabana, Rio De Janeiro, will sail for New York November 27, arriving December 9.

ROSE MARIE, former kid singer, is at the Bowery, Detroit, for two weeks. . . . CORDANO AND COMINNE open at Coconut Grove, Boston, November 28. They follow with the Kenmore, Albany, N. Y. . . . EARL AND JOSEPHINE LEACH set for the Park Plaza Hotel, St. Louis, following their stay at the Latin Quarter, Boston. . . . FLORENCE AND ALVAREZ go to the Hollenden Hotel, Cleveland, November 11. . . . TED AND ETHEL WALKER have completed a run at the Oaks Club, Seattle, Wash. . . . GEORGES AND JO ANN opened at the Commodore Club, Detroit, Wednesday (23). . . . PEDRO AND RALPH, Mexican turn, are at the Miami Club, Milwaukee.

LA COMPARSIA DANCERS go to the Beachcomber, Boston, after a run at the Club Ball, Philadelphia. . . . NINO AND ELENORO are now at the Versailles, Boston. . . . LUCIA AND PEPITO are current at the El Chico, Pittsburgh. . . . VALEY AND LYNNE are at the Belton Hotel, Harrisburg, Pa., set thru Harry Kirby and Bert Jonas. . . . JOE LITTLE is the holdover emcee at the Deauville, Detroit. . . . BUSTER AND BILLIE BURNELL, having completed a tour under Nash auto auspices, are current at the Hotel Gibson, Cincinnati, after which they go to Club Royal, Detroit, and the Brown Hotel, Louisville, Ky.

ALDRICH AND DAVIS, novelty dancers, have moved from the Casa Grande, Cincinnati, to the Seven Seas Club, Chillicothe, O. Both bookings were made by Jack Middleton, Cincinnati.

## Walton Roof, Club Bali License Jams

PHILADELPHIA, Oct. 26. — Digging back in the State statutes, the liquor control board has found an 1855 law which makes it illegal to take a drink in a public place after midnight Saturday. As a result, night club business is reported 25 per cent below normal. Jack Lynch's Walton Roof was cited by the liquor board this week, citation being the third in the past 15 months. Hearing has been set for Wednesday (30). Liquor board also ordered a 30-day suspension of the license for Club Ball.

## Mario Permitted To Work With the Original Floria

NEW YORK, Oct. 26.—Mario Artames and his original partner, Floria (Julia Newcomb) will be permitted to fill their current engagements despite the pending breach of contract charges filed against Mario by Elean O'Connor. The New York Supreme Court has denied Miss O'Connor's request for an injunction. Mario, who signed a three-year agreement with Miss O'Connor last March 29, claims he has evidence to show that his partner terminated her contract.

## 1 and 2-Day Band Stand

WHEELING, W. Va., Oct. 26.—Capitol is using name bands on the average of once a week. . . . Gene Nelson and his orchestra, with Charlie Hilliard, were in October 18 and 19, and Vincent Lopez and orchestra have been set for Wednesday, November 6.

## Tucker-Baker in SF

SAN FRANCISCO, Oct. 26.—Orrin Tucker band and Bonnie Baker open at the Golden Gate November 13. Bert Levey office did the booking.

## Opposition!

CINCINNATI, Oct. 26.—When Faith Bacon presented her Dance of the Wells at Benny Rafalo's Cat and Fiddle Club, West End nitery, the spot's chief opposition, Kelly's, across the street, hung a sign in its window announcing the appearance there of "Faith Haman in her Dance of the Scrambled Eggs."

Miss Bacon was handed a week's holdover at the Cat and Fiddle and Kelly's sign got the same.

## Majestic, Brooklyn, Full Week Vaude

NEW YORK, Oct. 26.—The Majestic, Brooklyn, will inaugurate full-week stagelights November 1 along with film shorts. House will book name bands and six acts. Henry Youngman has been signed for the initial bill.

Admissions will be 20 cents, 25 cents, and a 40-cent evening top. Operators are the Wells Amusement Corporation. Evans and Lee will book.

## Juanita Skaters in Spain; Foreign Acts in Big Demand

BARCELONA, Spain, Sept. 26.—Juanita and Her International Blond Skaters (four) are in their sixth month in Spain, having made their way here from Italy. The quartet has been in Europe since the fall of 1938 and played Germany before the outbreak of the war.

Foreign acts are in great demand here, and a shortage has been created. However, this condition cannot be immediately alleviated, due to the difficulty of travel thru the war zones.

## Hazleton Two-Day Click

HAZLETON, Pa., Oct. 26.—Due to the tremendous ovation given the opening vaude bill, the show at the Peelee Theater this week, which featured Pat Henning as emcee, was held over a third day. Fish shows were originally scheduled for Mondays and Tuesdays only.

## Schine Circuit Using More Vaude

BUFFALO, Oct. 26.—The Schine chain of 285 theaters is expanding its small-town vaude policy steadily and is now using truits as well as individually booked shows.

Since vaude has gone over very well at the Palace, Lockport, N. Y., Seymour Morris, manager, is giving flesh a trial in a big way. Ray E. Kneeland, Buffalo, is in charge of productions and bookings. A circuit booking of Grandpappy and His Pine Ridge Hillbillies, a 16-people unit, was set to start at Salamanca, N. Y., November 12. Stands of the show will be one-day and two-day appearances in about 17 of the Schine houses, including Auburn, Newark, and Watertown, N. Y., with more to follow if the unit clicks. Kneeland added November 18 and 19 at the Hollywood, Gowanda, N. Y., independent house, to the hillbillies' schedule.

Morris is also planning one-day stands of individually booked shows in about seven houses.

## Levis Says British Show Business "Good as Ever"

NEW YORK, Oct. 26.—In a letter to The Billboard, Carroll Levis, British radio name who has toured this country, says that show business in London is as good as ever.

While the night air raids have affected the industry in certain areas, he says, it is not long before the people become accustomed to these abnormal conditions.

On September 13 Levis shortwaved to American audiences a talk, Back Stage During War Time.

## Three Weeks for Gilbert

NEW YORK, Oct. 26.—Billy Gilbert, screen comic, will make a three-week tour of theaters paired with Jan Garber's band. Set are the Riverside, Milwaukee, November 15; Orpheum, Omaha, Neb., November 25, and the Orpheum, Minneapolis, December 6. Music Corporation of America booked.

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# Vaudeville Reviews

## Music Hall, New York

(Reviewed Thursday Evening, Oct. 24)  
 Affix not outstanding, the current program is on par with the usual Music Hall offerings. More so than usual, the stage show depends upon its enormity to get across.

Exception, however, is Paul Gerrits, who in a single, provides the sock of the occasion. Gerrits, with his unfunny stories, gets as many laughs as tho they were terrific gags. He works in tall, starts out with a yarn, does a few acro tricks and explains what he would do if he had the energy. He demonstrates his skill in skating and juggles Indian clubs, gabbling all thru. Skillful and has a pleasing personality. Walked off to a terrific hand.

Opener is the overture consisting of Bachmaninoff's *Concerto in O Minor*, with Henrietta Schumann as soloist. Miss Schumann works on stage fronting a drop depicting rows of piano keys. Setting, as well as the selection, go over nicely.

On next is the Glee Club in a tableau tagged *Spiritual*, in which they do *Let Me Be Born Again*, with George Meyer and Selma Kaye soloing. Vocal work is up their standard, and the tune is enhanced by the Anthony Morell arrangement.

The Gay tableau is by the Ballet Corps, with the girls doing a Pierrot and Pierrette bit, with soloing by Leon Fokine. While choreography is startlingly unoriginal, Fokine's footwork is applause-rating. Solid support is given him by Joan McCracken, Nelle Fisher, Muriel Gray, and Gail Grant.

Closing is by the Rockettes who do their highly effective precision work, with background supplied by drum beating of the Glee Club.

Pic is *The Westerner (U. A.)* with Gary Cooper. Fair house when gauged.  
 Joe Cohen.

## State-Lake, Chicago

(Reviewed Friday Afternoon, October 25)  
 Clyde McCoy and His Sugar Blues Orchestra are winning the plaudits of the jazz lovers this week and giving them solid entertainment. Three acts share the stage bill with McCoy and present an entertaining show. Picture, *Flowing Gold*, should prove an excellent supplement.

Opening with *Sugar Blues*, McCoy and his boys get a hearty reception. McCoy is at home on the stage and his friendly personality is a big asset. Following *I'm Gonna Tear It Down*, sung by McCoy, the three Bennett Sisters, attractive and full of pep, warbled *Me, He's Making Eyes at Me* and *Six Lessons*, interpolating some graceful stepping. A hot boogie-woogie piano solo, *Little Rock Getaway*, brought enthusiastic response.

The Six Grays, man and five girls, have a clever and entertaining song and dance act that put them over solidly. Some fast tapping by the six, a *Dipsy Doodle* number, and a solo dance by the male member were very good. A Scotch number, climaxed by the singing of *Lock Lomond* by Margie, youngest member of the troupe, received a big hand, and for a sock finish the sextet came on for a Western routine to *Sawto Grand*.

with some exceptionally clever precision stepping.

*Basin Street Blues*, with McCoy trumpeting, brought rounds of applause.

Catherine Westfield presented a clever puppet act with figures representing Caesar Romero, Ann Nagle in *Alice Blue Gown*, Joe E. Brown, and Donald Duck. Manipulated with amazing grace and accuracy, the puppets were thereby entertaining.

Following presentation of the band's theme song, *A Lonely Gondolier*, nicely vocalized by Wayne Gregg, Bud Hughes offered a sprightly act that included a bit of magic and some clever stunts with two canines.  
 Nat Green.

## Palace, Youngstown, O.

(Reviewed Thursday Evening, Oct. 17)

The Arnaut Brothers are show-stoppers on the current bill headlined by Clyde McCoy and His Sugar Blues Orchestra. The Arnauts, excellent violinists, get laughs with a routine that makes use of what they pretend is an echo. Besides this they play the *Blue Danube* as a duet while interlocked as if dancing. Their specialty for two decades has been a bird conversation, a whistling specialty, which won them much applause.

Buddy and Vilma Ebsen mix comedy with their particular brand of grotesque acrobatics. The lanky Buddy got some laughs with some cracks about construction. Buddy is a dancer with a dandy sense of humor.

Patricia Ellis puts over a couple of songs very well and displays a personality very much more interesting than her screen appearance conveyed. She is good for the eyes and won't hurt your ears.

McCoy's orchestra, which has been at this house a couple of times before, is a smoother band than it was on other trips. Its arrangements are better, and the swingy persuasiveness of his *Sugar Blues* is now appearing in all of his numbers. Backing the band's numbers are the vocalizing of the Bennett Sisters, three pretty girls with blended voices and light rhythmic tones. All in all, it's a dandy show.

Screen fare, *Before I Hang (Col.)*.  
 Rex McCormell.

## Carmen, Philadelphia

(Reviewed Friday Afternoon, Oct. 25)

After several treks around the town with girle units, Dave Schooler steps out this season with a girle band—his *Swinghearts*. It's an obviously capable crew of 21 instrumentalists, and youthful ones. Breaking in here, and being caught on the very first show, the critical eyes and ears must of necessity look beyond the surface impression replete with musical and mechanical misgivings that one would expect on an initial performance. However, for all the faults and flaws that might be discerned, there is nothing that a series of woodshed sessions in the rehearsal hall, coupled with additional try-out dates, cannot overcome.

While comparisons might be odious, it is important to point out that Schooler, a schooled musician in his own right, is not carbonizing Phil Spitalny's all-girl aggregation. While one emphasizes femininity, Schooler is entirely concerned with the musicianship of the girls. In fact, the patterning is entirely along the lines of the all-male swing bands of the day.

Instrumentation takes in four violins, five saxes, three trumpets, three trombones, flute, harp, piano, bass, drums, and guitar. The musical selections, starting with the *A Pretty Girl Is Like a Melody* theme, are all fabricated around a highly rhythmic foundation that's steeped in the swing tradition, and include *Swampfire*; a medley of old-time favorites giving the girls a chance to sing in the standardized Tommy Dorsey swing choir fashion; *Shades of Twilight*, based on the *Scheherazade*, replete with fiddle cadenzas; a spirited *Rhumboogie*, and a fanciful *March of the Toys* for calling the curtain down on 50 minutes that would carry more sock out by 10.

Arrangements are youthful and colorful, tho little varied, and will undoubtedly be played well in time. However, greatest interest lies in the specialty selections, most outstanding being one that gives the star instrumentalists a chance to shine. The four violin devotes make for expert technical scratchings. Jan Baker steps out of the sax section to blow on two trumpets at the same time; Barbara Nelson fingers the sax for the speedy *Flight of the Bum-*

blee, and Rita Cove proves terrific on the trumpet for *Valce Brillante*. Borrowing a note from Bob Crosby's *Bobcats*, Schooler offers a jamfest in the six sweeter pies, piano, guitar, drums, clarinet, trumpet, and vibraphones, with the skin beating on the part of Delores Gale getting the nod.

Schooler provides a refreshing interlude in soloing at the Steinway for a patched *Second Hungarian Rhapsody*, and going from Liszt to Raymond Scott's *In an 18th Century Drawing Room*. He also engages in a vocal novelty song with the girls that will count more with proper timing.

Carrot-topped June Burnett sings with the band, her throaty shouting for *I've Got To Get Her, Maybe, and Old Man River*. Depends mostly on motion to get the song across, but it will take more than animation to make it an asset for the band.

For a pace-changer, house added Glee Barr, who takes two turns for her rhythmic and acrobatic tapology, scoring solidly on each count.

Brigham Young holds attention on the screen, Biz fair when gauged.  
 M. H. Crodenker.

## Oriental, Chicago

(Reviewed Friday Afternoon, October 25)

Tiny Hill, playing his first theater engagement in Chicago, is giving the customers plenty of music—and very good music, along with quite a bit of entertainment. Supporting bill is okay, but the picture, *The Golden Fleece*, only fair.

Hill, who plays no instrument but confines himself to leading and warbling, has a likable personality and, altho his voice is untrained, he delivers nicely. The band, all youngsters, leans to the sweet side and goes mostly for pop numbers, liberally sprinkled with novelties. Opened with *Get the Moon Out of Your Eyes* then a late recording, *You've Got to Quit Chortlin' on Me*, sung by Hill, who also did the vocals of *Has Anybody Seen My Girl?*

Ballard and Rad, mixed team, have a good acrobatic drunk routine that garners the laughs. Their mixture of comedy and straight acrobatics—back-bends, flips, and pull-ups, and a one-foot headstand—were put over nicely.

Irwin Bendel, guitarist, got a generous response to his singing of *Smoke Gets in Your Eyes* and encoored with *Down Where the Trade Winds Blow*. Drummer soloed with *The Men and His Drums* and the College Glee Club scored with a novelty session.

Don Cummings, a last-minute booking, offered his familiar "Why don't you do it?" chatter, always good for laughs, and concluded with trick rope spinning for a nice hand.

Another session by the band which included Al Larson's excellent singing of *Call of the Canyon*, *Maybe*, and *I Didn't Care*; Tiny Hill's *I Get a Kick Out of Corn* and *I'll Keep on Lovin' You*; Irwin Bendel's *Stardust* and a sax duet, *What's the Reason*, with vocals by Hill. Tiny and his boys gave the customers full measure, both in quantity and entertainment.

Ruth Lowe, composer of *I'll Never Smile Again*, and Edythe Wright, vocalist, closed the bill. Miss Lowe is an appealingly pretty young woman who is a wiz on the ivories, and Edythe Wright has a well-modulated voice and excellent stage presence. She sang *Rhumboogie*, *Only Forever*, and, of course, *I'll Never Smile Again*. A pleasing act that won generous response.  
 Nat Green.

## Court Square, Springfield, Mass.

(Reviewed Thursday Evening, Oct. 24)

A 75-minute entertaining show, this week's presentation of seven acts, is also a money-maker.

Headlined was the Frank Masons Company, Apache dancers, who brought down the house as they slammed and threw one another thru their routine, with only perfect timing preventing serious injuries.

Ralph Olson and Shirley, who accomplished intricate acrobatic and eccentric dances, were audience favorites. Took eight curtain calls. Only flaw was that they are apparently used to intimate audiences and, in their song, their voices didn't reach all the audience. This, however, was overcome by their excellent footwork.

Warner and Leigh sang light operatic numbers. The audience really went for their rendition of *Rose Marie*.

Art Conrad let loose a barrage of com-



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edy including imitations of various people in various stages of intoxication. The act was cleverly presented and his impromptu wisecracks to the front row hit the spot.

Harris and Karol showed the audience what fast tap dancing really was. Harris then gave exceptionally good imitations of Bill Robinson and Fred Astaire, the girl coming back to perform intricate solo numbers in nice style.

Syd Walker and Jean gave a good account of themselves in a slapstick comedy routine which would have been better if Jean had been able to keep a straight face when she approached the punch lines.

Larry Best, emcee, provided swell entertainment with his imitations of movie favorites.

Bert Green and his orchestra were in the pit.

Picture, *Money and the Woman*.  
Chas. S. Gordon.

## Weinstein-Dolsen Start Texas Chain

DALLAS, Oct. 26.—Abe Weinstein and Carl (Pappy) Dolsen, co-owners of Abe & Pappy Club and the 21 Club here, will open a new Abe & Pappy Club in Houston November 7. Following policy of the local club, the Houston nitery will feature colored talent. Don Furr-coll's ork, which has played the Dallas spot for two years, will open the Houston club, with Uncle Willie and Patsy and Mercia Marquet as floorshow acts. Club will operate six nights a week, with cover charge 33 cents week nights and 44 cents Saturday.

Opening at the Dallas club November 9 will be the Four Kit Kats and Jig-Saw, with the ork not booked yet.

SAVANNAH, Ga., Oct. 26.—John B. Bell has been made manager of the new DeSoto Beach Club on Tybee Island, 20 miles from here.

The club will operate during the winter.

## More RKO Houses Use Evening Bills

NEW YORK, Oct. 26.—RKO's Coliseum Theater will resume Tuesday and Wednesday evening vaude November 5. Initial bill will consist of Bunny Herigan's band. Dave Stern is booking.

Stern will also book the RKO Madison, Brooklyn, which uses stage shows Tuesday nights only. Starting date is November 1. The Madison was previously booked by Billy Jackson.

Jackson will book the RKO Hamilton, which resumes Tuesday evening stage shows November 5. Will use four vaude acts.

Charles McDonald is division manager for these houses. Resumption of vaude will mean the discontinuation of bank night and other games in these houses.

## Rumba Matinees Popular in N. Y.

NEW YORK, Oct. 26.—Rumba matinees are increasing in local niteries these Saturday afternoons. Spots are doing a rushing business from 2 to 5 p.m., employing instruction teams in addition to the usual Latin musical outfits. Congas are becoming increasingly popular.

Among the clubs currently staging weekly matinees are the Hurricane, Havana-Madrid, Leon and Eddie's, La Conga, Beachcomber, and La Martinique.

## Mad Anthony Room Opens

DETROIT, Oct. 26.—Detroit got a new spot with a screwy name, the Mad Anthony Room, this week. Spot is an adjunct of the Old Wayne Club, and gets its moniker from the famed general, Mad Anthony Wayne.

Ken Watkins' band opened the spot, featuring Libby Langford, singer. Carlos Mendoza is room manager.

a director. A good-looking blonde, she can do little on her own. Tries to sing a college set in co-ed style, backed by three of the boys in rah-rah outfits, and then re-enacts a kissing scene from *First Love* with Robert Stack, who appeared in it opposite Deanna Durbin. Of no consequence.

Binnie Barnes surprises the customers in a comic outfit doing *Always a Bride-maid But Never a Bride* in the style of the old Music Hall days. Sings and dances with gestures and it's fairly amusing.

Sabu (of *Elephant Boy* and the coming *Theif of Baghdad*), kid from India, appears in a native outfit and sings *I Want To Be a Sailor Boy*, which is heard in his forthcoming film. Nothing professional about the delivery of this song.

Hona Massey, prima donna, is the most talented on the stage, but apparently has not yet rehearsed a full act. She did a Hungarian tune and *Wahala* and when called back repeated the last number. Weakened entire effect.

Accompanying picture is *Foreign Correspondent*, strong support.  
Sam Hontenberg.

## "Bell's Hawaiian Follies"

(Reviewed at Columbia Theater, Alliance, O., Saturday Evening, October 13)

Here is a bang-up Hawaiian show, one of the few all-Hawaiian units on tour today, and for many years has been paying its annual visit to this territory. It offers much diversified entertainment. Robert Bell has dressed up the unit this season and has injected several novelty numbers. An effective drop, depicting native Hawaii, helps the stage setting a lot. Wardrobe is topnotch.

Company of 15 is on for the opening, with the steel guitar band, and a good one, dishing out a medley of Hawaiian tunes. Honolulu City Trio, easy-to-look-at girls, do a pleasing repertoire of native songs. Kana Leki is an adept dancer and comes thru with torrid grass skirt manipulations. Princess Leibe offers ceremonial dances, and Neki La Maka does a Hawaiian rumba. John Ka Hookona, tenor, wins loud applause with his *Tine Trees*.

Highlight is Baby Joy, youngster, who stops the show with her *Baby Me* novelty, doing the song in Mae West, Greta Garbo, and Zasu Pitts characterizations. She's a swell tapster, too.

Meleana and Akohalini pair for a fast routine of taps. Offerings of the steel guitar band, with special Hawaiian arrangements of pop tunes, burn in an excellent score. There's just enough comedy and there is not a lull in the show.

Troupe bows out to the accompaniment of Hawaii chant. Bell is a capable emcee.

On the screen *Melody and Moonlight* (Rep.). House was well filled when caught first show Saturday evening.

Her McCownell.

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# Reviews Of Units

## "New Fads and Faces"

(Reviewed at the State Theater, Salisbury, N. C., Thursday, October 10)

*New Fads and Faces* opened the vaudeville season for Salisbury, and drew capacity houses and a good reaction. Owen Bennett, who brought the show here, is well known in this area, having played Salisbury the past several seasons.

Highlighting the show were the Rix-fords, in novelty hand-to-hand and head-to-head balancing, and Rishell and Lee, jugglers and globe rollers.

The two Black Spots, Billy Henderson, and Turk McFee Jr., sold their blackface act well. The jokes were ancient, but they still had a lively act.

Bold, for Salisbury, was the strip and semi-nude numbers by Christine Shilman, billed as Vanessa. Parisienne dancer of exotic movement. In a refreshing spot, following the strip and giving quite a contrast, was Baby Rita, four-year-old daughter of the Owen Bennetts, who sang—and sang well.

Completing the show was Lillian Mitchell with her accordion; Frank Smedick and his band, and a line of six (Mary Foster, Donna Ves, Jane Atwood, Pam Perry, Eleanor Dale, and Dottie Siddens). The show ran 55 minutes.

John W. Harden.

## Louella Parsons

With Binnie Barnes, Hona Massey, Brenda Joyce, Sabu, Robert Stack, William Orr, Mike Frankovitch

(Reviewed at State Theater, New York, Thursday Evening, October 24)

The producers of this 50-minute show have completed only 50 per cent of the job and perhaps as far as they are concerned, that is the only part that really interests them. They have names

that will undoubtedly draw business (they had them standing at the last show opening night), but the show is totally lacking in entertainment. Here and there someone in the line-up will come thru with something resembling passing fare, but the unit doesn't stand comparison with normal vaude bills.

The staging lacks sound judgment. All the starlets are brought out in the opening, killing the element of suspense for the rest of the show. Most of those attracted by this unit will be movie fans who, under this arrangement, will have nothing to look forward to after the opening scene. The talk material is weak and, in many points, insipid. In the finale, which sees the entire cast again, the performers pair up for a snail-paced conga routine.

Louella Parsons (she may be a most wonderful woman off stage) is no performer. She stays in the background, fortunately, but not enough. Mike Frankovitch, the baseball announcer and Binnie Barnes' new husband, acts as her side kick, bringing on the acts and bringing out Hollywood stuff "fresh off the wires" for Miss Parsons to read. (Example of copy at this show: Charles Chaplin married Paulette Goddard in China in 1936.) She also answers questions turned over to the theater manager. Trivial stuff, but perhaps of interest to the avid movie magazine readers. Miss Parsons' thin voice failed to register with the audience.

William Orr (he appeared in *Mortal Storm* and *My Love Come Back*) is on first with some good impersonations of Boyer, Colman, Gable, John Barrymore, and Hepburn. Weakens the acts, tho, with takeoffs of the President and his wife, his broad satires being poorly chosen theater stuff in these pre-election days.

Brenda Joyce, poor kid, is lost without

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# Vaudefilm Grosses

## Broadway Strong; Langford-Hall 56G; Roxy 40G; Herman 48G; Parsons Goes Big

**NEW YORK**—Happy days are still here, according to grosses chalked up by the Broadway vaudefilmers. All houses have been exceeding the house average.

The Paramount (seating capacity, 3,694; house average, \$37,000) tallied terrifically with the first week ended Thursday (22) of bill with Tommy Reynolds' ork, Frances Langford, Jon Hall, and Homo Vincent, and pic, *Artie My Love*. Bill did phenomenally with \$56,600. The management, taking advantage of the draw, juggled admission prices, upping the gate from 39 to 44 cents mornings. Looks like this bill will draw around \$45,000 for the second week.

The Strand (seating capacity, 2,758; house average, \$33,500) is getting boom business with Knute Rockne on screen and Woody Herman's band on stage. For first week, ended Thursday (24), layout tallied a hot \$48,000. Bill will remain another two weeks. Second week is figured to do around \$38,000. Trade is practically all male.

The Music Hall (seating capacity, 5,200; house average, \$34,000) did a strong \$72,000 for the second week, ended Wednesday (23), with *They Knew What They Wanted* plus the usual MH stage-show. New bill moves in Thursday (24) with Gary Cooper in *The Westerner* and Paul Gertraud featured on stage. Opened with \$31,000 worth of business the first two days and, at that rate, is expected to do around \$35,000. First week of the Laughton pic brought \$88,000.

Loew's State (seating capacity, \$327; house average, \$32,500) surprised with *Boom Town* (MGM) and the *Stardust* unit getting a terrific \$33,000 take for week ended Wednesday (23). Show exceeded expectations. Last week the George Jessel unit raked in \$36,000. New bill Thursday, consisting of the Louella Parsons' unit of film names coupled with *Foreign Correspondent*, is expected to do about \$40,000.

The Roxy (seating capacity, 3,694; house average, \$33,000) also did all right with *Down Argentine Way* on screen and Mill Hertz Trio, Senator Murphy, and Dennis Sisters on stage. Pulled an all-right \$40,000 for the first week. Although pic is not too strong a lure, show is expected to do around \$32,000 for the hold-over week. Previous bill with two weeks of Deanna Durbin pulled \$107,000.

## J. Dorsey's 27½G Terrif for Philly Earle; Fay's 72C

**PHILADELPHIA**—Earle Theater (seating capacity, 4,000; house average, \$14,000) for the week ended Thursday (24) had its biggest week since starting the season a month ago with Jimmy Dorsey's band on the boards in piling up a tidy \$27,500, with Vikma and Buddy Ebsen and Roy Davis rounding out the bill. Show opened strong and continued that way thruout the week. Gay Caballero showed on the silver sheet.

New bill opened Friday (25) also promises to pull a heavy gross. Topped by Gene Krupa's ork, along with Roy Bolger and Sunny O'Dea, show opened strong and heads for a \$26,000 weeks. Screen's *Hit Parade of 1941* should mean much here. Excellent weather helping the gate as well.

Fay's Theater (seating capacity, 2,100; house average, \$5,900) went over the top for the week ended Wednesday (23) with \$7,200. Sherry Britton and Betty Duval made for the burly leads, vaude specialties including the Statler Twins, Artie Lewis and Peggy Ames, the Three Freshman, house line of 16 Longergan Girls, and Harry Kohn's house ork. On the screen, *Girl From Havana*.

Current bill, opened Thursday (24), figures on crossing the \$7,000-line for the week. Cast includes Herman Timberg and Pat Rooney, Chester Frederick and Gloria Lane, Fanny and Kitty Watson, Olyn Landrick, with Jean Carroll and Annette the burly leads. Screen gives *Glamour for Sale*.

Carman Theater (seating capacity, 2,500; house average, \$4,600) is heading for a heavy \$5,200 on the week opening Friday (25). On stage Dave Schooler's *Swinghearts*, an all-girl band, with Cleo Barr added. Best screen support in weeks in Brigham Young.

## Rockne 36G on H. O.; Oriental, S-L Biz Fair; Mounties Pix Slated for Big Week

**CHICAGO**—Loop grosses just average the past week, with exception of the Chicago Theater, which with only six and a half days, due to the Northwest Mounted Police program, had a satisfactory week with holdover of the Knute Rockne pic. The Chicago (seating capacity, 4,500; house average, \$34,000) did not do as well as expected, but pulled around \$38,000. State-Lake (seating capacity, 2,800; house average, \$14,000) registered 15G with Ramon Novarro and a good supporting bill. A punk film, *The Lady in Question*, held down the take. Oriental (seating capacity, 4,000; house average, \$16,000), with Duke E-

lington and a weak picture, fell somewhat short of an expected 16G.

Following the tremendous buildup of Northwest Mounted Police at its pressurized Thursday, the Chicago Theater started the week with a big Friday and Saturday attendance. Ken Murray and Betty Grable on stage. Prices hiked from 35 cents to 44 cents for matinees and from 75 cents to 85 cents nights. Expected to pull at least \$52,000 on week. Picture and show in for two weeks. Biz poor at the State-Lake on opening day. Clyde McCoy, who was here about six months ago, is back and has an excellent supporting bill, along with a satisfactory picture. But with the strong competition from its neighboring Chicago Theater, only a fair 16G is expected. Chicago also will affect the Oriental, where Tiny Hill is playing his first local theater engagement. Fair stage-show and indifferent picture probably will hold the gross to 15G.

## Hutton Band Opens Atlanta Vaude Well

**ATLANTA**—Ina Ray Hutton and Her "All Man" Orchestra brought vaude back to the Roxy Theater last week. There was a block-long waiting line Sunday for the first time this year.

Highlight of the show was Cris Croan, ventriloquist.

Manager McKay is negotiating with Judy Canova to play next week. She is in town for the opening of *Who Killed Aunt Maggie?* but says she prefers to wait and play a whole week later.

## Milwaukee Vaude Nets Big \$13,300

**MILWAUKEE**—A show headed by Eddy Howard, Edmund Lowe, and Ann Dvorak turned in a creditable \$13,300 at the Riverside Theater for the week ended October 24 at regular 25 and 40-cent admissions plus tax.

House's regular Monday talent night, which offers \$25 in cash prizes to amateur performers, had competition from the first of its broadcasts of Dr. I. Q., being presented on successive Monday nights from Fox's Wisconsin.

Riverside show included Mary Raye and Naidi, Ward and Van, and Winnie May. Pic, *Three Faces West* (Rep).

## Bowes 6C Under Par At Lyric, Ind'p'lis

**INDIANAPOLIS**—Despite the fact that Lyric (1,932 seats), with the Major Bowes Talent Parade unit, didn't quite make the average figure of \$5,500, the gross of \$7,900 for week ended October 24 was on the black side of the ledger because show nut was less than usual.

As teachers began to arrive for three-day annual State meeting Lyric found its seats being filled for every show the last two days. Pic was *Father Is a Prince*.

## Vaude OK in Sp'fd

**SPRINGFIELD, Mass.**—Slightly less than full house at all shows for the week-end vaudefilm bill pleased Bert Jackson, new manager of the Court Square Theater, for the three days ended Saturday (19).

The stage-shows included The Six English Mace, the Bill Cronin Singing Ambassadors Sextette, Angus and Bearie Jack, Goldie, Mackie and Paul, John and Lilian, and Jack Murray.

On the screen, *Women in War*.

## Bands Draw Best At RKO, Boston; Glenn Miller Top

**BOSTON**—Over \$125,000 has poured into the RKO-Boston Theater within the last two months of flesh shows. Season opened August 15 with Orrin Tucker. Since then house has presented 10 bills, three of them for full weeks.

Glenn Miller tops all attractions thus far this season with an estimated gross of \$30,000. Second place goes to Tucker with \$20,000. Sammy Kaye and Jack Teagarden are tied for third place with \$15,000 apiece. Lucky Millinder, booked in for five days over the Labor Day week-end, garnered a neat \$12,000, while a Major Bowes' unit playing four days drew \$10,000.

Week-by-week grosses were as follows: August 15—Orrin Tucker with Bonnie Baker; seven days, \$20,000. Pic *Wildcat Bus*.

August 22—Six-act bill with no names; four days, \$7,000. Pics, *Babies for Sale* and *Carolina Moon*.

August 29—Lucky Millinder and Cotton Club Revue; five days (over Labor Day week-end), \$12,000. Pic, *Hold That Woman and Doomed to Die*.

September 5—Glenn Miller and band with accompanying acts; seven days, \$30,000. Pic, *Margie*.

September 12—Rosita Royce headlining five acts; four days, \$7,500. Pic, *Laughing at Danger and Step To Chico*.

September 19—Jack Teagarden and band; seven days, \$15,000. Pic, *Dance, Girl, Dance*.

September 25—Major Bowes' unit; four days, \$10,000. Pics, *Missing People* and *Ride, Tenderfoot, Ride*.

October 3—Al Trahan headlining five acts; four days, \$7,500. Pic, *Up in the Air and Three Men From Texas*.

October 10—Sammy Kaye and band with accompanying acts; seven days, \$18,000. Pic, *Diamond Frontier*.

October 17—Mills Brothers heading five-act bill; four days, \$8,000. Pics, *The Apes and Drums of the Desert*.

## Dayton Biz Off

**DAYTON, O.**—Last week's bill at the Colonial, headed by Rosita Royce, World's Fair dove dancer, and including Al Trahan, pulled down a gross of \$7,300, somewhat below average for the house.

# Vaudeville Notes

JIMMY DORSEY band closed at the Chicago Theater, Chicago, Thursday (17) night and opened the following morning at the Earle Philadelphia, thanks to the American Airlines, which assigned a special plane to the band. . . . ED SACKETT, one-time vaudevillian, has opened a janitor's supplies place in Camden, N. J.

PAUL AND EVA REYES, according to their agent, William Kent, are booked solid until March with theater and cafe dates. . . . JACK HUGHES, of the old-time minstrel team of Berry and Hughes, is in a serious condition at St. Joseph's Hospital, Providence, R. I. . . . BILLY HOUSE, along with Eddie Garr, the Three Oxford Boys, Ben Dora, are among those already cast for the Hellzapoppin road show which opens at Hartford,

Conn., November 5. M. S. Bentham did the casting.

RUTH LOWE, the *Fil Nearer Smile* Aguin writer, and Edythe Wright, singer, new team in vaude, opening at the Oriental, Chicago, Friday (25). Set by Gordon & Williamson, New York.

PAUL GERRITS, now filling his fifth annual engagement at the Music Hall, New York, played summer stock in Max Liebman's troupe in the Pocono Mountains in Pennsylvania. He will be the guest comedian at the Show of the Week program on Station WOR, New York, November 17.

CONNIE RUSSELL is signed for the Paramount, New York, beginning November 22. Set thru Eddie Smith. . . . GENE KRUPA is set for the Orpheum. (See VAUDEVILLE NOTES on page 27)

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# Last Tribute to Dickey Paid on Fair's Final Day

NEW YORK, Oct. 28.—World's Fair executives and operators from Harvey D. Gibson down turned out yesterday morning for the funeral services of Lincoln G. Dickey at Universal funeral parlors. It was the final day of the expo and the final day in which the great showman's friends, associates, and admirers could pay tribute to him. The weather was ideal—just the kind of day "Link" would have wanted, and the fair wrote fits to the season with a terrific outpouring of customers—just as "Link" would have wanted it to be.

The service was brief but pointed, followed by a sad procession to the nave where the body lay in state before being sent to Cleveland, where a local service is to be held. The body is to be cremated.

Scores and scores of wreaths and floral pieces banked the chapel in testimony of Dickey's popularity, and many a man could not and did not hide his grief as the solemnity of the occasion offered an earthly reminder that Lincoln Dickey is no more—strange as it seemed to those who could never picture him other than living and lively.

Those in attendance included Harvey D. Gibson, Frank D. Shean, Frank P. Duffield, Mr. and Mrs. Lew Dufour, Mr. and Mrs. Joe Rogers, Mr. and Mrs. Billy Rose, George A. Hamid, Frank Miller, George Hodgins, Mr. and Mrs. J. W. (Patty) Conklin, Mr. and Mrs. Art Briese, Mr. and Mrs. William C. Fisher, Fred C. Murray, Maj. Harold Dittler, Harry Harrison, Peg W. Humphrey, Al Shaffer, Mr. and Mrs. Phil Wirth, Carl J. Seldmayr, Joe Upchurch, Mr. and Mrs. Clarence Benham, Mr. and Mrs. Al Gonsior, Mr. and Mrs. Alec Whitfield, Vic Leighton, Rube Bernstein, Carl Winecki, Gilbert Noon, Edward Kemp, Mike Todd, and Edward Bailey.

Dickey's wife had arrived by plane from Cleveland with her son, Dr. Lincoln G. Dickey, to attend services and arrange for the Cleveland details. They were visibly overcome by the tribute.

# NEW YORK WORLD'S FAIR



"For Peace and Freedom"  
FLUSHING, L. I. Opened May 11. Closed Oct. 27

## History-Making 538,000 Day Is Finale; 45,000,000 in 2 Periods

NEW YORK, Oct. 28.—The New York World's Fair, which made history merely by its existence, ended yesterday on a note that posterity will credit. It drew 538,000 people, establishing a record for the two editions, went past the 10,000,000 mark in 1940 attendance and earned a record of nearly 45,000,000 for two seasons. In mid-afternoon yesterday a 400,000 crowd was virtually assured. By 4 o'clock the season's high mark of 370,000, made on Sunday, June 2, with the help of International Ladies' Garment Workers' Day, had been passed. Three hours later the 1939 and hitherto all-time high of 402,000, established on Labor Day Sunday, was throttled into insignificance and in the new few minutes the pride of New York and the nation created the half-million day believed impossible.

By its finish and by its season in general the Flushing expo fulfilled every expectation of the reissue and made at least one person terribly happy—Board Chairman Harvey D. Gibson, whose ambition to create a new gate record during the second year was familiar to those close to him. Last year's high also occurred under his boss-ship, but he had taken hold only a few days before that and the mark could not be even indirectly credited to his work. The current figures, however, are clearly attributable to the Gibson administration.

### Juice Failure Costly

Swelling the attendance were thousands upon thousands of souvenir tickets and an influx by the curious and traditional closers of major events. No more milling humanity has ever been assembled at a pay event in the memory of living man and undoubtedly the half million-plus gate of yesterday stands as the all-time mark, despite the claims made for a day in the first Chicago fair of 1893. From about 11 in the morning until nearly midnight space was at a premium everywhere in the 1,216-acre site and those who could find seats in the food shops were lucky. Indeed some restaurants ran out of food long before the finale but a greater calamity not on schedule occurred shortly before 8 o'clock when an electric feeder failed to respond, cutting out juice in the lower eastern half of the midway from Winter Wonderland to Barbary Coast and also affected parts of the other side of the walk as well as central areas including the Hall of Music, where Mike Todd's Streets of Paris was in progress. At Winter Wonderland a capacity crowd was watching the show and hundreds were on the outside begging to be let in. It got so that the Terrace Restaurant was making a 50-cent minimum, an understandable commercial technique, and the last-day hype was on at other points throughout the grounds. Failure of power revived memories of the night of April 30, 1939, when the World of Tomorrow, making its debut, was in darkness for a spell owing partly to inadequacy of underground cabling. The Parachute Tower was caught with its chutes up but, all in all, the crowds at all dark spots behaved well and when power was restored about 80 minutes later nothing had been lost except maybe a few thousand bucks as a grounds total.

### Staffers Dine Leaders

A vandal cut a cable wire leading from Winter Wonderland to the Zaccchini cannon directly outside, causing cancellation of the 10:30 ice show and Zaccchini's last scheduled performance. But vandalism was at a strangely low minimum. Operators and locationists had taken the precaution to remove vending and music machines and other wall tenants the day before, a wise move under any circumstances.

Merchandise and novelty shops were crowded all day, customers being lured by the chop in prices, and a smart op-

erator coined a small fortune by getting up yellow pennants denoting the buyer "was there" at closing, selling them for a nickel and dime.

It looked more like New Year's eve on Broadway than Broadway ever looked and even trouper came in from all over to be in on the shuttering. The incomparable duo of Frank Duffield and Art Briese presented a fireworks display on Liberty Lake that had everything in it but the proverbial k. a., firing the first shell at midnight, two hours later than during the other 169 evenings. At around 12:15 a bugler sounded taps and it was officially over, but not before the amusement department, best operated at the fair this year, threw a staff dinner, with the staffers presenting costly traveling bags to their leaders, Frank D. Shean and George P. Smith Jr.

Altho it ended officially yesterday, the fair's "run" was "extended" until today at an admission tab of \$2 for pedestrians and \$5 for automobilists. Nothing will be open. Strictly sightseeing; it's for the American Red Cross.

NEW YORK, Oct. 28.—When the second edition of the World's Fair passes into history with tomorrow's finale, the gate will have been about 5,800,000 off last year's pace for the corresponding period—May 11 to October 27. Daily average will be approximately 80,000 lower, measured against 399, 130,000 per day. October will be found to have brought in considerably over 4,000,000 customers in the 37-day month. The three weeks ends in this span have averaged better than 400,000 and the month in general was the most interesting and best promoted of the season, having included a 50-cent Newspaper Day bargain, a \$1 stunt for "I Am an American" Day, a free-if-escorted Ladies' Special (Thursday), and a mayoralty 25-cent gate rate, which was yesterday. Kids also had a nickel bargain and there were other concessions made to stimulate attendance.

Few, if any, in the amusement fraternity, can successfully complain about the season, particularly since Labor Day, and on the whole 1939 has been completely overshadowed by the re-run results in every department of activity and operation. Harvey D. Gibson won plaudits as perhaps the greatest practical inspiration any expo has known to date and the Concessioners' Association, headed by Frank Buck, was unanimous in acclaiming him.

As of Tuesday the fair had an operating profit of \$5,020,000, with bondholders expected to receive about 30 per cent from the two-year run, 10 1/2 per cent having been handed out in 1939. They also received interest averaging 9.1 per cent, or a total of 38.4 per cent if interest on investment is figured as part payment. Total revenue without advance ticket sales amounted to \$10,450,000. Chairman Gibson said that about 80 per cent of bonds were owned by some 100

### Paid Attendance (24th Week)

Saturday, October 19.....	233,373
Sunday, October 20.....	340,489
Monday, October 21.....	69,184
Tuesday, October 22.....	93,550
Wednesday, October 23.....	134,845
Thursday, October 24.....	200,519
Friday, October 25.....	175,361

Total ..... 1,254,341  
Previously reported..... 16,940,519

Grand total, 24 weeks.... 18,194,860\*  
First 24 weeks, 1939.... 22,648,269\*\*  
1940 decrease ..... 4,453,009  
\*Daily average..... 108,502  
\*\*The period May 11-Octo-ber 25 of 1939 drew... 23,761,522

## Exhibits Bury Old Org, Form New One For "Next Expo"

NEW YORK, Oct. 26.—The New York World's Fair Exhibitors' Association held a farewell banquet Tuesday in swank Peryton Hall and put the body away in a high requiem mass at which nobody shed tears because a little child was born to lead. Bouncing youngster is a nucleus group known as the Pavilionaires, taking in ranking execs of the expo's exhibits-pavilions. It named national officers, will publish a handbook and regular bulletins, and will meet at least once a year, with first convolve marked for Florida next February.

President is Col. Sherman R. Snapp, who also headed the other association, Snapp, who represents Standard Brands, is related to Henry Ford. The announcement went out on Ford Exposition releases. Lowell Thomas was toastmaster and speakers were Harvey D. Gibson, Grover Whalen, Comm. Howard A. Flanigan, Major General Denis E. Nolan, of the fair, and Earl Brown, director of Florida's exhibit. It was indicated that Brown's invitation sealed the deal for a Florida pavilion. Brown is vice-president of Pavilionaires, Gibson, Whalen, Flanigan, Nolan, and Maxwell Harvey, operations director, were given Pavilionaire pins— "symbolizing the enlightening influence of a great fair upon the world at large."

Entertainment included Red Rives Dawn and his Swift Exhibit, Cowboys, Accordionist Angelo Guida of Florida Exhibit, Ford Pavilion human horse Dobbin, Baritone Ronald Wrennath, Mental Telegraphist Dr. Franz Polger, Elsie Mae Gordon, Joe Lowery and Jimmy Thomas, Ballantine's Korn Kobbler, Zorina of the midway, Why Do's Jean Rochelle, a satirical skit by Nina Dean and Fred Bell, Chrysler's Raymond C. Parker, and Ford's Lenore Mittlemark in a telephonic take-off on WP execs. Ford's Alton Brimmer was stage manager.

General idea is to have a group ready to work with other World's Fairs (if any), expositions, and trade shows as they occur or are announced.

NEW YORK, Oct. 26.—Another expo farewell party, done with all the swank and dignity of an upholstered saloon, was given at and by Dufour & Rogers' Rendezvous Thursday night for Dr. John Grimley, expo's health and sanitation chief, who overcame last year's controversies to become highly popular with the amusement fraternity. The food was so good it must have been brought in from the various foreign pavilions. Joe Rogers and Lew Dufour broke down and said they were amazed by the virtuosity themselves. "It can't be true," said Yussel and Luigi practically in one voice, "Rendezvous reputation is at stake." The steak was sensational.

Among those present: Tom Wolfe, Frank Zamora, Cy Bond, Carl Seldmayr, G. W. Seymour, S. S. Allan, S. O. Simons, Charles Mueller, J. W. (Patty) Conklin, Cliff Wilson, Frank Miller, Arthur Bates, Frank Duffield, and Doc Shean. Dr. Grimley is headed for South America.

big corporations, most of them exhibitors. Probable cost of corporation building demolition is \$114,000, with \$175,000 for foundation and fill contracts. Pay roll during demolition is figured at \$250,000 with other expenses chargeable to dismantling about \$200,000. Salvage is expected to produce \$500,000. Debentures due January 1, 1941, are in the amount of \$23,323,300, but the total with interest and such is about \$3,550,000 in addition. Gibson said the corporation is in a healthy condition.

At 4 o'clock today attendance neared the 50,000 mark, indicating that some record would be smashed and figuring to beat the previous Saturday by at least 100,000. The weather was good and should continue that way tomorrow the fair will end quite differently from last year, when it rained for several days until the finish line.

### Five Buildings To Stay

Only five buildings will remain on the site eventually. These are the New York State Building and Amphitheater, House of Jewels, Masterpieces of Art Building, the Japanese Pavilion, and the City Building. Why the Jap structure remains is a little mysterious, but it is a gift from that government. Park Commissioner Moses intends to preserve the Mall, lagoons of fountains, and the surrounding appendages. The 72-foot statue of Washington will be removed (See N. Y. FAIR CLOSES on page 34)

## Lovable "Link"

By LEONARD TRAUBE

The death of Lincoln Dickey threw a great shadow of gloom throat that part of the World's Fair where trouper reign. Conceiver of the idea for *Aquacade* and a veteran of the show business in its multiple forms, Dickey was one of the more popular figures in this and every other sector where he walked and talked and threw out that fetching and infectious smile of his—a smile that never failed to make a friend.

Everyone has met people who have a lot on the ball but who just don't rate as human beings. Link knew the score and had a heart. But his heart wasn't tough enough. When it stopped ticking, plenty of what was good in life went with it.

The man "linked" with him in the greatest piece of show-business magic in our time said it this way:

"His passing is like the loss of a brother. Link was not only a great showman (See LOVABLE "LINK" on page 31)



LINCOLN G. DICKEY

## Texas Expo Folk Lose Equipment in Fire at El Campo

EL CAMPO, Tex., Oct. 26.—Fire, said to have been caused by a short circuit and which broke out in Joe Axel's bed-spread concession on Texas Exposition Shows at 6 p.m. on October 21, opening night for the shows here, caused considerable damage. Doc Wilson reported. Flames spread rapidly and Joe Rosen lost his bird concession, blanket stand and much of the bingo stand. His loss was estimated at \$5,000.

Billie Rosen's two grind stores, valued at \$1,800, were demolished, and damage to Axel's concessions was estimated at \$2,000. Joe Rosen's house trailer and truck also were damaged. Johnnie Pool, Tommy Allen, Eddie Smith, and Al Shanley lost personal belongings, and Billy Gilbert, Joe Benes, and Carl McKinney sustained minor burns while fighting the fire under direction of Manager A. Okadal.

Equipment was replaced and ready to operate Tuesday night after a rush order had been sent to Houston. Shows moved here from Livingston, Tex., where they had a successful week at Polk County Fair.

## BG in Good Start At Shreveport Fair

SHREVEPORT, La., Oct. 26.—With Manager W. R. Hirsch, of the State Fair of Louisiana, announcing that over 10,000 passed thru the turnstiles on the first three days, business for the Beckmann & Gerety Shows on the midway was well above last year's. Children's Day, Monday, surpassed all previous highs and shows and rides did exceptional business.

Benefit performance for the Showmen's League of America Home Fund was held Thursday night, with William B. Naylor, shows' press representative, lining up a smart show. Many novelties were presented by Beckmann & Gerety showfolk. M. H. Barnes and Jack Klein gave valuable assistance, bringing in a number of acts from the revue to add to the midway artists' talent array.

Event was held in the Hawaiian Nights tent, with Whitley Wells and Betty Bartwick in charge of ticket sales, assisted by Bill Hirsch and Mike Barnes. Plenty of visitors were on hand following close of Henkle's Brook Shows and some drove over from Dallas. Mr. and Mrs. Sam Ward came over on Saturday, Press Day. Under the leadership of Delph Frantz, editor of The Shreveport Journal, members of the Louisiana Press Association were guests of Bill Hirsch on Friday night at a dinner in the Elephant Room.

Fred Beckmann again is on the hot making the rounds. Sheriff J. Howell Flournoy entertained some of the shows' officials at luncheon.

## Hutchens' Season Okeh; Winter Trek Is Planned

ORANGE, Tex., Oct. 26.—John T. Hutchens, manager of Hutchens' Modern Museum, currently with the Alamo Shows, said this week that his organization had three more weeks under canvas before opening its winter tour. It will carry about 18 attractions and will be transported by trucks and busses, he added.

