

The Billboard

The World's Foremost Amusement Weekly

DECEMBER 9, 1939

15 Cents

VOL. 51. No. 49



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The Billboard

Vol. 51
No. 49

December 9,
1939

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Published weekly at Cincinnati, O., U. S. A. Entered as second-class matter, June, 4, 1897, at Post Office, Cincinnati, under Act of March, 1879. 84 Pages. Subscription, \$5 per year. Copyright 1939 by The Billboard Publishing Company.

TELEVISION AND ACTORS

Marcus Show Folds After Week in Chi; Other Legits Okeh

CHICAGO, Dec. 2.—A. B. Marcus, unit producer who for years has been cashing in quite profitably glamorizing American acts and girls in foreign lands, realized this week that he made a mistake when he decided to invade the legit field by taking out *A Night at the Moulin Rouge* at \$2.75 and \$3.30 top prices. After a disastrous tour that started in Davenport, Ia., in September he brought the revamped *Moulin Rouge* into the Grand Opera House here Sunday to be greeted by one of the sourest sets of notices ever given any legit attraction.

While show retains such names as Helen Morgan and Stan Kavanagh, it is sans any book idea or even unusual production thoughts. It is merely a jumble of vaude acts, blended with some girls and a couple of burly performers. That it is folding at the end of its first week was to be expected. No payment shortages are reported, Marcus having a solid reputation for paying off talent regardless of the status of his shows. The producer is reported to have dropped over \$100,000 in this venture.

Second legit arrival of the week, *Outward Bound* (Harris), was accorded a more cheerful reception. While retaining the same leads used in New York, some of the supporting players are new. Noticeable among them is Diana Barrymore, who in addition to delivering a vibrant performance is the subject of an (See *MARCUS SHOW FOLDS* on page 26)

Union for Working Agents?

NEW YORK, Dec. 2.—During a moment of analysis at the open meeting of the Artists' Representatives' Association Thursday (30), I. Robert Broder, attorney, had the guests sold on the notion that the American Guild of Variety Artists is really an association of employers and not a labor union, because its members are really independent contractors. He carried the subject to the point where the agents were really the employees and argued their organization could logically constitute a union.

LNVT Irons One Issue, But Ducat Code, Guild Pact Pend

NEW YORK, Dec. 2.—Of the three issues which have been occupying the attention of the League of New York Theaters since September, only one was settled at the League's meeting yesterday. At long last the managers and treasurers of the IATSE signed a two-year pact, with the ticket sellers squeezing out a \$5-a-week increase. Disposition of the theater ticket code was put off until Monday (4) to give the lads more time to digest the revisions. The expected acceptance of the new Dramatists' Guild contract did not materialize.

Failure of the League to commit itself on the playwrights' pact is viewed by

NBC Feels Film Players N.S.G.; Air Experience No Help; Plans Producing B'way Flop Scripts

By PAUL ACKERMAN

NEW YORK, Dec. 2.—After approximately eight months of television broadcasting on its current schedule, NBC

execs believe several important tenets regarding production and talent have been established. As stated by NBC's Tom Hutchinson, these include the following: (1) Few film stars are suitable for television; (2) Radio performers, when trying to crash tele, must "stop thinking radio"; (3) Legit and vaude experience is more helpful than radio experience; (4) Talent in general is advised to take stock of visual and personality appeal, and, if these factors are not present, to "stay home."

In connection with production Hutchinson said that plans are now under way to buy up scripts rejected by Broadway producers—two such scripts already being set for production around the first of the year—and to produce Broadway legit scripts which turkeyed shortly after presentation. Reason for the latter is that NBC feels most of these scripts must have had some merit, or they would not have reached production in the first (See *Television and Actors* on page 19)

Hennies Shows Made ACA Unit

CHICAGO, Dec. 2.—Amusement Corp. of America continued its expansion program when Hennies Bros' Shows became a unit of the ACA.

Deal was closed at noon today in offices of the corporation with Harry Hennies and officers of the ACA present. Acquisition of Hennies Bros' Shows gives the corporation four shows, ranking among the largest on the road.

Major Outdoor Meets Are On

Parkmen, Devicers Convening in N. Y.

NEW YORK, Dec. 2.—Advance guard of park ops, caterers and other delegations today started to move in on the New Yorker Hotel for the 21st annual conclave of the National Association of Amusement Parks, Pools and Beaches, combined with the American Recreational Equipment Association, December 4-8. By tomorrow more than half of normally anticipated attendance will have arrived, and by Monday, when the opening gun will be fired, sparked off by registration, practically the full quota will be on hand. Owing to the day-and-date powwow of the fairmen and showmen in Chicago, several device-equipment-supply firms will be absent from the local scenery until after the Windy City's doings, which come to a close Wednesday evening. Many in this group will then train their eyes on the New York parley, figuring on attending for Thursday and the concluding session and banquet on Friday.

Exhibit, central magnet of the confab, what with it usually being a veritable show window of coming season's items available for the carnival-park-resort markets, will be a moral sellout, according to A. R. (Al) Hodge, executive secretary, of Chicago, who has been here a few days tying up the loose ends and arranging for a multitude of activities in concert with Arnold B. Gurtler, of Elitch Gardens, Denver, who is pro tem president of the org, and Harry J. Batt, of Pontchartrain Beach in New Orleans, 2d vice-president and executive head of program sessions. "Moral sellout" is taken to mean that word went out that association couldn't sell more than 60 booth spaces, whereas Secretary Hodge declared today that only two or three spaces out

of a possible 90 are still unfilled, but predicted they would be occupied when the panorama is ready for informal inspection Monday night and official opening Tuesday.

Expected in over the week-end are Norman Alexander, Woodside Park, Philadelphia, key man in the public liability insurance set-up; Fred Pearce, of Detroit; Rex D. Billings, Belmont Park, Montreal; Leonard B. Schloss, Glen Echo, Washington, D. C.; J. E. Lambie Jr., Euclid Beach, Cleveland, the "Blzquiz" promotion man; Adrian W. Ketcham, Forest (See *PARKMEN, DEVICES* on page 53)

Jurisdiction of Outdoor Workers Up to 4A's Board

NEW YORK, Dec. 2.—A committee of the Associated Actors and Artistes' of America, AFL international union covering performing performers, will submit a report next Wednesday to the Four A's executive board on whether outdoor workers are to be absorbed in the Four A's thru the American Guild of Variety Artists.

Frank Gillmore, president of the Four A's, today said no decision had been made and that it was not even settled as to whether the Four A's jurisdiction could be interpreted as including these performers. Statement is particularly pertinent in view of the fact the Four A's had battled the American Federation of Actors, subsequently superseded by the AGVA, over the advisability and propriety of the AFA taking in such workers.

Mrs. Dorothy Bryant, executive secretary of AGVA, said the problem was a Four A's matter, and that she had as yet received no knowledge of a decision.

some as logical. It is explained that in all these years of negotiations between the Guild and the managers, the Guild has refused to deal with the League as a representative of its membership but has insisted upon negotiating individually with each manager, thus weakening any possible united opposition from the League. Throwing the playwrights ruling back at them, the League yesterday explained that a League confirmation is meaningless because the individual signatories to the old pact must each individually Hancock the new one. Guild officials have also suggested that picture companies had a few plants in the League to prevent the pact from going thru in its present form.

Fairmen, Showmen Arrive Early in Chi

CHICAGO, Dec. 2.—Last night the Hotel Sherman lobby broke out in a rash of posters of all sizes, shapes and colors, setting forth the names and room numbers of attractions people here for the 49th annual meeting of the International Association of Fairs and Expositions. There is no Merry-Go-Round or Skooter in the lobby this year, but every available inch of space where card, poster or banner could be hung is occupied.

Upstairs the attractions people are busy arranging their display rooms to be ready for the influx of fair men that will be at its height tomorrow (Sunday).

Showmen got an early start to the convention. Many were here a week or more in advance. Since Wednesday they have (See *FAIRMEN, SHOWMEN* on page 53)

Stadium for Boston; Plan Includes Shows

BOSTON, Dec. 2.—Agitation begun some time ago by newspaper columnists for erection of a municipal stadium here in which all sorts of events may be staged is to bear fruit. City government is to take up with the federal government the project and has assurances that it will be looked upon with favor.

Plan is to build, probably in the Fenway near the Back Bay, a stadium seating at least 75,000. In addition to use for football, baseball and track meets, it is planned to use the stadium for carnivals staged by American Legion or Veterans of Foreign Wars Posts, cir- (See *STADIUM FOR BOSTON* on page 53)

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PRIVATE NEW YEAR'S EVE

Sunday Liquor Ban Keeps Lushes From Public Spots; Bookings Up

Private party boom provides work for plenty of bands and acts—lack of legit shows may help clubs in New York—performer prices being hiked

NEW YORK, Dec. 2.—The problem of how and when to cash in on New Year's Eve, since it falls this year on a Sunday night, when many cities and States prohibit the sale of liquor or public entertainment, has become a pressing one to night club and hotel owners and promoters; but for the booking offices this quirk has meant a land-office business. Employment for bands and acts this year is expected to double last year's bookings. Problem has resulted in a bumper crop of private entertainment plans and sponsored affairs and has hiked the asking price for all sorts of bands and act attractions. Bands that ordinarily take a day off Sunday are getting an extra day's work. Those in the semi-name class and under are drawing up to \$750 for the one night's work and name bands are getting \$1,000 to \$1,500 up.

Agencies are being flooded with calls for bands for Sunday, December 31. Since most towns have ordinances against running public dances Sunday nights, some promoters are getting around it in another way. Instead of running the dance as a regular promotion, they are getting lodges, legions and fraternities to sponsor affairs, with a small split for the organization treasury. Billy Shaw, one-night booker for Con-

JIMMIE LYNCH

(This Week's Cover Subject)

LEADER and owner of what is claimed to be the largest organization in the world devoted exclusively to the production and presentation of automobile thrill shows, Jimmie Lynch has taken a place among the outstanding figures of the outdoor show world.

Lynch's organization, the Death Dodgers, presented more than 1,100 performances at the New York World's Fair in 1939, while two road units were featured attractions at 106 State, regional and county fairs in the United States and Canada.

Starting with a single automobile in 1933, he developed an organization which he claims used during the past season more 1939 equipment than all the other thrill organizations combined. His starting machine was the "mystery horse car," a sedan controlled by a driver mounted on a saddle on the hood of the machine. This unusual car carried him to the Chicago World's Fair, where he was featured in 1933 and 1934, and then to the Texas centennials at Dallas and Fort Worth.

Lynch holds the distinction of being the only ground performer ever engaged for the National Air Races in Cleveland, having exhibited his skill and daring there in 1935 and 1937.

Until the past season Lynch was content to lead a single troupe, but with the development of his organization he found it necessary to expand and develop more drivers. During the past 12 months, 15 capable drivers were trained by him on his asphalt speedway at the New York World's Fair. The development of this new talent made it possible for him to offer productions over a widespread area, and as a result more than 10,000,000 persons saw the Death Dodgers in action during the 1939 season.

Lynch continues to take a leading role in his productions, making personal appearances with all of his units.

Lynch's bookings are handled by Pat Purcell, his general representative, and the Barnes-Carruthers Fair Booking Association.

solidated Radio Artists, said that last New Year's Eve his office had 50 bands working the holiday session, but bookings thus far, one month away from the holiday, have totaled that already and he expects at least to double the number this year because of the public curfew angle.

This once-in-seven-year cycle was observed as reviewing the lush days when imagination and money ran riot in the preparation of private New York's parties.

Club and society bookers have usually signed up too many bands about a month before the holidays, in an effort to be able to make good on all their bookings. The local musicians' union, for example, still has many a squawk against bookers who tied up musicians for New Year's Eve parties last year and then failed to deliver work.

This year most of those offices signed up all the individual musicians and performers they could after Thanksgiving, with guarantees of around \$25 per person for the date. In this way they hope to be able to take care of the last-minute calls and up the ante to double or triple because of the "accommodations" (See PRIVATE NEW YEAR'S on page 17)

White Plains Vaude Still Sunday Sock; Up More Than \$1,000

WHITE PLAINS, N. Y., Dec. 2.—That Sunday vaude is catching on with Westchesterites was further evidenced at the County Center here Sunday (26) when Les Rees' Show of the Week grossed \$4,803. This was the first Sunday both an afternoon and evening performance were given. A crowd of 2,837 shelled out \$1,442 for the matinee at 75 and 40 cents, while 4,300, at \$1.10, 85 and 55 cents, paid an additional \$3,361 for the evening performance. While the matinee undoubtedly kept the evening show from hitting the 5,000-odd of last week, still the aggregate was more than \$1,000 better than last week's total.

Charlie Barnet, Hal Kemp and the Smoothies headed the bill, which also included Billy Wells and the Four Fays, Andy Mayo's Pansy the Horse, Sinclair Sisters, Jerry White, the Honey Family, Diamond Brothers and Jack Powell. Jay C. Flippen again emceed. Charlie Barnet and the vaude turns comprised the first half of the program, with Kemp's organization rounding out the bill.

Entire bill was well received, with the Kemp organization's polished work especially pleasing. The harmonizing of the Smoothies, the singing of Bob Allen and Jack Le Maire's zany burlesquing of a jitterbug all drew well-deserved encores. Barnet's group had a bit of trouble—as was to be expected due to lack of rehearsals—dishing out music for the acts, but more than redeemed itself when time came to give forth with some of its hot jamming novelties. Jack Powell copped top mitting honors among the vaude turns with his rhythmic drum-sticking.

Bob Crosby and his orchestra, together with George Hall and Dolly Dawn, head next week's offering. Show will be presented on Saturday night only instead of Sunday, due to previous booking of the hall. Beginning Sunday, December 10, Rees plans two shows Sundays as far into the summer as patronage permits. Maynard Reuter.

Bill Fields Is P. A.

DETROIT, Dec. 2.—An unusual boost for a stage production was given to Abe Lincoln in Illinois, opening at the Cass Theater, thru the issuance of a proclamation by Mayor Richard W. Reading. In his proclamation the mayor said: "In these troublesome times, this play, more than anything else, demonstrates, visualizes and teaches the true spirit of American democracy and becomes a rare instructor of American history and American patriotism."

Third Edition of "Pins & Needles" Keeps Smash Pace

NEW YORK, Dec. 2.—Last Saturday night (25) at the Windsor Theater Labor Stage officially opened the third edition of *Pins and Needles*, which has probably become the most famous revue ever produced. It started more than two years ago as an amateur offering of the International Ladies' Garment Workers' Union, as everyone knows, and now is a thoro professional presentation, with the cutters and basters of its cast all members of Equity and turning in jobs worthy of any of their Equity confreres. In addition, they retain the freshness and spontaneity that made the original edition a delight. *Pins and Needles* is still about as well a show as anyone could want to see.

A few of the better numbers from the first two editions are retained, a couple are slightly changed and there are new interludes that hold up the original standards. *Sunday in the Park* is still there in all its nostalgic glory, *The Red Mikado* still pokes hilarious fun at the DAR, conservatives, mutilators of Savoy operettas and other insects, and the four little angels of peace are now five, with the addition of Stalin. *Papa Lewis*, *Mama Green* still poke pointed and hilarious fun at the internecine war of the unions, and *Call It Un-American* is still a terrific number. In this last, tho, a new introductory skit has been written, not so effective as the first; even now it is still more effective to be anti-Fascist than merely anti-Republican.

As for the new numbers, most of them are terrific, notably a side-splitting parody of Clifford Odets that contains more clear-headed criticism in 10 minutes than the daily reviewers turn out in a year; a charming and hilarious take-off on old-time meller called *Bertha*, the *Sewing Machine Girl*; or, *It's Better With a Union Man*; a terrific rhythm number called *Mene, Mene, Tekel* (which is, for the benefit of illiterates like this reporter, the Handwriting on the Wall); and, best of all, a viciously hard-hitting, mercilessly truth-telling, smashingly effective and uproariously funny poignarding of Father Coughlan, Senator Reynolds and Fritz Kuhn. It is called *The Harmony Boys*, and it alone is worth the price of admission.

Al Eben is still an excellent comic and so, for that matter, is Harry Clark, with Mr. Clark showing a stage presence and comedy technique that, in the days since the second edition, have catapulted him into a position as the show's most effective performer. Also contributing notably are Berni Gould and Hy Gardner, also excellent comics; Al Levy, a personable juvenile, and those stand-bys from the previous shows, Ella Gerber and Ruth Rubinstein—and, in fact, everybody else in the cast. And scoring probably the greatest personal triumph of the evening is a newcomer, a Negro rhythm singer named Dorothy Harrison. Miss Harrison can sell a song like nobody's business; and if professional showbusiness ever allows her to return to garment making, then professional showbusiness is crazy.

Robert H. Gordon's staging can give lessons to practically all the directors of Broadway's more pretentious revues.

Eugene Burr.

"Time's" Grand in Des Moines

DES MOINES, Ia., Dec. 2.—On *Borrowed Time* grossed slightly more than \$1,000 on its one-nighter at the Shrine Auditorium November 15. Tho no official estimate of the receipts was given by the management, close to 1,500 persons watched the performance, with tickets scaling 56 cents to \$2.24



FUNNY thing about the cafe booking business. That is, funny about the misfits and phonies who manage to grab off many of the best spots. For the good of the industry, with the welfare of performers in mind particularly, a terrific educational job should be done among cafe men. As a class they are at the receiving end of the longest and strongest line of boloney that has been handed out in our time. In vaudeville's heyday we used to think that independent theater operators strolling thru the market place looking for act bargains presented a sad spectacle of blind, stupid buying. There had not yet been born the species of cafe operator who seems unable to offer resistance to the phony who fills him up with a lot of nomenclative double-talk; who cares not a whit about the good will of the spot, the actor or the night club business in general. All the phony is concerned with is how much he can grab off while the grabbing is good—and before the cafe operator gets wise to him. And swings over to another phony with a new line of boloney.

It has been so stated here on other occasions and we state again that there is a heap lot of money to be made, a lot of good to be done in the cafe booking business, by an organization with substantial resources and plenty of man power in the form of individuals who are show-wise, who have vision and who have a minimum of larceny and a moderate share of principle in their hearts. As sure as night follows day the hole-in-the-wall guys who aren't true even to themselves and even some of the stuffed shirts with panel-walled offices who are now licking their chops over the spoils of a sadly disorganized cafe booking business will run the whole machine to the wall unless they are given stiff competition by new organizations that regard the field as a legitimate business rather than a vestige of the roaring and racket-ridden twenties.

VAUDEVILLE is still alive today and, in certain sections of the country, regaining new strength because of the shot in the arm given the field by dance and entertaining bands of the "name" variety. Public preference for bands that are household words because of the build-up given the leaders by radio work and recording has kept the lights burning in countless theaters and has made change machines sing their merry tunes where there was darkness and dust before. Having done more than their share to put new life into the theater situation, bands have spread their beneficent influence over a new field—fairs and expositions.

We are at a stage today where bands are no longer considered a freak attraction for outdoor events, and this week at the annual meeting of the International Association of Fairs and Expositions in Chicago and at the conclave of the National Association of Amusement Parks, Pools and Beaches in New York there is plenty to show how much a part of the outdoor business bands have become. In Chicago, at the Hotel Sherman, the fair men are holding discussions of the band angle of grand-stand shows and dancing; not casual discussions (according to the advance dope) but exchanges of opinion that stamp bands as one of the more important items of the business.

The larger booking offices, engaged in missionary work in the potentially lucrative field, are now convinced that even with the progress already made in introducing bands into the picture, only the surface has been lightly scratched. They see big money in the field for musicians and for themselves and they see how the new avenue of employment can be enhanced from year to year by continued plugging.

In connection with the topic under discussion it is interesting to note how sectional tastes of the public have been broken down in recent years thru radio and films—and latterly thru the renewed popularity of recordings merchandised in automatic phonographs. It was not (See SUGAR'S DOMINO on page 26)

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NO FAILURES IN PHILLY

Grosses Collapse In Des Moines; Once a Bonanza

DES MOINES, Dec. 2.—Critical Iowa audiences have stayed away in droves from stage attractions so far during the fall season, and even the producers can't give the answer for the sudden drop in attendance for their shows at the Shrine Auditorium.

The Shrine here holds the world's record for one-nighters, and in the past could be counted on for a good house, regardless of the attraction. But so far five shows have failed to click, with some of the smallest houses in Shrine history. Mrs. George Clark, manager of the Shrine, advanced the fall season this year, having formerly awaited cold weather for the major attractions. Apparently the delayed cold weather is the only answer.

One of the best nights was at the showing of *A Night at the Moulin Rouge*, with an estimated crowd of 2,500, rates ranging from \$1.12 to \$3.36. The scheduled performance of Grace Moore had to be canceled when she came down with a cold, and Lunt and Fontanne in *The Taming of the Shrew* failed to outdraw the Marcus show.

Jackie Coogan in *What a Life* played before virtually a deserted house, with only 500 out front. *On Borrowed Time* attracted 1,500 on November 19, and the latest show, *I Married an Angel*, had less than 2,000.

Omaha Cracks Down; Acts, Bands, Bookers All Suffer Heavily

OMAHA, Neb., Dec. 2.—Tightening of regulations by city authorities has put a crimp in night club and band business, with floor shows taking a fast fade-out.

The present administration passed new closing regulations some time ago but only recently started cracking down. Under the new set-up hard liquors are supposed to stop flowing at midnight and beer at 1 a.m. Omaha formerly was a good spot for flesh acts and small bands, with things run virtually wide open. But with the shorter hours and elimination of the best income time the operators have been forced to cut down

JIMMIE LYNCH

AND HIS
DEATH DODGERS
See Page 37 this issue

WHEN IN DETROIT Stop at the CLIFFORD APT. HOTEL

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SEND IN ROUTES

The Route Department (appearing in this issue on Pages 14-20-56 represents one of the most important functions that this paper performs for the profession. Certain listings are obtainable only thru the consistent co-operation of the performers and showmen involved.

How about helping your friends in their efforts to locate you? This can be done only by keeping *The Billboard* Route Department informed of your whereabouts, and sufficiently in advance to insure publication.

ALL ROUTE LISTINGS SHOULD BE SENT TO ROUTE DEPARTMENT, BOX 1340, CINCINNATI, O.

and entertainment has been hit the hardest.

Flesh acts that have been headquartered in this territory are moving on to other territories which are already crowded. Bookers also are losing heavily and are steering around the Omaha spots. Small bands in many instances are breaking up.

Larynx Union, Webs Agree on Contract

NEW YORK, Dec. 2.—Basic agreement between the American Guild of Musical Artists and network artist bureaus went into effect yesterday, with the following schedule of commissions agreed upon:

	Pct.
Series of radio engagements....	10
Guest radio engagements.....	15
Concerts, others than civic or community	20
Civic and community concerts..	15
Operatic engagements.....	10

Past had been held in escrow since March 29, pending the franchising of the artist bureaus under license plan of Screen Actors' Guild. Guild is still working on details of its standard agency pact. Officials now expect the SAG contract to be ready within two weeks.

The AGMA-NBC-CBS agreement deals chiefly with working arrangements in the concert field. Some conditions there, however, also govern radio and pictures.

Films Disappoint All But Few Air Announcers Seeking Gravy

HOLLYWOOD, Dec. 2.—Easy pickings for commercial sputters in film plants are limited to very few of flickerdom's fraternity of radio announcers. Announcers who trek west hoping to grab an ether commercial and line their pockets on the side with celluloid sugar find the studios bidding for old stand-bys with few exceptions.

Heading the list for number of pictures worked is Sam Hayes, who just signed for the new 20th Century-Fox flicker, *He Married His Wife*. This marks Hayes' 91st film appearance and sets some kind of a record. Not far behind Hayes is Don Wilson.

It is generally figured that most announcers who trade on their ether reps in flickers double their salaries by their picture work. Most announcing spots in films take two days and, altho actual figures are not available, those in the know claimed that some top-flight announcers received around \$500 per day, picking up anywhere from \$1,000 to \$2,000 for their efforts.

While Hayes and Wilson are considered the top announcers getting flicker work, there are several other old stand-bys who get called now and then. John Conte, Ken Niles and Bob Sherwood are figured in the \$50 to \$100 per day bracket for picture work. Gray Breckner and Tom Hanlon also come in for bids.

KHJ-Mutual's bid for film honors in the announcing field is taken by Norman Nesbitt, brother of John. Altho his price could not be learned, he was figured in the \$200 per day bracket. H. V. Kaltenborn's appearance in *Mr. Smith Goes to Washington* was one of the first bids for announcers outside of the Hollywood boys. Kaltenborn was believed

All Legits This Year Made Dough; Few Tryout Turkeys Booked In

By JOE COHEN

PHILADELPHIA, Dec. 2.—With the transformation of most of the town's legit houses into parking lots, Philadelphia has been changed from a dog town where tryouts were the general rule into a city where tested theatrical fare is most certain to enjoy any degree of financial success.

Today there are only three houses operating here, and so far this season eight productions have been seen for a total of 14 weeks. In 1929 10 houses were going full blast to provide 125 productions. However, the essential difference today compared with 1929 is that Philadelphia is now a profitable theatrical stop, and every show takes with it a comfortable bit of profit.

Philadelphia degenerated as a legit town simply because the citizenry, lacking its '29 bank roll, shopped for its plays instead of patronizing any one that the ticket broker would designate. Today Philadelphia seems stabilized as a profitable theatrical city, with all plays drawing heavy grosses. All the productions seen here came with excellent references from Broadway, with a few exceptions which came with a retinue of stars that compelled attention.

The current season got under way much later than last year, when an August opening had most of the femmes in the audience revealing suntan in the spots the gowns didn't cover. This year the first opening came September 18, when Helen Hayes and Philip Merivale in a weakie, *Ladies and Gentlemen*, netted \$41,000 during the two weeks allotted. This Hecht-MacArthur adaptation had the advantage of being the only show in town as well as the season's curtain-raiser.

The heaviest gross this year was registered with *Leave It to Me*, with Sophie Tucker, William Gaxton and Victor Moore, which drew \$60,000 for a fortnight. In single-week engagements Mau-

rice Evans' uncut *Hamlet* was good for \$25,000, and *Very Warm for May*, the Kern-Hammerstein collaboration, collected \$22,000. The Raymond Massey troupe of *Abe Lincoln in Illinois*, despite the loss of business due to its arrival during election week, came thru with a sizzling \$38,000 for two weeks.

The aforementioned plays were all seen at the Forrest, Shubert's largest and most opulent house. The other Shubert house, the Locust, drew products of lesser quality but stamped approved on Broadway. These also returned profits. *Outward Bound* in two weeks scored with a total of \$23,000, an okeh figure since sources close to the Shuberts confided that even \$16,000 would have realized their most optimistic outlook. *Kiss the Boys Goodbye* registered a surplus when the b.-o. treasurers counted up to \$16,500.

The Erlanger, with the exception of its current occupant, *Great Guns*, U. of P. musical which is getting the full support of socialites, collegians and regular theatergoers who make a habit of attending the annual effort of the Mask and Whig Club, housed only a single production. Few independent producers are willing to go to this out-of-the-way house, and it has only been able to snare a mediocre company touring with *Of Mice and Men*. The management resorted to two-for-ones, and the fortnight's engagement resulted in a take of \$11,000, at which figure this company can pay off dividends.

At the beginning of the current season it was believed that high grosses were the rule because many shows came at a time when they were the only legits in town. However, that contention was disproved when on November 6 three plays came here simultaneously for two-week stays, and prosperity grosses were chalked up for each of them.

WINDOW CARDS

Special Designs for Christmas & New Year's—Size 17x28, 2 & 3 Colors, \$6.00 per 100; also Size 14x22, 2 & 3 Colors, \$4.50 per 100. Order today. Write for samples. Merry Xmas & Happy New Year to all our friends.

BOWER SHOW PRINT 22 ADE STREET FOWLER, IND.

to have received around \$5,000 for his bit in the flicker.

WESTERN UNION

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

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NETWORK SHOW ON FILM

American Tobacco Puts K. Kyser On MBS Thru Tape Transmission

NEW YORK, Dec. 2.—First network transcription program starts January 4 over Mutual for Lucky Strike cigarettes (American Tobacco Co.) and will consist of recordings on Miller tape transmission of the Kay Kyser program. Show has been rebroadcast, after its original Wednesday night NBC Red time, on WOR by way of Miller tape for some months now. Recent surveys showed a strong part of the New York audience listening to the rebroadcast.

In addition to the Mutual stations, additional outlets, including WIP, Philadelphia, and up-State New York stations may be added to the list. Transmission in this case will be by way of WINS, New York, which has Miller equipment and which, while it will feed the program, will not carry it.

Mutual stations carrying the tape rebroadcast include, in addition to WOR, WAAB, Boston; WNBH, New Bedford, Mass.; WLLH, Lowell, Mass.; WRDO, Augusta, Me.; WCOU, Lewiston, Me.; WSAR, Fall River, Mass.; WHAI, Greenfield, Mass.; WLNH, Laconia, N. H.; WSYB, Rutland, Vt. Time was bought thru Mutual by Lord & Thomas advertising agency.

Rebroadcast of programs has been a slowly increasing trade practice, but now seems to be getting considerable impetus. Start of the Transcontinental Broadcasting System came thru the desire of

Blackett-Sample-Hummert to increase rebroadcasts of their daytime shows on stations additional to WMCA, which has had the rebroadcasts several months. Kyser's show is already on NBC Red network of 82 stations.

General Foods has been considering a rebroadcast made up of various parts of their leading shows, which include Jack Benny; *We, the People*; Lum 'n' Abner and Kate Smith, rebroadcast also to go on Miller tape. However, this deal is reported cool now.

Phila. Stations Drop Victor, Bluebird Wax

PHILADELPHIA, Dec. 2.—Because of the licensing system by RCA which went into effect yesterday, most local stations are steering clear of Victor and Bluebird recordings and confining their platter playing to Brunswick and Columbia discs. Latter firms are awaiting the final decision on the Paul Whiteman-Victor-NAPA case.

A meeting of the heads of all the broadcasting studios here was held on Monday evening. Results were not announced. However, it is evident that all stations affected by the licensing system will follow this course of action.

WPEN, WDAS, WHAT, WIBG and WIP are the stations in town affected by the new system. WCAU in its few recorded shots will play Columbia pressings, which are naturally granted it since CBS owns that pressing outfit. KYW carries the recorded symphonic programs sponsored by Victor and must necessarily use those discs. Another program on that station, the LeRoy Miller program, uses Bluebird platters.

WHAT will resort to tax-free libraries. WPEN is the largest user of platters here, and it is expected that most of the stations which have a large number of transcribed programs will follow its lead.

Wings May Take "America"

NEW YORK, Dec. 2.—Brown & Williamson, which has been boosting its radio budget materially in recent weeks, may hike it even more by sponsoring *Listen, America* for Wings cigarettes on the Don Lee Coast network. Show is a co-operatively sponsored Mutual program, bankrolled by Pontiac in the East. Talent has Erno Rappee, Tune Twisters, Gracie Barrie and Pearson and Allen, columnists.

Batten, Barton, Durstine & Osborne is the agency.

Air's Biggest Audience Show Cut in Half; Coffee Sales Off?

NEW YORK, Dec. 2.—Chase & Sanborn program, which has been topping program surveys for several years and has the largest audience of any commercial program, will be cut in half at the end of this year and starting January 7, 1940, will be a half-hour program. Talent line-up at that time will have Edgar Bergen, Donald Dixon, Vera Vague (Barbara Jo Allen) and Bob Armstrong's Orchestra. Going off, in addition to guest stars, are Don Ameche and Dorothy Lamour.

By the pruning, Standard Brands, parent company of Chase & Sanborn, will save about \$9,000 a week on time; \$1,000 a week on Miss Lamour and \$3,500 on Ameche, as well as the guest star budget, which had practically no limit. Musicians' cost is also reduced.

Altho J. Walter Thompson, agency for the account and producers of the program, would not give any reason for the shrinking of the leading show in radio, it is generally believed that the radio between production costs and sales results has been unsatisfactory for some

Force of Habit

NEW YORK, Dec. 2.—Stanley L. Stevens, director of the National Youth Administration Radio Workshop, which gives youngsters between the ages of 18 and 24 experience in all phases of radio, was alone at the desk of an agency exec whom he was visiting when the telephone rang. Stevens answered.

"Hello," boomed the voice. "Listen, I have the greatest baritone you've ever heard. He's got everything. He

"How old is he?" Stevens absent-mindedly asked.

"Twenty-six . . ."

"Over the age limit," Stevens snapped and banged down the receiver.

Talking Shop

By JERRY FRANKEN

Rating the Shows

This column is a continuation of last week's, wherein the NBC Red shows were rated. This week covers the CBS shows; next week, Mutual and the NBC Blue. Nighttime shows only, unless otherwise indicated.

Sunday

Hobby Lobby. Okeh human interest show, which age seems to improve.

Ben Bernie. Well, if you like Bernie. But I can remember the same routine about 13 years when he was at the old Rialto in New York. It was good then, but isn't it a bit old by now?

Silver Theater. Cheese blintzes. *Gateway to Hollywood.* Now you see what kind of a nuisance a chore like this can become.

Screen Guild Theater. In and outer. *Campbell Playhouse.* Despite all the aroma of ham, it's darn good radio.

Ellery Queen. Okeh show, with better than average production and bum plots. *Ford Sunday Evening Hour.* Standard symph stuff.

Monday

Tom Howard and George Shelton. A good time to turn off your radio.

Lux Radio Theater. Most overrated show in radio.

Guy Lombardo's Orchestra. A relief once in a while, but that's all.

Blondie. Stinks. *Amos 'n' Andy.* Old Man River stuff, just keeps on goin'.

Tune Up Time. That Kostelanetz music.

Tuesday

Jimmie Fidler. Hokey and I do mean you-ey.

Second Husband. Let's get on with this thing.

Big Town. High-powered hoke.

We the People. Burlap.

Camel Caravan. One of the better swing bands in Bob Crosby and one of the smarter lyricists in Johnny Mercer, but the show is overloaded with talk and it's impossible to expect Mercer to keep a 1,000 batting average. Show is too self-conscious in that Dixieland song shop idea, or whatever it is.

Wednesday

Burns and Allen. Same old stuff, but you gotta laugh at it.

Al Pearce. Okeh.

Paul Whiteman. Entertaining.

Texaco Star Theater. Dramatization half of the show far superior to the first half, but the whole project is steadily improving.

Dr. Christian. Effective hoke.

Thursday

Vox Pop. Standard offering.

Ask-It-Basket. Okeh.

Major Bowes. I can't listen to it, but can understand why so many do.

CBS Workshop. A lot of the productions have been worthy, but the *Workshop* is still annoyingly self-conscious.

Professor Quiz. Okeh, except that the Professor gets annoyingly smug quite often.

Kate Smith. Okeh stuff, but not those *Snow Village* sketches.

Johnny Presents. Okeh.

First Nighter. See comment on *Blondie*.

Grand Central Station. See comment on *First Nighter*.

Young Man With a Band. Variable, obviously, but too much script.

Saturday

Gang Busters. Ten-twenty-third.

Wayne King. Five-ten-fifteen.

Hit Parade. Lifted out of the rut by Mark Warnow.

* * *

Masterpiece

This little tidbit was heard this week.

Man: (French accent) And when I was in Siam . . . (fades to background).

Butler: (Sotto voce). Modom, we have no more of the imported wine. What shall I serve M'sieu Gaston?

Modom: (Con bravura). Why, Ent-whistle, serve the domestic, of course.

(See TALKING SHOP on opposite page)

Frisco News, NBC Smoke Peace Pipe

SAN FRANCISCO, Dec. 2.—NBC has set a reciprocal agreement with *The San Francisco News*, a Scripps-Howard afternoon sheet and second daily here to agree to mutual promotional activities. *The Chronicle*, an independent, and NBC worked a deal recently for broadcast of election returns, with sheet now cooking up radio ballyhoo calling attention to paper's 75th anniversary.

Oakland Post-Enquirer also handled a promotional tie-up with all stations for special Christmas edition.

Frisco papers have been very cold to radio for some time now.

See WIP Power Boost As Step Toward NBC Blue

PHILADELPHIA, Dec. 2.—Increase to 5,000 watts has been granted WIP by the Federal Communications Commission. Wattage increase is expected to go in effect as soon as a new transmitter at Westville, N. J., is completed. Work on this building will begin after the first of the year and will be completed by July.

Benedict Gimbel, prez of WIP, denies the power increase will be used in an attempt to get the NBC Blue line from WFIL. Also denies applying for the franchise or being approached to take over the Philly outlet for the chain. At WFIL Joe Connelly, p. a. for the station, said that NBC's contract was renewed last year for an additional five years.

Lottridge Manages WOC

DAVENPORT, Ia., Dec. 2.—J. Buryl Lottridge has been appointed manager of WOC here, effective as of yesterday. Lottridge was formerly a station representative with offices in Chicago and Kansas City and later became sales manager of Central States Broadcasting Co., Omaha; ditto KOMA, Oklahoma City, and research director of KVOO, Tulsa. In February, 1939, he joined the sales department of WHO.

Imperial's Wax Shows

NEW YORK, Dec. 2.—Imperial Tobacco has signed Felix Knight with the Novatones, the Four Belles, Al and Lee Reiser, Landt Trio, Funnyboners and the Four Showmen for a series of disks. Deal was set by Charles Facer, of the NBC Artists' Service.

MILTON BERLE

ON STAGE

TITLE: "SEE MY LAWYER"
PRODUCER: GEORGE ABBOTT
THEATRE: BILTMORE, NEW YORK
TIME: DAILY
COMMENT:

Milton Berle exposed himself as a surprisingly good legit player.

WALTER WINCHELL
DAILY MIRROR

The best news of the evening to me is that Milton Berle . . . turns out to be an excellent farceur and a convincing juvenile as well.

BURNS MANTLE
DAILY NEWS

Mr. Berle does his best work as the boyish attorney of this farce.

BROOKS ATKINSON
NEW YORK TIMES

Mr. Berle plays with competence and modesty and with considerable skill.

RICHARD WATTS JR.
HERALD TRIBUNE

ON RADIO

TITLE: "STOP ME IF YOU HEARD THIS ONE"
SPONSOR: QUAKER PUFFED RICE
NETWORK: NBC-RED
TIME: 8:30 P.M. E. S. T. EVERY SATURDAY

COMMENT:

Milton Berle's back with a show that packs wide appeal . . . Berle was in fine shape . . . quick on the rebuttal, with his humor hitting the bull's eye.

RADIO DAILY

Milton Berle program gets laughs with ad lib answers. . . . Milton Berle's quiz has become a good half hour in the Saturday night schedule.

ALTON COOK
WORLD TELEGRAM

It's a good comedy show . . . with Milton Berle as a fast working and fast thinking emcee.

THE BILLBOARD

WILLIAM  MORRIS AGENCY

Program Reviews

EST Unless Otherwise Indicated

"It's Fun To Keep House"

Reviewed Wednesday, 1-1:15 p.m., CST. Style—Household hints. Sustaining over KWK (St. Louis).

Helen Adams, home counselor, is featured on this home-economics show, and her efforts to convince the housewife that it is fun to keep house (or at least we'll try to make it fun for you) keep it from being just another home-ec show. Teaming up with her are Bill and Louise, a better-than-fair vocal duo, who break the monotony that might come from a straight quarter hour of conversation.

Miss Adams discusses problems of the home, ranging thru the care of children to clothing. She gives the day's best St. Louis vegetable and produce buys, an occasional recipe and other things of interest to the hausfrau. Thru it all is a vein of light humor, usually produced by quips between Miss Adams and Earl Kalousch, the announcer.

While not striking to the average male, it sounds like the sort of thing which the average housewife might like to hear.

Jackson.

Pegeen Fitzgerald

Reviewed Friday, 11-11:15 a.m. Style—Commentary. Sustaining on WOR (MBS network).

Mrs. Fitzgerald is the second of the Fitzgeralds to go on WOR, following in the footsteps of husband Ed Fitzgerald, a WOR standard for years. Her program is a femme commentary session and seems to have the stuff for a click. Impression is that she is distinctly sponsor-worthy.

A good point in her delivery is its complete lack of any stilted quality—a lack, in fact, which is marked by a sort of "er, er" in her talk. However, rather than detracting, it adds to the informality so necessary in shows of this nature and brings home the effect that Mrs. Fitzgerald is holding a direct conversation with each listener.

On this show she discussed domestics

wages and two fashion shows she had covered during the week. One of them was the jewel show in which society gals modeled; it was good to hear frank criticisms of what they wore, rather than the usual gush. However, in view of the newspaper coverage given the jewel thing, it seemed sort of old for radio treatment. Show is shortwaved thru WRUL.

Franken.

"Listener's Theater"

Reviewed Friday, 9:30-10 p.m. Style—Dramatic. Station—On WICC, Bridgeport, Conn. (Colonial Network).

A radio laboratory experiment presented in co-operation with Yale University's Department of Drama, this program marked the second of a series produced with the aid of Professors Allardyce Nicoll, Walter Pritchard Eaton and Constance Welch. Students use radio facilities as an outlet and furnish casts for original scripts, while staff of WICC is in charge of actual production.

Piece this evening was titled *Flight Number Two*, a yarn about a disastrous night flight across the desert from an airport in Tunis. Play was exciting, holding interest.

Production in charge of Bill Farley and Jeane Poli, with Farley announcing.

Lefkowitz.

"I Give You Your Life"

Reviewed Sunday, 6-6:30 p.m. Style—Variety, partly in Jewish. Sponsor—General Foods for Maxwell House Coffee. Agency—Benton & Bowles. Station—WMCA (New York).

Slanted for both Jewish and American audiences, this half-hour variety program put together for Maxwell House Coffee should do quite well for the sponsor. Top attraction is Molly Picon, who sings, gags and appears in a dramatic sketch. She's an excellent all-round performer with an assured audience. Other performers are Barry Sisters, singers, and Seymour Richtveit, male tonsil artist. Abe El-

stein conducts the orchestra and vocaled one number himself.

Singing is both in Jewish and English, Barry Sisters, for instance, doing *Comes Love* in English followed by Picon's Yiddish version. Commercials, too, are in both languages.

Drama is based on experiences of listeners, these stories being culled from mail sent to the station. Hence the title of the show. This drama gimmick should prove a good audience puller.

Program debuted well and will probably continue strong.

Ackerman.

"Young Dr. Malone"

Reviewed Friday, 11:15-11:30 a.m. Style—Serial. Sponsor—General Foods. Agency—Benton & Bowles. Station—WJZ (NBC-Blue network).

There was a pretty successful picture series built around a young medico known as Dr. Kildare and it thereby became only a question of time before there'd be something like *Young Dr. Malone* on the air. It's one of those daytime things, with our hero deciding to stay in a hick town and build a hospital, rather than go to Chicago to take a big job there. A Mr. Linderman promises 10 gee's for the hospital, but as the curtain falls, lo and behold, the philanthropist is identified as a hit-and-run autoist who injured one of the kids the Doc knows.

Cast has Alan Bunce, Elizabeth Reller, Ralph Locke, Tess Shoehan and Tommy Hughes. They probably suffer, too.

Some of the sales talks are delivered by Miss Reller as the doctor's nurse. Product is Post Bran Flakes.

Franken.

WADC Accepts Union Show WJW Canceled

AKRON, O., Dec. 2.—A year's contract between WADC and the Akron Industrial Union Council, central body for the Congress of Industrial Organizations here, has been signed for airing weekly *Voice of Labor* programs.

Voice was taken off WJW here about a month ago after the station and AIUC officials failed to agree on broadcasts including discussions of what were termed "controversial issues."

Petrillo Men in Agencies

CHICAGO, Dec. 2.—Ad agencies and transcription makers in this territory have been informed by James C. Petrillo, local union music chief, that from now on all transcriptions played in their offices for audition purposes will have to be handled by union musicians. Heretofore Petrillo claims that sponsors have been brought into agencies and the manager or some other nonpro has set the records on the machines. Petrillo, who is always on the hunt for more jobs, decided these jobs should go to his men.

"Grand Hotel" Back

NEW YORK, Dec. 2.—Campana Sales Co. restores *Grand Hotel*, dramatic program, to the air on CBS January 7. Show was on NBC until about a year ago. Campana also has *First Nighter*, another dramatic series, on CBS. Agency is Aubrey, Moore & Wallace.

TALKING SHOP

(Continued from opposite page)

Sound effects; gurgle of pouring wine, clink of glasses, etc.

Man: (French accent) Marvellieux! Such wonderful wine! It is imported, of course, non? You must tell me the year, so zat I may buy some.

Modom: Oh, no, that is domestic wine, made from grapes grown in California.

Man: (French accent). Mais non! What a wonderful country is zis America. I must go out and get my citizenship papers.

Announcer—commercial.

Seriously, this is pretty close to the dramatized spot announcement caught, showing radio hasn't quite made its infancy in some departments. Gentlemen—that's the business you're in.

DON'T

listen to BOB BYRON on WHN Monday thru Saturday from 2:30 to 3:30 (EST).

Comment

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

Blondie, with ARTHUR LAKE and PENNY SINGLETON playing the comic strip roles, is a pleasant enough half hour of light comedy on CBS. Program impresses as of a type that would draw as listeners essentially the same people who follow the characters in the daily papers. Plot content is rather infantile, but experience has shown that people like to follow such material—probably because it necessitates no serious mental concentration.

While plot was of utmost simplicity, it was rather timely—centering around the desire of Mr. Dither, Dagwood's miserly boss, to have pork chops instead of turkey for Thanksgiving dinner. He is inveigled into a hunting trip, he and Dagwood getting lost in the woods in their attempt to knock over some cuffs wild turkeys. Childish. Singleton and Lake keep within the limitations of their characters.

Commercials for Camels are good, in that they do not sound too much like hokey. P. A.

The Camel half hour headed by the BOB CROSBY Ork and JOHNNY MERCER (WABC, 9:30-10 Tuesday nights) is greatly improved over the show that debuted several months ago, but it still cries out plaintively for a script a little less decorated with corn kernels. Dialog exchanges between Crosby and Mercer as proprietors of the Dixieland music shop have brightened a bit and at times a genuine gleam of humor shines thru the murk, but on the whole it's an unfunny, forced patter that tries des-

perately to be amusing and succeeds only in being spine-chillingly coy.