Unit opened the season with the John E. Ward Shows in Baton Rouge, La., in March and closed in Jonesboro, La., on October 12. Hutchens said that, altho he did not have an exceptional tour, members were well treated by officials of the shows. Mrs. Hutchens is still recuperating from a lengthy illness and hopes to take her position on the museum by the first of the year.

## Marks, CW Combined for Fayetteville Celebration

WILSON, N. C., Oct. 26.—John H. Marks Shows and Cetlin & Wilson Shows will be combined to present the midway attractions at an Armistice Day Celebration in Fayetteville, N. C. Raymond D. Murray reported here yesterday.

Owner John H. Marks represented his organization, while Co-Owner Jack Wilson signed contracts for the Cetlin & Wilson Shows.



BEVERLY WHITE, widely known press relations director with carnivals, circuses, and other shows, who died in Chicago on October 24. He was a pioneer newspaper man and had been on staffs of Chicago papers, mostly in the capacity of police reporter in the old days of the Windy City. Details in the Final Curtain.

## League President's Party November 30

CHICAGO, Oct. 26.—The President's Party, annual event of the Showmen's League of America, will be held Saturday night, November 30, with retiring president Frank P. Duffield as guest of honor. At the League meeting Thursday night the following committee was appointed to handle the party: Ernie Young, chairman; William Carsky, Lew Keller, Maurice Haft, Fred Kressmann, Maxie Herman, Edgar I. Schooley, and Nat S. Green.

It is planned to make the party a gala affair, with a big feed and plenty of entertainment. As practically all of the showmen will be in for the convention at the time of the party, a large attendance is expected.

## NSA Benefit at Charlotte Adds \$300 to Club Coffers

CHARLOTTE, N. C., Oct. 26.—A benefit performance on October 17 for the National Showmen's Association in the Harmon Parade Revue tent of the World of Mirth Shows at Southern States Fair here, October 14-19, resulted in the club's coffers being enriched by about \$300. Max Linderman, introduced as president of the NSA, contributed \$35.

Other contributors were Dr. J. S. Dorton, fair president; Lucky Toter, thrill driver and vice-president of the fair; George A. Hamid, Ralph A. Hankinson, and others. Talent included George Ventry and Stetson Band, Doris Reed; Light Lowe, and Stanley, and Lee Barton Evans.

## Bantlys Hosts to Showfolk On 25th Wedding Anniv.

MORGANTON, N. C., Oct. 26.—Mr. and Mrs. Herman Bantly, owners of Bantly's All-American Shows, celebrated their 25th wedding anniversary here on October 11 by playing hosts to a score of friends and personnel of the shows in the revue top. Entertainment and gaiety lasted more than two hours. The Bantlys received numerous presents from showfolk, and wires and letters of congratulations from their many friends in outdoor show business.

Entertainment was produced by Pinky Chiplock, and among performers were Frenchy Janny, Herman Chiplock, Francisco, Clara Johns, Kate Stevens, and Fred Adams Trio. Refreshments were served by the Bantlys.

## Spartanburg Fair to Dodson For Third Consecutive Year

FITZGERALD, Ga., Oct. 26.—Mel G. Dodson, general manager of Dodson's World's Fair Shows, announced here this week that his organization again had been awarded the midway contract for the 1941 Spartanburg (S. C.) Fair.

Deal, it is said, marks the first time in the fair's history that the same shows have been awarded the midway three years in a row.

## Sedlmayr Signs For Atlanta Fair

ATLANTA, Oct. 26.—Amusement Corporation of America will furnish the midway at the 1941 Southeastern World's Fair here in Lakewood Park.

A contract was signed this week by President Carl J. Sedlmayr of the ACA and President Mike Bantof of the fair organization.

Beckmann & Gerety Shows, an ACA unit, played the Atlanta fair last year. This year the midway was furnished by the Johnny J. Jones Exposition.

## Bantly 5th Annual Tour Is a Winner; To Quarters in Pa.

LANCASTER, S. C., Oct. 26.—Bantly's All-American Shows successfully wound up their fifth annual tour here last Saturday night and most of the shows and rides were immediately shipped to quarters in Reynoldsville, Pa. General Manager Herman Bantly reported that, altho showfolk encountered much unfavorable weather at start of the season, they managed to chalk up a winning tour. "The shows," he said, "were enlarged over last year and comprised 12 rides and 14 shows. The organization was well received by its old committees and fair secretaries as well as new ones." Management announced that an order for 15 more new trucks and trailers will be placed in the budget that has been set aside to beautify the shows and increase earning capacity in 1941.

New Rolliplane and Penny Arcade have been booked on the Mighty Monarch Shows for some Florida fairs. Members of the personnel left here at the close and headed for their homes or to join other shows. Joe Casper opened at South Carolina State Fair, Columbia. William Wittmore returned to Reynoldsville, where he will spend a few days on a hunting trip before resuming his secretarial chores.

## Edwards Trek Good; Quarters in Canton

CANTON, O., Oct. 26.—Despite much inclement weather early this summer, 1940 tour was one of the best in several years for the J. R. Edwards Shows. General Manager J. R. Edwards revealed this week. Several of the county fairs where the Edwards rides were on the midway turned in record grosses for recent years, he said.

Fair at Napoleon, O., marked the closing stand, and rides and other equipment have been stored at the local Wayne County Fairgrounds, under supervision of William Baume, who, with Owner and Mrs. Edwards, will winter here.

## Gooding's Rides Booked For WFH at Cleveland

COLUMBUS, O., Oct. 26.—F. E. Gooding Amusement Company, with offices here, has completed arrangements with Almon R. Shaffer to furnish rides for the World's Fair Highlights, to be presented in Cleveland Public Auditorium and Exhibition Hall. It was revealed this week.

Attractions to be furnished by Gooding include Dual Ferris Wheels, Octopus, and a Hi-De-Ho Funhouse.

## Wade Rides Close Well; Winter in Canfield, O.

CANTON, O., Oct. 26.—R. H. Wade Amusement Company, operating a unit of six rides, itinerary of which was confined largely to sponsored volunteer firemen's celebrations in Western Pennsylvania and county fairs and celebrations in Ohio this season, had one of its best tours in recent years, the management reported here. Unit closed successfully at Toronto, O., after which equipment was stored at the Mahoning County Fairgrounds, Canfield, O., as usual.

He said he planned to purchase two new rides for the 1941 tour. He and Mrs. Wade are wintering at their home in Milledale, O. Unit itinerary included a Tilt-a-Whirl, Merry-Go-Round, Ferris Wheel, Merry Mix-Up, Loop-o-Plane, and Kiddie Auto Ride.

## Frank R. Conklin Is Nominated for League President

CHICAGO, Oct. 26.—Frank E. Conklin, executive of the Conklin Shows and this year first vice-president of the Showmen's League of America, has been nominated for the office of president for 1941. Like his brother, Past President J. W. (Patty) Conklin, Frank has been an active worker for the League for many years and is well known and liked thruout the outdoor show world.

Report of the nominating committee was presented at the League's regular meeting Thursday night and its recommendations were unanimously accepted. In addition to Conklin, the nominees are: First vice-president, Carl J. Sedlmayr; second vice-president, Harry W. Henkle; third vice-president, Elwood A. Hughes; treasurer, William Carsky; secretary, Joseph L. Streibich.

Nominated for membership on the board of governors were: Joseph Archer, M. H. Barnes, Fred Beckmann, Samuel Bloom, Max Brantman, James Campbell, Albert B. Cohn, Lincoln G. Dickey, Michael J. Doolan, Walter P. Driver, Lew Dufour, Max Goodman, Nat S. Green, Rubin Oruberg, L. L. Hall, Maxie Herman, L. B. Herring Jr., Albert J. Horan, Harry A. Illions, Phil Iser, Dave Indy, L. Clifton Kelley, Johnny Y. Kline, Lew Keller, Fred Kressmann, H. A. Lehrler, Ernest (Rube) Liebman, Morria Lipsky, Robert L. Lobmar, Louis Leonard, Bernard A. Mendelsohn, C. D. Odum, John A. Shea, E. Lawrence Phillips, Dave Rogers, Dennis Pugh, John P. Redd, Joe Ross, Harry Ross, A. L. Rossman, Harry Russell, Frank D. Shean, Sam Solomon, Luc Slean, James P. Sullivan, Louis Terli, G. L. Wright, S. T. Jessop, L. E. Roth.

Election of officers and board will take place on Monday, December 3.

## Dodson's in Click Macon, Ga., Stand

MACON, Ga., Oct. 26.—Dodson's World's Fair Shows concluded a highly successful engagement on the midway at the six-day Georgia State Fair and Exposition here on October 19. Business all over the lot was good, with rides getting the major share. Ferris Wheel and Scooter vied for top honors, Johnnie Reeves reported. Shows obtained their best business at night, with Gay Parade, piloted by Jessie Clark, and Chez LaFemme, managed by Lucille Dodson, chalking up the best scores. Ray Gramer's Slide Show also was among the top money getters.

Paul Conaway reported that gate receipts at the fair were about 30 per cent greater than any year since 1928. Shows took delivery on a new truck to be used for loading and unloading puppets, and reports from the train crew indicate it is a great help in speeding up those activities. General Manager Mel G. Dodson is still on the sick list with a heavy cold, but he refuses to give up. Much of his time here was given over to entertaining old friends. An almost daily visitor was Charles Sparks. Visitors also included Charles Lenz, J. C. McCaffery, and Max Oruberg.

## Hennies Bros. To Winter In Birmingham Quarters

BIRMINGHAM, Ala., Oct. 26.—Hennies Bros. Shows, an Amusement Corporation of America unit, will quarter at Alabama State Fairgrounds this winter. J. Warren Leach, fair's vice-president, revealed here this week.

Leach said that no rent will be charged the shows because "they will bring money as well as new citizens to the city." Equipment of the shows will be rebuilt and reconditioned during the winter.

## B. & B. Shows Bow at Sumter

SUMTER, S. C., Oct. 26.—Recently organized Bradley & Beresoff Shows bowed here on October 21 with 3 rides, 3 shows, and 15 concessions to highly satisfactory business. Rides are Ferris Wheel, Chairplane, and Kiddie Ride. Co-Owners Jess Bradley and Albert Beresoff said that organization is progressing nicely and shows will play three more spots in the Carolinas before moving into Georgia and Florida for the remainder of the winter.

**THE MIDWAY CHAMPION**

**THE 7-CAR PORTABLE TLT-A-WHIRL**

The popular favorite of America's Midway Bumper—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.

**Brydon's Oddities Score Win at Little Rock Date**

**LITTLE ROCK, Ark., Oct. 26.**—Ray Marsh Brydon's International Congress of Oddities closed a successful stand at the stock show here on October 19. Rex de Rossell, special events and press representative, reported. Location was a good one and crowds were big throughout. Unit presented a flashy appearance and many visits were exchanged between members and personnel of Hennies Bros.' Shows.

Several members of the show registered for the selective service draft plan on October 16 and the incident drew a four-column pictorial in a local paper. F. E. Ellis is handling the advance, and M. McFarlan, former banner man with Cole Bros.' Circus, joined here.

**FINAL CURTAIN**  
(Continued from page 29)

Ruth Flaster, former Shakespearean actress.

**WILKE**—Hubert, 35, light opera baritone and actor, October 22 at his home in Yonkers, N. Y., after an illness of two months. He co-starred with Lillian Russell in *The Grand Duchess* and toured Europe with her in *The Queen of Brilliance*. He also appeared with Marie Tempest in *The Fencing Master*. Some of the other shows in which he appeared were *Typhoon*, *Climax*, *The Cinderella Men*, and *L'Agonia*. Heinrich Conrad, a director of the Metropolitan Opera Company, brought Wilke to the United States in 1922 for a debut in the Thalia Theater there. He leaves a son and two daughters.

**CANCELED**

Eufaula, Ala., Harbour County Fair, week Oct. 28th, has been canceled.

We will positively play

**De Funiak Springs, Fla.**

November 2th to 11th, inclusive.

Biggest Attraction: Day Celebration in Beach. Will book for more Concessions, Rides, Feasts, Hot Game, Ball Games. No Show or Ride wasted.

**CRESCENT AMUSEMENT CO.**  
Commerce, Ga., this week.

P.S.: R. G. (Doc) Filmet not connected with this show.

**LOVABLE "LINK"**  
(Continued from page 29)

man but one of the finest persons I have ever known. His services in connection with Aquacade were invaluable. It is hard to know how to carry on without him."—Bill Rhee.

No finer tribute could be paid to any man.

Harvey D. Gibson, chief of the fair, issued the following statement:

"His death is a tragedy both to the fair and every individual who had known him here. My own sense of personal loss is a painful one because of the close and active association in which he and I had worked this year and last. There is scarcely a single improvement in the Amusement Area of the Forty Fair which does not bear witness to his keen and fertile imagination. Mr. Dickey more than any other individual was responsible for the ideas which gave the fair this year its brighter, gayer aspect. As consultant to me and to the Fair Corporation in general, he was unfailingly generous with his time and his genius, and day after day his kindly, lovable personality brought a warm, human touch to the endless problems that confronted us all. He refused to accept recompense for his services to the Fair Corporation. Indeed, it would have been impossible for us to measure those services in terms of price. He was an inspiration to all of us and his endless good humor, courtesy, and sympathy will always remain one of our most cherished memories of the past year. No event could make these last days of the fair more tragic for us than has Lincoln Dickey's passing."

**N. Y. FAIR CLOSES**  
(Continued from page 29)

and, unless there's a taker, demolished. Expo plant will be adapted into a permanent city recreational park.

City Building, on a plot of 420 by 214 feet, will have a 160 by 120 indoor ice rink, a 23-yard track, and spots for sports. State Building, with the lake amphitheater which housed Aquacade, is a 10,000 seater, to be used for stage and water specs. At a cost of \$1,700,000 it better be used for something. That was the original intention anyway.

Total attendance will probably fall short of 10,000,000, but not by much margin. This will represent a drop over last year of just about 7,000,000, but '39 had 16 more days. In percentage the come-down will be a little over 25. Chicago had a much bigger trim in its second year.

Expo's final Saturday stand ended on a spirited note with the appearance of Republican Presidential Candidate Wendell L. Willkie. The GOP standard-bearer spoke in the Court of Peace at 5 o'clock, the peak point of the day as departures customarily begin shortly after that on the homeward and dinner grind for early-bird visitors, who started to storm the gates at 9 this morning.

Conklin Contracts Ride

J. W. (Patty) Conklin, the Canadian showman who has been here more than a week, effected a contract with Hyla F. and Emma Maynes whereby the expo water bug will appear at Conklin's Prolex and at the Toronto Fair and other Dominion spots. Understood that arrangement calls for a money split on take.

It will be the first time that type attraction has been traveled.

Aquacade passed the 3,000,000 customer mark early in the week, getting a 20 per cent break of the total expo gate, which may be an all-time high, especially in view of a capacity which has limitations, being physically restricted to four shows a day at 10,000 top per performance. Tomorrow's final water spec will be the 640th of the season, with the take past \$1,850,000.

**CONCESSION TENTS**

**FULTON BAG & COTTON MILLS**  
Manufacturers since 1870  
Atlanta St. Louis Dallas New York

**NOW—1941—**

**MODEL TRUCKS & PASSENGER CARS**  
Available for Immediate Delivery.  
Originators of the Showman's Finance Plan.

Write **CHAS. T. GOSS**  
With **STANDARD CHEVROLET CO.**  
East St. Louis, Ill.

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**UNITED STATES TENT & AWNING CO.**  
701 North Sangamon Street, Chicago, Ill.

**TENTS-BANNERS**

9x15 Two-Room Umbrella Tents, Brand New, \$20.00 Each.

CHARLES DRIVER—BERNIE MENDELSON

**O. HENRY TENT & AWNING CO.**  
4011 North Clark Street, CHICAGO, ILL.

**NEW USED TENTS**

**FOR SALE OR RENT**  
WRITE FOR FREE CATALOG.  
**VANDERHERCHEN, INC.**  
8246 Emerald St., Philadelphia, Pa.

**WANTED**

Stock Concessions that work for ten cents, also American Patriot, Winter raises, Agents for Coon Game, Snow Cone, High Striker, Ride Help. Shows with own outfits, come on. Knox City, Texas, until November 6th; big Armistice Celebrations, November 7th (to 10th), Ride, Texas, Big Cotton Crop.

**TEXAS LONGHORN SHOWS**

**WANT**

Kiddie Auto Ride, Minstrel People, Concessions. Come on, Norfolk Red.

**Majestic Exposition Shows**  
Tabor City, N. C., Fair next week.

**WANT**

Organized Side Show to join on wily. Have complete outfit ready to go. Address:

**KEYSTONE MODERN SHOWS**  
Tifton, Georgia, this week; Moultrie Fair to follow.

**BELLE GLADE, FLA., FIREMEN'S FAIR and ARMISTICE CELEBRATION, NOV. 11-16**

In conjunction with huge Firemen's Convention, Gala parade; excellent programs, including eight big-time Free Acts each and every day and night. Also big consolidated Children's Day. Bumper crops now being harvested at fall harvest. Government riding emergency problems to accommodate the overflow of people. Never in the history of Belle Glade has there been so much activity. Biggest boom town in Florida today. Central Amusement Company, on the midway, wants Rides—River Rides, Kiddie Rides and any flashy money-getting Rides not conflicting with what we have; Shows—Independent Shows, Monkey, Mechanical City, Dream, Ten-in-One, Minstrel, Fat, Mail of Solenne, Big Snake or any Show that can get money. Concessions—All or any Stock Concessions that work for not over ten cents. Especially want Penny Arcade, Dippers, Cookhouse, Grab, Bingo, Bag Game, Pan Game, Ball Game, Snowball, Dart, Roulette, Lead Galleries, Hoop-La, Penny Pitch, Tilt-Yoo-Win, Candy Flies, Jewelry, Novelties. Can also use few Percentage Games. Want Ride Help that can handle semi-trailers. We have good string of Fairs lasting until third week in March. All contact **BERNARD HUSTED**, Manager, Waycross, Georgia, this week; then Belle Glade, Florida.

**ART LEWIS SHOWS WANT**

For the heart of Norfolk, Va., downtown location, big Election and Armistice Celebration, eight days, Nov. 4-5-6-7-8-9-10-11. Over 100,000 soldiers and sailors here. Everybody working day and night. Concessions of all kinds. Must be strictly legitimate. Cookhouse for Norfolk date. **SHOWS—Anything that does not conflict.** Wire or write **ART LEWIS**, Manager, until Nov. 2, Rocky Mount, N. C.

**Fairs---KEYSTONE MODERN SHOWS---Fairs**

Want for the following Georgia Fairs: Colquitt Co. Fair, Moultrie, Nov. 4 to 9; Thomas Co. Fair, Thomasville, Nov. 11 to 16; South Georgia Fair, Nov. 18 to 23; Valdosta. Will book Roll-a-Piano and one more Flat Ride. Want several worth-while Shows with or without outfits. Organized Girl Show wanted. Localize Concessions all over, including Fresh Fruit, Peanut Fair, Food, Prizes, Tilt Win, Lead Gallery, Cig. Gallery and Percentage Wheels only. Have opening for Chairplacé Freeman, Law Heck, wire location; important. Address:

**TIPT CO. HARVEST FESTIVAL, TIFTON, GEORGIA, THIS WEEK**

**Concessions All Open for Three Weeks of Real Fairs**

Starting Griffin, Ga., Nov. 4th, Merchandise Concessions, \$25.00. Gustard, Soles, Novelties, Phonographs, Records also open. All other Gaming Concessions \$25.00. Paddy Finnerty, business manager. Can place Rides and Shows not conflicting. Have complete Nigger Show. Want Midgets and Manager for same. **Want Free Acts.** Must be reasonable. All replies to:

**MIKE CONTI**  
ELKS FAIR AND EXPOSITION, GRIFFIN, GA.

**BARNEY TASSELL UNIT SHOWS WANT**

For Fernandina, Fla., Nassau County Fair—five big days and nights, five—commencing Nov. 5. Rides and Shows that don't conflict, Concessions. No gift. Wire **BARNEY TASSELL**, Fernandina, Fla. Jewelry Workers and Kats, wire **EDDIE HOLLINGER**, Fair Manager.

P.S.: Can take care of all out of state truck and car liners.

**W. C. KAUS SHOWS, INC.**

WANT FOR CHARLESTON, S. C. COLORED FREE FAIR, PLAYING DAY AND DATE WITH RINGLING BROTHERS' CIRCUS. WE ARE ALSO BOOKING FOR THE 1941 SEASON. INVITING CORRESPONDENCE from all SHOWS, RIDES, AND CONCESSIONS. For balances of season at Charleston, want legitimate Concessions, Wheels or Grind Stores and Eating and Drink Stands of all kinds. Shows with own outfit. Musicians for George Haidens' Jubilee Revue Minstrels that can read music. Prefer Afro and Tanne Baxes. Whites or sure W. C. KAUS, Manager, Columbia, S. C. Winter quarters will be at 3200—4 Durck Street, New Bern, N. C.

**MILLER BROS.' SHOWS WANT**

For Lee County Fair, Bishopville, South Carolina, with big Armistice Celebration to follow, place Concessions of all kinds, especially first class Cook House. Will furnish complete outfit for organized Girl Show. Can use one more Grind Show. Will book Octopus. Address: Manning, South Carolina, this week; Bishopville, South Carolina, next week.

**JOHN R. WARD SHOWS WANT**

Talkie, Performers and Musicians for Minstrel Show, Manager and Girls for Peering Show, Athletic People, Side Show, Place Stock Concessions, Penny Arcade. Want complete Ride Map that can drive service. Want Artist-Sign Painter. Out all winter.

Opelousas, La., week Oct. 29; Crowley Rice Festival, week Nov. 4

# Midway Confab

(Communications to 25-27 Opera Place, Cincinnati, O.)

### RACING Jack Frost to the barn?

WALTER HOLLIDAY, with frozen custard, rejoined John H. Marks Shows in South Boston, Va.

AFTER one of the best seasons of their career, Carlson Sisters, Flo and Dot, have signed to return to Bantley's All-American Shows next season.

"WHILE PASSING thru here I saw Ben Pontius erecting his concessions," pencils J. M. Donnley from Tchula, Miss. "Ben has leased O. J. Beatty's rides."

### DAME Nature hinting—snow in Dixie.

CARL FANN added a photo gallery, and Mr. Loftis placed a grab stand on the J. J. Page Exposition Shows during organization's stand in Lawrenceville, Ga.

WELL-KNOWN builder of carnival and circus fronts, Pete Williams is now managing a trailer park and tourist house in Richmond, Va.

AS A TOKEN of a successful season on Scott Bros' Shows, David Logston

WINDING UP his third season as foreman of the Auto Speedway on Fred's World's Fair Shows, Joe Hollander returned to Newark, N. J., to assume duties as foreman at the General Motors plant.

FOUR SENSATIONAL KAYS, high wire, have been booked to present the act on Bantley's All-American Shows again in 1941. L. C. Miller reports from Lancaster, S. C.

JAMES R. SHEPMAN has returned to his home in Navarre, O., following a successful 1940 tour. He says he plans to vacation there briefly and then head south to join a winter show.

GOOD dates getting better and poor dates getting worse?—Coolin Peleg.

LOU-LOUETTE pens from Haskell, Tex.: "Mr. and Mrs. Bob Nooley, with Jackie Francis and the writer, are planning to spend the winter playing store shows."

CLOSING a successful season with their Minstrel Show on J. L. Landes Shows, Mr. and Mrs. Walter F. Hunt went into St. Louis, where they plan to spend the winter working night clubs.

HAVING closed a successful season with the photo gallery on Funland Shows, Mr. and Mrs. Tommie Cook are playing still dates to satisfactory takes, they report from Richard, Ala.

**PENNY PITCH GAMES**  
 Size 48x48", Price \$20.00.  
 Size 48x48", with 5 Jack Pots, \$40.00.

**PARK SPECIAL WHEELS**  
 50" in Diameter, Beautifully Painted. We carry in stock 12-15-20-24- and 30 number wheels. Price \$12.00.

**BINGO GAMES**  
 75-Player Complete ..... \$8.50  
 100-Player Complete ..... 7.25

SEND FOR CATALOGUE. Full of New Games, Binions, Dolls, Lamps, Aluminum Ware, Games, etc.

**SLACK MFG. CO.**  
 128-128 W. Lake St., Chicago, Ill.

## ASTRO FORECASTS AND ANALYSES

Guide Book, Answers All Questions, Each \$ .25  
 Single Sheet, 8 1/2 x 10, Typewritten, Per No. 5.00  
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 Samples of Dr. & Hasting, Four for \$25.  
 No. 1, 34-Page, Gold and Silver Cover, Each 1.00  
 Wall Charts, Heavy Paper, Size 28x36, Each 1.50  
 Gazing Crystals, Oilja Beads, Pinchettes, etc.

### NEW DREAM BOOK

120 Pages, 2 Sets Numbers, Clearing and Polishing, 1200 Dreams, Bound in Heavy Gold Paper Cover, Good Quality Paper, Barcode, \$0.15  
**HOW TO WIN AT ANY KIND OF SPECULATION**, 24-Page Booklet, Beautifully Bound, Samples, 25¢

PACK OF 70 EGYPTIAN F. T. CARDS, Answers All Questions, Lucky Numbers, etc., 35¢.  
 ZODIAC F. T. CARDS, Pack of 12, 25¢.  
 MENTAL TELEPATHY, Booklet, 21 P., 25¢.  
 "WHAT IS WRITTEN IN THE STARS," Fodling Booklet, 12 P., 25¢. Contains all 12 Analyses. Very Well Written. Per Doz. 50¢; Sample 10¢.  
 Birthcharts Made to Your Customers Under Your Label. No checks accepted. C. O. D., \$2.50 Deposit. Our name or ads do not appear in any merchandise.

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**HUBERT'S MUSEUM** Inc.  
 228 W. 42d Street, NEW YORK CITY.  
 WANT FREAKS AND NOVELTY ACTS OF MERIT AT ALL TIMES.  
 State salary and all details in first letter.  
 Open All Year Round.  
**SCHORK & SCHAFFER**



OWNER-MANAGER of the shows bearing his name, T. A. Funnell admits his firm is registering for the selective service draft plan on October 16 in Mulbern, Ark. during the organization's stand there. Local registrars erected and maintained a booth on the showgrounds thruout the day for the convenience of members of the shows.

presented his attraction, Linda Lopez, with a portable electric sewing machine.

UNFAIR to call some fairs even fair,—Milo McGoof.

AFTER playing Vancouver and Victoria (Can.) Fairs with his Side Show, Frankie Shaffer went to Seattle, where he will open a museum soon, he reports.

LOUIS BRIGHT cards from Mount Pleasant, N. C., that his Texas Longhorn Shows have been booked to play the Armistice Celebration in Rule, Tex.

BOB AND BARE KEATINGE have replaced Zilla, who is ill, with their mental act on the Tom Rankine Side Show on Rubin & Cherry Exposition.

GOING to the show's winter quarters—Dr. Uncle Sam's?

HANDLING clown advertising for Jax Roller Rink, Fayetteville, N. C., for the winter is Harry Davenport, who recently closed with John H. Marks Shows.

WALT NEALAND pays this tribute to the late Dick Collins: "He was a grand showman, a real press agent, and a true friend. We shall miss him."

WILLIAM (BILL) HARDEN cards from Hickory, N. C., that he is operating an eatery there after closing with Dr. Garfield's Hall of Science on Ceilin & Wilson Shows.

ADD certain troublemakers: Reds around midways.



PENNY ARCADE OPERATORS Mr. and Mrs. G. A. Maloo, who closed a successful tour with the Arena Shows recently, are seen with their new car which they purchased in Du Bois, Pa., where they are taking a brief vacation before making a tour of Kentucky and Illinois.

"OF all sad words of tongue or pen, the saddest are these—the gross fell down again."

ADVERTISING AGENT on Hennies Bros' Shows for the past five years, Roland Davis was called to the U. S. Army at Fort Benning, Ga., and reported on October 16.

TILT-A-WHIRL FOREMAN on Funland Shows the past season, Tex Sutherland closed with the organization and is with a trucking company in Lexington, Ky., where he will winter.

HAVING CLOSED the season with their photo gallery, Mr. and Mrs. Jim Gross, while en route to quarters, visited Mr. and Mrs. Martin S. Earl, of the Sam Lawrence Shows, in Camden, S. C.

WONDERFUL words in Fla.: "No, we do not serve orange juice here."

MANAGING and doing the talking on the front of the Gub Plantation, playing Southern fairs, is Bob Avalon, who closed a successful season with the Convention Shows.

JOE-ANN LeFRANCE, Queen of Mystery who closed with Crystal Exposition Shows in Carthage, N. C., is on route to Youngstown, O., to rejoin Wilfred the Wizard and Company for the winter.

CONCESSIONAIRES joining the J. J. Page Exposition Shows in Cherokee, N. C.,

## Registrants Offer Variety at Dallas

DALLAS, Oct. 28.—Draft registration day on October 16 at the State Fair of Texas here, October 5-20, produced a variety of registrants that was probably not experienced by any other registry staff in the country. Many registrants, personnel of the Rubin & Cherry Exposition, which appeared on the fair midway, made a colorful and unusual spectacle as they filed into a special registry office on the fairgrounds to place their names on file for possible participation in the nation's defense effort.

Among early arrivals at the office were four midgets, Garland Slatten, Kayo Erickson, Eddy Adams, and Danny Montague. Because of their physique they will not be called for service, but were required to register because their ages are between 21 and 35. Aliens from six countries registered before noon, including four brothers, German citizens, who were appearing with the shows. Others were numerous Mexicans, concessionaires, several Chinese, and Texas cowhands.

A number of them gave no permanent address other than The Billboard. At least 20 connected with the Rubin & Cherry Exposition, performers and workmen, gave The Billboard as the answer to the question concerning the name and address of the person who will always know the address of the registrant.

recently included William Mispelt, with four; Victor Allen, one; E. J. Rogers, one; George Haverly, one; D. Hale, two, and Carl Fann, one.

WE have yet to hear of any smart bosses promoting "carrier pigeons" to responsible jobs.—Colonel Patch.

WHILE the J. J. Page Exposition Shows were playing Rome, Ga., Frank and Dot Earle spent some time visiting. Frank joined the BPOE there and Owner J. J. Page sent one of the shows' bears along for use in initiation activities.

ROSTER of Paradise Night Club Revue on Ceilin & Wilson Shows includes Princessa Mizit, Esther Water, Julie English, Mary Savage, Claire Delmar, Martha Lucas, Sylva Delange, and Wesley Charles.

MUGGIN' Machine Mazie is about to make an important decision—whether to get a 1941 house trailer or another Pekinese.

AMONG concessionaires joining Crystal Exposition Shows in Carthage, N. C., were Mr. and Mrs. H. B. Hall, custard machine; Little Joe Miller, blanket stand, and Mr. and Mrs. Earl Swicegood, grab stand and penny pitch.

MRS. AL GREER, who was stricken ill while Kansas Exposition Shows were playing Chase City, Va., returned to her home in Richmond, Va. Her place on the Zalya Show is being filled by Ann Carter.

I QUIT playing fairs after eight of my last ten locations turned out to be next to the swine exhibits.—High-Pitch Shorty.

"WEATHER was warm and business fair here for Mighty Monarch Shows," pencils Miggette McClain from Bamberg, S. C. "Mike Grains, with frozen custard, and F. W. Paul, with ball game and pennyland, joined here."

TOM PARKER, general representative for Gene Austin and Company, has arrived in Tampa to begin his annual

### MAD CODY FLEMING SHOWS

Want Minstrel Show, few Concessors, Flat Ride for Dublin Colored Fair and Area, Ga., Armistice Celebration. These are in good spots.

MAD CODY FLEMING, Crawfordsville, Ga.

### WANTED

Museum Acts. Can use Agent. Answer to **JOHNNIE HOWARD** MUNCIE, IND.

### ROGERS POWELL WANTS

For Post Office, Bay St. Louis, Passagrosa, all Miscellaneous Shows and Concessions. Business good Out good Christmas.

**ROGERS POWELL**, Port Gibson, Miss.

### ARMISTICE CELEBRATION

Warren, N. C., November 6th to 13th  
 Kama Exposition Shows, Inc., on the midway, wants legitimate Concessors open except Bingo, Wheel Hat and Drink Stands. All address: **A. J. KAUB**, Manager, 202 George Street, New Bern, N. C.

**No. 12 BIG ELI Wheel**

The "Old Reliable" Model, with 41 consecutive years as a winner—maker. The outstanding good investment for all time. Have you entered our Silver Anniversary Contest? Better Get In! TWENTY-FIVE SILVER DOLLARS IN PRIZES.

**ELI BRIDGE COMPANY**  
 Builders of Dependable Products  
 800 Case Ave., JACKSONVILLE, ILL.



hibernation and seek Florida bookings for his charge. He was accompanied by Mrs. Parker.

**REAL** anvils will not be ringing in quarters for many weeks, but the verbal kind will be sounding off all winter.—Smackover Silas.

**FORMER PRESS AGENT** for Royal American Shows, Jack Dadswell has returned the publishing field on Florida's West Coast. His new monthly mag is tagged St. Pete and extols the virtues of St. Petersburg.

**STELLA MAE ADAMS**, three-armed two-faced girl, closed her third successful season on Jim Hodges' Ten-in-One Show and returned to her home for a brief vacation. George Spears Jr. reports from Eaton, O.

**RAW Deal Shows** will be able to use the same quarters this winter, as the place was given a good clean-up last spring.—Annie Fay.

"**SINCE** closing my sex show on Cotton State Shows, I returned to my home here," pens Mae-Joe Arnold from Union City, Tenn. "I must undergo an operation, but plan to rejoin the shows for their winter tour."

"**JUST** received word that Mrs. Pat O'Brien is seriously ill in the Senate Hotel here after sustaining a heart attack," letters Alta Kline from Binghamton, N. Y. "Mrs. O'Brien has been with several of the larger carnivals and is a girl-show worker."

**SOME** of those midwayites who like to tote guns may soon get their fill of it—in the proper surroundings.—Whitney Cooks.

**RIDE OPERATOR** Harry Hunting visited The Billboard Cincinnati offices on October 23, coming in from Louisville, Ky., where he stored his rides after a successful season. He plans to spend the winter in Covington, Ky., where his daughter resides.

**AFTER** closing with the O. C. Buck Shows in Frederick, Md., Mrs. Lewis Weigand; her helper, Betty Joyce Dawson; and truck driver, Denny Williams, returned to their home in Johnstown, Pa. Mrs. Weigand spent most of the season with Thompson Bros.' Shows.

**ON** some of those ruff-and-tuff lots the presence of the law is as easy to take as are customers.—Cat Rack Annie.

**BLACK AND TAN MINSTREL REVUE**, managed and produced by William (Sparkplug) Goodman, will work all winter in Florida this year, Goodman reports. Included in the line-up are Billy Peppers and Hastus Jenkins, comics, and Stella Walker, leading lady.

**SINCE** CONCLUDING his chores as electrician on the F. E. Gooding Amusement Company, Harry Fox spent some time visiting friends in Canton, O., before leaving for Michigan to take delivery on a new house trailer, which he will take to Florida for the winter.

**SUMMER** of 1941. First Ride Operator to Second Ditto—"Remember when you could get all the regular and extra help you wanted?"

"**AFTER** four seasons with Zimdars Greater Shows I've returned to my home here," cards Mrs. Goldie Langly from Tumbling Shoals, Ark. "I plan to remain here, altho I miss the road and my many friends in outdoor show business."

"**CLOSED** as manager of the Slide Show on Crystal Exposition Shows after a successful week at Carthage, N. C."

**Out of Red—Ink**

**LYNCHBURG**, Va., Oct. 26.—The Four Star Shows made Owingsville (Ky.) Fair and the rides grossed a combined total of \$1.80 on Children's Day. At Sabina, O., the week's gross on the rides was \$19.80, with no adverse weather to warrant an alibi. At New Albany (Ind.) Fair the rides grossed less than \$10 on Children's Day. At Fayetteville (O.) Fair the supposedly big day brought less than 200 people to the grounds. Last week at Lynchburg (Va.) Colored Fair our rides grossed \$7.30 on the week. We ran out of red ink and aspirin, closed the season, and stored in Bluefield, W. Va., to await the spring of 1941. And there's your news direct from several lots. I am going to Florida for part of the winter and later will fill some indoor contracts.—B. H. NYE.

scribbles Carlotta Barnard from Mullins, S. C. "Joe-Ann LaFrance, Queen of Mystery, Maxie, ventriloquist, and Clyde Forner also left to fulfill previously contracted winter engagements."

"**THE** worst that I can wish for fence-jumping ticket sellers," remarked the boss, "is that they'll soon meet up with you-know-what-kind of a top sergeant."

**DOG DAWSON**, who was with Thompson Bros.' Shows this season, has obtained a position for the winter as cook at the American Legion Post in Conemaugh, Pa. Doc worked the dark room of the photo gallery for his wife, Betty, who also handled The Billboard and was mail agent for the shows.

**JOINING** Henry's United Shows in Hubbert, Okla., reports Doc H. Capell, with photo gallery, fishpond, and cookhouse, and agents Mickey Williams, Ted Lewis, Tommie Green, Joe Weber, and Art Henry. Jack Nolan, with kiddie antics, also joined.

**WHY** take advantage of modern-minded women who attend and enjoy midway shows by dishing 'em plain filth and scaring 'em forever on carnival attractions?—Dime Jim Johnson.

**A MEMBER** of the F. E. Gooding Amusement Company's official staff, Johnny Faright returned to Columbus.



**WHILE** Barfield's Cosmopolitan Shows were at Bartow County Fair, Cartersville, Ga., Mr. and Mrs. John Melsor, of the Flying Columbians, free act with the shows, held a family reunion, the occasion being a visit from their sons, Ray and Buster, of the Flying Melboms, whom they hadn't seen in three years. The boys recently ended a successful tour of fair dates. Seen in front of Ray and Buster's special built, air-conditioned bus are Jack Harris, Ray, Buster, and Billie Melsor; Ards Masher, Berishe Stansieck, Pauline Melsor, Joe Masher, Paul Garee, John Melsor, and Ann Melsor.

**O.**, to supervise storing of rides and equipment after closing at Circleville (O.) Pumpkin Show. He and Mrs. Burright plan to leave the Ohio capital about the middle of November for Ruckin, Fla., for a winter of fishing.

"**WHILE** EN ROUTE to Florida I visited Jack Lydick at U. S. Veterans' Hospital here," scribes George Taylor, formerly of Johnny J. Jones Exposition, from Dayton, O. "Hospital physicians are removing Jack's leg from its cast and then will be able to determine if the leg should be amputated. Jack has been in the hospital for 18 months."

**ONCE** upon a time there was a general agent who booked himself out of a job. Had the route all set before the show left the barn. Now he often spends two weeks on a two-day job of contracting.—Oscar, the Ham.

**OFFICIALS** of Crescent Amusement Company report they have booked Hardee County Strawberry Festival, Bowling Green, Fla. Shows are slated to close in De Puniak Springs, Fla., on November 11 and will winter in Bowling Green. Management said the winter fair tour probably will start with De Soto County Fair, Arcadia, Fla.

**L. CLIFTON KELLEY** and Al Sweeney are constant visitors at Alexian Bros. Hospital, Chicago, where William Karcky and L. S. (Larry) Hogan are patients. Carcky, who was operated on for double

hernia, expects to be in the hospital for a couple more weeks and would appreciate letters from friends. Hogan says the doctor promised him he can leave the hospital at Christmas, but didn't say what Christmas.

"**IF** the shows in the carnival industry," writes a correspondent, "would exercise a little more caution and show a little more care in figuring the possible financial return of each proposed engagement, the net returns on the average would show some improvement." He means quit booking blanks.

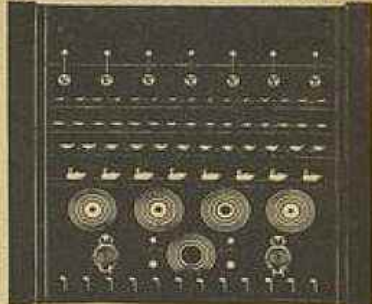
**CLARK COLEY**, vet showman, who is seriously ill and almost blind, is at the home of his mother, Mrs. Bettie Coley, R. D. No. 1, Graham, N. C., and not at the home of his sister, as was previously reported. Coley, who has been with numerous shows in his 25 years in the business, has not been able to work for the past three years and before going to his mother's home was in Duke Hospital, Durham, N. C., for some time. He'd like to receive letters from friends.

**ROSTER** of Frankie Shaffer's Twenty-in-One Side Show includes Eddie Stewart and Fred Puller, talkers; Red Lindsey, Abbie Fabricant, and Alfred Chillberg, ticket boxes; Bert Forbes, lecturer; Juanita Barnett, nurse; Lorraine Stelner, Hollywood midjet; Cecil Bolling, schoolboy giant; Eugene, midjet; Monty Montgomery, human pin cushion; Robert Lalonde; Eric Red, torture board; Willie Materson; Erulitins, armless wonder; Jack Martin, fire eater; Ruth Knowles, electro wonder, and Eddie King, frozen alive act.

**GUSSIE HATHAWAY**, who with her husband Bill, has spent the last four years on Johnny J. Jones Exposition, is in Danville, Ill., recovering from almost fatal nasal hemorrhages sustained a month ago while she was lecturing in Chester Cass's Daughters of Eve Show at Middleboro (Ky.) Fair. They report they received many courtesies from members of the Lipsey & Paddock concessions, Jerry O'Brien, of the water show, who gave Mrs. Hathaway a blood transfusion, and many other showfolk who offered to be blood donors.

**MR. AND MRS. STUART M. NOCK** letter from Smithfield, N. C.: "Zacchini Bros.' Shows played the Johnston County Fair here and when Mrs. Hugo Zacchini and Mr. and Mrs. Carl O. Bartels arrived they visited the writers, who had their popcorn stand in operation. During the week we attended the fair and renewed acquaintances with Joe Decker, Mr. and Mrs. Slim Sleeman, and Mr. and Mrs. Ed Young. Midway presented an attractive appearance and shows' free act is a gold one. We also attended the fair in Goldsboro, N. C., where Kaus Exposition Shows had the midway. Organization played to a fair crowd despite cold nights. We met Owner Kaus and spent some time visiting with Mr. and Mrs. Erwin Allen, who have the Hollo-

**EVANS' LONG RANGE SHOOTING GALLERIES**



**PERFECT FOR TRAINING!**  
Ideal for developing marksmanship, sharp-shooting, etc. Easy to set up. Most complete line of Galleries in the country. Also Supplies and Parts for all Makes of Shooting Galleries. Stay on Evans' 48 years' experience and you won't go wrong!

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**H. C. EVANS & CO.**  
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**WANTED FOR MILLER AMUSEMENTS**

Concessions for Colored Free Fair, Hammond, La., October 31st to November 2nd. Photos exclusive, \$15.00; place Goodness, \$25.00 in new tickets. Operating in Cane Country until Xmas. All wires to RALPH R. MILLER, Hammond, La.

plane on the shows. Eddy Bros.' Shows' trucks went thru on October 20 and were headed south. Lew Tracey also stopped for a visit with the writers."

**SCOTTIE SHELTON**, formerly of the front of the Ten-in-One on Crescent Canadian Shows, is now Pvt. J. C. Sheldon of Company D, Rocky Mountain Rangers, of the Canadian Army, located in New Westminster, B. C. Sheldon began the season with Howard Specter, Lobster Boy, on Wallace Bros.' Shows of Canada, where they remained until August, when they joined the Crescent Canadian Shows. Last season Scottie had the inside of Charlie Kidder's Unborn Show on the World of Mirth Shows. He also has been with Bill Lynch, Rubin & Cherry Exposition, Ideal Exposition, Celin & Wilson Shows, and for a number of years was with Doc Garfield.



**CONSISTENT MONEY MAKERS LOOP-O-PLANE-OCTOPUS ROLLO-PLANE**

Leading All Sales for 1940  
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WANT Legitimate Concessions of all kinds for this event. Very reasonable privilege. Your one chance to finish the season on the right side of the ledger. No wheels or coupon stores wanted.  
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# SHOWMEN'S EXHIBIT ASSOCIATION FIRST ANNUAL TRADE SHOW

in conjunction with the

## SHOWMEN'S LEAGUE OF AMERICA

and the

### OUTDOOR SHOWMEN'S CONVENTION

HOTEL SHERMAN, CHICAGO, ILL.  
Dec. 2, 3, 4 and 5, 1940

Manufacturers of Paints, Tires, Sound Equipment, Tents, Riding Devices, Trucks, Trailers; in fact all manufacturers who cater to the Outdoor Show World, should be at this show with their representatives. SOME EXCELLENT SPACE STILL AVAILABLE.

Floor plans and rates furnished on request.

Write **SHOWMEN'S EXHIBIT ASSOCIATION**  
HOTEL SHERMAN, CHICAGO

Entire profits to Showmen's League Charity

the four-day event. There was no regular Children's Day as it was advertised that all children would be charged 25 cents on any day. Good business resulted. All rides did well, with Ride-O-Loading, Joe Longmore and Frank Neister's kiddie automobiles elicited. Motor-drome topped shows. Bob Coleman's bingo scored, while rest of concessions reported a good week. Fair officials were co-operative and engagement went over without mishap. The Knoxville News-Sentinel and both Asheville, N. C., papers were liberal with space. Sensational Royals proved popular. Frank and Dot Earl and Mr. and Mrs. Henry Schram remained with the shows during the week. Other visitors included Jack and Babe Robinson, who are residing in Beckley, W. Va.; W. M. Fain and party, of Murphy, N. C.; Mr. Thurman and group from the Sevier County Fair, Sevierville, Tenn., and Charlie Campbell. R. E. SAVAGE.

#### Barfield's Cosmopolitan

Fayetteville, Ga. Week ended October 12. Auspices, Fayette County Fair. Business, fair. Weather, cold and rainy. Rain Monday caused postponement of fair's opening until Tuesday, and cold weather during the week hampered attendance and business. However, all in all, stand proved fair. Dry Bones, one of four greyhounds owned by Mr. and Mrs. C. E. Barfield, was stricken with diphtheria and is in an Atlanta dog hospital.

Gaston, Ga. Week ended October 5. Location, Cherokee County Fair. Auspices, American Legion Post. Business, satisfactory. Weather, inclement.

Everything was ready for the big crowd which attended opening here. Special merchants' tickets attracted a much larger crowd than last year. Despite inclement weather, business was satisfactory. Mr. and Mrs. Lyle Barrett honored their twin sons at a birthday anniversary party. Junior Bentley celebrated his 12th birthday anniversary at a party attended by juvenile members of the show.

Cartersville, Ga. Week ended September 28. Location, Bartow County Fair. Auspices, American Legion Post. Business, good. Weather, good.

Municipal golf course provided swell background for the well-lighted shows, rides, and concessions. Date being the first fair held in the county in nine years, patrons gave shows good business. Eddie Roth, owner Blue Ribbon Shows, visited Mr. and Mrs. C. E. Barfield. J. J. Page and R. E. Savage, of J. J. Page Shows, also visited, as did Mr. and Mrs. Ellis Winton, Cumberland Valley Shows, and Mr. and Mrs. Bernie Shapiro, Southern Poster Company. GEORGE MITCHELL.

#### Mighty Monarch

Wayboro, N. C. Week ended October 12. Business, good. Weather, ideal.

Stand was the show's second year here and, altho spending was light the early part of the week, business picked up and showed a nice profit for shows, rides, and concessions the last part. Weather was ideal. Memorial services were held at the grave of J. Frances Flynn, who died at this spot a year ago and all on shows attended. Judge Woodward and fair officials co-operated. The writer had J. M. Geeslin and R. M. Fugate as his guests. Business for shows at Bamberg (S. C.) Firemen's Fair held up to all previous years and all were satisfied. Firemen co-operated, as did local papers. Weather was good. Personnel was grieved to learn of the death of Nick Patrinos, cookhouse operator, who passed away here after a long illness. Personnel attended the funeral, arrangements for which were handled by George Goffas and Norris Roland, owners. All report they are looking forward to shows' string of Florida fairs. TERRY MARTIN.

#### Crystal Expo

Carthage, N. C. Week ended October 19. Auspices, Moore County Fair. Business, good. Weather, cold except first few days.

This spot, a new one for the show, started out well the first two days, but cold weather hit shows on Wednesday and continued the rest of the week, keeping crowds away. Despite the cold, Saturday proved a winner and shows and rides chalked up a good day's business. Captain McVey's Monkey Circus again led shows, with Darktown Rerne second. The Octopus topped rides. Tilt-a-Whirl was second. William Bradley Smith and Earl Lewis joined and took over the Circus Side Show. They brought Aloa, alligator skin boy; Professor Bernard,

punch and magic, and Zola Lewis with them. Red Owens is making openings, with Andy Anderson and Bill Bonder on the ticket boxes. Shows' personnel remains about the same as at the opening in April. Billy Bunta's cookhouse continues popular. Bunta and Benjamin concessions are doing well. Free acts include the Billy Sieglist Troupe, and Art Carver. H. M. KILPATRICK.

#### Gold Medal

Montgomery, Ala. Eight days ended October 20. Location, Chisholm Fairgrounds. Auspices, Central Alabama State Fair Association. Business, good. Weather, warm.

Fair, promoted by Mort L. Bixler, and shows enjoyed swell weather here, and good spending crowds were on hand even on a day and date day with the Ringling circus. Many visits were exchanged by members of both organizations. The writer and Pat Ford were guests of Theo Forstall at the circus. Don and Charlotte Mather came in from San Francisco fair for a few days' visit. Montgomery stores obtained good business from showfolks. Rubin Oruberg, Amusement Corporation of America, visited for a couple of nights, as did Frank West, West's World's Wonder Shows; Capt. John Sheesley, A. C. Bradley, E. Clay May, and Mr. and Mrs. Wilson, Mighty Sheesley Midway. Fritz Kimbrell left for his home in Denton, Tex., where he will resume his studies at Texas State Teachers' College. Lawrence Rohter left on a brief trip to Memphis. Pearl Harris returned after attending her mother's funeral at Hattiesburg, Miss. Mr. and Mrs. Bob Heth and Mr. and Mrs. Paul Farris were seen dining nightly in a Chinese chop house. H. B. SHIVE.

### Los Angeles

LOS ANGELES, Oct. 28.—Showfolk are beginning to arrive and lobby of the Hotel Bristol is the scene of large congregations nightly. Thomas J. Hughes is in the fluorescent lighting business. Lew Berg, after several weeks' visit on the mainland, sailed for Honolulu on October 24. Charley Hugo is a recent addition to the Coast defenders, as is Arthur Hockwald. Mr. and Mrs. Harry Seber came in from the Conklin Shows and reported a profitable season.

G. H. Steffens Shows closed a good season recently, and the rides are operating in suburban Los Angeles. O. N. Crafts, Roy E. Ludington, and Jimmie Lynch are deer hunting in St. George, Utah. Mr. and Mrs. Elmer Hanscom, who closed with Crafts 20 Big Shows, will winter at Hotel Bristol here. Lew Derran, now a Hollywood booker, is doing well. Frank W. Babcock Shows reported good business at Ventura County Fair and opened this week at Ramona, Calif., at the Annual Turkey Festival. O. H. Alton's Silver State Shows are in quarters in East Los Angeles.

Hort Campbell's Tip Top Shows, which are playing dates in Southern California, plan to remain out until after Armistice Day. B. M. (Doc) Cunningham has his animal acts with Mike Krekos' West Coast Amusement Company. Jack and Lillian Stratton are doing publicity for the British War Relief Show. Earl Hall is chief engineer, while Harry Oliver is the art designer and director of the same project. Johnnie and Marie Winters, who have been in San Diego, Calif., returned here to play some special events. Rose Westlake returned from San Francisco and is working a Beverly Hills night club. Stephen's Superior Shows closed a good week at the Mojave (Calif.) Fiesta.

## WANT DODSON'S WORLD'S FAIR SHOWS

For Jacksonville, Fla., State Fair November 7 to 17  
Any Show capable of getting money  
Any Ride—new, novel, different

### Attention, Ferris Wheel Operators

Ferris Wheels always do a capacity business at Jacksonville, in view of this fact we will book 2 more Wheels for this engagement only.

#### Will Book

Any legitimate Concession for Jacksonville; reasonable terms; no exclusive.

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Wheels, Rolldowns, Coupon Stores, Nail Stores or such.  
Address all replies

Albany, Ga., week of Oct. 28; Jacksonville, Fla., Nov. 4-17.

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STANDARD AND CUSTOM BUILT TRAILER HOMES

Write for Catalog — Pictures — Plans — Specifications — All Models — Attractive Budget Plan Available.

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SIOUX FALLS, S. D.  
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## ZACCHINI BROS.' SHOWS WANT

For Bushnell, Fla., Nov. 4th to 11th,  
and ten more Florida Fairs. Con-  
cessions of all kinds. Shows with or with-  
out outfits. Good proposition for Post-  
and Girl Shows. We have permits for  
out of state licenses. This week, Marion,  
S. C.; then Bushnell, Fla.

# Ballyhoo Bros.' Circulating Expo.

## A Century of Profit Show

By STARR DE BELLE

Reno, Tex.

Week ended October 25, 1940.

Dear Editor:

Due to the elements, the city hall, the sheriff's office, and lack of money, there isn't much in the way of business to write about. If it means anything as a news item, I'll mention that the train was unloaded upon arrival, the midway was laid out in a horseshoe, and the loading of the train started immediately after tearing down. Many visitors arrived on the lot but failed to see the bosses, who stayed in their private cars and would see no one unless their cards were sent in first.

Many improvements in equipment and additional features were added. Have installed a dairy wagon, fully equipped, with room for six Jersey cows. This will provide fresh milk for the children on the show, the butter to go to the popcorn wagon, the buttermilk to the cookhouse, and the surplus cream to the frozen custard. Have installed a beauty parlor and Turkish bath in car No. 102. Orders were given to the advance staff to bill all towns in the future with neon signs, these to be given to the merchants when the show leaves town. Our neon plants back with the show are working overtime turning out a special line of neon and indirect advertising.

Because ropes dangling from show-fronts are so unsightly, our shop department has been ordered to go ahead with plans laid out toward making transparent storm hitches. Health cards issued here showed our doctor and nurse in perfect health. Our ride superintendent attended a dinner in the local jungles, north of the freight sheds. He met many old friends and enjoyed a pleasant evening. The guest of honor was the yard detective, General Agent Lem Trucklow arrived on the lot with two black eyes and a broken nose, claiming he was red-lighted from a stationary lunch car by two fair secretaries.

Pete Ballyhoo, part owner of the show bearing the family name, whose long and unbroken career constantly causes comment by his competitors, has discarded his race-track suit and mustard-colored spats, as well as his cinnamon-scented handshakes, and has gone in for serges. He claims that the darker colors

are best for Saturday night midway blackouts. He says the reason he wears those oversize collars is to keep from being choked by his concessionaires. Lizzie Schmidt, formerly featured dancer in our educational Hawaiian Revue and Ben Dover's Oriental Village, returned to the fold, accompanied by a staff of builders, designers, and mechanics, as well as a portfolio filled with blueprints for her new and sensational free act.

She plans to build a loop-the-loop on which an inch of ice will be frozen, and she will make the loop with a team of horses on skis hitched to a bobbed. The side-show glassblowers spent their off hours here in blowing 20-gallon bowls for next year's grab joints. Kindly tell your readers that the Drawhead Sisters, owners of the show bearing their name, were sprung in Boston.

We are all waiting for the entire staff of *The Billboard* to arrive for a visit. Your regular drawing rooms, kitchen, and lounge have been newly decorated. Staff barber is on the same car. Regards from the bosses to all. This will wind up the week. MAJOR PRIVILEGE.

### Dick Collins

By WILLIAM (BILL) FIELD

Into a dimly lit room of a Charlottesville, Va., hospital on September 16 crept the Angel of Death and lifted from our midst a bright and shining mark in the world of publicity—Richard Collins.

Dick, as he was affectionately known to all of us who were privileged to know and work with him, was always kind, considerate, and—deeply appreciative of

anything that was done to help him along the way.

Never complaining, always loyal to his employer, and a hard worker, Dick will long be remembered as a press agent really worthy of the title.

And from us in the newspaper world who knew and loved him, as we see "30" written and a brilliant life ended we say in humble tribute:

"So long, Dick. May we meet again over on that bright and shining shore where the Greatest of All Midways is playing a never-ending stand. You have earned your place and may you now be reaping your just reward."

### SHOWMEN'S LEAGUE

(Continued from page 34)

In for the meeting. Irving Schonwar is among the regulars. Brother John Lorman is back after close of his season. Irving Malitz was among callers and Leo Overland back in town. Nat Rodgers advises he will be in for the big doings in December. J. C. McCaffery returned from a Southern visit to Amusement Corporation of America shows.

Welcome letters brought club remittances of \$625 from Rubin & Cherry Exposition benefit and \$301.93 from Johnny J. Jones Exposition. Brother Ralph W. Glick advises he is progressing nicely and will leave the hospital for his home on October 27. Other welcome mail was received from President Frank P. Duffield, A. R. Cohn, Fred H. Kressmann; *The Billboard*, with a check for \$150 for 30 banquet reservations. Arthur Hopper advised he will be released from the hospital on November 2. Employees of Brother M. J. Doolan came in with a contribution of \$34 for Showmen's Home Fund, which is gradually crawling up to the \$19,000 mark. Pledges recently paid to the fund are Frank P. Duffield, \$100; Walter B. Fox, and Tommy Martin.

Dues were received from Tom Arger, W. J. Goutermout, Marty Connelly, Joe Abrams, C. P. Zeiger, Elmer Byrnes, Herbert W. Bye, John Mulder, L. E. Roth, Nat S. Green, E. W. Evans, Roger S. Lit-

tledford Jr., P. T. Strieder, Lew Keller, Walter R. Moffett, John A. Sparano, Louis J. Cafferata, Richard Miller, Charles Schwacha, Maurice Fabick, Joe Archer, Edw. M. Foley, S. L. Cronin, Elmer L. Day, Al Kamm, Milton Cohen, Louis Torti, Phil H. Heyde, A. L. Roseman, H. Frenchy Dix, Julius H. Silverman, M. H. Barnes, Russell E. Lewis, Sam Gordon, John W. Chapman, H. P. Schneck, L. B. (Barney) Lamb, Noble C. Fairly, H. A. Lehrter, Sidney Goldstein, Hogan Hancock, Frank P. Duffield, John F. McTigue, Albert J. Horan, Mickey F. Coughlin, Harry Berger, Paul Delaney, Francis J. Bligh, Vito Cerrone, Phil Shapiro, Myron Shapiro, Max Linderman, Harry E. Tension, Frank Edwards, Earl J. McCarel, and Charles Williams.

### Ladies' Auxiliary

Club held a regular social in its rooms at the Sherman Hotel on October 24, with Mrs. Tom Rankine as hostess. A good crowd attended and many beautiful prizes were awarded.

Dues received during the week were from Carmen Bishop, Mrs. Edward Hook, Rachel Collins, Cora Yeldman, Edna O'Shea, Hattie Latto, and Hallie McCabe. Mona Prevost and Babe Keating have been elected to membership. Members were grieved to learn of the death of Mrs. Francis Barth's sister, Ruby Francis is recuperating from a serious operation in St. Louis Hospital.

To remain in good standing mail your 1941 dues now. All books on luggage award must be sent to Chairman Jeanette Wall by November 5 in order to dispose of award. November 5 will be a regular bi-weekly meeting. Be sure to attend.

## WANTED!

### Men To Cash In On These New Popcorn Machines

These thoroughly new, up-to-date Popcorn Machines get all the medals and honors. They are improved big-capacity models with lights, color and motion that really get the business for you. All-steel, full cabinet size. Capacities: \$2.00 to \$5.00 per hour. Low down payments, easy terms.

Write for Catalog!  
**ADVANCE MFG. CO.**  
6322 St. Louis Ave.,  
ST. LOUIS, MO.

## KIDDIE RIDES WANTED

for 2 Indoor Carnival Spots—one at Waterbury, Conn., from Nov. 14 to 23, with Providence, R. I., to follow from Nov. 29 to Dec. 8. Rides must be in A-1 condition.

### H. GERMAIN

P. O. Box 292, Newark, N. J.  
P.S.—Also, will consider other Novelty Items.

### Auto Show and Armistice Celebration

Hot Springs, Ark., Eight Days, Nov. 4th to 11th. West Roll-a-Plans, Shows and Concessions. Address: ZIMDAR GREATER SHOWS, This Week, Arkadelphia, Ark.

## American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Oct. 26.—As work has been started upon the annual report of the association to be presented at the annual meeting in the Hotel Sherman, Chicago, on December 2, we would appreciate it greatly if the membership would write giving their suggestions as to matters which they wish particularly to be included in the report and discussed during the sessions. Official notice of the meeting is being mailed to the membership and in the event that it is not received within a reasonable time we should appreciate word to that effect. A program for the meeting has been completed and will be announced soon.

From correspondence received at this office it becomes increasingly evident that lively interest is being taken in affairs of the association and that we may look forward to excellent attendance. We had a recent inquiry from Charles A. Lenn, a member of the association, with reference to new Interstate Commerce Commission regulations affecting interstate movement of carnival motorized equipment and have written the Interstate Commerce Commission for a supply of circulars covering this information. If any member shows an interest in this subject, we shall be pleased to furnish them with this data when it is received.

Considerable additional information continues to be received covering such subjects as freight rate differentials, interstate trade barriers, transportation costs, cost of electric current, and various other matters of interest to the industry. This information, always available to the membership, can be had by contacting this office.

## International Sportsmen's Show All Set for Chicago

CHICAGO, Oct. 26.—Third annual International Sportsmen's Show will be held late in the winter in the International Amphitheater, reported Director F. W. (Nick) Kahier. A variety of exhibits will depict all phases of travel and outdoor life. As part of the exposition there will be an extensive showing of auto trailers, exhibition of sports planes and sportsmen's pilot needs, display of boats of speed, sail, and cabin cruiser types, and exhibits featuring bicycles, fishing equipment of all kinds, arms, ammunition, and athletic goods generally.

Educational features will include exhibits of conservation, forestry, soil erosion and wild-life departments of many States, and representation by leading bait and flycasting, trap and skeet shooting, archery clubs, and others. Negotiations are under way for appearances daily of national and sectional champions in several sports, including log rolling, canoe titing, archery, table tennis, ski jumping, and badminton.

## O. Elks Plan Circus-Rodeo

AKRON, O., Oct. 26.—Elks' Lodge will sponsor a seven-day circus-rodeo in Goodyear Auditorium here. Show will be divided into two parts, circus acts making up the first half of the program and a rodeo the last half. Floor of the auditorium will be converted into an earthen arena for the rodeo. Proceeds will go to the Elks' Charity Fund. Two performances will be given daily. The advance ticket sale already is under way.

## Shows for Boston Rallies

BOSTON, Oct. 26.—Fireworks and vaude acts will be featured at two political rallies here on November 3 and at least three acts will double between the meetings. Since Boston Garden booked a rodeo for the week of October

28, it was not available for meetings, and it was necessary for Democrats to contract for Boston Arena, which seats about 8,000. Republicans obtained Mechanics' Building, which accommodates about 10,000.

## Shorts

VARIETY program will be presented on the final day of the three-day State Center (Ia.) Corn Show, officials reported.

CONCESSIONAIRES and several ride operators did big business at the Lexington (Mass.) Minutemen of 1940 celebration on October 23.

SOUVENIR workers were reported to have done big business at a recent celebration near Boston in connection with the opening of Quabbin Reservoir.

## DEE LANG'S FAMOUS SHOWS

CAN PLACE CONCESSIONS OF ALL KINDS

for the Famous Turkey Trot Celebration at Cuero, Texas, November 5 through November 11. Either on Carnival or Independent Midway as we have charge of both midways for all Concessions.

NO RACKET OR GRIFT WANTED

All address DEE LANG, General Manager, Cuero, Texas, October 28 through November 2; then Cuero, Texas.

## ORANGE STATE SHOWS

WANT for two outstanding Fairs, Panama City, Florida, week of Nov. 4th; Marianna, week of Nov. 11th, and others to follow. Can place Monkey Show, Meter Shows, Fun House or any other Novel Show with their own equipment. Rides—Can place Octopus, Ride-O-Silver, Streak, Whip or any other Flat Ride. Concessions—Everything open except Cookhouse and Bingo. Can use one more Free Act to tie on wire. Wire LEO BISTANY, Concessions; wire SID SMITH for Shows and Rides.

# El Reno Cole's Closing Stand

To make long jump after Nov. 5 to new quarters at Louisville—Coast biz okch

CINCINNATI, Oct. 26.—Manager Zack Terrell has set at rest the rumor from Chicago that Cole Bros. Circus would close its season at Memphis, Tenn., November 5, and that in order to do this the show would have to make several long jumps.

When the rumor was brought to Mr. Terrell's attention he wired The Billboard from Bisbee, Ariz., where the show appeared Thursday, that the 1940 season would be wound up on November 5 at El Reno, Okla., from which point a long jump will be made to the show's new winter quarters on the Kentucky State Fair grounds in Louisville, Ky.

## Closes West Coast Tour

LOS ANGELES, Oct. 26.—Cole Bros. Circus closed its tour of the West Coast at El Centro, Calif., October 21, then went into Arizona, Texas, and New Mexico. San Bernardino, Riverside, and Santa Ana gave the show very good business. Pomona was a near bloomer due to following so closely on the closing of the fair there. At San Diego real freakish weather was encountered. Saturday, October 19, the highest temperature of the year, 97 degrees, hurt the matinee somewhat. It was still hot on Sunday. However, there was a fair matinee and good night house.

Owner-Manager Zack Terrell expressed himself as being satisfied with the business done on the Coast. The fact is the show had a definite pickup at Denver and from there on a fine pickup in business was noted.

San Diego Sunday papers gave the show fine reviews. The press in general has given the show much in stories and art.

Mr. Terrell bought two zebras, a camel, and zebra from the Goebel Lion Farm. At San Diego, Charley Smith, superintendent of the San Diego Zoo, sold him a pair of leopards and a llama. It was stated that the show would be considerably enlarged for 1941. Capt. Fred Seymour left for Louisville to get things in order for quartering of the show.

## Picked Up Here and There

The Reiffenack riding act has gone over to deservedly big hands at every performance and Clarence Bruce got many chances to do an encore. The Escalante flying act also has been a pleasing feature. Otto Griebling went over as usual in a big way, and Freddie Freeman got a lot of laughs. The Arthur Borella Trio of clowns added much to the program. George Singleton succeeded Scotty Brown as boss canvasser.

Many visitors made the show the last day at San Diego. Mr. and Mrs. Harry Seber, en route from Detroit, visited Sunday. Others were Mr. and Mrs. Charley Dodson, Lewis Simms, Harry Hendricks, Lee McDonald, Mr. and Mrs. Eddie Sherman, Mr. and Mrs. Jack Griffith, Sam Bennett, Mr. and Mrs. Charles Smith, of San Diego Zoo; Steve Henry, Mr. and Mrs. Leslie Borinstein; Curtis Little, Johnnie and Marie Winters, Pedro Casava, and Manuel Peres came up from Agua Caliente.

Mrs. Jess Adkins, Mrs. Katie Luckey, Tommy and Patricia Adkins visited the San Juan Capistrano Mission at San Luis Rey, Calif., calling on Brother (See COLE'S CLOSING on page 46)

## Roberta Show Set For Cleveland Store

CANTON, O., Oct. 26.—Roberta's Circus, in quarters at the Stark County fairgrounds here, will open for five weeks at the May Company Department Store, Cleveland, November 22. The unit was set by C. A. Klein, of Klein's Attractions, for whom it played several weeks of Ohio county fairs this fall. Roberta attraction played the same store a year ago for five weeks. Daily performances of the military ponies, dogs, mule, and other acts will be offered for the kiddies in the store throughout the holidays.



ZACK TERRELL, manager of Cole Bros. Circus, snapped on the lot at Glendale, Calif., September 27. The show had good houses in Southern California.

## No Shows in England Affected by Attacks

LONDON, Eng., Sept. 28.—So far no tenting circuses here have been affected by bomb attacks while on the road, the one show on the last but one night of its tour underwent the worrying experience of an explosive being dropped in the adjoining meadow.

Winter quarters of one of the oldest circuses on the road have had a rough time. At least three enemy planes have been shot down into the grounds, and on one recent night no fewer than 30 incendiary and two high explosive bombs fell. The show being on the road, very few animals were on the farm and the only casualty recorded was a wild rabbit. Thanks to prompt action by resident personnel and local fire services damage to property was restricted. While on advance work a member of the family owning this circus was machine-gunned in his car by an enemy airman. He escaped unhurt.

## Sanger Show Ends Run

The Lord John Sanger Circus wound up the 1940 tenting run on September 28; visitors to the final shows including (See Shows Not Attacked on page 57)

## Clyde Shaeffer, Chairman

DOVER, O., Oct. 28.—Clyde Shaeffer, of The Dover Reporter, will be chairman of the first of a series of social sessions of the Charles Slegrist Showmen's Club, to be held at Hotel Dover here November 3. Assisting Shaeffer will be Ed Dean, manager of the hotel, and Herbert McKeever. The Slegrist club has 25 members in the Dover district, and members will come from Cleveland, Akron, Canton, Alliance, Salem, Youngstown, Massillon, Wooster, and other cities in Northeastern Ohio.

## Hearing on Federal Gov't Suit Of Ringling Estate on Dec. 2

SARASOTA, Fla., Oct. 26.—A hearing on the federal government's suit seeking ouster of the executors of the John Ringling estate will be resumed before Circuit Judge George W. Whitehurst here December 2.

Judge Whitehurst granted a motion for continuance brought by defense attorneys so that John Ringling North, one of the executors, could be here to testify. North, president of the Ringling Bros. and Barnum & Bailey Circus, will return here with the show November 18.

Earlier, Judge Whitehurst had denied a defense motion to dismiss suit and refer the matter back to Probate Court. Defense counsel contended Probate Court has sole jurisdiction over the administration of estates in Florida.

"It'll be better able to tell whether the Circuit Court should accept supervision of this estate after I have heard the testimony," Judge Whitehurst declared in denying the motion.

The court signed an order restraining the other executor, Mrs. Ida Ringling North, from pledging collateral she holds

## Klein Unit Ends 12-Week Season

NEW WATERFORD, O., Oct. 26.—Klein's Circus unit, under direction of C. A. Klein here, concluded its county fair season recently at Carrollton, O. Unit was out 12 weeks, during which time all or part of it was contracted for more than 40 Western Pennsylvania and Eastern Ohio fairs and celebrations. L. Claude Myers' eight-piece band, which accompanied the unit, joined at the first fair date, Mount Vernon, O., and remained with the unit until it closed at Carrollton.

Klein informed The Billboard representative that the unit was received warmly at every fair and celebration and that in many instances sponsors were so well pleased with the grandstand response that his attractions have been contracted to repeat at several spots next year. Circus unit alternated at most of the fairs with Klein's Rhythm Revue of 1940, a 30-piece unit, which included Jimmy Harrison's swing band, an eight-girl line, several circus and novelty acts, with Mrs. Margaret Klein in charge and Jack Klein as emcee.

Personnel of the circus unit included Roberta's circus company, Banard's circus unit, Conner troupe, wire, balancing, and footbalde; Silvers Johnson, producing clown and his Comedy Austin; Barney and Jimmy Arnesen, comedy acrobats and clowns; Hal and Grace Crider, comedy gymnasts; Paige and Jewett, acrobats; Ketch Brothers, horizontal bars; Lillian Strook, aerialist; Capt. Billy Sells and his lions. Flying Valentines were with the unit the last two weeks of the season, Klein reported.

## Tom Mix

By ZACK TERRELL

News of the death of Tom Mix came as a distinct shock to Mrs. Terrell and myself in answering his Maker's call. The country has lost one of the most beloved and colorful Western characters that ever appeared before the public. During his career with the white tops he was ever the "true trouper." His engagement with the Sells-Floto Circus was without doubt the most successful enjoyed by any cowboy star, and since that time there has existed between us a bond of friendship which time has unbroken.

On July 8 Tom visited Mrs. Terrell and myself, spending the day on the lot at Steubenville, O., and before leaving that evening was our guest at dinner, and negotiations were about completed as to his being the featured star with the Cole Bros. Circus for the 1941 season.

The circus world has lost a great showman, we have lost a tried and true friend.

## Another Mix Tribute

HAZLETON, Pa., Oct. 26.—A fitting tribute to Tom Mix was paid editorially by The Hazleton Standard Sentinel. It read:

"With the exception of Bill Hart, no other actor in the old silent 'Westerns' (See TOM MIX on page 57)

## H-M Has Biggest Opening in Seven Years in Toronto

TORONTO, Oct. 26.—The Hamid-Morton Circus opened here Monday to the largest crowd in more than seven years of its experience in Toronto. More than 4,000 were turned away Monday afternoon.

The Shriners (Rameses Shrine Temple) have donated their entire profits to the Minister of National Defense of Canada. George Hamid and Bob Morton are also donating 50 per cent of their receipts to the Minister and they are buying war bonds from the Canadian Government with the remainder of the money, which is a marvellous gesture on the part of the Americans.

## Sellout for RB At Chattanooga

CHATTANOOGA, Tenn., Oct. 26.—After skipping this city last year, the Ringling-Barnum circus was welcomed October 18, when two big crowds turned out for the performances here.

The big top was more than an hour late going up for the afternoon performance, but the matinee crowd didn't seem to mind and got a kick out of watching the laborers heave on the ropes.

The afternoon crowd comfortably filled the big top, while the evening performance was a sellout, as it always the case with the Big One here.

The streamlined performance made a big hit with local circus lovers and many were heard to say that it was "the best circus I've seen yet." Both the showmanship and smoothness of the performance, as well as the excellence of the acts, received many words of praise.

Alfred Court and his wild animal act especially got a big hand, and there was much favorable comment on the lighting effects used in the act as well as in other parts of the program.

Press Agent Frank Braden did a good job of getting the word around and got some good newspaper publicity, including an editorial in The Chattanooga Times.

The circus has had a big week thru the Deep South. Braden said, with Birmingham especially giving a capacity turnout. Show has played New Orleans, Mobile, Columbus, Ga.; Birmingham, and Chattanooga during the week, and each city has greeted it with unusually large crowds, it was stated.

## Good Houses at Knoxville

KNOXVILLE, Tenn., Oct. 26.—Capacity at night and an excellent afternoon crowd helped the Ringling-Barnum circus along here last Saturday toward what Publicity Agent Frank Braden believes may be the "best season since 1929." The show had ideal weather for its first showing here in two years and had good page-one notices in both newspapers on day of the show. Knoxville is a football-hysterical town and score of the Tennessee-Alabama game was announced over loud-speakers several times during matinee.

Marcel Forgeur, trapeze performer, stayed at St. Mary's Hospital here for kidney-stone treatment after the show left. His wife, injured in a fall at Birmingham, remained with him. Condition of both was reported good.

## Cole Opening Good In Penn Yan, N. Y.

PENN YAN, N. Y., Oct. 26.—More than 2,000 persons saw the two performances of the James M. Cole Indoor Circus at its opening here Monday in the Junior High School. Show was sponsored by the Student Athletic Association and was the greatest entertainment ever enjoyed, according to Clayton E. Rose, superintendent of schools.

Buck Steels and his military horses made a big hit, with Steels giving three Penn Yan boys a chance to ride barback around the ring before the crowd. The Four Arleys and Miacahua also drew heavy applause. Boy and girl musicians from the Penn Yan Academy Band, under direction of Michael Guy, furnished the music.

WALTER L. MAIN was recently a guest speaker at a Rotary Club meeting in Geneva, O.







# Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

## New York Rollerland Opens

NEW YORK, Oct. 28.—The 65th Street Rollerland, occupying the entire lower floor of 84, Nicholas Palace, opened on October 18 under management of Edward R. Redmond with some of the Broadway mob on hand. Redmond claims the rink was built at a cost of \$40,000. Policy calls for men and women instructors, daily matinees, and midnight jamborees on Saturdays. An electric organ is used. Paul Benson is press representative.

AGOGA Roller Rink, Evansville, Ind., is operating each afternoon and six nights weekly, reported Carroll Green, proprietor. The 82-by-120-foot floor has been resurfaced and equipment includes an electric organ. On the staff are Glee Green, cashier; Woody Chapman, floor manager; Earl Kennedy, skate room; Eddie Reysse, organist, and Jack Rager, refreshments. Rink is the home of a roller hockey team which is sponsored by a commercial firm. The team won 27 of 33 games last year. Crescent City Skate Club, with 250 members, makes the rink its headquarters. Club officers are Chet Attwood, president; Fred Carrico, vice-president, and Loretta Kuester, secretary.

AFTER five successful months under canvas, Marcus L. Green's Shallmar Roller Rink has moved into a 50-by-150-foot building in Huntsville, Ala., for the winter, reported Major Shackelford, floor manager, and Russell Smith, assistant floor manager. It is planned to resume outdoor operations in the spring.

BROOKLYN Roller Rink opened its fall season recently as a member of the Roller Skating Rink Operators' Association of the United States and with an improved interior, the management reports. Claire Miller, former professional at Radio City Rink, New York, has been engaged. She recently returned from the ISROA professional school at Detroit and has passed the United States bronze figure skating test and United States professional bronze and silver dance tests. Miss Miller was featured in the July 8 issue of Life modeling skating dresses.

GORDON WOOLLEY, operator of Woolley's Roller Rink, Salt Lake City, and Mace Obert recently returned from Detroit, where they attended the professional school sponsored by the Roller Skating Rink Operators' Association of the United States. They passed the first dance test and are now instructing patrons in bronze medal dances. Manager Woolley is booking numerous private parties after regular sessions.

ANNUAL prize Halloween masquerade party at Baumgart Sisters' Sunset Park Roller Rink, Williamsport, Pa., was slated for October 28.

PLAYLAND Roller Rink, South Bend, Ind., has been redecorated, reported Proprietor Al Wish. More neon fixtures have been installed and the color harmony has been changed, seats and railings being painted silver and the remainder of the rink being done in two-tone blue. Eddie Robbins, of the Robbins Trio, is beginning his fourth year as manager. About 200 new members have been enrolled in the Children's Safety Club, bringing membership to about 8,400. The Travelers' Club has resumed meetings and plans to stage a party soon. Profit will be used to finance trips to other rinks. Playland Roller Club is also enrolling new members. Halloween prize parties will be held on October 30 and 31.

NILES AND JOANNE, billed as Society Skaters, open an indefinite engagement at Red Hill Inn, Pennsauken, N. J.

EDITH ROBINSON has been engaged as organist at Trenton (N. J.) Skateland.

PALACE Roller Rink, Camden, N. J., is inaugurating a series of Friday midnight sessions at reduced admissions.

PARAMUS (N. J.) Roller Rink will be the scene of a midnight skating carnival staged by Victory Skating Club on December 7, reported club president Jack Madrigan. Program includes exhibitions of spinning and dance steps, waltz contest, and club attendance awards.

PLAZA Roller Rink, Wildwood, N. J., drew one of the largest crowds in history at its recent fall opening. It will operate three nights weekly and on Sunday afternoons. Dan Whitdin and his son, Danny, managers, have resurfaced the floor and installed an organ. Doris Wetsell has been added as an instructor, assisting John Hewett and his sister, Dorothy. On opening night Margie Miller, Philadelphia skater, gave an exhibition of fancy skating. Norma Neal, cashier, was married recently in Virginia.

IRVING JACOBS, operator of Mammoth Garden Roller Rink, Denver, reported excellent attendance at special Sunday morning figure-skating sessions. Many ice-skating enthusiasts are taking advantage of them to keep in trim. Four organ programs weekly are broadcast after sessions over K.L.Z. John Mason,

professional, has introduced a new dance step, Mammoth Swing, which he and an instructor demonstrate nightly. Halloween party is to be staged on October 31. Prizes will be awarded novel costumes.

HALLOWEEN party will be held at Rialto Roller Rink, Springfield, Mass., on October 31. Prizes will be given for the most original and humorous costumes. Advance sale of tickets is good, assuring Manager Leo Doyle of a large crowd. He reported that Monday nights are being taken by school groups.

REGISTRATIONS for adult dance classes and membership in the Fred H. Freeman Figure Skating Club at Winter Garden Rollerway, Boston, have been exceptionally large. Over 170 have registered for the Monday night novice dance class, making it necessary to close membership rolls for at least two weeks in order to prepare them for promotion to the Thursday night class. Classes are also held for women on Thursday afternoons

(See RINKS on page 45)

## SMASHING 3rd TEMPO RELEASE NOW READY

Our biggest release, costing over three times as much to produce—all the snappiest, "skatingest" numbers that are tops in The Billboard, Variety, Radio Digests and Hit Parade listings, right at the peak of their popularity. Old favorites? Yes, sir, the answer to hundreds of skating rink operators' requests.

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- TR 728 "Maybe" "Orchids for Remembrance"
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Lloyd Sullivan at the Hammond, with Herb Kern at the Novachord and the Solevox

- TR 734 "Crescent Moon" "There I Go"
- TR 736 "Star Dust" "Onah"

15-Piece Tempo Waltz Ensemble

- TR 738 "Love at Last" "Love's Dream After the Ball"

50-Piece Tempo Military Band (FREE)

- TR 740 "The Whistler and His Dog" "March of the American Legionnaires"

12—3 minute tunes—plus 2 FREE—total 14—all for \$6.00 sent C.O.D. Absolute money-back guarantee of satisfaction. Here's a proposition: you buy 'em—listen to them—and if you can do without them, ship 'em back within a week; we'll return your \$6.00 plus \$1.00 for your time and trouble. We lay 7 to 6 you'll keep 'em. Order NOW. We'll ship 'em C.O.D., plus postage—parcel post or express.

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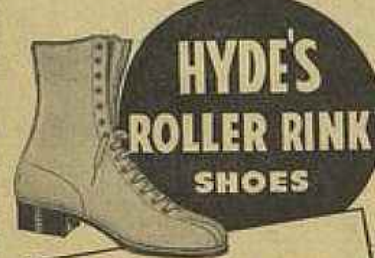
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Cleanses linoleum, provides a strong grip with less cost per year and lower maintenance cost. \$4.00 per gal., \$3.75 per gal. in 5 gal. containers. 4 gal. special container size \$13.95. Turner, P. O. B. Everett, 25% with order, balance C. O. D.

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# DALLAS GATE IS TOP

**Pull Is Better  
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## Goes 1,116,447 For Best Count

Three other records are chalked—audit is expected to show healthy profit

DALLAS, Oct. 26.—The 62d annual State Fair of Texas here on October 5-20 had an all-time record attendance of 1,116,447, 79,739 ahead of last year's record up to that time of 1,036,708. Three other records were made. First day's attendance of 111,310 was the largest opening-day crowd in the fair's history. On the same day, when 33,000 paid \$65,000 to see the Texas University-Oklahoma U. football game, another top mark for football attendance was established at the fair's football stadium. Largest single-day attendance came on October 11, Children's Day, with 218,395.

Attendance by days: Saturday, October 5, 111,310; Sunday, 23,735; Monday, 12,547; Tuesday, 52,717; Wednesday, 24,691; Thursday, 15,512; Friday, 215,395; Saturday, 129,037; Sunday, October 13, 188,387; Monday, 89,648; Tuesday, 23,010; Wednesday, 23,641; Thursday, 26,263; Friday, 82,172; Saturday, 72,485; Sunday, 75,139; total, 1,116,447.

Officials were well pleased with the record attendance and almost perfect weather that prevailed. Rain at noon on (See DALLAS GATE TOPS on page 54)



**SOME LUMINARIES OF OUTDOOR SHOWDOM** who appear to be having a terrific time at the second annual Southern States Fair, Charlotte, N. C., October 15-19. Watching the acts in front of the grandstand are: Front row, left to right, J. Harrell Fovell, secretary of the fair and manager of Lucky Teter and His Hell Drivers; George A. Hamid, producer of the grandstand show and stockholder in the fair; Ralph A. Hankinson, auto-race director; back row, left to right, Lucky Teter, thrill driver; Dr. J. S. Darton, manager of the fair and also manager of North Carolina State Fair, Raleigh, and Cleveland County Fair, Shelby, N. C.; Dr. T. N. Spencer, fair official, and Max Linderman, general manager of the World of Mirth Shows, which were on the midway.

SPRINGFIELD, Mass., Oct. 26.—Attendance at 128 fairs in the State this year aggregated 800,000 more than attended these fairs 20 years ago when the small fair was considered more in its prime and only slightly less than the number who visited fairs in the boom days before 1920. These are statements of Alfred W. Lombard, Boston, assistant State director of the Division of Plant Pest Control and Fairs and also secretary of Massachusetts Agricultural Fairs Association, who in an official capacity has watched over fairs in this Commonwealth for the last 22 years.

There are fewer "major" fairs than 20 years ago, but an increased number of Grange fairs and poultry and rabbit shows, most of which operate on one or two days. Ability of the fair as an institution to survive is impressive evidence of its service and the hold that it has on people. There have been changes, he points out. The present-day fair covers a wider field than formerly. There is more emphasis on boys and girls' work on exhibits by 4-H Clubs and vocational and extension groups. Farm machinery and industrial exhibits, household gadgets, women's activities, and entertainment features are in greater variety than formerly. There are fewer fairs but they are better, he declares.

### Attractions Are Changed

Despite its changes in response to interests and methods, the fair remains definitely recognizable—the more it (See MASS. PULL BETTER on page 55)

## Attractions Aid Spending in Big Draw at Mobile

MOBILE, Ala., Oct. 26.—Greater Mobile Gulf Coast Fair here on October 14-20 broke records for attendance, money spending and good weather. Estimated attendance of 194,000 was based upon the number of persons carried by bus lines, those who entered the six parking lots adjacent to grounds, and those carried by taxi companies.

Opening-day crowd of 30,000 was pulled by the appearance of Ringling Bros. and Barnum & Bailey Circus and Royal American Shows on the grounds. Fair officials and management of the RAS had been skeptical about midway business on opening day because of the circus, but instead of injuring business the fair had the banner opening day of its history.

A large part of the circus matinee crowd was still on the grounds while the night circus performance was in progress. Midway crowds began to thin about 10 p.m. and at 10:30 Raynell's Women Show, Royal Ice Palace Revue, and Monkey Town darkened their fronts. (See Mobile Record Draw on page 54)

### Navy Vetoes Halifax Plant

HALIFAX, N. S., Oct. 26.—It appears likely that Nova Scotia Exhibition plant will not be expropriated or purchased by the Dominion government after all. The Department of Defense had provisionally taken over buildings for naval training purposes, but it is now believed the plant is unsuitable, and new buildings will be erected on the city-owned North Commons. A. S. MacMillan, premier of Nova Scotia, who was called to Ottawa for a conference with government members on the question, returned to Halifax and said that indications pointed to the government not going thru with its announced intention of buying the fair property.

### Ohio State Loss Is Offset

COLUMBUS, O., Oct. 26.—Bad weather, which held down 1940 Ohio State Fair attendance, was blamed by Manager Win H. Kinman for a \$10,563 operating loss estimated by State Examiner Paul E. O'Brien, who reported receipts of \$197,767 and estimated expenditures of \$208,330. State Agricultural Director John T. Brown said the loss would be offset by profits from the 1939 fair.

## Class B in Canada Votes '41 Operation

SASKATOON, Sask., Oct. 26.—At the semi-annual meeting of Western Canada Fairs Association (Class B Circuit) at the Beasborough Hotel here on October 18 it was unanimously decided to carry on in 1941, reported Secretary Keith Stewart, Portage La Prairie, Man.

President Gordon M. Cook, Lloydminster, Sask., presided over the meeting, attended by delegates from every member fair. Camrose, Alta., was granted leave from the circuit for a year because of government appropriation of its plant for military purposes, and Moose Jaw Sask., re-entered the association after a two-year lapse.

Sid W. Johns, manager of Saskatoon Exhibition, visited and expressed pleasure over successful operation of all fairs in 1940 and to learn that operations would be continued in 1941.

JANESVILLE, Wis.—L. A. Markham was re-elected president of Rock County Fair and Livestock Association. Others named were Tom Hamilton, vice-president; J. W. Wiseman, treasurer, and R. T. Giassco, secretary.

## Charlotte's SSF, With 230,000, Soars at Gates and Grandstand

CHARLOTTE, N. C., Oct. 26.—Second annual Southern States Fair here on October 15-19 had estimated attendance of 230,000. It opened in fair and warm weather with attendance of 42,000. Wednesday, School and Lucky Teter Day, pulled 48,000, despite rain. Thursday, damp and cold, with no special attractions, drew 30,000. Friday, fair and pleasant, had 60,000, with Lucky Teter in a repeat appearance. Some 50,000 braved threatening and chilly weather on Saturday for AAA auto races and closing events. Initial total attendance last year was estimated at 215,000.

Exhibits taxed space to capacity, altho one new exhibit building had been erected since last year. Farm, home, community, and commercial exhibits were housed under the grandstand, and three buildings housed cattle, swine, and poultry. Poultry display drew 1,500 birds from Georgia to New York, and dairy

## Macon Ups Gate Take With Curb Used on Passes

MACON, Ga., Oct. 26.—An increase of 30 per cent in gate receipts was reported for the 83d Annual Georgia State Fair and Exposition here on October 14-19. It was the first fair held since control of the association was acquired by Macon Chamber of Commerce and was declared to have been an outstanding success.

Attendance of about 110,000 was not far above the past, but the payments at the gate shot upward by several thousand dollars. Chamber of Commerce practically eliminated passes, which formerly ran as high as 15,000, and for the first time a service charge of 15 cents was made on the few hundred issued. The increase was shown in the face of a jump of 15 cents in admission charge for adults. Formerly it has been 25 cents at night and 35 cents in daylight hours. This year the night charge was upped to 40 cents, including tax.

President W. J. Juhau was on the (See MACON CUTS PASSES on page 55)

cattle and swine exhibits drew from all Southeastern States.

Grandstand attendance was estimated at 51,000 and receipts at nearly \$30,000. Gate admission was 50 cents; grandstand, 50 cents; reserves, 75 cents. This bettered 1939 business by about 10,000 patrons. Echoes of Broadway, revue, was presented by George A. Hamid, who booked all the free acts. Leo Barton Evans was emcee and manager for Hamid. Acts included the Royettes (20); Captain Tieber's Seals (first night only); Light, Lowe, and Stanley; Mattie Orier, contortionist; Victoria Troupe, cyrils; Torrence and Victoria, aerialists; Doris Reed, formerly of Hippodrome Opera Company; Ray Kohoe and Marimba Queens; Clyde and Harriet Beatty, wild animal act; and George Ventry and Stetson Band. Fireworks were presented by Ohio Fireworks Display Company.

In AAA auto races presented by Ralph (See CHARLOTTE SOARS on opp. page)

## Early La. State Figures Indicate High Biz Marks

SHREVEPORT, La., Oct. 26.—Opening business in favorable weather at the 35th annual State Fair of Louisiana here, October 19-28, indicated that records will be made in attendance and receipts. First day's attendance was 28,672, compared with 22,318 on the 1939 opening day. Second day drew 33,860, compared with 31,972 in 1939.

Each year the first day is Press Day and Future Farmers of America and Homemakers' Day. Several hundred newspaper people were present from throughout Louisiana and parts of East Texas and South Arkansas. Dolph Frantz, Shreveport editor, was chairman. Several thousand Future Farmers and Homemakers attended.

Grandstand receipts on the first two nights have not been announced as yet. Last year on opening night grandstand receipts were \$3,007 and on the second night \$3,335.50. Attendance on the first two nights of 1940 apparently exceeded (See LA. STATE OPENER on page 53)

### No. Central Ia. Loop Formed

SPENCER, Ia., Oct. 26.—C. B. Hansen, secretary of South Dakota State Fair, Huron, was elected president of North Central Fair Circuit, organized at a recent meeting here. Circuit is for fairs with six-day attendance of 100,000 to 150,000. J. H. Peterson, secretary of Clay County Fair here, was elected association secretary. Other annuals represented were All-Iowa Fair, Cedar Rapids; Freeborn County Fair, Albert Lea, Minn.; and Sioux Empire Fair, Sioux Falls, S. D. There is a possibility that at least two more fairs will be asked to join.

PHILADELPHIA.—Pennsylvania's World's Fair Commission will have some cash left over after its two years' participation in the New York World's Fair, said a member of the commission. It was given \$387,500 by the Legislature and about \$77,722 by private donors and was advanced \$75,000 by Allegheny County and Pittsburgh for purchase of materials. It spent about \$435,448. Some contributions will be returned, said Roger W. Rowland, State secretary of property and supplies, who was authorized to dismantle the exhibit, a replica of Independence Hall.



# SEASON MAKES SOME GAINS

## President Gurtler of NAAPPB Reviews Activities of Industry

Despite many handicaps, substantial strides are seen and big years ahead are predicted—members urged to attend annual convention and trade show in Chicago

CHICAGO, Oct. 29.—President Arnold B. Gurtler, Elitch Gardens, Denver, has mailed a letter to members of the National Association of Amusement Parks, Pools, and Beaches, reviewing activities of the organization for the current year and urging the membership to turn out en masse at the 22d annual convention and trade show to be held in the Hotel LaSalle here on December 2-6. Secretary A. R. Hodge said from his offices here that never in the association's history had practically all available space been sold so early and indicated on his chart that there were not more than a half dozen spaces still available. All old-timers will exhibit, he said, and there will be many new faces.

Secretary Hodge also reported that work of the program committee, headed by Edward L. Schott, Conroy Island, Cincinnati, with Paul H. Huedepohl, Jantzen Beach Park, Portland, Ore., heading the special pool program committee, is practically completed. Personnel is: Program committee, Edward L. Schott, chairman; John L. Coleman, vice-chairman; A. B. Hodge, Paul H. Huedepohl, Theo M. Toll; beach and pool program committee, Paul H. Huedepohl, chairman; Arthur E. French, vice-chairman; Harry A. Ackley, Bert Nevins, Vernon D. Platt, Leonard B. Schloss; Chauncey A. Hyatt, adviser.

### Defeatist Claims Hit

The secretary's office notified all members to make room reservations early because a large attendance is anticipated. Invitations will be mailed to all members of the industry, as well as to all fair secretaries and carnival operators. "It is hoped that everyone will avail himself of this opportunity to see what is latest and best in the way of equipment and devices and to learn what is latest and most successful in operating methods, promotions, publicity, and other vital subjects," said Secretary Hodge. "Carnival and fair men will be the guests of the NAAPPB and AREA in the exhibition halls, and special emphasis is being laid on the fact that there is no registration fee for anyone. Anyone not receiving an invitation is urged to write or wire Secretary A. R. Hodge, 201 North Wells Building, Chicago, who will also be glad to forward particulars."

President Gurtler's letter, in part, follows: "Another season has passed and, considering all things, I guess most operators are glad that it is over and that we have all emerged intact. Most parts of the country show bad weather conditions almost without precedent. Added to this has been the feelings of discouragement and despair which always accompany war and fear of more war, and to cap the climax is the usual uncertainty always produced by Presidential election year.

"I have spent a lot of time glancing thru the statistical reports supplied me weekly by our secretary's office, and I am most gratified to note what marvelous results have been obtained almost universally in spite of these numerous handicaps encountered. A number of parks, I am pleased to report, have actually shown substantial gains over 1939.

"For years I have heard the defeatist claim that the amusement business is on its 'last legs.' I personally have never had anything but the greatest optimism over the future of our industry and I feel that the fellow who is skeptical about our future is generally the fellow who has not done much to earn success. Nobody can stand on the side lines and do nothing to improve his park or pool and expect to increase or even maintain his former business.

### Tax Problem Present

"I have noticed, too, that the most successful operators in the country are the fellows who are consistent attendants at our annual conventions, where they keep posted on the latest developments in methods of operation, promotion, advertising, and, thru our marvelous trade show, see what is latest and best in devices and equipment.

"The next few years are going to be big years, perhaps, largely because of

the vast expenditures which are to be made in the government's preparedness program. We must all prepare for a bigger business. Our association stands prepared to guide us and help us if we will but participate in its activities. We know not what lies ahead of us in the way of taxes. Personally, I do not believe in the fanfare method of publicizing the work of legislative committees. Suffice it to say, our organization, thru the legislative committee, the secretary's office, and over 100 individual members, did magnificent work in connection with the recent amusement tax legislation.

### Service of Organization

"It seems to me that this would be an appropriate time for us to make an inventory of what our great organization really does for us, as it is so easy to forget. In a few short weeks the most outstanding yearly event of our association will again be held. This is our convention and trade show. This year we will gather at the Hotel LaSalle in Chicago, December 2-6. I was delighted when I examined the convention facilities of the LaSalle, and I am sure that the forthcoming meeting is going to be one of the finest in our history from a standpoint of comfort and convenience. Space at the annual trade show is already largely booked, and the program promises to be one of the most brilliant in our history.

"As in the past, your committees have sincerely devoted much time to the tasks assigned to them. Their reports given at the annual meeting are always looked forward to. In many cases what they bring to us represents many hours of research on their part and is accumulated for an index of our business needs or accomplishments.

"The work of your public liability insurance committee continues to be outstanding and each year finds a larger group of satisfied policyholders who have taken advantage of the public liability insurance plan sponsored by the association. Participation in the plan enables policyholders to benefit in various ways. The inauguration and operation of this plan of providing public liability

(See GAINS ON SEASON on opp. page)



THEY ARE HELPING TO SET THE STAGE for the 22d annual meeting of the National Association of Amusement Parks, Pools, and Beaches and trade show of the NAAPPB and American Recreational Equipment Association in the Hotel LaSalle, Chicago, on December 2-6. NAAPPB president Arnold B. Gurtler (left), general manager of Elitch Gardens, Denver, has issued to members a review of the season and accomplishments of the association. Arthur E. French (right), of Joseph P. Day enterprises, New York, is vice-chairman of the beach and pool program committee, headed by Paul H. Huedepohl, general manager of Jantzen Beach Park, Portland, Ore., and which is devising a schedule of topics for consideration of the aquatic division.

## AC Interests To Discuss \$250,000 Publicity Set-Up

ATLANTIC CITY, Oct. 29.—A luncheon meeting was held last week at the Hotel Traymore, attended by Mayor Thomas D. Taggart Jr., 50 representatives of local amusement and business interests, and members of the Hamilton Wright organization, a New York publicity firm, for the purpose of acquainting local interests with the publicity methods used in putting across the city of Miami, a contract handled by Hamilton Wright Jr. for the past 11 years.

It was brought out that the Florida resort spends huge sums for publicity during its six-month season, but it gets back \$5 for every dollar it spends. It was suggested that \$250,000 would not be too much money for Atlantic City to spend on publicity.

No decision as to the awarding of contracts or appropriation of money was made. However, it was agreed that if and when a publicity plum of \$250,000 is provided for an outside firm, those engaged now in handling the city's publicity would not be crowded out, rather to be absorbed instead of eliminated in any new set-up. It is expected that Mayor Taggart will call an open meeting of all local interests before making any decision.

WILDWOOD, N. J.—Firemen last week halted a Boardwalk fire that threatened to cause serious damage. Blaze was confined to the east portion near Hinta's Plaza Roller Rink and only about 100 feet of the walk was destroyed.

## AC Facing Prospect Of Entering Pier Bis

ATLANTIC CITY, Oct. 29.—It may be up to city officials to operate one of the resort's amusement piers, Harry Jones, city tax collector, who was appointed receiver for Garden Pier when the city took it over for delinquent taxes late in summer, was back in his office this week after a trip pondering the question, "What does a resort do when it has a pier on its hands? We've never had anything quite that big before," he said.

With a delinquent tax figure of about \$80,000, the city assumed receivership of the pier on September 3. Original tax law provided that only in cases where there had been an income could the city assume receivership. But this was amended to provide that "if the tax collector could create an income" the city could take over the property.

"We do not look for any income between now and next spring," explained Jones, who is now charged with operation of the pier. "All leases were made in April and May. Last season there were nine tenants in the front, the ballroom was rented for wrestling matches, and there were a number of productions in the theater. We expect to get tenants again." City will provide a couple of employees to watch the premises.

## Pa. Spot Purchase Talked

HAZLETON, Pa., Oct. 28.—It is reported that the city of Hazleton has been considering purchasing Hazle Park as a site for a city playground. It is said Hazle Park is available for \$21,000, including buildings but not other park amusement equipment.

## Long Island

By ALFRED FRIEDMAN

Fire did \$10,000 damage to the 300-foot Sunrise Rest, Wantagh, eating and dance stop-off owned by Edward Hausenthal.

Bavarian Village, Bellmore, is in high favor with patrons because of clever managerial tastes in presenting entertainment.