Musical end is something else again. When the Crosbyites, en masse, give out with their particularly fine brand of Dixieland swing; when the eight Bob Cats step down for their inning, highlighted by the superior sax work of Eddie Miller, the great BILLY BUTTERFIELD trumpeting and the RAY BAUDUC-BOBBY HAGGART rhythm-aptation, and when HELEN WARD lends her lovely voice and beautiful phrasing to the proceedings, this is one of radio's best music shows for the simple reason that it's all top talent on display. The Crosby vocal outpourings are not quite as ear-compelling as the other items in the melodic output, but they satisfy in a quiet way.

It's only the Mercer style and delivery that save him when it comes to the specially lyricized version of some particular news bit of the week. It's true that maintenance week after week of the same high comedy lyric standard of which Mercer is capable is a tough job. In the face of that, then, it would seem more advisable for Johnny to use the stunt once every two or three weeks and make it really good rather than weaken it with ineffective rhymes and thoughts, due to the press of turning it out for each show.

Commercials are inoffensive, but they're passed over to announcer GEORGE BRYAN by Crosby or Mercer (and handed back again) with that same aura of coyness that pervades the entire script. D. R.

Hollywood and Los Angeles

By DEAN OWEN

BEN ALEXANDER doing swell job as Bemsee on NBC's new Little O' Hollywood show. . . . Six Hits and a Miss, vocal group on the Bob Hope show, into the Zebra Room of the Town House. . . . Tom Breneman gets a new "quiz" show over KNX starting February 10. It will be called Answer Auction and will be sponsored by National Lead Co. . . . John Scott Trotter on Kraft and Lou Silvers of Lux Show have been given new pacts as musical directors. . . . MCA trying to talk Benny Goodman into a return date at the Victor Hugo in Beverly Hills. Rudy Vallee fronting Garwood Van's Ork is currently holding down the spot.

Darrell Calker, formerly with Kostelanetz and Gus Haenschen,

was named musical director for Davis-Schuegler this week. . . . Lee Cooley, head KHJ-Mutual announcer, leaves for New York December 8 to take over the commercials for the Ethyl Gas Show, "Tune Up Time." . . . Peter Lorre gets a spot on one of Arch Oboler's plays on NBC. . . . Horace Heidt due in town with his "Pot of Gold" show. . . . Curtis Mitchell of "Radio Guide" in town long enough to wine and dine Hal Bock, Mark Finley and Hal Rorke, and hop a plane for Chicago. . . . Robert Schuetz, who has taken over NBC's transcription department, cracked KMPC for a "Thesaurus" contract. . . . Wilbur Eickelberg of KHJ-Mutual back at his desk following an operation.

From All Around

AL GODWIN conducting new Question Box program over WWL, New Orleans, three times a week. . . . Loretta Lee, network singer, has a younger sister, Jane Claire, on staff of WWL. . . . Jimmie Willson, WWL's program director, builds a new home on Music street in New Orleans. . . . F. C. Ewing, general manager of WGCM, Gulfport, Miss., plans new transmitter equipment. . . . After

guarding his Russian appellation as real for years, staff announcer Ignor Ivan, of WMPB, Memphis, now confesses his real name is W. Taylor Briggs. It all came about when he took out his marriage license this week. Bride is Lavelle Hale, of New Albany, Miss. . . . Ralph Gram, conducting a new series of "Big Name" interviews on WWNC, Asheville, N. C., started off with Russ Morgan, band leader playing a one-night stand at the Plaza Theater in Asheville. Evelyn Brent, film actress now playing in vaude, and Robert Wadlow, world's tallest man, followed. Gram and Wadlow are old friends, Gram introducing Wadlow to New York audiences when Wadlow was with the Ringlow show.

Walter Hurdt and His Singing Cowboys have returned to WWNC, Asheville, N. C. . . . Composed of Hurdt, Slim, Curly, Smoky and Chuck, group has been making Bluebird and Victor discs, and fan mail count took a big leap in the act's first week. . . . A. Gordon Swan, of Tenafly, N. J., has joined the engineering staff of WAPI, Birmingham, Ala. . . . Russ Brinkley, formerly of KITE, Kansas City, has joined WHP, Harrisburg, as announcer.



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Radio Talent

New York By JERRY LESSER

HAROLD DeBECKER gets the thrill of a lifetime when he opens in two Broadway plays in the same week—*Foreigners*, in which he appears in the first act, and *The Woman Brown*, in which he appears in the last act, all of which is plenty convenient. . . . JOHNNY KANE is playing Chick in *When a Girl Marries*. . . . LUIS VAN ROOTEN is the father of a baby girl. . . . Vocalist DORIS RHODES, whose husband is JONIE TAPS, has a baby girl too. . . . PETER DONALD'S *Light Up and Listen Club* has been renewed for 52 weeks by a Canadian firm. Had PETER scared for a while, as they thought the dropping foreign exchange might force them to cancel. . . . CHARLES WEBSTER portrays Tartuffe in Mollie's play of that name on the NBC *Great Plays* series December 10. . . . CHARLES DINGLE, now in Broadway's *Little Foxes*, has leading roles in CBS' *Aunt Jenny* stories. . . . CHARLES LEONARD, currently seen in flicker, *Another Thin Man*, starring in *Grand Central Station*.

Burgess Meredith and Franchot Tone will appear on the "Pursuit of Happiness" program in the radio version of "The Man Without a Country," a role which this actor and columnist had the pleasure of

portraying three times on the Ripley shows. . . . Dinah Shore and Del Courtney took pictures for "Radio Mirror" magazine last week demonstrating "Do's and Don'ts for Dates." . . . Glen Galyon, of the *Stardusters* on the *Chiclet* program, is planning an early elopement with Mary Hollen, dancer. . . . Opening broadcast of CBS's "Human Adventure" series which won wide acclaim last summer, has been postponed, so as to be able to include several new ideas developed by the University of Chicago, collaborating with CBS on the series. . . . "News, Views and Song Cues," is the name of a series over the N. Y. Broadcasting System every Saturday. It features Terry Audino as soloist, Don Gormley as commentator and "Two hands named Joe" at the piano. . . . Eleanor Phelps, lead of CBS's "Life and Love of Dr. Susan," has been visiting hospitals in real life these days. Her husband has invented a lamp used in treatment of various skin diseases, and is often called for medical meetings, at which the actress is a silent partner. . . . Joan Tetzel plays leading roles in "Grand Central Station," while her dad, George James Tetzel, draws illustrations for her sponsor's product.

Chicago By HAROLD HUMPHREY

SHOWMEN'S LEAGUE OF AMERICA "took over" Wednesday eve on NBC's *Quick Silver* show, which is regularly aired from the Hotel Sherman lobby. Place was jammed with showmen attending their convention, and all trying to answer questions popped by RANSOM SHERMAN and BOB BROWN. . . . SAM THOMPSON, of the Cadets singing group, received a letter this week from O. C. Cash, of Oklahoma, president of the Society of Preservation and Encouragement of Barbershop Quartet Singing, inviting him and the Cadets into the org as life members. . . . On one of his WBBM news shots this week, TODD HUNTER proposed that a contest be held among the cops in town to see who could get the most music out of his traffic whistle, and also suggested that Jimmy Petrillo, the music union chieftain, be one of the judges. When informed of the idea, Petrillo did not say yes or no to the invitation but cracked "You'd better see me first before going ahead." HUNTER hasn't decided yet who the gag is on!

Joan Winters, radio actress, and her husband, Frank Bering, threw one of the year's most lavish parties Monday eve, in honor of Mr. and Mrs. John Garrity. He was for many years the Shubert manager here. Among those present were June Travis, Betty Winkler, Philip and Betty Lord; John Barrymore and daughter, Diana; Victor Moore, Anne Seymour, June Meredith, Bess Flynn, Lois Hall, Eddie and Fannie Cavanaugh, Louis Hector, Dick Powell and many others. . . . Don McNeill and Mercedes McCambridge were auditioned this week by the Russell Seeds agency for Brown & Williamson. . . . Bob Strong, the ex-NBC maestro, preemed his radio band at the Trianon Ballroom Thursday and expects to become a permanent fixture in the dance field. . . . Ed Allen, WGN announcer, is readying himself to become a papa. Mrs. Allen is a radio continuity writer.

Advertisers, Agencies, Stations

By PAUL ACKERMAN

NEW YORK: ON WEDNESDAY (6) WNEW's Rosalind Sherman will do a series of interviews with station people, ranging from minor clerks to top execs. . . . Irving Kahn, former press agent for Larry Clinton, now director of radio publicity for 20th Century-Fox. . . . By the end of December Jerry Livingston, Jerry Cooper and the Hilton Sisters will probably be set thru McCann-Erickson for Twenty Grand's cigger show on CBS. . . . Horatio Locke joins WOR sales promotion, replacing Halsey Barrett, now with WNEW. . . . Annual Christmas party to be thrown by Al McCosker for WOR employees' kids to be held December 16.

have written Art Van Harvey into the "Vic and Sade" script again. He returns after an illness of three weeks. . . . WNEW will modernize its studio equipment within a few weeks. . . . Sid Walton has joined American Radio Newsreel as commentator and reporter. . . . Bob Patt has replaced George DePue as head of the WHN Transcription Service. DePue left to become assistant manager of WSAN, Allentown.

CHICAGO:

NILES TRAMMEL, NBC exec v.-p., spent the week in Chi, making his first extended visit to his former home since moving to New York. . . . That St. Louis beer outfit canceled its option at the last minute on the *Musico* show, fearing that the "Feds" are still going to knock it out on the lottery angle. . . . A producer at RCA sent out an audition call the other day for a part in a show, but when the appointed time arrived he was amazed to see about 50 people in the studio and yelled, "Say what is this? I called only 30 people!" . . . Frank McGivern, of the WGN mail department, left there to take a job as announcer and head of the commercial copy department at WJBC in Bloomington, Ill. H. H.

Stella Unger debuts January 1 in "Hollywood News Girl" for Borden's Farm Products. Show, set by B., B., D. & O., will be a quarter-hour period, thrice a week, on WEAF only. . . . Screen Guild Theater has been renewed, starting January, and program will continue the same. Gang started back to the Coast Sunday night (3). . . . Bill Irvin, radio editor of The Chicago Times, likely to take a Florida vacation this month. . . . WNEW's David Lowe will soon branch out as a legit critic with program titled "The First Night Reviewer." . . . Compton writers

LUSH MOON OVER MIAMI

Outdoor Meets Discuss Bands

Fairmen confab in Chi—Sacks, MCA, speaking—parkmen gab in N. Y.

CHICAGO, Dec. 2.—Annual meeting of the International Association of Fairs and Expositions will be held here next week (4-6) at Hotel Sherman. Representatives of all the major band-booking offices have reserved suites at the hotel, meaning that they will be courting the fair folks to make way for contacts in sales of bands at the agricultural expositions next season.

Fair field promises to become an important branch of the band-booking industry and for the first time fair meet has invited a band booker to participate in the discussions. Manie Sacks, who heads the fair department out of New York for Music Corp. of America, will rub elbows with the fair secretaries on the speakers' platform for a discussion Tuesday (5) on "Name Bands as Grand-stand Attractions" and again Wednesday (6) on "Dancing as a Feature for Fairs." Grand-stand gab will have Sacks locking wordage with Phil C. Travis, Tennessee State Fair; Ethel M. Simonds, Oklahoma Free State Fair; Robert B. Muckler, California State Fair, and Frank H. Kingman, Brockton (Mass.) Fair. Kingman is also secretary-treasurer of the Fair Association. Dance discussion will include the speeches of Arthur R. Corey, Iowa State Fair; Herbert H. McElroy, Central Canadian Exposition; Elwood A. Hughes, Canadian National Exposition, and Dr. Linwood W. Snow, Michigan State Fair, with Sacks splicing the seller's angles.

NEW YORK, Dec. 2.—Just getting over the hangover from entertaining the hotel managers in town last week for their annual show, band-booking agencies this week will direct their attention to the amusement park managers congregating at Hotel New Yorker for the 21st annual convention of the National Association of Amusement Parks, Pools and Beaches (4-8).

Most of the band agencies will have exhibits, and all are keeping open house at their hotel suites. Only discussion concerning bands will be held on Thursday (7), when Edward L. Schott, president of Cincinnati's Coney Island, will direct a round robin, with "Removing the Unjust Security Tax on Name Bands" as its theme.

Jacobs Takes Charge For MCA in Detroit

DETROIT, Dec. 2.—Music Corp. of America branches out here with Merle Jacobs heading the office. Jacobs handles the hotel department and local bookings at the Cleveland office and is dividing his time at present between the two cities.

All departments, including one-nighters, will be handled out of the Detroit office for this territory, Jacobs said. Present arrangements for booking local dates thru the Mike Falk Agency and Del-Ray Orchestras will continue, altho the dates will be cleared thru the new MCA office. First sale was for the Ramon Arias, rumba foursome, with Pura Reyes vocals for the London Chop House.

VOCALS by
 **CONNIE BOSWELL**
 and
BEA WAIN
History Repeats Itself
 writes Connie
Vocalist Vs. Soloist
 with Bea the referee
 Both a Feature in the
Holiday Greetings Number
 Dated December 30

Piggy, Wiggy, Woo--Woo!

NEW ORLEANS, Dec. 2.—Vincent Lopez, winding up a stand at the Jung Hotel here prior to a December 8 opening at San Francisco's Palace Hotel, has been conducting musical intelligence tests for chimpanzees. Recently he thought he'd enlarge his scientific horizon to include the effect of music on the mating instincts of guinea pigs, said to be notably like humans.

Three pairs of male and female pigs were assembled at the Jung, where Lopez alternately played sweet and swing for them. The pigs, however, remained singularly cold to each other during both sweet and hot tunes. It wasn't until the experiment was over that Vince found out why it had laid an egg—the subjects were too young to be romantically attracted to one another.

Barnes-Carruthers Rep CRA for Fairs

CHICAGO, Dec. 2.—Deal was consummated this week between Charles E. Green, head of Consolidated Radio Artists, and Mike H. Barnes, general manager of Barnes-Carruthers Fair Booking Association, for the outdoor booking office to represent all Consolidated bands, acts, units and attractions for fairs, expositions and all other outdoor forms of entertainment. CRA is the second of the big band agencies making a definite bid for fair biz, Music Corp. of America setting up an outdoor department within its own organization.

Tie-up with Barnes covers bands and acts handled by the subsidiary, Consolidated Radio Artists, Ltd., and Glaser-Consolidated, Inc., as well as the parent agency. In view of the fact that there is a long-standing territorial deal between Barnes and the George Hamid office in New York, Barnes' bookings are restricted to the Midwestern territories. Hamid office takes in the East, and there's a strong likelihood that a duplicate deal may be worked out between Consolidated and Hamid.

Singers Quit Whiteman

NEW YORK, Dec. 2.—Clark Dennis, vocalist with Paul Whiteman, left the band leader's fold last week during his engagement at the Hotel New Yorker after differences that arose over contract renewal. Singer couldn't get together with Whiteman over terms of the new contract, which was for five years, and will work as a single under the management of Corkey O'Keefe. Joan Edwards is also leaving the Whiteman organization.

Christenberry Says She Can't Go and Lose It at His Astor

NEW YORK, Dec. 2.—The recording of *She Had To Go and Lose It at the Astor*, waxed by Johnny Messner and ork for Eli Oberstein's United States Record Corp. and one of the first releases from the new disk firm, is likely to extend its sphere of performance to a court of law, if the rumblings of legal action emanating from the Hotel Astor, famed Times Square hostelry, get much louder. Taking exception to the allegedly irreverent reference to the hotel as a cradle of iniquity, Robert Christenberry, the Astor's major domo and managing director, has instructed the hotel's attorneys, Healey & Holmes, to delve deep into their law tomes and find out if the song's wordage can be construed to be libelous. Lawyers are presently engaged in finding basis for a suit, and whether the matter reaches a court or not depends upon their report to Christenberry and the latter's decision from that point on.

The song was written by Don Raye

Heavy Tourist Spending Season In Florida Swells Band Buying

No-gambling edict doesn't phase 'em—war fever keeps winter gadders-about at home—band buying bullish—hotels, however, steer clear of fancy names

MIAMI, Fla., Dec. 2.—All indications point to a banner winter season for Miami and all the Florida resorts. With seafaring a risky excursion in mine-infested waters, coin usually spent by Americans overseas will be kept in circulation at home. Reservations and inquiries for hotel accommodations are more than 50 per cent ahead of last year. But altho hotel managers are not going overboard on their entertainment budgets, boys taking their instruments to this playground State feel more secure in knowing that this season the work will be steady, with no cutting of pay roll or personnel to abridge the job for the entire season.

Whiteman Break-Up Rumor Is Denied

CHICAGO, Dec. 2.—Frank Burke, Paul Whiteman's manager, emphatically denies that the maestro is planning to break up his band. He added that there is also no basis to the rumor that Whiteman is contemplating to join the William Morris Agency.

Burke, here with Norman Campbell, also of the Whiteman staff, to represent the leader at the fair men's convention, pointed out that Whiteman and his boys will take a brief vacation in January after closing at the Hotel New Yorker and in February are scheduled for a four-week run at the Strand, New York, in conjunction with *The Fighting 69th* picture. Whiteman leaves his sponsored air show end of this month.

Ork Parade Set at Fiesta Danceteria

NEW YORK, Dec. 2.—A parade of dance bands of caliber has been lined up by Richard M. Decker for his Fiesta, Broadway cafeteria-danceteria. Policy calls for Joe Marsala with a jive crew and Antonio De Vera's rumba rhythms to linger till mid-January, with marquee changes for the top bands.

Teddy Powell, first in, gave way to Bunny Berigan on Thursday (30), with Dick Messner taking over for tonight (2) only and George Hall following on Sunday (3) thru Tuesday (5). Week starting Thursday (7) has Ben Bernie, with Jack Jenney following for a fortnight (14-27). Van Alexander gets the nod on the 28th and stays until January 17.

Spot is a two-floor set-up, with polished hooping space on both flights. Gate fee of 60 cents, six-bits on week-ends and holidays and 50 cents for matinees, gives dancers that much in food and beverages peddled cafeteria style.

Former seasons found many bands being paid off in dimes or else stranded as soon as the authorities tightened the lid on gambling. Not that the boys expect the wheels to turn without interference this season, but feeling is that either city fathers will look the other way or that the bumper crop of tourists will take up the slack with other diversions. All gambling, except pari-mutuel betting at race tracks and on jai-alai (Cuban tennis of a sort), is illegal in Florida.

Even as Florida prepared for its annual influx of winter merrymakers, Governor Fred P. Cone sent out a no-gambling edict. Cone last March ordered a drastic shutdown on gambling, but the betting boys at that time were not discouraged because a season-end shutdown was not unusual. Governor reminded that last season's order was still in full force and effect.

Emphasis on the night-life diversification will be on music and entertainment, with the bands getting the nod being those that know how to cater to the money crowds rather than the national names. Many hotels and casinos have still to make up their minds as to the music-making for the season, which gets under way officially at Christmas time. Bands already set for the season out of New York for local spots and near-by resorts include:

- Dave Garson: Casa Marina, Key West.
- Al Davies: Clarendon Hotel, Daytona Beach.
- Maximilian Bergere: Miami Biltmore Hotel, Coral Gables.
- Michael Trini: Don Ce Sar Hotel, Passaic-Grille.
- Bill Marshall: Ponce de Leon Hotel, St. Augustine.
- Alex Botkin: Continental, Miami.
- Oscar De La Rosa: Continental's Cuban Room, Miami.
- Ron Perry: Boheme, Miami.
- Rudy Vallee: Royal Palm Club, Miami (Dec. 30-Jan. 2).
- Abe Lyman: Royal Palm Club, Miami, (starting Jan. 15).
- Vincent Bragale: Dempsey-Vanderbilt Hotel, Miami.
- Michael Zarin: Roney Plaza Hotel, Miami Beach.
- Pete Viera: Roney Plaza Hotel, Miami Beach.
- Paul Sparr: Biltmore Hotel, Palm Beach.
- Val Olman: Whitehall's, Palm Beach.
- Walter Miller: Breakers Hotel, Palm Beach.

DETROIT, Dec. 2.—Jules Klein Booking Office has taken over management of three additional bands, Andy Downey's Society Orchestra, Art Carlson and Lynn Carroll and her Melodears, an all-girl swing band.

 **THE RADIO MAESTRI**
Read 'Em or Weep Is the Sage
 Advice to Musicians From
ROY SHIELD
Your Hit Parade Gets an Explanation and Interpretation From
MARK WARNOW
 Both a Feature in the
Holiday Greetings Number
 Dated December 30

P.S.: What she had to go and lose at the Astor was a sable cape.

Orchestra Notes

By M. H. ORODENKER

Gotham Cab

ALTHO it was no soap for **TOMMY DORSEY** when he made a flying trip to New York from Chicago to buy what was left of Artie Shaw's Band, the visit wasn't a wash-out in the altogether. Tommy was able to get the managerial reins on **JOHNNY LONG** . . . reckon it would make some of the big band agencies blush if they knew the extent of Tommy's personal management holdings—and we don't mean those of **JOHNNY GLUSKIN**, his own personal manager . . . which reminds that the personal management contract held by **BENNY GOODMAN** on **LIONEL HAMPTON** runs out mighty soon, meaning that the vibe wiz will step out with a band of his own sooner than many may expect in spite of his high rating on the Goodman pay roll . . . Lionel lay-out calls for **CHAUNCEY OLMAN** for the personal representation, with MCA on the management and booking end, altho **JOE GLASER** may step in where the latter treads. . . . Olman, incidentally, has added **RED NORVO** and **MILDRED BAILEY** to his managerial wings.

Eastern Chatter

JOEY KEARNS, out of Bob Crosby, follows the footsteps of Bob Zurke and Joe Sullivan . . . you guessed it, the sax blower is building a band of his own with the builder-upper this time taking an unusual twist . . . Kearns will strike out via the airlines, becoming the new studio maestro at WCAU, Philadelphia, with the new year. . . . Joey should feel at home in such surroundings since it was at that CBS station that he sat in the sax section for Jan Savitt . . . MCA plays the management part, with **ARTHUR MICHAUD** figured for the personal representation . . . **SLIM GAILLORD** goes to New Castle, Del., Friday (8), for a fortnight at Joe's Casino . . . which calls to mind that **LeROY STEWART**, the bass-playing **SLAM** half of the *Flat Foot Floogie* twosome, joined the Royal Rhythm Boys (Bill Moore on guitar and Prince Carter on piano), playing the Harlem hotterles in New York . . . **JOE MARSOLAIS** opened his own artists' management office in Utica, N. Y. . . . has **ROY DEAN** under his wing and routing the name bands in the territory as well . . . Union Orchestra Booking Service, Philadelphia, adds **TRACY'S KENTUCKIANS** and **JERRY DONER'S** Pennsylvanians to the band polls . . . office spotted Tracy for six weeks, starting January 15, at Black Kat Cafe near Wilmington, Del. . . . **TEDDY POWELL** makes his first appearance out of New York in Boston, taking in a two-weeker at Raymor Ballroom starting the 25th.

Western Chatter

SONNY KENDIS takes annual leave from the Stork Club, New York, and again goes to Detroit, this time at the Motor City's Athletic Club . . . opens Friday (8) for four weeks . . . **ART MOONEY**, a Detroit fave, takes on the Stanford Zucker Agency in New York for his personal management . . . and with MCA booking, opens in St. Paul at Hotel Lowry on the 15th . . . Nappo Gardens, Chicago, brings in **HENRY GENDRON** for the December month . . . **NICK PISANI**, former fiddler with Vincent Lopez, clicking on his own at Coronado Hotel, St. Louis, streamlines the billing to read **NICK PANI** . . . **DEKE MOFFITT** moves his musical crew from the pit of Cincinnati's Shubert Theater across the Ohio River to Beverly Hills Country Club, Newport, Ky., for a fortnight's stretch starting Friday (8) . . . then returns to the Shubert trench on the 29th, with **ORRIN TUCKER** taking the Beverly band stand for two weeks . . . **FRANK LOCKAGE** already set for the starter next March at Fruitport Pavilion, Muskegon, Mich. . . . band is now playing a series of dance dates at Michigan's Eagle Awatta Athletic Clubs in Grand Haven and Whitehall.

Dixie Doings

BILTMORE BOYS, with the band enlarged, open the first day of the new year at Rice Hotel, Houston, for four weeks . . . Jung Hotel, New Orleans, gets **WILL BRADLEY** on the 25th for a similar stanza . . . new \$100,000 country club lit up Friday (24) at Paintsville, Ky., with **BENNY ALLEN** coming over from Williamson, W. Va., to make

the music . . . **CHIC SCOGGIN** returns to Hotel Heidelberg Roof, Jackson, Miss., Jack Wardlaw bowing out . . . **HERBIE KAYE** to Atlanta's Ansley Hotel on Friday (8) for a fortnight . . . **GEORGE KING** is next in line for the same town's Hotel Henry Grady, following Glenn Garr late in the month . . . **DON BESTOR** into St. Anthony Hotel, San Antonio, until the first of the year, hopping to Dallas the following day for a stay until January 18 at Baker Hotel . . . Bestor gives way at the Baker to **DEL COURTNEY**, coming in for four weeks . . . Courtney carries on at Ambassador Hotel, New York, until he's ready to make the hop.

Platter Chatter

ANOTHER of Benny Goodman's boys is grabbed up by the waxworks to carry the label billing . . . sax star **TOOTS MONDELLO** gathers together a gang for Eli Oberstein's U. S. records, using Ziggy Elman and half a dozen or so of the Goodman boys, with Carl Kress on guitar and Claude Thornhill at the piano . . . Eli also has **JESS STACY**, Bob Crosby's piano pounder, set for another cutting session with a jam gang . . . **COUNT BASIE** steps up from Vocalion to the Columbia 50-centers . . . Columbia factory readying a **MILDRED BAILEY** Christmas album—neither sweet nor swing . . . with the Charioteers caroling, jackets will house the holiday hymns . . . **GUY LOMBARDO** using a new voice for his new Decca disks, his 14-year-old kid sister, Rose-Marie, singing the songs . . . **LYLE (SPUD) MURPHY** set anew for a Bluebird waxing career.

Broadway Band Stand

WOODY HERMAN takes in a return trip to New York's Paramount Theater late in February, following his current click at the town's Famous Door . . . Paradise Restaurant brings in **LEO REISMAN** on the 23d . . . Savoy Ballroom returns **ELLA FITZGERALD** on the 14th for six weeks . . . **BENNY CARTER** moving over the river to Brooklyn's Roseland Ballroom . . . **CARLOS MOLINA** draws eight more weeks at La Conga . . . **BOBBY MARTIN**, Negro trumpeter back from Paris, has installed his band at the Place, Greenwich Village spot . . . **JERRY KING** takes over at Nick Toce's Village Brewery, Russ Perry pointing for Miami . . . **DEE ORR** has taken over Andy Anderson's Ork at the Show Bar, Forest Hills, L. I. . . . Anderson died suddenly Friday (24) . . . **TOMMY TUCKER** takes leave from Murray's at near-by Tuckahoe, N. Y., on the 22d, but for nine days only to pick up some one-nighters and then return to the stand.

Notes Off the Cuff

GEORGE HALL ushers in the new year in Florida, opening the holiday eve for two weeks at least at the Hollywood Club in Hollywood . . . **BILL PALEY**, former drummer boy, is the new manager for the **JOE SANDERS** Ork which is now playing its 12th engagement at Chicago's Blackhawk Cafe . . . **NICKOLAS D'AMICO** gathers his belongings at Hotel Plaza, New York, moving deeper into the East Side to replace **MAXMILIAN BERGERE** at the Versailles . . . Bergere jumps to Florida . . . for the first time, the Milk Bar at Edgerton Park, Rochester, N. Y., brings in big bands . . . formerly used the smaller units and first of the biggies in is **GENE LEONARD**, opening Wednesday (6) for three weeks with the customary optionals . . . **CHUCK FOSTER** holds over 'til February 15 at the Biltmore Hotel Bowl, Hollywood . . . among the cocktail combos, **GRACE** and **SCOTTY** get the call for the December 11 week at Hotel Vendome, Evansville, Ind.; Tommy Smythe, of the Chicago William Morris office, draws a holdover ticket for **PLINER** and **EARLE** at the Broadmor, Colorado Springs, Colo., and **WALLY WILLIAMS'** Swing Foursome swing back to Hotel Utah's Rendezvous, Salt Lake City . . . **BENNY GOODMAN** cuts short his stay at Waldorf-Astoria Hotel, New York, closing Thursday (6) . . . Cafe Society, New York, resumes the Monday night jam-fests, with **JAMES P. (POPS) JOHNSON** playing host to the out-of-this-worlders . . . **TED FIO RITO** into Congress Hotel, Chicago, Friday (8) . . . and so we send our cuffs to the cleaners.

★ **THE BAND, THE BOOKER and THE BUYER**
PHIL SPITALNY Writes of Girls That Make Good — Musicians, of Course.
THOMAS G. ROCKWELL, Head of General Amusement Corp., Sells 'Em.
MARIA KRAMER, President of Hotels Edison and Lincoln, Buys 'Em.
 All Write Features in the **Holiday Greetings Number**
 Dated December 30

★ **THE SONG WRITER and THE MUSIC PUBLISHER**
AL DUBIN Sets the Tempo for Broadway Show Music
JACK ROBBINS Takes the Film Tunes to Task
 Both a Feature in the **Holiday Greetings Number**
 Dated December 30

PANCHITO
 and His Rhumba Orchestra
2nd Year
VERSAILLES, N. Y.
 Dir.: WM. MORRIS AGENCY

Dick Kuhn and his Music
 VOCALS BY MARCELLA HENDRICKS
58th Week
HOTEL ASTOR, N. Y.
 Mutual Network 3 Times Weekly
 DIR: MUSIC CORP. OF AMERICA

The Champagne Music of
LAWRENCE WELK
 NOW PLAYING
ADOLPHUS HOTEL
 DALLAS, TEXAS
 VOCALION RECORDS
 Exclusive Management
FREDERICK BROS. MUSIC CORP.
 New York — Cleveland — Chicago.

★ **DIRECT FROM TOUR OF FOX** ★
MIDWESTERN THEATRES AND HOTEL
HEIDELBERG ROOF, JACKSON, MISS.
Jack Wardlaw
 and his **Rolling Rhythm**
 Now Arranging Holiday Tour Management Southeastern Orchestra Service, Columbia, S. C.
 When In Musical Distress write or wire S.O.S.
 ★ ★ ★

JOHN KIRBY AND HIS ORCHESTRA
 Now Playing Third Month at the Smart Set's Pump Room, Ambassador East, Chicago
 Broadcasting NBC 6 Nights Weekly
 Latest Vocalion Platter: "Royal Garden Blues," "Blue Skies"
 DIR: MUSIC CORP. OF AMERICA

Revoked UOS Runs Into Act Trouble

PHILADELPHIA, Dec. 2.—United Orchestra Service may have to shut up shop completely unless the decision by the musicians' union here in revoking his license is rescinded at the trial before the federation trial board on December 16.

Bill Smith, UOS head, despite his license revocation has been booking act shows. Last Wednesday night agents of the Pennsylvania Department of Labor; Tom Kelly, business agent of the United Entertainers' Association, and Florence Bernard, head of the Entertainment Managers' Association, raided a show booked by Smith for the annual frolic for the employees of the E. G. Budd Co. at the Penn A. C. on the ground that he had obtained no license to book acts here. The show was allowed to go on when Smith promised that he would make application for a State license the following day. The contracts with the entertainers working in the show were turned over to Harry Biben, who was recently reinstated into membership of the EMA.

Smith, in making his application for a license, asked Charles E. A. Anthony and Margaret Burke, State enforcement officers, to hold his application in abeyance pending the outcome of his trial before the AFM. He told them that he would leave the business if this appeal was denied.

J. Dorsey Sets Ritz High

BRIDGEPORT, Conn., Dec. 2.—Jimmy Dorsey, coming to town last Sunday (26) for a one-nighter at Ritz Ballroom, his first appearance here this season, broke all records for the season so far when 1,939 terpers turned out to greet him. Admission was upped for this engagement to 88 cents, making a beautiful gross of \$1,750.32. Cecil Golly in on December 3 and Count Basie on December 10.

Quiet . . .
 A Favorite on the "Gold Coast" . . . Convenient to the "Loop"
Rates from \$2.50
 350 ROOMS WITH BATH
 Write for Leaflet
 W. S. MITCHELL, Manager
MARYLAND hotel 900
 RUSH STREET
CHICAGO
 INTERSTATE MANAGEMENT CORP.
SPECIAL RATES FOR THE PROFESSION

ORCHESTRA LEADERS & TRAVELING UNITS
 Cut your traveling costs by owning your own bus. A large assortment of good, dependable used busses usually on hand and available at bargain prices. Also new equipment designed to meet your requirements. Write, phone or wire.
The FitzJohn Coach Co.
 Muskegon, Mich.

Music Items

Songs and Such

CARMEN LOMBARDO and Cliff Friend, taking their cue from Walter Winchell's column, penned *Confucius Say*, Olman releasing. Latest Christmas songs are Clarence Gaskill's *All Aboard for Christmas* and the Arthur Jones-Lou Leaman *My Same Old Christmas Wish to You*, Mills tune. Jones goes a little further with *A Happy New Year To Love*, Pauline Alpert collabbing and Mills releasing.

Marks Music has a new Irish compo, coming by way of England and Peter Maurice Music Co., *With Me Auld Clay Pipe*. Nth adaptation from the classics is Eddie Duchin's and Lew Sherwood's *My Twilight Dream*, out of Chopin's *Nocturne in E Flat*. *Greetings From Heaven and Sleigh Bells in the Snow*, by Mary Shaeffer and Arthur Terker, released by Red Star Songs.

Apollo Music also goes in for a Yuletide ditty, *Santa Claus*, by George Buyakas and George Liapis. Mabel (*Ramona*) Wayne comes up with a new novelty tune, *As Round and Round We Go*, introduced by Sammy Kaye. *Blondie*, by Bill Artz, ork leader on the radio series of similar name, is rolling on Santly-Joy presses.

Spring in My Heart goes to Lincoln Music from the pens of Milt Herth, Phil Grogan and Johnny (Scat) Davis. The Hawaiian melody used as the theme song of the Al Pearce radio commercial is *Paradise Isle*, by Sam Koki, Hawaiian guitarist in Carl Hoff's Ork, featured on the show.

Publishers and People

JOE JORDAN joined Handy Bros.' Music Co. as contact man on radio and records and also as a member of the arranging staff. Jordan has authored hit tunes himself and is currently writing several others, all to be published by Handy. Vic Pelle augments the Chappell plugging staff in New York.

George C. MacKinnon, former Boston columnist and writer of several songs, is now making New York his home, affiliating himself with a music mag. Lon Mooney, Miller professional manager, is set for a drive on Orrin Tucker's new one, *Would'ya Mind?*

Mary Greenhut, sister of John Greenhut, head of the newly formed International Attractions, Inc., turns to tune-smithing, with her new one, *Of All Things*, accepted by Clarence Williams. Jack Wardlaw, meastro playing in the South, adds *Mississippi Moon* to his list of creative musical efforts.

We suppose it had to happen, so Brenda Frazier, last year's Glamour Deb No. 1, is now the inspiration for a song. *Let's All Go Dancing in Our Stocking Feet* is Ray Mayer's and Willard Robinson's poetic title of Frazier inspiration. Dinah Shore, NBC and Bluebird disk songbird, turns songwriter with the tentatively titled *This Must Be Our Parting*.

A busy man is Al Sanders, Chicago tune and lyric scribbler. Four of his things have been accepted by Davis & Schwieger, Los Angeles pubs, namely, "Dance Hall Dust"; "No, No, No, Not Tonight"; "It's Been a Long Time" and "Front Line Blues." Recola Records, of Hollywood, took three Sanders tunes, "Julius Seize Her," "Lady in White" and "Rain Wet Roses," while Paramount Music Co., of London, accepted a war song from him, "Dinner in Berlin."

On the Hollywood Front

FOUR Jimmy McHugh-Frank Loesser tunes go into Jack Benny's Para flicker, *Buck Benny Rides Again*. Titles are *Drums in the Night*, *Say It Over Again*, *My Kind of Country* and *My! My!* Walter Rulick, pianist for Astaire-Powell on MGM's *Broadway Melody of 1940*, penned *There's No Time for Love Like the Present*, Astaire doing the lyrics, which will be used in the studio's *Good News*. . . Arthur Freed, ex-lyricist now a Metro producer, changed his *Our Love to Our Love Affair*. Ditty set for the *Good News* pic which Freed is producing.

Five tunes that Gene Autry and Jane Withers will sing in 20th Century's *Shooting High* are *One Love in a Lifetime*, *Little Band of Gold*, *I Want To Be With My Pancho on My Rancho*, *Shanty of Dreams* and *Wanderers of the Wasteland*. Universal took Sammy Lerner's and Ben Oakland's *Almost for Charlie McCarthy, Detective*. D. R.

Sheet-Music Leaders

(Week Ending December 2)

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

Position	Title
Last Wk.	This Wk.
1	1. South of the Border
2	2. Scatterbrain
4	3. My Prayer
6	4. Oh, Johnny, Oh
5	5. Lilacs in the Rain
3	6. Blue Orchids
8	7. El Rancho Grande
7	8. Over the Rainbow
12	9. In an 18th Century Drawing Room
11	10. Last Night
14	11. I Didn't Know What Time It Was
9	12. Man With the Mandolin
—	13. God Bless America
13	14. Are You Havin' Any Fun?
10	15. What's New?

Martin Block To Publish and Plug Compos of His Own

NEW YORK, Dec. 2.—Martin Block, impresario of WNEW's *Make Believe Ballroom* and one of radio's major savants in the use of phono platters on the air, shares the same light as band leaders as thorns in the side of established music publishing houses by bringing his valuable plugging facilities to bear on his own music firm. Radio's disk exploiter No. 1 is starting his own publishing house under the name of Block Music.

Block claims to have only one purpose in setting up his firm, to publish only his own songs (and possibly a very few from other writers that particularly appeal to him) and make more on them than he has when his stuff was brought out by other firms. He claims he has always done his own plugging on his songs with other houses, and netted only about a cent per copy in royalties. Bringing them out himself, necessitating no more plugging than formerly, he estimates, will earn him about 18 cents a copy. Plans call for no more than three or four numbers a year, the first release being *Faithful to You*, with

Shaw Retracts Duress Charges In Suit Brought by Oberstein

Settlement reached amounts to more than \$7,500—Shaw band, co-op, set thru GAC for N. Y. Roseland—Osborne replaces it at Penn

NEW YORK, Dec. 2.—Final settlement of the legal action brought by Eli Oberstein, head of United States Record Corp., against Artie Shaw for an accounting of moneys allegedly owed Oberstein by Shaw as the result of managerial services rendered was reached this week. Matter was settled out of court when Shaw signed a statement to the effect that Oberstein's contentions were correct and in which he agreed to the payment of several thousand dollars as compensation for Oberstein's efforts in his behalf. In preliminary court hearings Shaw's defense was based on a plea that Oberstein had forced him to sign a contract with him, holding over his head as a weapon a Victor record contract. Oberstein at that time was recording manager for Victor, with Shaw claiming that in that capacity Oberstein had used duress and fraud. Statement signed by Shaw this week publicly retracts these accusations, stating that his answer to Oberstein's suit was "inspired by an impulse which I now regret," and that "I now realize that Mr. Oberstein did not coerce me nor by threat compel me to enter into a contract with him."

Shaw further states that Oberstein's advice and assistance were "in no wise related to his position with the Victor company, but on the contrary . . . were given prior to any contract that I had with Victor, and . . . that at no time was there discussed or held out to me any promises to record for Victor."

Monetary settlement will be in excess of \$7,500, according to Oberstein. Approximately half of that sum has already been paid by Shaw, with the remainder expected shortly.

NEW YORK, Dec. 2.—Hotel Pennsylvania, scene of the Artie Shaw earthquake, has definitely decided not to keep the band under the George Auld baton

and replaces with Will Osborne December 8 until Glenn Miller's scheduled appearance in January.

Now that the air has cleared on the Shaw run-out, new band has completely disassociated itself from its past, except that its opening number will be *Begin the Beguine*. Outfit will operate as a co-operative unit thru General Amusement Corp. Band also acquires a new press agent in the Hansen-Williams office.

Helen Forrest, vocalist, left to join Benny Goodman but, ironically enough, Kay Foster, chirper with the Goodman crew, left that outfit simultaneously to join Auld. One of Auld's first acts as leader of the new band was to rehire Ronnie Perry in the sax section. Shaw had dropped him to make way for Auld when he joined the sax department. Perry was with Woody Herman. Another replacement is bass fiddler George Horvath, formerly with Vido Musso.

On leaving the Pennsylvania band will rehearse for a week and then begin a location date at Roseland Ballroom here.

Blues Silver Jubee For Handy-Gershwin

NEW YORK, Dec. 2.—A national music festival for the week of March 2, 1940, has been framed as "the silver jubilee of the blues" in honor of W. C. Handy and the late George Gershwin, among other composers. Marks 25 years after Handy penned his famous *Memphis Blues*. Plan is to have silver jubilee balls sponsored by local charities, with the networks plugging the events. In addition to blues, festival will feature Stephen Foster tunes, Negro folksongs and syncopation from ragtime to swing.

Idea was conceived by Edward Laska, whose *Alcoholic Blues* was a popular jibe at prohibition. George M. Cohen is honorary chairman of the sponsoring committee.

NEW YORK, Dec. 2.—A second annual "From Spirituals to Swing" concert at Carnegie Hall is to be produced by John Hammond, now a Columbia recording exec, Christmas Eve (24). Theater Arts Committee sponsors the swingfest.

Benny Goodman will solo with Count Basie's Band, which has the featured spot in the evening's presentation. Albert Ammons, Meade Lux Lewis and Pete Johnson, with blues shouter Joe Turner, will again take part, the boogie-woogie boys appearing at last year's spirituals-to-swing shindig. To make the plantation and honky-tonk aura authentic, despite the trappings of cultured Carnegie, also on hand, among others, will be blues singer Ida Cox; Sonny Terry, blind accordionist; Bill Bill, race singer, and the Golden Gate Singers for the spirituals.

Thief Grabs Spitalny Dough

OMAHA, Dec. 2.—Phil Spitalny, ork leader, lost \$13,800 in checks and \$1,200 in cash to a sneak thief who entered his dressing room at the Paramount Theater here this week. During opening show Spitalny left the bank roll in his clothes, expecting to send the money to New York for pay-roll checks. When he learned of the loss, he was unable to play the next show.

Flit News for J-Bugs

DES MOINES, Dec. 2.—Sneers for the shag and jeers for jitterbugs were mustered by dancing teachers from six States in a one-day meeting held here this week. Terp tutors, members of the Chicago Association of Dancing Masters, predicted that "smart ballroom dancing is on its way back."

Songs With Most Radio Plugs

'Scatterbrain' and 'Heaven' Lead Pack; 'Help' Does Dive

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

Position	Title	Publisher	Net	Indie
Last Wk.	This Wk.			
2	1. Scatterbrain	Bregman, V. & C.	35	16
8	2. Speaking of Heaven	Miller	29	13
2	3. Lilacs in the Rain	Robbins	25	12
1	4. South of the Border	Shapiro, Bernstein	24	21
9	5. Goody Goodbye	Olman	22	10
10	6. Stop, It's Wonderful (M)	Spier	21	7
3	7. El Rancho Grande	Marks	20	15
3	8. I Didn't Know What Time It Was (M)	Chappell	19	17
2	9. My Prayer	Skidmore	18	16
11	10. Tomorrow Night	Berlin	17	9
—	10. Make With the Misses	Mercer	17	9
7	10. Many Dreams Ago	Harms	17	6
6	11. Last Night	Feist	16	20
9	11. What's New?	Witmark	16	12
—	11. Honestly	Santly, J. & S.	16	8
6	11. Are You Having Any Fun? (M)	Crawford	16	8
—	12. All the Things You Are (M)	Chappell	15	16
5	12. Melancholy Lullabye	Paramount	15	8
9	13. Blue Orchids	Marks	14	17
1	13. Can I Help It?	Remick	14	9
8	14. Moonlight Serenade	Robbins	13	16
—	14. Ciri Biri Bin	Paramount	13	9
—	14. I Thought About You	Mercer	13	6
4	15. At Least You Could Say Hello	Feist	12	6
10	15. Who Told You I Cared? (F)	Witmark	12	4
—	16. Baby Me	ABC	11	11
—	16. Day In, Day Out	Bregman, V. & C.	11	10
—	16. I Must Have One More Kiss	Santly, J. & S.	11	8
11	16. Good Morning (F)	Chappell	11	4
—	17. After All	Sun	10	4

Review of Records

Dance Disks

WEEK'S waxes leave nothing to be desired for taking to dancing with the turntable. And these chosen couplets have no trouble holding the attention for those who might rather sit it out and lend a listen.

The Artie Shaw fans are undoubtedly grabbing up everything available. But no matter to which swing king you pay the respects, his bunching of *You're a Lucky Guy* and *Love Is Here for Bluebird* makes for svelte lifto for the lullabies. *Love* lyric is a sentimental swinger with the tempo stepped up for righteous rhythmpations on *Lucky Guy*. In the same register, Benny Goodman dishes out a fetching couplet for Columbia with a pair of *Gulliver's Travels* movie music, *Faithful Forever* and *Bluebirds in the Moonlight*. And for the first time there'll be no variance on the vocal quality of Goodman's grooving, what with Mildred Bailey giving the wordage a sing. Also on Columbia, Gene Krupa shoots above par with a couplet stomperos. Titles are *Hodge Podge*, from the Duke Ellington-Johnny Hodges pen, and *On the Beam*, arranger Fred Norman collaborating with the maestro. Tootling is off the top and for the first time to these jaded ears band really sounds as having something on the ball.

(See REVIEW OF RECORDS on page 67)

802 Med Fund Nets \$11,000

NEW YORK, Dec. 2.—Third annual Medical Benefit concert and dance staged by Local 802, AFM, netted the union \$11,000 and attracted a crowd of more than 10,000 people. Benefit is held to provide a fund for medical attention to needy union members and their families. Concert half of the proceedings, which were held in Madison Square Garden November 27, offered Frank Black and the NBC Symphony Orchestra. Twenty-five swing bands took over from 11 p.m. to 4 the next morning for dance enthusiasts.