Results of this year's toll collections from Bathen at Long Beach have not been up to expectations and the L. B. administration is looking to other methods to aid in underwriting summer expenses.



MEMBERS OF THE H2O CONTINGENT working on the beach and pool program for the December 2-6 annual powwow of the NAAPPB in the Hotel LaSalle, Chicago, are Leonard B. Schloss (right), chairman of the NAAPPB, and Paul H. Huedepohl (left), general manager of Jantzen Beach Park, Portland, Ore. Pool round-table discussions will again convene one and one-half hours earlier than regular program sessions.

# American Recreational Equipment Association

By R. S. UZZELL

Colonel Hopkins, who preceded Bob Hofferkamp as manager of Forest Park Highlands, St. Louis, is responsible for starting Will Rogers on his vaudeville career and ultimately to fame. The Colonel played vaudeville in his St. Louis and Louisville theaters and in Forest Park. He was in touch with vaudeville circuits and directed Will Rogers to his first engagement.

L. A. Markus Thompson, of the famed L. A. Thompson Scenic Railway Co., took Frank Darling and his brother, J. "Ding," the cartoonist, from medicine and started Frank W. on his amusement park career and Ding on the road to the world's foremost political cartoonist. We have never heard either express any regrets over the redirection of their careers.

F. T. Barnum offered his grandson, Seelye \$25,000 to change his name to Barnum so as to carry the name down thru his descendants. The offer was refused. Seelye is unknown but the name of Barnum still prevails. New York World's Fair had the character, Barnum, in American Jubilee. The picture, The Great Barnum, has played to the nation.

## W. F. Was Competition

A library in Detroit lets out tools the same as other libraries let out books. Boys who are budding mechanics are not hampered by want of tools. What a privilege this would have been to Henry Ford in his youth! Now we are on the way to produce mechanics, which the country sorely needs.

Most amusement parks are lacking in their mechanics. Many of theirills are traceable to very poor mechanics. The life of many rides and attractions could be doubled by adequate mechanical servicing. Few of the so-called engineers have had thoro training and consequently fall down in emergencies. Mechanical work is going to supersede white-collar jobs in remuneration in the very near future. The emergency training schools for toolmakers are going to help in getting boys mechanical minded again.

There is promise of more new Coasters for 1941 than in any year since 1930. There is sure to be at least one entirely new park.

At the present rate of park men visiting the New York World's Fair plant, its offering should be absorbed before the end of November. The keen competition of the fair is over for amusement parks within 100 miles or more of it. There is no blinking of the fact that the exposition did hurt. Park men were loath to admit it until we were well into the second year.

Again this year a device paid for itself in the one summer. John Tiernan put in a Laugh-in-the-Dark last spring at Savin Rock, Conn., and paid for it, building and all, from operation results of 1940. Who believes that the amusement park business is done? Fred Levere, of the same resort, saw the Futurorama, of General Motors at the New York fair and is led to believe that the amusement park will continue to exist up to 1960, at any rate.

## Chi Sellout Efforts

Our major undertaking now is our annual convention in Chicago on December 2-5. The AREA will have a dinner meeting for members only, as we have some vital problems to solve and do not want to get sidetracked with extraneous matters. The executive committee is planning a meeting at your author's office in New York to decide definitely on the salient features of our program for the Chicago meeting. We are only waiting for our president, C. V. Starkweather, to give us the date on which he can attend.

Meanwhile all hands are working for a sellout of exhibit space. Excellent progress is being made. The large room has only two or three available spaces, and over one quarter of the small room is booked. AREA is doing all it can to make this exhibit a huge success. But it is earnestly desired that each member continue to act as a committee of one to help sell the remaining available space.

ATLANTIC CITY.—Promotion of a featured softball game on New Year's Day is being considered for Convention Hall, to be between two big pro teams. Because it would be indoors, it is believed it would attract thousands from out of town. Seating in the Auditorium for a grid game is about 20,000.

# With the Zoos

LONDON, England.—A number of bombs have dropped in the Gardens here but without harm to staff or animals. All exhibits in outdoor cages when warning is sounded are shepherded into inside dens, and armed keepers maintain watch lest damage to enclosures provide a means of escape for their charges.

MADISON, Wis.—Population in Vilas Park Zoo here has been increased by birth of two lion cubs to Duchess and Prince and at least two tiger cubs to Trixie and Rajah. Latter were born about three weeks ago, but the number in the litter has not been definitely established for fear of alarming the mother.

PHILADELPHIA.—For the second time in six years, Sultan and Pawsa, lions in Philadelphia Zoo, have become parents. Discovery of birth was made by Keeper Fred Huber, and how many cubs there are will not be known until it is safe to transfer Pawsa to an adjacent cage.

PORT WORTH, Tex.—The baby elephant, purchased for Forest Park Zoo, was christened Penny at a mortgage-lifting party at Will Rogers Memorial Coliseum here on October 18. A contest was conducted by The Fort Worth Star-Telegram to find a name for the new elephant, which replaces Sugar, an older one executed early in summer after attacking a zoo attendant. R. E. Harding, local bank president, lent the zoo \$2,000 to purchase the elephant, and school children paid off the mortgage in three months.

NEW ORLEANS.—It took five hours, 10 men, assorted crowbars, sticks, firecrackers, and carrots to complete the job, but Lou, Audubon Park Zoo female Kodiak bear, has finally been settled in her new apartment next door to her future husband, Dick. Lou, a 400-pounder, made up her mind to prefer seclusion in a former coyote's cage and had to be dragged. The modern apartments are just around the corner from the old quarters.

YOUNGSTOWN, O.—Plans for a zoo, to be worked out on the moat system, are being considered by Mahoning Valley Zoological Society, said President Miller Faulk. Proposal is for a Mahoning Valley park where bison, deer, bears, wildcats, and other animals will be on exhibition. Maintenance of such animals is not expensive, Faulk said. Mahoning County Natural Resources Council has approved the plan and will work with the society.

SAN DIEGO, Calif.—Charles Smith, superintendent of San Diego Zoo, has returned from an African trip with a young reticulated giraffe; rare monkeys, including a pair of the Colubus species; two Grant zebras, and rare birds, including secretarys. Smith is slowly recovering from an illness contracted in Africa.

## GAINS ON SEASON

(Continued from opposite page)

Insurance in an outstanding carrier for the benefit of members of this association is, in my judgment, one of the greatest achievements of the organization, and, I might say, has involved much sacrifice on the part of a relatively few members who have served conscientiously on the public liability insurance committee.

## Striving for Unity

"The service of the secretary's office is available to all members at all times. Our files contain much of value to our members, and the secretary, because of his long experience in the park business, is well qualified to offer advice in many lines, and he stands ready at all times to serve each and every member in every way possible. So if you have any problems never hesitate to call upon your secretary.

"In these days of world-wide intolerance and disruption, perfect unity and harmony in an organization are of greatest importance. There are unseen forces at work which would undermine our democratic system and, thru intolerance and criticism, would penetrate even such organizations as our own. The way to strength, vigor, and achievement is unity and harmony, plus a determination to work together for our common good.

"During the past year I have been in constant touch with our secretary's office and a number of committees. I have been in contact with many operators and I have heard of the many les-

sons learned by them thru group co-operation—lessons that are being put profitably to use. Only thru banding together can any of us obtain the greatest good and the best results, especially in these times of stress. Results obtained in the field of insurance, legislation, and in other ways give ample proof of the value of co-operation.

"I am glad to report that the 'association spirit' continues to grow and I am sure will reach a new high at our next convention, which, I am told, will be attended by all who have been at the last few conventions and many who have not been with us previously."

## RINKS

(Continued from page 41)

and membership in the daily high school class is growing rapidly. In addition to Winter Garden, the Fred H. Freeman-operated Chez Vous Rollerway, Dorchester, Mass., and Lyonshurst Rollerway, Marlboro, Mass., will stage Halloween parties on October 31. Favors will be distributed.

RINKS in Chicago are operating to good business, reports Bill Henning, skateroom manager in Armory Roller Rink, who is working in Riverview Park until Armory Rink, which remained closed because of the defense program, reopens. Armory skates have been repaired and the floor will be resurfaced for the opening, expected to take place early in 1941. On January 20 the Odd-timers' Club will stage an anniversary party in Riverview Rink. Prizes will be awarded winners of races and waltz and graceful skating contests.

SINCE reopening on September 16 Academy Roller Rink, Plainfield, N. J., has been drawing good crowds, and with colder weather on the way a material increase is expected, reported Floor Manager Clarence W. Timman. Rink operates nightly, with Mondays and Saturdays reserved for parties, and but for a few open dates, bookings run to June 1.

when the regular season closes. Rink has an 85-by-175-foot floor, with a large lounge and lobby leading to the floor. Five dance numbers are featured nightly. Six clubs make the rink their headquarters. Staff includes Al Huff, Mike Shidrick, and Frank Fedele, guards; Bob Tappen, skateroom; Virginia Fedele and Dorothy Witke, checkrooms, and Ma Hatgroves, refreshment stand. Frank Fedele and two girl partners won contest staged by Pic with their spinning act. They appeared at the New York World's Fair for two weeks for Michael Todd and are now booked for night clubs and theaters.

JOHN KUCHINSKY, operator of Lake-side Park Roller Rink, Barnesville, Pa., has taken over Dado's Hall, Shepppton, Pa., for skating sessions on Monday, Wednesday, and Friday nights and Sunday afternoons.

W. H. FAIRCHILD has made improvements on Pond Creek (Pa.) Roller Rink and reopened it.

DESPITE warm weather, business has been excellent at Bay Ridge Roller Rink, Brooklyn, reported Manager Art Launay. Rinks in the area, including Bay Ridge, all member of the Roller Skating Rink Operators' Association of the United States, will begin a series of weekly bronze medal dance contests on November 7. Eliminations will be held in seven rinks, one contest to each. Cities entered are Hillside (L. I.) Rink; Ry-Way Arena, Union, N. J.; Paterson (N. J.) Rink; White Plains (N. Y.) Rink; Sunny-side Rink, Queens, and Wal-Gliff Roller-drome, Elmont, L. I. Manager Launay reported that a prize Halloween party will be held at Bay Ridge Rink on October 30 and that he plans to organize a race class soon. Miss Terry Pulvermiller and Jerry Griffin, instructors, attended the recent RSROA pro school in Detroit and have organized classes in figure skating. In the October 18 edition of The Brooklyn Specifier the rink was the subject of John (Buster) Schneider's The Round Tower column.



# SALE!

Limited Number of RECONDITIONED

## PED-L-CRAFT

If you have water, make money on it with PED-L-CRAFT—the top money-making ride at the N. Y. World's Fair, Jones Beach, Asbury Park, and other leading parks. All boats in first class shape. Ready to use. Buy NOW and save!

**WRITE—WIRE—for details**

**PEDAL BOAT CO. OF AMERICA, Inc.**  
51 East 42d St. New York, N. Y.

**BUY NOW!**  
IMMEDIATE DELIVERY  
or  
**WILL STORE FOR NEXT SEASON**

### IT'S

## Lusse Auto-Skooters AGAIN THIS SEASON

AUTO-SKOOTERS get the crowds, and you get the CASH when you operate them.

**LUSSE BROS., INC.** 2809 N. Fairhill St. Philadelphia, Pa.

**AT PARKS, FAIRS AND ON CARNIVALS**

Write today for complete information without obligation.

**LUSSE BROS., LTD.**  
Sardinia House  
62 Lincoln's Inn Fields  
London, W. O. 2, England

## WORLD'S FAIR RIDES FOR SALE

Equipment in Successful Operation at New York World's Fair

**Skyride \$2,500—30-Car Midget Auto Race \$7,500**  
**14-Car Snapper (Cuddle-Up) \$7,500**  
**Laff-in-the-Dark (Fun House) 12 Cars, 30 Stunts, etc. \$4,000 Complete**

ALL PRICES AS IS AND WHERE IS AT N. Y. WORLD'S FAIR  
When Reporting Mentions The Billboard, All Rides Are Complete  
Apply: R. E. GVIATZ, Coaster Office, N. Y. World's Fair, HARRY BLOOM, 105 East 42nd St., N. Y. CITY. NORMAN S. ALEXANDER, Woodside Park, Philadelphia, Pa.



CLASSIFIED RATE

10c a Word

Minimum \$2 Cash With Copy
Forms Close in Cincinnati
Thursday for Following
Week's Issue

NOTICE

Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads...

AGENTS AND DISTRIBUTORS WANTED

A SWELL GADGET THAT ALL THE LADIES want—Tasty Waffle Irons sell quick at 39c with 200% profit...

AGENTS MAKE BIG MONEY SELLING BOOK Matches for advertising. Sample free. Write JOSEPH CURIN...

AGENTS — MEN'S SUITS, 88c; PANTS, 23c; Overcoats, 41c; Ladies' Coats, 36c; Dresses, 10c; Sweaters, 25c...

AGENTS — BIGGEST MONEY MAKERS. occult, Dream-Book Catalogue, Samples 10c. Quantity catalogues supplied for retail trade...

BIG MONEY TAKING ORDERS — SHIRTS, Ties, Hosiery, Underwear, Pants, Jackets, Raincoats, Uniforms...

BRAND NEW! FINSELLED PATRIOTIC AND Religious Calendars going like hot cakes everywhere!

MAGIC CLOTHES BRUSH — REVOLUTIONARY invention. "Erases" dirt like magic.

SELL CHRISTMAS CARDS! — DOLLAR BOXES, 25c. Bargain Packages, 1c each; Dollar Gift Wrap Boxes...

EVERYBODY BUYS SENSATIONAL "GOLDEN Rule" Assortment—21 Christmas Folders, including Souvenir Calendar...

KEY CHECK STAMPING — OUTFITS — BIG profits stamping checks, Name Plates, Social Security Plates...

THE CHRISTMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 30, 1940...

SELL CHRISTMAS SCRIPTURALS, CHANGE-ables, Improved 9x11", 4 1/2x11" Signs...

SELL STANDARD SIZE 25c AND 10c Reference Books on Health, Entertainment, Magic, Fun, Mysticism...

SELL BANKRUPT CLOTHING BARGAINS FROM home, store, auto. Shoes, 15c; Men's Suits, Overcoats, 75c...

WHERE TO BUY AT WHOLESALE 500,000 Articles. Free Directory and other valuable information...

\$5.00 TO \$1500 IN 50 DAYS — PRODUCES BIG mailing list. A stream of dimes...

ANIMALS, BIRDS & PETS

ANIMALS, SNAKES AND BIRDS FOR SHOW Folks—Now contracting Trained Wild Animal Acts for next spring...

RING MAT, CURB, TWO BEAUTIFUL, LARGE, well trained Bare Back Horses...

TRAINED LIONS AND TIGERS WANTED—OLD animals cheap. Describe fully age, condition, stunts...

THREE-YEAR-OLD SPOTTED PICKOUT PONY, two Sets Circus Pony Harness...

WANT YOUNG LEOPARDS, PUMAS, TIGERS, Black Panthers, Baby Elephant for Cat Act...

WRITE FOR OUR 1940 CATALOGUE — Largest, most complete ever published. MEEBIS BROS. & WARD...

BOOKS, CARTOONS, INSTRUCTIONS, PLANS

BOOKS ON JUGGLING, \$1.00 POSTPAID — Race Magic Magazines, Books, Juggling Outfit...

HAVE YOUR OWN MONEYMAKING BUSINESS. Learn show card writing, sign painting...

BUSINESS OPPORTUNITIES

AMUSEMENT PARK — CONTAINING NINE-teen and one-half acres, on line between Cedar Rapids and Marion...

DOLLAR TIPS AND WHOLESALE SOURCES, listing 300,000 items, 25c postpaid...

FOR SALE — POSSIBLE LEASE, VERY POP-ular large, round Dance Hall...

INSTANT RADIATOR SOLDER — GET INTO big paying business. Sell wholesale to garages and stations...

START PROFITABLE SIGN BUSINESS — MAKE Signs, Show Cards, Gold Window Letters...

WELL ESTABLISHED ROUTE OF 200 MA-chines—160 Phonographs, 40 Pin Games...

COSTUMES, UNIFORMS, WARDROBE

ASSORTED BUNDLES, \$1.00 COSTUMES, \$1.00 up. Fans, Hulas, Hindoo, Evening Gowns...

MEN'S SUITS, OVERCOATS, LADIES' FUR Coats, \$5.00; Orchestra Coats, Mess Jackets...

COIN-OPERATED MACHINES, SECOND-HAND

NOTICE

Only advertisements of used machines accepted for publication in this column...

A-1 BARGAINS — EVANS LUCKY LUCRES, \$99.20; 1938 Tracktimes, \$65.00; Paces Racee...

BALL GUM, 1/4" FACTORY FRESH, 12c BOX; Tab, Stick, Midget Chunks...

BALLY RECORD TIME FREE PLAY TABLE — Used five weeks, excellent shape...

BALLY LATEST MODEL 5c STREAMLINE HOT Popcorn Vending Machines with improved Vanak Slug-Proof Coin Chutes...

FOR SALE — ONE CENT VENDORS, 50 SURE; 40 Sigmars Bar Vendors...

BARGAIN — TWO KEENEY AIR-CRAFT GUNS, both for \$200.00...

FOUR LUCKY LUCRE, \$90.00 EACH; FIVE Lucky Stars, \$55.00 each...

FREE PLAY GAMES IN A-1 CONDITION — Short Stop, \$35.00; Keen-A-Ball...

Additional Ads Under This Classification Will Be Found on the Next Page.

Classified Advertisements

Weekly offering of BIG BARGAINS—SPECIAL SERVICES EXCEPTIONAL OPPORTUNITIES

Quick Results Small Cost

Commercial Rate

10c a word

CASH WITH COPY MINIMUM \$2.00

Forms Close in Cincinnati

Thursday for Following Week's Issue

Name .....

Street .....

City and State .....

Your count of words .....

Amount enclosed \$ .....

Classification preferred .....

The Billboard Tops the List in Pulling Power

Please insert following ad in classified section under heading of Business Opportunities. Money order is enclosed.

I received 40 answers to similar ad inserted in your publication as a test. Best results of any medium used...

FRAZIER DICKSON.







MAIL ON HAND AT CINCINNATI OFFICE 25-27 Opera Plaza.

Parcel Post

- Amos, Earl, 2c; Baldwin, Paul, 25c; Dick, 3c; ...

Women

- Ackerman, Mrs. Carl; Adams, Mrs. S.; Albert, Mrs. J.; ...



Letter List

NOTE-Mail held at the various offices of The Billboard is classified under their respective heads-Cincinnati Office, New York Office, Chicago Office, St. Louis Office. Requests to have mail forwarded must be received in Cincinnati by Friday morning (early) and in New York, Chicago and St. Louis by Thursday morning, otherwise names of those concerned will be repeated in the following issue.

- Dunley, "Bador"; Duncan, Wm. L.; ...

Men

- Royal, Mrs. Hazel; Rivers, Mrs. W.; ...

Also state how long the forwarding address is to be used.



# Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by SAM ABBOTT—Communications to 1564 Broadway, New York

## Comic Buttons Make Extra Cash For Badge Workers

NEW YORK, Oct. 26.—Comic buttons have proved a substantial money-maker for badgeboard workers during this Presidential campaign. A veteran in the field said that the comedy angle that has been placed on buttons by both sides in the Presidential campaign was unique in that it was the first time he had seen such items go in large quantities, buttons at the outset of the campaign were strictly businesslike and merely gave the political stand of the wearer. During the closing weeks of the 1940 drive buttons with funny sayings have supplemented those of a more serious nature.

Selections pulled at random from a box of these buttons revealed that the Republicans have by far the larger number. The sayings include "My Friends . . . Goodbye," "Edith Wilkie for First Lady," "Roosevelt for ex-President," "No Crown for Franklin," "We Don't Want Eleanor Either," and "All I Have Left is a Vote for Wilkie."

Democrats fell in line with "Two Good Terms Deserve Another."

As the election draws near and the draft machinery being put in motion, badgeboard workers have added another button. It reads, "Papa, I Wanna Be a Captain, Too," and is reported to be selling very well.

## Spotlight on Large Dolls As Season's Money Makers

Country's bingo and salesboard operators anticipate banner Christmas business with new models—Southern fairs report a heavy demand for 30-32-inch items

NEW YORK, Oct. 26.—Large dolls have come into the spotlight and are proving real money-makers. Popularity of them at Christmas time was given as one of the main reasons for the increasing demand. According to Jerry Gottlieb, dolls have stepped into the limelight by reason of new designs, which also include patriotic dolls. Miss U. S. A., a 30-inch model, is one of the fastest selling items at this time. Southern fairs are going strong for the model, and bingo and salesboard operators are also cashing in on the trend, he said. Dressed in blue rayon satin, with red and white striped skirt with a ruffle of deep blue with white stars, the patriotic doll immediately claims attention. Legs, head, and arms are of composition material and the wig is platinum colored. Doll bears the tag "God Bless America" on its wrist, which adds to its patriotic atmosphere. Also popular with Gottlieb are DuBarry and Florodora dolls, which are the same size as Miss U. S. A. but dressed differently.

Standard Doll Company, a spokesman said, is featuring Miss Liberty as its patriotic doll. Thirty-two inches in height, the doll is dressed in a white gown with red and blue ruffles. In the hat is designed a star that frames the upper portion of the head. Like the other dolls, Miss Liberty's head, arms, and legs are made of composition. The body is stuffed and the doll is unbreakable.

### Boudoir Dolls Go

Standard also reported that boudoir dolls, also 32 inches in height, were still top sellers. Scarlet, a model that was designed for the Deep South, is also clicking solidly. Item is the same size as the boudoir line. Gown is of pink-flowered satin.

Arrow Fur Company's Santa Clans, a new item, is seen as one of the top numbers of the Christmas season. Large quantities of the dolls are being shipped to bingo and salesboard operators throughout the nation, it was said. Two sizes, 18 and 28 inches in height, are available. Since the dolls are individually packed, operators can easily display them.

With dolls made up in larger sizes, eye-appeal is immediately gained. Since colleges and schools are getting into their 1940-'41 sessions, these dolls are in demand by girls for room decorations and by boys for gifts for their co-ed friends. Many are availing themselves of sales-

## Big Demand for Smokers' Items Reported by Ops

CINCINNATI, Oct. 26.—Smokers' items are proving popular with salesboard and bingo operators. With winter setting in the public is showing more interest than heretofore in such items.

Pipes are enjoying much attention, operators say, shipments having been moving rapidly to ops in the field during the past few weeks. The South is reported good for this type of salesboard deal.

Cigarette servers are also getting their share of the business. The Turn 'O' Top, which holds 20 cigarettes in individual compartments, is being used extensively on boards. Operators who work office buildings and college towns have found this to be a top number. Press-a-Lite serves a lighted cigarette to motorists. It is attached to the steering wheel housing of the automobile, within easy reach of the driver. Since it makes a nice gift for automobile owners the item is reported especially hot at this time.

Another smokers' item that is going strong is the Extinguisher Ash Tray. Made of plastic and finished in four colors, the item has instant appeal. It is suitable as a gift, which has been a factor in its rapid rise to popularity. Lighters of various types are also getting good plays, it was said.

boards, bingo games, and game concessions to secure them.

## BINGO BUSINESS

By JOHN CARY

A RECENT spell of brisk weather served to drive bingo games indoors. They got off to a good start, with operators reporting good crowds. Some of the ops held off as long as they could but finally had to give in to Old Man Winter.

DURING recent weeks we've been looking around to see exactly what makes a bingo game click. We ran into an operator who keeps file cards on his players. At the top is the name of the patron and his or her address. In the lines following are the dates on which certain prizes were awarded the person. Since this operator offers the pick of the stand, the information revealed was most interesting. There was one card on which a hassock, rug, and laundry hamper had been selected. On another card were a waffle iron, toaster, and electric percolator. The two cards were not unusual and they can well serve to illustrate a point. Evidently the first person was interested in refurbishing her house. The items were foremost on her want list and she availed herself of the opportunity of making the selections at a bingo game. It is quite evident from the selections that the other woman was interested in getting electrical appliances for her kitchen. The cards brought out conclusively that an operator must be on his toes in selecting prize merchandise. Had not the operator had several items in the same classification the players would have been forced to take other merchandise.

JERRY GOTTLIEB tells us that chenille merchandise is going well at his games. Among the items of that type are, of course, bedspreads and house coats. During the summer a chenille beach robe that could also be used for street wear clicked solidly. It is no wonder that popularity of the items has continued. The house coat is attractive and serviceable. Gottlieb is strong for serviceable merchandise. His stands are lined with such items, which account in no small measure for the success of his games.

## Women Have No Ex On Fort Wayne Bingo

FORT WAYNE, Ind., Oct. 26.—Bingo is no longer considered a woman's game here. The male of the species gets a kick out of the game too. At least that is the one outstanding conclusion to be drawn from a close observation of the game in Fort Wayne.

It is almost two years since bingo bounded into a state of popularity that had no precedent here. It was almost exclusively a woman's game at first, but it has steadily gained in favor, attracting an increasing number of players each season. Answer is that men are being won over to the game by a desire for clean, low-cost enjoyment that offers an opportunity to win a prize. The males who blazed the trail are being joined by droves of others willing to try anything once. Whereas the ratio between men and women bingo players used to be about one to five, it is now practically even. And it is not uncommon for men actually to outnumber the weaker sex on Saturdays and Sundays.

## DEALS

A Column for OPERATORS & DISTRIBUTORS of SALESBOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

### OUT OF THE MAIL-BAG.

J. B. of Altoona, Pa., writes:

"Thanks for your letter listing several concerns from which I may obtain complete deals. I have written the concerns and should get their reply in the near future.

"In the current issue of The Billboard you state that you have a number of reprints of an article entitled Salesboard A, B, C's. I would appreciate a copy.

"I have been in the direct selling field for several years but have not considered the salesboard field until recently, when I got hold of a lighter deal from Bengoc on which I made out nicely. Naturally I tried to find out more about the business and, being a reader of The Billboard for some years, I turned to your column for help. It looks like you are going to give me just the information I desire."

E. C. of Catskill, New York, writes: "I have been an interested reader of your fine magazine for some time and have found much that was useful and informative in your columns.

"We are thinking about starting in the salesboard game and would be grateful if you would find it possible to list our names to receive announcements and literature about the various new deals as suggested in your column of October 18. We would also appreciate receiving a copy of the article Salesboard A, B, C's mentioned in the same column.

"I would also like to take this opportunity of thanking you for all the inspiration and guidance your column has given us in the past as well as for the above."

Quite a few letters asking for deals distributors' names and for a copy of the article Salesboard A, B, C's have come to our desk in the past couple of weeks. (See DEALS on page 55)

## For 46 Years . . .

The Billboard has worked untiringly to make its readers engaged in or affiliated with the amusement profession speak well of the publication—by the best way of course, meriting it—thru conscientiously rendering a definite service to them.

This service has been performed in numerous ways. The publication has attacked editorially where attack was necessary, and it has defended where defense was needed.

It has always fought for the best interests of the amusement profession.

It has always strived to have its news authentic and its criticism constructive.

It has offered suggestions for the betterment of show business.

It has published for years a Letter List, Routes of transient shows and people, Lists of events of various kinds, etc., and of late years it has been running additional trade service features.

It has provided a special service at its various offices to inquirers or callers for information and advice concerning amusement organization and individuals.

The quality of The Billboard's service in the future is indicated best by the quality of its past performance. It is aimed to be of even greater and better service in the future, and criticism or suggestions to aid in accomplishing this are earnestly welcomed.

Also welcome, as in the past, is news or other data pertaining to the amusement fields that is interesting or has a definite value to readers of The Billboard.

# 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.

## Humidizers

House-to-house workers are garnering good profits with the new perfume and tobacco humidizers, Columbus Plastic Products reports. The perfume humidizer appeals to the feminine trade. All that is necessary to use the item is to moisten the absorbent pad inside the humidizer with perfume. It will keep purse, linen, lingerie, or handkerchief drawer fresh and fragrant. The tobacco humidizer works similar to the perfumer except that water instead of perfume is used. Cases are available in red, green, or blue plastic. Humidizers are supplied in individual packages, the firm reports.

## Lighted Vanity

Prize users are finding the Vanity Mirror-Lite a popular item and expect it to be one of the leaders of the Christmas season, Bowers Manufacturing Company reports. Mirror-Lite combines a mirror and light in a smart plastic case of gay color combinations. It fits the hand or purse, comes packed in an individual box, and is equipped with a G. E. Mazda bulb and a battery, which are easily replaced. Item makes an excellent gift and for that reason large numbers of Mirror-Lites are being shipped to alert prize users who want to be among the first to get them on the stands, the firm reports.

## Santa Claus Doll

One of the latest doll numbers to come on the market is the new Santa

## Wholesale Catalog 4000 BARGAINS

For Salesmen and Distributors



**F**ree It has 260 pages, check-full of unusual values. It contains selling plans, order stimulants; tested fast selling articles to dealers, stores direct to the consumer. A new revised issue is just off the press. Cost about \$25. FREE while stock lasts. Send for your copy today.

SPORS CO., 11-40 Superior, La Center, Minn.

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100 to 3000 CARD SETS

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WRITE FOR CIRCULAR  
AMUSEMENT INDUSTRIES, Box 2, DAYTON, OHIO

**LEADING SELLERS IN FUR COATS**

Better sellers than ever before. ALL GENUINE FURS—Coats, Scarfs, Capes, Jackets—mail styles, sizes. Nothing was spared to obtain the most superb styles and quality. Satisfaction guaranteed or money refunded in 3 days. Prompt deliveries. Write for NEW FREE CATALOG!

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100-B West 28th St., N. Y. C.

## Fastest Selling Item To-Day

**PATRIOTIC CORSAGES**  
Christmas Corsages Ready  
Price to you: \$6.00 100;  
\$55.00 1000  
DISTRIBUTORS WANTED  
**AMERICAN FLORAL CO.**  
221 MARKET ST., PHILADELPHIA, PA.

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Has 16 inch Cellanese Taffeta Shade. Full 6 inch reflector. 3-way switch for selective lighting. Ivory-gold two-tone plastic base. Powerful 7 tube radio performance. Finger tip ease in tuning. Nation wide reception including police calls. No aerial or ground needed.



Gives 7-Tube Radio Performance  
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No Aerial or Ground Needed

## Gorgeous Lamp-Radio

Powerful Superheterodyne circuit gives 7 tube radio performance. Dynamic speaker for perfect tone. Scientific lighting arrangement. Volume control. Never before has radio been presented in such an attractive manner. It's gorgeous! It's lovely! It's a honey!

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SAMPLE, EACH \$14.95

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TERRE HAUTE, INDIANA 25% Deposit Required With All O. G. D. Orders

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Fine games of every description.

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After October 15th every man of conscription age wants to show his colors. Here is a brilliantly enamelled gold color button at the right price. Millions will be sold. Get your share of this profitable business. No. 8306—Genuine yellow Engraved metal (acquired to prevent tarnishing, colors are baked on for permanence. Each on red, white and blue card. 12 to a dispenser tin. Retail at 10c each. Per Doz. 65c. Per Gross \$7.20. No. 8306—Yellow Gold Plated Enamel Shape. Button with fine enamel. Flag shield and trim. Carved as above. To retail at 15c each. Per Doz. \$1.50. Per Gross \$18.00. Sample Order \$3.00 and one sample of 8306 postpaid for \$1.00.

Catalog 401 of 884 pages of quality merchandise (not for premiums, prizes and awards, concessions sent on request. Mention your business. We do not sell retail. Prices less 2% cash. 25% deposit. O. G. D.

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"The World's Bargain House"  
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Ever Produced

Table, 3x3 1/2 in. 2 1/2 in. high. Chairs in proportion.

**\$9.60** Doz. Sets (14 doz. smallest quantity sold)

Teaset of 12 (silver finish, silver finish, silver finish)

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Dishes and Saucers to match, \$1.80 doz. (1 1/2 doz. smallest quantity sold).

Send for completely illustrated price lists of all kinds of miniatures from \$1.80 per doz. up.

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"GOD BLESS AMERICA" Rayon Satin Banners 5'x7", Doz. 65c; 100 ..... \$ 8.00  
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WINDOW STICKER (8" x 24" card). Doz. 24.  
Brings \$2.40. Costs you 70c O.G.  
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**WAGONS—House-Premium Operators**  
Baskets in Xmas Cards, Wreaths, Tinsel, Electric Shavers, Lamps, Clocks, Midget Knife Deals, Turkey Cards, Novelties, Carved Goods, dildino, Drug Items, Balloons, Deals.

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## WAXED FLOWERS

Best Quality. All New Styles. Beautiful Colors.

No. 8—Geranium, \$25.00 per 1000, \$2.75 per 100.  
No. 7—Dahlia, \$27.50 per 1000, \$3.00 per 100.  
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25% Deposit, Ref. O. G. D.

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Buy Direct. Complete Line of Bingo Supplies.

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Millions Being Sold!**

CONSCRIPTION CARD CASES. Transparent celluloid windows on both sides. Fits card perfectly. **LARGE QUANTITIES ON HAND. RUSH ORDERS.** Peddlers, Streetmen and Prichmen, cleaning up. **Great \$3.25**  
**DOUBLE EDGE BLADES—BLUE STEEL.** Packed 50. Cello Wrapped. 1000 \$2.10  
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 St. Cello Wrapped. 1000

**BENGOR PRODUCTS CO.**  
876 BROADWAY, NEW YORK, N. Y.

Extra Value! **\$2.25 EACH**



5 for \$10.50 5 for \$10.50  
 No. 88 9883—Ladies' Bracelet Watch. Exquisitely styled 12 1/2 L. Chrome Case in associated engraved design with beautiful link bracelet to match. Guaranteed jeweled movement. Each in attractive gift case. An amazingly Big Value and whitened presentation item. Save money NOW by ordering five watches for \$10.50.  
 DEALERS. Write for Catalogs.

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**FURS**  
Coats—Jackets—Scarfs  
 All latest styles. Sealines, Mink Skins, Beavers, Poses, Beavers, etc., Convert.  
 Write Immediately for NEW 1940-41 ILLUSTRATED CATALOG & PRICE LIST.  
**Best Quality LOWEST PRICES**  
**M. SEIDEL & SONS**  
 243 W. 30th St., N. Y. C.

Claus, which is making great headway with salesboard and bingo operators, reports Arrow Fur Company, Inc. Item is available in red rayon silk garment trimmed with white plush. It has a black belt and black composition boots. Dolls are offered in 18 and 25-inch sizes and are individually packed. With Christmas business soon to get into full swing, those in the trade are said to be ordering the number early in order to take advantage of the quick turnover.

**Banjo Clocks**

The Banjo Clock, reports William L. Gilbert Clock Corporation, is an item that is claiming added attention at this season. It is serviceable and is a design that is certain to appeal to the public. Clock is 23 1/2 inches high over all and available in mahogany or maple finish with polished brass trim. It has a five-inch buff dial and 50-hour spring drive movement. It is also furnished with electric movement. Salesboard and bingo operators are said to be expecting a big season with clocks. Large numbers of Banjo Clocks are being used in the prize field, the firm reports.

**Mirror Box**

Goldwyn Company reports big demand for its new oval mirror candy box. Item is proving a top number with prize users and is especially popular on fair midways. Box is 15 1/2 by 11 1/2 by 1 1/2 inches and contains two pounds of assorted chocolates. Since a number of attractive subjects are offered, the item offers opportunity for those in the trade to make some real money, the firm reports.

**MOBILE RECORD DRAW**

(Continued from page 42)  
 but at 11 p.m., when the circus closed, the midway became packed, the three

shows that had closed reopened, and shows and rides worked until 1 a.m., the latest that a midway has ever been open at a Mobile fair.

Weather was cool and clear except on Tuesday, which was overcast. Royal American Shows' presentation was equal to other years in entertainment value, the five shows, Watercade, Expose, Midget Show, Crime Show, and Ripley show, were not taken from the flats. Nine rides received a good play through the week.

Agricultural and livestock exhibits were superior to those of previous years. Visitors came from Southeast Mississippi, Southwest Alabama, and Northwest Florida and included persons from every county in the Mobile trade area. Tuesday's low attendance of 15,000 was declared by President Pournier J. Gale to be due to the weather. Wednesday's attendance of 20,000 was mostly of children released from school because of registration day and the fact that registration was done in school buildings. Among reasons given for the unusual business was that fair week included October 15, a pay day for many industrial plants in the city and county. Saturday, besides being a regular weekly pay day, was pay day for other plants that pay on the 20th but paid their employees on the 19th because of the 20th falling on Sunday.

According to fair and show officials, business of shows and rides was 25 per cent above that of last year.

**DALLAS GATE TOPS**

(Continued from page 42)  
 the second day lowered attendance and a cool wave in the middle of the second week thinned crowds on Wednesday and Thursday. Cool weather caused cancellation of Wednesday night's performance of American grandstand revue. Secretary Roy Rupard said the Livestock Show was the most outstanding of the fair's existence and that the National Hereford Show was a complete success. Officials of the National Hereford Show have indicated that the 1941 event will be held concurrent with the 1941 annual, to make its third successive exhibit at the fair.

**Good Profit Indicated**

Sunday afternoon Fair President Harry L. Seay, in a radio broadcast, thanked the people of Texas and Dallas for their aid in making the fair a success. After Sunday afternoon's final free concert by the Mexican Mariachi Band President Seay thanked the orchestra for its concert before an enthusiastic 7,500 in the band shell. Rubin & Cherry Exposition's midway gross exceeded that of 1939 by at least 25 per cent, it was reported. All concessions did better business than last year except purveyors of beer, who reported their trade slightly off.

For the first time in a number of years the fair presented its main attraction in an outdoor setting. Barnes-Carruthers' musical extravaganza, Americans, produced before the enlarged grandstand, was considered an outstanding success. Some missionary work was needed to change crowds from their usual custom of attending auditorium shows indoors. Excellent crowds greeted the grandstand's midweek performances, and the Friday and Saturday shows played to capacity houses for two shows nightly.

Wednesday night Denny Pugh and Robert L. Lohmar directed a midnight benefit show and banquet for the Showmen's League of America, at the Rio Rita Gardens on the grounds. Cash received for the hospital fund totaled \$600.

Until figures have been audited fair officials could make no statement as to the financial success, but it was indicated that the 1940 fair will show a good profit. Local newspapers estimated cash receipts as much as \$50,000 above expenses.

**CORRAL**

(Continued from page 40)  
 ciation, and Cowboys' Turtle Association. The contestants are to be limited to 75 from the North and East and 75 from the South and West to determine the national champion in each event. Vice-presidents of the Turtle Association will act as judges in most of the main events. Alvin Gordon will judge bronk riding; Tom Taylor, calf roping; Tom Hogan, steer wrestling; Ken Roberts, steer riding; and Chet McCarty, bareback bronk riding. Hugh Bennett, Turtles' secretary, and Carl Shuder, secretary SRA, will

keep the records in these contests. John Lindsey and Clyde Klains are booked to clown the show, with T. E. Robertson as producer. Tim Bernard and Red Lyons will provide stock for the bronk riding events and Brahmas and other steers are being bought in South Texas. Pauline Sternberg is in charge of the horse show, with Fay Kirkwood as parade chairman. Fourteen performances, including three matinees, are planned.

**GOOD WEATHER** and big crowds prevailed at seven afternoon and two night performances at third annual Arkansas Pat Stock Show and Rodeo in Little Rock on October 7-13. Officials reported the event was a success in every respect. A new arena and stadium, built by WPA labor in co-operation with North Little Rock citizens, was just completed in time to hold the show. T. E. Robertson, managing director, obtained livestock from the Moomaw & Bernard string at Musk, Wash.; Beutler Brothers, of Elk City, Okla., and Homer Todd, Post Smith, Ark. Roy Ross sustained a broken leg in the bulldogging event. Hughie Long had four teeth knocked out and his jaw and mouth badly disfigured in bull riding, while John Merck and Buck Nix sustained minor injuries in the same event. Eddie Curtis, arena director, was assisted by Lynn Beutler and Hughie Long. Timers were Peggy Long and Alice Adams. Pete Adams announced, and C. A. Studer was arena clerk and secretary. Judges were Lonnie Rooney and Andy Curtis.

Geel Cornish did the Roman riding, presented his educated horse, Smokey, and participated in the trick and fancy riding. Glowns were John Lindsey and Clyde Cline, and Lindsey also worked his educated Hereford bull. Alice Seay did Roman riding and worked in trick and fancy riding. Other trick and fancy riders were Vivian White, Mary Keene, Vaughan Kreis, Peg Ford, and Earl Strauss, while trick and fancy ropers included Tommy Prilvet, Dave Muzzo, and Logan Jarrigan. Sis Martin, cowgirl songstress, interspersed Western numbers throughout the program.

**Results—Calf Roping**, first go-round: Amye Gambin and Ted Powers split first and second; Frank Hooley, Lonnie Rooney. Second go-round, Earl Moore, Lonnie Rooney, Pat Parker, Buck Goodspeed. Third go-round, Buck Goodspeed, Pat Parker, Clay Campbell; Frank Hooley and Bill Eaton split fourth. Finals, Buck Goodspeed, Earl Moore, Pat Parker, Lonnie Rooney.

**Bronk Riding—First go-round**, Louis Brooks, Eddie Curtis, Paul Gould, Ned Ferraro. Second go-round, Mickey Hicks; George Yardley and Eddie Curtis split second and third; Ernie Barnett and Louis Brooks split fourth. Third go-round, Whitie Stewart; Eddie Curtis, Ned Ferraro, and Vic Schwarz split second, third, and fourth. Fourth go-round, Vic Schwarz and Mickey Hicks split first and second; Louis Brooks, Eddie Curtis, Day Money, George Yardley, Louis Brooks, Ernie Barnett; Tack Bolton and Pat Plankett split fourth. Finals, Eddie Curtis, Mickey Hicks, Vic Schwarz, and Eddie Cain.

**Bulldogging—First go-round**, Herschel Ross, Buck Jones, Gene Hamilton, Truman Kelly. Second go-round, Shorty McCrory, Bill Van Vector, Jack Quait, George Hinkle. Third go-round, Andy Curtis; Shorty McCrory and Smokey Ballard split second and third; Truman Kelly, Finals, Truman Kelly; Shorty McCrory and Jack Quait split second and third; Herschel Ross.

**Bull Riding—First go-round**, Buck Nix Grant Marshall and Bud Fisher split second and third; Orville Vosler and Jummie Olsen split fourth. Second go-round, Bob Murray, Tack Bolton; Sylvester Roane and Dale Adams split third and fourth. Third go-round, Dale Adams, Paul Bond; Rex Campbell, Tack Bolton, and Bud Martin split third and fourth. Fourth go-round, Dale Adams, R. A. York; Orville Vosler, Sylvester Roane, and Buck Kilgough split third and fourth. Day Money, Bob Murray, Sylvester Roane split first and second; Orville Vosler, Bud Fisher, Finals, Dale Adams, Tack Bolton, Rex Campbell, G. K. Lewallen.

**Bareback Bronk Riding—First go-round**, Paul Bond, Dale Adams, Coble Vosler, Bud Burrows. Second go-round, Eddie Curtis, Carl Williams, Paul Bond; Ned Ferraro and Louis Brooks split fourth. Third go-round, Ned Ferraro, Louis Brooks, Vic Schwarz; Rock Parker and Ernie Barnett split fourth. Finals, Paul Bond, Eddie Curtis, Ned Ferraro, Rock Parker.

**NOW! BIG PROFIT in PATRIOT and POLITICAL NOVELTIES**

Note: Buttons and Charms Are Sold Separately

<p><b>Buttons Only</b>                  R. W. B. Willie                  Button with Pin,                  Diameter 1 3/16                  Inch. No. B3117.                  Per 100. \$ .75</p> <p><b>Elephant Charms Only</b>                  New Style G. O. P.                  Stenciled Elephant                  Charms with                  cord attached. No.                  B1117. Pearl                  Finish, 15/16 x 1/2                  Inch. Per Gross. .85                  No. B1113, White                  finish, 15/16 x 1/2                  Inch. Per Gross. 1.00                  No. B1114, White                  finish, 1 1/4 x 3/4                  Inch. Per Gross. 4.00</p>	<p><b>Buttons Only</b>                  R. W. B. Roosevelt                  Button with Pin,                  Diameter 1 3/16                  Inch. No. B3118.                  Per 100. \$ .75</p> <p><b>Donkey Charms Only</b>                  White Oatfield                  Donkey Charms                  with cord attached.                  No. B1116.                  3 1/2 x 1 1/2                  Inch. Per Gross. .75                  No. B1115,                  1 5/8 x 3/16                  Inch. Per Gross. 3.60                  No. B1119, 1 1/2 x                  3/4 Inch. Per Gross. 3.60</p>	<p><b>FOR ROOSEVELT HUMANITY</b></p> <p><b>Lapel Flag Button with stars and stripes in red, white and blue. Size of Flag 5 1/2 x 1 1/2 Inch. Each on a card. No. B5111. Per 100. \$1.00</b></p>
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Transparent Stickers for Automobiles or House Windows, 12 in envelopes with directions. \$15.00  
 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. \$15.00  
 B3114—Per Gross \$1.75 Postpaid.

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. Chicago, Ill.**

**"GOD BLESS AMERICA"**

6 Color (Plaster) Plaques, Size 11 1/2" Diameter. Everybody wants one—going like wildfire. New—just introduced—real sales opportunity right in your immediate territory—sell to stores and homes. A great Christmas item. Distributors and jobbers wanted. Retail for 49c to \$1.00. **SAMPLE 50c DOZEN \$4.50—1/2 GROSS \$23.40 GROSS \$43.20**  
**Orders Yours Today**  
 Cash or 1/3 Deposit—Balance C. O. D.  
**THE AMERICAN PLAQUE CO.**  
 609 Race Street Cincinnati, Ohio



# NOTES from SUPPLY HOUSES

Plymouth Jewelry Company announces the release of a 26-page catalogue for 1941 showing an unusual selection of watches, diamonds, rings, and novelty jewelry. New low prices and discounts make the items real money-makers, the firm reports.

Live Spots Novelty Manufacturing Company, Washington C. H., O., is re-opening business after a lapse of eight years. It formerly contributed many popular numbers to the novelty business. As in former years, introduction of new and original numbers will be the policy of the firm, and officials report that some important announcements will be made soon.

## DEALS

(Continued from page 52)  
Anyone else who would like to have the above information or a copy of the article may have it free for the asking.

Standard Distributing Company is beating the drum heavily on a small deal featuring the peace-time electric clock. Card is beautifully illustrated and has only 23 holes, 1 to 29 cents, and takes in \$5.95. Two clocks are distributed as major awards and three leather bill-folds and coin purses are given away as consolation.

Ed Meserole reports that his treasures deal is clicking well and that he expects to do a big job on it before the year is out.

We have a card from an operator asking the source of supply for wool blankets and mentioning that these are to be used in a promotion to raise revenue for a local church. Which brings to mind that organization promotions generally should be good right now and operators should be giving some thought on one of their own.

## HAPPY LANDING.

## LA. STATE OPENER

(Continued from page 42)  
the 1939 mark. Sunday night this year two shows were necessary to accommodate patrons who came to see the Barnes-Carruthers performances.

On the midway opening day receipts were \$7,218.10, compared with \$5,993.50 in 1939. On the second day the total was \$8,172.30, compared with \$5,081.45 in 1939. Beckmann & Greety Shows are furnishing midway attractions for the first time here.

Grandstand acts, featuring Louisiana State Fair Revue, include Nina Allen, prima donna; Twelve Precatonists, Eight Melody Men; Vernon Ames Dancers; Kinks, Butterfly Dancer; Harold and Lois, Aero-Ray Girls; Walkman Trio; Mandel Brothers; Five Marches; Lorenzo and Vicki; Pee Jay Singers; Milt Britton's band; Servino, conductor. Finale is patriotic fireworks by Theoris-Duffield Company. Jack Klein is emcee, assisted by Frank Blake.

Visitors have included W. M. Babin, secretary-manager Baton Rouge Livestock Show; Ned Tort, Wisconsin Deluxe Company; Frank B. Joerling, The Billboard, St. Louis; Sam Solomon, Sol's Liberty Shows; Doug Baldwin, Alabama State Fair; Frank H. Kingman, secretary of Brockton (Mass.) Fair and of the International Association of Fairs and Expositions; Henry Knight; Cy Tallion, Baton Rouge Livestock Show; Ida Cohen, Chicago; Sunny Bernet, Globe Poster Corporation; Mr. and Mrs. Sam J. Levy, Fred Kressmann, Barnes-Carruthers; Denny Hugh, concessionaire; Roy Rupard, secretary, and Harry L. Sany, president State Fair of Texas, Dallas; and J. Warren Leach, Alabama State Fair, Birmingham.

## MASS. PULL BETTER

(Continued from page 42)  
changes, the more it remains the same—catering as of yore to the interests and needs of Massachusetts farm folks, he contends. Recent changes in programs have not all been in the direction of modernity. Oxen drawing contests have come back surprisingly in the last five

or six years, Secretary Lombard points out. Improved livestock and exhibits of all kinds are the most notable changes he has noticed over the last 20 years. He gives agricultural fairs and shows major credit for improved ability of growers to grade their products, as well as for the better quality of livestock on Massachusetts farms.

Harness racing, he finds, has given way to principal entertainment of a more sensational and modern nature, like thrill shows, auto racing, and musical revues. Only four fairs had trotting races this year, two of them with pari-mutuel betting—Marshfield and Great Barrington.

## Appeal to City Patrons

State aid to fairs is made from a small annual appropriation. This year it is \$25,000. The money is distributed in the form of prizes, as an amendment to the State Constitution forbids outright bounties to any organizations. By virtue of this indirect aid the State Department of Agriculture can exercise a potent influence in keeping fairs and their exhibits up to standard.

That the largest percentage of fair attendance comes from cities and not farms is not surprising to Secretary Lombard, accustomed to analyze fairs and their drawing power with a practiced eye. "The manifold exhibits appeal to many special interests," he points out. "Many of the exhibits are more interesting to city folk because they represent everyday life to country folk."

## MACON CUTS PASSES

(Continued from page 42)  
grounds daily, each time paying his way thru the gates. This practice was followed by all members of the chamber, fair board, and city and county officials. Press, radio, judges, employees, show people, and visiting speakers received the only complimentary tickets issued.

## Free Acts Pull Well

Emphasis was placed on livestock and agricultural, 30 counties being represented in farm displays, compared to 12 last year. A total of 151 counties was represented in livestock buildings, compared to about 100 last year. Georgia Future Farmers again held their annual rally during the last three days, bringing 3,000 contestants from 330 rural high schools. Fair weather prevailed for most of the week. The fair was held two weeks earlier than last year and officials indicated earlier dates will be followed in future.

A program of acts, booked thru George A. Hamid, and presentations of Ohio Display Fireworks Company featured

grandstand entertainment, for which no charge was made. E. Ross Jordan, general manager, thru years of experimenting, has determined the value of the free-act program to the main gates to surpass the value as an admission-paying bill, he said. Aerial Volcan and the Grottofeats were featured.

## Dodson Gross Bigger

Dodson's World Fair Shows on the midway had the best gross recorded here in the last two years, fair officials said. It was reported to be about \$20,000. Mel G. Dodson, general manager, suffering from a severe cold and under daily care of a physician, managed to be on the job daily. Concession row had 52 concessions and a profitable week was reported. P. J. Finney was legal adjuster in charge of concessions and for the Dodson Shows. The shows had the ex on all concession games, but many independents joined for this spot.

General Manager Jordan left a few days after the close here for Jacksonville, Fla., to take charge of arrangements for Duval County Fair there, which he also manages. To a Chamber of Commerce committee he reported that a preliminary report showed the fair had "the biggest net profit" in many years. Visitors included Gordon Chapman, secretary of Washington County Fair, Sandersville, Ga.; J. C. McCaffery, general manager of the Amusement Corporation of America; Charles A. Lenz, Chicago; Bill Martin, Tampa (Fla.); Fair; H. K. Wilkinson, manager of Valdosta (Ga.) Fair, and Mrs. C. E. Barfield, of the Cosmopolitan Shows.

## WASHINGTON SLEPT HERE

(Continued from page 45)  
conclusive little stereotypes taken from other varieties of bedtime drama, and by giving it a dark-wood framework of occasional semi-pornography in the dialogue. They have even rung in the Marriage, direct from The Old Maid. But none of their efforts have done much good.

The annoying guests in this case are chiefly Newton Fuller's reputedly rich Uncle Stanley, and Annabelle Fuller's annoying little nephew, Raymond. When the second installment of the purchase price of the house falls due and Newton can't meet it, he and Annabelle ask Uncle Stanley for help—whereat Uncle Stanley reveals that he hasn't had any money since the 1929 crash. So in the genuinely amusing interval at the start of the third act, half the play's personnel proceeds to get cook-eyed, each from a separate bottle; and then Uncle Stanley comes thru with a ruse that fools

the local Legree and saves the house.

That, believe it or not, is all. Messrs. Kaufman and Hart have filled the first act and a half (before they got around in what must have been desperation to the mortgage) with stray little wisps of plot-line that are neither interesting nor particularly amusing. The only child of Newton and Annabelle, an impressionable daughter, starts to run away with a cowhand actor, but is rescued between the second and third acts—probably to the great relief of the actor. The hired girl is enclose by the brother of the man she eventually marries, evidently just to provide for a series of carefully off-color cracks. Little Raymond steals a map that plays a large part in saving the house, but a few lines later it's discovered that he has fallen down a well and the map has been recovered. The whole play sounds as tho the authors had stuck themselves with it at the outset, and didn't know where to turn.

Nor does the playing help overmuch, despite a name-filled cast. Almost everybody goes just a bit overboard under Mr. Kaufman's direction—except Ruth Weston who, in an incidental role, stands out marvelously with her whip-snap readings and perfect timing. Ernest Truett and John Stone, in the leads, suffer from the general tendency to overplay slightly. The Miss Pease scenes done by her old team toward the end—and Dudley Digges does a marvelous character-actress as Uncle Stanley's Perry—suffer from anything but a well done. Mabel Talbot does a fine bit as a friendly neighbor, and young Bobby Beaulieu offers some terrific readings as the demanding Raymond. Most of the others seem like amateurs—only not so young.

The really smart thing George Washington. Except during the brief direct-act interval, this reporter very much followed suit.

## Pitt's Theatrical Lectures

PITTSBURGH, Oct. 31.—Lecture appearances of theatrical personalities and literary bigwigs are being mounted on a regular scale ever, sufficiently so to become major attractions for great times to Nicoll, Playhouse, and May Booth presentations. clientele comes mostly from same strata patronizing legit performances, paying above movie prices.

Drama League presents talks in Foster Memorial Hall on Pitt campus, having opened October 22 with Elmer Rice discussing *The Theater as a Business* and as an Art. Subsequent speakers will be Rosamond Gilder on *The American Theater on and Off Broadway*, Dr. Frederick Koch on *Folk Drama in the Making*, A. C. Cloetingh on *The Director—Co-ordinator or Dictator*, John W. Hulbert on *The Tributary Theater*, and A. T. Cordray on *Drama and Steel Mills*.

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# AMUSEMENT MACHINES

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## Voting --

**Music on phonographs may teach lessons on how to vote intelligently November 5**

When the historians write the story of our present times they may consider that the songs which people sing during these times are too small a detail to record in history. They may say that the records played on coin-operated phonographs had little to do in shaping the course of history.

Yet music has always played its part in history and in serious times certain songs have played a big part in maintaining morale and even in shaping the thoughts of the masses. Now that the phonograph has become so much a part of our national life, it should also be counted among those things that help to make history.

The popular music field has contributed some patriotic songs well designed to teach the most respected ideals of national loyalty, and the phonograph has had a big part in making these pieces available to the people at a time when they want to hear music.

The phonograph should be appreciated really more than it is for the work it is doing in making available those popular songs and selections that express the American attitude or teach a patriotic lesson.

A national election is just ahead. It is supposed to be an important event and in some ways a very serious event. Fortunately, most Americans are able to maintain a sportsmanlike attitude even toward politics, and if their candidate loses they can be quite cheerful about it. In addition to our national election this year, our country and all other free nations are compelled to face a new situation in world history. It is no longer what we want to do in the world, but all important questions within our bounds must be decided with an eye on what the dictators may want to do. That increases the seriousness of the election a thousand-fold.

One of the records now on phonographs may be referred to under the popular title, "I Am an American." The message of the song is an appropriate one for every citizen as he thinks of how he should vote on November 5. We may well learn lessons from the records we use on coin-operated machines and consider them ourselves, as well as expose those songs to the public.

While "I Am an American" is an appropriate message for every citizen to keep in mind as he goes to vote, every citizen will also need to remember that "We're All Americans" as soon as the election is over. So this week let us sing, "I Am an American," and right after the election let's all sing Jimmy Mangano's piece—"We're All Americans."

In the song "I Am an American" there is a suggestion of individual responsibility. Every citizen, as he goes to vote, should feel that his vote actually counts. If he fails to vote, it counts as a loss. Many public agencies and civic groups undertake an educational campaign before elections to get every voter to exercise his constitutional right at the

polls. It is this sense of responsibility that should be in every mind before election. And each person casts his vote as an individual. Each vote adds up to make the grand total that decides an election. In proportion as we think on individual responsibility, and how much each vote counts, then will each one of us begin to do more intelligent voting.

When a man feels his individual responsibility as a voter he may wonder how big a part he has taken in the political campaign as a whole. Whether he has helped to make it a more rotten or a more sensible campaign which reflects to the credit of free nations.

When a man feels his responsibility as an American he may try to vote for his country instead of his party. That is an idea which Americans need to consider as individuals more seriously, perhaps, than in many previous campaigns, and that is one reason why the patriotic records on phonographs all over the country have a real message for the people.

There has long existed a philosophy that the man who serves his party best also serves his country best. But George Washington's warning has been resurrected as something very timely. He predicted that if the United States came to an untimely end it would be due to political party strife rather than due to enemies from the outside. In other words, every partisan campaign may contribute to the eventual downfall of the nation.

The man who is an American before he is a party man may help to prolong the life of the nation. The voter who can think American is the one who is needed at the polls November 5.

The fact that the dictators have watched our political campaign very carefully is something to think about. It has been a very dirty campaign, filled with misrepresentation, partisan agitation thru the press, and circumventing of law by both major parties. All of these things encourage the dictators to feel that the end is about up for all democratic nations, and it may encourage them to try to hasten the end. Certainly the dictators will be deeply interested in the results of our national election, and the confusion which follows a national election may be the signal for them to act. The partisan bitterness which follows an election may be of the greatest benefit to our enemies.

But all these things become rather serious. Before the election and after the election thousands of phonographs all over the country will be offering good cheer and patriotic messages to American voters.

Before any citizen goes to vote let him sing—"I Am an American." After the election, whatever may be the results, let every citizen forget the strife and join in the song "We're All Americans."

# New Jersey A. B. T. Traces Its Growth and Public Relations

CHICAGO, Oct. 26.—Influenced by an editorial appearing in the October 25 issue of *The Billboard* entitled *Defense*, the Amusement Board of Trade of New Jersey, Inc., thru its executive board, has issued a statement of its activity in expanding the association and conducting public relations programs thruout the State.

While the New Jersey association was not specifically mentioned in the editorial, its activities in the field of public relations have become widely known. It may be recalled that the association was one of the first to use large space in public vehicles calling the attention of riders to amusement machines. The success of the association in all of its activities may be judged by its growth, which is confirmed in the following statement:

### Three New Chapters

"In expanding its sphere of influence for the further stabilization of the amusement division of the coin machine industry in the State of New Jersey, the Amusement Board of Trade of New Jersey has succeeded in organizing three affiliate or chapter groups in the State. The untiring efforts of Executive Secretary LeRoy Stein have aided this program immensely.

"The first chapter comprises the counties of Monmouth and Ocean and includes the famous beach and country resorts of Asbury Park and Lakewood. This group now has a membership of 50 per cent of the operators in that territory. For this accomplishment credit should be given to Louis Millman, chapter manager, who is employed on a full-time basis. Millman co-operated with Stein to the fullest extent.

"During the past five years several attempts were made to form an association, but it was not until the Amusement Board of Trade of New Jersey aided them in banding together for their common welfare.

The chapter has engaged a suite of rooms as a headquarters and has engaged a local attorney, Sidney J. Meislich, to represent it.

"Beginning with but three members, the membership roll now boasts of 30 operators, with two applicants awaiting admission. Altho organized but a short time, the chapter, which is known as the Mid-State Amusement Board of Trade, Inc. is now conducting its business in a true trade association manner.

### Middlesex County A. B. T.

"The second chapter to be organized is known as the Middlesex County Amusement Board of Trade. All the members of this chapter were formerly regular members of the Amusement Board of Trade of New Jersey, Inc.

"It was thought advisable, in view of local conditions, to organize these members into a separate group. Unlike the Mid-State Chapter, this affiliate association does not employ a paid manager, nor does it maintain separate headquarters. Business is conducted thru Leonard Ziegler, an operator member.

"The third group now being organized is known as the Mercer County Amusement Board of Trade and includes the operators in the Trenton area. Several organization meetings have been held and it is expected that the association will be completely organized by the first of the year.

### Same Privileges for All

"Affiliate or charter members are accorded the privileges of regular membership in the parent association. All chapter or affiliate members are entitled to attend any of the meetings of the Amusement Board of Trade of New Jersey, Inc., and to receive any and all of the services rendered.

"In addition, the officers of these chapter or affiliate groups are permitted to attend the meetings of the board of governors of the parent association. The executive secretary visits these chapter groups regularly and confers with them on matters concerning the general welfare of the association.

"By adopting this plan of association management the board of governors is able to keep in touch with operating conditions thruout the State and to offer any assistance which may be necessary.

### Trebles Membership

"This move also has trebled the membership of the association, thus making the public relations program far more effective than in the past. While the

name of the Amusement Board of Trade was not mentioned in the edition of *The Billboard* of October 26, the association has been engaged in public relations work since the appointment of Executive Secretary LeRoy Stein.

*Profit Hints*, a monthly newspaper published by the association, has been mailed regularly to every location serviced by the members of the association. In addition, post cards illustrating and describing new games have been mailed to each location.

"Resolutions similar to those proposed by the Associated Operators of Los Angeles County have been adopted. The movement to prevent minors from playing the games has long been advocated by the association.

### Public Relations Projects

"Tags affixed to each machine announce the co-operation of the association with the Community Chest, the Red Cross, and similar organization by stating that a donation has been made by the association to these worthy causes.

"Furthermore, the association has recently supported the work of the Home for Cardiac Children and is now creating a special fund for a Kiddy Kamp for underprivileged children.

"A four-page leaflet published by *The Billboard* and entitled *Coin Chute* was mailed to every location, as well as to public officials in the territory serviced by the association members.

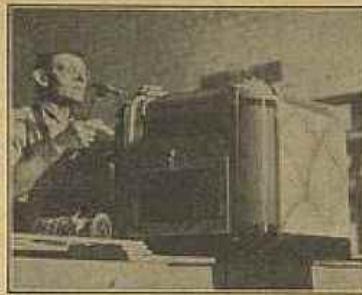
"This, together with the merchant membership offered to each merchant or location, rounds out a public relations program comparable to any association.

### Interstate Conference

"Since the sending of an invitation to LeRoy Stein to attend a meeting of the New York Association steps have been taken to form an Interstate Conference. A meeting with this thought in mind took place October 23 at the office of the Amalgamated Vending Machine Operators' Association of New York.

"At this meeting representatives of the New York, Brooklyn, and New Jersey associations were present. Executive Secretary Stein was delegated to seek the co-operation of the Philadelphia association to complete the Interstate Conference.

"Operating conditions in the several territories under the jurisdiction of the association were discussed at length. That this Interstate Conference will be finally developed into an Interstate Association was the consensus of opinion among those present. This opinion is based upon the fact that the Interstate Cigarette Merchandisers' Association, which was also organized by LeRoy Stein, is now an outstanding success. It was felt that no association can offer the type of service needed at the present time unless it holds membership in an agency where there is a free and open exchange of pertinent information designed to stabilize the industry. The next meeting of the Interstate Confer-



HAND FINISHING WORK gives the counter cabinets made by Miraben, of Chicago, their excellent appearance. Expert craftsmen do this work, as shown above.

ence has been scheduled for late in November.

"Regretting that it is unable to send a representative to the Western States Coin Machine Convention in Los Angeles, the Amusement Board of Trade of New Jersey, Inc., and affiliate chapter members have sent their good luck greetings and wishes for a successful and profitable exhibition."

# George Clark Is Atlas Answer Man

CHICAGO, Oct. 26.—"George Clark, what's the best way to ship to South Africa? How many American Eagles have we left? Did 18 Wall-o-Matics go out yesterday to Des Moines, Ia.? Can you ship 14 guns today? What are the freight charges on six phonographs to Mexico? Where's that order for 48 free plays? Who made —?"

And so it goes at the busy loading platform of the Atlas Novelty Company, Chicago. The answer man is George Clark, efficient head of the traffic department. Atlas employees and officials say that he invariably has the right answer on the tip of his tongue.

"Clark somehow manages to keep pace with our large amount of shipping with the assistance of five good men," declare Morris and Eddie Ginsburg, Atlas executives. "He has been with the Atlas Novelty Company since its formation. He has initiated many new methods at Atlas, the most valuable being a high-speed routing method that keeps machines rolling," they declared.

"Even visitors at Atlas comment on the fast efficiency of Clark and his men. Especially at the end of the day when four or five trucks are lined up to take on loads leaving for distant points north, south, east, and west of Chicago. We of Atlas hail George Clark and his efficient staff," declared the Ginsburgs in conclusion. "For they have done much to make Atlas known as one of the largest and best servicing distributors in this country."

# Philly Association Launches Drive For New Members

PHILADELPHIA, Oct. 26.—A drive to bring all coin machine operators in the territory into an association will soon be launched jointly by the Philadelphia Automatic Amusement Machine Operators' Association and the Philadelphia Phonograph Operators' Association.

A three-man committee representing the phone operators will be appointed by Frank Hammond, manager of the association, with a similar committee to be named by Martin Miznick, president of the games association. With the two committees working in complete harmony, it is hoped to bring all non-member operators in the city into one or both of the associations by the end of the year. Operators handling both music machines and pinballs are eligible and desirable for membership in both associations.

Said Hammond: "It is for the good of the industry that all its members band together in the association. The drive will extend beyond the efforts of the two association committees. Every member of both association will be asked to pitch in and help sign up the non-members, not only for the good of the particular association but for their own mutual benefit."

# Boston

BOSTON, Oct. 26.—Joe Levine has taken over the New England distributorship for a phonograph firm. Under the name of Eastern Distributors Company an office has been opened at 874 Commonwealth Avenue. Eastern will handle complete line of music machines, in addition to games.

After a flying trip thru his new territory, covering more than 1,000 miles, Ben Palastrant announced that distributors had been appointed in several sections for the Packard Manufacturing Company. Palastrant was appointed district manager several days ago.

Ed Haverby, of the Owl Mint Machine Company, reports he will soon have an important announcement for New England column. Haverby reported things in general are good.

Harold Rudman, formerly serviceman for Finley Music, has become an operator.

Most operators are enthusiastic, as business continues good. Saturday night grosses indicate football crowds are in a spending mood.

Apex Coin Machine is going full blast, with Blackie Blackman kept busy on repair jobs and Bill Wells going wild trying to find enough machines.

Atlas Coin reports other installations of telephone systems, with orders for wall boxes also keeping the office busy. Many orders are placed sight unseen, indicating column are convinced wall boxes and remote control units are staples now.



EDDY DUCHIN, well-known orchestra leader, congratulates Jim Mangon (right), on the successful showing of Milla Panoram at the Hotel Waldorf-Astoria, New York, October 20, 21, and 22.

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# MUSIC MERCHANDISING

## Popularity of Hawaiian Music Growing as Clubs Go Native

Operators and recording companies watch growth of tropical clubs featuring Hawaiian music—figure they may popularize native music as Latin clubs did rumbas and congas

NEW YORK, Oct. 26.—Few music box operators or recording company execs thought a few years back when the first Cuban and Latin type night clubs opened on Broadway that the popularity of rumba and conga melodies would rise to such heights that many operators would find them "musts" in their machines. The public, however, took to these toe-tickling, rhythmic melodies. As a result, not only did more Latin clubs blossom forth, but practically all clubs and hotel rooms added relief bands who specialized in rumba and conga rhythms. Popularity of this type of music was steadily on the upgrade thruout 1938 and 1939, and as a result many operators found tunes recorded by Xavier Cugat, Eddie Lobarón, Sacasas, and other leading Latin bands to be solid clicks in their machines.

With the new night club season now under way recording company execs and leading operators here are now wondering if history is going to repeat itself. This season it looks as tho the plaintive strains of Hawaiian tunes are going to make a strong bid to supplant those in the Latin strain. More and more Broadway seems to be coming under the influence of Hawaiian entertainment. The big Hurricane night club has been using Eddie Bush and His Society Islanders since it opened April 17. It also uses Hawaiian dancers and singers in every floorshow. The Victoria Hotel has been using Hawaiian music and entertainers for months. The Beachcomber night club has used Latin and American music since it opened a year ago, but it also plugs the Tahiti idea. Tropicana is a new tropical atmosphere night club on Broadway but it uses colored swing music at present. Treasure Island, another new spot, uses Latin music.

Away from Broadway, Ray Kinney's band plays Hawaiian music in the Lexington Hotel's Hawaiian Room. Andy Iona's Hawaiian music and a Hawaiian show open at the Walkiki Club on 82d Street next week. Pago Pago Club and the Seven Seas are other local clubs using Hawaiian music.

Whether these clubs affect Tahiti, Oriental, South Seas, tropical or Polynesian atmosphere and entertainment, the music is always Hawaiian and plays up string melodies and high tenor singing.

Despite the sharp advances of Hawaiian music, Latin music is still powerful in this area and Latin records still are hot in many locations. Almost every large local club has either a Latin alternate band or a Latin main band. That applies to the Waldorf-Astoria (which often has Xavier Cugat) and the Rainbow Room (Eddie Lobarón now) and all down the line to the Old Roumanian Club on the Lower East Side, which had to give in to the Latin craze and add a four-piece Latin combo.

Among distinctly Latin clubs here are Havana Madrid, La Martinique, La Conga, Cuba Casino, Reno Club, El Chico, Club Gaucho, Don Julio's, Rio Grande, and Marta's, altho big spots such as Beachcomber and the Hurricane always use a Latin band.

## Acme Sales In Full Swing

NEW YORK, Oct. 26.—Sam Sachs reports that Acme Sales Company is now conducting a factory-wide sale on completely remodeled phonographs. "There has been such a demand from operators for these units," says Sachs, "that our men have been busily engaged for weeks turning them out. Operators have found that the Acme remodeled music boxes are just what is needed to increase the take on locations.

In addition to the completely remodeled machines, Acme offers a complete line of remodeling parts for operators who like to remodel their own machines."

## Music for Gridders

Dr. Eddie Anderson, the Iowa coach, is thinking of placing an automatic phonograph in his players' dressing room before game time. He believes that music while the boys are dressing might break down tension and strain. "Say we had a lot of march tune records," said Anderson. "Seems to me the boys would be stirred—you know how those martial tunes lift you up, and it might put an end to that nervous excitement that tightens up a ball club."

The doctor may have something. But can you imagine what would happen to the machine if the team returned from the field after losing a game only to hear the sweet strains of "I'll Never Smile Again."—From The Baton Rouge (La.) State-Times, October 18, 1940.

## Old Music Boxes In Antique Show

WILKES-BARRE, Pa., Oct. 26.—Century old music boxes, credited as forerunners of the modern music machines, were featured in the Wyoming Valley Antique Show held here under the auspices of The Wilkes-Barre Record.

Eight boxes encased in rosewood cases delicately inlaid with satin wood floral designs and with their elaborate mechanism playing scores of classical compositions and of widely varying types and sizes were shown by Percy A. Brown, civic leader and widely known business man. Brown became interested in them while in a toy shop on the Pacific Coast last March and already has gathered more than 80 fine old specimens, some of which are being overhauled by expert technicians. All of the boxes on display are of foreign make.

The tonal beauty of the old music boxes, which operate by the process of revolving needle-studded metal cylinders against fine metal teeth, is a revelation to those of the present day who think of music in terms of swing bands, phonographs, and radio. The largest box on display is more than 30 inches long and plays 18 pieces with harp accompaniment.

A smaller model, built in 1802, has accompaniment of bells which are visible thru the glass top. A French box, built in 1804, plays eight tunes. An 1840 Swiss box is of special interest, as it will play only when the left side is dropped. Among the music boxes in the novelty category is one inserted in an old picture album and another cleverly concealed in a wooden base on which has been mounted a handsome old Italian collection plate of carved wood, the whole resembling a compote plate.

In addition, one of the first color-operated music boxes, used for display purposes by a local phonograph and radio dealer, is also on display and received wide interest.

## Buckley System A Hit, Says Royal

NEWARK, N. J., Oct. 26.—"Every once in a while," declared Barney (Sugy) Sugarman, of Royal Sales, this week, "a product comes along which clicks so solidly with operators that there is no doubt of its success. That's just what has happened with Buckley Music System.

"In all the years we've been in this business both as operator, jobber, and distributor," he continued, "we've never witnessed anything quite like the way the direct 'touch to touch' action of the Buckley Music System has caught on. Undoubtedly the success of this product is in itself the explanation why the trend thruout Jersey is more and more toward 'wall boxes. Operators tell us they're the answer to better collections and thank Buckley for leading the way."

So enthusiastic has Sugarman become over the success of this product that he is announcing a 30-day free trial offer to all Jersey operators. "It's just our way of showing how much confidence we have in this product and what it will do for the boys," he says. "We know that once an operator installs the Buckley System he'll wonder how he ever got along without it. And to give all operators the chance to see for themselves what this system will do for them we're willing to install this system in their locations and let them see for themselves how collections will boom."

## Denver

DENVER, Oct. 26.—Suite 317 of the Brown Palace Hotel has been the scene of much activity the past several weeks, as that is the temporary quarters of Wolf Sales Company, new phonograph distributor, prior to its moving to permanent quarters. Wolf Relwitz and

## So. Automatic's Purchasing Plan

CHICAGO, Oct. 26.—From 8td Stibel in Louisville, Ky., comes word of a plan to make it easier for responsible operators to purchase equipment from Southern Automatic Music Company.

Stibel, firm official, commented: "We always tried to help operators to make more money from their operating business. Good equipment and excellent service have helped the Southern Automatic Music Company grow from a one-unit organization to a four-city concern.

"Thru our offices in Louisville, Indianapolis, Cincinnati, and Nashville, Tenn., we are now serving a large number of operators. Seeburg Remote Control is a favorite of operators who buy from all four offices. New and used games are selling in greater volume than at any time since we began to handle such equipment.

"We want our customers to be able to take advantage of opportunities when they present themselves. We are in a position to finance any legal equipment made by any reliable manufacturer for any responsible operator in our territories. If an operator is in good standing there is every reason for us to make it possible for him to satisfy his needs by extending him credit."

## Arkansas Music Operators Meet

LITTLE ROCK, Ark., Oct. 26.—Arkansas music operators are scheduled to meet tomorrow in a regular monthly meeting at the Marion Hotel, Little Rock. The meeting of the Arkansas Music Operators' Association will stress the drive on for new members.

F. E. Ragsdale, president, and Louise Early, secretary-treasurer, listed the following matters as in process of adjustment and up for discussion at the meeting:

Appeal to the Supreme Court on the contention that \$250 of the original purchase price of any piece of equipment be exempt from the payment of sales tax.

The Wage and Hour Law as a problem to operators. (More so since a suit has been filed against an operator.)

With these as some of the main subjects the officers expect discussion to go on to discussion of operating conditions in Arkansas and plans for furthering of the industry thru a unified program thruout the State.

Members have been urged to bring non-members to the meeting so that they might observe association activity and decide whether or not they should join to help present a united front.

son, both former Denverites, have been busy renewing friendships and in general making plans for the opening.

Joe Briola has placed a Sky Fighter at the Chez Paree nitery. It is getting plenty of action.

M. C. Olson, of Rock-Ola, spent several days with Gibson Bradshaw at the Denver Distributing Company last week.

A new Denver operating firm, Rocky Mountain Music Company, got started last week with an order for Wurlitzer machines. Max Mosko heads the company. Bill Levinson is city solicitor.

Lloyd Kneiss, operator of Torrington, Wyo., was a recent visitor at Modern Music Company. He was high in his praise of both operation and receipts of Seeburg Remote Control and Chute-the-Chutes gun machines.

The new game room at the Albany Hotel will have several gun machines installed by Milton Pritts. This is the first anniversary of the remote selector installation at the Curve Inn, which, it is claimed, is the oldest such installation in the Rocky Mountain Region.



FROM COAST TO COAST America's famous band leaders' recordings are given impetus on Wurlitzer phonographs. Here is Ben Bernie and the Bailey Sisters posing with a Wurlitzer phonograph in a Buffalo theater.

# No Fooling!

WALL AND BAR BOXES? YES!

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Yes, and it's sweeping the country like wildfire! Wide awake operators can see the handwriting on the wall. **TOP LOCATIONS** will have Telephone Music regardless. Will it be yours?

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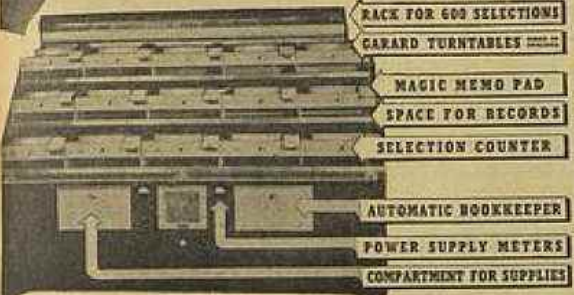


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## Michigan Supreme Court Ruling Okehs Phonographs and Dancing In Locations Outside of Towns

DETROIT, Oct. 26.—An important decision of value to automatic phonograph operators was handed down recently by the Michigan Supreme Court. Reversing a previous Circuit Court decision, the high court ruled that a Michigan law which prohibits public dance halls outside limits of incorporated cities and villages did not apply to taverns and night clubs permitting dancing with music supplied by automatic phonographs.

"Because dancing is permitted with phonograph music it cannot be said she (the defendant) conducts a public dance hall. Dancing is merely incidental to the other business conducted. Taverns were not in existence when the dance hall act was adopted and the act applied only to public dance halls," the

court opinion stated.

The Circuit Court decision was based on a law adopted in 1921 during the prohibition era. Had the Circuit Court opinion been upheld it would have put out of business several hundred road-houses and with this hundreds of locations for Michigan operators' phonographs would have closed. Most of the locations which were affected by the ruling are located in suburban areas around Detroit and in Michigan resort areas.

## Dallas

DALLAS, Oct. 26.—Dallas coin machine men have experienced a month of ideal fall weather and have cashed in heavily on it. Perfect weather plus more than a million visitors to the State Fair has been a big help to the operations of music and games operators.

Bill Boles, credit manager for Rudolph Wurlitzer Company, planned into Dallas last Saturday and stopped over for a business conference with Joe Williams, head of the Commercial Music Company.

Dallas's newest eating place, where air-minded Dallasites join air travelers, is the Airport Cafe, a point of vantage

where diners may watch the big planes come and go. The spot is equipped with everything in modern music, including Wurlitzer phonographs, strollers, and complete bar box and wall box service.

Chester Moore, owner of the Pan-handle Specialty Company, Amarillo, Tex., was a week-end visitor to Coin Machine Row.

Super-streamlined Drive-ins with large dining and dance floors feature the latest in music via the phonograph and continue to be very profitable. A new drive-in here is equipped to serve several hundred customers and has an installation of 25 Wurlitzer wall boxes. Another super drive-in is nearing completion on the Fort Worth Pike. Place will have two large dining rooms and a dance floor. C. A. Seale, local music merchant, is installing 32 Wurlitzer wall boxes to serve the place's music lovers.

Lloyd McPalls, local coin machine man, has had a successful two-weeks' play during the State Fair of Texas with his battery of Keeney Anti-Aircraft guns. Lloyd's amusement booth on the Fair Park midway, equipped with four guns, did capacity business. He also had another battery of four guns in the main exhibit building.

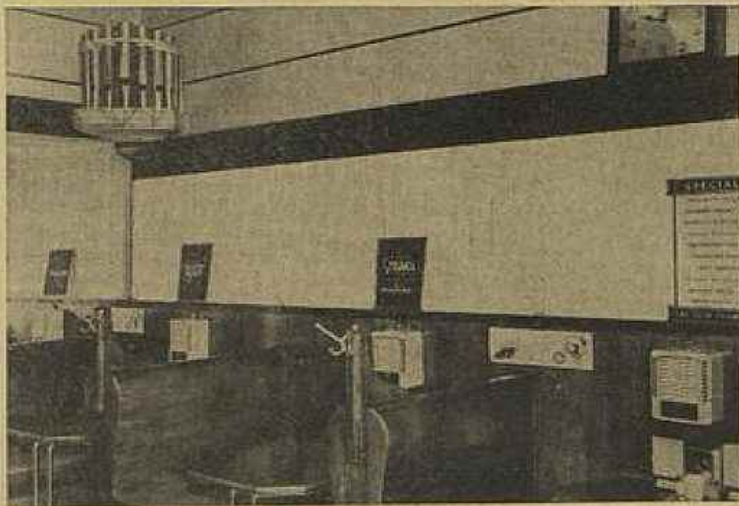
## Detroit

DETROIT, Oct. 26.—M. V. Blum, Ajax Novelty Company, says that Bally's Rapid-Fire is still the biggest seller in his territory.

Business is booming in the music field, with the trend strongly toward remote-control installations in this territory, according to Bud Sauve, of the A. F. Saire Company.

Joseph A. Rosenberger, factory manager of the New Era Sales Machine Company, reports that dies for the company's new model machines are being readied and that they will be on the market in time for the January show.

Louis Markovitch and Julius Kingsten are going into partnership in the vending machine field. They are the newly organized New York Vending & Coin Company, with offices on Mackinac Avenue.



FOUR GOOD REASONS why this Battle Creek, Mich., location is popular. Wall-o-Matics in the booths and a Seeburg SpeakOrgan complete the music installation.

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1935 ROCKOLA PHONOGRAPHS... \$15.00  
 1936 ROCKOLA PHONOGRAPHS... 17.50  
 WURLITZER 412..... 22.50  
 WURLITZER 616A and 716..... 44.50

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One-third down with order. F. O. B. Chicago.

### UNIVERSAL AUTOMATIC MUSIC CORP.

1506 E. 67th Street, Chicago, Illinois

# 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)

## RAY HERBECK (Okah)

*We Three—FT. VC. Charlie Was a Sailor—FT. VC.*

Two more Herbeck sides that show no improvement in danceability or listenability. The almost total lack of rhythmic life militates against this disk, as against others from this band, for dancing purposes, and the stereotyped mediocrity of arrangement and execution makes listening difficult. And to those people who like (and buy) solidly musical dance records, Herbeck's constant modulations of the first couple of bars of his theme, *Romance*, are irritating, particularly when used in a poverty like side B here. The only thing this record has to recommend it is one all right corn trumpet passage on *Charlie*.

## TONY PASTOR (Bluebird)

*Let's Do It—FT. VC. Ready, Get Set, Jump—FT.*

The first side here is practically a lyrical tour de force for Pastor, rim to label being taken up with Tony's warbled 1940 version of the well-known Cole Porter show tune of a dozen years ago. It's one of the best vocal jobs he has ever done, and it ought to be big among those who like Pastor's unique singing style. There's additional money's worth in the contrasting plattermate, which is no lyric song, has no vocal, and is—as the title implies—out-and-out jump stuff. It's done well, too.

## TOMMY DORSEY (Victor)

*I'd Know You Anywhere—FT. VC. You're Got Me This Way—FT. VC.*

Side A is the same old Dorsey format once again—Tommy's trombone, Frank Sinatra's middle vocal chorus, and band ensemble for the finale. It's getting a bit monotonous week after week. The day is somewhat saved here, however, by a welcome change (which isn't to say that the Dorsey and Sinatra talents are any less great or effective than always, but simply that it's possible to get too much of a good thing) in the form of a Pied Piper vocal on a catchy tune. Both vocal and tune are excellent, as is a Ziggy Elman trumpet passage preceding the quartet.

## WOODY HERMAN (Decca)

*Rhumbogie—FT. VC. A Million Dreams Ago—FT. VC. Looking for Yesterday—FT. VC. I Wouldn't Take a Million—FT. VC.*

Dillagene's weak vocal on *Rhumbogie* is the only demerit that can be chalked up against these four latest Herman sides. She just hasn't the quality that stands out in every other department of this band, and Woody's expert singing and his ork's highly listenable,

danceable performances (even on ordinary pop tunes), highlight her weaknesses even more in comparison.

## JIMMY DORSEY (Decca)

*Yesterthoughts—FT. VC. On the Trail—FT.*

J. Dorsey gives the *Ferde Grofe On the Trail* movement from *Grand Canyon Suite* its first dance treatment and turns out the sort of admirable job that is expected of a band as good as this one. No sensational arranging features the side, Dorsey being content to play the theme in a solidly beautiful style rather than trick it up with flashy scoring. The net result is far more listenable than it would have been the other way. Bob Eberly shines, as usual, on his chorus and a half of the old Victor Herbert melody on side A.

## ORRIN TUCKER (Columbia)

*I Know Somebody Who Loves You—FT. VC. Take Care—FT. VC.*

The point was made earlier in this column that it's possible to get too much of a good thing. This time it's Bonnie Baker and her baby talk once more, and it must be apparent to everyone, including Tucker and wee Bonnie, that by this time enough is enough. There are those, furthermore, who hold that La Baker's coy lyrics never even approximated being a good thing, so that in some directions this almost weekly repetition of the *Oh, Johnny* formula is viewed far less tolerantly than it is by those who just look objectively at the situation and feel that a halt should be called some time. For the rest of this disk, it's the usual fair Tucker band performance, and an all right vocal by Orrin on the second side.

## CHARLIE BARNET (Bluebird)

*Wings Over Manhattan—Instrumental in Two Parts.*

Barnet departs from his customary style for the nonce with a double-sided disk of tone poem proportions. Written by Billy May, one of the Barnet band's arrangers, this is a descriptive composition with undeniable qualities, but one that could have been even more effective in its musical depicting of air travel. Its symphonic jazz connotations are well handled by the band, and it's not Barnet's fault that the work misses its goal of stimulating musical tone poetry.

## JOHN KIRBY (Okah)

*On a Little Street in Singapore—FT. Zooming at the Zombie—FT.*

If the Kirby band isn't the greatest small combination in the business, from at least the standpoint of distinctive, unique swing stylings, it will have to do until a better outfit comes along. This



ELIZABETH, N. J., LOCATION employs Keeney Wall Boxes in every booth end on the counter to make music easily accessible to patrons. Earnings are reported at peak since installation of present equipment.

is no ordinary jam combo; every disk Kirby makes (and this one is another outstanding example) shows a musical rightness and imagination that isn't equaled in a good many large bands. The soft, subdued arrangements on *Singapore*, hewing closely to the melodic line, and the light buoyancy of its companion piece are the sort of things that don't turn up often among current releases.

## UNA MAE CARLISLE (Bluebird)

*You Made Me Love You—V. If I Had You—V.*

Miss Carlisle's second Bluebird disk equals her first for a meritorious performance of a couple of oldies that sound new again in her intimate, un-usual vocal style. Sopra singer accompanies herself on the piano, and again turns in a pair of renditions that are worth anyone's listening time.

## KENNY BAKER (Victor)

*Two Dreams Met—V. Yesterthoughts—V.*

Baker's smooth tenor voice gets all there is to be gotten out of those two ballads, and backed by Lou Bring's suave and woodwind accompaniment, both the singer and his material here are a number of cuts above average vocal recordings.

## EDDY DUCHIN (Columbia)

*Practice Makes Perfect—FT. VC. I'm Home Again—FT. VC.*

Done in typical Duchin manner, this couplet makes strong listening, with Eddy's major professional raison d'être—his piano playing—very much in evidence throughout both sides. That's one of the reasons the disk is so listenable, since the Duchin style retains all the ear-appeal it has possessed all these years, and in some instances, such as a few passages here, becomes even more attention-commanding than usual.

## RAY KINNEY (Decca)

*Pagan Love Song—V. Sweet Hawaiian Moonlight—V.*

Very nice vocalizing by Kinney, against a good, appropriate instrumental background, that probably has a little more chance for commercial success than most grass-skirted pressings because of the familiarity of the first side, one of the bigger motion picture song hits of some years ago, and a tune that has always had selling appeal.

## CHICK BULLOCK (Okah)

*Looking for Yesterday—V. Maybe—V.*

Bullock has had his innings in the country's coin phonographs in the past, having produced a few disks that have had extremely honorable careers in the boxes, and here he has another pair of sides that could do as well as his past accomplishments. Each song is hit material, *Maybe* a current favorite, and its companion a potential click. Bullock lends his pleasant and capable voice to the lyrics of both in a nicely satisfying way.

## BENNY GOODMAN (Bluebird)

*I'm a Ding Dong Daddy—FT. Dizzy Spells—FT.*

Another release from the days when Goodman was cutting them in the Vic-

tor studios with his band, and instrumental quartet, of several years ago. The combination of Benny, Lionel Hampton, Gene Krupa, and Teddy Wilson—on clarinet, vibes, drums, and piano, respectively—comes thru again on the A side here, with Dave Tough replacing Krupa on the reverse. *Daddy* is by far the better item here, with much more drive, sock, and brilliance.

## GENE KRUPA (Okah)

*I'm Waiting for Ships That Never Come In—FT. VC. The World is In My Arms—FT. VC.*

It's a bit late to release a record of *Waiting for Ships*, inasmuch as such play as the song enjoyed was over a couple of months ago, and even at the height of its revival then (it started life originally more than 20 years ago) it was no great smash. Krupa does it well, with Howard DuLany's excellent vocalizing the highlight, but it probably will mean very little at this late date. Band is also good on the reverse, a ballad from the current Al Johnson musical, with DuLany again standing out in a generally polished performance.

## RAYMOND SCOTT (Columbia)

*A Million Dreams Ago—FT. VC. In a Moonboat—FT. VC.*

Scott goes the whole hog commercially in this double, and almost completely loses his identity thereby. Which isn't a particularly happy circumstance, since Scott's identity is one of the few unique things in a too-often unimaginative musical world, and certainly something that should never be buried under ordinary arrangements of ordinary songs. No Wynn, no longer with the band, does the warbling on both sides in her accustomed silky style.

## VAUGHN MONROE (Bluebird)

*Is It Love, or Is It Conspiration?—FT. VC. So, You're the One—FT. VC.*

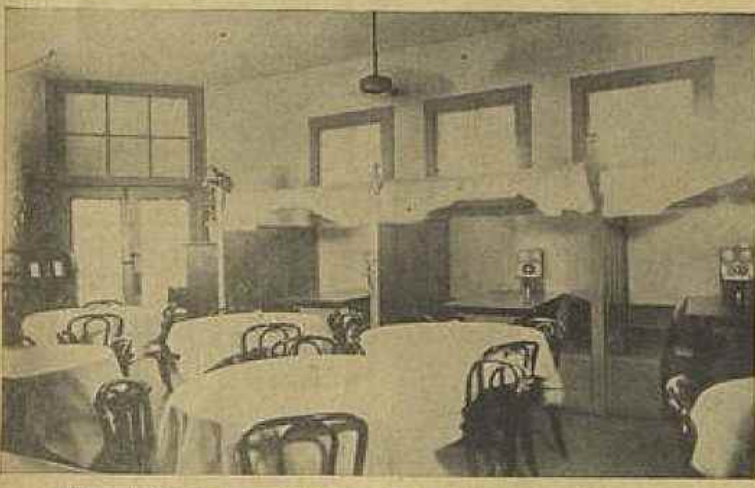
The first musical comment on selective service to emerge from Tin Pan Alley comes thru on the A side here, and proves to be an amusing little ditty with a couple of laugh-getting lines of lyric. Monroe's baritone isn't exactly the type of voice to make the most of wordage of this sort, and neither is it too good on the rhythm on the reverse. Ballads are more in this line. But the fault isn't enough to spoil two more good sides from this promising aggregation.

## BILL CARLSEN (Okah)

*The One I Love Belongs to Somebody Else—FT. VC. Black-Eyed Susan Brown—FT.*

Carlson brings a nice enough lift to these two oldies, which makes them acceptable for rolling back the rags and terping to his rhythm, but they're not all they might have been for those who sit them out. They're too straight and lackluster musically to command much listening attention, a good fiddle chorus on side B being the only spot where interest picks up. Mickey Dowd does a good vocal on the first, Gil Rutzen does a bad one on the second.

(See ON THE RECORDS on page 66)



THE PEKING CAFE, PHOENIX, ARIZ. specializes in Chinese dishes and Rock-Ola music. The installation of a Rock-Ola Master Model phonograph and 50 Dial-a-Tune wall boxes has increased music profits of the location considerably.



# Talent and Tunes On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

By SAM HONIGBERG

## News Notes

**CAROL BRUCE**, the musical comedy singer under contract to Decca, will not make recordings for the firm until her contract difficulties are straightened out with Buddy DeSylva, producer of "Louisiana Purchase" in which she is appearing. Decca's president, Jack Kapp, announces.

Ray Noble's new vocalist is Maxine Tappan, succeeding Edythe Harper, who left to join Harry James' orchestra. . . . Bon Bon, colored entertainer with the Jan Swift outfit, also has deserted the ranks to form a band of his own.

Columbia Recording Corporation has its forces out to drum up publicity for Kay Kyser's new RKO picture, "You'll Find Out," being released this week. Pictures has six tunes which have already been recorded by Kyser on the Columbia label, and by Gene Krupa, Frankie Masters, and Claude Thornhill on the Okeh label. The tunes are "I'd Know You Anywhere," "Like the Fella Once Said" (recorded by Krupa), "You've Got Me This Way," "Don't Think It Ain't Been Charming" (recorded by Masters), "The Bad Humer Man," and "I've Got a One Track Mind" (recorded by Thornhill).

The Merry Macs and Bing Crosby are being co-featured on recordings of two old favorites, "Do You Ever Think of Me," and "You Made Me Love You." . . . Decca is releasing an album of six Woody Herman records under the title of "Bless on Parade."

## Moosie, Pa., Activity

**BEN DEFAXIO**, operator in Moosie, Pa., is thoroughly familiar with the recording demands in that anthracite region. He reports that football songs are beginning to do a fair business in certain spots, but an operator should change those records around to make sure one location does not keep one song too long. He feels the plays should hold up thru December. Top recording artists and records in that area, DeFazio reports, are Tommy Dorsey, Glenn Miller, and standard polkas made by locally popular outfits, such as Jolly Jack Bebel and Brynnon Kryger.

## Favorites Linger On

**SEVERAL** operators from the Buffalo area have been complaining of late over the dearth of sensational money-making records on music machines. Latest to join this group is Bernard Blacher, of the Amplified Music Company, who, like his business companions, has been pursuing a policy of keeping old favorites on machines.

"Rather than try a million records in the hope of striking a good one I keep the approved favorites a little longer," Blacher writes. "To be sure, I keep stocking my machines with the new hits, but I never force an accepted tune out of the machine as long as it attracts plays."

"Best sellers on my locations now are 'Maybe' by the Ink Spots, and 'I'll Never Smile Again,' which is still holding its own. Most successful among the newer tunes are 'Only Forever' and 'That's For Me,' both featuring Bing Crosby. The Andrews Sisters are doing a good job with 'Ferryboat Serenade,' which pulls better than Gray Gordon's version. Worth keeping on are 'Blueberry Hill' and 'I'm Nobody's Baby,' featuring, respectively, Glenn Miller and Judy Garland."

## This and That

**KAY KYSER** staged a press preview at the Waldorf-Astoria Hotel, New York, Wednesday (23), prior to his opening there the following night. Records of his tunes from his picture, "You'll Find Out," were distributed free. . . . No less than 12 new tunes will be publicized nationally this month with the release of two additional film musicals, "Too Many Girls" and "Dancing on a Dime." Former picture, based on the Broadway show, has eight Rodgers & Hart songs which are currently being recorded by leading bands. They are "Love Never Went to College," "I Didn't

Know What Time It Was," "Heroes in the Fall," "Pottawatomie, Spio and Spanish," "You're Neater, Gause We Got Gake," and "Look Out." "Dancing on a Dime" has a tune based on the title and "I Hear Music, Lovable Sort of Person," and "Manana."

Tommy Harmon, the year's most publicized college football player from Michigan, reports in his interviews that he is a music box fan and a collector of swing records. . . . Benny Carter is recording a revival of an old favorite, "Lindy Lou, for Okeh." . . . Several New York theatrical bookers who have been making frequent trips to Florida to set acts into leading night clubs report that more music machines than ever before will dot the resort area this coming season. . . . Harry Kalchelm, booker of the Paramount Theater, New York, who was given credit in this space last week for installing a music machine in the lounge of that house, writes in to say that Bob Weitman, the managing director of the Paramount, is responsible for the idea. Glad to make the correction.

## 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.

### CHICAGO:

**Sepia Panorama. Duke Ellington.**  
This new Ellington theme is getting a big play in this area, operators report. The style of this maestro, well known to theater and night club fans for years, is finally catching on with the music box fans. In addition to the above tune, Ellington has recently recorded several favorites, including "My Greatest Mistake," "A Portrait of Bert Williams," "Never No Lament," and "Concerto for Goofie."

### WASHINGTON:

**Molly Malone. Gray Gordon.**  
Operators say that this is a swell bet for Irish neighborhoods, having all the musical ingredients to please the folks from Erin. And Gordon's name, which is becoming increasingly popular on machines, will draw plays on his own, as he is doing in the capital.

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### WILKES-BARRE:

**Charlie Was a Boxer. Vincent Lopez.**  
This Pennsylvania region is displaying great interest in this novelty and there is no reason why other territories will not buy it with equal fervor. It is coming up fast in taverns and is also available in many classier locations.

### MILWAUKEE:

**The Same Old Story. Eddy Duchin.**  
Next to Practice Makes Perfect this

tune shows the most promise of tunes in the Broadcast Music, Inc. catalog. The wide publicity given it by traveling bands throughout the country is developing a market for it on music machines. The Duchin recording is in the lead in Wisconsin.

### BURLINGTON:

**My Greatest Mistake. Ink Spots.**  
Several letters from Vermont operators agree on one point: The Ink Spots are among the first five leaders on music machines in that State. Locations near the University of Vermont in Burlington indicate that they are as strong as Glenn Miller, who holds first position. Equally as good as "My Greatest Mistake" are the Ink Spots' versions of "Maybe, We Three, I'll Never Smile Again," and "Whispering Grass."

### CANTON:

**Notre Dame Medley. Guy Lombardo.**  
The recent premiere here of Warner's "Knute Rockne—All American" stimulated interest in most football songs. For obvious reasons, the above mentioned recording has been in the lead. Operators say that it is possible to cash in on this record in any city which is playing the Notre Dame picture. Tie-ups between theaters and locations benefit both parties.

## Radio's Leading Songs

**WHEREIN** we present a comparative list of 10 songs broadcast most often during the week ended October 25 and the week before, ended October 18. 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.—Two Dreams . . . . .	—
2.—There I Go . . . . .	3
3.—Trade Winds . . . . .	5
4.—Practice Makes Perfect . . . . .	2
5.—Ferryboat Serenade . . . . .	1
6. And So Do I . . . . .	—
7.—Maybe . . . . .	4
8.—Our Love Affair . . . . .	7
9.—Only Forever . . . . .	7
10.—Same Old Story . . . . .	6



**DE WITT (DOC) EATON**, Eastern regional director for Buckley Music System, Inc., buys a tune for Jean (Buckley Music System) Martin. Eaton reports real support from operators in her campaign for more Buckley installations.

# ALMOST HUMAN!



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## Huge Crowd Takes In Supreme Party

BROOKLYN, Oct. 28.—Willie (Little Napoleon) Blatt came back to the distributing division with a bang today when his Supreme Vending Company, Inc., this city, clicked with the showing of the Buckley Music System to hundreds of music operators of this city and surrounding territory.

The party was heralded as the "Supreme Event" and operators conceded that it brought back the Little Napoleon to his rightful element—as a distributor—in the coin machine business.

Working closely with Blatt to make the party a success was DeWitt (Doc) Eaton, Eastern regional manager for Buckley Music System, Inc. A complete installation of the Buckley Music System was on hand for music operators to inspect. Two Buckley wall boxes were installed on the bar in the upstairs showrooms. Four more wall boxes were spotted around the room. The adapter was hidden in a back room and contained two old 412 mechanisms. The speaker featured was the new chandler Ultratone ceiling speaker, which has been creating much interest in the East.