Ia. Oak Grove Hall Burns

DYERSVILLE, Ia., Dec. 2.—Dance pavilion which had been used as a skating rink at Oak Grove Park, near here, was destroyed by fire last week. Charles Marche, of Earlville, manager of the hall, had planned to renew dancing this winter. Building was owned by the receivership of Farmers Savings Bank and the loss was estimated at \$5,000.

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The Reviewing Stand

Music in the Air

By DANIEL RICHMAN

Enoch Light

(Reviewed at Hotel Taft, New York)

TAFT grill room bandstand apparently is possessed of adhesive qualities, with Light following in the long-run footsteps of his predecessor here, George Hall. Taking over after Hall's seven-year tenure, Enoch is now well in his second semester and doing a patronage-pleasing job that should keep him here for a record stay of his own. Band has that too-infrequently found ability to satisfy all types of dancers, turning in a smooth performance on straight current pops, standards, Latin American stuff, waltzes and commendable if not sensational swing. With additional versatility in the form of novelties and a jam band-within-a-band, tagged the *Light Brigade*, audience appeal reaches a maximum.

Make-up is three brass, three sax and four rhythm, with vibes, clarinet, sax, trumpet, bass and drums stepping down for the get-off numbers disseminated by the *Brigade*. Latter affords nice contrast to the straight full crew output and allows the shaggers their inning. Also offering good variation to the unembellished sweet stuff is the "sweet potato section," saxmen dropping their reeds to form an ocarina trio. It's listenable variety like this and the barrel-house bunch added to an extensive library that makes Light's one of the better bands of its type.

Ork is well equipped vocally also, with Peggy Mann and George Hines (guitar) taking care, respectively, of the rhythmic and romantic wordage. Both do a strong selling job. Enoch's fronting is easy and personable and filled with the quiet assurance that his baton waves over a group capable of a varied, consistently good performance. *Richman.*

Louie Panico

(Reviewed at Turnpike Casino, Lincoln, Nebraska)

IN 1925, Isham Jones lost a trumpet player who ducked out of the brass section, where he played a fine muted instrument, and decided to front an outfit of his own. The guy was Louie Panico, and he has been a consistent figure in the music business since.

Some of his men have been with him seven or eight years, and his style has remained much the same. It's smooth music, featuring Panico's lipping, with his trumpet bell stuffed. Frame is four rhythm, three sax and three brass.

Lon Saxon, guitarist, does all the talking and male vocals for the orchestra. He's stellar in this department, possessing a fine personality and a neat set of pipes. Not so much can be said for the femme side, Eleanor Wynn, who off-keys and tends to be a little too lusty. She's a pretty fair looker, and with a little less muscular and vocal energy might settle into the job with better effect.

Panico's music is definitely for the class places, and should satisfy the sophisticates. *Oldfield.*

Don Kelly

(Reviewed at King's Ballroom, Lincoln, Nebraska)

KELLY is a trumpet player, sitting back in the two-man brass section of his five crew and allowing Tony Marsh, a recruit from the endurance field with a fair amount of rostrum sashay, to do the wand waving. There are three sax men and three in the rhythm section. Fair share of the showmanship is Tiny Whelan, bass, who works hard on the big fiddle.

No chance for this outfit save in the country and the heter-skelter jernts where gymnasts prevail over dancers. Outfit has an avowed intention of playing to and for the jitterbug exclusively. *Oldfield.*

Bob Millar

(Reviewed at Chase Club, Chase Hotel, St. Louis)

ONE of the younger outfits featuring a piano-playing leader working in the Duchin manner. Basically a good dance band, it stacks up as good fare for both hotels and ballrooms. For entertainment value it also has a good personality in the leader, who works hard and to good effect, a couple of capable singers and a trumpeting comedian.

Instrumentation is solid, working with four rhythm (counting the maestro's extra piano), three sax and three brass,

The two trumpets and trombone, draped, get featured billing in many of the current hits and share the spotlight in others with Millar's generous keyboard work. Music is danceable, easy on the ears and, while boasting of no unusual style, has appeal for both young and old. Swing shares equal honors with the sweet and it's dished out in accordance with the audience on hand.

Sweet looking and sugary voiced Judy Janis dispenses the cute and swiny ones with proper relish and, while not too strong vocally, has enough decorative flavor to make a winning impression. Bob Hunter tenors capably, doing particular justice to the sentimental favorites. The comedy honors are in the hands of collegiate looking Bob Finnell, trumpet man, who vocalizes in the nonsense manner. *Honigberg.*

Woody Herman

(Reviewed at the Famous Door, New York)

WITH any sort of decent break Herman could be the country's next band sensation. Right now he has one of the finest swing outfits in the business, even tho the fact is not appreciated to the extent it should be by John Q. Public. It's a terrific brand of distinctive swing that Woody dishes out, spiced by the originality of a blues style superimposed on some splendid hot jazz. Ork is subtitled the "Band That Plays the Blues," but Herman is shrewd enough not to overdo the style, carrying it only far enough to produce swing with a difference.

Band (which is co-op) is staffed by six brass, five reeds (including Woody's clarinet and alto) and four rhythm. Key men are Joe Bishop, flugel horn virtuoso; Saxie Mansfield and his hot tenor; Neal Reid, playing a beautiful jazz trombone, and, of course, Herman. Latter is amazing in his versatility and is no small reason for the band's general excellence. Known primarily for his fine clarinet work, Woody is concentrating on superior alto sax blowing more than in the past. His ballad, blues and comedy vocal style and personality are assets any non-playing maestro would give much for, but good as his warbling is, it's only secondary to his superb musicianship.

Outstanding in a library that takes in most of the necessary conventional stuff is the assortment of items like *Blues on Parade*, *Casbah Blues* and *Blues Upstairs and Downstairs*. Paced by Herman's reed work these are in a class by themselves. Listening is all that matters here; danceability, and plenty of it, is taken care of by the other more familiar parts of the books. Showmanship is also served in large doses, again thanks mainly to Herman's handling of his instruments and all types of lyrics, aided in the comic department of the latter by Steady Nelson, trumpet. Pop stuff wordage now goes to Carol Kay, replacing Mary Ann McCall. Gal does all that's asked of her. *Richman.*

Bob Campbell

(Reviewed at Garden Ballroom, Spokane, Wash.)

FORMERLY leader of the University of Idaho pep band, Campbell has molded some experienced musicians into a combo having both elan and class. Band turns out music that keeps even the most awkward feet going smoothly, with moderate tempos featured, interpreted along musically sound lines. There is no attempt at band-stand vaudeville. Customers who come to dance get their money's worth, ork not even stopping for the usual intermission. Half the lads slip away at a time, the ones left behind turning on a little more power.

Campbell's trumpet sets the pace for the 10-piece outfit, composed of three brass, three sax and four rhythm. Campbell also arranges and relieves George Ruschka at the piano. Dave Lindgren is featured on clarinet, Reed Rhea on trumpet. Most of the warbling is by Monica Whalen, a swell looker with a good set of pipes who should improve her diction a bit. *Conrad.*

Alex Grand for Fraters

SCRANTON, Pa., Dec. 2.—Van Alexander drew a neat \$1,000 gate here Thanksgiving night (23) at the Inter-Fraternity Dance. Five hundred couples attended at \$1 per person. Weather was ideal.

Extra Edition

WHAT might be called an extra edition of a dance remote—extra thought used in its planning and extra good in its listening—is that of CARL RAVAZZA (*St. Francis Hotel, San Francisco, WJZ*). Calling it the "Ravazza Review" and basing it on newspaper terminology, this leader more than makes up for his band's innate musical ineptitude and a far from outstanding choice of numbers by putting on a remote with an Idea, thereby making his show a candidate for headline honors at Ripley's Odditorium.

With Ravazza as music editor and his ork and vocalists as a "staff of reporters," the announcing script carries such clever linkage of journalistic phraseology to song numbers as "reporting on two current spot news items" (pair of Hit Paraders); "scoop of the week, with the editor telling the story" (most promising new tune, Ravazza singing); "speed up the presses with an item sent in by our Latin-American correspondent" (fast-tempoed rumba); and "last minute dispatches" (final one-chorus medley). Program is referred to as an "edition," and the wind-up announcement is to the effect that "the editors hope you'll renew your subscription."

There may be cynics who look down their noses at this type of thing (similar in concept to Del Courtney's "candid camera" remoting) as being on the corny side. Maybe it is, but there's no denying the fact that it's solidly attention-getting. Audiences go for it, will remember it in the welter of unimaginative song projection so common on nocturnal networks, and will look for it again. That's what counts, maestri.

Back to Normal

NOTHING else as unusual came from this department's customary close scrutiny of the week's airlines. EDDIE FITZPATRICK (*El Patio, San Francisco, WOR*) provided a pleasant surprise in the quality of his music, which was more than proficient musically and commercially and without the patter of mice feet. A further pleasant reaction was produced by Fitzpatrick's apparent knowledge of the necessity of pace and variety to add up to a well-balanced, entertaining half-hour.

Show contained 14 numbers (almost too many), but mixed up in a way that brought no two similar tunes together and mingled oldies and pop hits, ballads and fasties in a generally pleasing pot-pourri. Despite the lack of any particular novelties or unusual items, Fitzpatrick can get attention with his good, clean, listenable arrangements.

Newcomer

ONE of the latest entrants in the band-leading marathon, and therefore the dance remote sweepstakes, is WILL BRADLEY (*Hotel New Kenmore, Albany, N. Y., WABC*). The new maestro's previous experience as a radio trombonist, plus that of his partner in the new ork, Ray McKinley, erstwhile Jimmy Dorsey hide-beater, now stands him in good stead in planning his own shows, with the one caught demonstrating that the boys know what they're doing along these particular lines.

In addition to excellent commercial and out-of-the-world swing, Bradley exhibited a fine selection of numbers, including items like *Johnson Rag*; the up-and-coming *Fit To Be Tied*; the ditto *This Changing World*; the oldie *Hallelujah*; the current hit, *I Didn't Know What Time It Was*; a swing, *I'm Coming, Virginia*; and a swell novelty, *Old Doc Yak*, featuring McKinley on drums and vocal. Carlotta Dale's superior warbling (in contrast to the feeble fem efforts disseminated on most remotes) was a further aid in pushing this program into the Grade A category.

BUDDY CLARKE (*Pegasus Club, Rockleigh, N. J., WNEW*) offered nothing like the foregoing, but still managed to come across with a good try. Program heard was only a 15-minute shot, never too good a test of what a band really can do. Even with only a quarter-hour, however, Clarke threw in a pop and music comedy oldie, two new ones and a rumba, giving a nice balance. His only mistake was putting two fast ones side-by-side, for which there shouldn't be any excuse.

Bands on Tour

Advance Dates

GRAY GORDON: Univ. of West Virginia, Morgantown, Dec. 8; Trianon Ballroom, Cleveland, 10; Palisades Ballroom, McKeesport, Pa., 13; Auditorium, Washington, Pa., 19; Iriquois Gardens, Louisville, 21; Armory, Johnstown, Pa., 26.

FRANK TRUMBAUER: Auditorium, Kansas City, Mo., Dec. 8.

EMIL COLEMAN: Danielson dance, Hotel Ritz Carlton, Boston, Dec. 8.

ANSON WEEKS: State-Lake Theater, Chicago, Dec. 8 week.

CLYDE MCCOY: Military Ball, Univ. of Minnesota, Dec. 8; Junior Prom, Iowa State College, 9; Rink Ballroom, Waukegan, Ill., 10; Adams Theater, Newark, N. J., 15 week; Paramount Theater, Springfield, Mass., 22 week.

RUBY NEWMAN: Harvard Waltzing Party, Lowell House, Cambridge, Mass., Dec. 9; Wilton (N. H.) High School, 14.

JERRY BLAINE: Temple Univ., Philadelphia, Dec. 9; Century Theater, New York, 13-18; Anawanda Club, Hotel Astor, New York, Jan. 5.

VAN ALEXANDER: Connecticut State College, New London, Dec. 9; Univ. of Syracuse (N. Y.), 23; Hotel DuPont, Wilmington, Del., 25.

DUKE ELLINGTON: Blackstone Hotel, Chicago, Dec. 9, 29 and 31.

DON PEDRO: Athletic Club, Indianapolis, Dec. 9.

CLAUDE HOPKINS: Roseland Ballroom, Brooklyn, Dec. 10; also Ina Ray Hutton.

GEORGE HALL: Raritan Ballroom, Perth Amboy, N. J., Dec. 10.

COUNT BASIE: Ritz Ballroom, Bridgeport, Conn., Dec. 10; Manhattan Center, New York, 17; Apollo Theater, New York, Jan. 12 week.

RAMONA: County Center, White Plains, N. Y., Dec. 10; Chagrin Valley Hunt Club, Gate Hills, O., 15; State Theater, Hartford, Conn., 24, for five days.

JIMMIE LUNCFORD: Keith's Hall, Baltimore, Dec. 10; St. Peter Claver Auditorium, Brooklyn, 22; Willard Hotel, Washington, 23; Fleisher Auditorium, Philadelphia, 25; Albert Hall, Baltimore, 26; Lincoln Collonades, Washington, 27; Apollo Theater, New York, 29 week; Rockland Palace, New York, Jan. 1.

OZZIE NELSON: Paramount Theater, Atlanta, Dec. 13 week.

HAL KEMP: Univ. of Maryland, College Park, Md., Dec. 15; Rider College, Trenton, N. J., 16; Ritz Carlton Hotel, New York, 20; Charles Brackett dance, Providence, 21; Junior Women's Club of Larchmont, New Rochelle, N. Y., 23.

MAL HALLETT: County Center, White Plains, N. Y., Dec. 17.

BOB WALLACE: Edgewater Beach Hotel, Chicago, Dec. 20.

TOMMY TUCKER: George F. Pavilion, Johnson City, N. Y., Dec. 22; Sunnybrook Ballroom, Pottstown, Pa., 23.

AL DONAHUE: Hotel Astor, New York, Dec. 22; Greenwich (Conn.) Country Club, 25.

GLENN MILLER: Mohawk (N. Y.) Armory, Dec. 23.

JOHNNY (SCAT) DAVIS: Orpheum Theater, Minneapolis, Dec. 23 week; Roxy Theater, Atlanta, 31 week.

JOHNNY GREEN: Hotel Waldorf-Astoria, New York, Dec. 23; Commodore Hotel, New York, 31.

BENNY CARTER: Armory, Harrisburg, Pa., Dec. 24.

DICK MESSNER: Ballroom Hotel, Utica, N. Y., Dec. 25; Homeopathic Hospital, Reading, Pa., Jan. 27.

RED NORVO: Talbot Cotillion Club, Easton, Md., Dec. 26; Hotel DuPont, Wilmington, Del., 27.

CHARLIE BARNET: Keith's Roof, Baltimore, Dec. 27; Howard Theater, Washington, Jan. 5 week.

JIMMY DORSEY: Paramount Theater, Anderson, Ind., Dec. 27.

JACK JENNEY: Flatbush Theater, Brooklyn, Dec. 28 week; Windsor Theater, Bronx, N. Y., Jan. 4 week; Carlton Theater, Jamaica, L. I., 11-14.

BOB CROSBY: Stanley Theater, Pittsburgh, Dec. 29 week.

HARRY JAMES: Buffalo (N. Y.) Theater, Dec. 31 week; State Theater, Hartford, Conn., Jan. 12 week; Capitol Theater, Washington, 26, for two weeks.

GENE KRUPA: Town Hall, Philadelphia, Jan. 1; also Count Basie.

JACK WARDLAW: Reed Theater, Alexandria, Va., Jan. 1.

SHEP FIELDS: Strand Theater, New York, Jan. 12-26.

TOMMY REYNOLDS: Albertus Magnus College, New Haven, Conn., Jan. 12.

CAE CALLOWAY: Chestnut Street Hall, Harrisburg, Pa., Jan. 14.

Open Season on Gagged Tags Again

CHICAGO, Dec. 2.—A recent letter to the editor of *The Chicago Tribune*, sent in by Stephen Allen, carries the band slogan matter just about to the saturation point. The gentleman writes that after listening to such ork tags as "Let's Go Dancin' With Anson" and "Dance in Dreams With Ted Weems" (not to mention the swing and sway daddy of them all), he decided to go into the business himself, with the following contributions:

"Have a beer with Jimmy Grier; ride a horse with Tommy Dorsey; let's all holler with Fats Waller; everybody's moochin' with Eddy Duchin; play tennis with Skinny Ennis; waste away with Glen Gray; be a killer with Glenn Miller; bring the dames to Harry James; tear your hair again with Bunny Berigan; boopadoopa with Gene Krupa; run on your battery with Jimmy Slattery; please don't scare us with Phil Harris; slap a mosquito with Ted Fio Rito; God save us with Johnny (Scat) Davis."

That's all—with George Hall.

Welk Rings Up Neat Solo Stand Figures

DES MOINES, Dec. 2.—Lawrence Welk turned in some nifty grosses while making a jump from Minneapolis to Dallas, where he opens a four-week engagement at Hotel Adolphus. Stopping at Watertown, S. D., on Thursday (23), Welk turned in a \$510 gross, with 1,021 Dakotans paying \$1 a pair. At the auditorium at Yankton, S. D., his home burg, on Friday, Welk grossed better than \$500, with 600 getting advance tickets at 75 cents and 500 more laying down \$1 a couple at the gate.

Playing a return engagement at Tom Archer's Tromar here on Saturday (25), Welk grossed \$1,050, with 1,500 dancers paying 70 cents per duet. On Sunday, Welk played at Grand Island, Neb., and had 1,169 dancers, with 300 couples taking advance tickets at \$1 and the rest laying down 75 cents each at the gate for a figure well over \$500.

Norris Gives Turnpike C. Neat Week-End With \$1,200

LINCOLN, Neb., Dec. 4.—Stan Norris, on his first stand in this territory, provided the Turnpike Casino with a substantial \$1,200, on a three-day week-end (November 24 to 26). Celebration mood was helped by the Oklahoma-Nebraska game, won by Nebraska, which closed one of the most fancy Husker seasons in history.

R. H. Pauley, Turnpike manager, said he had 700 couples at \$1 per the night after the game, which is ultra attendance. Other night prices varied from 25 cents to 50 cents per person. This is the best non-name showing made since the fall season started.

Blue Monday Hits Morgan; Tenn. Solo a Scant \$1,000

CHATTANOOGA, Tenn., Dec. 2.—Russ Morgan brought a scant 1,000 to Chattanooga's Memorial Auditorium on Monday (20) which left the promoters seeing red. Ork was well received by those present, however.

"Early bird" prices of 90 cents before 6:30 brought a fair advance sale. Levy was \$1.25 at the door. Gate hovered around \$1,000 figure. Bad weather and a general apathy of Chattanooga on "blue Monday" didn't help. Morgan had a big day at the Martin Theater, Opelika, Ala., previous day, with three performances grossing a neat \$3,600.

Felton Pulls 7,000 Covers At Ansley for First Week

ATLANTA, Dec. 2.—Happy Felton has made a hit with Atlantans, playing at the Rainbow Roof of Ansley Hotel, and has received the most popular ovation of any band to play the room since it opened—even if it has not had the largest crowds. The first of his two weeks, band attracted 7,000 covers at \$1.25 (24-30).

Felton succeeded Buddy Rogers, who played a week's return engagement without his wife, Mary Pickford, being in town, and didn't do nearly the business he did while she was here—even tho she didn't go up to the dance room often.

Selling the Band

Exploitation, Promotion and Showmanship Ideas

Newspaper Advertising

A COMMON cause of complaint—and a handy excuse—when the band lays an egg at the box office for a special dance promotion is that the promoter was a bit miserly in buying newspaper space. Be that as it may, fact remains that buying newspaper space puts a strain on the budget which makes it all the more interesting to note the advertising promotion pulled by a good many enterprising promoters, especially in Southern States.

Some of the boys are so well up on their promoting that they are able to promote a full page of newspaper space for their dance—and sometimes even make a couple of extra dollars to the good on it.

Plan is the same used by commercial and industrial firms. When a new business opens in a town, custom is usually to have a full page or more in the local paper, with the butcher and baker and even the candlestick maker buying congratulatory ads welcoming the new enterprise. Carboning the idea, some promoters have met with success in getting the business houses to take small ads—enough to pay for a page or half page, of course—congratulating the promoter or club sponsoring the dance and in the same breath welcoming the band to town. It's a natural when the band is making a homecoming appearance or if an anniversary is in the air.

Buying newspaper space to advertise the dance is one of the biggest headaches to the promoter in plugging his date. Unless budget allows for big space, ad is usually lost when spotted on the amusement page among a whirl of movie house ads. Promoters faced with that problem might well turn their attention to some of the other advertising columns in the newspaper. The "Personals" and "Lost and Found" columns are as widely read as the comics and sports pages, and a properly worded ad there might bring some surprising results. At least it's worth a trial. Commercial houses have used these columns to good advantage and they may well

serve the purpose of the dance promoter, especially for a "beat the clock" dance with a "Dear Joe: If we get down to Roseland Ballroom before 9 o'clock tonight we can get in for only 25 cents. Let's make it real early so we can have plenty of dances with Joe Blow; he's my favorite band. Signed, Mary" ad.

Autograph Night

REGARDLESS of the pros and cons when it comes to satisfying the autograph hounds, fact remains that it isn't until they stop asking you for your signature that there is any real cause to worry. And there's nothing that makes an up-and-comeh feel as if he's getting there so much as when the dancers start saving his signature.

Dean Hudson is not only happy to pass out his John Hancock but even has all the boys and girls in the band sharing in that glory, if you can call it such. When playing a location stand for eight weeks or more, Hudson designates one night a week as "autograph night." For a starter, he hands out his own photo, which is the step before they start asking you to sign it. Following week he offers a photo of the girl vocalist and so on until every member in the band basks in the autographing limelight.

Maestro found that not only does it help to build a following for the band, but also builds patronage for that night of the week. It's surprising, he says, to find how many people will turn out on off nights to be sure of getting a full set of pictures of the band.

Apparently, if folks will sit thru a double feature, selected shorts and 60 minutes of coming attractions just to save up a set of dishes, they'll go for Hudson's stunt.

When playing one-nighters Hudson gives his photo distribution a different twist with attending results just as successful. For a date at Joyland Casino, Woonsocket, R. I., he had 6,000 handbills showing the band made up with a marked margin for autographs. Sheets were piled on each side of the band shell on starting. Without any announcement or ballyhoo, plain curiosity on part of the hoofers prompted them to take a look-see. Others immediately followed suit and for almost half hour band was busy autographing the handbills.

Recent seasons had a wave of "candid camera" nights at hotel rooms, theaters and ballrooms, with patrons invited to bring their flashes and focus all over the place. Stunt, of course, has run dry, but the man-bites-dog twist to it might make for a neat and novel trick. If there are several cameras among the members of the band, have a "candid camera" night vice versing the usual procedure and have the musicians take candid shots of the cash customers. It makes a swell souvenir to have the shot mailed to the guest, autographed by the maestro.

For Dear Old Donahue

AL DONAHUE has devised a novel, tho quite expensive, way to find a place for himself on dormitory and fraternity walls. Rather than the usual glossy photo that keeps company with the other music makers, but only second billing to the Ann Sheridans and Robert Taylors as the room's gender may be, Donahue has had his own collegiate-styled pennants made up. Bunting streamers "Al Donahue and his Orchestra," with a billing for his "Vocalion Records" under his face sketch. Is handing them out as souvenirs to the high school and college kids patronizing his one-night stands, and there's no question that they will wind up in the right place on the right walls. Oro.

Riot Squad for J-Bugs at Bernet's Apollo Opening

NEW YORK, Dec. 2.—Marking the first time in five years that a white band has headlined the bill at Harlem's Apollo Theater, police riot squads were necessary to keep the throngs from mobbing the doors as Charlie Bernet took to the stage for the week's opening day Friday (1). Curiously enough, Bernet was also the last white band to play the Negro showplace. House runs three and four shows daily, but mobs necessitated six shows a day. Sam Shiffman, house manager, amazed at the turnout, wanted to buy back Bernet's percentage privilege, but it was no go.

It wasn't until the 11th hour that Bernet got the word from medics that he could go on, being laid up with 104 degree fever the day before, with Coleman Hawkins held in readiness to front the Bernet Band just in case. Mary Ann McCall, Woody Herman warbler, joined the band here. Medics also floored another maestro this week, Frankie Masters pulling out of Loew's State Theater just before opening time on Thursday (30) when he was rushed to the New York Hospital for an appendix bobbing. Don Redman subs.

Buffalo Coppers Mine a Mint as Gordon Tic Tocs

BUFFALO, Dec. 2.—With Gray Gordon on tap for the big Golden Anniversary Celebration of the Policemen's Benefit Ball, the affair did far above even the expected gross. Throng of 32,000 persons attended the dance November 22 at 174th Armory, which holds about 30,000 comfortably.

Dancers plunked down \$5 a couple to take part in the proceedings for an almost fantastic record gross of \$80,000. Last year, which was by no means a bad one for the coppers, only 13,000 persons attended and a profit of \$25,000 was netted. Profit this year should range well over \$70,000, which goes to the Buffalo Police Mutual Aid and Benefit Association.

Phonos in the Groove With "In the Mood"

NEW YORK, Dec. 2.—Glenn Miller's recording of the Joe Garland swingeroo, *In the Mood*, this week moves up to join the blue ribbon winners on automatic phonograph turntables all over the country. Coin phono picture reveals a few other changes, for details of which turn to page 66 for the "Record Buying Guide" in this issue of *The Billboard*.

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

Orchestra Routes

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

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

Adkins, Fats: (Ernie's) NYC, nc.
 Alberto: (Belmont) Miami Beach, Fla., nc.
 Alexander, Van: (Century) NYC, 10-11, t.
 Ambassadors of Note: (Book-Cadillac) Detroit, h.
 Angelo: (Bertolotti's) NYC, nc.
 Angularo, Ed: (Earl Carroll) Los Angeles, nc.
 Arias, Don Ramon: (London Chop House) Detroit, nc.
 Armstrong, Louis: (Cotton Club) NYC, nc.
 Arnez, Desi: (La Conga) NYC, nc.
 Ayres, Mitchell: (St. George) Brooklyn, h.

Baker, Bruce: (New Kenmore) Albany, N.Y., h.
 Baney, Nobby: (Ten Eyck) Albany, N.Y., h.
 Baroni, Jackie: (Oasis) W. Palm Beach, Fla., nc.
 Barrie, Dick: (Bill Green's Casino) Pittsburgh, nc.
 Barron, Blue: (Edison) NYC, h.
 Bartel, Jeno: (Piccadilly) NYC, h.
 Basile, Joe: (Food Show) Jacksonville, Fla., 8-20.
 Basie, Count: (New Albert Auditorium) Baltimore 8; (Webster Hall) Brooklyn 9.
 Bass, Paul: (Chateau Moderne) NYC, nc.
 Baum, Charles: (St. Regis) NYC, h.
 Becker, Howard: (Edgewood) Albany, N.Y., nc.
 Berger, Maxmillian: (Versailles) NYC, nc.
 Black, Ted: (Edison) NYC, h.
 Blake, Ted: (Nut House) Pittsburgh, nc.
 Bleyer, Archie: (Earl Carroll) Los Angeles, nc.
 Blue, Tommy: (Village Barn) NYC, nc.
 Bono, Richard: (Statler) Cleveland, h.
 Boone, Les: (Black Cat) NYC, nc.
 Borr, Misha: (Waldorf-Astoria) NYC, h.
 Bowman, Charles: (Wivel) NYC, nc.
 Bradley, Will: (New Kenmore) Albany, N.Y., h.
 Bralin, Jerry: (Show Bar) Forest Hills, L. I., nc.
 Brandt, Eddy: (William Penn) Pittsburgh, h.
 Brandwynne, Nat: (Waldorf-Astoria) NYC, h.
 Braslow, Irving: (Dutkin's Rathskeller) Phila, re.

Brees, Lou: (Devines Eagles) Milwaukee, nc.
 Brown, Pete: (Onyx Club) NYC, nc.
 Brown, Les: (Webster Hall) Brooklyn 9.
 Bruce, Roger: (Club Gloria) Columbus, O., nc.
 Brudder, Matt: (Blue & White Tavern) Albany, N.Y., nc.
 Bruno, Anthony: (Latin Quarter) Boston, nc.
 Burton, Benny: (Bill Green's) Pittsburgh, nc.
 Bush, Eddie: (Seven Seas) Hollywood, nc.
 Busse, Henry: (Adams) Newark, N. J., 8-13, t.
 Byrne, Bobby: (Roseland) Brooklyn, b.

Campbell, Jack: (Northwood Inn) Royal Oak, Mich., nc.
 Canay, Fernando: (Colony Club) Chi, nc.
 Candulla, Harry: (Atlanta-Biltmore) Atlanta, h.
 Cappel, Joe: (Westwood Supper Club) Richmond, Va., re.
 Caruso, Marty: (Belmont) Miami Beach, Fla., nc.
 Casello, Danny: (Chez Paree) Chi, h.
 Cavallero, Carmen: (Statler) St. Louis, h.
 Chanslor, Hal: (La Maze) Los Angeles, c.
 Charles, Harvey: (Gay Paree) Chi, nc.
 Charles, Don: (The Howdy Club) NYC, nc.
 Chester, Bob: (Nicoret) Minneapolis, h.
 Childs, Reggie: (Rustic Cabin) Englewood, N. J., ro.
 Chiquito: (El Morocco) NYC, nc.
 Clarke, Buddy: (Pegasus) Rockleigh, N. J., nc.
 Clayman, Milt: (Chi-Am Chateau) Westfield, N. J., ro.
 Clinton, Larry: (Meadowbrook) Cedar Grove, N. J., nc.
 Coblan, Charles: (Ambassador) NYC, h.
 Code, Morrison: (Old Mill) Salt Lake City, nc.
 Codolan, Claudius: (Montparnasse) NYC, nc.
 Cole, King: (La Salle) Battle Creek, Mich., h.
 Cole, Melvin: (Harry's New Yorker) Chi, nc.
 Coleman, Emil: (Waldorf-Astoria) NYC, h.
 Collins, Jay: (Sherman's) NYC, re.
 Contreras, Manuel: (Henry) Pittsburgh, h.
 Cooper, Al: (Kelly's Stable) NYC, nc.
 Costello, Diosa: (La Conga) NYC, nc.
 Courtney, Del: (Ambassador) NYC, h.
 Crocker, Mel: (Metzger) Salem, O., h.
 Cromwell, Chauncey: (Royal Arms) Buffalo, nc.
 Crosby, Bob: (Flatbush) Brooklyn 7-13, t.
 Cugat, Xavier: (Statler) Detroit, h.
 Cummins, Bernie: (Netherlands Plaza) Cincinnati, h.
 Cutler, Ben: (Rainbow Room) NYC, nc.

Daly, Duke: (Canary Cottage) Florham Park, N.J., h.
 Datska, Yasha: (New Russian Art) NYC, re.
 Davis, Meyer: (Park Lane) NYC, h.
 Davis, Paul: (Martin's Tavern) Lima, O., nc.
 Davis, Eddie: (Larue's) NYC, re.
 Davis, Johnny: (Chicago) Chi 8-13, t.
 Danders Jr., Bob: (Gay '90s) Chi, nc.
 De Luca, Pancho: (Belmont Club) Miami Beach, Fla., nc.
 Demetry, Donny: (Club Royale) Detroit, nc.
 Dennis, Mort: (Pennsylvania) NYC, h.
 De Rosa, Tommy: (Club Holland) NYC, nc.
 Dibert, Sammy: (Powatan Club) Detroit, nc.
 DiVodi, Don: (9 o'Clock Club) NYC, nc.
 Donahue, Al: (Strand) NYC, t.
 Dorsey, Jimmy: (Stanley) Pittsburgh 8-13, t.
 Dorsey, Tommy: (Palmer House) Chi, h.
 Drew, Cholly: (Madison) NYC, h.
 Duchin, Eddy: (Plaza) NYC, h.
 Duffy, George: (Commodore Perry) Toledo, h.
 Duke, Jules: (Tutwiler) Birmingham, h.
 Denny, Jack: (Rice) Houston, h.
 Damerel, George: (Troc) NYC, nc.
 Datsko, Jascha: (New Russian Art) NYC, nc.
 Dunn, Russell: (Cinderella) NYC, nc.
 Duranda: (La Conga) Hollywood, nc.
 29: (Sunset Aud.) W. Palm Beach, Fla., Dec. 5.

Eby, Jack: (Royal Palm) Miami, nc.
 Ellington, Duke: (Coronado) St. Louis, h.
 Ellis, Joe: (Queen Mary) NYC, re.
 Engel, Freddy: (Circle Inn) Latham, N. Y., nc.
 Ennis, Skinnay: (Victor Hugo) Beverly Hills, Calif., re.
 Estes, Bobby: (Bankhead) Birmingham, h.

Farmer, Willie: (New Goblet Inn) Albany, N. Y., cb.
 Ferron, Charles: (Lyric) Bridgeport, Conn., t.
 Fidler, Max: (Hollywood Plaza) Hollywood, h.
 Fidler, Three, The: (Robidoux) St. Joseph, Mo., h.
 Fielder, Johnny: (Plaza) San Antonio, h.
 Fields, Shep: (Lyric) Indianapolis, t.
 Fisher, Freddie: (Old Vienna) Cincinnati, re.

Fisher, Jack: (Vienna Room) Boston, re.
 Fisher, Art: (Club Minuet) Chi, nc.
 Fisher, Buddy: (Trocadero) Evansville, Ind., h.
 Fiske, Dwight: (Savoy Plaza) NYC, h.
 Fitzgerald, Ella: (Sunset Aud.) W. Palm Beach, Fla., 5; (Apollo Ballroom) Tampa 6.
 Fomeen, Basile: (Belmont-Plaza) NYC, h.
 Foster, Chuck: (Biltmore Bowl) Los Angeles, nc.
 Fotin, Larry: (Willow Grove) Phila, p.
 Fox, Syd: (Marta) NYC, nc.
 Frassetto, Joe: (Benny the Bum's) Phila, nc.
 Frazier, Ike: (Kit Cat Club) Scranton, Pa., nc.
 Freedley, Bob: (Troc) NYC, nc.
 Freeman, Bob: (Brown Derby) Boston, nc.

Gaillard, Slim: (Rendezvous) Phila, c.
 Gamble, Jack: (Lincoln Terrace) Pittsburgh, nc.
 Garber, Jan: (Topsy's) Los Angeles, nc.
 Garr, Glen: (Henry Grady) Atlanta, h.
 Gasparre, Dick: (La Martinique) NYC, nc.
 Gates, Manny: (Royal Palm) Miami, Fla., nc.
 Gentry, Tom: (Riviera) Lake Geneva, Wis., b.
 Gerard, Gerry: (Schneider's Tavern) Cleveland, nc.
 Glass Sisters, Four: (Gold Front) Cheboygan, Mich., nc.
 Golden, Neil: (Arlington) Binghamton, N.Y., h.
 Golly, Cecil: (Aragon) Cleveland, b.
 Goodman, Benny: (Waldorf-Astoria) NYC, h.
 Gordon, Al: (Frolie Club) Albany, N. Y., cb.
 Graff, Johnny: (Anchorage) Phila, nc.
 Gray, Len: (Fireside) S. Westport, Mass., nc.
 Gray, Glenn: (Paramount) Los Angeles 7-13, t.
 Green, Johnny: (Paramount) NYC, t.

Hagenor, Herb: (Warwick) Phila, h.
 Hahn, Al: (Chez Paree) Omaha, Neb., nc.
 Hamilton, Johnny: (Trianon Club) Santa Fe, N. M., nc.
 Hamilton, Bob: (Majestic) Long Beach, Calif., b.
 Hamilton, Dave: (Villa Bee) Jackson, Mich., nc.
 Hamp, Johnny: (Roosevelt) New Orleans, h.
 Hardy, Bob: (Flamingo) Boston, nc.
 Harris, George: (Bradford) Boston, h.
 Hauser, Harold: (Mayflower) Akron, h.
 Hawkins, Erskine: (Savoy) NYC, b.
 Hayes, Edgar: (Howard) Washington, D. C., 8-13, t.
 Hayton, Lennie: (Leon & Eddie's) NYC, nc.
 Heems, Bob: (Blackstone) Chi., h.
 Heidt, Horace: (Cocoanut Grove) Los Angeles, h.
 Henderson, Horace: (5100 Club) Chi, nc.

Henry, Chuck: (Paris Inn) Los Angeles, nc.
 Herbeck, Ray: (Edgewater Beach) Chi, h.
 Herman, Woody: (Famous Door) NYC, nc.
 Hill, Tiny: (Madura's) Chi, b.
 Humber, Richard: (Pierre) NYC, h.
 Hines, Earl: (Grand Terrace) Chi, nc.
 Hoffman, Earl: (Blatz's Palm Gardens) Milwaukee, nc.
 Holmes, Herbie: (Brown Palace) Denver, h.
 Holst, Ernie: (El Morocco) NYC, nc.
 Hopkins, Len: (Chateau Laurier) Ottawa, Ont., nc.
 Horton Girls: (Mayfair) Wilkes-Barre, Pa., nc.
 Hudson, Joe: (Dover) Dover, Del., cc.
 Huggins, Dave: (Berkley Cateret) Asbury Park, N. J., h.

Ilders, Three: (St. Moritz) NYC, h.
 Irwin, Marty: (Churchill Tavern) Pittsburgh, re.
 Ivett, Jack: (Graemere) Chi, h.

Jahns, Al: (Biltmore) Providence, h.
 James, Sonny: (Barney Rapp's) Cincinnati, nc.
 Jelesnick, Eugene: (Melody) Union City, N. J., nc.

Jenny, Jack: (Loew's State) NYC, 7-13, t.
 Jerome, Henry: (Child's Paramount) NYC, re.
 Johnson, Johnny: (Shelton) NYC, h.
 Johnson, Bill: (Cozy Corner) Detroit, nc.
 Jones, Jerry: (Lagoon) Salt Lake City, p.
 Jones, Emperor: (Brick Club) NYC, nc.
 Jordan, Louis: (Elk's Rendezvous) NYC, nc.
 Juneau, Tommy: (Show Boat) St. Louis, nc.
 Jurgens, Dick: (Chase) St. Louis, h.

Kardos, Gene: (Hungaria) NYC, nc.
 Kassel, Art: (Bismarck) Chi, h.
 Katov, Volodia: (Russian Kretschma) NYC, nc.
 Kavelin, Al: (Texas) Ft. Worth, Tex., h.
 Kaye, Sammy: (Commodore) NYC, h.
 Kelley, Frank: (Open Door) Phila, nc.
 Kemp, Hal: (Paramount) Springfield, Mass., 7-13, t.
 Kendis, Sonny: (Stork Club) NYC, nc.
 Kent, Peter: (Congress) Chi, h.
 King, Henry: (Peabody) Memphis, h.
 King, Ted: (De Soto) Savannah, Ga., h.
 King, Gerry: (Village Brewery) NYC, nc.
 Kinney, Ray: (Lexington) NYC, h.
 Kirby, John: (Ambassador East) Chi, h.
 Koki, Sam: (Hawaiian Paradise) Los Angeles, nc.
 Korn Kobbler, The: (Darling) Wilmington, Del., h.
 Kristal, Cecil: (Fay's Grill) Macon, Ga., nc.
 Krupa, Gene: (Buffalo) Buffalo, t.
 Kuhn, Dick: (Astor) NYC, h.
 Kuhn, Lee: (Philadelphia) Phila, h.
 Kurtze, Jack: (Erie Press Club) Erie, Pa., nc.
 Kyser, Kay: (RKO Boston) Boston, t.

Lake, Sol: (606 Club) Chi, nc.
 Lamb, Drexel: (Club Ledo) Jackson, Mich., nc.

Lande, Jules: (St. Regis) NYC, h.
 Lane, Jimmy: (Mandalay) Los Angeles, nc.
 Lang, Teddy: (Club Cavalier) NYC, nc.
 Lang, Sid: (Hi-Hat) Chi, nc.
 Lapp, Horace: (Royal York) Toronto, Ont., h.
 Le Baron, Eddie: (Rainbow Room) NYC, nc.
 Leonard, Harlan: (Century Room) Kansas City, Mo., cb.
 Leonard, Bob: (Sports Circle) Hollywood, nc.
 Levant, Phil: (Trianon) Chi, b.
 Lewis, Billy: (Eagan's) Schenectady, N. Y., nc.
 Light, Enoch: (Taft) NYC, h.
 Little, Little Jack: (La Salle) Chi, h.
 Lombardo, Guy: (Roosevelt) NYC, h.
 Lopez, Vincent: (Palace) San Francisco, h.
 Lorch, Carl: (Dayton-Biltmore) Dayton, O., h.
 Loren, Bill: (University) Richmond, Va., 8; (Hampton Armory) Hampton 9.
 Loss, Jimmy: (Del-Shore) Oak Park, Ill., nc.
 Lowe, Bert: (Lenox) Boston, h.
 Lucas, Clyde: (Aragon) Chi, b.
 Lucas, Sasha: (Troika) Washington, D. C., re.
 Lunceford, Jimmie: (Southland) Boston, c.

McCoy, Clyde: (Lowry Hotel) St. Paul 8; (Rink Ballroom) Waukegan, Ill., 9.
 McCune, Bill: (Carleton) Washington, D. C., h.
 McDonald, Billie: (Florentine Gardens) Los Angeles, nc.
 McHale, Jimmy: (Westminster) Boston, h.
 McIntire, Dick: (Hula Hut) Hollywood, nc.
 McKenna, Red: (Continental Club) Chesapeake, O., nc.
 McKinney, William: (Plantation) Detroit, nc.
 McLain, Jack: (Chase) St. Louis, h.
 McLean, Connie: (Kit Kat) NYC, nc.
 McPartland, Jimmy: (Sherman) Chi, h.
 McPherson, Jimmy: (Torch Club) Los Angeles, nc.
 McRae Bros.: (Havana Casino) Buffalo, nc.
 McShann, Jay: (Continental) Kansas City, Mo., nc.
 Makay, Coyle: (Saks Show Bar) Detroit, nc.
 Makula, Juan: (Gaucho) NYC, nc.
 Mandella, Frank: (Armando's) NYC, nc.
 Manuel, Don: (Gig Galleaux) Peoria, Ill., nc.
 Marcelino, Muzzy: (Willshire Bowl) Los Angeles, nc.
 Mariani, Hugo: (El Chico) NYC, nc.
 Mario: (Pastor's) NYC, nc.
 Mario, Don: (New Russian Art) NYC, re.
 Marlowe, Tone: (Transit Valley) E. Amherst, N. Y., cc.
 Marsalla, Joe: (Fiesta) NYC, b.
 Marshall, Bill: (Trianon) Cleveland, b.

Martin, Eddie: (Arcadia) Detroit, b.
 Martin, Bobby: (The Place) NYC, c.
 Martin, Freddy: (St. Francis) San Francisco, h.
 Martinke, Felix: (El Chicco) Hollywood, nc.
 Masters, Frankie: (State) NYC, t.
 Maul, Herbie: (Westwood Club) Little Rock, Ark., nc.
 Maya: (La Conga) NYC, nc.
 Mellen, Earl: (Oh Henry) Chi, b.
 Melvine, Jack: (Brown Derby) Boston, nc.
 Merin, Mario: (Pastor's) NYC, nc.
 Messner, Johnny: (McAlpin) NYC, h.
 Millar, Bob: (Neil House) Columbus, O., h.
 Moffett, Deke: (Beverly Hills) Newport, Ky., cc.
 Molina, Carlos: (La Conga) NYC, nc.
 Monchito: (Stork Club) NYC, c.
 Moore, Glenn: (Tara) Sangatuck, Mich., nc.
 Moore, Carl: ("Deacon") (Merry-Go-Round) Dayton, O., nc.
 Morgan, Russ: (Lakes Ballroom) Guttenberg, Ia., 5; (Danceland) Cedar Rapids 7, c.
 Morris, George: (Whirling Top) NYC, nc.
 Munro, Hal: (Lowry) St. Paul, h.
 Murphy, Francis: (Ten Eyck) Albany, N. Y., h.
 Murray, Charlie: (Mon Paris) NYC, nc.

Nance, Skipper: (Beverly Garden) Little Rock, Ark., nc.
 Nevin's Rudy, Aristocrats: (El Chico) Miami Beach, Fla., nc.
 Newell, Dick: (Ocean Beach Pier) Clark's Lake, Mich., b.
 Noble, Leighton: (Statler) Boston, h.
 Noble, Ray: (Beverly-Willshire) Los Angeles, h.
 Norvo, Red: (Ben Franklin) Phila, h.
 Nottingham, Gerry: (Bal Tabarin) San Francisco, nc.

Oakes, Billy: (Main Central) Asbury Park, N. J., h.
 O'Brien & Evans: (Louis Joliet) Joliet, Ill., h.
 Oliver, Fred: (Warwick) NYC, h.
 Olman, Val: (Steveston) Buffalo, h.
 Olsen, Phil: (Mayfair Gardens) Detroit, nc.
 Olsen, George: (Biltmore) NYC, h.
 Olson, Hem: (Coral Gables) Coral Gables, Fla., cc.
 Orlando, Don: (Colony) Chi, nc.
 Ovando, Manuel: (Dempsey's) NYC, re.
 Owens, Harry: (Roosevelt) Hollywood, h.

Pablo, Don: (Palm Beach) Detroit, nc.
 Page, Paul: (Madura's) Hammond, Ind., b.
 Palermo, William: (La Marquise) NYC, nc.
 Palmer, Skeeter: (Seneca) Rochester, N. Y., h.
 Pancho: (Park Central) NYC, h.
 Parker, Gloria: (Casa Seville) Franklin Square, L. I., nc.
 Panchito: (Versailles) NYC, nc.
 Parks, Bobby: (Syracuse) Syracuse, h.
 Paul, Toasty: (Graemere) Chi, h.
 Peaker, Ken: (Bessborough) Saskatoon, Sask., h.