The crowds were served buffet style with all the food and drinks they wanted. The party was a happy one and the general applause given when Blatt was called to speak revealed the respect and admiration which the operators here have for him.

Associations were well represented by their members. Many service engineers of leading music operators also came to inspect the Buckley Music System.

The outside of the Supreme Building was decorated with a huge sign an-

nouncing the fact that the firm now represented the Buckley Music System. In the downstairs showrooms there were other streamers painted with features of the Buckley Music System. Upstairs showrooms were gayly decorated to resemble a location with the Buckley System installed.

Some of the ops spotted prior to press time were J. Karpman, A. Gurcio, Joseph Kochansky, Charles Semil, Al Denver, Walter O. Singer, George Briggs, Harry Block, Abe Karlitz, Tony Gasparro, Ben Becker, Edward Schlossberg, David Freedman, David Bergman, Bill Gerah, Billy Mirsky, Lou Singer, E. Eisenstein, Dave Siegel, Al Uber, Harry Brodsky, Jack Tashman, Theo Blatt, Maurice Zegellbone, Howard Johnson, Peter Schenone, Lou Kantor, John A. Pittgibbons, Bernard A. Ross, Phil Blake, Ben Robbins, S. Solomon, Lucky Skolnick, Jerry Kaufman, Rose Karpman, Sam Kramer, and Joe Basal.

Wires and flowers continued to flood the offices until a very late hour. Pat Buckley wired from Chicago that press of business at the factory prevented him attending but wished everyone a grand time and was certain that the Little Napoleon would once again prove his prowess as a distributor. Pat reminded Blatt that all orders would be filled immediately and that the ops could bank on immediate deliveries that were wired in to the factory.

## ON THE RECORDS

(Continued from page 64)

**ELLA LOGAN (Columbia)**  
*The Whiffenpoof Song*—V. Oh, By Jingo!—V.

Miss Logan is back with her Scotch accent on the old college song that Rudy Vallee brought into national prominence some years ago, and another novelty swing thing that is about the poorest job of the week. It's taken at such a fast tempo that the vocal can't be understood, which isn't the acme of desirability on a vocal record. Side A is a more subdued Logan, and a bit better.

**GLENN MILLER (Bluebird)**  
*Shadows on the Sand*—PT. VC. *The Five o'Clock Whistle*—PT. VC.

Coin phonograph potentialities are written all over the second side of this latest Miller disk. It's a catchy riff tune with an attractive title and an amusing set of words. Played in Glenn's customarily solid brass and sax style with Marion Hutton and the band boys splitting up the vocal, this can go far on the machine. Flipover is a nice melody, treated to a particularly svelte Miller arrangement.

**DICK JURGENS (Okeh)**  
*Our Love Affair*—PT. VC. *So Deep Is the Night*—PT. VC.

Both sides are slow and undistinguished in treatment. No tangible faults are in evidence on this disk, altho listenability is slightly at a premium due to unimaginative scoring; it's just that neither side adds up to any more than conventional dance music. Some nice piano work, and a couple of capable Harry Cool vocal choruses are such highlights as the disk possesses.

**FRANCES LANGFORD (Decca)**  
*You're Nearer*—V. *Dreaming Out Loud*—V.

Miss Langford can sing a song, and does so here with all her usual effective simplicity and genuine talent. There are no fireworks, nothing sensational on this singer's recorded product, but it's out of the top drawer all the way thru.

**JIMMIE LUNCFORD (Columbia)**  
*Perinne*—PT. *Minute the Mocker Is Dead*—PT. VC.

Lunceford outdoes himself in a splendid swing version of Morton Gould's classic *Perinne*. Here is a vast amount of instrumental color and ingenious arranging, and from start to finish the side is a credit to a band that has long been distinguished for a better grade of jazz. The plattermate is all right, but it fades almost to insignificance in comparison with the extraordinary virtues of the other side.

**TERRY SHAND**  
*Practice Makes Perfect*—PT. VC. *Willie, Willie, Willie (Why You Cry?)*—W. VC.

This is just one of those records. The band sounds bad, and only Shand's vocal

on the first side can be considered all right. *Willie* is the better of the two sides from the band angle, but it's far from being good.

**McFARLAND TWINS (Okeh)**  
*The Bells of St. Mary's*—PT. VC. *Darkness*—PT. VC.

The McFarlands come up again with more glee club singing, and demonstrate here that their first choral cutting for this label several weeks ago was no fluke. This is very nice ensemble warbling; led by Bert Inzis, the boys do nicely by *The Bells* and by their theme song on the reverse. Instrumentally, the sides are adequate, but it's the singing that counts.

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**JUST RELEASED!**  
**ANOTHER COLUMBIA HIT**  
**By EDDY HOWARD**  
CR 35771 "Star Dust"  
"Old-Fashioned Love"  
DON'T PASS UP  
CR 35747 "Jealous"  
"How Deep Is the Ocean?"

# The VICTOR-BLUEBIRD Call Board

Magnetize your machines with the music that nabs the nickels!

## VICTOR "POPULAR" RELEASE NO. 395 LIST PRICE 50c

- 20784 Moonlight and Bess  
Whispering  
Lenny Ross, Tenor, with Orchestra
- 20785 Falling Leaves  
Goodbye, Little Darling, Goodbye  
Wayne King
- 20786 Make Me Know It  
When I Saw You  
Tommy Dorsey
- 20787 Moon Over Barns  
Just for You and Me  
Kay Kinney and his Hawaiian  
Musical Ambassadors
- 20788 In a Million  
Rumpus in Rhythmood  
Duke Ellington

## BLUEBIRD "POPULAR" RELEASE NO. 301 LIST PRICE 35c

- B-10004 \*May I Never Love Again  
\*Burr Buzz Buzz  
Bob Chester
  - B-10005 \*River Home  
\*The Best of Monterey  
\*Music of Yesterday and Today  
\*Styled the Blue Barrow Way  
Glenn Miller
  - B-10006 \*I'd Know You Anywhere  
\*You've Got Me This Way  
Glenn Miller
  - B-10007 Five and Drum Polka—Polka  
Rock and Rye—Polka  
Harry's Tavern Band
  - B-10008 These Polish Things Remind Me  
of You  
Yvette with Orchestra
  - B-10009 \*When I Get You Alone Tonight  
\*Dinner for the Duchess  
Wingie Manone
  - B-10010 \*The Bad Humer Man  
\*I've Got a One Track Mind  
Shep Fields
  - B-10011 Somer Fiddlers  
Dance of the Flowers  
Larry Clinton's Bluebird Orchestra
- \*Vocal Refrain  
Order ROA Victor Permo Point Needles from your ROA Victor Distributor today.



Order from Your Distributor TODAY!

# 4 Sensational Record Hits

★  
**THE CALL OF THE CANYON**  
By Billy Hill

★  
**CROSSTOWN**

★  
**A NIGHTINGALE SANG IN BERKELEY SQUARE**

★  
**JOHNNY PEDDLER**

Another "Beer Barrel Polka" by the same author

Published by

SHAPIRO, BERNSTEIN & CO., INC.  
RKO (Radio City Music Hall) Bldg.  
New York, N. Y.

# Record Buying Guide



An Analysis of Current Songs and Recordings From the Standpoint of Their Value to Phonograph Operators

## GOING STRONG

Recordings listed below are currently the biggest money-makers in automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country. Recordings listed without an explanation are those that have appeared under this heading for one week or more and have thus become such established successes that they require no further explanation.

**Only Forever.** After several weeks of lingering in the shadow of a strong doubt as to whether it had the ability to make the leap up to this sanctified section, this ballad from Bing Crosby's *Rhythm on the River* this week finally settles the question by showing such a strong spurt that it unqualifiedly becomes one of the current top phono items. BING CROSBY naturally is the record here, since no other disk has even challenged it from the very beginning.

**Ferryboat Serenade.** Less of a surprise in making this section is registered by this novelty tune, although there is an element of eyebrow-lifting in the fact that it makes it with less steam behind it than *Only Forever*. That, however, is splitting hairs on two numbers which are both worthy additions to the list of current leading machine hits. The ANDREWS SISTERS have this one pretty much their own way now, although KAY KYSER\* and GRAY GORDON\* are still in the picture.

**I'll Never Smile Again.** (14th week) TOMMY DORSEY\*.  
**Blueberry Hill.** (8th week) GLENN MILLER\*, KAY KYSER\*, RUSS MORGAN\*.

**I'm Nobody's Baby.** (8th week) JUDY GARLAND, TOMMY TUCKER\*, BENNY GOODMAN\*.

**Trade Winds.** (8th week) BING CROSBY.

**Maybe.** (4th week) INK SPOTS.

**Practice Makes Perfect.** (2d week) BOB CHESTER\*.

## 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.

**We Three.** Getting strong with each passing day is this conventional but nonetheless appealing ballad. It should cause no amazement to see this one up among the blue-ribbon winners in another week or two. The INK SPOTS and TOMMY DORSEY\* are still dividing the honors here.

**Our Love Affair.** Also doing well, but not exhibiting quite the stamina of the song directly above, is this picture song from *Strike Up the Band*. So far DICK JURGENS\* has had the field pretty much to himself on it, but this week he gets competition from both GLENN MILLER\* and TOMMY DORSEY\*.

**Beat Me Daddy, Eight to a Bar.** It's hard to tell what the final disposition of this boogie-woogie item is going to be. A number like this is either tremendous or mediocre; generally speaking, there is no happy medium of long-lasting fair success. It's climbing now, but whether it goes on to smash hidom or reaches a certain point and then starts to fade remains to be seen. The ANDREWS SISTERS, WILL BRADLEY\*, and GLENN MILLER\* are its standard bearers in the phones in the order named as regards popularity.

**Crosstown.** Playing to nice enough returns without setting any operators on their heads with joy is this cute rhythmically romantic number that really deserves better success than it has had so far. GLENN MILLER\* and GUY LOMBARDO\* are its foremost exponents under the needles.

**Now I Lay Me Down To Dream.** Going along in a pretty fair manner, this better-than-average ballad at the moment seems to have nice possibilities to step out in another week or so and make a strong assault on the phono heights. GUY LOMBARDO\* had been alone here, but he is now joined by RAYMOND SCOTT\*, GLENN MILLER\*, and EDDY HOWARD, the last-named being a vocal recording.

**The Call of the Canyon.** The weakness of this one is a surprise to this department, considering the fact that it has pretty nearly everything in the way of the proper equipment to push it to the top. But the equipment doesn't seem to be working, and it looks very much as if the song is going to be one of those also-rans. GLENN MILLER\* and TOMMY DORSEY\* all alone here.

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."

**Whispering Grass.** (9th week) On its last legs. INK SPOTS.

**The Nearness of You.** (7th week) Likewise. GLENN MILLER\*.

**That's for Me.** (8th week) Going down quickly. BING CROSBY.

## 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.

**Pompton Turnpike.** CHARLIE BARNET has a swing item here that has been meeting with some success in certain locations. That success hasn't been widespread enough to warrant including the record in "Coming Up" as yet, but if it keeps on growing in popularity that inclusion will be mandatory next week.

**Huckleberry Duck.** Another recording exactly similar to the one above insofar as its status in a few machines around the country is concerned. It's RAYMOND SCOTT'S disk this time, and some ops are doing nicely with it. A lot more may wind up going the same soon.

**A Million Dreams Ago.** Also starting to carve out a bit of a niche for itself on the phono network is this ballad, particularly in the DICK JURGENS\* version. This may likewise grow into a big thing for machines all over the nation.

**The Five o'Clock Whistle.** A combination of novelty number and riff tune, this has exceedingly potent chances for music-box popularity in a short while. A number of good recordings of it are available, and any or all might turn into something worth while for operators.

**Falling Leaves.** Much inherent strength for coin phono favor lies in this new one by the writer of *Sunrise Serenade* and *A Lover's Lullaby*. GLENN MILLER'S disk, in the *Sunrise* style, looks particularly good.

\* Indicates a vocal chorus is included on this recording.

Double-meaning records are purposely omitted from this column.



## 5880 GROOVE FEET OF NICKEL-MABBING MUSIC®

on COLUMBIA

WILL BRADLEY

featuring Ray McKinley

35732 ROCK-A-BYE THE BOOGIE

SCHAMBLE TWO

EDDY DUCHIN

35724 OUR LOVE AFFAIR

THE SAME OLD STORY

ORRIN TUCKER

35722 I LOVE YA, I BETCHA

LA ROSITA

HORACE HEIDT

35709 FALLING LEAVES

GROETOWN

on OKEH

DICK JURGENS

5730 CROSSTOWN

GOODNIGHT, MOTHER

FRANKIE MASTERS

5716 FERRY-BOAT SERENADE

THE SAME OLD STORY

\*There are approximately 400 groove feet in an average ten inch side.

Order From Your Distributor Today

## COLUMBIA RECORDS



## STOCK THESE NUMBERS AND STACK UP THE NICKELS!!

- 3423 DO YOU EVER THINK OF ME?  
YOU MADE ME LOVE YOU  
Bing Crosby & the Merry Maes
- 3420 SO LONG  
FIVE O'CLOCK WHISTLE  
Ella Fitzgerald & Her Orch.
- 3417 YOU FORGOT ABOUT ME  
GONE BUT NOT FORGOTTEN  
Bob Crosby & His Orch.
- 3415 OUR LOVE AFFAIR  
TWO DREAMS MET  
Tony Martin & Frances Langford
- 3410 OUR LOVE AFFAIR  
WE THREE  
Glen Gray & His Orch.
- 3409 IN A SHANTY IN OLD SHANTY TOWN  
SWING ME BACH  
Johnny Long & His Orch.
- 3378 MY GREATEST MISTAKE  
WE THREE  
Ink Spots
- 3404 TWO DREAMS MET  
DOWN ARGENTINA WAY  
Bob Crosby & His Orch.
- 3399 PRACTICE MAKES PERFECT  
WILLIE, WILLIE, WILLIE (Why  
You Cry?)  
Harry Shand & His Orch.
- 3398 RHUMBOOGIE  
A MILLION DREAMS AGO  
Woody Herman & His Orch.
- 3362 MAYBE  
ONE LOOK AT YOU  
Bobby Byrne & His Orch.
- 3374 SEVEN YEARS WITH THE WRONG  
MAN  
SEVEN YEARS WITH THE WRONG  
WOMAN  
Texas Jim Lewis & His Band

## Decca Records Inc.

Canadian Distributors:  
THE COMPO CO., LTD.  
LACHINE, MONTREAL  
QUEBEC





**SILVER KING**  
EACH  
**\$5.50** (10 or More)  
SAMPLES \$6.50

You can get your share of this easy money with a plan that brings big profits day and night. Full or part time. 7 models, low as \$3.95. Buy legal "Silver Kings." All information and commission working plans FREE. Write

## 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.

ALL PRICES GOING UP  
WHILE SUPPLY LASTS  
We Shall Ship to Our Customers

# IMP

GUM VENDERS AT THE OLD PRICE OF \$12.50 EACH—SIX FOR \$67.50.  
This Offer Subject to Prior Sale.

**TORR** 2047 A-50. 68  
PHILA., PA.

## MARCOR VENDER

ACCLAIMED THE WORLD'S FINEST



It's Genuine! Impressive! Complete! Beautiful! FULLY PROOF! NEW, simple mechanism—nothing to go out of order! Big \$10 Bar Operates! Use 10 Hershey or 10 Peanut Cream or 10 Almond Chew or any other 10 Bars. Can be had with or without name Marcor. GREAT BUY! VENDER IN HISTORY! FULLY GUARANTEED! SPECIAL DEAL TO DISTRIBUTORS!

12 MONTHS TO PAY!  
Sample . . . \$12.50  
25 Lots . . . 15.75  
50 Lots . . . 19.75  
100 Lots . . . 27.75

RUSH YOUR ORDER TODAY!

**MARSHALL CORNINE, JR.**  
227 E. 144 ST., NEW YORK



## NEW YORK CITY AMENDMENT CUTS VENDING MACHINE OCCUPANCY TAX

NEW YORK, Oct. 26.—Most of the merchandise vending machines in New York City will henceforth pay a new and lower occupancy tax as the result of the signing of an amendment to the administrative code by Mayor Fiorello H. La Guardia. Machines vending merchandise of less than 25 cents are affected. Amendment defines a vending machine as being "a machine which vends or sells tangible personal property; and shall also include but not be limited to amusement devices, automatic sanitary facilities, and all other vending services."

Under the terms of the new set-up,

## Now! A Vender To Feed the Birds

ATLANTIC CITY, Oct. 26.—A new type of vending machine, being tested at this resort, is proving to be a money-maker. It's a grain vender invented by Sylvester Dorey, of Philadelphia. The new machine ejects a quantity of feed for birds and pigeons. The feeding of the many flocks of pigeons always found on the Boardwalk here always provides an attraction for visitors, and Dorey received permission from the city to place his new devices on the Boardwalk.

The machine, a tall square metal device, has two coin slots. For a penny or a nickel the Boardwalk stroller can obtain cracked corn to feed the birds and pigeons. A silver eagle decoration adorns the top of the machine.

Mayor Thomas D. Taggart Jr. posed for photographers this week as being the first customer for the new grain vendors. Dorey plans to install his machines in Philadelphia at City Hall Plaza and near the Federal Reserve Bank as soon as permission is obtained from the city authorities, both locations being famous feeding centers for flocks of pigeons.

## Senators To Support Year's Continuation Of '37 Sugar Statute

WASHINGTON, Oct. 26.—Action on legislation to continue the 1937 Sugar Act before Congress adjourns will be demanded by Western Senators, it was disclosed recently.

Senators from Montana, Wyoming, Colorado, Idaho, and North and South Dakota, under the chairmanship of Senator Adams of Colorado, concluded at an informal meeting that they would support Senate passage of the Cummings measure in the form it passed the House last June 20.

penny nut, gum, and candy machines will pay 10 cents a year; 5-cent vending machines, 20 cents, and cigarette machines, 30 cents. All formerly paid \$1 per annum. Machines with chutes of 25 cents or over will continue to pay \$1 per year.

Penny service machines will in the future pay a tax of only 20 cents per year. All other service machines vending intangible property will continue to pay the \$1 assessment.

## New Offices for American Cigarette

BUFFALO, Oct. 26.—Sam Strahl, of American Cigarette Machine Company, reports that the firm is preparing to open new and larger distributing offices about November 20. "Our business has grown with leaps and bounds," he said. "We have found that operators would like to have us open larger quarters. Altho our present offices may be considered large, we believe that even larger and more beautiful offices will be appreciated by the trade."

Strahl recently took part in the Mills Panoram showing in New York. He acted as chairman of the entertainment committee and spent several busy days introducing stage and screen celebrities to column attending the affair.

He returned to Buffalo by plane and left soon after for the firm's Pittsburgh offices which, he reports, have been working at top speed in order to accommodate members of the trade in that area.

"The Panoram party was a big affair," he declared, "but just wait until we hold the party we're planning for the grand opening of our new offices in mid-November. Just wait—and then you'll see how we're arranging the various departments and how we'll be able to serve this entire Western New York area."

## Schaeff, of Victor, Now on Vacation

CHICAGO, Oct. 26.—Harold M. Schaeff, dynamic young head of the Victor Vending Corporation, left this week for a vacation trip which will take him thru the Smoky Mountain region. Informants did not say how well chaperoned Schaeff was when he left town. His closest friends, however, are confident he will be well guarded.

Victor vending machines have made a record during the present year and Schaeff indicated that the firm would enter the next year with new and important plans.

## Ink Filling Stations

To the Editor: "Thank you for the information you sent us concerning the coin-operated devices for filling fountain pens. We tried both the firms here which you gave us and they were unable to give us any further help.

"We would greatly appreciate it if you could locate any other source of supply or information about such machines for us."

—M.G.P.: H.C. Library,  
October 7, 1940.

Note: If any reader can give us the name of a firm which can supply fountain pen filling stations or vending machines, we will appreciate the information.

## Cornine Doubles Marcor Production

NEW YORK, Oct. 26.—Marshall Cornine Jr., manufacturer of the Marcor Ic Vender for Hershey and other Ic candy bars, reported today that the firm is enjoying so great an increase in orders that it is forced to double up on production of this machine.

"We have been in contact with vending machine operators all over the country, and everyone reports that our Marcor Vender is giving the finest service on location," said Cornine. "Records are even coming in from those men who started out with large quantities of machines.

"One leading operator, who now has a standing order with us for shipment each week, stated that one reason he is placing so many Marcor Venders is because he has found them to be the best location insurance he has. He says he is enjoying good profits from our Marcor Vender in each location and that many restaurant owners have told him that this is one of the most popular machines they've ever had.

"We have had reports like this from many operators," Cornine concluded. "Some have told us that location owners like the idea of the Ic Hershey Bar because many people will eat a small bar of chocolate in preference to a large bar, especially the ladies."

## Pan Introduces Patriotic Candy

CHICAGO, Oct. 26.—In line with the "Be Prepared" campaign of Pan Confections, Chicago, the firm has released a new patriotic candy. The new item has been named Red, White, and Blue Candy and comes in star shape.

According to Willard Seefeldt, of the firm, there are 500 to 650 pieces to the pound. "Bulk vending machine operators should use this candy," he said. "In recognition of the present military consciousness of the American people, not only does it appeal to this spirit, but it adds much in appearance to the bulk vender."

## OPERATORS!

A SENSATION THAT'S SWEEPING THE COUNTRY LIKE WILDFIRE

*Northwestern*

# 39 BELL



- ★ BIGGER PROFITS
- ★ PEP UP LOCATIONS
- ★ SMASH COMPETITION

Whatever you do—don't pass up the hottest money-maker the bulk vending field has ever known. Locations everywhere are demanding this free play sensation. Here is your chance to really clean up—to get new locations—smash competition. But you must act right now! Write for our free trial offer today and see for yourself!

THE NORTHWESTERN CORPORATION  
605 E. Armstrong St., MORRIS, ILLINOIS



CLEVELAND MANAGER DAVE KOSTELL poses with eight service men of his vending machine organization. Kostell is in the center of the picture alongside the vending machine. He is without the uniform and cap.

ADVERTISE IN THE BILLBOARD  
—YOU'LL BE SATISFIED  
WITH RESULTS.



# GOOD NEWS FOR OPERATORS IN NEW JERSEY and ADJOINING TERRITORIES

To bring quicker and better service to the many vending machine operators in New Jersey and adjoining territories who have favored us with their business

## NORTHWESTERN SALES & SERVICE COMPANY HAS OPENED OFFICES AT 58 FRELINGHUYSEN AVENUE, NEWARK, N.J., TELEPHONE: BIGELOW 3-2560

Northwestern

Deluxe



Here in our Newark as in our New York offices we will have

Write Today for Our New Price List!

**TRADE-INS ACCEPTED—**

LET'S GET TOGETHER AND MAKE A DEAL

We will give you the best deal on any and all of your vending machine needs!

Write, phone or come and visit us at whichever of our two offices is nearest you

A COMPLETE LINE OF SURE FIRE NORTHWESTERN WINNERS

A FULL STOCK OF PARTS and ACCESSORIES

THE GREATEST LINE-UP OF USED MACHINE and MERCHANDISE BARGAINS

The 39 Bell, the De Luxo, the Model 39, the Model 33 Ball Gum Vender, the Model 40 and the famous Tri-Selector

for every type of vending machine, old or new.

featuring rock-bottom prices that can be met nowhere in the industry.



Northwestern 39 Bell ★

NEW YORK AND BROOKLYN HEADQUARTERS  
589 Coney Island Ave., Brooklyn, N. Y.  
Telephone: Buckminster 4-2770  
NEW JERSEY HEADQUARTERS  
58 Frelinghuysen Ave., Newark, N. J.  
Telephone: Bigelow 3-2560

# NORTHWESTERN SALES & SERVICE COMPANY

### Anti-Slug Laws California

(To be clipped and filed for reference)

(California Penal Code, 1939) 640-a: Any person who shall knowingly and willfully operate, or cause to be operated, or who shall attempt to operate, or attempt to cause to be operated, any automatic vending machine, slot machine, coin-box telephone, or other receptacle designed to receive lawful coin of the United States of America in connection with the sale, use, or enjoyment of property or service, by means of a slug or any false, counterfeited, mutilated, sweated, or foreign coin, or by any means, method, trick, or device whatsoever not lawfully authorized by the owner, lessee, or licensee of such machine, coin box telephone, or receptacle, or who shall take, obtain, or receive from or in connection with, any automatic vending machine, slot machine, coin box telephone, or other receptacle designed to receive lawful coin of the United States of America in connection with the sale, use, or enjoyment of property or service, any goods, wares, merchandise, gas, electric current, article of value, or use or enjoyment of any telephone facilities or service, or of any musical instrument, phonograph, or other property, without depositing in and surrendering to such machine, coin-box telephone, or receptacle, lawful coin of the United States of America to the amount required therefor by the owner, lessee, or licensee of such machine, coin-box telephone, or receptacle, shall be guilty of a misdemeanor.

Any person who, with intent to cheat or defraud the owner, lessee, licensee, or other person entitled to the contents of any automatic vending machine, slot machine, coin-box telephone, or other receptacle, depository, or contrivance designed to receive lawful coin of the United States of America in connection with the sale, use, or enjoyment of property or service, or who, knowingly or having cause to believe that the same is intended for unlawful use, shall manufacture for sale, or sell, or give away any slug device or substance whatsoever intended or calculated to be

placed or deposited in any such automatic vending machine, slot machine, coin-box telephone, or other such receptacle, depository, or contrivance, shall be guilty of a misdemeanor.—Published by courtesy of Curley Robinson, secretary Associated Operators of Los Angeles County.

### Minneapolis-St. Paul

MINNEAPOLIS, Oct. 25.—Dave Gottlieb, of Chicago, will head a delegation of former Minnesotans who will witness the University of Minnesota Golden Gopher gridiron machine face the University of Iowa Hawkeyes in the annual home-coming game. While in the city Dave will have ample opportunity to meet with his distributors and receive glowing reports concerning his Gold Star five-ball game which has taken this area by storm.

Members of the coin machine industry have extended their condolences to Harry Leonard, of H. & L. Novelty Company, who received word last week that his

mother passed away in New York. Harry was unable to go east for the funeral.

Seeburg remote-control installations are continuing at a fast pace, according to Hy Greenstein, of Hy-G Games Company here.

Max Harrison has been in Canada shooting moose and, according to reports received here, having very good luck at it.

William (Sphinx) Cohen, of Silent Sales Company, is planning to mix pleasure with business when he journeys to Chi next week to view the Northwestern-Minnesota football game.

Clyde Newell, of Amusement Games Company, has returned from Rochester, Minn., and reports business there very good. Newell and James Bessler are hard pressed in getting Seeburg Wall-o-Matin boxes to fill the demand for this product.

At Acme Novelty Company business is humming. Exhibit's Leader, five-ball

game, has arrived and, according to Ted Bush and Oscar (Ozzie) Truppman, is getting a tremendous play from the operators. Wurlitzer phonographs are hotter than they have been in a long time, with many installations being recorded right along. Acme's free-play console, Jennings' Remote-Control Pastime, has had remarkable activity, Bush said.

Jules Dalsbo, Rochester, Minn., operator, visited in the Twin Cities this week. He plans some remote-control installations for his territory.

Harry Leonard, of H. & L. Novelty Company, reports considerable success with his Gold Star locations around the territory covered by his organization.

N. L. Nelson, of Lebeau Novelty Sales Company, was out of the city on business for several days this week.



### Coming Events

- 1941 Coin Machine Show and Convention, Hotel Sherman, Chicago, January 13, 14, 15, and 16.
- The 1940 Western States Coin Machine Convention, Bitmore Hotel, Los Angeles, November 18, 19, and 20.
- National Association of Tobacco Distributors, Palmer House, Chicago, January 15, 16, 17, and 18.
- National Confectioners' Association Convention, Palmer House, Chicago, June 2 to 5, 1941.
- Bottlers' 22d Annual Convention and Exposition, Music Hall, Cincinnati, November 11 to 15.
- Northwest Tobacco and Candy Show, sponsored by Twin City Retail Tobacco Dealers' Association, Radisson Hotel, Minneapolis, November 17, 18, and 19.
- Amusement Parks Convention, Hotel LaSalle, Chicago, December 2 to 6.
- New York Phonograph Operators' Association Annual Banquet and Show, New York, November 10.



Really Reconditioned Super Bargains!  
**EVER-READY**  
4-COL. PEANUT AND PISTACHIO  
LOTS **\$3.95**  
5  
SAMPLE \$4.00  
1c Ball Gum . . . \$1.00  
1c Post, 1 1/2 lb. . . 1.00  
1c Peanut, 3 lb. . . 2.00  
1c-2c Stewart-  
McQuire . . . 3.00  
1c Grape Gum . . . 3.00  
1c Ringo Ball  
Gum . . . 4.00  
1c Two in One,  
E. Col. . . 5.00  
1c-2c N. W. Standard . . . 6.00  
1c Snacks, 3 Col. . . 7.00  
1c-2c N. W. Deluxe . . . 8.00  
1c Totalizer . . . 10.00  
1c AST Challenge . . . 11.00  
We have in stock all the latest type counter served  
MAYBELLE — 100% — WIGG, PAK  
Write for our low prices!  
**ASCO**  
140 ASTOR ST.  
NEWARK, N. J.

### VENDERS at only \$2.20

That are second to none. Literature on request.  
**Why Pay More?**  
**DAVIS METAL FIXTURE CO.**  
LANSING, MICHIGAN

# EASTERN FLASHES

**NEW YORK, Oct. 26.**—Plenty of out-of-town column here this week. In fact, so many prominent distributors and operators were to be seen at the Waldorf, where Mills held its three-day showing of the Panoram, that it seemed a regular coin machine convention was in progress. Among those on hand for the Mills festivities were Sam Strahl, of

## Beverage Venders

**PHILADELPHIA, Oct. 26.**—Great curiosity has been aroused in the future of beverage vending machines following a meeting of Coca-Cola distributors here October 19 at the Benjamin Franklin Hotel. One of the subjects discussed by R. C. Fowler, of Atlanta, was "Coin-Controlled Coolers—1941."

It is known in coin machine trade circles that beverage venders spread more widely during the summer of 1940 than many had realized.

Buffalo: Harry Cohen, Cincinnati: Bill Frey, Miami: the three Raverly brothers, Boston: Sam Taran, St. Paul: Joe Ash, Philadelphia: Local contingent of operators and distributors turned out en masse to see the new Mills machine and to meet Jimmy Roosevelt, Fred Ralph, Bert and Gordon Mills, Vince Shay, Jim Mangano, and the rest of the Mills crowd. George Ponsler was kept busy for the three days playing host. Many prominent members of the show world and newspaper profession were on hand Monday night for the gala party. It's been a long time since column here witnessed a party on such a grand scale.

## IN TOWN . . .

In addition to those coming here especially for the Mills showing, many other well-known figures in the coin machine world were visitors. . . . Mr. and Mrs. Paul Gerber were in from Chicago. Paul spent some time with Bill Rabkin, of Mutoscope, arranging for faster deliveries of Sky Fighters. . . . Ray Moloney, Bally's general head, spent last week-end here saying "hello" to the boys. . . . Art Nyberg, in from Baltimore, had plenty to say about the way Bally's Rapid-Fire is clicking for his Calver Novelty Company customers. . . . Rudy Greenbaum, of Packard Manufacturing Company, here arranging for distribution of Packard's Product No. 2 in this territory. Rudy intends having distributors set up in each section by November 10. . . . Charley Mayer, while looking for a connection here, got one by phoning Chicago. He comes from there. . . . Irv Blumenfeld, of General Vending Service Company, Baltimore, Md., reported while here that his firm is shipping games to many customers on the West Coast and in Canada. . . . Frank Engel, Seeburg Philadelphia distrib. in town for a confab with Sam Kressburg, Seeburg's Eastern manager. Frank stated his firm is doing a whale of a business in Philly and Wilkes-Barre, Pa., where Lester Bittel is in charge. . . . Bobby Kline and Jimmy Martin, two of DuGrenier's crack salesmen, spent some time conferring with Miss Bouichard and Walter Mann at the DuGrenier offices.

## AROUND THE TOWN . . .

Babe Kaufman and Sam Rabinowitz journeyed to North Carolina over the week-end to see Babe's son, who attends Wake Forest University there. While there they took in the Wake Forest-Duke game. Babe hints that she'll have a big surprise for the trade next week. . . . Lester Paul, of DuGrenier, is recuperating at home from a recent illness. . . . Julius A. Levy, sales manager of Stewart Sales Machine Company, spent the last two weeks in the jury box. Jim Stewart maintains that Levy couldn't even get himself convicted. . . . Tony Gasparro, of Western Distribs, says Exhibit's Leader is clicking with all operators here. Incidentally, Tony received a letter from his brother in London this week asking him to be sure to keep sending The Billboard to him every week. . . . More and more interest developing in Beverage Venders. Miss A. M. Strong, of the G. V. Corporation, reports that one of the big features of its sales plan on DuGrenier's Adams Gum Vender is the fact that the machines pay for themselves in a year's time, yet the operator has much longer than that to pay for them.

## FAST FLASHES . . .

Dave Stern seen running around New York, making arrangements with distributors and jobbers here for deliveries. . . . Bert Lane lays claim to being one of the busiest distributors in town with Genco games and Mutoscope's Sky Fighter clicking so big. Not only is business booming for Bert here, but he says that Fred Iverson, his up-State representative, is pouring in orders, too. . . . Dave Simon, of Simon Sales, Inc., Keensy distributor here, is one of the men who knows New York realty values. He's reported to be planning a surprise for the trade soon. . . . Activity at the Ponsler headquarters makes Jack Mitnick a mighty

tough man to get hold of these days. . . . Nat Cohn, Irving Sommer, and Harry Rosen are reported working harder than ever before. "It's Seeburg all the way," claims Nat, pointing to the crowds that throng his showrooms every day. . . . Mike Munves is one distrib on Colinsow who never eats lunch because he's always so busy. . . .

## BROOKLYN BITS . . .

Willie Biatt spent the week preparing for his "supreme event" that's to celebrate his becoming distributor for the Buckley Music Systems. Biatt is all set to lead Supreme back to its place in the sun as one of the most active organizations in the distributing business. Tri-Way Products executives report they are going to town with their "Ultratone" chandelier speaker. Firm describes this product as being a baffle that hangs from the ceiling and uses any 12 or 15-inch speaker. "Tone is the finest," they maintain, "and operators and location owners alike are loud in their praise." . . . Al Simon, Jack Semel, and Irv Blocher, of Savoy Vending Company, report operators are wild about Chicago Coin's Fox Hunt. "They are extremely enthusiastic about its six ways to win," they state.

For the first time in his career Irv Mitchell, of L. L. Mitchell & Company, was cleared out of used games last week. "However, we ran an ad offering to buy used equipment," Irv stated, "and now we've enough games on hand to take care of our customers." . . . Max Levine reports things are humming at the Scientific Machine Corporation plant these days. "What with getting out orders on the new Spitfire counter game and tooling up on other games on which we'll soon be in production, we're working plenty hard," he says. . . . Charley Aronson and Bill Alberg, of Brooklyn Amusement, say they'll soon have some mighty swell buys for the music operators. . . . Rymie Rudin is all excited over the demand for Stoner's Hold-Over. "The game is taking in real coin wherever it is placed," he states.

## JERSEY JOYTINGS . . .

Irv Morris, at the George Ponsler Newark offices, is beginning to wonder if the pressure will ever let up. "The demand for Chicago Coin's Fox Hunt, Gottlieb's Gold Star, and the other equipment we handle is keeping us going at top speed," he declares. . . . Sary Sugarman, of Royal Sales, reports that he's training new crew to install Buckley Music Systems, and it won't be long before he'll be able to fill all orders as soon as they are received. . . . Jimmy Hammond and Saul Kesselman, manager and attorney for the New Jersey Music Operators' Association, report they're working on plans that will be a big help to music men in the State. . . . Jerry Morris is looking forward to a 32-selection wall box which he claims will take two of the 616 chassis. . . . Manny Ehrenfeld, Tom Burke, and Harry Wichansky are enthusiastic about bar and wall boxes. . . . John Manero is one music operator who believes in associations. . . . Jack Berger says he's busy at Newark Coino all day long. . . . Irv Orenstein, of Hercules, is arranging for constant arrival of machines so that he can fill orders the moment they are placed. . . . Jack Kay reports he's been receiving some mighty fine compliments on the machines he's supplying his customers now that the trucking strike is over, and delayed deliveries are being made.

## Cigarette Output In September Sets Record for Month

**WASHINGTON, Oct. 26.**—Production of cigarettes for domestic consumption in September reached an all-time high for the month at 14,839,614,717 units, the Bureau of Internal Revenue reports.

Cigarette output in September of 1939 totaled 14,789,804,810 units, while the previous high for the month was recorded in September, 1937, at 14,853,803,420.

The September output lifted total production for domestic use in the first nine months of 1940 to 136,032,618,636 cigarettes, compared with 129,818,018,000 in the 1939 period.

Cigarettes, however, were the only major division of the domestic tobacco industry to register an increase in production over last year's figures. Cigar output in September dropped to a new low for the month since 1935 at 473,725,269 units from 486,894,568 in September, 1939, while production on manufactured tobacco dwindled to 25,879,985 pounds, lowest for any September since 1934, compared with 27,411,852 pounds a year ago. Snuff production for September dropped to 2,648,674 pounds, also a new low for

## First Draftee To Get Cig Jackpot

**OLYPHANT, Pa., Oct. 26.**—The first man drafted in the federal conscription service from the "flats" section of this Eastern Pennsylvania borough is going to get a "soldier's bonus" being collected by a cigarette vending machine location owner. Joseph Kranley, proprietor of a tap-room here, solicits the 3 cents in change which his patrons get with the package of cigarettes from the vending machine on his premises. He said that the contributions, now totaling about \$5, will be turned over to the section's first conscriptee.

the month since 1934, from 2,946,483 a year ago.

For the first nine months of this year cigar output amounted to 3,914,771,749 units against 3,223,862,242 in the 1939 period; manufactured tobacco totaled 236,940,185 pounds against 229,518,837, and snuff production 25,183,072 pounds against 28,544,969 pounds.

## American Chicle Makes \$2,750,059

**NEW YORK, Oct. 26.**—The report of the American Chicle Company, issued by Thomas H. Blodgett, president, disclosed a net profit of \$2,750,059 for the first nine months of this year, after deductions for depreciation and provision for Federal income and excess-profits taxes at the new rates. The profit is equal to \$6.31 each on 435,000 shares of no par capital stock, excluding 1,800 shares held in the treasury. In the corresponding nine months of 1939 the company had a net showing of \$2,961,332 or \$6.78 each on 437,100 shares.

Net profit for the third quarter, after similar charges, amounted to \$850,514 or \$1.95 a share, against \$988,612 or \$2.27 each on 437,700 shares in the second quarter this year and \$1,077,850 or \$2.47 each on 437,100 shares in the quarter to September 30, 1939.

Figures for 1940 are subject to audit at the end of the calendar year.

**HERE IT IS!**  
**IDEAL PENNY CIGARETTE VENDOR**  
**HOLDS 180 CIGARETTES**  
**A BIG MONEY-MAKER**  
**40% PROFIT**  
**Only Vendor of Its Kind Made**  
Approved by U. S. Internal Revenue Dept.

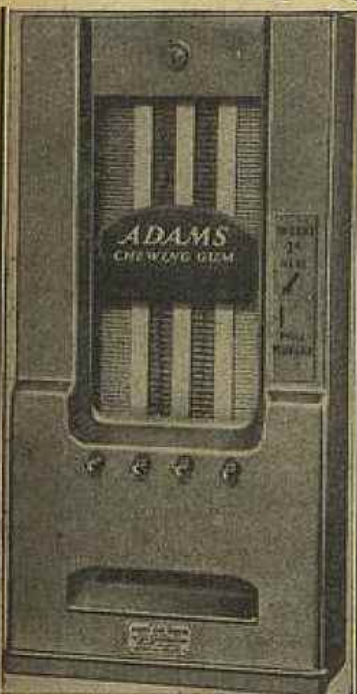


**A BEAUTIFUL WALL TYPE VENDOR ONLY 2 1/2 INCHES DEEP AT BASE**

Finished in White Baked Enamel with Chromium plated trimmings and built to last a life time. There are more good profitable locations for this Vendor than any other type of Vendor made. Be first to establish a route of these money-makers in your territory. Your investment is small and the income is large. Don't delay—start a paying business of your own.

Manufactured By  
**AMERICAN PRODUCTS COMPANY, Inc.**  
718 N. Taylor Ave., St. Louis, Mo.

**DU GRENIER**  
**ADAMS**  
**SELECTIVE GUM VENDOR**  
**PAYS FOR ITSELF OUT OF PROFITS**



\*In less than a year's time DuGrenier's **ADAMS GUM VENDOR**—"America's Finest Selective Gum Vender"—**PAYS FOR ITSELF OUT OF PROFITS!** And yet you can take 24 months to complete payments! This is the same type of vendor now appearing in Subways and on "E" platforms in New York, Philadelphia, Boston and Chicago. It's **PROVEN BEST!** It's easy to locate and easier to operate! Brings **BIGGER PERCENTAGE OF RETURN ON YOUR INVESTMENT** because it features the nationally famous **ADAMS CHEWING GUM!** Act Quick! If you haven't yet investigated—**DO SO NOW!! WRITE! WIRE! PHONE!**

**ONLY \$11.50**  
**MONEL MODEL**  
**24 MONTHS TO PAY!**

**G. V. CORP.**  
**33 WEST 46th ST, NEW YORK**

## Jennings Tells of Wiggins' Invention

CHICAGO, Oct. 26.—"Telephone Music is here to stay, a proved and perfected accomplishment," says Dick Wiggins, recognized as one of the foremost designers and inventors in the coin machine industry. Wiggins has designed and developed Telephone Music for O. D. Jennings & Company, which is featuring his inventions.

Says Wiggins: "Telephone Music opens up an increased avenue of profits in the coin-operated music field. It brings a new conception of cabinet beauty, fidelity of musical reproduction, and amazing simplicity of operation."

An announcement by Jennings contained the following comment: "Following more than four years of exhaustive research and experimentation under the personal supervision of Dick Wiggins, O. D. Jennings & Company now offer Telephone Music to the industry. Collaboration with telephone company engineers all over the country has produced a new-type amplifier which picks up every tonal quality and brings out both bass and treble notes with amazing fidelity to the original rendition."



SEEBURG WIRED MUSIC CENTRAL STATION installed by the Modern Vending Company in the Times Square section of New York. These five "Miss Bettys" are ready to serve music machine patrons along the Great White Way. Twenty-four hour service is maintained.

## Minn. Association Warns Contributors

ST. PAUL, Oct. 26.—A warning to operators that they should make no contributions to strangers has been issued by Peter Van Neff, field secretary for the Minnesota Amusement Games Association.

"With the political campaign on," Van Neff said, "several operators in the State have been victimized by persons claiming to be collectors for this or that party or candidate. Investigations later proved their claims to be fraudulent. Several of our members have made such contributions. We caution others not to fall into the same trap."

Van Neff also re-emphasized the association's standing reward of \$25 for the apprehension of persons guilty of manipulating operators' equipment anywhere in the State.

"We are doing this," he pointed out, as a warning to these manipulators to save our machines alone." The State association, he said, is planning a general meeting of operators to be conducted shortly in St. Paul. At the meeting several important matters of State-wide interest will be discussed by the operators present.

## New Orleans

NEW ORLEANS, Oct. 26.—Operators of coin-operated machines and merchandise vendors report a better than usual fall patronage. Music men are not quite so optimistic over their business, reporting this as an off-season when it is still too early for the winter influx of Northern and Eastern visitors and too late for the summer patronage. Number of downtown and suburban locations installing the new remote control systems for phonographs grows daily. A clamping down on the Vietux Carre (Old Quarter) has shifted some music operations.

A marked increase in sales of Wurlitzer phonographs during the first 10 months of the year compared with the same period of 1939 is reported here by Al Mendez, district sales manager of Wurlitzer.

Travelers report an increasing business in the vicinity of the army cantonments in Louisiana and Mississippi. Phonograph, bell, and pin game operators

in the vicinity of Camp Beauregard, near Alexandria, La., are adding new equipment to meet the increasing influx of National Guardsmen and reserve men called to the colors. With these men soon to be joined by tens of thousands of conscripts, operators in encampment areas look for the best winter in years.

Andy Monte, head of the A. M. Amusement Company, reports such a brisk demand for International Mutoscope's new Sky Fighter that shipments are falling far behind orders. Two sample machines placed on downtown locations have exceeded all expectations.

Captain John Bruning, one of the largest coin machine operators of Jefferson Parish, retained the confidence of his fellow parishers Tuesday when he was re-elected to the office of school board member of the Eighth Ward. Captain Bruning, a benefactor to hundreds of the residents of this lakeside resort, is credited with having saved no less than 40 persons from a watery grave in Lake Pontchartrain during the past half century.

Compton Lebayre, head of the States Amusement Company, New Iberia, has just purchased a large lot of new Mills' Empire phonographs from the Dixie Music Company and is placing them on location along the shore of the famous Bayou Teche in Louisiana's Sugar Bowl.

F. A. Blalock, Pensacola Wurlitzer operator, has left for a three-week vacation at Hot Springs, accompanied by the missus.

Al Mendez, district manager for Wurlitzer, made an air journey to St. Louis one day last week and came back smiling broadly with a precious bundle in his arms. The Mendezes have adopted a four-month-old girl.

F. W. King, of the C. & N. Sales Company, returned Monday from a trip thru Louisiana and Mississippi. He found a good demand for all types of coin machines in the vicinity of army encampments in both States.

George Brennan, proxy of the United Music Machine Operators' Association of New Orleans, and Emil Iacoponelli, head of the Bell Distributing Company, O. D. Jennings distributing firm here, plan to leave in a few days for Chicago, where

they will view the Mills Novelty Company's new Panoram. Brennan, Iacoponelli, and Lehman Jacobs, local operator, did some tall fishing Sunday near Olga, towing back a string of 1,800 trout, reds, sheepshead, and flounders.

O. D. Jennings, head of the Chicago manufacturing house, is spending these fall days at his large Mississippi farm near Port Gibson. He and Mrs. Jennings are spending much time riding their fine horses and have been successfully hunting down alligators in the lowlands.

## Houston

HOUSTON, Tex., Oct. 26.—Harold E. Long was recently appointed manager of the Houston office of Commercial Music Company. The firm, owned by Joe Williams, of Dallas, is distributor for Wurlitzer phonographs.

Operators Ernest Gates, Jimmie Gates, and Bob George went fishing and brought back 134 trout.

L. R. Gardener, of Houston Amusement Company, and Al Janke, of Southern Piano & Organ Company, were hosts at the September social gathering for Houston columnists. Good eats, refreshments, entertainment, and a good crowd marked the meeting.

Raymond Williams, manager of Commercial Music Company, San Antonio, Tex., was in Houston October 18 on a business tour of South Texas territory.

H. H. Cruise, of the operating firm of Cruise & Peacock, lost \$500 when thieves looted the safe of a motor company owned by him.

Southern Amusement Company, one of the largest operating firms in Harris County, has moved into its new home on Louisiana at Elgin Street. Southern Amusement is owned by the six Porter brothers, Jess, Cliff, Grayford, Ernest, Virgil, Bob. The brothers, together with a cousin, a secretary, and two others, operate the company.

**NEW LOW PRICE**  
ON REBUILT MACHINES  
**\$39<sup>50</sup>** **\$39<sup>50</sup>**



A FEW MORE LEFT  
**GUARANTEED LIKE NEW**

We have a few Rebuilt Machines, as shown above, in 1c, 5c, 10c and 25c play, with Mystery Pay-out. Every machine has been gone over from top to bottom, inside, outside, repainted, repolished, new reel strips, springs or parts where needed, for operating purposes as good as new.

**15-DAY MONEY-BACK GUARANTEE**

**FREE PLAY FLAT TOP CONSOLE BELL NOW READY. WRITE FOR PRICES.**

**WATLING MFG. CO.**  
4640-4660 W. Fulton St.  
CHICAGO, ILL.

Est. 1889—Tel. COLUMBIA 2770  
Cable address "WATLINGITE," Chicago

## Cleveland

CLEVELAND, Oct. 26.—The annual merchandise exhibit of the Cleveland Retail Cigar Dealers' Association, October 23-25, brought hundreds of members of the trade to Cleveland. All leading cigarette companies had exhibits.

J. R. Kramer, president of the East Liverpool Cigarette Service Company, East Liverpool, O., has opened that city's only tobacco jobbing house.

Akron Wired Music, Inc., has been incorporated under Ohio laws for 250 shares by Lloyd A. Semonin, Clayton E. Crafts, and Jane Baumgardner.

Greatly increased employment is boosting sale of candy bars, gum, and nuts thru vending machines in Cleveland and surrounding towns, says Dave Kostell, branch manager of the Mills Automatic Merchandising Corporation.

**"You can ALWAYS depend on JOE ASH—ALL WAYS"**

DOUBLE FEATURE	.....\$52.50	SUPER 6	.....\$17.50
DOUGHBODY	.....34.50	TRIUMPH	.....14.50
MASCOT	.....37.50	WESTERN BASEBALL	.....
RED HOT	.....20.00	DELUXE 1940 (F.P.)	.....69.50
SPEEDWAY	.....54.50	KEENEY ANTI-AIRCRAFT	70.50

1/3 Deposit With Order, Balance C. O. D.

**ACTIVE AMUSEMENT MACHINES CORP.**  
900 North Franklin Street, Philadelphia, Pa. Phone: Market 3656.

**WURLITZERS . . . !! JUST A FEW LEFT!!**  
Festively Laid Out To Be Sold at These Prices

MODEL 619	.....\$38.50	MODEL 24	.....\$59.50
MODEL 618A	.....44.50	MODEL 6001	.....129.50

Terms: One-Half Cash—Balance C. O. D.  
**ART NOVELTY COMPANY**  
Wurlitzer Distributors  
388 BROADWAY, ALBANY, NEW YORK

## Buffalo License Reports . . .

BUFFALO, Oct. 26.—The city license department claims a record for co-operation with operators in smoothing out license problems. When general conditions become uncertain the department shows a readiness to work out local problems for the good of all.

On October 15 a total of 1,765 amusement games had been licensed by the city. The revenue for the present fiscal year running to August 31, 1941, shows a \$4,000 increase over the previous fiscal year.

Pending is a proposal to license operators of games at an occupational fee of about \$150 per year. Recently the department ruled on dancing licenses so that small locations using phonographs would be classified at \$25 per year, while larger dance places pay \$100 per year. About 350 places hold dancing licenses, an all-time record for the city.

There are about 1,000 music boxes in the city, and the county is said to issue liquor licenses for about 1,500 places.

# London Coinmen "Carry On" Despite Aerial Bombardment

CHICAGO, Oct. 26.—The following letter and dispatch have been received from The Billboard's correspondent in London:

"Dear Mr. Hurd:  
"Sorry the attached has to be, with one exception, minus the names of those concerned—but censorship forbids.

"The enclosed story has been written to the accompaniment of droning engines of enemy bombers and at times the stupendous clatter of our anti-aircraft guns. With theaters closed I now do most of my writing at night—it helps to take from one's mind the possibility of being suddenly blasted off the face of the earth.

"Cordially yours,  
"Edward Graves."

By EDWARD GRAVES, London

LONDON, Sept. 25.—The coin machine business is taking some hard knocks these days and nights of air attacks on London. Apart from loss in trade, Sport-lands have suffered material damage. One of the newest and best equipped in the West End has been demolished in an early night raid, some lives being lost. Others in badly bombed areas are trying to carry on despite scarred fronts.

Of the distributors and jobbers, two have had all their window glass blown away by bomb-blast. A third has lost about half the glass thru similar action. One of the best known of all distributors here narrowly escaped bad loss thru fire. But for prompt action on the part of employees staying late to avoid traveling home thru anti-aircraft barrage, incendiary bombs would have had the whole place in flames. The brothers who control the business have not yet discovered what there is of a military nature about their or adjoining premises.

A vice-president and past chairman of the British Automatic Machine Operators' Society has lost the place which served for many years as headquarters for his widespread operations. Undaunted he carries on from another of his places located in a provincial spot. Clements, manufacturer of British

penny-play Commercial, owes his life to the fact that an open wardrobe fell on him when his house was hit by a parachute mine. Rescue squad worked 90 minutes extricating him from wreckage. Altho badly shaken, four days later he was back at work. About half this man's staff are homeless thru enemy air action, but there has been little slackening up of production, already strained to the utmost to meet orders before the new purchase tax becomes operative in October.

## Philadelphia

PHILADELPHIA, Oct. 25.—The trade was grieved to learn of the death of Sam Weinstein's father, who passed away October 14. Many fellow music machine operators paid their respects at the funeral services.

A goodly number of phonograph operators made the trek to New York Sunday (21) for the Mills Novelty Company's showing of Panoram at the Waldorf-As-



SALES MEETING OF PACKARD MANUFACTURING COMPANY brought coinmen from all parts of the country. Seated at the tables are Messrs. Roschko, Smith, Caphart, Collison, Struby, Simmons, Kennedy, and Lannard. Standing, left to right, are Messrs. McShan, Rabe, Hicklin, Osborn, Riddon, Glynz, Greenbaum, Palastrant, Bell, Erickson, Mann, Drollinger, Braas, Gammers,heimer, Kramer, Rial, Reynolds, Maurer, and McKinney.

toria Hotel. Local coinmen are getting together a big party to invade New York November 10 for the annual banquet and show of the New York Phonograph Operators' Association.

From the RCA-Victor plant across the river at Camden, N. J., comes the optimistic note that from all indications the sales of phonograph records for the entire industry in the present calendar year will considerably exceed 75,000,000.

DeLoyd McKay, the "female Paderewski of swing," featured at Club Ball, will soon be available for the music boxes, the popular pianist-singer having signed to record for Decca.

Return of vaudeville to the Earle Theater, and with the emphasis going on the recording stars, is giving the operators the first opportunities in almost a year to cash in on the personal appearances of the record makers. The October month has brought in Glen Gray and the Casa Loma Band, Andrews Sisters, Jimmy Dorsey, and Gene Krupa for the current week. William Israel, manager of the Earle, quick to realize the value of the music boxes to the week's attraction, has made an automatic music machine a permanent display in the theater lobby.

Berle Vending Machine Company is going in heavily for institutional advertising in the interests of its candy vendors. Newspaper advertisements are supplemented with spot announcements on Radio Station WIP.

Any day now pinball operators expect to see one of their members toting a 10-pound bag of nickels to the cashier's desk at the hospital. He's been saving up the 5-cent pieces to pay for the impending doctor's visit.

Mint officials here have figured out that the minting of pennies for 1940 will have increased more than 155 per cent over 1939, the slippery change you get with vending machine cigarettes being one of the reasons.

Music machines came in for a heavy plug in a success story carried by The Philadelphia Inquirer in its Everybody's Weekly magazine feature section. Appearing in the Sunday, September 29, edition, with circulation more than a million, a half-page article titled "Success Served on Platter" told how the music machines put new life in Tin Pan Alley, pointing to the *Ill Neger* Sells Again hit.

Altho operators are now permitted to use certain classical records in music machines, a survey finds that it's still the popular dance music that makes up most machine selections.

Paul Rappaport joins the pinball fraternity as the Girard Amusement Company, opening an establishment at 964 North Randolph Street.

It was a blessed event, a girl, for the William Grosses at the Jewish Hospital mid-September.

Sam Lerner, head of the Stanley Music & Automatic Company, in new quarters at 910 North Sixth Street, tells

about odd coins found in machines. A service man brought in a two-"tails" nickel.

Newcomers to the trade include Bertram S. Schlein, trading as 20th Century Amusement Company, with quarters at 1214 65th Avenue, and Harry D. Steinberg, opening a vending machine concern at 5430 Diamond Street.

## Fort Worth

FORT WORTH, Tex., Oct. 25.—With the passing of B. S. Traynham, October 17 Fort Worth lost one of its most genial operators. Traynham had been operating amusement machines in the Fort Worth area for five years and was respected and recognized by every coinman as an outstanding authority on operating affairs. His presence along the row will be missed.

Merchandise operator C. V. Smith has four sons who registered for selective service. Mrs. C. V. Smith assisted in the registration where her sons registered, and The Fort Worth Star-Telegram carried pictures of Mrs. Smith and three of her sons as they registered.

L. W. Ashbrook, owner and manager of Lin-Mar Sales Company, Lewisville, Okla., was a Fort Worth visitor last week. He purchased equipment for his many locations in the Lawton area, where thousands of soldiers are stationed at Fort Sill.

The topic of conversation along the row is the coming Coin Machine Show to be held at the Sherman Hotel, Chicago, January 13-16. A number of Fort Worth operators will attend the 1941 affair. Special cars for the Texas delegation will be operated over the Katy-Prisco Lines out of Fort Worth, Dallas, and other Texas points.

A big demand is in evidence for free-play tables in this area. One operator recently advertised for 500 used free-play tables.

Fort Worth operators have been going in for new cars lately. Those sporting new automobiles are Eddie Vinson, Bob Cowan, Bob Martin, and Helen Ewing.

J. H. Sherburn reports good business since opening his new place on 13th Street. J. H. says that out-of-town operators are in his place daily, and buying of both new and used games is brisk.

Helen Ewing, Fort Worth operator, recently played in the Texas Open Golf Tournament held at Colonial Hills golf course in this city. Helen is becoming quite a golf player.

The coin machine business in this section is on an upward trend. Free-play tables are running in many districts, phonographs and various musical installations are making top revenue, and merchandise machines are being well patronized. Jobbers are displaying renewed spirits and operators are kept busy with their operating activities.



1941 BUILT FOR  
1940 LONG RANGE PROFITS!

# Tot

GUM VENDER OPTIONAL  
1 YEAR GUARANTEE

1c OR 5c PLAY—DEPENDABLE  
CLOCK MECHANISM—BELL, FRUIT SYMBOLS  
WITH FREE PLAY TOKENS  
OR CIGARETTE REELS.

\$24.95 \*GUM VENDER  
F. O. B. CHICAGO  
52 ADDITIONAL

WESTERN PRODUCTS, INC.  
925 W. NORTH AVE. CHICAGO

CARL WIPPE Price Plus Guaranteed Satisfaction

WHY EXPERIMENT! DEAL WITH "THE OLD RELIABLE"  
ALL A-1 RECONDITIONED—READY TO OPERATE

PHONOGRAPHS		LEGAL EQUIPMENT	
WURLITZER P-12	\$17.50	SEEBURG REGAL	\$89.50
WURLITZER 812 (With Grill)	32.50	SEEBURG MODEL A	30.00
WURLITZER 300 (With Grill)	23.50	ROCKOLA '33 STANDARD	122.50
WURLITZER 810 (With Grill)	37.50	ROCKOLA '33 DE LUXE	145.50
WURLITZER 816	45.00	ROCKOLA '33 COUNTER MOD.	94.50
WURLITZER P-10	13.00	ROCKOLA RHYTHM KING	24.50
WURLITZER 61 COUNTER MOD.	74.50	ROCKOLA PLAY BOY SPEAKER	32.00
WURLITZER 412 in Omaha Light-up Cabinet	47.50	ROCKOLA IMPERIAL 20 (8 Side Grill and Large Center Grill)	74.50
BALLY BULL'S EYE (With Base)	\$65.50	MILLS HI BOY SCALE (Porcelain)	\$12.50
BALLY ALLEY, 1940	35.50	CHICKEN SAM (Without Base)	49.50
ROCKOLA TEN PINS, 1940	34.50	CHICKEN SAM (With Base)	59.50
ROCKOLA TEN PINS (150 Dia. Rockola Pitch)	69.50	JAIL BIRD (Without Base)	74.50

TERMS: 1/3 Deposit, Balance C. O. D.

IDEAL NOVELTY CO. 1518 MARKET ST. PHOENIX, ARIZ.





AMERICAN AIRLINE PILOTS AND STEWARDESSES become coin machine-minded as well as air-minded. Stewardesses Eileen Nestor and Carolyn Olson, together with airline passengers and First Officer F. H. Draymer, give First Officer W. T. Sperry some sideline cheers for his proficiency at a coin machine game.

### Premiere Showing of Mills Movie Machine Draws Wave of Publicity

NEW YORK, Oct. 25.—Big publicity appeared in dailies and news weeklies concerning the Eastern premiere showing of the Panoram movie machine, made by Mills Novelty Company, at the Hotel Waldorf-Astoria October 20, 21, and 22. Various parties for the press, celebrities, and members of the coin machine trade were held. Mills executives were in New York in full force to greet all who came. Jimmy Roosevelt, head of the Globe Productions firm which makes films for the movie machines, also was on hand to greet visitors. Roosevelt is mentioned frequently in motion picture circles and many believe that he has started a new trend in the making of movie shorts.

The big feature at the premiere was the grand scale of the entertainment and also the presence of so many celebrities. The list of big names read like a page from Who's Who in the entertainment world. While celebrities were getting a view of the movie machine and of the new idea in film shorts, columnists were also rubbing elbows with the great and getting a glimpse of the new movie machine. The list of columnists who regaled for the open house party Sunday revealed 837 names. Total attendance for the three days was estimated to range from 2,000 to 5,000 or more, which made no small convention in itself.

If possible, the New York showing obtained more space in the news than the recent Hollywood showing. Other regional showings will soon follow, it is understood. News mention ranged from well-written human-interest fea-

tures to political slams by writers and papers of the "opposition," opposition in this case meaning those who do not like the name of Roosevelt.

Perhaps PM, the news-without-advertising daily recently taken over by Marshall Field III, had the best all-round story of the parties and the general effect of the showing. Trade papers in the movie and music field were also favorable with their reports. PM estimated that more than 5,000 people attended the showing.

Westbrook Pegler, unfortunately, took an ironic view in his column October 22. He suggested that "some may smell a rat" and apparently did not feel that Jimmy Roosevelt should associate himself with the coin machine industry. A Minneapolis paper reproduced the engraved invitation sent out and slammed Roosevelt and the "slot machine business." Apparently, the slams came from those of the political "opposition" and all of it will disappear as soon as the November 5 election is over.

**Business Facts**

Much information about movie machines, film, and possibilities was given out. Territory allotments were also sold. The name of "soundies" for the new shorts and the entertainment idea was also heralded. According to the definition, a soundie is a strip of sound on film, 16mm. in size, which plays on a movie machine for about three minutes. Eight of these soundies make up a reel. The Mills movie machine is called the Panoram, and the soundies made by Globe Productions are produced especially for the Panoram machine. It is probable that the trade will adopt the term soundies to refer not only to the film shorts but also to the type of entertainment itself.

Apportionment of the machines to territory has been estimated at 10 machines for each 50,000 population. Film rents are expected to be around \$10 to \$15 per reel a week. Mills has announced that the production goal for 1941 will be 30,000 machines.

**PERFECT FREE PLAYS**

WonderTown	\$40.00	Short Stop	\$28.50
Casadores	20.00	Super Six	17.50
Dino, Festive	25.00	Thriller	10.00
Fantasy	15.00	Triumph	15.00
Home Run	31.00	Wings	35.00
Landlide	55.00		

**NOVELTY PLAY**

Airport	\$10.00	Pick 'Em	\$10.00
Champion	10.00	White Balls	14.50

Affilar, Avalon, Chevron, Chubbie, 5th Testing, Flash, Leo-Fan, Major, Miami, Triple Threat, Topper, Variety.

**\$8.00 Ea.**

1/3 With All Orders, Balance C. O. D.

**MIKE MUNVES CORP.**  
593 TENTH AVENUE, NEW YORK

**In Dictionary**

The 1940 edition of the Library Guild unabridged dictionary has a definition of "Pinball," and it is an excellent definition for a modern pinball game. The editors deserve a vote of thanks and, incidentally, an operator who wants an unabridged dictionary for his home will find the books at a very economical price.

The 1940 edition of a well-known unabridged dictionary still defines "pinball" as a pin cushion or some kind of a flower in the U. S. A.

## BRAND NEW AT "NEED ROOM" PRICES!

### 3 POPULAR FREE PLAY GAMES

Western's BASEBALL, Deluxe Model, Walnut Cabinet, P.P.-Payour Combination Rebuild Mills' BLUE FRONT Bells, 1c or 5c, Stipple Finish, Latest Serial Numbers	\$ 99.50
Keeney's ANTI-AIRCRAFT, Black Cabinet	47.50
Keeney's ANTI-AIRCRAFT, Brown Cabinet	39.50
Seeburg's CHICKEN SAM RAYOLITE	104.50
Mills' SQUARE BELLS Console	62.50
Jennings' CIGAROLA, 5c & 10c Combination	69.50
Evans' TEN STRIKE Bowling Game	79.50
	59.50

**CONSOLES**

Jennings' Blast Top DERRY DAY or LIBERTY BELL	\$34.50
EXHIBIT'S 33 Lunchamps	\$44.50
Exhibit's Tandem	20.50
Gully's Teaser	21.50
Evans' Galloping Dominoes	39.50

**6 PAYABLE BARGAINS!**

Grandstand	\$75.50	Pezemaker	\$92.50
Grand National	99.50	Peashooter	77.50
Newtharpe	62.50	Turf Champs	14.50

**BEST BETS IN SLOTS!**

Mills' 5c Melon Bell	\$52.50	Mills' 5c Chrome Ball	\$84.50
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**PHONOGRAPH SALE!**

SEEBURG'S Model C—12 Records	\$32.50	WURLITZER'S P-12—12 Records	\$24.50
Gram—1938, 20 Recs.	124.50	412—12 Records	37.50
Royal—1938, 20 Recs.	94.50	600—24 Recs. Keyboard	147.50
Rak—20 Records	79.50	600A—24 Recs. Keyboard	139.00
ROKOLA'S 1938 Console Model	\$49.50	718—16 Records	\$10.00
Menarch—1938, 20 Recs.	38.50	MILLS' Discmaster—12 Recs.	\$17.50
Standard Luxury Lightup	129.50	DeLuxe Discmaster	21.50
Winton—1938, 20 Recs.	34.50	Studio—1938, 20 Recs.	49.50
		5c Per 2,000	

**SEND FOR COMPLETE BARGAIN GUIDE!** Hundreds of Free Plays, Bells, Photographs, Phonographs, Console Games, Complete and Legal Equipment! All guaranteed perfect, refinished like new!

**ATLAS NOVELTY CO.**

The House of Friendly Personal Service

2200 N. WESTERN AVE., CHICAGO, ILLINOIS

Assoc. • ATLAS AUTOMATIC MUSIC CO., 3339 Grand River, Detroit  
Office • ATLAS NOVELTY COMPANY, 1901 Fifth Ave., Pittsburgh

**TERMS:**  
1/3 Dep.  
Balance  
C. O. D.

**FREE PLAY GAMES**

Meloc	\$20.50
Eric Spot	14.50
Sip Show	27.50
Score Champ	22.50
Triumph	14.50
Comesure	22.50
Rax	25.50
Super Six	15.50
Home Run	34.50
Short Stop	30.50

**SPECIAL \$59.50**

Rotation  
Landlide  
Double Feature  
1/3 With Order, Balance Shipped C. O. D.

**NOW DELIVERING CHICAGO COIN'S LATEST SENSATION "ALL AMERICAN"**

**SAVOY VENDING CO.** 651 ATLANTIC AVE. BROOKLYN, N. Y.

DISTRIBUTORS FOR NEW YORK, NEW JERSEY AND CONNECTICUT

For KEENEY'S NEW

## AIR RAIDER

Self-contained Machine Gun. All in one unit. No screen. No outside electrical wires. Easy to handle. Requires no more room than a pin game.

Get Your Order in QUICK!  
EASY TIME PAYMENT PLAN AVAILABLE!

SIMON SALES, 437 West 42nd Street, N. Y. C.

OPPOSITE LINCOLN TUNNEL

Coming!

# All AMERICAN

THE BIG PRIZE 5 BALL GAME!

# IMP

If you act quickly, you can still obtain IMPs at the old price.

# IMP

At \$67.50 for a case of six, IMP is the smartest buy for your money.

# IMP

Is that Streamlined Radio Type Gum Vender seen on 50,000 spots.

# IMP

Comes with Cigarette, Fruit or Number Reels; Penny, Nickel, Dime Play.

# IMP

Gives you more value for your money, bigger income per dollar invested.

# IMP

Brought prosperity to thousands of operators, it can do it for you.

# IMP

Every jobber can supply you with IMPs; for full details write to

GROETCHEN TOOL CO.  
130 N. Union St., Chicago

## Big Entertainment Program Planned for Western Show

LOS ANGELES, Oct. 26.—"Diversified entertainment to pack every moment" is the promise of the entertainment committee for the Western States Coin Machine Convention to be held at the Biltmore Hotel, Los Angeles, November 18, 19, and 20.

Monday will start with registrations and inspection of the exhibits which will open at noon. At 7:45 p.m. those interested will be taken to three of the West's most famous night spots. First visit will be to the Coconut Grove of the Ambassador Hotel, featuring Hal Kemp and orchestra. The party will then proceed to Earl Carroll's popular Theater-Restaurant in Hollywood.

Leaving Carroll's coinmen will be taken to the equally popular Biltmore Bowl in downtown Los Angeles for another round of drinks, a lavish midnight supper, dances to the music of Chuck Poster, and the floorshow for which the Bowl is famous. This trip is being made available to visitors to the convention at only \$8.95, which includes drinks, food, and transportation.

### Celebrities' Luncheon

On Tuesday noon is the widely publicized Celebrities' Luncheon in the music room of the Biltmore. Stars of the entertainment world will share the spotlight with industry officials.

Tuesday night a special tour has been arranged, leaving the Hotel Biltmore at 6:30. First stop will be at the New Chinatown for a Chinese dinner at the famous Rice Bowl. Time will be allowed to visit the unique shops of the community and then coinmen will be taken to the Latin Quarters of Los Angeles, to the beautiful new multi-colored Mulholland Fountain, Griffith Park and its 3,752-acre recreation playground; Griffith Observatory, where the group will view Los Angeles and Hollywood with their millions of lights, then back to the city via the Fifth Avenue of the West.

A stop will be made for 30 minutes at Olvera Street for exploration of the quaint Mexican shops in the first cobblestone street of Los Angeles. Then on to China City for 30 minutes in this complete community with its own industries, unusual shops, and shrines. This full evening trip, including dinner and special guides, will be available to convention visitors at only \$2.50 per person.

### Studio Visits

Wednesday morning the much-heralded trip to the motion picture studios will become a reality. The show committee has made arrangements with Warner Bros.-First National Studios for visits to their studios. Transportation will be provided and parlor coaches will leave the Biltmore at 9 a.m. and proceed, via Aimee Semple McPherson's Church, Echo Park, and Hollywood Boulevard direct to the famous studios at Burbank. A competent guide will escort coinmen into the studios, describe sets, point out

production procedure, and answer questions.

Leaving the studio, coinmen will be taken thru the Toluca Lake section where many film stars live. Then on to visit Columbia Studio Ranch, Universal City, Walt Disney Studios, and return to Los Angeles via the residential section of Beverly Hills. This trip, requiring four hours, has been arranged for convention visitors at only \$3 per person.

### Super Banquet

The final and most colossal event of the convention will fall on Wednesday night at the famous Wilshire Bowl in Los Angeles when more than 700 coin machine men and their parties will frolic to the dance rhythms of Phil Harris and his orchestra. Dancing will be in order until 2 a.m., with constant interruptions to present outstanding stars of the films, recording, and music world. Lou Dorn, Hollywood talent scout, will present an eight-act floor show.

## Seattle

SEATTLE, Wash., Oct. 26.—There has been much activity along coin machine row, dealers reporting a considerable increase in business.

Western Distributors, covering territory of Washington, Idaho, Western Montana, British Columbia, and Alaska, has a new manager, Walter Solomon, recently of Los Angeles. Added to the firm's personnel also is Andy Diamond, mechanic.

Buehla Booth, who has been with Western Distributors since their entering business some 10 years ago, reports that she had not seen so much enthusiasm manifested or energy exerted in the business for years.

Successor to the Evergreen Company is the Puget Sound Novelty Company, of which W. F. Duggan is general sales manager. Duggan comes from Florida and is well qualified to handle the large business of this firm, for he is fortified with 20 years' experience. Seattle has made an immediate impression on this veteran dealer, and he is determined to give the Northwest everything he has to offer.

West Coast Automatic Candy Company, W. C. Christy, manager, has candy machines in many of the local theaters. Most of the theaters in Washington, Oregon, and Idaho are serviced by the firm.

Into Northern Alaska goes Horace Newton, representative for the Puget Sound Novelty Company. His reports show an ever-growing demand for popu-

lar makes of amusement machines. The city of Anchorage will be the happier soon because of the shipment of console and free-play machines that has been sent for winter pleasure.

Thelma Oliver, who manages the Jack R. Moore Company, sees a big business ahead for Seeburg phonographs and wax boxes and for Bally machines.



YOU GET DAVAL'S  
**AMERICAN EAGLE**  
WORLD'S GREATEST MONEYMAKER  
FROM HARRY PAYNE ON  
10 DAYS' FREE TRIAL  
10 FOR \$275

Sample \$32.50

Gold Award Model  
\$1.50 Extra

Ball Gum Model  
\$2.00 Extra

1/2 With Order,  
Balance C. O. D.



**H. G. PAYNE COMPANY**  
312-314 BROADWAY  
NASHVILLE, TENN.

**DAVAL** BUILDS AMERICA'S  
FINEST COUNTER GAMES

BUY WITH CONFIDENCE  
AT AVON NOVELTY!

FREE GAMES	
Airports . . . \$16.00	Range . . . \$17.50
Champion . . . 20.00	Chiefs . . . 18.00
Duckfathces 64.50	Headlines . . . 22.80
Malors . . . 14.00	Pickems . . . 22.90
Short Stops . 37.50	Sizers . . . 22.50
Blb. Features 19.50	Base Balls . 27.50
Los-o-Fans . . 20.00	Up & Ups . 19.00
Oh Johnny . 48.50	Score-a-Line 49.50
Triumphs . . . 10.00	Super Sizer . 22.50
	Landslides . 59.50

ARCADE EQUIPMENT	
Bally Bull's Eye . . . . .	\$68.50
Keesey And Aircraft Guns . . . . .	89.50
Western Deluxe Baseball, P.P. . . . .	75.50
Western Major League . . . . .	69.50
1/2 Deposit—Balance C. O. D.	

WE BUY—SELL—TRADE  
Get Your Name on Our Mailing List!

**AVON NOVELTY SALES CO., INC.**  
2923 Prospect Ave., CLEVELAND, OHIO

### Reconditioned Payouts

SANTA ANITA . . . . .	\$125.00
SPORT KING . . . . .	115.00
GRAND NATIONAL . . . . .	95.00
DEAD HEAT . . . . .	65.00
GRAND STAND . . . . .	70.00
WESTERN BASEBALL . . . . .	65.00
QUINELLA . . . . .	35.00
MAWTHORNE . . . . .	60.00
THISTLEDOWN . . . . .	40.00
POT SHOT . . . . .	40.00
DEBBY TIME . . . . .	35.00
HEY DAY . . . . .	35.00
FEED BAG . . . . .	35.00

1/2 Deposit Required With Order.

**Automatic Coin  
Machine Corporation**  
140 Chestnut St., SPRINGFIELD, MASS.



"YOU CAN DEPEND ON ROCK-OLA for true-to-life tone reproduction," agree the men above, all of whom are in one or another phase of the music business. Left to right, standing, are Manager McConnell, of the Decca Distributing Company, Houston, Tex.; Jimmie Davis recording artist; H. H. Horton, of Stelle & Horton, Rock-Ola distributors; Buddy Jones, recording artist. Kneeling, left to right, are Tom Williams, of Stelle & Horton, and H. M. Crowe.

## Ben Becker Joins Weston Distributors

NEW YORK, Oct. 28.—Tony Gasparro, head of Weston Distributors, Exhibitor representative here, announced today that Ben Becker, well-known figure in local coin circles, had joined his staff as sales manager. Becker formerly was connected with International Mutoscope Reel and George Ponsse companies.

"I've known Ben for years," Tony stated, "and I feel he'll be a valuable man on our staff. Ben will travel thru New Jersey, Connecticut, Upper New York, and the New England States. He leaves Monday on his first trip, and I'm sure all operators will welcome him when he drops in on them."

## Report Sky Fighter Big Hit in Canada

LONG ISLAND CITY, N. Y., Oct. 28.—"Every American Should Learn to Shoot," International Mutoscope Reel Company's timely slogan for its anti-aircraft hit, Sky Fighter, has widened its scope to include all of North America since Sky Fighter is reported to be taking Canada by storm.

"Our Canadian distributors declare that Sky Fighter is the biggest money-maker ever to hit the Dominion," Bill Rabkin stated. "Throughout the land reports pour in that Sky Fighter has never been equaled. It's the right machine at the right time, is the consensus of



MR. AND MRS. LAYMON (in foreground) and Laymon employees welcome a shipment of Chicago Coin Machine Manufacturing Company's free-play game Fox Hunt.

opinion, and orders are being wired, phoned, and air-mailed to us. We've been so rushed with orders for this machine that we have been unable to even keep a sample on our display floor.

"The quick spread of the Sky Fighter Blitzkrieg sports arsenal idea has served to awaken an even greater interest in our

gun," Rabkin continued. "Having bar-rages of 12, 14, or 18 Sky Fighters lined up along the walls of stores on busy streets in many cities is attracting phenomenal plays. Many arcade operators have told me that the machine is by far the greater nickel puller of the entire assortment.

"We are bending every effort to turn out Sky Fighters fast enough," he concluded, "to supply the barrage of orders. Sky Fighters are made exceptionally well. They are so solidly constructed that they will give no trouble whatsoever and will last a long, long time."

## Gold Star Keeps Phones Ringing

CHICAGO, Oct. 28.—Records of all kinds are being shattered at the Gottlieb factory as demand for Gold Star mounts daily and production is pressed to the limit, say officials of D. Gottlieb & Company.

Nate Gottlieb believes he set a new non-stop phone record when he spent two hours receiving calls from many parts of the country. "They all had the same request to make," said Nate. "More Gold Star games and rush deliveries."

"Gold Star is the greatest hit we have produced in recent years," said Dave Gottlieb, president of the company. "No other machine has ever brought in such a constant stream of compliments, comments, and congratulations, as well as a continuous flood of orders and pleas for rush delivery."

"Operators simply don't seem to get enough, because Gold Star brings back the days of big earnings. The intriguing fascination of the play and the rainbow-glo lighting effect on the backboard click with players. Their response in the form of big play tells a new kind of cash box story for the operator."

## Koplo Moves to Bigger Quarters

CHICAGO, Oct. 28.—After eight months in business as a distributor, Koplo Sales & Service, headed by Al Koplo, has moved to new quarters, due to increased business and consequent need of larger space. Koplo's new location is at 3118 Milwaukee Avenue.

Koplo has been in the coin machine business for many years. He organized his own distributing company and has been handling music and game supplies of all kinds, as well as dealing in new and rebuilt phonographs, games, and auxiliary equipment.

His most recent offerings include a counter game called Roll-a-Cent and the Koplo Lite-Up Extension Speaker.

Many subsidiary items needed by operators have boomed. Koplo's business, Games business has been heavier in the past month, he reports. In his new location he intends to devote more space to every department—particularly parts and supplies, refinishing, and display.

"Our new quarters," declared Koplo, "are more easily reached by coin machine men, both out-of-town and city buyers. We shall be better able to receive coin-men in our new location. Facilities now being installed insure better equipment delivered more quickly."

**X** VOTE FOR THIS MEAL TICKET



Candidate of the operator's party as Best Buy for 1940.



Nominated by Max and Paul for greatest game since Civil War.



Has brilliant record for substantial profits on small investment.



Will create a landslide of popularity in your territory, you'll be swamped with profits.



Vote yourself a steady income for years ahead. ELECT IMPS FOR PROFITS.



Costs only \$12.50 each. Case of Six for \$67.50; Cigarette or Fruit Reels.

GERBER-GLASS

914 W. Diversey Blvd. Chicago, Ill.

## STUDY THIS PICTURE

And Learn About An Amazing New Game

# SPITFIRE

The NOVELTY BALL GUM VENDOR WITH THE M-O-V-I-N-G PLANE

HOW IT WORKS:

When coin is inserted a ball of gum is vended into the cockpit of an aeroplane which may be maneuvered from side to side by the player. Underneath the aeroplane is a ship with two funnels. When player believes he has plane positioned properly he presses a lever and ball of gum drops like a bomb. If the player's aim is good and the ball drops into one of the funnels it is scored as a hit and remains there until released by the location owner.

Sample . . \$24.50  
Lots of 5 22.50  
10 or more 19.50

1/2 Dep.  
Bal. C. O. D.



IMMEDIATE DELIVERIES

SCIENTIFIC MACHINE CORP.

21 STEUBEN ST.

BROOKLYN, N. Y.

Coming!

# All AMERICAN

THE BIG PRIZE  
5 BALL GAME!

## SPITFIRE

Recommended, Distributed and Financed on terms that will floor you, by:

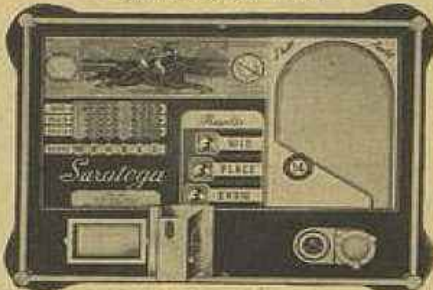
**TORR** 2047A-50.68  
PHILA., PA.

# IN A CLASS BY ITSELF PACE'S FREE PLAY SARATOGA FOUR MACHINES IN ONE

**AS A FREE PLAY  
AS SKILL GAME  
AS JACKPOT BELL  
AS MINT VENDER**

No Payouts—Bell Mechanism—Two Meters Register Amusement Score  
Pull Plug—Mystery 3-5-20 and Jackpot Payout—Ball and Plunger, Skill Field  
Pull Plug—No Free Play or Skill Field—Standard Cash Pay Mystery Bell  
With Free Play or Cash or Check Payout—With or Without Skill Field

**MOST  
BEAUTIFUL  
CONSOLE  
ON THE  
MARKET  
TODAY  
—//—  
NEVER  
OBSOLETE**

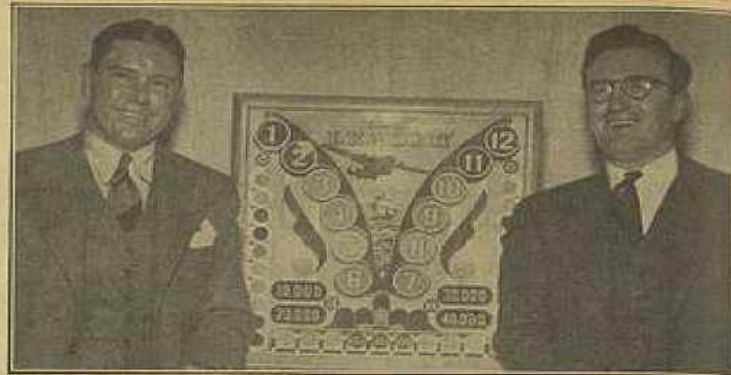


**5c, 10c and  
25c PLAY  
SLUG PROOF  
COIN CHUTE  
AND VISIBLE  
ESCALATOR  
—//—  
THE MODERN  
BELL CONSOLE**

**WHY BUY THE SAME OLD BELL TYPE—WHEN PACE  
HAS A MODERN ALL PURPOSE BELL CONSOLE, A  
4 IN 1 MACHINE TO MEET ANY REQUIREMENT**

Let us tell you more—write to

**PACE MFG. CO., INC.** 2909 INDIANA AVE., CHICAGO, ILL.



LEW CASOLA, OF D. & S. NOVELTY COMPANY, Rockford, Ill., and Ed Redd, of Northwestern Music Company, Sterling, Ill., report success with Exhibit Supply Company's Leader.

## Call Fox Hunt Established Game

CHICAGO, Oct. 26.—“People do not recommend any product or service to others unless its merits and value are well-established facts,” state Sam Wolberg and Sam Gensburg, Chicago Coin Machine Manufacturing Company officials.

“That is one of the reasons we are so elated about the sales of our latest free-play machine, Fox Hunt, which has established itself as a big money-maker. Everyone realizes that it is a responsibility for anyone to recommend a product to others. Chicago Coin distributors all over the country welcome that responsibility.

“They certainly know that it would be to their disadvantage to recommend a machine that could not possibly live up to its reputation. Chicago Coin distributors are in business for tomorrow as well as for today.

“Because of this they are most careful in suggesting to operators that they buy a machine. Because of their overwhelming approval of Fox Hunt, we are convinced that it is one of the best bearing the Chicago Coin nameplate.”

## Mayflower Plans Showing for Mills

ST. PAUL, Oct. 26.—With a galaxy of big names in the business invited to attend, Sam Taran, of Mayflower Novelty Company, has announced the formal grand opening of his new establishment and the Northwest premiere of Panoram and Soundies for Wednesday and Thursday, November 6 and 7, at the Mayflower Building here.

“We have gone to some lengths to provide one of the finest programs for this double-burreled attraction,” Taran said. “I have personally invited outstanding leaders in the coin machine industry to come to the Twin Cities and be my guests at our party.”

In addition to coin machine leaders, Taran has invited operators from Iowa, Minnesota, North and South Dakota, Wisconsin, Montana, and Wyoming to be present at the two-day showing.

Taran said there is a possibility that James Roosevelt may be able to attend the Northwest premiere of Panoram. Taran is making an effort to have Barney Ross, former lightweight boxing champion of the world, come here from Chicago as master of ceremonies for the occasion.

## Genco Promises New Game Success

CHICAGO, Oct. 26.—Some terrific new things are in store for America's live-wire operators, intimate officials of the Genco Manufacturing Company. “No cats are being let out of the bag as yet,” said Dave Gensburg, president. “However, I can promise that our next game, to be released soon, is going to be the pleasantest surprise to operators in many a year.

“We've hooked up some new ideas and have incorporated them into a game that

will be a bigger success than anything we have produced in the past. Without a doubt it will be our greatest game, and that is saying something, for we have been rolling up strings of success games for a long, long time.

“We cannot at this time release any information. It is sufficient to say, however, that mere announcement of this new novelty game has started the orders rolling into our offices.”

Best Lane, of Seaboard Sales, New York, Eastern factory sales agent, echoes Gensburg's comments. “It's time to feel the confidence that operators have in Genco products,” he said. “I have already received a stack of orders for this new game and the reason I do have these orders is plain—Genco games have been consistent profit producers.”

**THE WINNER  
and  
NEW CHAMPION!  
GOLD AWARD  
AMERICAN  
EAGLE**



**SOLD TO YOU BY ATLAS ON  
10 DAY MONEY BACK GUARANTEE!  
10 FOR \$275**  
Sample \$32.50,  
Ball Gum Model \$2.00 Extra,  
Gold Award Model \$1.50 Extra.  
**AND—50% OF YOUR PURCHASE PRICE  
BACK IN 90 DAYS!!!**  
1/2 With Order—Balance O. O. D.



**ATLAS NOVELTY CO.** 2200 N. Western Ave., Chicago, Ill.  
ASSOC. OFFICES: ATLAS AUTOMATIC MUSIC CO., 2982 E. JEFFERSON ST., DETROIT  
ATLAS NOVELTY CO., 1901 FIFTH AVE., PITTSBURGH

**IT'S NEW  
\$4.80 EXTRA  
FOR YOU**

Plenty of Winners. An attractive Deal using the popular Red, White and Blue Tickets.  
**EACH \$1.00 (without jar)**  
Jar 25c Extra  
**WISCONSIN  
DE LUXE  
CORPORATION**



**IT'S NEW**  
96 Tickets Free. You get 1946 Tickets instead of the usual —1850—  
96 Extra Tickets, giving you \$4.80 more profit.  
Takes in . . . \$97.30  
Pays Out . . . \$72.00  
Definite profit of \$25.30  
**EACH (in lots of 12) 90c**  
1902 N. 3d Street Milwaukee, Wis.



**NEW MONEY-MAKING  
SENSATION!  
PICK-A-PACK  
COUNTER CIGARETTE GAME  
Producing amazing earnings  
in all types of Locations!  
PENNY PLAY  
NOW! \$14.75  
SPECIALLY PRICED F.O.B. CHICAGO  
GUARANTEE**

Try PICK-A-PACK for 10 days. If not satisfied, purchase price will be refunded!  
**BAKER NOVELTY CO., Inc.**  
2826 Washington Blvd., CHICAGO

**Brilliantly Successful on  
Thousands of Locations**

# IMP

Ball Gum Vender with Cigarette or Cherry Fruit Resin. 1c or 5c. Sample \$12.50. Six for \$67.50.  
**H. G. PAYNE CO.**  
312 Broadway, Nashville, Tenn.



# If You're Operating in Novelty Territory . .

Many game operators are enjoying a substantial increase in income due to the addition of Modern Vendor to their operations.

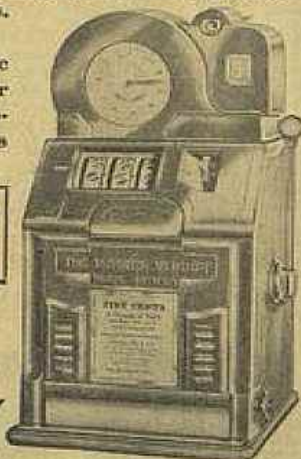
While the machine has the appearance and all the play appeal for which Jennings Chiefs are famous, it operates on the same free play principle as the novelty game. This feature has made Modern Vendor acceptable for operation in many restricted territories.

Write for complete details. Modern Vendor is characteristic of the smart new Jennings line for '41 . . . notably a line of equipment where the primary appeal is entertainment.

## Modern Vendor A Free Play Mint Vender

Has no payout of any kind—awards are made only in free plays. Slug rejection plus visibility.

**O. D. JENNINGS & COMPANY**  
4309 W. LAKE STREET  
CHICAGO, ILLINOIS



WHEN SAMMY KAYE, nationally known band leader, played the Missouri Theater, St. Louis, he discussed the impetus that automatic photographs have given name band recordings. Left to right, above, are D. B. Riordan, War-Bit Novelty Company, St. Louis; Joseph Hrdlička, Wurlitzer special field instructor; Bandleader Sammy Kaye, and Mr. Rixner, theater manager.

## Baltimore

BALTIMORE, Md., Oct. 26.—Brisk demand for machines has set in since the beginning of the fall season, states Aaron Goldsmith, president of the Hub Enterprises, Inc., distributor for Rock-Ola. Goldsmith also reports a sharp upswing in sales of pinball and other machines which his firm distributes.

H. Earle Keese, merchandise manager of the Joseph M. Zamotaki Company, Seeburg distributor, reports a sharp upswing in sales of these machines, with excellent prospects for bigger sales during the remainder of the year. The remote-control jobs, he stated, are increasing in popularity.

An interesting development in the beverage coin machine dispensing field is the installation at local A. & P. super-market self-service stores of the new Fridrink machines manufactured by the Fridrink Corporation, New York, and distributed here by Dispenser, Inc. Installations of the Fridrink machines also have been made in the J. C. Murphy Company dime stores.

Another interesting and noteworthy development in the coin machine field in the Baltimore area is the large number of Adams chewing gum machine installations that have been effected and also the large number of the Snacks machines installed, indicating a big trend towards penny candy and gum vending.

First shipment of Revco Venders, ice cream vending machine manufactured by Revco, Inc., has been received by Simco Sales Service here. The first shipment consisted of 50 machines, 25 for Baltimore and 25 for Washington. These were installed in industrial and commercial plants.

Joseph Garfink, general manager of the Baltimore and Washington operations of Simco Sales Service, has returned from Boston where he conferred with Harry Simberg, head of Simco.

The Fair Grounds, a new amusement center, has been opened recently. Amusement activities include vending machines, a phonograph, pinball, and free-play machines. The Fair Grounds has a total of some 75 machines.

A. L. Rose & Company has been organized by A. L. Rose to operate and deal in automatic photographs, records, needles, and kindred items. The firm opened for business on West Baltimore Street.

Jesselyn's, Baltimore candy manufacturers, has introduced a line of vend-

ing machine candies. They are offering in suitable size the Mikmak bar, a 5-cent coconut chocolate covered confection. The Jesselyn firm is headed by Ralph Klotzbaugh.



## NOW!

Gardner packs brilliant color, artistry, and sensational eye appeal into the most tremendous wallop in a slot machine symbol ever produced.

**NO. 1200 BARS AND BELLS.**  
5c PLAY, AVERAGE PROFIT \$27.55

combines these beautiful, special-thick slot symbols with a colorful board that moves off the counter at a furious pace and reaps a generous average profit. IT'S A RECORD BREAKER!

ORDER SOME OF THESE BOARDS TODAY AND WRITE FOR CATALOGS DISPLAYING GARDNER'S NEW FALL LINE.

## GARDNER & CO.

2307 S. ARCHER CHICAGO, ILL.

## CRESCENT CITY SPECIALS—GUARANTEED

- ALL FIVE BALL FREE PLAY GAMES
- Sport Special \$50.00
  - Bowling Alley \$30.00
  - Polo \$2.50
  - Read Mot. \$27.50
  - Bright Spot \$3.00
  - Foxy \$25.00
  - Triumph \$5.00
  - Yankee Doodle \$5.00
  - Super Six \$25.00
  - Golden Gate \$25.00
  - Super Charger \$25.00
  - Line-Up \$15.00
  - Cherryon \$15.00
  - Benzer Town \$25.00
  - Pick Em \$25.00
  - Long Star \$25.00
  - Golden Gate \$25.00
  - Cherryon \$15.00
  - Zip \$25.00
  - Contact \$25.00
  - Artillery \$25.00
  - Horse Run \$25.00
  - Backstop \$25.00
  - Score Card \$25.00
  - Natural \$25.00
  - Lite o' Card \$25.00
  - Peep Races (Rev. Cas.) \$20.00
  - Score Charge \$25.00
- COUNTER GAMES
- Snake Rools \$24.00
  - Seven Cards \$20.00
  - Impt. \$20.00
  - Picker Packs \$25.00
  - Jack Wilds \$27.00
  - Seven Cards \$20.00
  - Picker Packs \$25.00
- Write or Wire for Immediate Delivery. One-Third Deposit With Order, Balance C. O. D. CRESCENT CITY NOVELTY CO. 1010 PONDRAH ST., NEW ORLEANS, LA.

# BANNER SPECIALTY COMPANY

1530-32 PARRISH STREET PHILADELPHIA, PA. 1508 FIFTH AVENUE PITTSBURGH, PA.

GIVES YOU 10 DAYS' FREE TRIAL ON

## AMERICAN EAGLE

10 FOR \$275



Sample \$32.50  
Gold Award Model \$1.50 Extra  
Ball Gum Model \$2.00 Extra  
Ball Fruit Token Payout Action  
1/3 With Order, Balance C. O. D.

## MARVEL

10 FOR \$275



Sample \$32.50  
Ball Gum Model \$2.00 Extra  
Cigarette Token Payout Action  
1/3 With Order, Balance C. O. D.

## DAVAL BUILDS AMERICA'S FINEST COUNTER GAMES

### Look To The GENERAL For LEADERSHIP!

- Chief \$12.50
- Duple Ranch \$10.00
- Mixers 12.50
- Foxy 25.00
- Spotless 12.50
- Top & Go 12.50
- Super Six 20.00
- Yacht Club 45.00

STILL GOING STRONG ON GOTTLEB'S GOLD STAR

## AMERICAN EAGLE

ALL MODELS

- Rock-Ola Ten Pins, N.S. \$2.50
- unlk. 2nd conk. \$2.50
- 27 Skill Time \$1.00
- Triple Entry \$140.00
- Klondike (P.O.) \$25.00
- Blue Hobson (P.O.) \$25.00
- multi. with Varnak \$5.00
- Vest Peppers \$27.50

All Games Expertly Reconditioned. WRITE FOR COMPLETE PRICE LIST!!

1/3 Cash Deposit With Orders—Wo. Ship Balance C. O. D.

THE GENERAL VENDING SERVICE CO. 2320 N. MONROE ST. BALTIMORE, MD.

## NATIONAL NOW OFFERS UNIQUE CREDIT PLAN for Used or New Games!

Operators throughout U.S. a world of National desires first prize for record-breaking games.

WRITE FOR "NATIONAL'S NEWSLETTER," PACKED WITH GREAT BUYS SUCH AS:

- ROTOR TABLES (reconditioned), GROSS TOWN, WORLD'S FAIR, ROTOR HUMP, \$29.75 EA.
- POGATABLE
- JITTERBUG Rotor Table \$35.50
- Kilo Full Line of Pin Games, Phonographs, etc.

5% Off for Full Cash With Order.

NATIONAL NOVELTY CO., MERRICK, L. I., N. Y.

## Correction

In a column of city notes from Dallas which appeared in the October 26 issue of *The Billboard*, page 82, Ed Stern, a representative of the J. P. Seeburg Corporation was mistakenly identified as being connected with another phonograph firm. Apologies to Mr. Stern and Seeburg.

**GUARANTEED BARGAINS**

WURLITZER 412.....	\$ 27.50
WURLITZER 616, Illumi- nated Grill .....	54.50
ROCKOLA MONARCH 20	84.50
EVANS—10 STRIKE... ..	42.50
BUCKLEY DE LUXE DIGGER .....	49.50
WATLING ROL-A-TOP (25c).....	18.95
CAILLE (5c) Like New . .	22.95
KEENEY ANTI-AIRCRAFT.	74.50
SEEBURG RAY-O-LITE... ..	39.50
PHOTOMATICS, Like New	545.00

Write for FREE Literature on all remodeling parts for Wurlitzer-Seeburg-Rockola, including Packard Keyboards.

1/3 Deposit

**GERBER & GLASS**

914 Diversey Blvd., Chicago

**ARROW SPECIALS**

All A-1 Reconditioned—Ready To Operate.

**LEGAL EQUIPMENT**

BALLY ALLEY .....	\$23.50
PLAY BALL (Pacific) .....	25.00
EVANS TEN STRIKE .....	49.50
(With High Score \$15.00 Extra)	
GROETZCHEN METAL TYPER (Latest Model)	120.00
ASTROSCOPE (Latest Model)	65.00
KIRK'S H.O.A. RECORDING BOOTH	250.00
SEEBURG CHICKEN SAM .....	89.50
A.B.T. TARGET .....	14.00
A.B.T. TARGET (With Register)	12.50
PERFUME BAR (10c) .....	15.00

**AUTOMATICS**

JENNINGS GOOD LUCK .....	\$48.50
GROETZCHEN SUGAR KING .....	75.00

**COUNTER GAMES**

MILLS WEST FOOKEY BELLS (Late Model Green with J.P. Register)	\$32.50
GROETZCHEN SPARKS (Like New)	22.50
GROETZCHEN SPORTS (Like New)	22.50
PENNY RACK .....	5.00
SHIRIT 36 GAME .....	3.50
MILLS WILD DEUCES .....	3.50
SEVEN BRAND .....	3.00
TRUCK REEL .....	4.00
PICK-A-PAOK (A-1) .....	5.50
TALLY .....	7.50
HEADS OR TAIL .....	12.50
MERCURY .....	16.50

USED COUNTER GAMES AND PENNY ARCADE EQUIPMENT—CHEAP. WRITE FOR PRICES.

**ARROW NOVELTY CO., Inc.**

179 Years of Honest Dealing!  
2852 SIDNEY ST., ST. LOUIS, MO.

**New Ten Strike Models, Financing**

CHICAGO, Oct. 28.—“With more than a year of success behind Ten Strike, we now introduce a new version in the new free play or cash reserve convertible model,” declares R. W. (Dick) Hood, president of H. C. Evans & Company. With the announcement of the new Ten Strike model, the firm also announces a new time-payment plan by which the game may be purchased more easily.

“In the new model Ten Strike reaches new heights in player thrills and excitement undreamed of before,” Hood explained. “Combining a mystery handicap and big tempting awards with our popular manikin-controlled real-play bowling, the game has appeal that is almost irresistible. Each play resembles a bowling tournament in miniature. At the insertion of a coin a mystery average score comes up. This the player attempts to beat. There are awards waiting for him if he does.

“As this mystery average score varies in each play there is great incentive for repeat plays. The cash reserve feature is entirely automatic in action. In the free-play version, free games are flashed on the backboard as they are made, and the total awarded to the player at the end of each play. The game is convertible at the operator's choice.

“Mechanically the new Ten Strike is even more efficient than the old. Refinements have been added both to the cabinet and the mechanism enhancing the game's handsome streamline appearance and stepping up its smooth, lively, velvet-like action.

“The fine earnings of this new Ten Strike version have led us to inaugurate our new time-payment plan,” Hood explained. “By this plan the game may be purchased on a small down payment and the balance paid out of earnings. No operator therefore needs to deny himself this great money-maker for want of ready cash.”