Pearl, Ray: (Gibson) Cincinnati, h.
 Perry, Ron: (Bossert) Brooklyn, h.
 Petti, Emile: (Savoy-Plaza) NYC, h.
 Pierre: (New Russian Art) NYC, nc.
 Pisani, Nick: (Coronado) St. Louis, h.
 Pollack, Ben: (Sherman Cafe) San Diego, Calif., nc.
 Powell, Teddy: (Fiesta) NYC, h.
 Prima, Louis: (Hickory House) NYC, nc.

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

Raeburn, Boyd: (Melody Mill) Chi, b.
 Raines, Chick: (The Place) NYC, nc.
 Ramon, David: (Ciro's of London) NYC, nc.
 Ramona: (Windsor) Bronx, N. Y., 7-13, t.
 Ramos, Ramon: (Ambassador) NYC, h.
 Randolph, Johnny: (Lookout House) Covington, Ky., nc.
 Rapp, Barney: (Armory) Danville, Va., 7; (Auditorium) Atlanta 8-9; (Piedmont Club) Atlanta 10.
 Ravel, Arthur: (Roosevelt) New Orleans, h.
 Raymond, Nicki: (Coq Rouge) NYC, nc.
 Read, Kemp: (Stonebridge) Tiverton, R. I., h.
 Reichman, Joe: (Peabody) Memphis, h.
 Renard, George: (Greenwich Village Casino) NYC, nc.
 Rico, Don: (Brown Derby) Boston, c.
 Rines, Joe: (Book-Cadillac) Detroit, h.
 Ritz, Case: (Ritz) Bridgeport, Conn., b.
 Roads, Dusty: (Paxton) Omaha, h.
 Roberts, Bill: (Cosmopolitan) Denver, h.
 Roberts, Chick: (Tally-Ho) Albany, N. Y., nc.
 Roble, Chet: (Yo-Oldie Cellar) Chi, nc.
 Rodrigo, Nana: (Havana-Madrid) NYC, nc.
 Rodriguez, Jose: (Maxim's) Bronx, N. Y., nc.
 Rogers, Buddy: (Drake) Chi, h.
 Rogers, Eddy: (Belvedere) Baltimore, h.
 Rollin, Adrian: (Piccadilly) NYC, h.
 Rotgers, Ralph: (Pennsylvania) NYC, h.
 Ruggiero, Larry: (Montparnasse) NYC, nc.

Sachs, Coleman: (Pickwick Yacht Club) Birmingham, Ala., b.
 Sanders, Joe: (Blackhawk) Chi, cc.
 Saunders, Hal: (Montparnasse) NYC, ro.
 Saunders, Red: (Club Delisa) Chi, nc.
 Savitt, Jan: (Lincoln) NYC, h.
 Sayre, Syd: (Melody) Union City, N. J., nc.
 Schreiber, Carl: (Baker) St. Charles, Ill., h.
 Shaw, Artie: (Pennsylvania) NYC, h.
 Shevlin, Pat: (Evergreen Casino) Phila, nc.
 Sid & His Boys: (Marta's) NYC, nc.
 Siegel, Irving: (Kosher) Miami, Fla., nc.
 Sissle, Noble: (Diamond Horseshoe) NYC, nc.
 Snyder, Lloyd: (El Tivoli) Dallas, nc.
 Solari, Phil: (Dunes Club) Narragansett, R. I., cc.
 Sorey, Vincent: (Child's Spanish Gardens) NYC, re.
 Sousa III, John Philip: (Paxton) Omaha, h.
 South, Eddie: (Blatz's Garden) Milwaukee, nc.
 Spratt, Jack: (Club Joy) Lexington, Ky., nc.
 Stable, Dick: (Raymor) Boston 8-9-12, b.
 Stern, Sammy: (Oasis) Detroit, nc.
 Stipes, Eddie: (Bank Bar) Toledo, nc.
 Straeter, Ted: (Fefe's Monte Carlo) NYC, nc.
 Strong, Benny: (Park Plaza) St. Louis, h.
 Stuart, Gene: (Rainbow) Miami, nc.
 Stuart, Nick: (Claridge) Memphis, h.
 Spubins, Shelton: (Green Room) Greensboro, N. C., h.
 Sullivan, Joe: (Cafe Society) NYC, c.
 Sylvio, Don: (Bertolotti's) NYC, nc.

Tan, Jimmie: (Kaufman's) Buffalo, nc.
 Tanella, Steve: (Willowmere Inn) Union City, N. J., nc.
 Terry, Frank: (McVan's) Buffalo, nc.
 Thompson, Lang: (Top Hat) Union City, N. J., nc.
 Tito: (Lincoln) NYC, h.
 Toppers, The: (Chanticleer) Baltimore, c.
 Tovar, Pedro: (Henry) Pittsburgh, h.
 Trace, Al: (Ivanhoe) Chi, nc.
 Trovato, Salvatore: (Radio Franks) NYC, nc.
 Tucker, Orrin: (Mark Hopkins) San Francisco, h.
 Tucker, Tommy: (Murray's) Tuckahoe, N. Y., re.

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

Vallee, Rudy: (Victor Hugo's) Beverly Hills, Calif., re.
 Valli, Pedro: (Club Gaucho) NYC, nc.
 Variell, Tommy: (Barrel of Fun) NYC, nc.
 Varzos, Eddie: (St. Moritz) NYC, h.
 Vasquez, Walter: (Rainbow Room) Asbury Park, N. J., nc.
 Viera, Pete: (Adelphi) Phila, h.
 Vincent, Billy: (Club Woodland) Huntington, W. Va., nc.
 Venuti, Joe: (Roseland) NYC, b.
 Vocalions: (Marine Grill) Detroit, nc.

Wald, George: (Brown) Louisville, h.
 Wallace, Don: (Vesta Del Lago) Wilmette, Mich., nc.
 Waller, Fats: (Sherman) Chi, h.
 Walsh, Jimmy: (Del Mar) Santa Monica, Calif., nc.
 Wanda & Her Escorts: (Ritz-Carlton) Atlantic City, h.
 Wardlaw, Jack: (Heidelberg) Jackson, Miss., h.
 Warney, Leo: (Monte Carlo) NYC, nc.
 Watkins, Sammy: (Hollenden) Cleveland, h.
 Watson, Leo: (Onyx) NYC, nc.
 Weeks, Anson: (Trianon) Chi, b.
 Weems, Ted: (Colonial) Dayton, O., t.
 Welk, Lawrence: (Adolphus) Dallas, h.
 Wendell, Connie: (Ace of Clubs) Odessa, Tex., nc.
 Wharton, Dick: (Bellevue-Stratford) Phila, h.
 Whiteman, Paul: (New Yorker) NYC, h.
 Widmer, Bus: (Riverside Park) Phoenix, Ariz., b.
 Wilde, Ran: (Cosmopolitan) Denver, h.
 Williams, Sando: (Astor) NYC, h.
 Williams, Griff: (Stevens) Chi, h.
 Williams, Chick: (Gay '90s) Phila, nc.
 Wilson, Teddy: (Golden Gate) NYC, c.
 Windsor, Reggie: (Radwell's) Phila, c.
 Winton, Barry: (Rainbow Grill) NYC, nc.

Young, Ben: (Northwood Inn) Detroit, nc.
 Young, Eddie: (Broadmoor) Denver, cc.
 Young, Roland: (Lombard's) Bridgeport, Conn., nc.
 Zikes, Leslie: (Chez Ami) Buffalo, nc.

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

New Plays on Broadway

Reviewed by Eugene Burr

BARRYMORE

Beginning Monday Evening, November 27, 1939.

KEY LARGO

A play by Maxwell Anderson, starring Paul Muni. Staged by Guthrie McClintic. Settings designed by Jo Mielziner, built by T. B. McDonald Construction Co. and painted by Triangle Studio. Press agents, William Fields, Philip Stevenson and Harry Forwood. Stage manager, Alan Anderson. Assistant stage manager, John Fearnley. Presented by the Playwrights' Co.

Victor d'Alcala Jose Ferrer
 Nimmo Charles Ellis
 Jerry James Gregory
 Monte Alfred Etchevery
 King McCloud Paul Muni
 Sheriff Cash Ralph Theodore
 D'Alcala Harold Johnsrud
 Alegre d'Alcala Uta Hagen
 Cagy Crahan Denton
 Corky Richard Cowdery
 Murille Frederic Tozere
 Hunk Carl Malden
 Priscilla Eve Abbott
 Killarney Ruth March
 Mrs. Aaronson Goldie Hannelin
 Mr. Aaronson Richard Bishop
 Mrs. Wheeler Ethel Jackson
 Mr. Wheeler Richard Barbee
 Osceola Horn William Challee
 First Man Tourist John Fearnley
 First Woman Tourist Norma Millay
 Second Woman Tourist Helen Carroll
 John Horn Averell Harris
 Sam Hudson Shotwell

PROLOG—A Hilltop in Spain. January, 1939. ACT I—A Wharf on Key Largo, Florida.

Afternoon, the Following Summer. ACT II—The Interior of D'Alcala's House. The Same Evening.

Maxwell Anderson has joined the swelling ranks of dramatists who are fighting for faith in an ideal, in the midst of a faithless and unidealistic world. It is a noble fight when it rests its case upon the irrational nobility of the emotions; but Mr. Anderson has tried to reason his way into a defense of faith as against a rational mind. The result is as turgid, boring and mentally compromising as any irrational faith. It is called, incidentally, *Key Largo*, and it dragged its way into the Ethel Barrymore Theater Monday night under the sponsorship of the Playwrights' Co., of which Mr. Anderson is a member.

Since it also marked the homecoming of Paul Muni to the legitimate stage, it possessed theatrical, as distinct from dramatic, interest. Mr. Muni plays the Anderson protagonist as beautifully as he has played anything in the past, with a wealth of multi-colored inflections and shadings, a stunning but admirably unobtrusive range of emotion, and that magnificent care for a multitude of details that ends by concealing the fact that any care has been taken at all. It is a splendid piece of work in an all but unplayable role; but not even Mr. Muni's bright inventiveness and clear sympathy can bring interest or clarity to the author's muddy writing and conception of the role. It is unfortunate that his return is made under such circumstances—particularly unfortunate since he is forced into slow and measured performing in the midst of direction that is funereally paced and a play that has all the dramatic impact of dripping molasses.

Key Largo (if the title were really descriptive it would be *Key Largetto*) is the

tale of King McCloud, leader of a small band of American volunteers in the Spanish civil war. When he finds that the Loyalist cause is lost—and when he finds, further, that even a victory for the Loyalists would have meant merely a change of evils, rather than an elimination of evil—he deserts, particularly since his small band has been marked out for death anyhow. But, after endless talk, his companions decide to stay; they decide that they must fulfill themselves rather than acknowledge truth and act accordingly. It seems to me that they, rather than King, are the cowards; they are afraid to walk out into a life that has been turned into a vacuum by knowledge of the world's bitter truths.

In any case King, once his initial "surrender" has been made, makes others. And, dogged by a sense of his own evil, he trudges thru America, seeking out the families of his dead comrades in order to ask absolution—which on top of the rationality he has previously shown serves only to picture him as emotionally unbalanced and mentally despicable. In *Key Largo*, in Florida, he finds the sister and blind father of one of the lads, and tells them what he has done. They are still willing to accept him until they find that, in order to escape later, he actually fought on the side of the Insurgents—tho what logical difference that makes, since the Loyalist cause was already lost, it is hard to see. In any case they let him stay.

A gambling gangster, however, has taken over their poor hovel for his operations, and King bows down to him too—until thru the girl's love for him he sees that an ideal is greater than reason, rationalizing his decision by claiming that recurrences of blind faith have been the motive power of evolution and have allowed man to progress from the fishes—but never realizing that that progress may, in truth, have been merely retrogression. Then he allows himself to be killed while killing the gangster. There is also much stuff about a murder and a sleazy sheriff, but for Mr. Anderson's

sake it would be kindest not to go too deeply into that.

The first half is almost unadulterated talk that goes revolving and revolving in concentric circles until it finally reaches the vortex and gurgles into the depths. The second half, with its attempted rationalization of irrationality, is complicated by a set of melodramatic events that are reminiscent of Dion Boucicault in his less inspired moments. And the whole thing is written in language that is image-filled without being imaginative and rocco without being beautiful, a sort of pseudo-Shakespearean patois of a Never-Neverland that lies between poetry and pomposity.

The boredom of the result is, to put it mildly, colossal.

And, of course, Mr. Anderson's play, in its fundamentals, was previously written—but beautifully and with the impact of humanity—by Ben Hecht in *To Quit and Back*. In *To Quit and Back*, however, Mr. Hecht rightly honored his protagonist for the clarity of thought that allowed him to see all sides, and pitied him for the emotional emptiness that that clear sight forced upon him. Instead of honor and pity, Mr. Anderson offers only condemnation and, at times, contempt. And, of course, a very bad play.

The cast, with the exception of Mr. Muni himself, has quite a bit of trouble with the author's flowing periods, with even so experienced a trouper as Harold Johnsrud, as the father, succumbing occasionally and grinding out lines according to sound rather than meaning. Frederic Tozere is sufficiently ominous as the gangster, Ralph Theodore is sufficiently sleazy as the sheriff, and nice work is contributed by various of the minor players, including Charles Ellis, James Gregory, Crahan Denton, Richard Cowdery and Carl Malden. Uta Hagen, as the girl, gives a mannered performance and uses a highly annoying accent that is, since Miss Hagen is American, somewhat inexplicable.

The customers applauded long and loud on second night, but it is to be suspected that they were cheering, not Mr. Muni in *Key Largo*, but Mr. Muni in *Pasture, The Good Earth, Zola* and *Juarez*.

Review Percentages

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

"I Know What I Like"—31%

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

"New Pins and Needles"—94%

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

NO: None.
 NO OPINION: Gould (Times).

"Key Largo"—44%

YES: Whipple (World-Telegram), Lockridge (Sun).
 NO: Brown (Post), Winchell (Mirror), Anderson (Journal-American).
 NO OPINION: Mantle (News), Atkinson (Times), Watts (Herald-Tribune).

"Farm of Three Echoes"—56%

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

*No opinions also include reviews that favored the cast's performance but disliked the play itself.

"Mornings at Seven"—44%

YES: Mantle (News), Lockridge (Sun).
 NO: Watts (Herald-Tribune), Brown (Post), Anderson (Journal-American).
 NO OPINION: Whipple (World-Telegram), Coleman (Mirror), Atkinson (Times).

"Swingin' the Dream"—44%

YES: Chapman (News).
 NO: Watts (Herald-Tribune), Whipple (World-Telegram).
 NO OPINION: Atkinson (Times), Lockridge (Sun), Coleman (Mirror), Anderson (Journal-American), Brown (Post).

From Out Front

By EUGENE BURR

The idolators of William Saroyan rush to his defense so persistently that they make one wonder whether they are trying to convince themselves. Among such idolators are, of course, Mr. Saroyan himself and Brooks Atkinson, of *The Times*, and both deployed in defense positions recently, Mr. Saroyan in *Theater Arts Monthly* and Mr. Atkinson in a Sunday article in his own paper. The Saroyan tidbit is so silly—and the writing of it is so fantastically bad—that it practically proves every point made by those who think Saroyan merely a large and rather tattered segment of inflated whale blubber. Mr. Atkinson at least writes English—but it is to be feared that his defense does no good either to Mr. Saroyan or to himself.

As usual, Mr. Atkinson's argument is based chiefly upon two major points—Saroyan's magical, magnificent sympathy with humankind that infuses his characters with love and an attempt to justify formlessness in play construction. Since the first is, of course, the more important, it had better be considered at the start.

Says Mr. Atkinson, proving the magic of Saroyan's purity of heart, "In spite of certain superficial resemblances his characters resemble no other characters under the sun." And there we have the crux of it. If Mr. Saroyan were writing a fantasy his characters could be as fantastic as he pleased, but if we are asked to honor his play because of its attitude toward humanity, it must at least have something human in it. It hasn't; the Saroyan characters are lopsided cartoons, having no more relation to humanity than so many illustrations out of *Alice in Wonderland*. And, surely, you can hardly express great sympathy for or understanding of a character simply by wringing that character beyond all human recognition. If Mr. Saroyan's love for his waterfront bar-flies had been real he would have presented them with a full recognition of their foibles, of their cankers and sores and still made us love them. That can be done. As a matter of fact, it is being done at the present moment in Sidney Kingsley's *The World We Make*, a beautiful play in which the glory of a love for mankind rises out of a knowledge of the twisted shapes in which true humanity is found. Mr. Saroyan's asinine and stylized puppets, on the other hand, are merely the devices of a poseur.

A man must take the trouble to know people before he can sympathize with them sincerely.

It is this utter insincerity of Saroyan's that makes me distrust and despise his so-called "humanity"—and it is proven very obligingly by Mr. Atkinson, with an assist from Saroyan himself. Mr. Atkinson, clinching his point, quotes from Saroyan's *Theater Arts* article ("I mean to behave freshly and spontaneously and supernormally") and then goes on to praise spontaneity. Perhaps Mr. Atkinson or Mr. Saroyan can explain how anyone can mean to live spontaneously. The essence of spontaneity is, of course, the absence of a thought-out plan. If you plan to live without a plan you are being precisely the phony that I consider Mr. Saroyan. If he means to live supernormally, then his super-normality is the product of self-conscious intention and proves devastatingly that he is insincere.

Messrs. Atkinson and Saroyan have made my point better than I could ever have hoped to.

As for the defense of formlessness it is based chiefly on a quotation from George Bernard Shaw. Claiming that Shaw's *Candida* "represents the well-made play to perfection," Mr. Atkinson quotes the bearded buffoon as saying, "A play should never have a plot, because if it has any natural life in it it will construct itself, like a flowering plant, far more wonderfully than its author can consciously construct it."

Even aside from the fact that this presupposes "natural life" (something of which the Saroyan play possesses not an iota), the whole quote appears like typical Shavian folderol. Despite Mr. Atkinson, *Candida* is anything but a perfect well-made play; it is about as incompetent an example of the well-made play form as could possibly be conceived and, the space forbids it at the moment, I'll gladly attempt to construct a well-made play and, in typically Shavian manner, he sought to rationalize his own inability—just as any incompetent seeks to defend his own incompetence, just as literary poseurs unable to write poetry sought to ration-

(See FROM OUT FRONT on page 16)

CENTER

Beginning Wednesday Evening, Nov. 29, 1939

SWINGIN' THE DREAM

A musical variation of Shakespeare's "A Midsummer Night's Dream," with book by Gilbert Seldes and Erik Charell, music by Jimmy Van Heusen, and lyrics by Eddie de Lange. Settings designed by Herbert Andrews and Walter Jagemann, after cartoons by Walt Disney. Settings built by T. B. McDonald Construction Co. and painted by Triangle Scenic Studio, Oden-Waller and Studio Alliance. Costumes designed by Herbert Andrews, and executed by Veronica Stage Costumes, Eaves Costume Co. and Brooks Costume Co. Production staged by Erik Charell. Dialog staged by Philip Loeb. Dances staged by Agnes de Mille. Jitterbug dances staged by Herbert White. Choir directed by Lyn Murray. Musical director, Don Voorhees. Vocal arrangements by Lyn Murray. Orchestrations by Phil Wall, Herb Guigley, Ardon Cornwell and Fletcher Henderson. Press agents, Richard Maney and Henry Senber. Stage manager, Johnny McCahill. Assistant stage managers, Franklin Heller and Goetz Van Eyck. Presented by Erik Charell (in association with Jean Rodney).

Gardeners, Servants and People From the Governor's Plantation.....The Ensemble
 Major Domo Herman Green
 Theodore, Governor of Louisiana.....
 Joseph Holland
 Polly, His Fiancee.....Ruth Ford
 Crimson, Her Friend.....Cathryn Laughlin
 Egbert, Cousin of Theodore.....George LeSoir
 Gloria, Egbert's Daughter.....Eleanor Lynn
 Cornelius, First Secretary to the Governor.....Thomas Coley
 Alexander, Second Secretary to the Governor.....Boyd Crawford
 Helena, Gloria's Cousin.....Dorothy McGuire
 Starveling, the Tailor.....Nicodemus
 Quince, the Midwife.....Jackie Mabley
 Snug, the Cleaner.....Gerald de la Fontaine
 Snout, the Steeplejack.....Troy Brown
 Flute, the Iceman.....Oscar Polk
 Bottom, the Fireman.....Louis Armstrong
 Peaceful Pearl, the Cook.....Alberta Perkins
 Puck.....Butterfly McQueen
 First Pixie.....Vivian Dandridge
 Second Pixie.....Dorothy Dandridge
 Third Pixie.....Etta Dandridge
 Titania, Queen of the Pixies.....Maxine Sullivan
 Drummer Boy.....Sunny Payne
 Oberon, King of the Pixies.....Juan Hernandez

THE BENNY GOODMAN SEXTET: Benny Goodman, clarinet; Lionel Hampton, vibraharp; Fletcher Henderson, piano; Charles Christian, guitar; Arthur Bernstein, bass; Nick Fatool, drums.

BUD FREEMAN AND THE SUMMA CUM LAUDE: Bud Freeman, saxophone; Max Kaminsky, cornet; Peewee Russell, clarinet; Eddie Condon, guitar; Brad Gowan, valve

trombone; Dave Bowman, piano; Sidney Catlett, drums.
SPECIALTIES: Bill Bailey, dancer. The Dandridge Sisters, Dorothy, Etta and Vivian. The Rhythmettes, Alberta Perkins, Cora Parks, Anna Mae Fritz. The Deep River Boys, George Lawson, Harry Douglas, Vernon Gardner, Edward Ware.

ENSEMBLE—Singers: Jean Daniels, Laura Duncan, Ethel Harper, Ersalyn Hayes, Irene Johnson, Gladys Madden, Josephine Ortego, Belle Powell, Muriel Rahn, Winnie Scott, Carol Wright, Jessie Zackery; Warren Coleman, Harry Douglas, Charles Ford, Vernon Gardner, John Garth III, George Lawson, Emmett Mathews, George W. Nixon, Kelsey Pharr, James Sparks, Edward Ware, Charles Willis.

DANCERS: Clemie Collinwood, Muriel Cook, Edith Hurd, Lawaune Kennard, Cleo Law, Lora Pierre, Ruby Richards, Naomi Waller, Bernice Willis; Frank Bell, Al Bledger, Anthony Fleming, King Johnson, Martin Logan Jr., Ray Saunders, Ollie Simmons, Lloyd Storey.

JITTERBUGS: Dottiema Johnson and Frank Manning, Beatrice Elam and George Greenidge, Wilda Crawford and William Downes, Joyce Boyd and Joseph Daniels, Wilhelmina Moore and Billy Williams, Anne Johnson and Thomas Lee, Norma Miller and Thomas Washington, Lucille Middleton and Joe Riddick, Emily McCloud and Samuel Pierce, Frances Jones and James Outlaw, Hilda Bess and Richard Bess, Joyce James and Leroy Jones, Arlyne Evans and Lonnie Jenkins.

CHILDREN: Alice Coles, Elizabeth Dozier, Eddie Edwards, Hazel Ferguson, Celestine Fuller, Priscilla Richshard; Raymond Harrison, Clifford E. Johnson, Elwood Robinson, Herbert Sumpter, Sylvester Taylor, Randolph Willis.

Place: New Orleans (The Athens of the Southland).

Time: About 1890 (at the Birth of Swing).

ACT I—The Governor's Summer Residence. ACT II—Scene 1: Voodoo Wood. Scene 2: Same as ACT I.

Swingin' the Dream, which Jean Rodney and Erik Charell brought to the mammoth Center Theater Wednesday night, is based on an amusing idea—the idea of modernizing and mildly kidding Shakespeare's *A Midsummer Night's Dream* (which is an atrocious play anyhow) by changing the locale to New Orleans in the 1890's, making the court characters high-ranking whites, making the clowns and fairies Negroes, and setting the whole to a background of swing. There was certainly nothing wrong with that; it did not set out to mutilate and bastardize a classic, as the swing *Mikados* did last spring, but merely to take an old play and use it as the basis for something entirely new, fresh, spontaneous and sprightly. At least that, I gather, was the idea. But by the time Mr. Charell, the director, got thru with it, there was nothing left but spectacle and swing. They don't mix, and they do crowd out the original concept.

When you have the idea you also have a synopsis of the plot—for you surely don't have to be given an outline of *A Midsummer Night's Dream* after all the trouble Max Reinhardt went to out in Hollywood a few years ago. The palace becomes the mansion of the governor, the forest becomes a voodoo wood, the messy plot is straightened out into double-quick tempo, and much potential humor is injected by changing from Shakespearean idiom to modern and by ringing in lines from other classics that range all the way from

Hamlet to Iolanthe. All of which would be excellent—provided it were staged so as to keep moving quickly. But it isn't. Much of the swing stuff, which might have helped tremendously, is used merely to slow things down; the dances, which are bound to play an important part, are unimaginative and seldom effective; and the clown scenes from the original play, which take up a large part of the running time, are paced slowly and are delivered by a group of usually capable Negro performers who are obviously ill at ease in their new medium. None of which does much to help. You end by waiting thru the dialog for the next swing session and then wondering why you couldn't have the same thing at home on the phonograph.

The cast is heavy with top swing names, and that too, excellent as it may be in individual cases, does the production as a whole no good, for it turns what should have been a smooth and easy pace into a series of widely spaced personal appearances. Benny Goodman is on hand with his marvelous sextet, sending this spectator into a rapt coma of delight—but, believe it or not, Mr. Goodman never appears on the stage. His efforts are kept to appearances on the ramp, and are used merely to interrupt the stage action. Louis Armstrong, one of this reporter's particular favorites, is also present with his all-but-unbelievable trumpet virtuosity; but Mr. Armstrong is without his band, and is forced to play Bottom, a chore he performs with affability and courage but in a voice that is all but inaudible. Maxine Sullivan is lovely as Titania, but, despite the fact that she has several numbers, she is never given a real chance to get in the groove. Bud Freeman and his six assistants of the Summa Cum Laude blare out magnificent rhythms, but are allowed to do so only before the curtain goes up. The Dandridge Sisters (particularly the one in the middle) are decorative, but their singing is held to a few brief spots. And so it goes, *Swingin' the Dream* is an orgy of wasted talent.

There are, however, some excellent individual performances. In the clown sequences, Nicodemus offers appealing drollery, Oscar Polk is always amusing, and a large lad named Troy Brown displays comic ability of a high order and one of the most lugubriously expressive faces I have ever seen. Bill Bailey does some nice tapping; Butterfly McQueen is, as ever, a thoroughly amusing sprite as Puck, and Juan Hernandez gives a polished and altogether fine performance as Oberon.

In the white section of the cast almost all the players are valiant too, with

Joseph Holland, Catheryn Laughlin, Dorothy McGuire and Boyd Crawford all rating mention. But particular mention should go to Eleanor Lynn, who does a really outstanding job as one of the lovers, bright, gay, charming and beautifully pointed.

Jimmy Van Heusen's special music is adequate, and many of the individual musicians in the various swing combinations deserve special mention of their own. That of course includes Lionel Hampton, that magnificent artist, playing vibraharp and drums in the Goodman outfit, and Sidney Catlett, drummer of the Freeman crew. Also rating a rave is the large pit crew under the baton of Don Voorhees. In the midst of all this topnotch competition it holds its own with ease, and unleashes a brass section that is an unqualified delight.

Swingin' the Dream is still a good idea, but Mr. Charell should have decided whether he wanted to do a musical burlesque of Shakespeare, like *The Boys From Syracuse*; a large, dull spectacle, like *White Horse Inn*; or a Carnegie Hall swing concert. He can't do all three at once.

HUDSON

Beginning Friday Evening, November 24, 1939

I KNOW WHAT I LIKE

A comedy by Justin Sturm. Directed by Auriol Lee. Settings designed by Donald Oenslager, built by William Kellam, and painted by Robert Bergman. Statue designed by Westbrook Pegler and built by Harry L. Gebhardt. Gallery paintings by Don Freeman. Press agents, Theron Bamberger and Marian Bryam. Stage manager, Frank Brown. Presented by T. Edward Hambleton and Richard Skinner.

Thurston	Doe Doe Green
Miss Steel	Virginia Chauvenet
Mr. Holden	Gage Clarke
Sir Arthur Keswick	Reynolds Evans
Karl Hedstrom	John Beal
Sandra Page	Helen Claire
Heming	Frank Brown
Lerner	William Hansen
Rita	Halla Stoddard
Harvey Van Ingen	Edmund George
Charles	Edward Bradley

ACT I—Scene 1: Holden's Art Gallery. A Monday Morning in April. Scene 2: Karl's Studio. Monday Afternoon. ACT II—Karl's Studio. Wednesday Afternoon. ACT III—Sandra's Home. Thursday Afternoon.

If there's tragedy instead of comedy on the stage of the Hudson Theater, where Justin Sturm's *I Know What I Like* opened last Friday, the chief villain of the piece is Auriol Lee, the director. Mr. Sturm, who is an artist rather than a playwright, was perpetrating his first drama, and it was only to be expected that some sort of retouching would be in order. It was certainly in order, but it never occurred—and the result is that a potentially

FROM OUT FRONT

(Continued from page 15)

alze the easy and ridiculous abortion known as free verse. Coming from a competent dramatist, a defense of formlessness might have meant something; coming from Shaw it means no more than a defense of Nazi-ism that emanates from Berlin.

Earlier, Mr. Atkinson tries to confound those who claim that *The Time of Your Life* is not a play at all. "I know it is a play," he says, "because I saw it in a theater with actors playing the parts of imaginary characters—which is always a hint to the judicious." Reasoning in the same vein, I know that the doggerel verses of Mrs. Julia Moore (who has come down in history because of the unconscious humor of her abysmal lines) are poetry, because I have seen them in a book, printed in lines of uneven length.

Incidentally, analogies from poetry have been brought in because Mr. Atkinson uses poetry for what he seems to think his clincher. "Not everything," he says, "can be expressed in set form. Shelley's *To a Skylark* could not be written in the form of a rondeau, for it is lyric expression in the realm of pure poetry and the emotion has to govern the form."

Of course the emotion has to govern the form—but that has nothing whatsoever to do with a defense of formlessness. Obviously, *To a Skylark* couldn't have been written successfully as a rondeau, but in order to write it successfully Shelley employed another form that is just as rigid and just as difficult; if anything, a rondeau is the easier of the two, if you're willing to take the word of sad experience. Mr. Atkinson is perfectly right in saying that the emotion must govern the form, but by claiming that different emotions must use different forms, he seems to think that he is justifying no form at all.

He's being, I'm afraid, just a little bit silly.

In this connection it might be well to quote from one who is, as even Mr. Atkinson may possibly admit, a greater authority than Shaw—George Santayana, one of the few truly great philosophers of the post-Hellenic era. In that section of his monumental *Life of Reason* that is called *Reason in Art*, Santayana says:

"It is no marvel, when art is a brief trunancy from rational practice, that the artist himself should be a vagrant, and at best, as it were, an infant prodigy. The wings of genius serve him only for an escapade, enabling him to skirt the perilous edge of madness and of mystical abysses. But such an erratic workman does not deserve the name of artist or master; he has burst convention only to break it, not to create a new convention more in harmony with nature. His originality, tho it may astonish for a moment, will in the end be despised. . . .

"Art, in its nobler acceptance, is an achievement, not an indulgence. That the artist should be eccentric, homeless, dreamful may almost seem a natural law, but it is none the less a scandal. An artist's business is not really to cut fantastic capers or be licensed to play the fool. His business is simply that of every keen soul to build well when it builds, and to speak well when it speaks. . . . And the joy of his great sanity, the power of his adequate vision, is not the less intense because he can lend it to others and has borrowed it from a faithful study of the world."

Yet, of course, we should all honor Mr. Saroyan, that magnificent apostle of modern art, because he proves his artistry by announcing that he is setting out to live supernormally.

charming and amusing comedy seems coy and cloying, with its players paced in a manner perfectly calculated to get a minimum effect from the lines. Even despite these somewhat serious drawbacks, however, *I Know What I Like* manages to emerge as an innocuous and mildly amusing bit of horseplay that is the proud possessor of a really splendid performance.

The performance in question comes from John Beal, who is saddled not only with the part of a very young and very artistic young artist, but also with an assortment of lines that can only be described as slightly pily. Faced with this problem Mr. Beal turns in a standout job, not only making you accept the young artist, but actually making you like him. I know that it practically a cause of mayhem to apply that presently dishonored adjective, "charming," to a man; but Mr. Beal's job is charming in the best (and only good) sense of the word. He is youthful without being offensive, naive without being dumb, and carefree without being silly. And it is a job done, so far as can be seen, without any great help from the director.

The play is about the very young artist who meets and falls in love with a society girl who has paid an unscrupulous art dealer \$20,000 for an El Greco. The girl falls for him, too, but she's engaged to a banker; and when the young artist finds that out he agrees to paint the spurious El Greco for the art dealer, never realizing that the victim of the hoax will be his own light o' love. When he does find out (in the worst possible circumstances for himself), the girl simultaneously discovers that she has at last found a man she is willing to forgive for anything. So, since his motives were pure—or at any rate purely childish—she falls into his arms.

There's really not enough play there to round out the evening, a deficiency Mr. Sturm attempts to overcome by filling in with dialog. Some of the dialog is gay and charming and very amusing, much of it gives promise of a potential high-comedy gift—and some of it is downright elfin. The latter should have been pruned out during the rehearsal period, and the rest should have been pointed up; instead, the play was allowed by the direction to slither down to the stage floor and stay there.

Helen Claire, as the girl, seems understandably unhappy over the situation in which she finds herself, but comes thru gallantly none the less. Gage Clarke is suavely evil as the unscrupulous art dealer; William Hansen does a pleasant job as a WPA sculptor, and Halla Stoddard, as an incidental model, displays eclat and elan (among other things) while remaining on the stage, thruout long periods of dialog, clad only in the scantiest of scanties.

Domnating a couple of the scenes is ponderous statue designed by Westbrook Pegler, the columnist. At least, in their mutual exchange of crafts, Mr. Sturm has outdistanced his confrere by a tidy margin.

"Road" Girardeau Sellout

CAPE GIRARDEAU, Mo., Dec. 2.—Tobacco Road, with the John Barton cast, continued its triumphant tour thru the Midwest on its fourth Coast-to-Coast tour by completely selling out for two performances here. With ducats peddling at \$1.68 and \$1.12, Manager Roy Cato of the Broadway Theater announced that the entire house had been sold out for the evening and matinee performances November 21.

BROADWAY RUNS

Performances to December 2, Inclusive.		
Dramatic	Opened	Perf.
Farm of Three Echoes (Cort)	Nov. 28	7
I Know What I Like (Hudson)	Nov. 24	11
Key Largo (Barymore)	Nov. 27	8
Ladies and Gentlemen (Beck)	Oct. 17	56
Life With Father (Empire)	Nov. 8	30
Little Foxes, The (National)	Feb. 15	334
Man Who Came to Dinner, The (Music Box)	Oct. 16	56
Margin for Error (Plymouth)	Nov. 3	35
Morning's at Seven (Longacre)	Nov. 30	4
Philadelphia Story, The (Shubert)	Mar. 28	287
See My Lawyer (Biltmore)	Sept. 27	78
Skylark (Morosco)	Oct. 11	62
Time of Your Life, The (Booth)	Oct. 25	46
Thunder Rock (Mansfield)	Nov. 14	23
Tobacco Road (Forrest)	Dec. 4 '33	2549
World We Make, The (Guild)	Nov. 20	16
Musical Comedy		
Hellzapoppin (Winter Garden)	Sept. 22 '38	505
Pins and Needles (Windsor)	Nov. 27 '37	872
Scandals (Hollywood)	Aug. 28	112
Straw Hat Revue (Ambassador)	Sept. 29	75
Streets of Paris, The (Broadhurst)	June 19	192
Swingin' the Dream (Center)	Nov. 29	6
Too Many Girls (Imperial)	Oct. 18	54
Very Warm for May (Alvin)	Nov. 17	19
Yokel Boy (Majestic)	July 6	172

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AGENTS ORGANIZE--AGAIN

Hunt Non-Licensed Small-Town Agents In Illinois State

CHICAGO, Dec. 2.—Under the guidance of W. Frank Walkowiak, chief inspector of the Private Employment Agencies, Department of Labor, a drive is under way to license all talent agencies in Illinois. While Chicago agencies are licensed almost 100 per cent, offices in small towns have been operating without licenses.

Moe R. Price, assistant inspector, recently returned from a trip covering several places and licensed a couple of offices in Bloomington and Champaign. Walkowiak will take in Danville this month for similar duties. Out-of-Chicago agents, according to the Employment Agencies office, hold American Federation of Musicians' licenses and have been under the false impression that they are exempt from State regulations.

Stevens Point Cafe Opens

STEVENS POINT, Wis., Dec. 2.—Belmont Cafe staged its opening November 15 and 16, with Benny Graham and his orchestra featured.

Private New Year's Eve Dates Promise Plenty for Acts, Bands

(Continued from page 4)

modation" at the last minute. Bookers claim they will be able to live up to all of the guarantees they make this time.

Club bookers here also expect a big holiday booking schedule, despite the fact that the curfew that exists in most parts of the nation will not be effective in New York City.

Local night club owners are still up a tree on policy for what they hope will be a good spending night, because last year most of the niteries came out second best. Some night clubs are going to try celebrating a double New Year's Eve, beginning on Saturday night and winding up Monday morning, but for the most part they'll be satisfied to get them in Sunday night.

Night club prices will not top last year's, and in many cases, for the first time, clubs will drop the cover charge.

Down in Greenwich Village, which attracts a lot of people for that one night, niteries owners are phoning each other to decide on a basis for the price policy. Ben Collada, owner of El Chico, is taking the lead among the Village operators to get them to pool their budgets on cooperative ads in the newspapers to urge spending New Year's Eve in the Village.

Night club owners expect better patronage thruout the evening because only a few legit shows will be running that night.

CANTON, O., Dec. 2.—The New Year's Eve liquor lid in Canton won't be lifted this year because it falls on Sunday night, Mayor Ed S. Folk has informed night club and cafe operators. Mayor Folk said liquor dealers had requested they be given permission to open their places for sale of liquor Sunday, December 31, at 6 p.m., and remain open past dawn of the New Year. The request was refused.

Under the present city ordinance, liquor sales must stop December 31 at 1 a.m. No further sales will be permitted until 5:30 a.m. January 1.

The ruling, night club operators claim, will prevent any New Year's Eve celebrations other than in private clubs.

WILKES-BARRE, Pa., Dec. 2.—Local taproom, night club and hotel owners are steamed over the State Liquor Control Board ruling on the matter of New Year's Eve. State law prohibits sale of liquor and playing of music in a licensed place on Sunday. Operators were hoping that the law would be relaxed, since New Year's Eve falls on a Sunday night. However, they received a severe jolt from Clyde E. Smith, enforcement chief of the liquor control board, with the statement that there can be no relaxation of the law. Thus, liquor dispensaries will have to shut off sales as usual at midnight,

Russian, But Non-Political

NEW YORK, Dec. 2.—The Kretchma, while Russian in atmosphere, is making clear in its publicity that the new show concerns itself with Czaristic Russia solely.

The vocalist, Nadia Mirova, is doing a medley of French songs as tribute to her four brothers who are fighting for France on the Western front.

Business Slump In San Francisco

SAN FRANCISCO, Dec. 2.—Clubs here failed to cash in at \$5 tops on "Big Game" night (Saturday), a traditional yearly revel for alumni of the University of California and Stanford.

Club Moderne, Music Box and the Persian Room of the Sir Francis Drake Hotel were far from filled. Best of the spots at \$3.50 bait, and doing a good business, were the Bal Tabarin and Royal Hawaiian.

A general letdown is evident, with club owners blaming slump on waterfront strike and exposition's closing, which had prolonged summer season.

Saturday, December 30, and may not open their bars again until 7 a.m. the following Monday, New Year's Day.

Thus, the spots are out, with only private parties and private clubs able to celebrate the start of a new year.

SCRANTON, Pa., Dec. 2.—Faced with the State law which prohibits sale of intoxicants on Sunday, a number of Lackawanna County retail liquor dealers have been considering a plan to sell tickets in advance to cover New Year's Eve parties. This would be in conformity with the ruling on clambakes and outings, it was pointed out, but the dealers are understood to be awaiting definite legal advice on the proposal for fear the plan would not conform with the law.

A number of hotel owners feel that the Pennsylvania order will drive hundreds of celebrators from Scranton to near-by Binghamton, N. Y., where the Sunday closing order is not in effect.

PITTSBURGH, Dec. 2.—Theater managers are working up plans for what they anticipate will be a bang-up New Year's Eve business, while night club and hotel managers wailed the blues louder than ever over the State Liquor Control Board that bans entertainment, music and liquor sales in public places.

Most theaters are scheduling extra-size shows to begin at 12:01 a.m., January 1, believing that the week-end entertainment layoff will ripen customers.

Chief beneficiaries of State ruling are expected to be private clubs, where entertainment and drinks are allowed. District Superintendent J. F. Kern, of liquor board, has publicly dropped a hint that law will not prevent "individuals from gangling together to hire a hotel room or suite for a party."

PHILADELPHIA, Dec. 2.—Local niteries may take advantage of a loophole in the State liquor code in order to remain open after midnight on New Year's Eve. Plans are being studied to have entire clubs taken over by organizations. By that method, they reason, they will be able to remain open legally that night. The club operators began studying the plan when the Philadelphia district supervisor for the State Liquor Control Board, J. D. Garreau, issued a statement saying that there was nothing in the law to prevent celebrants from hiring private dining rooms in hotels and bringing in a carload of their own liquor if they wanted to.

Club owners feel that the same privileges would apply to them. The strict interpretation of the law would result in a loss to the clubs of more than \$1,000,000.

This Time To Deal With AGVA; Consider License Form Unjust

NEW YORK, Dec. 2.—An agents' association to end abortive agent associations and to protect the artist representatives in their relations with actor unions, in particular the American Guild of Variety Artists, got off to quick start Thursday (23) when 40 of the 70 who attended an open meeting called by I. Robert Broder, attorney, at the Hotel Edison, filed membership applications and appointed a steering committee to prepare the constitution and by-laws and determine the exact nature of the new body. Meeting approved the title of Artists' Representatives' Association and denied any intent to fight the union. Organization's aim immediately is to strengthen position of the agents in negotiations for licenses from AGVA.

In opening the session Broder pointed out again the terms of the present license contract preferred by AGVA, which he interpreted as unjust to the agents, and then reminded them that unless they could command more respect from the union now they would find themselves on the same spot as legit agents who, he contended, are at the mercy of Actors' Equity Association. Possibility of Screen Actors' Guild extending its licensing policy in the East within the next 10 days, it was pointed out also, made it imperative that the agents band together quickly for a permanent organization to represent them.

Until the Associated Actors and Artistes of America succeeds in establishing its much-talked-about one big actor union, Broder explained, agent organizations would have to be broken up into fields comparable to the division in the actor unions. Further, since it was too late now for legit agents to do much about uniting against Equity and since agents in Hollywood had their own guild to deal with SAG, the proposed organization had better confine itself to problems in the variety field, which the actor unions have not yet tied up.

Dissenting points of view on this brought arguments that scope of group should include all types of bookers and agents so that they might shift from one field of activity to the other without inconvenience. View on this side is that they can still salvage the radio and picture fields for themselves if organization is accelerated. Final disposition, however, was left in the hands of the committee, which will meet with Broder Monday (4) and have organization plan drafted and ready for presentation to membership at its meeting December 8.

In listing the weak features of AGVA's present licensing system, Broder declared that the agent body would have to "educate" the union because "the people who are running it don't seem to understand the language and problems of the variety field." According to the attorney, AGVA has already requested agents who accepted its licenses to submit their contracts for union approval. AGVA, he held, has been so tardy in supervising such contracts that

New Club Near Washington, D. C.

WASHINGTON, Dec. 2.—Opening of the Fiesta Room of the Del Rio Club was celebrated Wednesday (22) in great style, featuring five acts in addition to Max Zinder's Band. Previously a grill, bar and lounge, the Del Rio added a club-room. Spot is located at the Peace Cross in Bladensburg, Md.

Appearing there this week are the Dance Themes, Four Grand Four, Burton and Kaye, Nora Williams and emcee Walter Wayne. The Del Rio plans to use three acts regularly on a weekly basis. Acts booked from New York, according to Manager Herbert Sachs, but no definite agent has been selected yet. A permanent feature in the taproom will be Tony Ryan, blind pianist.

Max Zinder's five-piece orchestra is doubling from Loew's Capitol Theater here.

He Can Fool AGVA, He Claims—But Not Equity

NEW YORK, Dec. 2.—At a meeting of bookers and agents called by I. Robert Broder, attorney, for the purpose of establishing a permanent agent association, floor was thrown open to discussion of the need for an agent group to obtain better terms in licensing policies of the American Guild of Variety Artists. Nat Nazarro raised his voice to disagree with the chairman, Spoke Nazarro, who favored an anti-Actors' Equity unit: "This new union is no worry. I can change my contracts and fool AGVA, but I can't fool Equity."

booking dates covered thereby have come and gone, with the original agent losing out to competition from the nonlicensed.

Steering committee consists of Herman Bernie, Jesse Kaye, of Fanchon & Marco; Miles Ingalls, of Music Corp. of America; Joe Flaum, William Liebling, William Kent, Mark Leddy, Herman Citron, William Shilling, Phil Offin and Harry Kilby.

CHICAGO, Dec. 2.—First agency to lose business as a result of the local AGVA hotel and night club drive is Music Corp. of America, which has not made any application for an AGVA franchise. The union recently signed the Sherman Hotel, which was booked exclusively by MCA and now must do business with AGVA agents only. New show which opened in the hotel's Panther Room last night was set by David P. O'Malley, who has an AGVA license. On his last visit here J. C. Stein, MCA prez, met with Leo Curley, AGVA rep, but no agreement was reached.

In addition to the Sherman, AGVA signed the Chez Paree, Colosimo's and a couple of smaller niteries.

Two New Night Clubs in Buffalo

BUFFALO, Dec. 2.—The Showboat Cafe, formerly the Savarin, opened November 21 after some delay caused by incompleteness of redecorations and search for suitable band and talent. The event was given an unusual ballyhoo campaign. Interior settings resemble a ship's deck and colors are dominated by ocean blue and green. Joe Becker, owner and manager, will use a \$1 minimum during the week and \$1.50 weekends and holidays. First band to play the spot is Duke Dally's 14-piece outfit, with Paula Stone, vocalist. Opening show included Lane, Edward and Allen, song and dance comedians; Helen Brooks, blues singer; Guido and Eva, adagio ballroom team; Moran Brothers, comedians; Omar, singer; the Milray Dancers, 10-girl line. Al Davis stages the shows and Kitty Roth designs costumes. Publicity by Ray S. Kneeland.