AL SIMON (left), of Savoy Vending Company, Brooklyn, shows Bill Frey, of Miami, the new World's Fair on a cold October day.

**Hold-Over**

With the tantalizing new carry-over scoring principle

It's great!



WRITE, WIRE, OR PHONE TODAY FOR  
**Stoner's HOLD OVER**  
WE ARE EXCLUSIVE DISTRIBUTORS!  
**BUDIN'S, INC.** 174 SO. PORTLAND AVE.,  
BROOKLYN, N. Y. Telephone NE 8-3700  
Branch: 36 E. MERRICK RD., FREEPORT, L. I. (Freeport 2100)

*Coming!*

**ALL AMERICAN**

THE BIG PRIZE  
5 BALL GAME!

**QUALITY SPEAKS FOR ITSELF**

<b>PAYOUTS</b>	<b>FREE PLAY</b>	<b>FREE PLAY &amp; NOVELTY</b>
Derby Time .....	Drum Major .....	Western Baseballs .....
Pancho Races .....	Landlids .....	Keene's Anti-Aircraft .....
1028 Kentucky Glady .....	Powerhouse .....	Rayo-Lite Gun .....
City Made Fractious .....	Flashie .....	Magic T.O.A., F.P. .....
Dark Horse .....	Triumph .....	Bang, F.P. .....
Pancho Rosemont .....	Artinson .....	Concept, F.P. .....
Opabelle Bloss .....	Across the Board .....	Major, F.P. .....
Zella .....	Conco .....	Spotism, F.P. .....
Will .....	Lucky .....	Cherion, F.P. .....
Bally Alley .....	C. O. D. .....	Exhibit Bowling Game .....
Brown Gab, Paces Races .....	1/3 Deposit With Order—Balance C. O. D.	Forward Marches, Nov. .....

**MODERN AUTOMATIC EXCHANGE, INC.**  
2618 CARNEGIE AVENUE, CLEVELAND, OHIO

*Alive!*

**JESSE JAMES**

A life history told in thirty thrilling scenes. Each winning scene appears four times. Kredit Seals each average \$2.42. Approximate average profit \$28.00.

Introduce yourself to the industry's latest write SUPERIOR for details on Jesse James and other new sensational boards.

**SUPERIOR PRODUCTS**  
1110 N. PULASKI ST. CHICAGO, ILLINOIS

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

**HERE'S Joe Calcuff's  
GREATEST  
SALE! EVERY  
MACHINE GUARANTEED  
REGARDLESS OF PRICE!**



**FREE PLAY GAMES**

17 Jumbo Parade Novelty Balls, Guaranteed like new, single	... \$117.50	
Lots of five	... 112.50	
57 Jumbos — 10 for	... 250.00	
Less than 10	... 21.50	
1 Topkiss \$12.50	10 Genesis	... 12.50
2 Headlines 17.50	1 Congo	... 20.50
6 Pick 'Em 21.50	10 Rebound	... 13.50
7 Scoop 27.50	3 Jumper	... 19.50
7 Gold Opp.	2 Pyramid	... 12.00
Leg road 52.50	2 Zoo	... 6.50
1 Follow-Up 9.50	6 Day	... 11.00
2 High-Lite 11.50	1 Jones	... 13.00
1 Trio 11.50	2 Baseball	... 15.00
1 Triala	1 Western	... 18.00
1 Throat 11.50		

**MISCELLANEOUS MACHINES**

14 Bally Alley Bowling Games	... \$29.50
1 Bally Ball's Eye Ray Gun	... 60.50
1 Jennings Hot-in-the-Barrel (like new)	... 84.50
1 Evans In-the-Barrel (like new)	... 81.50
17 Mills Modern Scales	... 20.50
2 Brand New Exhibit Vitaziers, latest model	... 68.50
1 Money Gum Vendor Wall Box for use in connection with phonograph (gives 1 million and 1 stick of gum for 5c)	... 7.50
1 Seaburg Ray-O-Lite Rabbit Gun	... 32.50
1 Brand New Western Comph.	... 11.25
2 Jennings Premier Dial Scales	... 15.00
25 Brand New Columbus Model "M" Penny Peanut Vendors with padlocks	... 4.50
22 Brand New Columbus Model "2M" Penny General Purpose Vendors with padlocks	... 5.25

**PHONOGRAPHS**

2 Model "A" Seaburg	12 records	} \$29.50 each
2 Mills Deluxe Dance Masters	12 records	
2 Rock-Ola Type "2"	12 records	
1 Rock-Ola Menarch	20 records	} \$49.50 each
3 Mills Studies	12 records	
4 Model "K" Seaburg	15 records	
1 Model 412 Whittier	12 records	} \$157.50 each
2 Mod. 600 Win. Itzart	24 rec.	
1 Seaburg Regal	20 records	
1 Seaburg Crown	20 records	
2 Seaburg Gama	20 records	
2 Seaburg Gama	20 records	

**COUNTER GAMES**

7 Bally Baby Cigarette Machines (used 1 week)	... \$ 2.50
1 Bally Baby Wagon	... 3.50
1 Boker Pick-A-Pack	... 6.50
2 Doral 5c Yall	... 9.00
2 Doral Real Deal	... 4.50
2 Doral Penny Pack, with pellet base	... 0.75
2 Doral Joker Will	... 0.50
10 Doral Real "21" Blackjack Machines	... 4.50
2 Exhibit I. O. U.	... 4.50
1 Brand New Exhibit Numberette	... 10.50
2 Groetchen 10c Hot-A-Tot Mystery Bell	... 18.50
2 Pace Hot-E-Smoke	... 4.50

**GUARANTEED SLOTS**

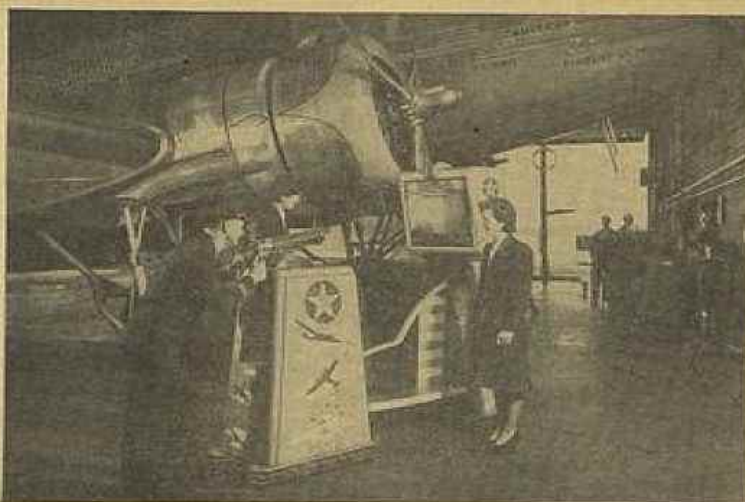
1 Mills 5c War Eagle Bell	... \$32.50
1 Mills 10c War Eagle Bell	... 35.50
1 Mills 25c War Eagle Bell	... 35.50
1 Mills 5c Sycamore Bell	... 22.50
1 Mills 5c Melon Bell	... 69.50
4 Mills 10c Melon Bells	... 72.50
21 Mills 5c Cherry Bells	... 69.50
3 Mills 40c Cherry Bell	... 72.50
7 Mills 5c Chrome Bells	... 87.50
8 Mills 1c Chrome Bells	... 82.50
7 Mills 5c Brown Front Counter Club Bell	... 69.50
12 Groetchen Columbia Gold Award Bell	... 37.50
0 Groetchen Columbia Gold Bell	... 35.00
2 Pace 5c Slipp-proof Conest Mystery Bell	... 47.50
1 Pace 10c Slipp-proof Conest Mystery Bell	... 50.00
1 Pace 25c Slipp-proof Conest Mystery Bell	... 62.50
1 Watling 10c Hot-A-Tot Mystery Bell	... 22.50

**CONSOLES**

21 Mills Square Bell — Single	... \$72.50
Lots of five	... 69.50
5 Evans Black Cabinet Dominoes	... 42.50
2 Evans 1938 Dominoes with small odds drum	... 59.50
1 Jennings Padlock Club	... 22.50
10 Kearney 1937 Skill Times	... 42.50
2 Kearney Kentucky Skill Times	... 48.00
2 Mills Fishers	... 18.50
5 Brown Cabinet Paque Races	... 22.50
2 Pace Pay Day	... 38.50

TERMS: 1/3 Certified Deposits With Order. No Ship Balance C. O. D.

**THE VENDING MACHINE CO.,**  
205-13 Franklin St., Fayetteville, N. C.



**AMERICAN AIRLINE PILOTS AND STEWARDESSES** become coin machine-minded as well as air-minded. Stewardesses Eileen Nestor and Carolyn Olson, together with airline passengers and First Officer F. H. Braymer, give First Officer W. T. Sperry some sideline cheers for his proficiency at a coin machine game.

**Who Will Be the First Man  
In the Coin Machine World  
To Be Called by Uncle Sam?**

CHICAGO, Oct. 26.—Tuesday, October 29, is marked on the calendars of 17,000,000 American men as the day when they will take part in one of the largest lotteries ever held. Among the 17,000,000 there will be many from the coin machine industry. *The Billboard* would like to determine who will be the first coin machine man to be selected. That man will be suitably honored in these columns. Too, *The Billboard* wants a complete list of the men who will go into training.

If you are selected as a trainee set down your name and your selective service registration number. *The Billboard* will obtain master lists of the order numbers as they are drawn in the national lottery and by comparison of numbers submitted with those on the master chart will determine which man or men connected with the coin machine industry were the first to be called.

Others knowing of any coin machine man's selection may be him "in favor" by letting *The Billboard* know of that fact. In all cases, please send the man's registration number, as well as his name and address.

It may be that *The Billboard* will uncover groups of coin machine men all

having the same registration number. A certain camaraderie may be engendered here—and while *The Billboard* doesn't think they'll be able to get together and run games in army camps and on battle-ships (shades of Uncle Sam) it may be fun to know of another coin machine man in the corps.

So, once again—if you are selected or know of anyone who is selected—send his name and address together with his selective service registration number to *The Billboard*. We will get in touch with those who are first selected and present their stories in a future issue.

**Pool Bowling Corp.  
Joins CMI Assn.**

CHICAGO, Oct. 26.—Newest member of Coin Machine Industries, Inc., is Pool Bowling Manufacturing Corporation, of Steger, Ill., whose new coin-operated Pool Bowling game is reported creating great interest among the trade.

Arrangements have been made by the company to exhibit at the coming show.

"Coin-Operated Pool Bowling is making a great hit with players and operators alike," said Vince Trabucco, president of the company. "The response to our announcement of our coin-operated model has been highly gratifying. Inquiries and comments have been pouring in from everywhere and we are delighted with the enthusiasm shown."

"From many operators come reports of the game's earnings on location. Some of them have fully realized the money-making possibilities of this game until they gave it a trial. Now they praise it almost without limit. Coin-operated Pool Bowling has won its place as one of the staples of the industry, and as a member of the C. M. I. we are happy to say that it will also take its place among the exhibits at the show."



**COLUMBIA GOLD AWARD  
CIGARETTE BELL**

With optional front drawer or back-door payout system. Operators' price, \$62.50.



**COLUMBIA JACKPOT BELL**

Convertible from nickels to dimes, quarters, pennies. Best Bell buy at \$59.50.

Write for Illustrated Circular OK25  
**GROETCHEN**  
130 N. UNION CHICAGO

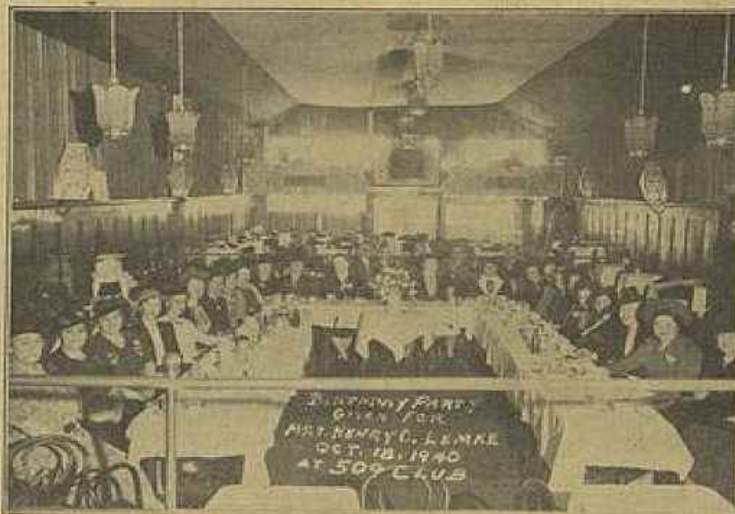
**WHILE SUPPLY LASTS  
We Shall Ship to Our Customers**

**GUM VENDERS AT THE OLD PRICE OF \$12.50 EACH—\$14 FOR \$27.50.**  
This Offer Subject to Prior Sale.  
**H. G. PAYNE CO.**  
312 BROADWAY, NASHVILLE, TENN.

**WANTED**

First class Mechanic. Must be able to service all classes of Coin Operated Machines, particularly Phonographs. Must be above draft age. State salary expected in first letter.

**THE RICHARD JOHNSON AMUSEMENT CO.**  
28 MORRIS ST., CHARLESTON, S.C., CAR.



**MRS. HENRY C. LEMKE**, wife of the Detroit distributor, was honored at a birthday party given her by friends October 18. The party was held at the 509 Club, Detroit.



356,889,800

Pennies minted in one year plus all the other pennies are potential prospects—and no mechanism to get out of order.

ONLY \$9.95

Pays for itself quick.  
Size: 15 1/2 in. long, 8 in. wide, 8 1/2 in. high. Walnut finish cabinet.



**ROLL-A-CENT**

Like Old Man River pennies keep right on rolling into the cash box. Players roll pennies down incline. A pack of cigarettes for every cent that rolls through either of the upright slots in fence. It's skillful, that's proof, fool proof. Nothing to get out of order. Just place and collect. Separate compartment for winning pennies. "Naf Ced." Order today and start the pennies rolling in.

\$9.95 F. O. B. Chicago

Send full payment or 1/2 Dep., Bal. C. O. D.

**KOPLo SALES & SUPPLY CO.**

3115 Milwaukee Ave., CHICAGO, ILL.

**Tell Long Life of Western Machines**

CHICAGO, Oct. 26.—"If it's a Western product it's a real winner," declares Don Anderson, Western Products, Inc., sales manager. "Western has always cherished the reputation that Western machines were not built merely for short-time operation. Time after time Western machines have continued in operation for many months, even years.

"We could name many such machines produced here in our plant. It has always been our intention to make available to operators machines that would bring them big money over longer periods of time. An excellent and recent example of this success is Major League Baseball. Operators everywhere know that this machine is an outgrowth of our original baseball machine of three years ago. Today it is earning more money than it has ever earned.

"Latest in line for long-term honors is Tot, our newest counter machine. Tot is like all other Western products in that it's built for long-range profits. Production of Tot is going at top speed here at our factory and still the orders pour in.

"Each day sees more and more Recordits being installed on America's finest locations. This new voice recording machine offers operators one of the greatest opportunities they've ever known. On every location patrons wait in line to record their voices. Recordit, with universal and all-year-round appeal, is proving to be one of the most valuable offerings ever made to coinmen."

**Leader Claims Hit Game Title**

CHICAGO, Oct. 26.—"Leader's claim to the title hit-of-the-year is wholeheartedly supported by distributors from Coast to Coast, as record after record for volume sales is broken, yet the demand continues to force maintenance of top-speed production at the Exhibit Supply Company," according to John Chrest, company sales manager.

"Operators write in daily from every section of the country praising not only the phenomenal money-earning ability of Leader, but also its fine construction and mechanical perfection that enable it to stand up under the terrific strain of persistent play."

John Chrest, now on a business trip thru the Southwest, reports excellent conditions in the field and a fine reception for Leader there.

The D. & S. Novelty Company, Exhibit distributor in Rockford, Ill., headed by Frank Swartz and managed by Lew Casola, announced recently its removal to more spacious quarters at 1302 South Main Street. "It is impossible to stock Leaders, as we rarely have them uncrated before they are sold. Leader is Exhibit's greatest game," declared Swartz.

MILLS ONE-TWO-THREE  
Free Play with Bell Action  
Mfd. by Mills Novelty Company  
4100 Fullerton Avenue, Chicago



Built like a Bell!  
Works like a Bell!  
Pleases like a Bell!  
Earns like a Bell!

**SEIDEN SPECIALS!**

Real Money Savers!

**ONE BALL**

- Hawthorne ..... \$40.00
- Winning Ticket ..... \$59.50
- Dead Heat ..... \$48.00
- Kiddie ..... \$10.00

**FREE PLAYS**

- Landslide ..... \$69.50
- Playmate ..... \$69.50
- Formation ..... \$69.50
- Scop ..... \$27.50

**CONSOLES**

- 1888 Track Time ..... \$65.00
- Lucky Lucre ..... \$69.50
- Face Race ..... \$39.50
- Evans Payout Phonographs ..... \$48.50
- Evans By a Blade ..... \$49.50

**LEGAL EQUIPMENT**

- Ten Strike ..... \$49.50
- Billy Alley ..... \$22.50
- Rockets Imperial ..... \$59.50

Send Deposit

**SEIDEN Distributing Co.**

1230 Broadway, ALBANY, N. Y.  
Phone 4-2109

**YOU CAN CASH IN ON THIS FOOTBALL SEASON WINNER!**



We also stock the latest Football Jackpot Ticket Cards at lowest prices. Send for illustrated circular and price list today!

**H. & H. NOVELTY SALES**

645 HAMM BLDG., ST. PAUL, MINN.

**MILLS**

Distributor

PHONOGRAPHS  
CONSOLES  
BELLS  
TABLES

**KEYSTONE NOVELTY & MFG. CO.**

29th & Huntington Sts., Philadelphia, Pa.  
Baltimore Office: Baltimore, Md.  
515 Cathedral St., Baltimore, Md.

**SALESBOARDS**

You can't afford to be without our catalog. Write today.

**KIND MANUFACTURING CO.**  
95 Palisades St., Mt. Clemens, Mich.



SAM STRAHL, head of the American Cigarette Company, Buffalo, and Jimmy Roosevelt snapped during a chat at the New York showing of the Mills Panorama. Strahl was honorary chairman of the entertainment committee for the three-day affair held at the Hotel Waldorf-Astoria.



**WONDER 3 BAR JACKPOT F-5280**

1025 hole—Takes in \$51.25  
Pays out \$27.76—Average Profit \$23.49

PRICE \$2.73 EACH

**OTHER FAST SELLERS**

- 1640 hole F-5240-3 Bar Jackpot at \$3.65
- 1200 hole F-5275-Horses at 3.92
- 800 hole F-5270-Pocket Dice at 1.89
- 720 hole F-5255-Pocket Jack at 1.86
- 600 hole F-5305-Royal at 2.12

**CHAS. A. BREWER & SONS**  
Largest Board and Card House in the World  
6320 Harvard Ave., CHICAGO, U. S. A.

**DON'T PASS UP THE WORLD'S BIGGEST MONEYMAKER**

**DAVAL'S NEW GOLD AWARD AMERICAN EAGLE**

10 DAYS' FREE TRIAL  
10 FOR ONLY \$275  
Sample \$32.50  
Gum Model \$2 Extra  
Gold Award Model Only \$1.50 Extra  
1/2 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**

**WATCH FOR GENCO'S NEXT HIT! OUT SOON!**

**GENCO**

BUILDS GREAT GAMES

2621 N. ASHLAND AVE. CHICAGO



A CARLOAD OF SEEBURG PHONOGRAPHS, wireless remote control equipment, and Ray-o-Lites just unloaded in the receiving room of the Gorman Novelty Company, UHou, N. Y. Central New York operators find the Gorman firm conveniently located and "Big Charlie" always ready, willing, and able to advise them on operation of Seeburg equipment.

**Much Interest In Baker's Line-Up**

CHICAGO, Oct. 28.—Baker Novelty Company officials report that they have been forced to delay official announcement of Line-Up, new football game, because of commitments on other equipment. "However," they said, "we shall shortly present this game, which is sure to be outstanding."

"Meanwhile we are busy taking care of orders that have arrived following announcements of Line-Up in news columns. While the official announcement has not been made, many machines are already on location and scoring a hit."

"Line-Up is packed with football atmosphere and pleases fans immensely. Many new features have been incorporated for the first time in this game. All of these innovations are proving successful on location. In particular, the lively, fast action and the four different ways to score have a large appeal."

"Arrangements have been made for greater production speed of Line-Up so that we can supply this hit immediately to take care of all orders after the official announcement."



**BERT LANE Says:**

*I'll Need a Dictionary To Find Enough Adjectives for the Super Sensational*

**SKY FIGHTER**

Rush Your Order Now!

WATCH FOR GENCO'S NEXT HIT OUT SOON!

**SEABOARD SALES, INC.**

619 Tenth Ave., New York Phone, Wisconsin 7-5688

**Wrigley Nine-Month Profit Two Millions**

CHICAGO, Oct. 28.—The William Wrigley Jr. Company, world's largest manufacturer of chewing gum, realized a net income of \$1,967,669, equal to \$1 a share of capital stock, during the September quarter, compared with \$2,204,623, or \$1.12 a share, in the corresponding period last year. P. K. Wrigley, president, has announced.

For the nine months ended September 30 net income totaled \$5,768,314, or \$3.44 a share, against \$5,763,632 for the comparable period in 1939.

**Lifesavers Dividend**

CHICAGO, Oct. 26.—Directors of Lifesavers Corporation have declared a special dividend of 60 cents a share. This is in addition to the regular quarterly disbursement of 40 cents a share and brings payments for the year to \$2.60, the same as in 1939.

**AOLAC Aids Community Affairs**

LOS ANGELES, Oct. 26.—Continuing its public relations program, the Associated Operators of Los Angeles County recently called attention of members to the Community Chest drive and to the American Legion Salvage Industry. "Let us do everything that is humanly possible to see that we do our share in these noble causes," said a message to members.

As a service to members, AOLAC has inaugurated a new sales lead service. This gives leads to new establishments both in the city and county of Los Angeles. Members interested in perusing the leads, which are received daily, find them available at the association office.

AOLAC also reports the death of member Morris Peltzman and extends sympathy to the widow. In the notice the association noted that Mrs. Peltzman would continue operation of her late husband's coin machine interests. Said the association: "In view of these circumstances, we would ask that the membership kindly refrain from soliciting these locations for a reasonable period of time. This will be very much appreciated by AOLAC as well as by Mrs. Peltzman."

**Natchez, Miss.**

NATCHEZ, Miss., Oct. 26.—Despite war talk and conscription, coin machine business has never been better in this section. Operators, especially of phonographs, are doing good business. New locations are being established daily.

E. B. Exell, now associated with the La-Ark-Tex Company, reports business on the upgrade in the company's locations in Louisiana, Arkansas, and Texas.

Patriotic tunes are getting big play on phonographs here. Popular tunes follow closely the national preferences.

Joe P. Serio, chief of police of Natchez and brother of Sam Serio, of the Serio Novelty Company, is on the mend after a major operation.

Leo Delaney and J. O. Modisette have been busy opening new locations in this area. Their latest acquisition is a new super store. Conner Burns is also doing well, he reports. Ham Nelson has branched out his business into Louisiana now that the new \$4,000,000 Mississippi River bridge between Natchez and Vidalia, La., has been opened.

**SPECTACULAR—VALUES**  
1545 NORTH FAIRFIELD PRESENTS

**Bally One-Ball Payouts**

Bank Acets .....	\$127.50	Grand National .....	\$99.50	Thistle-down .....	\$64.50
Grandstand .....	77.50	Mawthorne .....	57.50	Gold Medal .....	57.50
Pacemaker .....	89.50	Fairgrounds .....	27.50	Prezious .....	77.50

**Automatic Consoles**

Mill Square Bell .....	\$ 74.50	Pace Saratoga (1940) .....	\$ 89.50	Keeney Track Time (1938) Ball .....	\$89.50
Keeney Pastime .....	144.90	Chrome Balls .....	\$ 89.50	Paces Races, Brown Cab. .....	\$4.50
Keeney Triple Entry .....	124.50	Keeney Track Time (1939) .....	144.50	Jennings Derby Day .....	34.50
Evans (1938) Galloping Dominant .....	79.50	Jennings Multiple Race .....	44.50		

Keeney Aeri-Aircraft Gun—Brown Walnut Cabinet .....	\$114.50
Groetchen Metal Typers—Late Model—Complete with 700 Discs .....	122.50
Western Baseball—1940 Model De Luxe—Free Play .....	72.50
Western Baseball—1940 De Luxe—Free Play and Payout Goals .....	\$9.50

TERMS: 1/2 DEPOSIT—BALANCE C. O. D.

**OUR NEW ADDRESS**

**MONARCH COIN MACHINE CO.**

1545 NO. FAIRFIELD AVE. Cable "MOCOIN" CHICAGO, ILL.

**ATTENTION, OPERATORS IN WESTERN PENNSYLVANIA—WEST VIRGINIA AND WESTERN NEW YORK STATE**

**BUY "SPARKS"** TOKEN PAYOUT GUM VENDER WITH GOLD AWARD J.P.

FROM

**AMERICAN CIGARETTE MACHINE CO.**

1349 FIFTH AVE. PITTSBURGH, PA.

1523 MAIN ST. BUFFALO, N. Y.



# Swan's TEN STRIKE

## FREE PLAY or CASH RESERVE

**SENSATIONAL TEN STRIKE**—in brand new FREE PLAY or CASH RESERVE model, is scoring another gold strike for the industry! New magnetic come-on, new juicy, high awards, added to the unequalled fascination of man-in-play bowling, shatter old records for play and profits!

New TEN STRIKE Cumulative Free Play feature awards total Free Plays for each game. New Cash Reserve, with big, tempting awards, keeps players' enthusiasm keyed to fever pitch. New refinements and improvements . . . stepped-up speed and action . . . new high scoring, more strikes and spares! It's so good, so great . . . you'll change your notions about coin-game earnings when you operate this brilliant new hit! Get full details at once!

### TIME PAYMENT PLAN

Cash in on proven BIG earnings of TEN STRIKE Free Play or Cash Reserve! No guess—we know how quickly the game will pay for itself on our new TIME PAYMENT PLAN. Only a small down payment required. Write or wire immediately for full details.

**FREE PLAY or CASH RESERVE**  
**\$175.00**



Patent Nos. Apr. 30, 1940, 2,159,181 Dec. 5, 1939, 2,181,984 Sept. 12, 1939, 2,116,855 And Other Patents Pending

**IMMEDIATE DELIVERY**

**H. C. EVANS & CO.** 1520-1530 W. ADAMS ST. CHICAGO

### "See Al First"

For Perfectly Reconditioned FREE PLAY GAMES

- |                     |                       |
|---------------------|-----------------------|
| Bats, Champ \$ 9.50 | Score Champ \$27.50   |
| Big Six . . . 12.50 | Super Six . . . 18.50 |
| Cowboy . . . 10.00  | Thriller . . . 12.50  |
| Eureka . . . 22.50  | Topper . . . 14.50    |
| Lucky . . . 18.50   | Variety . . . 15.00   |

**SPECIAL**—Perfect Condition

- |   |  |
|---|--|
| WHILE THEY LAST                         |  |
| See-Do-See . . . . . \$45.00            |  |
| Billy Bull's Eye, 1st Model . . . 60.00 |  |
| Billy Bull's Eye, 2nd Model . . . 79.50 |  |
| <b>EXTRA SPECIAL</b>                    |  |
| Double Feature . . . . . \$82.50        |  |

1/3 Deposit, Balance C. O. D.

### ARCO SALES CO.

AL ROSSSTEIN  
1334 Spring Garden St., Philadelphia, Pa.

### ARCADE EQUIPMENT

- |   |   |
|---|---|
| Western Baseballs, P. P. Deluxe . . . \$79.50 | Anti-Aircraft Gun, black cabinet \$89.50    |
| Western Baseballs, Deluxe Comp. . . 79.50     | Bookley Deluxe . . . 59.50                  |
| Western Baseballs, Novelty . . . 69.50        | Diggers . . . 39.50                         |
| World Series . . . 99.50                      | Casino Golf . . . 39.50                     |
| Deluxe Barns, with boxes . . . 85.00          | Sho-Golf-15 ft. latest model . . . 45.00    |
| Deluxe Barns, with boxes . . . 85.00          | Groceries SKILL . . . 39.50                 |
| Top Pins . . . 89.50                          | JUMP . . . 39.50                            |
| Top Snipes . . . 89.50                        | Movie Making Pro- sure Machines . . . 95.00 |
| Factory Free Play . . . 69.50                 | Magic Rolls . . . 39.50                     |
| Top Streets . . . 69.50                       | Zoozies . . . 22.50                         |

Write for Our Complete Stock List. We Take Trades. CLEVELAND COIN MACHINE EXCHANGE, 3021 Prospect Ave., Cleveland, Ohio



### CASH IN ON THE SHOOTING CRAZE!

Here is the Fastest Penny Gutter Four Balls. A PENNY IS SHOT FROM GUN. Hit the Ball's Eye and receive a reward. All skillful hits are recorded. Machine holds 1,000 Balls of Gum. Order Now!

Operator's Price **\$27.50 Ea.**  
5 or More, \$25.00 Ea.

**D. ROBBINS & CO.** 1141-B DEKALB AVE. BROOKLYN, N.Y.

### Ohio Association Elects Directors; Fights Slug Use

CLEVELAND, Oct. 26.—The Ohio Cigarette Vendors' Association met October 20 at the Neal House, Columbus, O., with good attendance of members from all parts of the State. Lou Golden, president, presided.

The following were elected directors: Ben Simons, Hamilton; J. R. Pangallo, Springfield; Max Minken, Canton; David Cole, Columbus, and J. R. Kramer, East Liverpool.

The slug situation was discussed at length, numerous cases being cited from various parts of the State. It was agreed to sponsor legislation that will put a stop to slug use.

Secretary Sam Abrams gave a detailed report on the upholding of fair prices by State and federal courts in Columbus, Toledo, and Cleveland. Various members expressed themselves well pleased with fair trade prices and their effect on business. Reports of committees and other routine business took up the rest of the meeting.

### Independent Stores Ahead 2.3 in Month

WASHINGTON, Oct. 26.—Sales of 24,178 independent retail stores in 34 States totaled \$242,235,879 in September, a gain of 2.3 per cent over August and of 2.3 per cent over September last year, the Commerce Department reports.

Also the gain over September, 1939, was smaller than shown in any month this year over the comparable 1939 month, the department said that two important factors were to be noted in weighing this fact, namely, that there were five Saturdays in September last year compared with four last month, and that the September, 1939, figures showed a substantial gain of 8.7 per cent over September, 1938.

September is the 22d consecutive month in which retail sales reported by this series have exceeded those of corresponding month of the previous year.

## MAKE YOUR PURCHASES FROM OHIO SPECIALTY COMPANY

in Cincinnati, Ohio—or—Louisville, Kentucky

**NOT BECAUSE** our Prices are LOWER  
**NOT BECAUSE** our Prices are HIGHER  
**BUT BECAUSE** our Selection is the LARGEST,  
**MOST COMPLETE,** and FINEST

Our Showrooms are the Most Beautiful, where we always have on display Hundreds upon Hundreds of NEW and USED GAMES, PHONOGRAPHS, SLOT MACHINES, and All Other Kinds of Coin-Operated Equipment for Your Selection and Immediate Delivery.

We Own and Occupy Our Own Buildings in Both Cincinnati and Louisville and Have 58,000 Square Feet of Floor Space. We are Centrally Located and a Trip to Either of Our Places is Worth Your While.

## OHIO SPECIALTY COMPANY

"Where Courtesy Prevails"

29 W. COURT ST. CINCINNATI, OHIO

539 S. SECOND ST. LOUISVILLE, KY.

EST. 1929

### HERCULES HURRICANE OF VALUES

**FREE PLAYS**  
Super Six . . . \$14.00  
Bowl, Alley 19.00  
Beauty . . . 36.00  
White Seat . . . 37.00  
Yacht Club . . . 40.00  
Playmate . . . 52.00  
Dile-Feature 58.00

We are Distributors for Stoner's HOLD OVER Baker's LINE UP Castille's COLD STAR 1/3 With All Orders, Balance C. O. D. Write for Complete List!

**WRITE FOR PRICES ON GUNN'S THREE SCORE Keeney's SPEED DEMON**

**PROTECTO-TINT**  
Collector's Books for Operators, \$4.50 per 100

**HERCULES MACHINE EXCHANGE, INC., 1175 BROAD ST., NEWARK, N. J.**

Give 'em  
Chicago Coin's

# FOX HUNT

when your locations  
ask for something  
that's really  
**DIFFERENT!**

### Bally Increases Its Gun Output

CHICAGO, Oct. 26.—Daily production of the Bally Rapid-Fire machine gun with diving submarine target has again been stepped up, according to announcement by George Jenkins, general sales manager of Bally Manufacturing Company. "The immediate and tremendous response to our time-payment plan," Jenkins stated, "has compelled us to increase our output of Rapid-Fire guns."

"Operators in every section of the country are rushing to build up Rapid-Fire routes on a pay-out-of-profit basis. Some of these operators have been operating Rapid-Fire guns for the past two or three months, gradually adding to their routes as they accumulated collections. Now they see in the time-payment plan an opportunity to completely cover their territory without delay, and they are taking advantage of this opportunity."

"Other operators, particularly those in territory which has not been active recently, are grabbing Rapid-Fire on the time-payment plan, knowing that this great legal game is the machine they've been waiting for."

"The increase in production which goes into effect immediately will take care of the most urgent demands. As soon as possible the production will again be boosted in an effort to guarantee immediate delivery to everyone. You'll still be getting big money out of Rapid-Fire cashboxes many months after you've forgotten your present impatience. Because Rapid-Fire is the game for steady, all-year operation and freedom from the ups and downs of ordinary operating."

### G&G Counter Game Sales Record Set

CHICAGO, Oct. 26.—"As we predicted at the last coin machine show, we have passed the 50,000 mark in the sale of Imp, manufactured by the Grotchen Tool Company," report Max Glass and Paul Gerber, of the Gerber & Glass Distributing Company.

"We believe that in all of the counter games we have offered to the trade none has been finer than Imp. Too, it has been made easy for operators to set up routes of from 25 to 100 machines—and perhaps more. We know of some operators who have hundreds of Imps out."

"Month after month for 10 successive months Imp sales have climbed. The first week in October saw the 50,000 mark passed. We are now aiming for the 75,000 mark and expect to reach it soon."

"Repeat orders from the same operators who purchased Imps in January are still arriving in October. This all proves that Imp has given a greater return per dollar invested than the average coin machine. In fact, it does much better than that."

"Not only is there glory for Imp in these figures, but we believe that they also establish Gerber & Glass as the largest counter game distributors in America."

### ALLIED BARGAINS

FREE PLAY GAMES

Mills 1-2-3	\$34.50	Only Boy	\$37.50
Sooty	36.00	Letter Pack	37.50
Dodgeby	34.80	Super Six	37.50
Mascot	32.50	C. O. D.	32.50
Green Mt.	40.50	Supercharger	32.50
Starotos	44.50	Vogue	37.50
Red Hat	42.50	Manball	(Bonus)
Score Card	32.50	Airport	27.50
Big Town	39.50	Big Six	21.50
Roxy	39.50		

#### Slightly Used Marvels, 1c or 5c Play.....\$19.50

COUNTER GAMES

Ginger, 6c	35.00	Bally Baby	35.50
Header Tails	12.50	Get-a-Pack	35.00
Coveit, 1c	12.50	21 Vendor	35.00
Lucky Pack	9.50	Reel "24"	35.00
Match-Up	7.50	Reel Spots	35.00
Sandy's Heroes	7.50	Red Dice	35.00
Cent-5-Pack	6.50	Pack Dice	35.00
Track Ball	4.50	Races	4.50
Millwheel (Bally)	6.50	Penny Draw	4.00

AUTOMATIC PAYTABLES

Grand	\$59.80	National	\$39.80
Peasmaker	32.50	Ball	54.22
Grandstand	32.50	Stables	22.50
Newhome	32.50	Breakfast	17.50

PHONOGRAPHS

Rückels 1935 On Luce	\$139.50
Wurlitzer 500, Like New	149.50
Wurlitzer 24, Altimated	99.50
Wurlitzer #1, Counter (With Stand)	87.50
Wurlitzer #16, 10 Records	64.50
Wurlitzer #16, 10 Records	64.50
Wurlitzer #12, 12 Records	61.50

LEGAL EQUIPMENT

Keene's Anti-Aircraft Gun (Black Cabinet)	\$97.50
Jed Bind (Seaburg)	87.50
Gettish's Spaceball	64.50
Evans' Ten Strike, Like New	55.50
Woodley's Ten	52.50
A. B. T. Targets, Model F (Size Cabinet) to Order	16.50

Terms 1/30, 1/60, Balance C. O. D.  
F. O. B. Chicago.  
LIBERAL TRADE-IN ALLOWANCE. WRITE US

# Allied

NOVELTY COMPANY  
 Phone Capital 4747  
 8520 W. Fullerton Ave., CHICAGO

### BE WISE! FAMILIARIZE YOURSELF WITH COIN OPERATED

# POOL BOWLING

Acclaimed the outstanding  
achievement of the industry  
100% legal 5c or 10c Play

POOL BOWLING MFG. CORP., STEGER, ILL.  
Chicago Phone: Intercoast 9760 (direct to factory)

### Join the Army Of Successful Operators Who Get Big Weekly Profits From

# IMP

Gum Vendors with Cigarette or Fruit Symbols. 1c or 5c Play. \$67.50 Enlists 6 IMPs in Your Service.

H. G. PAYNE CO.  
312 Broadway, Nashville, Tenn.

**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

1-2-3 ('40)	\$110.00	Triumph	\$30.00
Landside	77.00	Blender Baseball	20.00
Western Side	77.00	Chameleon	27.50
Ball ('40)	75.00	Supercharger	27.50
Dude Ranch	69.50	Backyard	25.00
Playmate	65.50	Big Babo	22.50
1-2-3	62.50	Scout	22.50
Sporty	42.50	Tepper	22.50
Long Side	35.50	Big Six	20.00
Score Champ	33.50	Major	20.00
Nifty	35.00	Airport	18.50
Billy Beauty	35.00	Spotem	12.50

**The Markepp Company**  
 8226 Carnegie Ave. 1419 Central Parkway  
 CLEVELAND, O. CINCINNATI, O.

Write for Mills catalog and price list

**10-Day Free Trial American Eagles**  
 or Marvite. Lots of 10 \$275.00  
 Sample \$32.50, Ball Gum Model, \$2.00 Extra.

A NEW CATALOG OF SALESBOARDS AND MERCHANDISE DEALS—AT FACTORY PRICES  
 SEND FOR YOUR FREE COPY OF CATALOG NO. 55

Salesboard Operators and Jobbers! If you want to enjoy real prosperity—send for your Free Copy of this money-making Catalog! It's chock full of the Season's newest Salesboards and Salesboard Merchandise Assortments . . . at prices that defy competition! Jammed with profit-making deals that are designed for fast play and swift profit! Write today! If interested—ASK ALSO FOR OUR BIG NOVELTY CATALOG NO. 84

**GELLMAN BROS.** 119 North Fourth St. MINNEAPOLIS, MINN.

ILLINOIS OPERATORS, ATTENTION

We are featuring Bally's Long Shot and Pace's Starotos, two of the hottest machines in many years. We can trade with you because we are distributors for both these Companies. Write or come in. Or used machines we are offering special prices on the following:

10 Jangling Fast Times (like new)	\$85.50	Fairgrounds	\$22.50
Grand Stands	27.50	Jennings Liberty Bell or Derby Day	25.00
Sport Page	52.00	Pace's Games, Brown Cabinet	72.50

1/3 DEPOSIT WITH ORDER

**P. & H. DISTRIBUTING CO.**  
 222 N. 5TH ST., SPRINGFIELD, ILL.

**KENTUCKY'S OLDEST DISTRIBUTOR**  
 Est. 1915  
 Representing Leading Manufacturers  
**KENTUCKY SPRINGLESS SCALE CO.**  
 Incorporated  
 512-514-516-518 S. 2nd St., Louisville, Ky.



AL STERN, official of Monarch Coin Machine Company, steps off a plane after a trip to a key coin machine city.

**AMBITIOUS OPERATORS!**  
 WE WILL SUPPLY COUNTER MACHINES ON A PERCENTAGE BASIS TO HONEST, RELIABLE MEN!  
**WRITE BOX 156**  
 Care of The Billboard  
 WOODS BLDG., CHICAGO, ILL.

**MECHANIC WANTED**  
 Must be thoroughly experienced and capable to handle all types coin operated equipment. Write direct for full qualifications, references and salary expected.  
**CLEVELAND COIN MACHINE EXCHANGE**  
 2021 PROSPECT AVE., CLEVELAND, O.

Games Come  
and go --- BUT

**LEADER**

is Still the Leader!



FREE PLAY  
**104<sup>50</sup>**  
CONVERTIBLE

EXHIBIT SUPPLY CO. • 4222 W. LAKE STREET • CHICAGO

**WANT TO BUY**  
100 MILLS VEST POCKET BELLS  
Also  
FREE PLAY GAMES  
SPORTY, O' JOHNNY, BALLY BEAUTY,  
AND BLONDIE  
Write or Write Best Prices  
3147 Locust St.,  
St. Louis, Mo. **MY CALL NOVELTY CO.**

**Robbins Offers  
Target Machine**

BROOKLYN, Oct. 26.—To introduce its new one-cent Target Practice Gum Vender, D. Robbins & Company, Brooklyn, is offering 2,500 balls of gum free with each order for a sample machine. "The machine," says Dave Robbins, "is one of the fastest money-making penny skill games we have ever distributed. The game has plenty of player-appeal features. A penny is shot from a realistic aluminum gun and if the bull's-eye is hit a bell rings. The penny then remains in view behind a glass window until released by the merchant. The coin then falls into a separate compartment so the operator can tell how many bull's-eye hits were made.

"Trade awards can be given for skillful hits. The Target Practice Gum Vender holds 1,500 balls of gum. The machine is substantially constructed to give long-life service."

**Ohio Specialty  
In New Quarters**

CINCINNATI, Oct. 26.—Need for expansion, due to rapidly increasing business in recent months, has caused Harry H. Cohen to move his Ohio Specialty Company to larger and modern quarters at 25-29 Court Street, almost directly across the street from his old location.

The new location, equipped with all new fixtures and lighting equipment, is one of the most attractive coin machine display rooms in this territory. Floor space is almost four times that of the old location.

Harry Cohen is planning a gala party soon to inaugurate the new quarters. The larger location will permit an excellent display of automatic phonographs and coin machine games and will permit Cohen to show a vastly larger stock.



**WAIT FOR  
EXHIBIT'S ?**

SEE... Tony Gasparro

**WESTON DISTRIBUTORS, Inc.**

689 TENTH AVE., NEW YORK All Phones: Circle 6-6745

**OPERATORS!**  
Write for Our New  
COMPLETE PRICE LIST  
of NEW and USED  
MACHINES OF  
ALL MAKES!  
Special Low Prices!  
**MILWAUKEE  
COIN MACHINE CO.**  
1455 W. Fond du Lac Ave.  
MILWAUKEE, WIS.

**OPERATORS, WRITE...**  
**H. G. PAYNE COMPANY**  
312-316 Broadway, NASHVILLE, TENN.  
For Weekly Bargain List, Most Complete Stock  
of New and Used Coin Machines in the South.



**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**

Write for our New  
Descriptive Folder NC-21

No. 11319—1000 Holes. Takes In \$50.00 Average Payout \$26.03

**HARLICH MFG. CO.** 1413 JACKSON BLVD. CHICAGO, ILL.

HERE'S WHAT THE INDUSTRY SAYS ABOUT—

# GOLD STAR

"GIGANTIC!"  
 "COLOSSAL!"  
 "STUPENDOUS!"  
 "SUPER-COLOSSAL!"  
 (IT'S SHATTERING ALL RECORDS!)



\$104.<sup>50</sup>

IMMEDIATE DELIVERY  
 See Your Distributor Today!

**D. GOTTLIEB & CO.**

2736-42 North Paulina Street

Chicago, Illinois

## DE LUXE GRIP SCALE

3-WAY Strength Tester

Has Dutton Indicator Control for competitive play . . .  
 Tension Adjustment . . . Bell Adjustment . . . Non-  
 Clog Slot . . . 6-Suction-Cup Base! Metal Stand, \$2.50.



100%  
LEGAL

\$19.<sup>50</sup>

IMMEDIATE DELIVERY

## AMERICAN EAGLE



World's Smallest Fruit Symbol Ball With Automatic T & O Award.

ON 10 DAYS' FREE TRIAL  
 Samples \$32.<sup>50</sup>

10 for \$275  
 Gold Award Medal  
 \$1.50 Extra  
 Ball Game Mod. \$2 Extra  
**BALL GUM**  
 15¢ per Box 100 Pieces  
 Case of 100 Boxes,  
 \$12.75

1/3 Dep., Bal. C. O. D.  
**SICKING, INC.**  
 1401 Central Bldg.  
 CINCINNATI, O.

<b>A</b>	<b>KEENEY ANTI-AIRCRAFT</b>	Black Cabinet	\$79.50	<b>A</b>
		Brown Cabinet	99.50	
<b>J</b>	<b>BALLY BULL'S EYES</b>		69.50	<b>J</b>
	<b>EXHIBIT BOWLING ALLEYS</b>		29.50	
<b>A</b>	<b>BALLY ALLEYS</b>		24.50	<b>A</b>
	1/3 Deposit With Order.			
<b>X</b>	<b> AJAX NOVELTY CO.</b>			<b>X</b>
	2707 WOODWARD AT SPROAT.		DETROIT, MICH.	

### ACE SPECIALS—ALL FREE PLAY

BIRDIE . . . . . \$28.50	MAJOR . . . . . \$ 9.50	KEENEY'S MACHINE GUN, Brown Cabinet . . . . . \$114.50
BLONDIE . . . . . 41.50	PARACHUTE . . . . . 8.50	KEENEY'S MACHINE GUN, Black Cabinet . . . . . \$94.50
BORDERTOWN . . . . . 42.50	PLAYMATE . . . . . 55.50	CHICKEN SAM, Complete . . . . . \$54.50
COMMODORE . . . . . 11.50	SUPER SIX . . . . . 14.50	EVANG' TEN STRIKE . . . . . \$54.50
CADILLAC . . . . . 42.50	SPONE CHAMP . . . . . 19.50	
DUDE RANCH . . . . . 47.50	SPEEDWAY . . . . . 40.50	
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 KEENEY ANTI-AIRCRAFT GUNS . . . . . \$69.50  
 Also Hundreds of Free Games at \$19.50 Ea. Write for List.

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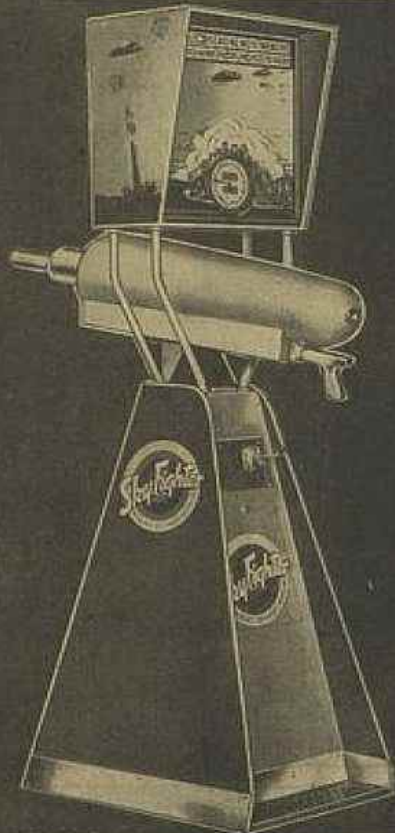


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# SKY FIGHTER

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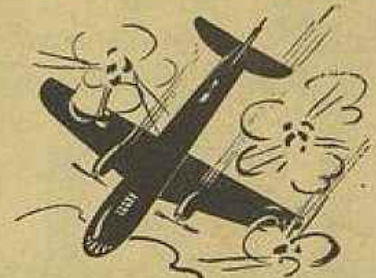
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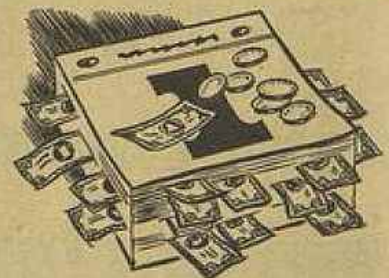
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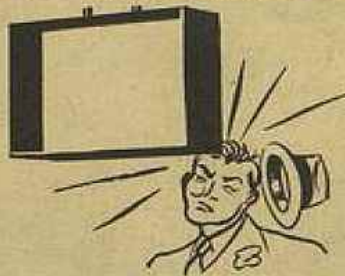
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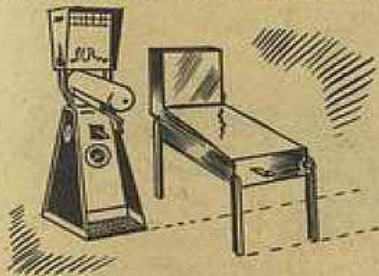
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*Horace Heidt and his Musical Knights*  
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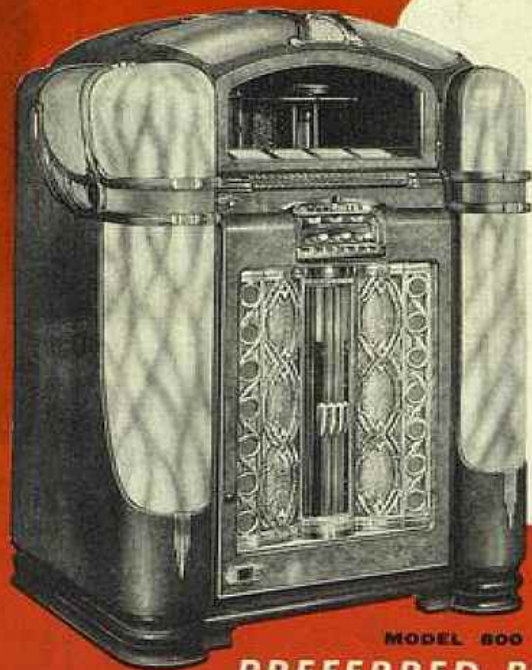
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