The Hotel Markeen opened an intimate niterie room November 25, the Bonnie Briar Room. Opening featured Len Catalan and his Continental Band and Marie La Dare, accordion act. Larger shows may be added later. Ray S. Kneeland is the exclusive booker.

Hoodsport Club Reopens

HOODSPORT, Wash., Dec. 2.—Recently reopened is the Blue Ox, two miles north of here on the Olympic Highway, with Happy Harrison's seven-piece band. Edna Rae Shively, owner, staged the reopening.

Green Bay Club Shows

GREEN BAY, Wis., Dec. 2.—Rhodes G. Stathas has inaugurated nightly shows at his Acropolis Club here. Current program features Stan Stanford's music, Ebby O'Day, Ray Sugru and Stan Haskins.

Night Club Reviews

Cotton Club New Show Good; Armstrong, Sullivan Featured

The only big Broadway night club open at the moment, excepting the Diamond Horseshoe, Herman Stark's Cotton Club opened its new show Thursday (30) with the usual fanfare of guest stars and the Broadway mob crowding the tables.

The new colored show is excellent, considering the low prices the club charges, and is a bargain so far as patrons are concerned—but the show is not as good as some of the previous editions. Louis Armstrong and Maxine Sullivan, doubling from the show *Swinging the Dream*, are co-featured, but it is the comedy act of Stump and Stumpy that provided the greatest entertainment value. The only comedy turn in the show, the two youngsters took advantage of the opportunity and went to town with eccentric dancing, singing and comedy.

Miss Sullivan sang several tunes in her plaintive, smooth and extremely effective style which overcomes her voice's limited range. She sang *You're a Lucky Guy*, with Armstrong straightening, making it the outstanding new tune of the show, and returned to solo with *It's My Turn Now*, *Loch Lomond* and *Easy To Love*. She also did a *Shoe Shine Boy* number with Armstrong, whose gleaming teeth outshone the show's vast acreage of dental brilliance. Armstrong's foghorn singing and his outstanding trumpeting combined with his winning personality to put him over. He led the band in some hot playing of *Struttin' With Some Barbeque* and *What Is This Thing Called Swing?* His band has 14 men and a girl vocalist.

The eight tall showgirls, including a blonde, and the 16 chorines parade and dance in spiffy Frances Feist costumes designed by Veronica. The production numbers, staged by Clarence Robinson, are eye-filling and altogether pleasing. Handsome baritone Bobby Evans leads the dance numbers. He sings of his love for Bali, while the girls turn slightly Oriental for the moment, and then he solos with a snappy set of dance routines, returning to warble *Love's Got Me Down Again*. He's an ingratiating fellow. Then there's tenor Sonny Woods who won ap-

plause with a good voice and ordinary delivery.

Aland and Anise, good-looking young ballroom team, scored easily with lively acrobatic and musical comedy numbers, the girl being especially lovely. Vanessa Ammon did fancy stylized movements in the Bali number. Kaloha, exotic and tall, again held close attention with her rubber-bodied contortionistics, including her belly-heaving specialty.

As in all Cotton Club shows, a new dance is introduced and this time it's Shorty George, a cute number that probably won't become a craze, however. Music for the show by Cahn and Chaplin. The show's costuming is said to cost \$12,000, the highest in town for a night club.

Harry Sobol is still on the job as press agent. *Paul Denis.*

Blackhawk Cafe, Chicago

Joe Sanders and orchestra are back (their 12th engagement here) with relief from the recent barrage of swing. Boys remain until the first week in January, when Bob Crosby's Ork returns from the East. Sanders is a good showman in his own quiet way, fingering a piano commercially and singing pleasingly into the overhanging mike. He is of the neighborly variety, calling most of the regular patrons by their names and bringing out some of them on the floor to perform their pet specialties (at this viewing, Ransom Sherman, of NBC, displayed the result of his interest in magic).

The band dishes out conversational music and goes overboard on sentimental medleys, featuring the sharp, ringing voice of Adrienne, a new, youthful warbler. The band is danceable and altogether satisfying to the eardrums.

Shows are brief and light. Two acts, augmented by ork specialties, comprise the bills. Mid-evening session caught was opened by June Brooks, cute blond toe dancer, who interprets the Mexican hat number and exits to tune of *Darktown Strutter's Ball*. Adrienne follows with a couple of pops, which included *Would You Put That Down in Writing* and *Body and Soul*. On the floor the girl lacks polish, which more experience will undoubtedly bring out.

Bud and Sis Roberts, comedy acrobats, open in old-fashioned pilot suits with a fast whirl of tumbling tricks, and strip to formal attire for a nondescript hokum routine. Team is young and appearance presentable.

Johnny Duffy, at intermissions, plays simultaneous organ and piano music. Usually dedicates each number to some patron.

Minimum remains \$1.50 nightly (boosted to \$2.50 Saturdays). *Sam Honigberg.*

La Martinique, New York

This class spot has changed its show since last caught and now has, in addition to Dick Gasparre and Oscar de la Rosa and their respective orchestras, Elvira Rios, Latin American warbler, and Georgie Tapps.

Spot was caught at a disadvantage, it being a Monday night (27), altho biz was fairly good under the circumstances. Because of the six-day musicians' week, Gasparre's Band did not show that night.

Show is emceed by Dario, one of the co-owners (Ramon is his partner), Miss Rios starting off with her impressive tonsiling. She is a highly adept night club performer, with a style well tailored to intime work. However, what really got the customers stomping was Georgie Tapps' classy hoffology. He had to beg off, after doing a rumba, a conga, a take-off on a 1916 vaudevillian and several other tap routines. He's a superb hooper.

De la Rosa's Orchestra is a distinct asset and, even tho the group hasn't been playing for the shows, pinchhit well. Men turn out an infectious brand of Latin American music.

Catering to an upper bracket clientele, prices are high and the minimum is \$2 week days; \$3 Saturdays and holidays. Maraschino is host.

Press handled by Dorothy Kay and B. S. Bercovici. *Jerry Franken.*

Beverly Hills Country Club, Newport, Ky.

Beverly is still the top night spot in this part of the country, not only from the standpoint of sumptuousness, but for the patron looking for tasty cuisine and entertainment in a sporting atmosphere, and for the performer who'd rather play for money than peanuts. Glenn Schmidt, the club's youthful manager, expresses himself as highly satisfied with business for the current season, which began last March and which winds up New Year's Eve, when Beverly again folds for its annual two-month siesta.

Current floor layout doesn't quite stack up with some of the shows that have been here in recent months. Truly Juelson Girls (10), who returned here recently after a too long an absence, give the show a refreshing start with a novel routine to the ditty, *Scatterbrain*, sung by Rita-Ray, of the Gray Gordon ork.

Ray Parker, a somewhat mushy tho capable emcee, bows here to introduce Jeanne Blanche, a brunet lovely, who contributes some smart and intricate tap work. She was well received. Emsee Parker takes this spot to introduce his dummy, Porthole, for an unusual "ventriloquist" turn. Parker appears to be putting the words in Porthole's mouth, while controlling the latter's movements from a distance. Actually, however, a plant backstage does both. The turn has possibilities, but it is handicapped in its present form by weak material and the adult voice given to the dummy. Highlight is a mental routine, with Porthole answering the questions while Parker works the audience.

Sibyl Bowan, current headliner, registered well with her impersonations, altho take-offs here weren't as strong as some we've seen her do in the past. Offers first her carbon of Miss Schmorgasbord, Swedish prima donna, and follows with a cockney entry in an English bathing beauty contest; a weakly labeled "How Broadway Stars Are Born," winding up with her Amy Semple McPherson. Bowed to a strong hand and forsook an easy encore.

California Varsity Eight, with their brilliant vocal renditions of old and new songs, capped the evening's applause honors. The lads offered a sweetheart medley, a college medley, *Song of the Vagabonds*, *The Ranger Song* from *Rio Rita* and a Russian folksong, *The Slave*. Encored easily and could have remained on indefinitely.

Truly Juelson's Girls, whose appearance, wardrobe and training make them a valuable asset to the shows here, capped things with a military finale. Gray Gordon's Ork set the dancers afire with their Tic Toc Rhythm, besides playing the show scores in fine fashion. *Bill Sachs.*

Chatterbox, Pittsburgh

With an avowed intent of becoming a show band, Johnny Long's Orchestra has moved into this William Penn Hotel nitery with a terrific newspaper build-up, and delivers. Supported by the Arthur Murray dancers, Long's outfit needs only to add a few more display numbers

and more polish to get into the musical Big League.

The show is a combination of orchestration, solo and choral singing and the terpers. For so young an aggregation—average age is 25—the band's showmanship is nicely developed.

Emceed by Long, a personable, smiling emcee with a faint drawl that evidently wins the feminine customers at the kickoff, the bill opens with Helen Young and Paul Harmon dueting on *That Hat*, a novelty. Number two is Swede Nelson, backed by the band's singing, on *The Little Man*. The Murray team, Margaret Trusty and Charles O'Connor, follow with a brace of ballroom routines, the kind a patron might feel like doing if he had a few extra-curricular dancing lessons. With Long's introduction and a spotlight on an otherwise darkened floor, their turn has become more impressive than previously. Closer on the night caught was a band ensemble on *Carry Me Back to Ole Virginny*.

The entertainment's length depends on when the Mutual broadcasts are scheduled. Additional floor features are Collegiate Nights, Mondays; Fraternity Nights, Wednesdays, and Trillo, a musical version of Bingo, and so named by press agent Milton Karle because of Long's emphasis on trills in his arrangements. To be played every Friday, names of tunes supplant letters of the alphabet used in the corn-and-card version.

Show numbers interspersing dance numbers during the evening feature Miss Young, singing pop numbers in a voice that's almost contralto; solos by Nielson, Harmon and Jack Edmondson, and trio tunes by the men vocalists. Stressing sweet style, Long's arrangements by Ed Butler and Johnny Murphy throw in an occasional swing medley, sometimes break into a waltz, tango or rumba. If there is any identifying style, it might be considered the megaphoned clarinets punctuated by saxes.

Week days tariff is \$1 person minimum; Saturday and holidays, \$1.50 per.

Cozy despite its capacity of more than 400, and centrally located, this sub-lobby cafe has clicked where the 17th floor Chatterbox and special Italian Terrace failed to draw. *Morton Frank.*

Chase Club, Chase Hotel, St. Louis

Within the city limits hotel room entertainment predominates. There are a few small cafes, such as the Peanut Grove and Plantation Club, but only local and underpaid talent is on view. Across the State line in Illinois, the Brooklyn Club, spot using several Chicago-booked acts, is the lone competitor to cut in on the hotel trade.

Chase is on the top of the hostelry parade, changing bands—names and semi-names—around twice a month, and augmenting floor entertainment with well-known acts. Rated in the same classification are the Park Plaza, society spot, Jefferson and Coronado, all but the latter using bands and shows. Coronado concentrates on bands only, while the Kingsway limits budget to cocktail combinations (current attraction being the song team of Lita and Jerry Marsh).

Chase Club is a huge rectangular room seating around 900, with room for another 300 available on the terraced lobby, which is used only when business warrants it. Appearance of Veloz and Yolanda last two weeks in November necessitated the use of every space having floor visibility. Team attracted some of the best spenders hotel has had in years.

Shows, repeated twice nightly, included the dance team and talent from Bob Millar's Band. One of the newer com-

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There's—there's the Reason!

binations, it has plenty of rhythm and specialty talent. Millar, a la Eddy Duchin, is a piano personality, making a youthful appearance and pounding a commercial keyboard. Also passable as an emcee, handling the shows with admirable speed.

The orchestra opens the bill with a full arrangement of *Body and Soul*, followed by Jerry Shelton, the Veloz and Yolanda leader, who scores with a fine medley of blues songs played expertly on an accordion. While lacking in physical showmanship, he has more than enough of it musically.

Bob Finnell, trumpeteer, furnishes some comedy with explosive song satires of such ditties as *These Foolish Things Remind Me of You* and *A Tisket a Tasket*. Fairly funny.

Veloz and Yolanda close and again prove themselves to be the master salesmen of the dance. With service curtailed during their appearance and proper lighting and musical background furnished for each routine, act impresses as the best of its kind. While they have plenty of competition as dancers, not many teams can match them as personalities. Stayed on for several numbers and, among others, introduced their new tango in which they do some tricky lifts and turns.

Millar's vocalists during dance sessions include the attractive Judy Janis, who delivers the cute and swing variety, with capable Bob Hunter filling in sentimental pops.

New show Friday (1) includes Dick Jurgens' Band and Robberts and White, comedy dance team, followed December 23 by Joe Reichman and orchestra. Minimum is \$1.50 week nights and \$1.75 Saturdays. *Sam Honigberg.*

Panther Room, Sherman Hotel, Chicago

This pre-Christmas layout is not as important as other name band set-ups that have been packing this jitterbug hangout the last few months, but will serve the purpose until December 29, when Jimmy Dorsey's Band arrives as the first of the General Amusement orchestras sold by that office (others to follow are Artie Shaw's Band, which the management insists will arrive January 9; Woody Herman, March 8; Larry Clinton, April 8, and Glenn Miller).

Fats Waller's small combination is teamed on this return date with Jimmy McPartland's local seven-piece outfit. A 50-minute show, in addition, is presented three times nightly, making up a full, continuous program of entertainment.

Waller primarily is a showman, whether on the band stand or in the floor show. His piano work is individual and tailored for mass appeal. His cohorts co-ordinate on some real live, giving the 'teen age strutters the time of their life. McPartland's organization varies little from Waller's from the swing standpoint. In this case the leader heads the parade with a sharp trumpet, generously dispensing tunes of today and yesterday. Has a likable, youthful personality and the boys are right behind him with harmonious musical support.

Show is emceed by personable Bob Hopkins, impersonator, who thru a swell take-off of the Bing Crosby drawl introduces the acts. Some of his other impressions are clever, too, among them Ned Sparks, Joe E. Brown, Peter Lorre and Johnny (Scat) Davis.

Tommy Wilson, freak colored tapper, stays over with his Ripley specialty. With typical Negro enthusiasm, he sells a number on two tables placed side by side then lifts both of them with his teeth and struts on down. Also dances with a chair in his mouth and spins on the knee. The kids get a kick out of it.

Maurice and Betty Whalen, polished adagio pair, repeated their slow but beautifully executed number seen in a couple of other hotels recently. Appear-

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

HOLLACE SHAW—singer who is making her Broadway debut in *Very Warm for May*, Kern-Hammerstein musical now at the Alvin, New York. Has a remarkably lovely voice that she handles excellently. Tho there is still some work to be done on the middle register, that is merely a minor defect in a vocal instrument that is truly outstanding. A blond, Miss Shaw has a charming stage presence and should screen well.

For LEGIT MUSICAL

TAYLOR AND ALLEN — youthful and talented musical comedy dance team that has what it takes to fill a few bright spots in any book show or revue. Work is refreshing and routines are inventive. Caught at the 606 Club, Chicago, where despite the unusually small floor they executed intricate numbers with an abundance of grace and ability. Both are fine in appearance.

For NIGHT CLUBS

DOROTHY HARRISON — Negro rhythm singer in the new edition of *Pins and Needles* at the Windsor Theater, New York. Has stage presence and a sure knowledge of how to sock a number across for all that's in it. The two tunes she sings in the show are standouts in every way and she certainly rates professional engagements after her chores in the semi-amateur revue are finished.

ance is unusually youthful and work is thoroly refreshing.

Mardoni and a woman assistant do a good selling job of a magic and mental act. The man has a forceful delivery and predominates thruout the proceedings. Works with cards and zig zags among the tables asking questions of his blindfolded assistant.

Grisha and Brona, nude dancers, offer interpretive routines which at this showing included a gold fantasy, so called because of their gold-painted bodies. Their offering is original and of interest but is more fitting in properly atmospheric production numbers.

The hotel's jitterbug group closes the show with its usual inning of explosive exercises. Both the McPartland and Waller combinations show off during shows with special arrangements of popular tunes. Gloria Faye, attractive brunet, is McPartland's mike warbler.

Carl Marx still clowning around. Publicity handled by Howard Mayer. *Sam Honigberg.*

Pavillon Caprice, Netherland Plaza, Cincinnati

This smart modernistic sanctum, governed by the personable Maurice, continues as the town's only major hotel room operating on a full-time basis, with business since the opening six weeks ago showing a slight improvement over the same period last year. Thanksgiving week (F.D.R.'s) gave the spot the healthiest business to date, with receipts showing a slight let-down since, a natural trend for this time of the year when even the spenders who patronize this swank bistro feel the pinch of Christmas shopping.

Bernie Cummins, who brought his band in here a fortnight ago to succeed the Shep Fields crew, is given measurable credit for holding business to a satisfactory level. Cummins, who is mistaken-

ly credited with beginning his musical career here and generally looked upon as a local lad, has long been a favorite in the Cincinnati area.

Band, while boasting of nothing really outstanding, is a sound combo with a knack for knocking out danceable melodies for those who trip the light fantastic and suitable entertainment for those who merely sit, look and listen. Connie Barleau bears the burden of the warbling, and rates better than average. She makes a good appearance and sells her stuff with a zest. Walter Cummins is chief male soloist and does okeh in that role. Brother Bernie breaks out in song at intervals, too, with Chet James, trumpeter, contributing a rural comedy piece that gets over nicely.

Chief floor attraction is the team of Crawford and Caskey, versatile and youthful ballroomers who scored warmly here last season. Team, nicely groomed and radiating class, caught on with their initial offering, a tango, and followed with *Stomping at the Savoy*, a rumba, an Astaire novelty with Caskey in mask, winding up with a swiny *Flat-Foot Floogie*, all well received. Crowd appreciated their liberal attitude and sent them away with a smash hand. *Bill Sachs.*

Lula Belle, Scotty for Pic

CINCINNATI, Dec. 2.—Lula Belle and Scotty, former WLS Barn Dance features, who came here recently to take one of the leading spots in the WLW Boone County Jamboree, departed this week for Hollywood to begin work on a new Republic picture, tentatively labeled *The Village Barn Dance*. The WLW Boone County show, which has just concluded its second swing around the Warner Bros. and Chakeres houses in Ohio, has been drawing capacity houses to its regular Saturday night broadcasts and stage presentations at Emery Auditorium here the last eight weeks, with prices scaled at 25 and 40 cents.

TELEVISION AND ACTORS

(Continued from page 3) place. In keeping with recent experience, NBC has also decided definitely to ashcan "specialized programs" which appeal to classes rather than masses. Figuring tele as the toughest and

most brutal entertainment medium for artists, Hutchinson points out that they must in some ways be more capable than either radio, screen or stage players. This is true because there are no retakes—as in films—and because the medium is the most intimate of all fields. While a stage actor plays to a comparatively large theater and gallery, tele performers must be so good that they click performing "in your own parlor," Hutchinson said.

Legit has already proved its worth, as far as performers and the genre is concerned. Vaude, too, according to Hutchinson, has proved good tele timber—particularly variety which has "closeup" value. In general, visual and personality elements are paramount, so much so that in many instances these factors outweigh the talent in question. A singer, for instance, who might be successful in vaude or radio, will turkey on tele if she is just a good singer.

\$50 Average Pay, NBC Says

Regarding current employment on television, NBC has used about 175 artists a month since September. These people have been paid an average of \$50, which NBC figures comparable to wages in summer stock. While this is admittedly not much, Hutchinson points out that it is certainly helpful in view of existing theatrical employment conditions and feels that the talent unions should play along with the industry until it can be developed to where it will mean big money for talent. As Hutchinson put it, "Play along until NBC can take the load." In the event the unions are not careful on this score, they may force NBC to seek outside talent, it is argued. In the meantime, however, the artists are gradually building up to better salaries—some of them asking and getting more money for second and third shots.

When tele scales are finally drawn, Hutchinson figures the rates should vary for vaude, legit and other types of performers, the scale being commensurate with work done. Variety artists who do not have to learn lines and rehearse as extensively as legit artists, for instance, should be paid accordingly.

Material which has clicked thus far has been legit, variety as previously qualified, modernized illustrated lectures, outside pick-ups of sports and narrated adventure and exploration shows which are a combination of film and live talent. NBC feels it will also be able to develop a visual type of quiz, such as the spelling bee.

To The Billboard:

MANY thanx for your kindness and constructive criticisms which have been so beneficial to me in the past. May you always show the same interest in my work.

Sincerely

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MEDRANO AND DONNA
Offering Latin Character Dances
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New York

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(For Orchestra Routes, Turn to Music Department)

Acts-Units-Attractions Routes

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

EXPLANATIONS OF SYMBOLS

a—auditorium; b—ballroom; c—cafe; cb—cabaret; cc—country club; h—hotel; mh—music hall; nc—night club; p—amusement park; ro—road house; re—restaurant; s—showboat; t—theater.
 NYC—New York City; Phila—Philadelphia; Chi—Chicago.

Jemenez, Rosana (Royal Box) NYC, nc.
 Jewels, Five Juggling (Stanley) Pittsburgh, t.

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 For bookings address personal representative,
 Edith Solomons, 1560 Broadway, N. Y. C.

Johnson, Eleanor (Nappo Gardens) Chi, nc.
 Johnson, Lucille (Diamond Horseshoe) NYC, nc.
 Jonay, Roberta (Minnesota) Minneapolis, t.
 Jones, John Paul (Eden) Chi, re.
 Jones, Marion (State) Columbus, O., re.
 Joyce, Marian (Royal Box) NYC, nc.
 Joyce, Connie (Belmont Club) Miami Beach, nc.

K

Kalese, Joy (Thompson's 16 Club) Chi, nc.
 Kane, Pat (Ernie's) NYC, nc.
 Kaniho, Anna (Lexington) NYC, h.
 Karataka, Princess (Harry's New Yorker) Chi, nc.
 Karavaeff, Simeon (Russian Kretchma) NYC, nc.
 Karson, Maria, Musicales (Onesto) Canton, O., h.
 Kavanaugh, Kay (Cinderella Club) NYC, nc.
 Kayaloff, Volodin (Casino Russe) NYC, nc.
 Kay, Beatrice (Diamond Horseshoe) NYC, nc.
 Kaye, Pauline (Radio City) NYC, mh.
 Keith, Sally (Old Roumanian) NYC, nc.
 Keller, Greta (Algonquin) NYC, h.
 Kellogg, Lucille (Chevaliers) NYC, nc.
 Kelly, Bernice, Circus Revue: (Wabash, Ind., 4; Tipton 5; Frankfort 6; Delphi 7; La Fayette 8; La Porte 9.
 Kerr, Jack (Fourteen) NYC, h.
 King, Carol (Park Plaza) St. Louis, h.
 King, Charlie (Gay '90s) NYC, nc.
 Kirk, Lynn (Philadelphia) Phila, h.
 Knapp, Margie (Boulevard Tavern) Elmhurst, L. I., nc.
 Kowalska, Luba (New Russian Art) NYC, nc.
 Kretlow, Muriel, Girls (Hi-Hat) Chi, nc.
 Krupa, Gene, & Orch. (Buffalo) Buffalo, t.
 Kutley & Rankin (Silver Cloud) Chi, nc.
 Kyser, Kay, & Orch. (RKO Boston) Boston, t.

L

La Gitanilla (El Chico) NYC, nc.
 LaMarr, Jean (Ernie's) NYC, nc.
 LaMarr, Henry (Ambassador) NYC, nc.
 Lane, Teddy (Chi's) NYC, nc.
 Lane, Mary (Hi-Hat) Chi, nc.
 Lane, Loretta (Bertolotti's) NYC, nc.
 Lane, Francis (Royal Box) NYC, nc.
 Lane Bros. (Buffalo) Buffalo, t.
 Lane, Don & Betty (State-Lake) Chi, t.
 Lang, Wilson (Queen Mary) NYC, nc.
 Lani, Leo (St. Regis) NYC, h.
 Larrie, Bee (Hi Hat) Bayonne, N. J., nc.
 Laverne, Doris (Royal Box) NYC, nc.
 Lawlor, Terry (Famous Door) NYC, nc.
 Le Brun Sisters (Chez Ami) Buffalo, nc.
 Leach, Earl & Josephine (Bismarck) Chi, h.
 Lee, Bob (Wivel) NYC, nc.
 Lee, Virginia (Hi Hat) Bayonne, N. J., nc.
 LeMarr, Jean (Ernie's) NYC, nc.
 Leonard, Hazel (Roumanian Village) NYC, nc.
 Leonard, Eleanor (Paddock) Miami Beach, Fla., nc.
 Leonard, Eddie (Brown Derby) NYC, nc.
 Leonie (Hi Hat) Bayonne, N. J., nc.
 Lewis, Dorothy (St. Regis) NYC, h.
 Lewis, "Hank" Henry (Matteoni's) Stockton, Calif., nc.
 Lewis, Joe (Chez Patee) Chi, nc.
 Lewis Sisters (Mother Kelly's) Miami, Fla., nc.
 Lewis, Texas Jim (Village Barn) NYC, nc.
 Libuse, Frank (Diamond Horseshoe) NYC, nc.
 Lippich, Angelo (Vine Gardens) Chi, nc.
 Lit, Bernice (Silver Dollar Supper Club) Baltimore, nc.
 Little, Joe (Harrington) Canton, N. Y., h.
 Loel & Muriel (Atlas Gardens) Panama City, nc.
 Long, Nick, Jr. (Palmer House) Chi, h.
 Lopez, Maria Luisa (El Chico) NYC, nc.
 Lord, Carol (606 Club) Chi, nc.
 Lorraine, Billy (Gay '90s) NYC, nc.
 Los Rancheros (Weylin) NYC, h.
 Louise & Mitchell (Boulevard Tavern) Elmhurst, L. I., nc.
 Lozpo, James (Ambassador) NYC, h.
 Lum & Abner (Lyric) Indianapolis, t.
 Luren, Vicki (Hildebrecht) Trenton, N. J., h.
 Lynn & Marianne (Bertolotti's) NYC, nc.
 Lynn, Patricia (Pierre) NYC, h.
 Lynn, Royce & Vanya (Palmer House) Chi, h.

M

McConnell & Moore (McVan's) Buffalo, nc.
 McCurdy, Marsh (Thompson's 16 Club) Chi, nc.
 McFarland, George (Village Brewery) NYC, nc.
 McFarlane, Frank (La Marquise) NYC, nc.
 McGee, Truly, Girls (Beverly Hills) Newport, Ky., cc.
 McGuinniss, Hughie (Latin Quarter) Boston, nc.
 McKay, Sylvia (Oriental) Chi, t.
 McKaye, DeLloyd (Hickory House) NYC, nc.
 McKean, Barbara (St. Regis) NYC, h.
 McMahon & Adelaide (Tower) Kansas City, Mo., t.
 McMahon, Larry (Pastor's) NYC, nc.
 McNeil, Claudia (Black Cat) NYC, nc.
 MacArthur, The (Boulevard Tavern) Elmhurst, L. I., nc.
 MacDonald, Barbara (Whirling Top) NYC, nc.
 MacLean, Ross (Belmont Plaza) NYC, h.
 Mack, Jimmy (Kit Cat Club) Scranton, Pa., nc.
 Mad Russian (Albee) Cincinnati, t.
 Madison, Rudy (Ambassador) NYC, nc.
 Mae, Doris (Bismarck) Chi, h.
 Mangan Sisters (Diamond Horseshoe) NYC, nc.
 Mann, Peggy (Taft) NYC, h.
 Manners, Gloria (Radio Franks) NYC, nc.
 Manning, Otis (Mayflower) Jacksonville, Fla., h.
 Manno & Strafford (Adolphus) Dallas, h.
 Manor, Molly (Paddock Club) Chi, nc.
 Marcus, A. B., "La Vie Patee" (Minnesota) Minneapolis, t.
 Mardoni (Sherman) Chi, h.
 Marlene (Aurora) Aurora, Ill., h.
 Mario, Liana (Wakefield's Cafe) NYC, nc.
 Marlowe, Selma (Orpheum) Minneapolis, t.
 Marlynn & Michael (Rainbow Grill) NYC, nc.
 Marsh, Gloria (Jimmy Kelly's) NYC, nc.
 Marshall, Vivian (Radio Franks) NYC, nc.
 Martin, Frenchie (Ernie's) NYC, nc.
 (See ROUTES on page 56)

Abbott, Joan (Royal Palm Club) Miami, nc.
 Adler, Larry (Capitol) Washington, D. C., t.
 Ahearn, Will & Gladys (Riverside) Milwaukee, t.
 Alan & Anise (Cotton Club) NYC, nc.
 Alexander, Mentalist (Chez Patee) Luverne, Minn., nc.
 Allen, Roberta (McAlpin) NYC, h.
 Allen, Jack (Place Cafe) NYC, nc.
 Allen & Parker (McVan's) Buffalo, nc.
 Alma & Roland (Berghoff Garden) Fort Wayne, Ind., nc.
 Alpert, Mickey (Cocoanut Grove) Boston, nc.
 Andre, Janis (Paradise) NYC, nc.
 Andrea, Andree (Oriental) Chi, t.
 Andrews, Avis (Cotton Club) NYC, nc.
 Andrews Sisters (Buffalo) Buffalo, t.
 Arden, Eve (Colosimo's) Chi, nc.
 Armanda & Lita (Lookout House) Covington, Ky., nc.
 Armagond, Ramon (Pegasus Club) Rockleigh, N. J., nc.
 Armstrong, Maxie (Ernie's) NYC, nc.
 Arnez, Desi (La Conga) NYC, nc.
 Arnolds, Three (Roxy) NYC, t.
 Arrow, Margaret (La Salle) Chi, h.

B

Babette, Betty (Wakefield's Cafe) NYC, nc.
 Bachelors, Four (Biltmore) NYC, h.
 Baird, Bill (Silver Congo) La Salle, Ill., nc.
 Baker, Frank (St. Regis) NYC, h.
 Badley Sisters (Belmont Plaza) NYC, h.
 Balabanow Accordion Ensemble (Palace) Hamilton, Ont., t.
 Baldwin & Bristol (Bowery) Detroit, nc.
 Banks, Sadie (Old Roumanian) NYC, nc.
 Barbiera, Leah (Ambassador) NYC, nc.
 Barleau, Connie (Netherland Plaza) Cincinnati, h.
 Barry, Prince & Clark (Troc) NYC, nc.
 Bates, Lulu (Diamond Horseshoe) NYC, nc.
 Beachcombers, The (Grand Terrace) Chi, nc.
 Beasley, Ann (Penthouse) NYC, nc.
 Bell, Rex (Murphy's) Cleveland, nc.
 Bellet, Marion, & English Bros. (Chicago) Chi, t.
 Bell's Hawaiian Follies (Yale) Sapulpa, Okla., 5; (Orpheum) Okmulgee 6-7; (Coleman) Miami 8-9; (Tackett) Coffeyville, Kan., 10-11; (Fox) Joplin, Mo., 12-13; (Colonial) Pittsburg, Kan., 14-15, t.
 Belskaya, Sandra (Old Roumanian) NYC, nc.
 Berg, Alphonse, & Co. (Hi-Hat) Chi, t.
 Bessinger, Frank (Radio Franks) NYC, nc.
 Bishaw, Mapuana (St. Regis) NYC, h.
 Bishop, Fred (Gay '90s) NYC, nc.
 Blake, Gloria (Strand) NYC, t.
 Blakstone, Nan (Le Ruben Bleu) NYC, nc.
 Blanche, Jeanne (Beverly Hills) Newport, Ky., cc.
 Blair, Joan (Biltmore) NYC, h.
 Blaine, Dorothy (Bertolotti's) NYC, nc.
 Bob-O-Lyn Girls (El Dumbo) Chi, nc.
 Bob-Aire Trio (Roosevelt) Pittsburgh, h.
 Bond, Gertrude (Place Cafe) NYC, nc.
 Booth, Laura (Ernie's) NYC, nc.
 Bowan, Sibyl (Beverly Hills) Newport, Ky., cc.
 Bovard, Peggy (Ernie's) NYC, nc.
 Boyd, Harold, & Jigsaws (Minnesota) Minneapolis, t.
 Boyd, Elaine (Colosimo's) Chi, nc.
 Bradley, Betty (Barney Rapp's) Cincinnati, nc.
 Bridge, Danny (Bismarck) Chi, h.
 Britten, Harriet (Crisis Cafe) NYC, nc.
 Brook, Peggy (Howdy Club) NYC, nc.
 Brooks, Nick (Swingland) Chi, nc.
 Brooks, Diane (Hi Hat) Bayonne, N. J., nc.
 Bromley Bros. (Colosimo's) Chi, nc.
 Brooks, June (Blackhawk) Chi, re.
 Brown & Ames (Chicago) Chi, t.
 Brown, Mary Jane (Park Plaza) St. Louis, Mo., h.
 Brucettes, Six Sensational: (Palace) Winchester, Va., 4-5; (Beckley) Beckley, W. Va., 6-7; (Franada) Bluefield 8-9; (Pocahontas) Welch 10; (Carolina) Burlington, N. C., 11; (Cabannus) Concord 12, t.
 Bryant, Betty (Larue) NYC, nc.
 Bryant, Johnny (Tower) Kansas City, Mo., t.
 Burke, Irene (Cinderella Club) NYC, nc.
 Burns, Boots (606 Club) Chi, nc.
 Burns, Jimmy (Radio Franks) NYC, nc.
 Butterbeans & Susie (Swingland) Chi, nc.
 Byrd, Muriel (Belmont Plaza) NYC, h.

C

Callahan Sisters (Anslay) Atlanta, h.
 California Varsity Eight (Beverly Hills) Newport, Ky., cc.
 Cantor, Eddie (Albee) Cincinnati, t.
 Cards, Three (Victoria) Greenfield, Mass., 7-9, t.
 Carlos & Carita (Embassy) Phila, nc.
 Carpenter, Imogene (Weylin) NYC, h.
 Carr, Billy (606 Club) Chi, nc.
 Carrell, Helene (Lexington) NYC, h.
 Carroll, Jack (Paddock) Wheeling, W. Va., nc.
 Carroll, Janet (Latin Quarter) Boston, nc.
 Carter & Holmes (Capitol) Washington, D. C., t.
 Carter & Bowie (Barney Gallant's) NYC, nc.
 Casanova, Don (Cuban Casino) NYC, nc.
 Cascade, Billy (Bertolotti's) NYC, nc.
 Cassel, Walter (Roxy) NYC, t.
 Cassidy, Madalyn (Open Door) NYC, nc.
 Castle, Hubert (Royal Palm Club) Miami, nc.
 Celino & Alberto (La Conga) NYC, nc.
 Cerf, Alyse (606 Club) Chi, nc.
 Chadwicks (Village Rendezvous) NYC, nc.
 Chappelle, Carole (Pastor's) NYC, nc.
 Chapeau, Ted (Mayflower) Jacksonville, Fla., h.
 Chiquita (Oriental) Chi, t.
 Chords, Three (Hippodrome) Baltimore, t.
 Claire, Marcella (Pastor's) NYC, nc.
 Clark & Reynolds (Oriental) Chi, t.
 Clark, Vela (Place Cafe) NYC, nc.
 Clarke, Buddy (Pegasus Polo Club) Rockleigh, N. J., nc.
 Clayton, Ruth (18) NYC, nc.
 Clayton, Gene (Philadelphia) Phila, h.
 Cleve, Elmer, & Co. (Tower) Kansas City, Mo., t.
 Clifford, Pete (Paddock) Miami Beach, Fla., nc.
 Cobey, Lew (Leone's) NYC, nc.
 Cohan, Mary (Mon Paris) NYC, nc.
 Colligan, Bill (Marie's Crisis) NYC, nc.
 Colomo, Aurelia (Weylin) NYC, h.
 Coogan, Nova (Mayflower) Jacksonville, Fla., h.
 Cook, Ralph (Harry's New Yorker) Chi, nc.
 Cook, Aileen (Village Casino) NYC, nc.
 Cook Jr., Joe (Evergreen Casino) Phila, nc.
 Cook, Joe (Earle) Washington, D. C., t.
 Cooper, Beryl (Bertolotti's) NYC, nc.
 Corlies & Palmer (Bertolotti's) NYC, nc.
 Cornell, Peggy (Latin Quarter) Boston, nc.

Costello, Diosa (La Conga) NYC, nc.
 Costello, Rene (Ernie's) NYC, nc.
 Covert & Reed (Radio Franks) NYC, nc.
 Craig, Reginald (Earl Carroll's) Hollywood, nc.
 Craig, Vernon (Eagan's) Schenectady, N. Y., nc.
 Crandyle Sisters (McVan's) Buffalo, nc.
 Crawford & Caskey (Netherland Plaza) Cincinnati, h.
 Cross & Dunn (Versailles) NYC, nc.
 Cummins, Walter (Netherland Plaza) Cincinnati, h.

D

Daley, Cass (Chicago) Chi, t.
 Daniels, Eleanor (Silver Cloud) Chi, nc.
 Daniels, Eddie (Neptune Room) Washington, D. C., nc.
 Dare & Yates (State-Lake) Chi, t.
 Daryl & Dale (Philadelphia) Phila, h.
 Datska, Jascha (New Russian Art) NYC, nc.
 Davidson, Ken, & Hugh Forgie (Roxy) NYC, t.
 Day, Gloria (Belmont Plaza) NYC, h.
 Daye, Ruth (Albee) Cincinnati, t.
 DeCamp, Ronnie (Old Roumanian) NYC, nc.
 De Forest, Marie (St. Regis) NYC, h.
 De LaPlante, Peggy (Jimmy Kelly's) NYC, nc.
 Del Carmen, Maria (Club Gaucho) NYC, nc.
 Delahanty Sisters (Tally Ho) Dayton, O., nc.
 Dell, Lilyan (Place Cafe) NYC, nc.
 DeMarco, Renee & Tony (Waldorf-Astoria) NYC, h.
 DeMarco, Isobel (Mayfair) Washington, D. C., nc.
 Dead End Kids (State-Lake) Chi, t.
 Denzler, Richard (Vine Gardens) Chi, nc.
 Derwin, Hal (Netherland Plaza) Cincinnati, h.
 DeSylvia, Frisco (Black Cat) NYC, nc.
 DeVal, Merle & Doe (Palace) Cleveland, t.
 Devine, Golden (Howdy Club) NYC, nc.
 De Wolfe, Billy (Greenwich Village Casino) NYC, nc.
 Dione, Valerie (La Cava) NYC, nc.
 Dooley, Tommy (La Marquise) NYC, nc.
 Donahue, Al, & Orch. (Strand) NYC, t.
 Dorita & Valero (El Chico) NYC, nc.
 Dorn Bros. & Mary (Hollenden) Cleveland, h.

Night Club and Vaude Routes must be received at the Cincinnati offices not later than Friday to insure publication.

Douglas, Dorothy (Martin's Tavern) Lima, O., nc.
 Dracken, Russell (Wakefield's) NYC, nc.
 Drake, Alice (Kit Cat Club) Scranton, Pa., nc.
 Drake, Delores (Kit Cat Club) Scranton, Pa., nc.
 Drew, Charley (Taft) NYC, h.
 Drupka, Dania (Radio City) NYC, mh.
 Drysdale, Grace (Schroeder) Milwaukee, h.
 Dulaney, Howard (Lincoln) NYC, h.
 Dunne, Frances (Howdy Club) NYC, nc.
 Dupont, Bob (Roxy) NYC, t.

E

Eddie, Jack & Betty (Oriental) Chi, t.
 Eden, Dotty (Lookout House) Covington, Ky., nc.
 Edwards, Joan (New Yorker) NYC, h.
 Eldorado Magic Show (Redwood) Grand Rapids, Mich., nc.
 Elliott, John (Paradise) NYC, nc.
 Eltons, The (Village Barn) NYC, nc.
 Entenza, Johnny (Geo. Washington) Jacksonville, Fla., h.
 Estela & Papo (Havana-Madrid) NYC, nc.
 Evans, Emory (Black Cat) NYC, nc.
 Evans, Fred, Girls (Chez Patee) Chi, nc.
 Evans, Steve (Palace) Cleveland, t.
 Evans, Bobby (Cotton Club) NYC, nc.

F

Fagan, Nutsy (Hughes 1-11 Club) NYC, nc.
 Fairchild & Carroll (Albee) Cincinnati, t.
 Faludy, The (Riverside) Milwaukee, t.
 Farney, Evelyn (Biltmore Bowl) Los Angeles, nc.
 Farrell, Bill (Place Elegante) NYC, nc.
 Fawn & Jordan (Shoreham) Washington, D. C., h.
 Faye, Gladys (Jimmy Kelly's) NYC, nc.
 Faye, Frances (Benny the Bum's) Phila, nc.
 Faye, Gloria (Sherman) Chi, h.
 Fears, Kay (Diamond Horseshoe) NYC, nc.
 Fern, Vera (Biltmore) NYC, h.
 Fields, Shep, & Band (Lyric) Indianapolis, t.
 Finnell, Carrie (606 Club) Chi, nc.
 Flagg & Arnold (Minnesota) Minneapolis, t.
 Flash & Dash (Kit Kat) NYC, nc.
 Flippen, Jay C. (State) NYC, t.
 Flores, Marissa (Ambassador) NYC, h.
 Florette & Boyette (Lookout House) Covington, Ky., nc.
 Flowerton, Consuelo (Queen Mary) NYC, nc.
 Ford, Senator (Rainbow Room) NYC, nc.
 Fornaca, Louise (Radio City) NYC, mh.
 Forrest, June (Radio City) NYC, mh.
 Foster, Gae, Girls (Roxy) NYC, t.
 Foster, Gae, Girls, Sixteen (Earle) Washington, D. C., t.
 Fox, Earle & Tucker, Bobby (Fifth Ave. Bar) NYC, nc.
 Fox, Dave (Old Roumanian) NYC, nc.
 Foy, Charley (Grace Hayes Lodge) Hollywood, nc.
 Frances, Marion (Essex House) NYC, h.

Frances, Emma (Diamond Horseshoe) NYC, nc.
 Francine, Ann (Coq Rouge) NYC, nc.
 Francisco Spook Show (Hollywood) La Crosse, Wis., 6; (Paramount) Austin, Minn., 7; (State) Winona 8; (Nicholas) Fairmont 9; (Falls) Redwood Falls 11; (Lyric) Watertown, S. D., 12, t.
 Franks, Four (State) NYC, t.
 Frakson (Drake) Chi, h.
 Franz, Ernst, Continentals (Place Elegante) NYC, nc.
 Fraser, John (Piccadilly) NYC, h.
 French, Eleanor (Club 54) NYC, nc.
 Frisco, Joe (Grace Hayes Lodge) Hollywood, nc.
 Furman, Eddie (Brown Derby) NYC, nc.

G

Gabriel & Giralda (Club Gaucho) NYC, nc.
 Gale, Betty (Sheiton) NYC, h.
 Gallagher, Ruth (Ernie's) NYC, nc.
 Gallodoro, Al (New Yorker) NYC, h.
 Gardner, Clyde, & Southernaires (Geo. Washington) Jacksonville, Fla., h.
 Garner, Mousie (Troc) NYC, nc.
 Gerard, Anne (Rainbow Room) NYC, nc.
 Gifford, Jack (Cafe Society) NYC, nc.
 Gilroy, Bill (Seven-Eleven Club) NYC, nc.
 Glover, Ralph (Seven-Eleven Club) NYC, nc.
 Gotthelf, Manny (Morrison) Chi, h.
 Grant, Barney (Tower) Kansas City, Mo., t.
 Gray, Gynia (White) NYC, h.
 Gray, Billy (Benny the Bum's) Phila, nc.
 Gray, Joyce (Chateau Moderne) NYC, nc.
 Green, Margie (Boulevard Tavern) Elmhurst, L. I., nc.
 Grey, Joan (Greenwich Village Casino) NYC, nc.
 Grey & Bergen (Colosimo's) Chi, nc.
 Griffith & Wells (Cork Town Tavern) Detroit, nc.
 Grimaldi, Marie (Radio City) NYC, mh.
 Grisha & Brona (Sherman) Chi, h.
 Guardsmen, The (Wilson's) Phila, nc.
 Guerlain, Annette (La Cava) NYC, nc.
 Guffy, Mr. (Albee) Cincinnati, t.

H

Haakon, Paul (Chez Patee) Chi, nc.
 Haddon, Harriette (St. Regis) NYC, h.
 Hadden, Jane, Dancers (Bismarck) Chi, h.
 Hager, Clyde (Diamond Horseshoe) NYC, nc.
 Haig, Hal (Chateau) Rochester, N. Y., nc.
 Hale, Chester, Girls (Palace) Chi, t.
 Hall, Cliff (Bellevue-Stratford) Phila, h.
 Handler, Shirley (Celebrity Club) Chi, nc.
 Hanlon & Clark (Lookout House) Covington, Ky., nc.
 Hansen, Bill (Ernie's) NYC, nc.
 Harmon, Murray (Coq Rouge) NYC, nc.
 Harrington, Pat (Club 18) NYC, nc.
 Harris, Connie (Swingland) Chi, nc.
 Harrison, Spike (Gay '90s) NYC, nc.
 Hartman, Paul & Grace (Waldorf-Astoria) NYC, h.
 Hasburgh, Rabana (Radio City) NYC, mh.
 Hayes, Peter (Grace Hayes Lodge) Hollywood, nc.
 Hayworth, Seabee, Revue (Carolina) Rocky Mount, N. C., 5; (Broadway) Fayetteville 6; (Carolina) Goldsboro 7; (Gem) Kannapolis 8; (Carolina) Asheboro 9; (Paramount) Kingston 10, t.
 Heasley Twins (St. Regis) NYC, h.
 Hearn, Sam (State-Lake) Chi, t.
 Heller, Jackie (Oriental) Chi, t.
 Hendricks, Marcella (Astor) NYC, h.
 Herzogs, Five (Palace) Cleveland, t.
 Hilton, Frankie (Hilo Club) Battle Creek, Mich., nc.
 Holmes, Marion (Bismarck) Chi, h.
 Holt, Meymo (Lexington) NYC, h.
 Hooton, Don (Ambassador) NYC, h.
 Hope, Glenda (Troc) NYC, nc.
 Hopkins, Bob (Sherman) Chi, h.
 Horton, Carolyn (Plaza) NYC, h.
 Hot Shots, Four (Earl Carroll's) Hollywood, nc.
 Hoto-Morrel & Be Gar (Biltmore) Los Angeles, t.
 Houston & Harden (Gibson) Cincinnati, h.
 Hoveler, Winnie, Girls (Harry's New Yorker) Chi, nc.
 Howard, Bob (St. George) Brooklyn, h.
 Howard, Joe (Ambassador) NYC, h.
 Howard, Johnny (885 Club) Chi, nc.
 Hunter, Grady (Mayflower) Jacksonville, Fla., h.
 Hunter, Joyce (Albee) Cincinnati, t.
 Huston, Elsie (Tony's) NYC, nc.

I

Ink Spots, Four (Palace) Cleveland, t.
 Inter, Clara (St. Regis) NYC, h.
 Isles, Stephen (Gay '90s) NYC, nc.
 Jackson & Nedra (606 Club) Chi, nc.
 Jagger, Kenny (Lorraine) Madison, Wis., h.
 Janada (Minnesota) Minneapolis, t.
 January, Lols (Rainbow Room) NYC, nc.
 Jarvis, Johnny (St. George) Brooklyn, h.

Para Neat 53Gs; Music Hall Tops; State Good Week

NEW YORK.—The Thanksgiving holiday proved a boon to the presentation houses last week, with even Loew's State grossing more than it has been doing in months. Since it was a four-day holiday for most everyone, the cashier's wicket kept singing all last week.

Paramount smashed thru with an excellent \$53,000 for the *Cat and the Canary* on the screen and a sock stage bill headed by Tony Martin and Jan Savitt's Orchestra. Also went into a strong second week beginning November 29. The Strand concluded its third week of Cagney's *The Roaring Twenties* and Bob Crosby's Band on the stage with a fair \$28,000. Show grossed \$122,100 for the entire run. New bill, which opened Friday (1) with *The Private Lives of Elizabeth and Essex* and Al Donahue's Band, didn't tee off strongly with a \$6,000 gross for opening day.

Third week of Garbo's *Ninotchka* at the Music Hall did almost as well as the first week, because of the holiday, of course. The show drew \$103,000, making a total of \$306,000 for the three weeks. Stage bill included Nicholas Daks and Hilda Eckler, Jeanne and Frances Grey and Betty Bruce. Thursday's (30) preem of Paul Muni's *We Are Not Alone* opened strong, drawing \$13,500.

It was a real holiday for Loew's State with a \$28,000 take for *Babes in Arms* and stage bill consisting of Beverly Roberts, Lennie Hayton and band, Three Sailors, Larry Adler and Robinson and Martin.

Roxy had just a fair week with *Daytime Wife*, which was yanked after a week run because of the low \$37,500 gross. Flesh layout also went, with the exception of the Davidson-Forgie Badminton act. They included the Variety Singers, Gaudsmith Brothers, Georges and Jalna and the Badminton Players. Friday (1) opening of the much touted *The Housekeeper's Daughter* didn't draw very exciting crowds.

Philly Gross Up As Earle Shuts With Strong 28Gs

PHILADELPHIA.—Earle did a strong \$28,000 for the final week of its operation as a vaude house. Theater was closed by Warner Friday (1) because of contract difficulties with the musicians' union. The last show included Louella Parsons with Jane Wyman, Ronald Regan, Joy Hodges, Arleen Whelan, June Preisser and Susan Hayward, and also Jerry Bergen, Billy Gray and Nma Varala, and the Juggling Jewels. Pic, *The Secret of Dr. Kildare*.

The Carman had an okeh week with the Cartier Sisters, Eleanor Sherry, Joe Carmini Company and the Keene Twins with Dick and Lana. The take hovered around \$5,700. Film, *Scandal Sheet*.

Fay's also hit above the house par with a neat \$6,900. The crowd from the Penn-Cornell game gave them a hefty evening biz Saturday night. Eddie Peabody headlined, with Rene D'Orsay and Darlene providing the strips, while Pinky Lee, the West Pointers (8), Emerald Sisters and Shavo Sherman composed the vaude troupe. On screen, \$1,000 a Touchdown.

Grid Games Hurt Washington Houses

WASHINGTON.—This week's business at local show houses got off to a bad start, with wholesale exodus to Philadelphia Army-Navy game Saturday and New York Giants-Redskins game Sunday. However, strong attractions hold possibility of recovering for fair week.

Warner Bros.' Earle, featuring *Jamaica Inn* on screen and Joe Cook unit on stage, is set to top town. Sock bill includes Sager and Sherman, Dewey and 20 Chester Hale Texas Comets. Should hit \$18,000. Last week's run, ended November 30, registered \$17,000.

Loew's Capitol, showing *Intermezzo* on the screen and Larry Adler, Ruth Craven, Frank Paris, Bob Robinson and Virginia Martin, Carter and Holmes, Jack Kaufman and Rhythm Rockets on stage, are expected to turn in a fair \$14,000. Last week, ended 30, *Daytime Wife* registered \$18,000 for eight days.

Vaudefilm Grosses

Hipp, Balt, 19Gs With Milt Herth, Durant, Kyser Pic

BALTIMORE.—With Milt Herth and Jack Durant heading the stage layout for an eight-day engagement ended Thanksgiving (30), house did a very good gross of \$19,000. Acts included New Yorkers and Toy and Wing. Pic, *That's Right, You're Wrong*.

Previous gross was Wally Vernon's 11 grand for a six-day assignment.

Spokane Houses Do Only Fair; But Continue

SPOKANE, Wash.—Opening with a new stage show Thansglying, both Orpheum and Post Street theaters did big on the holiday but tapered off below expectations over the week-end. Both had units booked in for four days instead of usual three.

Orpheum averaged only fair business with *Pals of the Golden West* unit and Bub Burns on stage and *Rovin' Tumbleweeds* and *Beware of Spooks* on screen. Nevertheless, Manager Willard R. Seale booked Sally Rand, Black Hills Passion Play and Georgia Minstrels to follow each other in four, four and three-day engagements, respectively, starting this week, for longest steady stage entertainment since Pantages Circuit days of 1930.

Post Street, with Stroud Twins, Medley and Dupree, Bento Brothers and Rita, Van and Arrvola and Velyne Hague, plus *Children of the Wild* and *Homicide Bureau*, grossed approximately \$2,250. Three-day house average is \$1,750.

Brent Unit Okeh At Greenville, S. C.

GREENVILLE, S. C.—Carolina here did well for week ended November 23, with Evelyn Brent's *Streets De Paree* unit on the stage. Miss Brent was assisted by Harry Fox. Big holiday crowd was in town owing to football game between Parker and Greenville high schools.

At the Center Theater Harry Raymond and his College 'N' Band played a late show, also drawing well.

Springlike Weather Hurts Milwaukee Biz

MILWAUKEE.—Stage show headed by Wally Vernon connected for an \$8,000 take at the Riverside Theater for the week ended November 30. Others on the bill were Senator Murphy, the Nelson Sisters, Ada Brown and Bob Bromley. Pic, *Behind Prison Gates* (Col.)

Previous week's show did a so-so \$6,500, with Bob Williams; Kay, Katcha and Kay; Bob Dupont, Mirth and Mack and the Yeoman Brothers. Pic, *One Hour To Live* (Univ.). Average biz at the house is \$7,000. Weather has been generally fair but unseasonably mild, tending somewhat to slow down business.

Blackstone Takes \$5,500 in Seattle

SEATTLE.—Palomar, with Blackstone heading the stage bill, did \$5,500 for week ending November 24. This is \$500 better than average. Pic, *Chicken Wagon Family*.

Spitalny Nears 14G At Para, Omaha

OMAHA.—Phil Spitalny's all-female ork, "Hour of Charm," pulled \$13,700 in a week at the Paramount Theater. Fox's *Too Busy To Work* on screen. Officials of Tri-States Theaters hoped for \$19,000 or more. Cab Calloway followed Spitalny into the Paramount, with prices upped to 55-cent top. Acknowledged the town's white elephant, Paramount may shutter soon.

Raynell Follies Draws 7,500 in Montgomery; 4 Days

MONTGOMERY, Ala.—George Golden brought Raynell's *Water Follies* here November 18 under auspices of the Julian Strassberger Chapter, Rainbow Division Veterans, and in four days, according to Joseph Dickerson, Rainbow official, netted 7,500 paid admissions.

The show appealed to Montgomery audiences. Vaudeville acts and Cortez and his Conquistadors also came in for a good boost in local papers.

Bad weather prevailed on both the first and last days, but attendance nevertheless reached its peak on the final performance. Night attendance averaged 1,500; the two matinees, 750 each. Thru co-operation with a local newspaper children were admitted Saturday matinee for 10 cents. Other matinee seats went at 35 cents. Night prices were: Reserved seats, 75 cents; lower floor, 40 cents, and balcony, 25 cents, tax included.

The show was held at the City Auditorium. It is traveling in a large bus and two trucks.

Shea and Century Battle in Buff; Grosses Are High

BUFFALO.—The competition between Shea's Buffalo and the Century (Basil Dipson) is hot right now. Buffalo, which used to bring in about one attraction every month, has brought four big entertainment bills in the last five weeks. At the Buffalo, Emery Deutsch and his band, plus Dick Powell in person, garnered a fine \$22,000 week ended November 23, being \$10,000 above house average. The show was fast and smooth and had audiences enthusiastic. The Three Samuels and Harriet Hayes, a group of fine tapsters, acrobatic dancers and comedians, were definitely an asset, and the Del Rios, three excellent acrobats, and Sue Ryan, comedy singer, were equally well received. Pic was *Marx Brothers at the Circus*. Gene Krupa and band, plus the Andrews Sisters, opened a week December 1.

The Century brought Shep Fields and his band plus a vaude show. Started a six-day stand November 17 and grossed a fine \$13,000. Average gross for straight pictures is \$5,500. Richard Kemper, manager, was extremely pleased with the results. Sunday, November 19, with a crowd of 11,824 persons on hand, a seven-year house record was broken for attendance in any one day. Acts included Nelson's Marionettes, Ruth and Billy Ambrose, the Seller Brothers, Claire Nunn and Danny Gay. Pic, *Meet Mr. Christian*. Fischer's *Folies Bergere* unit opened Thursday (30) at the Century for one week. Also booked are the Dead End Kids for December 29 for one week. In-between bookings are not definite.

Donahue's Record At State, Hartford

HARTFORD.—According to Rudy Frank, of the State Theater, Al Donahue broke all existing box-office records with his five-day engagement ending November 28. On Sunday, it was estimated that the attendance was 20,000. Five shows were run on this day, the emcee being forced to make a speech asking people to leave once they had seen the show in order to let in other patrons. Pic was *Higgins Family*.

Lolly Parsons Oke In Frisco; 18Gs

SAN FRANCISCO.—Golden Gate did \$18,300 with Louella Parsons, pix columnist, for week ended November 21. Figure is good—about \$3,300 above house average—despite fact that the gross represented a fall from the \$21,000 take made by the Ritz Brothers the previous week. Pic was *Meet Doctor Christian*.

NTG Fair Revue, Dead End Kids Top Chi Parade

CHICAGO.—Muggy weather opening day (December 1) kept the grosses down in the three combo houses. State-Lake, on a comparative basis, topped the field, with the Dead End Kids in person attracting the teen age trade. Sam Hearn augments flesh end, while screen has fair draw in Franchot Tone and Ann Sothern in *Fast and Furious*. Around \$17,000 indicated, but it is about \$2,000 below last week's strong *Oomph Revue* pull. Unit featuring Rita Rio's Band, Toby Wing and Marie Wilson is credited with entire take.

Chicago Theater pulled a plenty hefty \$50,000 with Dick Powell's personal appearance and *Drums Along the Mohawk* week of November 24. Picture is held for another week, but without Powell's aid is not expected to draw more than an average \$32,000. Supporting stage bill has Cass Daley, Whitson Brothers, Samuel Brothers and Harriet Hayes and Brown and Ames.

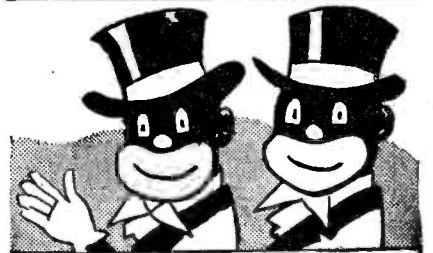
Oriental has good combination in the NTG Fair Revue, plus Little Jackie Heller and second run of *The Rains Came*. Heading for a plenty healthy \$17,000. Last week, ended November 30, return engagement of *Mikado in Swing* and non-consequential *Legion of Lost Flyers* on screen scooped up a fair enough \$14,500.

Para, L. A., Hyped To 25Gs; 7 Grand Up on Average Take

LOS ANGELES.—Paramount here jumped to \$25,000 gross, way above ordinary figure, for week ended November 22. Stage bill was Fanchon & Marco Revue with Kenny Baker, Frances Langford, Ken Murray, Jacques Renard and orchestra. Pic, *The Cat and the Canary*. House average is 18 grand.

Fischer "Folies" Sock in Cleveland

CLEVELAND.—RKO Palace jumped to a gross of \$20,100 with Clifford Fischer's *Folies Bergere* unit for week ended November 23. House average is 14 grand. Pic, *Pack Up Your Troubles*.



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Strand, New York

(Reviewed Friday Evening, December 1)

Al Donahue, sharing marquee honors this week with Warner's sumptuous Technicolor version of *Elizabeth the Queen* (*The Private Lives of Elizabeth and Essex*), knows how to put on a good show that isn't limited to trumpet, clarinet, drum, etc., get-offs. His band, thoroughly now of the enervating rhythmic vestments which cloaked it thru so many seasons at the ultra Rainbow Room, is quite capable of satiating the not too captious j-bugs of an early morning show. But the outfit goes further, and puts on a performance that can also be appreciated by the more subdued patrons.

Donahue, as emcee and front man, is the epitome of poise and assurance, lending a genial personality and a dry-humored manner to his announcing chores. It's perhaps the smoothest, most polished emcee stint from a band leader witnessed around these parts. And as the focal point of a bill that has no other outstanding attractions, Donahue makes a performance out of a 50-minute bill rather than a series of unrelated turns.

Ork itself has a chance to shine with several good arrangements, and the specialties within the crew are all above par. Outstanding is Paula Kelly, whom few vocalists can touch in looks and whose charm and song selling are a definite relief from wing-flapping and hip-slapping. Phil Brito brings a nice baritone and an easy delivery to a pair of ballads, and Charlie Carroll, band's hide-beater, steps down for some special wordage on *Oh, Johnny, Oh* with Miss Kelly. The lad also has his featured drum innings on a stomperoo fashioned from *Pagan Love Song*. Maestro himself takes a slight vocal fling and does a soulful fiddle chorus on *Dark Eyes*, which works itself cleverly into a killer.

Oxford Boys contribute their usual fine vocal interpretations of band theme songs (with Wayne King and Clyde McCoy's corn trumpet the standouts) and provided a show-stop. This is one of those acts that can be seen time and again.

Emmett Oldfield and Co. indulge in familiar comedy acro stuff done with a couple of new twists, plenty of humor

and generally expert skill. Boys get added laughs when they persuade Donahue to try a trick or two, with naturally disastrous results. Potent showmanship.

Gloria Blake, of the Deanna Durbin school, turns in a pair of arias on *Ciribiribin* (not the swing version) and Strauss' *Blue Danube* in a shrill, nasally harsh manner.

Innovation in this type of show has the talent making a reappearance at the end in musical comedy finale style, each doing a few bars of special lyrics to *Are You Havin' Any Fun?* It's a good wind-up to a particularly good bill, thanks almost entirely to the superior stage work of Donahue and his outfit.

House packed last performance opening night.

Daniel Richman.

Loew's State, New York

(Reviewed Friday Evening, December 1)

Family acts have taken over this week, there being the Vass Family, Four Franks and Five Maxellos. Band is Don Redman's, with Jay C. Flippen doing the emcee. House was not so full when caught.

Maxellos, three man-two girl acro turn, opened well. Material differs from similar acts, in that it is not only good acro, but has an informal comedy value. Turn includes fine tumbling and balancing and terrific Risley. Solid opener.

Four Franks, two girls and two men, do an act incorporating singing, hoofing, instrumental work and comedy. With such a variety of material act is not consistently good. Hoofing sequences are best and these include tap and eccentric. Comedy, done by boy and girl, was a take-off on Barrymore-Garbo love scene from *Grand Hotel*, and somewhat overdone. In addition, the boys and girls toot horns. Act is rapidly paced and by and large is versatile. Took a good hand.

Vass Family, four girls and one man, delivered four vocals, most of them novelties. Turn is very pleasing, and one of the numbers, a dramatized hillbilly tune, was unusual in its correct ballad treatment. Girl guitarist impressed as most talented of the quintet, doing a clever take-off on Hepburn. Act is character singing, and a good one of its kind.

Redman's Band started jiving immediately, stressing the brasses, and remained fairly well in the swing groove thruout. With Redman are Alma Turner, a fast tapper, and Alma Bootsie Garrison, vocalist. Miss Garrison has an unusual voice—rather childlike and occasionally touched by huskiness. Best click of the

Vaudeville Reviews

troupe, however, were the Two Zephyrs, who opened with a novelty instrumental bit and went on to superb piece of slow-motion panto depicting a crap game. Business was hokey, but undeniably flashy and effective. They ended with eccentric hoofing.

Flippen's emcee is generally good, though some of his comedy material is quite old. Engaged in hoke with the Maxellos in addition to his between-the-act gag sessions and presented the bill expertly.

Pic, Jamaica Inn. Paul Ackerman.

State-Lake, Chicago

(Reviewed Friday Afternoon, Dec. 1)

For a month now this bargain house has been shoveling in record-breaking grosses with ace attractions. In order came an A. B. Marcus unit under the *Comedie Francaise* label, *Hellzapire*, Cab Calloway's show, the *Hollywood Oomph Parade* and currently the Dead End Kids with Sam Hearn. They reached \$18,000 and \$19,000 grosses, an area which few straight vaude layouts have inhabited.

The Dead End Kids (four of them) are a natural draw for the movie fans, particularly the 'teen age patrons. And they have a decent enough act on display, too. They hold down the closing spot with rough talk bits, first in front of an alley drop and later in an army recruiting office, with Hearn and his Yiddish accent as the man in charge. Then there's the familiar satire of a mortgage skit, when it is suggested that they join the entertainment division and Hearn manages to sandwich in some of his amusing fiddling. Dead Enders are Leo Gorcey, Huntz Hall, Gabriel Dell and Bernard Punsley.

The Victoria Troupe, unusual bicycle and unicycle flash act, open with mass wheel work, going thru formations and later light the good sight tricks. Turn has four girls and two men, one of the latter midway switching to a comedy suit and make-up. Musical bits are the best.

Don and Betty Lane, acro tap duo, stayed on for three numbers. Drum number in the wind-up is strong, kids executing some difficult steps on limited space. Marilyn Thorne, sweet-voiced youngster who recently was a member of Ted Weems' Band, acquitted herself nobly with three tunes and could easily have stayed on for more. Should either have a speech in hand or rehearse additional numbers. Has poise and balance and voice is not hard to take. Ditties included *Over the Rainbow*, *Blue Skies* and *After You're Gone*.

Dare and Yates netted their usual generous number of laughs with their truly funny hand-balancing satire. Everything they do stems from natural sources and is clean and laugh provoking to the end. Their comedy fashion-plate appearance is of help, too.

Tom O'Neal, who doubles as emcee, precedes the Dead Enders. While he spends most of his time telling a couple of stories and getting a couple of harmonica tunes off his chest, he doesn't get a big hand until his hilarious take-off of a ballet dancer. This should serve as convincing proof that the customers could stand for more dance impressions, and if they will be anything as funny as the ballet bit O'Neal will have a strong and different turn.

On screen Franchot Tone and Ann Southern in *Fast and Furious* (Metro). House big second show opening day.

Sam Honigberg.

Oriental, Chicago

(Reviewed Saturday Afternoon, Dec. 2)

This is one of the best shows Nils Thor Granlund has ever presented in a local combo house. It has a minimum of

rudity and a maximum of sock specialties. Add to this the decorative work of the Oriental line and the strong vocals by the extra added Jackie Heller and you have a good enough bill for anybody's money.

After a swifty opening by the 12 girls to tune of *Posin*, NTG creates a cafe atmosphere by sending down his 10 beauties to pass out rattlers among the customers and takes to the aisles himself to assist. In the meantime Andree Andrea, exotic blond, executes a nice acro and control routine that is worthy of a good hand.

Harry Savoy, the nut comic, garnered many laughs with his stuttering delivery of unfinished stories. He fits in well in a show of this kind and took advantage of every situation. A looker straights for him, tho weakly, in a couple of bits and he later moves into a box to heckle Sonia Katlarskaya, dark-haired Russian warbler, who reveals a surprisingly good voice.

Una Cooper appears briefly with her whirlwind acro routine, topped with a fast series of cartwheels. Solid hand. Once Savoy leaves the box NTG brings on his girl gang in bathing suits, commenting on each as they parade down from the band stand. All have eye-gogling shapes and most of them walk thru the proceedings gracefully.

Doris DuPont, sprightly tapper, is another highlight with her momentum-gathering tricks and agile delivery. Off to a nice hand.

Jackie Heller had to beg off after three songs due to the crowded Saturday schedule. His voice is still soft and pleasing and style is commercial all the way. Sold *El Rancho Grande*, *South of the Border* and *Beer Barrel Polka*. There is a charming quality about his diminutive personality that is entirely his own.

Eddie, Jack and Betty, roller-skating trio and NTG gang veterans, follow their strong turn with the audience participation gag that is good for belly laughs. This time a college lad plant is brought on for a whirl and as a reward is kissed by the luscious-looking Andree Andrea.

House big at end of first show. On screen second Loop run of *The Rains Came* (20th-Fox).

Sam Honigberg.

Princess and Baby
YVONNE
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TO ALL AFA MEMBERS WHO PARTICIPATED IN THE DEATH BENEFIT FUND—

IF you have already received a letter-and-ballot on liquidating the DBF, then please return letter properly marked to the AFA, 1560 Broadway, New York, immediately. (Ballots reaching the AFA later than January 10, 1940, cannot be accepted.)

IF you have not received the letter-and-ballot, then please write to the AFA stating whether you are for or against abolishing the AFA DBF. Your letter must reach the AFA, 1560 Broadway, New York, before January 10, 1940.

DON'T FAIL TO ATTEND THE AFA MEMBERSHIP MEETING FRIDAY, DECEMBER 15, 3 P.M., AT UNION CHURCH HALL, 229 WEST 48TH STREET, NEW YORK.

Gov't's RFC Reopening Congress Casino, Chicago, After 2 Years

CHICAGO, Dec. 2.—Under the guiding wings of the Reconstruction Finance Corp. the Congress Hotel's Casino will reopen December 21 after nearly two years of inactivity. Spot has not been a money-maker and for that reason principally the management has turned thumbs down on any relighting propositions. RFC figures it is worth another attempt to make a winner out of the Casino, what with the approaching holidays and name band and floor-show policy.

Music Corp. of America sold the Ted Flo Rito Band for four weeks (at \$2,250 per) while the William Morris Agency placed the show, which includes Tito Coral, Carole Gould and Marc Balero. Business barometer will be watched carefully and Uncle Sam will use it as a guide for next year's operation of the room.

The neighboring Royale Frolics in the

meantime remains dark. Denis Cooney's spot folded suddenly but all talent was paid off. Those feeling the pinch of the Royale closing are a number of organizations that scheduled affairs and even made deposits to hold certain dates. Some have switched to other cafes, others have called them off.

Ed Fox, operator of the Grand Terrace, top Harlem spot, is crying the blues. He claims that the six-week engagement of Ella Fitzgerald and her band put him over \$7,000 in the red. Ella was bought for some \$2,000 per week but proved a weak draw, and it was this experience that canceled Fox's negotiations for other name bands. He will hold Earl Hines, his own band, until around the middle of next month and replace him with a comparatively unknown outfit. Fox stated that he will continue to use colored floor talent.

The Broadway Beat

By GEORGE SPELVIN

JIMMIE LUNCEFORD and Percy White, of Market Research Corp., got their Christmas cards in early, mailing them to arrive four weeks before yule. It's an old custom with White. He's been doing it for years. . . . Maybe this should clear things up. Marty White eats raw spinach. Marty White is an emcee. . . . *Damn Deborah*, the play about a Revolutionary War heroine that has been on so many production schedules that the script wiggles its pages when it passes the Authors' League, may finally land on Broadway this winter. Joan Crawford was once mentioned for the lead, but chances are she won't play it. . . . Al Trahan panicked a mob of opera stars recently at Hilda Kosta's birthday party. Bit what really got 'em was Al's burlesque of opera warblers' stylized movements, and we do mean movements.

BEST free shows on Broadway are the window exhibits at the Ripley Odditorium. Next best free shows are the people who watch the best free shows. . . . Jerry Colonna did a piece for one of the mags on mustaches, their care and uses. . . . Glenn Miller and Larry Clinton are supposed to be set for spreads in *Life*, which doesn't mean it's certain, since nothing is certain with that mag until it's on the stands. Talking of *Life*, Leon and Eddie's had a funny promotion piece, after the *Life* technique, inside pages devoted to *A Party Comes to Life*. Piece used a lot of old-time pics. . . . Sammy Burk, who is an agent, has a new hoofing partner, Eddie Smith, likewise an agent. Act was recently caught doing a routine in Al Dow's office, which shows how tough agenting is. But supposing Dow wanted to book the agents and started to put on the business about working cheap, etc.



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Dir.: General Amusement Corp., New York

Magic

By BILL SACHS
(Communications to Cincinnati Office)

CARYL S. FLEMING, Beverly Hills, Calif., *zauberkuentler*, is touring Mexico with his mother, and claims he has discovered a new trick with the use of a cactus. What next? . . . HARRY E. CECIL, "world's worst magician," is mystifying the Michigan natives these days with a nifty he has labeled "Watch the Switch." . . . ERNIE J. MOORE, who sustained a broken leg in a fall at a Greenfield, O., theater a few weeks back, is in a hospital in his home village of Newark, O. The docs have decided they won't have to shoot him, but he'll be laid up for at least three months. Friends may write him in care of the Elks Club, Newark. . . . RALPH W. HULL, who is said to have invented more worthwhile card effects than any other magician of the day, took time off recently to journey to Detroit for a visit with his daughter and her family, and while in the Motor City entertained the Wayne College professors—fooling them plenty. . . . Dr. J. F. G. HOLSTON, Zanesville, O., druggist-magician, is much improved in health after an extended illness, and again is able to visit the drug store on the corner each afternoon. . . . SIXTH ANNUAL Back-to-Kenton Party, staged by the IBMers the other week-end, is reported to have been the best of the shindigs held to date. Forty-eight sat down to the banquet which climaxed the three-day affair. President and Mrs. John Snyder Jr. of the IBM were honored guests. . . . LEE NOBLE, who has just concluded his third hold-over week at the Times Square Hotel, Rochester, N. Y., as magical emcee, is working westward and plans to make Detroit by Christmas. . . . BEN CHAVEZ and Dolores will arrive in Melbourne, Australia, December 6, to begin a 10-week tour on the Tivoli Circuit, with an option for 10 more. They sailed recently

on the S. S. Monterey, with the following Los Angeles magic enthusiasts making the trip to the pier to see them off: Jack Palmer and Agnes, Bill Bridewell and Alma, Pringle and his mother, Mr. Mickey, Paul Golding and Irene, Todd Golding & Co., Mariys and Merle Cleary, Bill Welch and Lola, and Sam Kramer.

DANTE THE MAGICIAN, recently returned from Europe, has left New York and is en route to the West Coast to visit his son residing there. He's making the jaunt in a 16-cylinder sedan, piloted by a liveried chauffeur. Dante, who is accompanied by his wife and daughter, stopped off last week in Pittsburgh and Chicago to visit friends. . . . JOAN BRANDON, after winding up at Fay's Theater, Philadelphia, jumped by plane to New Orleans to open in the Tulane Room of the Jung Hotel. . . . ED MILNE and Claude H. (Kid) Long—shoot in your route. Have information that may interest you. . . . GREEN THE MAGICIAN, managed by Jimmie Perrin, after eight weeks for the Gold Fields Theater Circuit in Northern Ontario, has moved into the province's fruit and tobacco belt along Lake Erie for more theater dates. Green recently made his third visit in four months to Callander, Ont., for a squint at the Dionne quintets. . . . ALEXANDER, mentalist, originally booked for a fortnight's stop at Chez Paree, Luverne, Minn., has been held another week. . . . JARVIS THE MAGICIAN is set in West Virginia territory until January 1. Harry (Red) Johns is chief assistant, with a staff of four. . . . V-ROY THE MAGICIAN, who has been working sponsored dates in Illinois since October 1, reports the season a healthy one to date. At Flora, Ill., recently, V-Roy entertained Shirley Gibson and Tiny Franklin, of La Toscaans, at dinner, and at Watson, Ill., he enjoyed visits from Coleman the Magician and Pauline, of Effingham, Ill., and Charles Worthan and family. . . . RAY WILBERT, specializing in a golf ball routine, heads the current floor show at Club Royale, Detroit. . . . MYSTERIOUS HOLLENBECK & CO., mental turn under the management of Maurice Sykes, of the Roy Berger office, Baltimore, opened December 1 at the Hub department store, Baltimore, for a four-week stand. Act is slated to open at a New York hotel early in January.

Marlene Asks Ban on Marlane

CHICAGO, Dec. 2.—Marlene Sloan, burlesque performer who employs the billing *The Golden Godiva*, secured an injunction in Detroit this week restraining Mary Lane Reynolds (Marlane) from using the same billing.

Marlene's manager, Lee Sloan, reports that while the injunction is effective only in the State of Michigan, similar action will be taken in other States if that billing is used by any other performer.

Marlene appeared in the Gayety, Detroit, this week, while Marlane played the Avenue in the same city.

Burlesque Notes

(Communications to New York Office)

NEW YORK:

MARJORIE ROYE threw a farewell party at the Claridge Hotel last week. Leaving to join a Midwest Circuit show. Helping her were Elayne Owens, Ted Miller, June Lacey, Jean Carroll, Dave Cohn, Jean Mode and ma. Lou Miller, Bubbles Yvonne, Joey Faye, Bert Grant and other Claridge burly guests. . . . ANDY GARDNER, of the old burly and vaude comedian school, was a visitor away from his tavern in the Adirondacks. . . . COLLETTE opened December 1 for a return at the Rialto, Chicago. . . . TRIBORO chorines sent congratulations to one of their flock, Violet (Peanuts) Saari, now Mrs. Thomas Russell, on the birth of a boy born in Suydenham Hospital November 27. . . . ESTA ALJA and Kitty Kelly opened with the Billy Foster show on the Midwest Circuit at the Roxy, Cleveland, November 24. Same wheel had Bebs Malloy, a new comic from the Coast, opening at the Capital, Toledo, a week earlier. . . . CHARLES (PEANUTS) BOHN, comic at the Gaety, starts rehearsing for the new Shubert comedy, *Keep Off the Grass*, in February.

ANN CORIO on November 26 attended the dedication of a room in St. Francis Hospital, Hartford, Conn., which she donated to the memory of her recently deceased mother. Also ordered that a \$15,000 trust fund she had contributed to for her mother's benefit be divided equally among five sisters. . . . MURRAY LEONARD writes he is not teamed up with any comic but only schooling Dick Richards in a few scenes. . . . CELL DEVINE, now at the Star, Brooklyn, replaces Elinore Sheridan December 7 at the Gaety. . . . DOLLY DAWSON, Gladys Fox, Scurvy Miller and Leon DeVoe held over indefinitely at the Avenue (stock), Detroit. . . . BILLY FIELDS, Jess Mack and Jean Lee move from the Hirst to the Midwest Circuit, opening at the Rialto, Chicago, December 8. . . . BINDER AND ROSEN and Ben Chasen became new comics at the Triboro November 26.

ALLEN GILBERT on November 27 recalled the same 32 girls to return to the Adams, Newark, N. J., November 30. Chorines laid off a week due to a prior booking of Will Osborne's ork and George Jessel at Adams. . . . SUNYA (SMILES) SLANE'S billing at Fay's, Philadelphia, recently was as "The Balkan Venus." "And I never did a single balk," she says. . . . DIANE, dancer, from Los Angeles niteries, debuted in the East at the Star, Brooklyn, November 24. Other new principals at the Star are Lillie Dixon, Cell Devine, Sunya (Smiles) Slane and Myrna Dean and Murray and Raymond, the two last named a whistling team recently off the Hirst Circuit. . . . IRENE CORNELL played hostess to a large party of *Follies* friends at a pig roast at her home November 26. . . . GEORGE ROSE replaced George Reynolds as stage manager of the Triboro November 26. Reynolds left to join a Hirst Circuit show. Ditto

Peggy Bolton, Stinky and Shorty and Eileen Dale. . . . RAGS RAGLAND and Maxine DuShon replaced Billy (Bumps) Mack and Gladys Fox on the Midwest Wheel at the Grand, St. Louis, November 17. UNO.

CHICAGO:

MARLENE goes into the Aurora (Ill.) Hotel for a week, then goes into the Howard, Boston, opening December 11. . . . DAGMAR, who holds an indefinite run ticket at the 606 Club, is married to the drummer of that spot. . . . PEACHES stays on at the Celebrity Club. . . . MIDWEST Burly Circuit is scheduling another meeting to be held here this week.

Young May Bring Burly to Canton

CANTON, O., Dec. 2.—George Young, Cleveland burly operator, is negotiating for the old Grand Opera House here for burlesque stock to open during the holidays. Altho the Madge Kinsey Players have been using the house for the past two months, doing three and four sell-out shows a week, owners are said to be willing to lease it for burlesque. Opening is tentatively set for December 29. Young will rotate principals between the house here and his Roxy in Cleveland. A union stage crew and pit band will be used.

Harry Graf, of the Kinsey troupe, said should burlesque interrupt the run of his company, that it likely would return to the local house for a short run before the troupe starts its annual trek under canvas about May 1. Stock company is doing seven nights a week, three matinees with two changes of bills weekly. Kinsey troupe opened at the Grand October 7.

Triboro, N. Y., Closed

NEW YORK, Dec. 2.—License Commissioner Paul Moss announced today that his office has withheld renewing the license of the Triboro Theater upon finding the house guilty of distributing "lewd passes" among the neighboring candy shops to minors.

Complaints, as reported in *The Billboard* last week, were filed by the Parents Association of the Roman Catholic Church of St. Paul.

A NEW DISTINCTIVE NOVELTY
JACKIE MURRAY

WHALEN & WOOD

THE LONG AND SHORT OF IT
Comedy Sensations Plus Singing and Dancing.
Now on the Hirst Circuit.
Mgt., TONY PHILLIPS, Bond Bldg., N. Y. City.

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WANT CHORUS GIRLS

For Burlesque Stock, Grand Theatre, Canton, Ohio. Work only 4 days each week. Salary \$20.00. Permanent engagement. Rehearsals start Monday, Dec. 18th; opening Friday, Dec. 22nd. Give full particulars first letter. Send photo if possible. Address WARREN B. IRONS, care Roxy Theatre, Cleveland, Ohio.



MARLENE

THE ORIGINAL
"GOLDEN GODIVA"

WARNING

All persons and acts are hereby warned not to use "Golden Godiva" in their billings. On November 27, 1939, Judge Theodore J. Richter, of Wayne County, Michigan, Circuit Court, issued a temporary injunction ordering a certain performer from using the name "Golden Godiva" in any way, shape or manner. Similar legal action will be taken against any infringements in the use of the billing "Golden Godiva."

OPENING DECEMBER 11TH

HOWARD THEATER, Boston, Mass.

Direction
SAMMY CLARK
Consolidated Radio Artists, Inc.
Chicago

Personal Management
LEE SLOAN

Slout Workshoppers Booked Well Ahead

FOND DU LAC, Wis., Dec. 2.—L. Verne Slout and his Theater Workshop, who closed here Wednesday, reopen December 4 at McGregor, Ia. Company has been out since October 1 and to date has played Kansas, Missouri, Oklahoma and Wisconsin. Personnel comprises L. Verne Slout, Ora Ackley and Damon Eckles, all well known in the rep field. Program offered is built along educational and cultural lines pertaining to the theater. Present bookings take the company up to late in March of 1940, Slout reports. A specially constructed stage is carried for the presentation, with particular stress being placed on stage lighting. Bookings up to the holidays will be under the direction of the Extension Division of the University of Wisconsin. Following the holidays, the group moves into Eastern territory, with bookings handled from Philadelphia.

Dot and Earle Tent Show Moves to Memphis Quarters

MEMPHIS, Dec. 2.—Dot and Earle Tent Show, presenting talking pictures and vaude, moved into the barn here this week after a 16-week tour of one-nighters thru Georgia, Mississippi and Arkansas. The tent season panned out satisfactorily, Manager Earle S. Mitchell reports.

Flesh attraction this season were the Circle X Ranch Boys—Slim, Bim and Jim—who presented a 30-minute program. Films comprised Westerns, cartoon comedies and newsreels.

Hayworth Unit Sets Record

GOLDSBORO, N. C., Dec. 2.—"SeaBee" Hayworth's circle, which makes this city every Thursday as part of its regular North Carolina merry-go-round, set a new house record at the Carolina Theater Thanksgiving Day (30), when the troupe did five shows on the day, instead of the usual three, to handle the extra business. The cast and band remain the same, but weekly changes are made in the vaude features. This week Levine and Shields, dance team, replaced Libby and Ruby Hoff; Arthur King replaced Sully Sullivan, and Ruth (Blues) Barnett replaced Monte Navarro.

Mae La Palmer in Hospital

FORT WORTH, Tex., Dec. 2.—Mae La Palmer, of the well-known rep team of Joe and Mae La Palmer, is in a local hospital for skin grafting on her arms and limbs for burns sustained last December. She is progressing nicely but will be in the hospital until after the first of the year. Friends may write to her at 1730 East Tucker street, this city. In the meantime Joe will continue working the Texas territory for the Mapel Attractions with the picture, *Modern Motherhood*.

WANT IMMEDIATELY
High-Class Acts of every description for our chain of Ohio and Pennsylvania Clubs and Theatres. Sister Teams, Single Girls, Dance Teams, Novelty Acts. **BALDWIN-DAVIS ENTERTAINMENT SERVICE,**
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CHRISTMAS SEALS



Help to Protect Your Home from Tuberculosis

Rep Ripples

COL. W. I. SWAIN, who formerly operated one of the major tent opries and now residing in retirement in Elkhart, Tex., writes: "Fifty thousand deer bucks will fall to the hunters during the short open season in this State. Sportsmen from everywhere are here, and they're all good spenders. Texas citizens will benefit further from the hunting license fees. There are also plenty of wild turkey and quail in these parts, but they are given little consideration during the deer season." **THREE REVELERS**, dramatic trio out of Dover, Del., are working lodges under auspices in that section of the State. **H. RAY SNEDEKER**, after barning his California Players for the winter, has settled in Columbus, O., where he's working in the ad department of *The Columbus Herald* and putting on an occasional show under auspices. Snedeker says he'll resume with his troupe in the spring. **BILLY TERRELL**, erstwhile tent show manager now playing theaters with his Arizona Cowboy Band, tells us that we were all wrong in our recent mention that the Boob Brasfield company was closing soon in Gadsden, Ala., due to poor business. Terrell says he caught the Brasfield opry recently and found it playing to capacity business, with the house manager elated with the business the troupe is bringing him. Terrell moves his cowboys into Louisiana houses next week.

GERTRUDE LYTELL plans a return to the rep field in 1940 after an absence of nearly two years which she put in pounding typewriter keys for a living in Hickman, Ky. Her last engagement was with Capt. J. W. Menke's Goldenrod Showboat in 1937. **KENNETH J. HARLEY**, former repster, is booking and producing amateur shows in New England for a Boston concern. **JOHN LAWRENCE**, veteran Indiana tent show manager and playwright, has an article in the December issue of *Writers' Digest* entitled "Circles Like Tobys and G Strings." In the piece Lawrence states that there are something like 150 circle stocks that want new plays. He tells the reader how to write such plays and where to sell them. **BILL AND BEULAH CUMMINGS** will shortly celebrate their third Christmas on the Stout Jackson Tent Picture Show. Bill visited the Russell Bros.' Circus at Kingsville, Tex., recently, but says he failed to spy a single person he knew on there. **HOWARD FORDHAM**, who had the stage band with the Walter Ambler troupe during its stock run at the Crawford Theater, Wichita, Kan., a

few years back, is in his 20th week at the new Club Edgewood, St. Joseph, Mo. **BRACE BROS.' Novelty Show** recently left Salt Lake City to make a swing of the small towns thru Utah and Nevada. **JACK WALKER**, former trumpet player with the Harley Sadler and Davis-Brunk rep shows, is now with the Ina Ray Hutton band in New York. **IN THE MUNICIPAL** band at Whitfield, Miss., are the following well-known troupers: Jimmy Huett, "Hot Lips" Davis, Bob Heidelberg, Frank Eccles, C. O. Sears and John and Myrt Evans, veteran repsters, who have charge of the band.

BILL AND ROBERTA BOWERS sojourned briefly in Kansas City, Mo., last week, en route to Southern Missouri to spend the winter after a season with Allen Bros.' Comedians. **CHARLES WHITCHURCH** Comedians brought their long season to an end recently in Northern Missouri. **GUY AND CONSTANCE CAUFMAN**, veteran Midwest repertoire managers who retired from the field several years ago, are successfully conducting a Little Theater in Holton, Kan.

Novarro Plans Own Unit

GOLDSBORO, N. C., Dec. 2.—Monte Novarro, who has just closed with the "SeaBee" Hayworth North Carolina circle, reports that he is reorganizing his *Dee-Lovely, Red Hot and Beautiful* unit to play New England territory. Group, which will rehearse in Philadelphia, will feature Little Tainya and will tote a six-girl line. Novarro says. John Wilson will have the advance, with Kathleen Johnson producing.

Billy Bryant Under Knife

CINCINNATI, Dec. 2.—Billy Bryant, who recently tied up the Bryant Showboat in Point Pleasant, W. Va., for the winter after concluding the boat's 10th consecutive summer stock run at the foot of Lawrence street here, was operated upon for hernia at Holzer Hospital, Gallipolis, O., Monday morning. His condition is reported as good.

Giffords on Illinois Circle

SPRINGFIELD, Ill., Dec. 2.—Gifford Players are working a circle of Illinois towns, with this city as the base. Al Pitcaithley, late of the Morgan-Helvey Show, joined the Gifford line-up this week. Others in the cast, besides Manager Gifford, are Grace Waggoner, Glen and Donna McCord, Tony Tanner and Dick Lauderbach.

Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

INQUIRIES HAVE BEEN received recently on Dick Powell, Bob and Gladys Turner, Jerry Davis, Helen Tyne, Gleen Garrison, Billy and Doris Donovan, Eddie Carillo, Kenny Videlo, Bobby Madison, Les McCullam, Frank Freeman, Bill Ross, Lee Goodson, Mickey Britton, Patsy Ryan, Jack Kelly, Jackie Richards, Jack Glen, George Grant, Marvin Hobaugh, Johnnie Armbruster, Earle Greenup, Jimmy Valentine, Chad Alviso, Buddy Lee, Pee Wee Collins and Pauline Boyd. Let your friends know where you are and what you're doing with a few lines to the column, kids.

VERNON BALFOUR is said to have opened a three-ring show in Bell, Calif.; with skaters, dancers and walkers all going at the same time. Heel and toe derbies and dance sprints are nightly features. Show bears the moniker, Sportland Varieties, and is sponsored by the Bell Chamber of Commerce. At this writing, three skate teams, seven walkers and six dancers remain.

CURLY LINDER is convalescing in General Hospital, Denver, from a fractured skull, brain concussion and broken nose sustained recently in an accident. Reports are that he is coming along okeh.

BILLY BALDWIN, former emcee, who played Denver recently with a unit of the Seltzer Roller Derby, is reported to have severed connections with said outfit, as he has something hot in the way of a show business proposition in Chicago.

BILLIE PARKER writes from Charleston, S. C., that she is doing the ice act there. Billie would like to read news here on Johnnie Hughes and Elsie and Bill McQuade.

DANNY DANFORD, former concessioner with various shows, comments from Denver that he believes a new wrinkle will be born soon that will put the endurance show back where it was in 1931. Danny operates a magazine and newspaper dispensary on Denver's loop and you can generally find some of the kids cutting up jackpots in his place.

F. J. BLIGH cards from Indianapolis that Joe Archer, manager of a roller derby concession, met with a serious accident on Highway 31, 10 miles from the Hoosier City, and is now in the Methodist Hospital there.

KENNY NYDELL, as far as can be learned, has forsaken the endurance field for night club business.

MURRAY SHERMAN, who suffered a recent setback with his proposed Continental Walkathons, Inc., of Tennessee, as reported in last week's issue, was a visitor to the endurance desk Thanksgiving Day. However, Murray was in good spirit about the matter, as much as to say: "You can't keep a good man down."

ELSIE JANSEN, wife of Frank Jansen, set-up man with one of the Leo Seltzer roller derbies and well known in the endurance field, recently went to her

home in Bossier City, La., to undergo a major operation.

One Year Ago

CHARLIE BATAVIA'S Marion, Ill., show, altho off to a rough start, was running smoothly at the 840-hour mark, with five teams and two solos still battling. **FRANKIE DONATO**, temporarily out of the endurance field, was working night clubs in Findlay, Columbus and Springfield, all in Ohio. **GEORGE AND EDDIE PUGHE** were in Houston, after having met with fair success with their Green Bay, Wis., show. **EILEEN THAYER** was at home in Pittsburgh, dancing in night clubs with her brother. **ZEKE YOUNGBLOOD'S** tent, housing his Centralia, Ill., contest, was blown down, but show moved to temporary quarters and kept right on going. **DUKE CORTEZ** was operating his Garden of Dreams night club in Long Island, N. Y. **POP DUNLAP'S** Chicago contest was in its ninth week, with eight couples and one solo remaining. **TONY MARSH** was doing emcee duty in and around Chicago. **JOHNNIE MARTIN** was recovering from a severe back injury sustained in a fall from a ladder. **PORKY JACOBS** was in Long Beach, Calif., resting, hunting and fishing.

GIGANTIC OPENING OF THE 24-HOUR PHOENIX, ARIZ. DERBY SHOW

The Winter Playground of the West, with population now of 120,000 people to draw from. Staged by **ARIZONA AMUSEMENT, INC.** Under Direction of **-HAL J. ROSS-** **STARTS THURSDAY, DECEMBER 14TH** In Specially Constructed Heated Stadium With 5,000 Seating Capacity **5 GRAND PRIZES** **Totaling Up to \$1,550.00** **FULLY FINANCED AND HOW.** Can use good Heat Judge. Also **TEX SWAN**, please write. **CONTESTANTS, NOTICE**—No collect wires or phone calls. Write air mail letters only and do not come on unless notified. **HAL J. ROSS, Gen. Mgr.** Park View Motor Court, 3500 East Van Buren St., Phoenix, Ariz.

DON'T FAIL TO MAKE THIS SHOW

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CHICAGO Have Always Paid Big Prize Money. Never Had a Flop Show.

Can Use Staff. Also Have Other Spots To Follow This Show. Contact

SID COHEN

COLISEUM, CHICAGO No Collect Wires Accepted.

CONTESTANTS, NOTICE

Kankakee, Ill., opens officially and definitely in beautiful downtown Del Rio Ballroom Friday, December 8. Prizes up to \$1,500. Good treatment, excellent food, individual cots, showers and modern conveniences. Sponsors all set. Kankakee booming. Hurry to join the big one in the heart of the city. Contestants—your winter bank roll is here, also all of your friends. No one barred; everybody welcome. Forty-eight-hour opening; deadline for entries Sunday, Dec. 10.

BERT DAVID, Gen. Mgr.

Del Rio Ballroom; Headquarters, Kankakee Hotel, Kankakee, Ill.

OPENING SOON

Contestants, write; no collect wires. Watch next week's Billboard. Wiggles, Billie Harry, communicate at once. Don't come unless notified. Address

JOHNNIE DILLON

Tallo Hotel, WILLISVILLE, ILLINOIS

Deaf-Mutes View Silents

Possibilities in new field shown as society sponsors event in New York

NEW YORK, Dec. 2.—The possibilities of 16mm. silent movies in institutions for deaf-mutes were displayed here recently when Frank Falango, first vice-president of Ephpheta, society for the Catholic deaf, revealed that 175 mutes had attended a show held in the auditorium of St. Francis Xavier College. The proceeds from the event were donated to the church.

The program included *Les Miserables*, *Oddities Beyond Belief*, *Hot Time in Scotland* and the *Coronation of Pope Pius XII*. The admission charge of 25 cents included the show and a bingo game. So successful was the event that the society, the dues of which go into a sick benefit fund, has planned another movie show for December 23 in the same auditorium.

Ephpheta, which was founded 38 years ago, is led by Father Purtell, S. J., who serves as chaplain of the society. Father Purtell has worked among deaf-mutes for over 40 years and can converse with them thru signs. He is also an expert lip reader. The age of the membership ranges from 18 to 45, with men predominant. Mrs. Catherine Gallagher is president.

According to Falango, meetings of the society are held the first Tuesday in each month, and the silent movies were suggested to offer entertainment and vary the program of the special meetings. Attendance at the movies was limited to deaf-mutes, all members of the sponsoring group.

With hundreds of institutions for the deaf thruout the nation, the show sponsored by Ephpheta points out to roadshowmen the value of this field.

Roadshowmen who have deaf institutes in their territories are urged to contact the superintendent or governing board for bookings. However, shows in institutions would not be supported by admissions but, more than likely, paid for by the establishment, which would be the county or the State.

Falango's report shows the broad scope to be served by roadshowmen.

Classroom Movie Operators Need No License in Pa.

HARRISBURG, Pa., Dec. 2.—Roadshowmen who operate 16mm projectors, using slow-burning film with or without sound, for the purpose of classroom instruction are not required to secure licenses, the State Department of Labor and Industry reports. Registration of the operator is required, but no charge is made for this service. Operators of projectors using 16mm silent films must also register and registrations must be renewed every two years.

Roadshowmen operating in the State of Pennsylvania are listed under Class D, which requires licenses to project non-theatrical motion pictures by means of approved portable projectors using 16mm slow-burning film with sound. First year's certificate is \$3, with an annual renewal fee of \$2.

A license to show movies in the State is also required, for which a charge of \$2 per reel is made.

SPECIAL RENTAL RATES

Xmas and Religious Features for Holidays. Also WAR NEWS Reels, FEATURES, SHORTS, ETC. Special Get Acquainted Rates, except Xmas and Religious Film. Mogulls 59 W. 43rd St., New York, N. Y.

16mm. Sound Per Reel 75c

RELIGIOUS FEATURES

16MM. SOUND 35MM. This is the Kingdom, Passion Play, Brother Francis, Christus (The Life of Christ). OTTO MARBACH, 630 Ninth Ave., N. Y. City.

New and Recent Releases

(Running times are approximate)

CRACK UP, released by Post Pictures Corp. Stars Flash, the wonder dog. A stolen money bag is recovered by Flash to prove the innocence of one man and the guilt of another. Running time, 20 minutes.

FLAMING LEAD, released by Pictorial Films, Inc. Stars Ken Maynard and his wonder horse, Tarzan. Kay Burke's father is killed by rustlers, who have been stealing horses raised for the U. S. Army on his ranch. Kay wires her dead parent's partner, Frank Gordon, to come to her aid, fearing that she will not be able to fill army contract. Gordon is drinking heavily in Chicago. Ken Clark saves Gordon from being robbed, gets the telegram and goes to Kay's aid. Running time, 57 minutes.

DEATH RIDES THE RANGE, released by Pictorial Films, Inc. Stars Ken Maynard with his horse, Tarzan. Ken Maynard, as Ken Baxter, turns out to be a G-man after straightening out a crooked land deal. Running time, 55 minutes.

MEXICO, released by Garrison Films. First part, *Modern Mexico*, shows pyramids, relics of the old civiliza-

tion; labor holiday, Diego Riviera painting murals, dancers and fiesta costumes. Second part, *Mexico of Yesterday*, shows Juana Juato, a mountain city with old church customs. *The Outlands* shows the land of chewing gum. Running time, 60 minutes.

LOST GODS, released by Garrison Films. A record of Count Byron Khun De Prorok's travels and discoveries in ancient Carthage, Utica, Libya and other regions of Northern Africa. Shows the Atlas Mountains, plains of Hannibal, jewelry, apparel, furnishings and other evidence of civilization lost for 40 centuries. Lively commentary. Running time, 50 minutes.

ZOO IN MANHATTAN, released by Nu-Art Films, Inc. A study of wild animal and bird life in Central Park Zoo and Lake. Subject opens with a shot of the entrance to the park and then goes into the zoo itself, keeping, whenever possible, the towering buildings of mid-Manhattan in the background. Off-screen commentary is by John S. Martin. Running time, 10 minutes.

Teacher Sees Future in 16s

Downingtown Industrial School shows movies — may install course

DOWNINGTOWN, Pa., Dec. 2.—The work done with 16mm. pictures at the Downingtown Industrial School, an institution for colored youths, by Raymond Lemmon, head teacher and instructor in mathematics, shows the potentialities offered roadshowmen who play schools and lodges. For the past four years Lemmon has offered sound-on-films at this junior-senior boarding school, and twice a month draws an average of 100 students from an enrollment of 120 to the auditorium. His admission charge is 10 cents.

Lemmon says that the shows offered in the evenings in the auditorium must be melodramatic to draw the students. Attendance is not compulsory but a careful check on attendance is kept in order to determine the drawing power of pictures. He has shown, among other programs, *Showboat*, *Imitation of Life*, *What Price Crime?*, *Abraham Lincoln*, and *Hurricane Express*, a serial. The institution owns *Let My People Live*, which features the Tuskegee Choir, and, because it deals with the spread of tuberculosis, it is shown at intervals in addition to the other programs. Lemmon even puts this show on in colored churches on Sunday nights following services.

Churches Good Field

Colored schools and churches offer roadshowmen an unlimited field in Pennsylvania and the South, Lemmon contends. When he was told how 10,000 roadshowmen are circulating thru the country putting on non-theatrical shows he was high in his praise of the work. He was especially interested in *The Billboard's* booklet "How To Get Into the Roadshow Business," and Downingtown may unofficially add a course for roadshowmen. The story of the work done by Joseph Kelly, 16-year-old Brooklyn schoolboy, was also of interest to the colored educator.

Downingtown, Lemmon says, books its shows two months in advance, and the schedule is complete until February, when the first semester ends. The 16mm. movies are shown every other Friday night as a part of the extra-curricular activities.

Friday Night Shows

While the shows on Friday night are selected principally for entertainment, educational shows are also held. The films are obtained from the libraries and shown in the auditorium. Because the classrooms are small, Lemmon says it is easier to move the students into the

auditorium, where he has about a 40-foot throw, than it is to try to give the show in the classroom. *Let My People Live*, a one-reeler, is in Lemmon's automobile practically all the time, as he has numerous requests for it.

"Our trouble," says Lemmon, "is not interesting the student in 16mm. films. This is our easiest job. Most of our students are about 16-year-old adolescents. Our shows have to be melodramatic. We have a football team, and our students like sports pictures, but a cartoon seems to have universal appeal. *War in Europe* was greatly enjoyed, and we're now waiting for more pictures of this type and those of the 1939 football season. Our trouble, which would not necessarily confront roadshowmen, is to get the pictures we want at a price we can pay. Please let me make it clear—Downingtown is not State supported but State-aided.

"I have seen the possibilities offered the roadshowman in this school field. Once I showed pictures to a crowd of 1,100. I used one speaker as I do in our auditorium, and my machine performed beautifully. If I can get a crowd of over 1,000, there isn't any reason why roadshowmen can't double my figures with good exploitation. Here at Downingtown our only advertising is done thru typewritten notices posted over the campus and read at assembly."

Shows in the school auditorium can be attended only by faculty members and their families and students.

SUGAR'S DOMINO

(Continued from page 4)

more than five or six years ago that one type of entertainment was fabricated for the rural centers; another type for the urban communities. The general theorem that could be applied to almost all of show business was that entertainment that went over big in urban spots was hardly suitable for the rural centers—and vice versa. The combination of radio, films and other media has broken all of this down to the point where entertainment has been practically leveled to one standard as far as taste is concerned. Altho there will always be, for one reason or another, a limited number of attractions and bands that catch on in one section of the country and are a total loss in another. In general, however, the farmhands out in Dubuque are as eager to see and hear the Goodmans and Dorseys and Kysers as the soda clerks on Broadway and the Joe Colleges in Cambridge and New Haven. Barriers of a geographical nature have been completely broken down and by the same token the fences separating outdoor and indoor business have been broken down, too. Whether it is a carnival or a swanky hotel or a theater or a fair grand stand, today it is all show business with the same basic entertainment needs. The hick has been exterminated by entertainment wholesaling; all show business has become tied together, each part dependent on the other, more than at any other period in our time.

One important band booker is so enthusiastic about the market for bands in fairs that he predicts five years from

45th YEAR The Billboard

Founded by W. H. DONALDSON
The Largest Circulation of Any Amusement Weekly in the World

Member Audit Bureau of Circulation
Published Every Week

By The Billboard Publishing Co.
R. S. LITTLEFORD SR., President.

E. W. EVANS, Secretary-Treasurer & General Manager.

A. C. HARTMANN, Editor
Outdoor Depts., 25 Opera Place, Cincinnati, O.

E. E. SUGARMAN, Editor
Indoor Depts., 1564 Broadway, New York, N. Y.

Main Office and Printing Works, The Billboard Building, 25-27 Opera Place, Cincinnati, O. Phone, Main 5306. Cable Address, "Billbyboy," Cincinnati, O.

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No telegraphed advertisement accepted unless remittance is telegraphed or mailed so as to reach publication office before noon Monday.

The Billboard reserves the right to edit all advertising copy.



Vol. 51 DECEMBER 9, 1939 No. 49

now there will be no bands or attractions playing theaters. They will all be playing fairs, he says. The gent is going a little too far and he forgets that there are 52 weeks to a year. But it's a mighty important confession coming from a man who two years ago conceivably thought a fair is an event dedicated solely to farmers showing off their live stock and orchard products.

MARCUS SHOW FOLDS

(Continued from page 3)

abundance of publicity because father John is at the next door Selwyn continuing in *My Dear Children*.

Leave It to Me, first big musical here this season, is doing a healthy upstairs trade at the Auditorium. It winds up its three-week run next Saturday and no box-office let-up is expected. Film fans are patronizing Edward Everett Horton at the Erlanger, and he stays on indefinitely with *Springtime for Henry*. The Grand has nothing in sight before January 8, when *Abe Lincoln in Illinois* with Raymond Massey arrives. The Harris gets a natural Christmas night in the widely heralded *The Man Who Came to Dinner*.

REMEMBER

The Salvation Army
In Your
Christmas Giving



REMEMBER

The Salvation Army
In
Your Will

THE FILM WEEKLY AUSTRALIA

Covering the Motion Picture and Entertainment Field Generally.
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WATCH THAT POSTAGE ON HOLIDAY GREETING CARDS

When mailing holiday greeting cards to relatives, friends or acquaintances in care of The Billboard be sure to use first-class postage (3 cents per ounce) if the cards are in envelopes. This applies whether the envelopes are sealed or unsealed, but it is better to seal them. Cards in unsealed envelopes and mailed under third-class postage (1 1/2 cents per ounce) cannot be forwarded and therefore must be sent to the dead-letter office. This ruling for forwarding of mail does not apply to open greeting cards, those not requiring envelopes and sent under 1-cent postage.

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.

Phelan's Show A One-Ringer

Plans indoor dates in and around Boston—Tramer mgr.-equestrian director

BOSTON, Dec. 2.—Charles W. Phelan's Winter Wild Animal Circus, organized this year at Hickory Tree Wild Animal Farm near Boston, will play several indoor dates in and around Boston, including Salem, Mass., first week in January; Quincy, Brockton and Fall River, Mass., and Providence.

Gus Tramer, animal trainer, is manager and equestrian director of the show, which Phelan plans to make a one-ring circus on the order of European circuses, with wild animal acts featured but also with plenty of aerial, riding and clown acts. Phelan owns radio station and will be able to give the circus wide publicity thru that channel.

Phelan, formerly business manager of Yankee Network, became interested in wild animals after first spending six years as owner of thoroughbred horses. On his huge farm at Georgetown, Mass., he saw possibilities for a wild animal ranch and opened same last summer.

Gainesville Parade Unit Begins Its Largest Tour

GAINESVILLE, Tex., Dec. 2.—The Santa Claus parade unit of the Gainesville Community Circus began its three-week tour Wednesday at Waco, after an engagement on Friday of last week at Overton.

The unit is scheduled for Chamber of Commerce parades in Kilgore, Lufkin, Rusk, Gainesville, Terrell, Wills Point, Marlin, Temple, Fredericksburg, Taylor, Austin, Lockhart, San Saba and Brady, Tex., and Durant, Okla. Itinerary is the largest in the six years' history of the unit.

In the party are Verne Brewer, manager; Dale Brewer, truck driver; Arthur (Bum) Henry, clown, with trained dog; Marie Henry, wardrobe and calliops player; Sam Beattie, impersonator, and P. M. Sims, hostler.

Alex Murrell, superintendent, put on extra men to get the calliops wagon out for the parade unit, and is now working on a combination first-aid and reception tent to be used in the backyard next season.

Rehearsals will get under way early in January and several pieces of equipment have been ordered from a Cincinnati manufacturer. The Henrys will have charge.

Siegrist Club's Next Meet

CANTON, O., Dec. 2.—Charles Siegrist Showman's Club will hold its next get-together here Sunday night, December 17. Jack Nedrow, Massillon, O., is chairman of the committee in charge of arrangements. Program will include vaudeville and circus acts, a buffet lunch and refreshments.

Performers appearing at the Shrine Indoor Circus here that week will be invited to attend the affair, the last to be held in Canton until spring. Meetings, however, are also scheduled for Wooster, Dover and Akron, O., early next year, according to Sterling (Duke) Drukenbrod, president.

Blacaman Runs Afoul of Cuban Immigration Laws

HAVANA, Dec. 2.—Pedro Blacaman, Indian fakir, whose show has been appearing under canvas in Cuba, has run afoul of the immigration laws.

It appears that he brought two employees from Mexico in cages with his lions, or next to them. When they arrived in Cuba the employees were told to slip ashore and mix with the stevedores who were unloading the vessel, it is said. Blacaman claims that he did not have time to arrange for their passports. The men, one of them a newspaper man, claim that they lived like beasts in the cages and were fed personally by Blacaman during the trip.

Blacaman put up a bond of \$100 and was let go under his own promises to appear for trial.



SAM DOCK, veteran of the white tops, who closed his Sam Dock's Circus in Virginia and is now organizing a small winter unit to play a series of school dates.

Russell Closes; Webb Goes Into Mexico With Unit

DONNA, Tex., Dec. 2.—Russell Bros. Circus is in winter quarters here after closing the season in Laredo, Tex., November 20. Owner-Manager C. W. Webb now has out a Mexican circus.

Mr. and Mrs. O'Hara, Mr. and Mrs. Francis Kitzman, Joe Webb and Mrs. C. W. Webb are enjoying a few days in Monterrey and other Mexican places.

Madame Solovieff Freed; Likely To Remain in U. S.

MIAMI, Fla., Dec. 2.—Madame Marie Solovieff, better known as "Rasputin's Daughter," as she was billed in 1937 while touring with Ringling-Barnum circus, is free again after being held here since last week for investigation into passport matters. Walter B. Thomas, Miami chief immigration inspector, released her in the custody of her attorney, W. O. Bozeman. She will be required to furnish a \$500 bond later.

Under strict interpretation of the law, Madame Solovieff must return to France, where her passport was issued. American deportations, however, are usually carried out by American ships and since the U. S. neutrality law allows no vessels to enter the belligerent zone, there is considerable doubt whether the State Department will order her return to a nation at war. The 39-year-old Russian woman may be allowed to remain in this country for months and even years.

FRED WARING will be the fall guy at the dinner-meeting of the Dexter Fellows Tent of the Circus Saints & Sinners' Club on December 13.

Arkansas Tax Bill Is Defeated Thru Legal Adjuster's Efforts

LITTLE ROCK, Ark., Dec. 2.—Arkansas Senate and House of Representatives declined to pass an amusement tax law, proposed by unfriendly interests, that would have called for almost a prohibitive fee on all classes of traveling tent shows, after listening for about two hours to the pleading of A. C. Bradley, legal adjuster of Downie Bros. Circus, which is quartering at present in North Little Rock.

Measure was designed to assess a levy of \$5 on each automobile, truck, trailer or house car used in transporting show property or people, to be paid in each county in which a show exhibited within the State, likewise a tax of \$10 on each railroad car used in transporting personnel or property of a railroad show, to be paid in each and every county where exhibiting. This tax would have been in addition to the present license tax levied in each county by the county judge, and was construed as a State tax.

The appearance of Bradley on the floor of the joint session of House and Senate

Indoor Circus News

News of indoor circuses that do not travel as units will be found in the Sponsored Events Department of The Billboard during the winter.

Cole Circus Folds; New Unit Launched

CINCINNATI, Dec. 2.—J. M. Cole's Indoor circus folded at Susquehanna, Pa., November 25, after five weeks under school auspices, despite good business. Heavy percentage demanded by schools was cited as partly responsible for the folding. Mike Guy, musical director of the show, and J. M. Cole also agree that the show was never properly advanced and exploited, there being at no time any kind of a tie-up or special promotion angle. Cole may give it another try after the holiday season.

Guy has launched his own unit, the *Bughouse Fables*, and is featuring clowns from various circuses. His unit opened at Delhi, N. Y., November 28, playing schools. Show carries six people and is transported by bus. Guy himself handles the advance. Circus clown paper is used for billing.

Peru Pick-Ups

PERU, Ind., Dec. 2.—Reiffenach Riding Troupe, eight people, nine horses, arrived at Ringling quarters here after closing as a free attraction with Zucchini Bros. Shows in Florida. Daily rehearsals are being held, but nothing is revealed as to future activities of the troupe.

Writer's appeal as to relatives of Frank Gilley, circus concessioner, whose body was held 18 days by New York police, brought scores of replies to Joe Miller, Waters Hotel, and info states Gilley's remains were claimed by a sister and given Christian burial.

Larry Godfroy, 45, former accountant of American Circus Corp. units, fell from a house roof here, receiving a compound fracture of his right leg. He is head of the Home Modernizing Co. He will be in Duke's Memorial Hospital for some time.

Robert De Lochte, formerly of Sells-Floto and Hagenbeck-Wallace circuses, is seen daily in downtown area.

Stanley (Eva) Wacht writes from Hot Springs, Ark., that he is a patient there and recuperating. He is a tractor expert with the Big One and states that he met Don Harter with the Downie Show when it closed in Little Rock. Upon his release from the hospital Wacht will leave for Sarasota.

Joe Lewis, R-B joey; Harry LaPearl and troupe, and H. F. McEvoy, assistant musical director with Cole Bros. and now with Keyes' Indoor Circus, worked the opening of the new Literary Aid Society Building here the past week. McEvoy was emcee.

Santos & Artigas Open With Big Bill, Headed by Polidor

HAVANA, Dec. 2.—Santos & Artigas Circus, the Barnum & Bailey of Cuba, opened its usual winter season at the National Theater, here, November 24, with a large extensive bill, headed by Polidor, clown, and which was well received. Polidor speaks Spanish as well as English and kept everybody highly amused.

Program included Mlle. Louise, aerial act; Miss Cossette, equestrian act; Miss Spingoletta, comic equestrian act; Roberto, Cuban slack-rope performer; Albert Powell, billed as an aerial contortionist, performing high in the air without nets; the Cristiani Family (six men and two girls), performing with trained horses; Mlle. Hartzell, dancing horse; the Davidson Family, high-pole balancing act; the Dare Devils (three men and two girls), high-class tumbling and balancing act; the Ortans (five men and two girls), acrobatics; and the Artheyn Trio, doing closing number of aerial traps. Operated in connection with the big show is a small side show, with a 10 cents entrance fee. Show consists of a group of lions and a lioness with three four-month-old cubs, and a group of performing horses, headed by Baby, 3,500-pound Percheron horse.

Price for boxes with six seats is \$8. Orchestra chairs sell at \$1; back seats at 80 cents, and two upper-balcony seats at 30 and 20 cents.

Keyes Indoor Circus Clicks in Marion, Ind.

MARION, Ind., Dec. 2.—Keyes' United Indoor Circus worked matinee and night shows here this week to two of the largest crowds ever to witness circus performances in this city. Large turnouts were said to be due to failure of any large circus to include Marion on its 1939 tour.

Show was under auspices of the American Legion and had fullest co-operation of all civic bodies and Marion Railways, Inc., which furnished free transportation to all who displayed KUI tickets. Performances were staged in the Memorial Coliseum. Proceeds went to defray expenses of equipping the Legion's new South Boots street home.

Program presented under direction of Clarence and Lyman Keyes, with Joe Hodgini, equestrian director, and H. F. McEvoy, musical director, included: Comedy act, Three LaPearls; pony drill and dog act, Pat Kelly; aerial web and cloud swing, Eva Lewis; clown band; high diving dog; head-balancing and high perch, Viola Rooks; long-shoe dance, Harry LaPearl; swinging ladders; pick-out pony; wire act, Bernice Kelly; clown gag; balloon gag, Joe Lewis; clown boxing; single traps, Eva Kelly; Loretta LaPearl's toy dogs; trained clown mule, Hoot Bell. In clown alley were Harry and Loretta LaPearl, Lon Purdy, Joe Lewis, Paul Watts and Mike O'Day.

Concessions: Nick Carter, superintendent; William Partello, cashier; Bob Keithly, announcer; Edgar Lawson, candy floss; Gene Miller, pop; Edward Marshall, novelties; Arthur (Hard Times) Leonard, Jack Meinhart and Sam DeLano, butchers.

Boston Arena Floor Space Is Enlarged

BOSTON, Dec. 2.—By the simple expedient of removing several tiers of boxes and reseating the house, the floor space of Boston Arena has been enlarged by some 25,000 square feet, making it the largest of any individual building in the city and permitting the holding of any sort of indoor exposition, carnival or circus.

The ice-skating space in the Arena is now larger by several thousand feet than that of its sister hall, Boston Garden. Both are under the management of Walter W. Brown.

The Knights of Columbus are planning an indoor circus and carnival for the Arena.

"RED" CARTER, singing clown cop, finished a pleasant season of 12 weeks of fairs at Shreveport, La., and is spending a few days in Chicago before going to Minneapolis, where he will winter. "Red" expects to play several indoor circuses during the winter.

Under the Marquee

By CIRCUS SOLLY

JOE SHORT is in Wanamaker's Store, New York, for his 20th year.

WILLIAM MORGAN, who has been enjoying the baths at Hot Springs, Ark., is en route to Zanesville, O., for the winter.

CLIFF McDUGALL handled publicity for the annual variety show staged at the Hollywood Woman's Club November 27 by Hollywood-Knools Community Club, Inc.

DOWNIE BROS.' CIRCUS was to be moved to its old quarters in Macon, Ga., following the appearance of a number of acts of the show at the Shrine Circus, Houston, November 27-December 2.

CLINT W. SHUFORD and wife have completed a course of baths at Hot Springs, Ark., and are en route to Illinois for a visit with relatives, following which they will return to Macon, Ga.

AL SIGSBEE, who formerly had Sigbee's Dogs on the road, and who for 10 years was general agent for Lindemann and Seils-Sterling and other circuses, is still around Milwaukee.

ROY G. VALENTINE and troupe (Original Flying Valentines), Aerial Romas and Aerial Val Mars called at *The Billboard* in New York last week while in town conferring with George A. Hamid, Inc., officials.

TOM MIX and his horse Tony copped the largest spotlight of the three-mile parade when Hollywood dedicated its 15th annual Santa Claus Lane November 24, writes Cliff McDougall, who is working on the Santa Claus Lane.

CONLEY'S ANIMAL ACTS were among the features at the Evansville (Ind.) Shrine Circus, November 20-25. Big business was done, with two shows nightly and matinees Thursday, Friday and Saturday, according to Jim Conley.

ANY CIRCUS that plays Wisconsin in 1940 should do some business, according to Jake J. Disch, of Cudahy, Wis. He says general agents tell him they have a lot of unfavorable conditions to contend with in Wisconsin.

THE ZERADOS (Frank and Vera), aerialists, closed their circus season recently because Vera had to enter a St. Louis hospital for tonsil and mastoid operations. Frank is now working a dog act in night spots.

IRA MILLETTE and daughter, Penny, are playing vaudeville in the Northwest, billed as Millette and Penny. They have played Vancouver and Spokane and last week played the Palomar Theater, Seattle. After several more weeks around Seattle they will go to Los Angeles.

ED RAYMOND is in Cleveland clowning at the May Co. Store's toy department for the 14th consecutive year. He will be there until December 23, working with Roberta's Circus, which was set for the store for five weeks by C. A. Klein, of Klein's Attractions.

H. L. GILBERT will launch a motorized Wild West show next season, using two cars ahead, and will have associated with him G. W. Chapin, who will handle promotions. Show will play a number of

dates under auspices and will carry 100 head of horses, according to Gilbert.

SEVERAL TROUPERS were reported as recently seen in the lobby of Hotel Bradford, Boston, including Jane (Skippy) Boland, Tom Yeasey, Buck Leahy, "4-Paw White," Herbert Taylor, Bumpy Anthony, Marion Drew and Aerial Ortons.

LULU DAVENPORT, who was a guest of Mr. and Mrs. Frank Brand, of Cincinnati, during Thanksgiving week, has returned to her home in Chicago. Mrs. Brand, better known as Anna Connors to her many circus friends, was formerly an outstanding aerialist with circuses.

JAKE J. DISCH writes that he visited his old friend, W. C. Tiede, in Racine, Wis., the other day. Tiede, who is 82, was at one time in advance of Richard & Pringle's Minstrels and the first Rusco & Holland Minstrels. He also formerly managed the old Kimball Opera House, Kenosha, Wis., Wigley's Opera House, Racine, and the first Bijou Theater there. He also worked with many circuses.

THE AVALON TROUPE, after playing the Elks' Indoor Circus at Schenectady, N. Y., for J. D. Karen and Dick Dillon, stopped off at Canton, O., while en route home in Detroit, to appear in the free circus for the Canton Retail Merchants' Board November 24. The following day they appeared at the annual Rotary Club's Indoor Circus at Dalton, O.

EDYTHE SIEGRIST, who has been visiting relatives near Canton, O., for the past several weeks, has presented to officers of the Charles Siegrist Showman's Club a framed bust photograph of Charles Siegrist, daddy of the famous Siegrist troupe of aerialists. Edythe plans to go to Chicago soon to visit her daughter Dorothy (Mrs. Orrin Davenport).

DOLLY AND TERRELL JACOBS flew from Sarasota, Fla., to Robbinsdale, Minn., where their twins are staying with Dolly's mother, Mrs. Fuller. One of the twins, the girl, took sick with pneumonia and is in a hospital in Minneapolis. Terrell and Dolly are planning on going to St. Cloud, Minn., for a visit with relatives while their daughter recovers.

ART HILL, comedy cyclist, appeared with the J. R. Malloy Circus at the Retail Merchants' Annual Children's Circus in City Auditorium, Canton, O., November 25, his first appearance on the stage of the Canton municipal building in 33 years. As a member of the Hill, Cherry and Hill trio, an outstanding cycle turn more than three decades ago, Hill did his comedy routine on the same stage.

THE FLYING BEHEES, who have just completed four weeks of Hamid-Morton indoor dates, featuring Rose doing her two and a half while blindfolded, are now spending two weeks in Peru, Ind., before opening in Canton, O., at the Shrine Circus there December 16. The Behees state that they are set for eight weeks of Hamid-Morton indoor dates, opening the last of February, which will give them a total of about 18 weeks of indoor dates for the winter.

GEORGE BRINTON BEAL, Boston writer, who spends his vacations traveling with circuses, was the author of a full-page story illustrated with color photographs in *The Boston Post* of Sunday, November 26, which had for its theme the famous riding families of various circuses. Featured were the Hannefords, of whom Beal said, "It's not a circus without the Hannefords." Also prominently mentioned in the long and well-written story were the Rieffenachs, Wirths and Loyal-Repenskis.

REX DE ROSSELLI, director of the spec and identified with the press department of Cole Bros.' Circus since its inception, was the subject of a feature story in the November 26 issue of *The Cleveland Plain Dealer*. Rosselli was interviewed at Canton, O., where he is assisting in the presentation of the annual Shrine Indoor Circus, on the future of the circus. "The circus will never die so long as children are born," he declared. He predicted a bright future for it, also said that air-conditioning will be improved on, seats will be made more com-

Letter From Stanley Dawson

COLUMBUS, O., Dec. 2.—Migrating from Rochester, Ind., to the Eastern seaboard, I arrived in New York during the closing days of the World's Fair. En route, I stopped off at Staten Island and met Bert and Juanita Cole at the Island Estate, also Al Pinard, Alec and Toots Spencer, Mrs. Lethe Bartlett and daughter and Jimmy and Evelyn Powers, all well-known circus and theatrical people. At Plainfield, N. J., I contacted "Jungle Boss" Tom Muir, ardent circus fan and dean of the New Jersey Assembly for 18 years. At the fair, I met Arthur Hoffman, Buck Saunders, Harry Creamer, Jim McCaull, Homer Hobson, John Agee, Doc Foster and Theodore Wolfram, former Paris correspondent for *The Billboard*. Around the corners in New York I found Freddie Palma, Fred Smythe, Buddie Frehl, Willie Harmon, Chic Daley, Buddy Hutchinson, Pete Grace, Hoot Gibson, Billy Harmon, and cowboys from everywhere.

Over at the Flanders Hotel, New York, Mike Manton was still holding court, and Kid Koster was just getting ready to leave in advance of some New York success. Missed my friend Lambert, but suppose he is in Florida. Had a nice visit at the Hillcrest Chateau of Charley and Etta Edwards at Effort, Pa. Met Spader Johnson at Eltingeville, Staten Island, his residence since retiring from the white tops. Harry Morrison is at Miami, Fla., awaiting the rest of the troupers, and Bill Hamilton and Abe Albert have already sent in some reports of big-fish catching at Miami Beach. Had an enjoyable day with Dr. William Mann at Washington, D. C., and at Delaware, O., I contacted Beverly Kelley. In Cleveland, I met Prof. P. G. Lowery and wife and his henchman, Billy May. They told me that "Shorty" Mathews was leading the band for the colored Girl Scouts of Wilmington, Del.

Warren Irons is still running his theater in Cleveland, where Eddie Martin is seen frequently. Harry Parker has resigned from the Hollenden Hotel there. George Tipton's son is still assistant manager of the Statler in Cleveland. I stopped off at Bellaire, O., to see Ray MacMillan, and at Wheeling, W. Va., to see "Bright Eyes" Vail, but they were both out of town. At Columbus, O., I met Kid Frye, William Tell Boyer, Eddie Richter, Johnny Enright, Emil Balz, Doc Frietter, Johnny Jones, Sid Phillips, Eddie Grady and wife, Charles Harper, O. M. Heffner, Leonard Karsh and wife, Virginia (Arcaris).

Harry Seymour is still holding forth at Wilkes-Barre, Pa., and John Brice is in Ironton, O. Ruth Alexander, after closing at the San Francisco fair, visited her brother-in-law, Vic Colombo, in Kansas City, the well-known minister of the death of Rev. Carrol V. Day, of Kansas City, the well-known minister who claimed the friendship of thousands of show people. At Washington C. H., O., I found Doc Nolan and Bill Backenstoe in their regular chairs at the Elks' Club, Buck Saunders blew in town and right out again to accept a winter engagement. Missed Charley Neilsen on Staten Island, but the last time I saw him there he was successfully operating a dude ranch. George and Maud Marshall are living at Great Kills, Staten Island. Missed the Mineharts and K. O. DeLong at Massillon, O., as well as Duke Drukenbrod at Canton.

I visited Jean Weeks at Peru, Ind., and had a nice chat with Joe Hodgini and family. Ed Conway reports from Philadelphia that he and Dutch Hoffman are fine and that Billy Campbell is going big on the West Coast. Ed Nagle reported from California that Kirkendall's Restaurant has become the circus man's hangout and that he is waiting for me to come out to help select the Christmas turkey. Charley Mugivan is temporarily staying in Houston. The Girl Scouts, Marion and Ann, are still house guests of the Carlsons at Wytheville, Va. They have been doing big-game hunting and last week brought in two mountain bears and a deer. Charles (Tiger Bait) Land is making headquarters at St. Petersburg, Fla. Johnny Kuharski passed thru Columbus the other day en route to Dixie, but I was at Cleveland and missed him.

fortable and the general seating arrangement changed to give the program a more intimate presentation.



With the Circus Fans

By THE RINGMASTER

President
WILLIAM H. JUDD
25 Murray St.
New Britain, Conn.

Secretary
W. M. BUCKINGHAM
Thames Bank,
Norwich, Conn.

(Conducted by WALTER HOHENADEL, Editor
"The White Tops," care Hohenadel Printing
Company, Rochelle, Ill.)

ROCHELLE, Ill., Dec. 2.—Walter M. Buckingham, national secretary, of Norwich, Conn., underwent a serious throat operation in New York City November 24. He entered the Presbyterian Hospital on the 20th. Latest reports from his wife, Mabel, who is at Hotel Bristol, are that Walter is doing as well as could be expected. She said he would be confined in the hospital for about a month.

William H. Judd, national president, was in New York City December 3 and called on the Buckingham.

District of Columbia's Circus Fans are finding a great deal to interest them in the new Big Top restaurant recently opened by McCreery's. The interior decoration is very well done, and especially interesting to the fans is a large and unusual collection of historic posters.

Charles E. Davis (elephant biographer), member of Bluch Landolf Tent No. 24, of Hartford, Conn., has been presented with three bull hooks by Carl Fisher, wild animal trainer. These hooks were carried by Fisher in Paris, Isle of Wight, Isle of Man and all over England, Scotland and Wales and here in U. S. A. Fisher is now trainer at Benson's Wild Animal Farm, Nashua, N. H. Davis prizes highly these additions to his collection of bull hooks.

John R. Shepard, Chicago, had a pleasant visit with Chris Cornalla, clown, who is at Grant's store, State and Monroe streets, for the holidays. Cornalla was last on Jay Gould's Circus and formerly on Hagenbeck-Wallace. Shepard also visited with Joe Coyle at Mandel Brothers. Coyle has been in the toy department of this store for many seasons.

Dr. H. H. Conley, CFA, of Park Ridge, Ill., was the speaker at the November meeting of the Men's Community Club. His subject was *The History of the Circus*, which he illustrated with pictures from his large collection of photos.

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The Corral

By ROWDY WADDY

BEN, THE RODEO TAILOR, has returned to Philadelphia from the three major rodeo championship contests and is busy taking care of his organization there.

AMONG PERFORMERS at Sarasota (Fla.) Rodeo, November 29-December 3, were Paul Bond, Floyd and Neil Lingle, Rock Parker, Bill Sawyer, Buddy Medford, Jane Burnett, Leonard and Peggy Murray, Art Keller, Bill and Mary Parks; Doc, Vic and Fay Blackstone.

HOUSE SPRINGS, MO., staged its first annual rodeo at Rivermont Ranch on November 5. Perry Bryan, cowboy artist, who is manager of Rivermont Ranch, promoted and directed the show. Bronk riding was climaxed when Bill (Wild Horse) Butler was injured after being thrown from his bronk. He is recovering nicely, however. Contestants included Don Kayne, Lefty Sanders, Evelyn Sanders, Edith Raums, Milton Janis, Bud Fry, Slim Crawford, Frank Minke, Johnny Roberts, Burn Gregory, Martha Volz, Charles Fisher, Bill Butler, Jack Hade, Walter Hannon, Slim California, Russ White, Russel Bryan, Jimmy Groves, John Volz, George Smithers, Ruth Bryan and Perry Bryan. Roy Shaffer, Lone Star Cowboy of Station WEW, St. Louis, and Hal Choiser, the Smiling Cowboy, of KMOX, there, participated.

LOS ANGELES witnessed its first indoor rodeo, November 24-26, in the Olympic Fight Stadium (South Grand avenue), which was revamped for the event. Limited arena space handicapped contestants in calf roping and steer bull-dogging, resulting in slow times being registered. Attendance was not up to par. Show gave five performances, Andy Juaregul supplied the stock and was active in directing the program. Eldon Prock announced.

Contestants included Bill Richardson, Kid Roberts, Bob Rivers, Howard Brown, J. H. Hill, Gene Rambo, Buck Wyatt, Lucky Boy Williams, Al Garrett, John Mendez, George Yardley, Charles Shields, Trent Paxton, Gordon Davis, Tom Woods, Mitch Owens, Jaye Hubbard, Joe Hadfield, Frank and Joe Mendez, John McFarlane, Ralph Stockwell, Howard Peelgren, Joe Sanders, Joe Edwards, Fox O'Callahan, Felix and Jackie Cooper, Hugh Strickland, Bud Cook, Johnnie Schneider, Asbury Schell, Clay Carr, Billie Kane, Andy and Ed Juaregul, Holloway Grace, Zack McWiggins, Fritz Truan, Harry Logue, Alvin Gordon, Harold Mueller, Mickey McCrorey, Harold Jackson, Jerry Littrell, Graecian Jauregui, Carl Mendez, Pete Travis, Carl Dossey, Earvin Collins, Cleve Kelly, Burrell Mulkey, Frankie Schneider, Cherokee Alcorn, Juan Fuent, Turk Greenough, Sam and John Fancher and Doff Aber. Contracted performers: Eight Early Girls, Alice Nesbitt and horse, Golden Chief; Hank Darnell and Paul St. Croix, trick ropers and riders; Herman Mosely, Ferdinand the Bull. Results: Steer Bull-dogging—First go-round, Mickey McCrorey, Holloway Grace, John Mendez, Earvin Collins. Second go-round, Clay Carr, John Mendez, Joe Mendez, Al Garrett. Finals, John Mendez, Clay Carr, Joe Mendez, Earvin Collins. Bareback Bronk Riding—First go-round, Pete Travis, Frankie Schneider, Mitch Owens, Al Garrett. Second go-round, Gene Rambo, Frankie Schneider, Zack McWiggins, Carl Mendez.

Saddle Bronk Riding—First go-round, Jackie Cooper and Doff Aber split first; Harry Logue, Gene Rambo. Second go-round, Frankie Schneider, Fritz Truan, Jackie Cooper; Alvin Gordon and Zack McWiggins split fourth. Finals, Jackie Cooper, Doff Aber, Frankie Schneider, Fritz Truan. Brahma Bull Riding—First go-round, Mitch Owens and Lucky Boy Williams split first and second; Gene Rambo, Tom Woods. Second go-round, Frank Mendez, Gene Rambo, Buck Wyatt; Zack McWiggins and Tom Woods split fourth. Finals, Frank Mendez, Gene Rambo, Zack McWiggins, Howard Brown. Calf Roping—First go-round, Bill McFarlane, Clay Carr, Charley Shields, Harold Jackson. Second go-round, Clay Carr, Bill McFarlane; Sam Fancher and Andy Jauregui split third and fourth. Finals, Clay Carr, Bill McFarlane, Andy Jauregui and Sam Fancher.



Leonard Traube

Powwow Period

NEW YORK, Dec. 2.—This is convention time. As these lines are eyed the National Association of Amusement Parks, Pools and Beaches (NAAPPB), the American Recreational Equipment Association (AREA), the Pennsylvania Amusement Park Association (PAPA) and the New England wing of the parent organization (NENAAPPB) will be in the midst of their deliberations. The other great conventions of the year will be on in Chicago, where the International Association of Fairs and Expositions (IAFE), the Showmen's League of America (SLA), American Carnivals Association (ACA) and the International Motor Contest Association (IMCA) will stage renewals, and delegations will visit the International Live Stock Show (ILSS).

It must be confessed that symbols denoting the simplified abbreviations of the deliberating bodies, while in use for many years, were first popularized under the New Deal in general and the National Recovery Act (NRA—remember?) in particular. Former Gov. Alfred E. Smith once took time to call the whole affair, in his singularly cogent fashion, "alphabet soup."

The symbolic soup in this industry is not at all bad. NAAPPB, IAFE, AREA, PAPA, SLA, ACA, NENAAPPB, IMCA and ILSS have done much constructive work for their respective segments of outdoor show business. Save for the fact that the whole plate should have been served piping hot in one household instead of there being a division between Gotham and the Windy City, the dish is delicious. But inasmuch as the separation seems to be inevitable and, like it or not, the divorce is upon us as big as life, the under-one-roof subject begs for instant dismissal.

In New York attention will be focused upon a Westerner, the faultlessly groomed and highly intelligent Arnold B. Gurtler, chief of Elitch Gardens Park in Denver. Mr. Gurtler was rushed into the presidential breach vacated when Harry C. Baker died in August. He picked up the reins in midstream and, with the energetic co-operation of perennial Secretary Al Hodge and program maker and Second Vice-President Harry Batt, boss of Pontchartrain Beach in New Orleans, to name but two of the many active park-caterer functionaries, bids fair to make a success of his first convention try in this city.

In Chicago the spotlight will be trained on an Easterner who, by the way, knows his West. This is, of course, the young and deep-delving Frank Kingman, named IAFE secretary at the parley last year. This will mark Mr. Kingman's baptism of fire as a trade convention hustler and program builder. He has been a success in his direction of Brockton (Mass.) Fair and everything he did before he took over at the Shoe City was sparked by brains and inspiration.

Just out of high school in his native Springfield, Mass., about 20 years ago, he was walking the pavements wondering what the future held in store for him when a friend told him they were asking for men at the Eastern States Exposition. He hopped down to the office of General Manager Charlie Nash, was interviewed 10 minutes and hung around for six years on office detail with book-keeping as specialty. Came a managerial opportunity at the old Hartford (Conn.) Fair, which he took, staying a couple of years. He then received and accepted an offer as assistant at the Iowa State Fair in Des Moines. He had the advantage of tutelage from the secretarial sage known as Art Corey, who to this day is a kind of hero of Kingman's. There followed, after two years in Des Moines, excursions of one sort and another, including management of White City Park in Worcester, Mass. Brockton was the next big step and he's still there making good.

Because it is the secretary of a trade association who shoulders most of the problems and burdens, this column pre-

(See OUT IN OPEN on opposite page)

Hartmann's Broadcast

WHILE there were some people who criticized George F. Whitehead, business manager of Kaus Exposition Shows, Inc., for aiding in the arrest of a ticket seller with his organization who absconded with the day-and-night receipts of one of the attractions during the illness of its manager, we think he should have been congratulated by them instead. The ticket seller was not even a showman, mind you. Surely one day's engagement in show business with the Kaus organization could not make him such.

Of course, all those in outdoor show business know, or at least should know, that showmen frown upon the idea of "turning copper." It was probably with that in mind that the criticism was made of Whitehead's step in aiding in the arrest.

Whitehead's main interest in the case, we feel sure, was to have the stolen receipts returned for the purpose of paying the members of the attraction concerned their hard-earned salaries. And we admire him for this.

We believe it would be better all around if there was more of this "turning copper" by the ones directly concerned, who have clear cases—yes, even in instances where show people get on the wrong path. Not infrequently do

(See Hartmann's Broadcast on opp. page)

Circus Saints AND Sinners' Club

By FRED P. PITZER
(National Secretary)

Fred P. Pitzer, National Secretary

NEW YORK, Dec. 2.—James Schombom, our efficient national librarian, is well on his way to making his job amount to something. He has sent every tent secretary a letter asking that all clippings in connection with tent activities be sent to him for his colossal scrapbook which he intends to make a historical document to be handed down from librarian to librarian. We hope the membership will respond to his call.

We again saw *At the Circus* the other night and we hope circus managements pick up one little circus scene which we consider ace high and which would be an innovation for a regular circus. An equestrienne, dressed in white, with a white horse, makes her steed go thru his high-school tricks, but while he's busy doing it she is singing a song and he is stepping to the rhythm of her vocalization. It is very telling and quite picturesque.

We received a pleasant little note from "Uncle Bob" Sherwood recently. He is still expecting to make a comeback on the air.

Our 12-page Dexter Fellows Tent Club paper is out and it's a wow. We recommend the miniature circus material recommended by Taggart. We know his stuff and it's right to scale.

John Ringling North is in town and has confided to friends that the Big Show is again to be remodeled progressively. Well, if they'll bring back the leapers, let Shorty Flemm keep on sweeping away the spotlight, keep the show smelling like a circus, allow us to swelter under the waving canvas and permit a few joeys to clown some of the acts in the rings, the modernization won't make this old heart beat any faster.

Good ol' Charley Somma sent us the following notes regarding the W. W. Workman Tent of Richmond, Va.: Last week the W. W. Workman Tent had the election of officers for the forthcoming year. Among those present at the meeting was Rennie L. Arnold, Petersburg, Va., former national president of the CSSCA. The following were elected: F. E. Rose, president; Col. John F. O'Grady, vice-president; Fred Hafling, treasurer; William T. Homburg, secretary.

Joe Kass was chairman of the nominating committee. Installation of officers will take place at the December meeting on the 14th.

Plans are being worked out by the entertainment committee for the Christmas party to be held December 28 at the John Marshall Hotel. We do hope that a representative group from the Dexter Fellows Tent will be able to attend.

Notes From the Crossroads

By NAT GREEN

THE CROSSROADS is centered this week on the Magic Carpet or thereabouts, and if you swung a bull by the tail anywhere in the lobby it would mow down some of the biggest showmen in the country. Not that any bull is being thrown—oh no-o-o!! It's a great sight to see 'em all gathered for the annual confab, swapping gossip and greeting old friends. Judging by the preliminaries of the last 10 days, it's going to be a great week.

Last Wednesday night the Magic Carpet was turned into a broadcasting station, and the program, *Quick Silver*, sponsored by Tums (free ad), was practically turned over to the showmen and the Showmen's League. Art Briese, "youngest man who has shot a million dollars' worth of fireworks" (Ripley is our authority); Doris Dudley, featured in *My Dear Children*, the John Barrymore show; Pat Purcell, of Jimmie Lynch's Death Dodgers, and Ernie Young, revue producer, all appeared on the program. This was not the only air show of the week on which the Showmen's League got a break. The Crossroads scribe appeared on Eddie and Fannie Cavanaugh's gossip program Wednesday; President J. C. McCaffery was interviewed Friday on the People's Gas Co. Home-Making Hour on WCFL, and Frank P. Duffield on the *Words and Music* show on WBBM Saturday. Eleanor Getzendaner, jumping horse rider whose picture *Gantry the Great* was recently released, will be on the air Monday and Tuesday of this week.

Along towards evening when the ol' dogs begin to whine from constant "tromping" on the Carpet, the boys adjourn to the Celtic Room, where they can watch the passing parade. Truly a cosmopolitan spot—big business men, politicians, school teachers, sports celebs, stage and screen notables, timid old ladies out to see what it's all about, and not-so-timid ladies who know what it's all about; salesmen, newspaper men, out-of-towners on the loose, adventurers and adventuresses. An interesting study of human nature. Anything is liable to happen and usually does. There was the other night, for instance, when the Crossroads mug and several carnival and circus cronies were sitting peacefully contemplating Maxfield Parrish's striking painting of Old King Cole over foaming mugs, the while lending an ear to the lively music dispensed by the Three Personalities of Rhythm—Eddie Rice, Vera Garrett and Delores Donar. In walked a distinguished-looking gentleman of Chesterfieldian bearing. His face wreathed in smiles as he recognized one of the boys, and right then and there began a social session with Dante, the famous magician, that was one of the pleasantest we remember. World traveler and master deceptionist, Dante also is a master entertainer, and only the winking of the lights for closing time broke up our little confab.

Pat Purcell, thrill impresario, arrived in town looking exceptionally pert, due perhaps to a couple of important Eastern contracts he's signed for next season.

S. L. Cronin and Mrs. Cronin came in from California Wednesday and will be here thru the convention. Harry Lewiston, in from Pittsburgh, reports that his store show in the Smoky City is going good. After finishing a successful season with the Ripley exhibit at the Golden Gate Exposition, Frank Zambrino has been appointed general manager of Ripley's Oddities in New York. At the Indiana State Fair Harry Atwell photographed the famous tandem trotting team, Greyhound and Rosalind, and he has just discovered that in the picture the eight feet of the two horses are all off the ground—a truly remarkable shot that couldn't be obtained once in a thousand times.

"Mac" MacLeod, Chi Stadium manager, just back from Indianapolis and says the fairgrounds auditorium there is going great with hockey and other attractions. Item under "Los Angeles" in *The Billboard* of November 25 stated that Jake Newman would be back with Cole Bros.' Circus next season. Latest report is that he will handle the duties of general agent with that show.

Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

JOE LAUREY, floor manager of Armory Roller Rink, Chicago, is to participate in a five-mile race in Savoy Rink, Chicago, on December 6, reports Bill Henning, Armory skate-room manager. George Schraeder is in charge of beginners. Broom ball retains its popularity, rink having 10 teams in operation and girl teams are being organized. New rink stickers were recently prepared.

SATURDAY Morning Junior Dance Club in Winter Garden Rink, Boston, started on November 18, 75 attending. Membership is limited to those under 16 years of age.

ATHENS (O.) Roller Rink opened on November 11 under management of G. E. Moore. Sessions are held nightly, with matinees on Saturday and Sunday. Wednesday afternoons are for women. Vernon Smolick is Hammond organist.

ABOUT 5,000, including many city and county officials, attended preview and dedication ceremonies of Paterson (N. J.) Recreation Center, which houses a new roller rink and other facilities. Harry B. Haines, publisher of *The Paterson Evening News*, dedicated the rink and Harry M. Smith, a director, assisted as emcee during the program, which opened with Cele Malone singing the national anthem, accompanied by Maurice Grudine on the Hammond organ. Earl Van Horn, manager of Mineola (L. I.) Rink and vice-president of the Roller Skating Rink Operators' Association of the United States, served as emcee during exhibitions by Lois Goeller, 11-year-old skater; Mrs. Ruth and William (Bill) Holland, managers of the rink; Helen Kiel and Eddie O'Neill, national silver

medalist dancers; Barbara Killip and Walter Hughes; Betty Lytell, national silver medalist figure skater, and Walter Bickmeiger Jr., free skater. Officers are Louis M. Berliner, city recreation commissioner and president and general manager of the new organization; Harry Weiner, comptroller; Samuel Schwartz, Harry A. Smith and Daniel Berliner, directors. Instructors are Mary Walters, Ruth Houman, Kay Gensinger, Helen and Jules Rhodes, Frank Recca, Sidney Weil, Michael Vavrinec, Fred Agamie and Henry Ferraro.

ERNIE ARNO, trick skater, was booked by Earl Van Horn for appearances November 30-December 3 in Mineola (L. I.) Rink.

GREYSTONE Skateland management, Columbus, O., was host to members of Columbus Roller Club at a party on November 27, said Manager George Anagnost. Club membership is more than 800. Rink features free half-hour beginners' classes before sessions on Tuesday, Friday, Saturday and Sunday nights and Saturday and Sunday afternoons. Manager Anagnost reported excellent patronage at two sessions on November 23.

MANAGEMENT of Tivoli Theater, Brooklyn, N. Y., has opened a skating rink, the Park Circle, on Ocean Parkway, Brooklyn, which is reported doing very well.

FRANK RAFUL, manager of Summit Beach Park, Akron, reported that the re-conditioned park rink is now owned by Summit Beach, Inc., and that he is in charge of operations. Manager Raful said the rink is having a good winter season, with sessions nightly and Saturday and Sunday afternoons. Special events are planned for the holidays.

VERN SKELTON, operating roller rinks in five upper Wisconsin towns, conducts sessions Tuesdays at Lake Nebagamon, Wednesdays at Marengo, Thursdays at Bayfield and Fridays at Iron River and Ashland.

GEORGE SILAS has converted his Blue Room night club, Chattanooga, Tenn., into a roller rink. Daily matinee and night sessions are staged.

MRS. MAE WEEGAR opened a new roller rink recently in Golden Slipper Hall, Colfax, Wash., and has inaugurated a program of daily skating sessions.

ROLLER RINK and swimming pool are planned for Juneau, Alaska, by a group headed by G. E. Krause, who plan to alter a Southeastern Alaska Fair building for the recreational center.

WINTER GARDEN Roller Rink, Boston, will close on December 10 for installation of new maple flooring and will reopen on December 24. Chez Vous Rink, Dorchester, Mass., and Lyonhurst Rink, Marlboro, Mass., under Winter Garden management, will remain open.

SOL KOTLER has equipped and opened a roller rink in the annex to Convention Hall, Camden, N. J., sound equipment having been furnished by Donald T. Hankins, Philadelphia.

FRANK HOLTZCLAW and associates, who recently opened new Skateland, Boise, Ida., report business satisfactory despite cut-rate competition. For the past 15 years Holtzclaw has operated in the Northwest and Middle West.

OUT IN OPEN

(Continued from opposite page)

fers to be expansive on Kingman. Hodge, the park sec, is a veteran. Conventions are nothing new to him. The chances are he doesn't like New York as the scene of the huddle. If so, we can't blame him. He didn't like the idea of meeting here in 1932 either. He's an old campaigner in these things, conservative, steady and a sharp checkmate of the untried and the experimental.

Kingman's mental complexion is progressive, but no fancy Dan stuff for

him. Experiments, yes, but they must be reasoned out first on paper and then tested before executed. His communications are brief but pointed. In keeping with Brockton tradition, he plays it lavishly but shows profits even in adversity, including the weather. He is an indefatigable worker, a dealer in statistics until he makes them interesting, alive and provocative. He has a tendency to talk rapidly and, when questioning you, expects quick but well-thought-out answers. He is a voracious reader, a hunter in all sorts of literature for the unusual and the novel for adaptation to his work as fair manager and association secretary. He travels widely and gets around smoothly.

Kingman inherited the IAFE secretarial mantle of Ralph Hemphill, and when he did this column observed that he would either be a colossal success or lay a great big egg. No middle ground for the Kingman type. The man always precedes a conversation with us by reminding us of our observation.

On the domestic side, Kingman was married in Chicago in 1933. The day was Chicago Day at the World's Fair. They have one child, a boy. A few years ago he was elected president of Massachusetts Agricultural Fairs Association. He married an otherwise intelligent incumbency by managing to persuade us to make a speech at the annual meeting of that body. We did—with dire results. It goes to prove what a terrific salesman he is—even the history records the speech as a flop.

We give you Frank H. Kingman, the under-40 secretary of the IAFE and the Brockton Fair and outstanding devotee of flower shows, lighting and architecture.

HARTMANN'S BROADCAST

(Continued from opposite page)

we get requests to publish stories about individuals alleged to have done wrongs, yet those complaining seem to lose sight of the fact that they are asking us to do something they themselves will not, and that is, "turn copper." We will do our share of publicizing cases of this kind if complainants will do theirs. If anybody is not interested enough to have a warrant issued against an alleged wrongdoer, then why should a publication be?

† † †

HARRY A. ILLIONS submits some interesting data on the speed and safety factors of riding devices, especially the Ferris Wheel. "Today the public demands speed, especially the younger generation, and we, therefore, have to speed up our devices if we want to be in the swim. For instance, on our two No. 16 Ferris Wheels we increased the speed of one to seven revolutions per minute while the other was about 3½. In over a month's time we could not get anybody to ride the slow wheel. They all wanted to ride the fast one. In checking on this speed we found that the bearings which hold the main shaft of the wheel were inadequate for the fast speed. We immediately got in touch with bearing manufacturers and the result was that we installed different bearings on both wheels. The cost was no small item, inasmuch as the main shafts of the Ferris Wheels are 3½ inches in diameter. And we found out that the saving in electricity alone, over a period

ATTENTION! RINK OPERATORS ONLY \$1 BUYS

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of three months, more than saved the cost of the new bearings.

"I have been in the riding device industry over 35 years and when you mention that the owner should check his riding devices you put your finger right on the most important point, because it is only the owner who has the direct say-so and his decision is final.

"At the Canadian National Exhibition this year we had to increase the speed of all our riding devices, but we had to get a permit from several inspectors from the Province of Ontario before doing so. While the inspectors may have worked a little hardship upon us, we must say that the exhibition deserves a vote of thanks from 'Patty' Conklin, director of the midway, and the many riding device operators at the exhibition, including myself. We had the Rapids Ride, Bozo Ride and the new Magic Carpet. We increased the speed of the Rapids ride 20 per cent, and after the inspectors rode it they suggested several safety factors which we were glad to install. We increased the speed of the Bozo Ride 10 per cent, and while we did not have to install any additional safety factors, the inspectors checked every angle for a possible accident.

"Even the Merry-Go-Rounds, which are about 50 feet in diameter and which used to make four revolutions a minute, today attain a speed of from six to eight revolutions."

† † †

IF THE fair midway is Murphy-censored, one can bank on it being clean, both from the standpoint of games and attractions. For five or six years now Murphy, whose initials are J. F., has been fulfilling the duties of midway censor at the York and Bloomsburg (Pa.) fairs, and officials of these fairs will vouch for the statement that he has done a mighty fine job.

Operators of games not on the up and up and of off-color attractions pretty well know by this time that they haven't a chance to light on the grounds of these two fairs. For the first couple of years J. F. had trouble with some operators who tried to step, but there has been practically none since.



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SKATE STRAPS

Full Grain Cowhide Leather. Renew Now With Our First-Grade Leather Straps. WRITE TODAY FOR PRICES. THE LEATHER PRODUCTS CO., Strap Manufacturers for 25 Years, 903 Broadway, Cincinnati, Ohio

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Car and are being used in buildings as well as under tents. Send 10 cents for information on our sectional floors and special rink tents. They are getting the money everywhere. Have built portable floors over 25 years.

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CANADIANS WILL CARRY ON

CAE Proceeds For '40 Annuals

Fairs, declared valuable to morale during war, to be held—Lordly new head

OTTAWA, Ont., Dec. 2.—Despite Canada's participation in war and because provincial and federal governments feel that exhibitions will do much to maintain morale on the home front, the Canadian Association of Exhibitions in annual session here on Wednesday and Thursday unanimously decided in favor of carrying on the fairs thruout the dominion next year.

The meeting, which elected E. Frank Lordly, manager of Halifax (N. S.) Exhibition, president, was attended by about 100 delegates representing towns and cities from Halifax to Vancouver. This attendance, despite an air permeated with war, was better than that last year. Among those attending were George A. Hamid, New York, responsible for many of the grand-stand shows at Eastern Canadian fairs; Joe Hughes, of the Hamid office, and Max Linderman, (See *Canadians To Carry On* on page 39)

Indiana Figures Up On Gate and Awards

INDIANAPOLIS, Dec. 2.—The 1939 Indiana State Fair here had profit of \$55,655.71 as of October 31, said Publicity Director Levi P. Moore, also a board member. Paid admissions totaled 412,305.

Advance sale of tickets was very successful, more than 200,000 having been sold in less than 30 days. Fair ran eight days instead of the usual seven, and eight days are scheduled for 1940.

Largest sum in history of the annual was paid in premiums and purses, total of \$155,248 being augmented by \$2,500 for the Greyhound double hitch.

Davenport Directors Plan Improved Financial Set-Up

DAVENPORT, Dec. 2.—Mississippi Valley Fair and Exposition Association reported it has cleared all indebtedness except about \$52,000 in mortgage foreclosure proceedings involving the fair property and payments of \$800 due Mrs. Peter Jacobsen during the next four years. Negotiations are expected to be ended soon for a one-year extension of the period for redemption of the fairgrounds property under a mortgage foreclosure decree held by Liquidation Corp. and Union Savings Bank and Trust Co. receivership. Period of redemption would normally expire next April.

A surplus from the 1939 fair, in addition to discharging current obligations and satisfying open accounts unpaid after the 1938 fair, was sufficient to per- (See *Davenport Directors* on page 39)

Durham To Add Buildings

DURHAM, N. C., Dec. 2.—With reported withdrawal of G. E. Isaacs, operator of Durham County Fair here, only the fair operated by the American Legion Post remains, and extensive plant improvements, including addition of cattle and poultry buildings, are planned, reports Mel J. Thompson, business manager. Name of the Legion fair will be changed from Durham Tobacco Festival and Fair to American Legion-Durham County Fair and Festival. Dates of the fair, which formerly opened on Labor Day so as not to conflict with Durham County Fair, will be changed so as to catch tobacco money.

ORVILLE (WHITEY) HARRIS, clown cop, reports he is visiting his mother in Detroit for the holidays with his wife, Hazel Cotter Harris, aerialist, after a 26-week engagement at the New York World's Fair.



HARRY G. TEMPLETON, manager of Indiana State Fair, Indianapolis, which presented one of its biggest annuals in 1939, led discussion on "Obtaining Substantial Results From Advance Ticket Sales" at the IAFE annual meeting in Chicago. More than 200,000 advance tickets were sold in Indiana in 30 days this year. Fair had \$55,655.71 profit and 412,305 paid admissions. An extra day was added, making it an eight-day session. More than \$157,000 was reported paid in premiums and purses.

Surplus of \$9,565 Shown by Edmonton Despite Daily Rain

EDMONTON, Alta., Dec. 2.—Surplus of \$9,565 on 1939 operations of Edmonton Exhibition Association was reported to directors by Percy W. Abbott, managing director. Surplus was recorded despite rain on every day of the fair.

Despite the outbreak of war the association plans to continue the annual in 1940. Director Abbott said that in certain branches economies could be realized, but for the most part it will be continued on the same basis. Major reductions in the budget for 1940 will be in the prize list of the spring show and elimination of the parade on opening day of the exhibition. Director Abbott said outbreak of war was added reason (See *SURPLUS OF \$9,565* on page 39)

John P. Fielder Passes

SPARTANBURG, S. C., Dec. 2.—John P. Fielder, secretary of Spartanburg County Fair Association, who died here on November 29, had been active in association affairs since its organization in 1907 and had been a board member many years. Since 1928 he had been connected with the association in an executive capacity, two years as president and for the past nine years as secretary. He had been active in civic, religious and fraternal circles, having been a former member of Spartanburg city council. Details in the Final Curtain.

Every Employer and Employee Should Know When Eviction Is Lawful

It is very unpleasant to become involved in a damage suit when eviction is concerned, but it is still more unpleasant when the chances of winning such a suit are nil.

Be on the safe side by thoroly familiarizing not only yourself but your employees with the right and the wrong way of evicting a patron.

Reprints of the article, *When Eviction Is Lawful*, which appeared in *The Billboard* of October 28, can be had by sending postage to cover the cost of mailing.

Address requests to Editorial Department, The Billboard, 25-27 Opera Place, Cincinnati, O. Be sure to state the number of copies desired, and if you do not have a permanent address, give your route a week or two in advance. Three cents postage will pay the mailing charge for each five copies. If more copies are desired the postage should be figured proportionately.

When sending 9 cents in postage for 15 copies of the reprint, Leo G. Spitzbart, manager of the Oregon State Fair, Salem, said: "I have read the article and wish to compliment you on publishing it. It is something that every fair secretary and showman should have."

Change to Fall Better for Jax

JACKSONVILLE, Fla., Dec. 2.—Despite three days of rain and cold weather, attendance of 138,000 at Duval-Jacksonville Fair on November 17-26 was an increase of several thousand over 1938 figures, attributed by officials to a change from spring to fall dates. Management was pleased with results of the change and plans to keep the policy in effect. The receipts were trimmed somewhat because of adverse weather, an exception was Children's Day, when 50,000 attended, including 20,000 adults, to make it the biggest day of its kind in 10 years and receipts were correspondingly good.

Midway was occupied by Johnny J. Jones Exposition, which made its first appearance here in 10 years. Show officials reported excellent gross, with Plantation Revue and a girl show having best gross. On Children's Day rides did well. Several thousand orphans were guests of the fair management on one day and T. M. (Tommy) Allen, manager of the Jones shows, was their host on the midway.

Officials were gratified with increased entries and quality of animals presented by Secretary E. Ross Jordan in conjunction with County Agent A. S. Lawton in an accredited herd dairy cattle show, said to be the first of its kind staged in Florida. Exceptional blooded (See *Change Better for Jax* on page 39)



PERCY W. ABBOTT, managing director of Edmonton (Alta.) Exhibition, returned to his home in much better health after spending several months in Vancouver, B. C. At a directors' meeting he was named delegate to the annual meetings of Canadian Association of Exhibitions in Ottawa, Ont., November 29 and 30, and International Association of Fairs and Expositions in Chicago, December 5 and 6. He is a past president of IAFE. It is expected he will not resume his exhibition duties until March. Photo by Jack Dads-well.

La. Gets Net of \$14,912, Despite Adverse Weather

SHREVEPORT, La., Dec. 2.—Despite a drop in 1939 attendance of 13,147 from the 1938 gate, night grand-stand revue attendance upped 21 per cent from last year with second performances being forced on two occasions to meet demand, according to the official report just released by Louisiana State Fair Association here.

Drop in attendance from 294,312 in 1938 to 281,165 was attributed to cloudy and threatening weather. Fair, however, showed net profit of \$14,912.74, of which \$2,705.35 was put in permanent improvements, Treasurer Justin Querbes reported.

First three days showed record attendance receipts, he pointed out, adding that officials consider the year's total high in relation to weather conditions.

Iowa Show Net Is \$18,000

WATERLOO, Ia., Dec. 2.—Waterloo Dairy Cattle Congress showed net profit of about \$18,000 in 1939, it was reported at the annual meeting of directors, about \$8,000 less than in 1938, partly because prize money was boosted \$4,500. Board spent \$30,000 in permanent improvements, including 4-H building, \$13,000, and a cattle barn, \$11,500. H. M. Smith was elected to the board to succeed the late A. W. Brown.

BOSTON.—Paul Denish, New England representative for George A. Hamid, Inc., has recovered from a long illness and is back on the job.

Talkers and Topics Set for Iowa Meets Of Secs and Board

DES MOINES, Dec. 2.—Discussion of problems of Iowa's 85 county and district fairs will mark the 32d annual convention of Iowa Fair Managers' Association here on December 11 and 12 in the Savery Hotel.

Meeting will open with registration, distribution of badges, payment of dues; community singing led by D. D. Offringa, Waverly; appointment of committees on resolutions, credentials and auditing by the president. Among speakers and subjects will be *Improving Our Premium Lists*, H. M. Knudson, Mason City, with discussion led by L. M. Ruck, Fondak; *Trend of Attractions for County Fairs*, Sam J. Levy, Chicago, and discussion led by Harry I. Rodman, Monticello, and discussion of topics received in the question box.

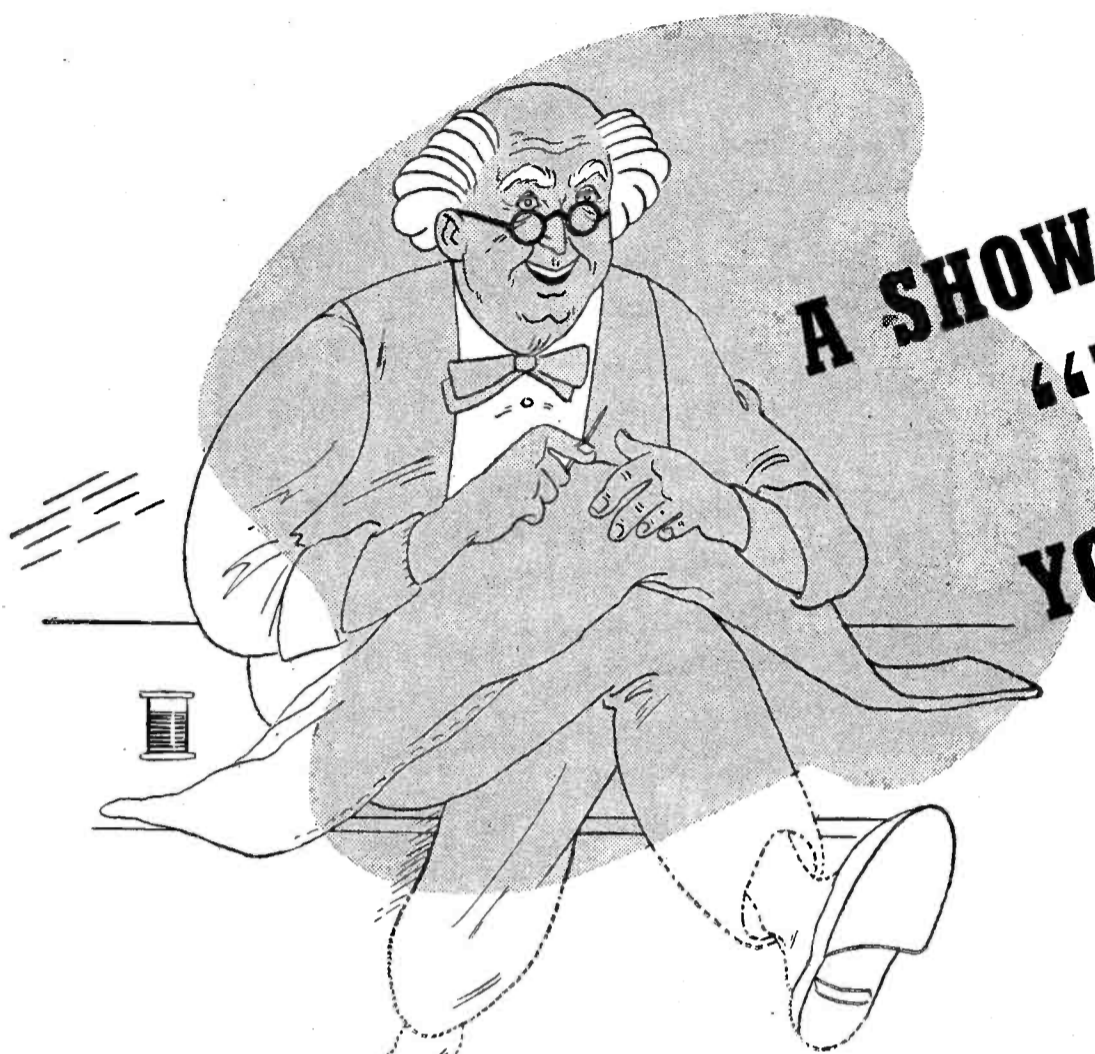
Tuesday sessions will open with roll call, singing, introduction of new secretaries, address by President Howard W. (See *IOWA MEETS* on page 39)

Ohio Offering New Awards For Departmental Exhibits

COLUMBUS, O., Dec. 2.—Managers of Ohio's 90 county and independent fairs are digging thru records for data to substantiate bids for new State-wide honors to be awarded for the first time at the annual Ohio Fair Managers' Association convention to be held in the Deshler-Wallick Hotel here on January 10 and 11.

At least 12 fairs will be able to share in the new honors which will be awarded for the best department exhibit at any Ohio county or independent fair in 1939. Departments include junior fair, horses, cattle, swine, sheep, dairy products, poultry, rabbits and covies, agriculture, horticulture, manufacturing and machinery and women's department. Beautifully engraved certificates of merit will be awarded to the fairs able to qualify as having had the best exhibit in any of these departments. Certificates will be awarded in addition to the Myers Y. Cooper trophy awarded annually to the Ohio fair found at the convention to (See *OHIO'S NEW AWARDS* on page 39)

BOSTON.—Herbert Dotten, press representative for Lucky Teter and his Hell Drivers, closed with the show after the Boston Garden circus and returned to his home in Newark, N. J.



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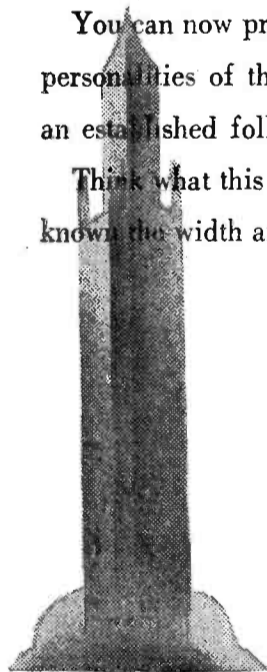
You can now present, EXCLUSIVELY in your area, personalities of the stage, screen and radio who have an established following.

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want to see their favorite entertainers and MCA offers you this opportunity to establish new attendance records.

No Fair is too small and no exhibition is too large to play an MCA Star Unit. Each production is equipped with full lighting and scenery.

These *wonder shows* are available for your fair, for a single day engagement or longer. Repeat business is assured by engaging two or more of these productions during your fair week.

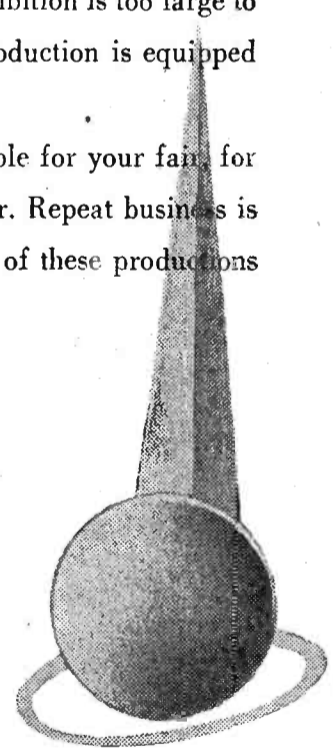


Appointed Official Directors of Entertainment for Golden Gate International Exposition, S. F.

THESE FAIRS AND EXPOSITIONS FEATURED MCA ORCHESTRAS AND PERSONALITIES DURING 1939

- NEW YORK WORLD'S FAIR
- TORONTO NATIONAL EXHIBITION
- BROCKTON FAIR
- EASTERN STATES EXPOSITION
- WISCONSIN STATE FAIR
- OKLAHOMA FREE STATE FAIR
- WICHITA FESTIVAL & STOCK SHOW
- SOUTH TEXAS STATE FAIR
- WEST TEXAS FAIR
- FLORIDA FAIR & GASPARILLA

- GOLDEN GATE INTERNATIONAL EXPOSITION
- CENTRAL CANADA EXHIBITION
- MICHIGAN STATE FAIR
- NEW YORK STATE FAIR
- DUQUOIN STATE FAIR
- LOS ANGELES COUNTY FAIR
- TRI-STATE FAIR
- PANHANDLE SOUTH PLAINS FAIR
- BRAZOS VALLEY FAIR
- SOUTHEASTERN FAIR



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Supplement to Out in the Open

By LEONARD TRAUBE

Owing to the timeliness of the Chicago-New York conventions of outdoor bodies, which are discussed in his regular space, this "annex" is furnished in order that the thread of an important topic as represented below may not be broken.—Editor's Note.

"In the November 25 issue you ask some very pointed questions in regard to the particular branch of show business known as thrill shows," writes Frank Winkley, projector of the Suicide Club, thrill attraction headquartered in Minneapolis. As one who has been connected with the execution and merchandising of motorized manias since the embryonic days of flying circuses and auto polo, Mr. Winkley thinks he is qualified to speak. We think he is, too. From here on the suicide clubster occupies the stump:

"I wish to state very emphatically that this is none of the well-known malarkey that so many of the boys spread for publicity purposes but the real honest-to-goodness McCoy, and I hope to be perfectly fair to everyone concerned. Honors for the very first show of the type you mention must go, I believe, to my erstwhile employer, Clarence Hinck, of Minneapolis. This was no modern thrill show, I grant you, but the evolution from the old type of show with flying circus, motorcycle races, auto polo, etc., was so gradual that it is hard to determine just exactly when the present shows came into existence.

Hinck and Swenson

"To get back to Hinck, I believe that his first performances, which were of the type just mentioned, took place about 1921. Hinck, now a hotel operator, keeps active in the thrill business by playing two or three spots each year—more as a hobby than a business.

"Close on Hinck's heels came a young fellow by the name of Austyn O. Swenson, whose Royal Flying Circus and Motor Derby took definite shape about 1923. Aut, who is at present one of the mainstays of the Racing Corporation of America, was my first employer, and in the two years between 1925 and 1927 I learned more from this ambitious fellow about every angle conceivable in the outdoor amusement business than I have learned in the 13 seasons since then. And he was young, only about 25 at the time.

"Following Hinck and Swenson came Delmar Snyder's Flying Circus and George Babcock's, all patterned along the same lines.

Head-On Collision

"The first head-on collisions between automobiles began to make their appearance about 1927 or 1928. A fellow named Charlie Marsh had spent a season with B. Ward Beam prior to 1929, when he joined Hinck's show. He brought with him the head-on collision and therefore, as far as I know, Beam must be given credit for this great act, which has survived more than a decade of popularity. Beam would probably give 1927 as the positive year of its inception.

Rolling 'Em Over

"The first autos I recall being in use for rolling over were those specially built contraptions of William Espe, of Crookston, Minn. Bill was a well-known auto polo and pushball man with a good imagination and a sense of showmanship. His cars made their appearance in 1927. After building a car which rolled sideways he fashioned one that went end over end. The poor fellow met his death in a peculiar accident at Aurora, Ill., in 1930 while standing on the side of the roll-over car with a girl driver in the seat. Since Bill's death his twin cars have changed ownership many times and appeared in front of many grand stands. Rolling them took more nerve than any of the present-day thrill stunts because they literally jarred the eye-teeth out of the driver as the cars had no springs to speak of and the pilot was in a regulation racing-type bucket seat.

Crashing the Boards

"Motorcycle board-wall crashes made their appearance in 1931 or 1932, and I believe they were originated by Jack Early or Bo Huckman. One of my very best friends lost his life performing the stunt in 1933. From this came the auto board-wall crash, and I am going to take the credit for originating this stunt, both the single and the double, or multiple, wall crashes. We started this in 1933 with single walls on the track and just drove thru them. By 1935 we were driving thru three and four walls consecutively, and the same year we started to jump thru them.

"I can't state definitely who drove off the first ski because I understand the Overland manufacturers had a commercial show as far back as 1923, when they jumped their cars off skis. But the first time I ever saw a driver hurtle over skis was in 1934, when Bob Ward was breezing around a few of the larger Middle West fairs (and I do mean breezing, with most of the wind coming from Bob's own indefatigable vocal cords).

Oh, Yes—Winkley

"As to your last 'who,' I firmly believe that Ward Beam during his many years of operation as a producer has smashed up more autos than any other man in

Fair Meetings

Kentucky Association of County Fairs, December 7, Capitol Hotel, Frankfort. Joseph Polin, president, Springfield.

Fair Managers' Association of Iowa, December 11 and 12, Savery Hotel, Des Moines. E. W. Williams, secretary, Manchester.

Iowa State Fair Board, December 13, Savery Hotel, Des Moines. A. R. Corey, secretary, Des Moines.

Indiana Association of County and District Fairs, January 2 and 3, Claypool Hotel, Indianapolis. William H. Clark, secretary, Franklin.

Wisconsin Association of Fairs, January 3-5, Hotel Schroeder, Milwaukee. J. F. Malone, secretary, Beaver Dam.

Western Fairs Association, January 4-6, Hotel Stockton, Stockton, Calif. Tevis Paine, secretary, Sacramento, Calif.

Kansas Fairs Association, January 9 and 10, Hotel Jayhawk, Topeka. R. M. Sawhill, secretary, Glasco.

Minnesota Federation of County Fairs, January 9-12, Lowry Hotel, St. Paul. L. O. Jacob, secretary, Anoka.

Ohio Fair Managers' Association, January 10 and 11, Deshler-Wallick Hotel, Columbus. Mrs. Don A. Detrick, secretary, Bellefontaine.

Western Canada Association of Exhibitions, January 15-17, Royal Alexandra Hotel, Winnipeg, Man. Sid W. Johns, secretary, Saskatoon, Sask.

Western Canada Fairs Association, January 15-17, Royal Alexandra Hotel, Winnipeg, Man. Keith Stewart, secretary, Portage la Prairie, Man.

Massachusetts Agricultural Fairs Association, January 18 and 19, Hotel Kimball, Springfield. A. W. Lombard, secretary, 136 State House, Boston.

Virginia Association of Fairs, January 22 and 23, John Marshall Hotel, Richmond. Charles B. Ralston, secretary, Staunton.

Michigan Association of Fairs, January 23 and 24, Hotel Fort Shelby, Detroit. Chester M. Howell, secretary, Cheshaning.

Pennsylvania State Association of County Fairs, January 25 and 26, Reading. Charles W. Swoyer, secretary, Reading.

Rocky Mountain Association of Fairs, January 25 and 26, Olive Hotel, Miles City, Mont. J. M. Suckstorff, secretary, Sidney, Mont.

Texas Association of Fairs, February 1-3, Adolphus Hotel, Dallas. Pete H. Smith, secretary, Plainview.

Association of Tennessee Fairs, February 6, Noel Hotel, Nashville. O. D. Massa, secretary, Cookeville.

New York State Association of County Agricultural Societies, February 20, Ten Eyck Hotel, Albany. G. W. Harrison, secretary, Albany.

SECRETARIES of associations should send in their dates, as inquiries are being made.

SF Leaders Work On Creditors for '40 Expo Extension

SAN FRANCISCO, Dec. 2.—Movement for a second edition of Golden Gate International Exposition next year is still in abeyance, Burton J. Wyman, referee in bankruptcy, having on Wednesday granted a continuance until next Monday of a hearing of the bankruptcy petition. He ordered the extension when attorneys for the Exposition Co. reported they wished to file an amended petition. Continuances beyond Monday would not be granted unless a majority of the creditors agreed, Wyman said.

Referee, after determining the sympathies of the creditors, must decide whether a reorganization plan may be adopted or whether the exposition must be liquidated completely.

City leaders meanwhile are attempting to line up the support of creditors. Board of supervisors adopted a resolution which named a committee to contact major individuals to whom the fair is in debt. Postponement of the arguments may bring encouraging news in the form of a more detailed plan under which the exposition could operate.

Ellis Levy, Manager of the Telenews Theater, the other day decided to film a newsreel debate on the Fair-for-'40 angle. Dan London, chief of the fair's fund-raising committee, agreed to argue the affirmative, but the whole deal had to be called off because Levy could not find anyone to argue the negative.

Pine Belt Loop Again Votes To Change Grand-Stand Bills

AITKIN, Minn., Dec. 2.—Sixty delegates from Aitkin, Beltrami, Itasca and Wadena counties attended the annual meeting of Minnesota Pine Belt Fair Circuit here on November 25. President M. B. Taylor, Bemidji; Vice-President Allan J. Doran, Grand Rapids, and Secretary - Treasurer Whitney Murray, Wadena, were re-elected.

Dates were set for 1940, circuit to open again at Wadena County Fair, Wadena, and be followed by Beltrami County Fair, Bemidji; Itasca County Fair, Grand Rapids, with overlapping dates, and Aitkin County Fair, Aitkin. Loop will again book two units of grand-stand attractions to play two days at each fair so as to give changes of programs.

Midways will again be independent as for the past 11 years, Arrowhead Amusement Co. to furnish rides in Wadena and Grand Rapids and Midway Shows to have rides in Bemidji and Aitkin.

Fair Elections

STURGEON BAY, Wis.—Door County Fair Association re-elected Arthur L. Weber, president; Harry Brann, vice-president; John Miles, secretary; Ralph Jenquin, treasurer.

CALEDONIA, Minn.—Houston County Agricultural Society elected William J. Daley, president; George Watson, vice-president; A. M. Eiken, treasurer; Edward Zimmerak, secretary.

FOND DU LAC, Wis.—Fond du Lac County Agricultural Society re-elected Clarence Sheridan, president; William E. Seffern, vice-president; R. H. Cameron, secretary; Leo Richter, treasurer.

PRESTON, Minn.—Fillmore County Agricultural Society elected James O'Hara, president; H. A. Derenthal, Joseph Christenson, vice-presidents; Charles Utley, secretary; Earl Broadwater, treasurer.

CYPRESS RIVER, Man.—Reorganized after seven years inactivity, Cypress River Agricultural Society elected: President, James Miller; vice-presidents, Chester Paul, Mrs. John Townsend; secretary-treasurer, Milton Young.

VINTON, Ia.—Benton County Fair board re-elected Secretary W. J. (Bill) Campbell, Jesup.

WADENA, Minn.—Wadena County Fair re-elected Arthur Matti, president; Whitney Murray, secretary; Carter Steadman, treasurer. Clyde Kelsey was elected vice-president. Directors named were J. (See FAIR ELECTIONS on page 39)

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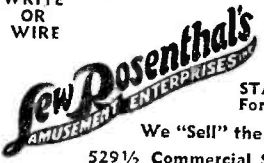
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the country. His ace stunt driver, Nifty Fargo (nee Charles Cobb), of Fargo, N. D., has engaged in more of these smashes than any other man with the possible exception of Phil Stark, of Minneapolis, who has worked for Beam, Hinck, myself and others.

"In conclusion, I would be a chump if I didn't toot my own whistle after giving all of the competition a break. I believe I am the oldest, from the standpoint of actual years in the service, producer-performer thrill showman and have taken part in every one of the stunts you mentioned except parachute jumps and aerial exhibitions—and I've even been fool enough to volunteer for them."

Next week: Another thrillster will have his say. This will appear either in this space or in the regular column.

Iowa Aid Shortage Prorated

DES MOINES, Ia., Dec. 2.—A. R. Corey, secretary of Iowa State Fair board, announced that \$140,000 in State aid is being paid to 85 county and district fairs as their allotment of the State fund. State aid is paid from an appropriation by the Legislature based on amounts of premiums paid. Appropriation this year fell \$7,116.80 short of paying amounts to which the fairs were entitled under the general law, Secretary Corey said, but as the law prohibits payment of any amount larger than that appropriated, the shortage was prorated.

STEVENS POINT, Wis.—Portage County board voted \$250 to Rosholt Fair Association, operator of Portage County Fair.

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TRADE SHOW EXHIBITS HEAVY

Many Displays Come by Truck

Placing of equipment for NAAPPB-AREA meet in Hotel New Yorker big task

By R. S. UZZELL

NEW YORK, Dec. 2.—The paths of amusement park men and amusement device manufacturers are converging on New York City. Already many are in the city and requests and bills of lading are coming in to fortify us in looking up shipments and getting them delivered to the New Yorker Hotel. While all shipments can be delivered to the hotel on arrival, none can be placed in the exhibit room until Monday, December 4. There will be feverish activity in that room on Monday until 1:30 p.m., when the annual meeting of American Recreational Equipment Association is held in the Panel Room, third floor.

The enormous amount of work involved in unpacking and placing on exhibit, then reversing the process and getting out by Friday night might well be compared to the setting up and taking down of a carnival. Here are more than 100 exhibits transported, some of them long distances, and placed on display in as fine condition as when they left the factory. To insure this required careful and expensive packing equal caution must be exercised in repacking and returning to the factory or to a customer. Most of the exhibitors put in their hardest week of the year in doing this work and meeting customers. It is not to be wondered that some of them go to sleep in convention halls or retire to their rooms for four winks and a nod.

John Stock Recovers

Never before have so many exhibits come in by truck direct to the hotel. From factory to hotel direct saves all the extra handling, which is a boon to the exhibitor especially in bad weather. Many have taken a thoro drenching or worked part of the day in a snowstorm. Members and exhibitors are human just as you and I. If any of you see anything pleasing to you just tell the exhibitor. Surely it will help to brighten his long hard labor.

Were we in Europe now we could not show at all and would have to omit the exhibit entirely just as the Mills Fun Fair at Olympia, London, this year is forbidden by military decree. America and opportunity should be more appreciated than ever this year.

John Stock, who brought out the Gadabout, was in to tell of his operation and long illness. He was completely out of touch with amusement affairs. The death of Harry C. Baker and the convention in New York City were all news to him. Over 40 years of his life have been spent in the industry. He was once mechanical superintendent at Steeplechase, Coney Island, N. Y., and knew all of the oldtimers well, not only at Coney but all prominent ones of the nation. Do not forget the old war horses who can still make helpful suggestions.

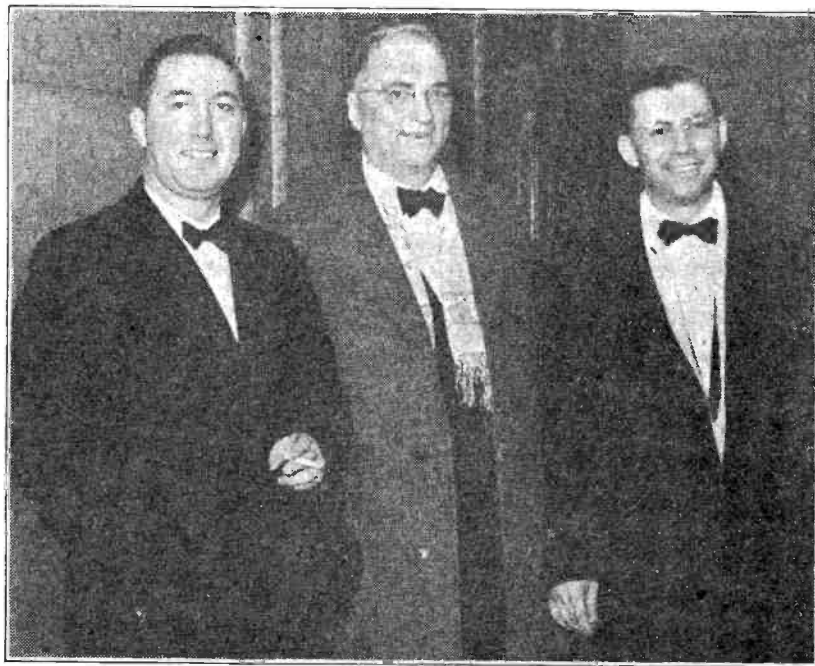
Schloss Visits Museum

Herbert Ridgway has had enough wallops to stop the bravest, but he comes up smiling and is determined to push ahead. He will offer a new one at this convention. He may repossess his valuable property at Revere Beach, Mass. It is reported that foreclosure on him was not just according to Hoyle.

Few if any European visitors will be here this year, as they could not ship anything should they purchase here and cannot operate it over there unless peace is declared before spring.

Last summer Leonard B. Schloss visited the American Museum of Public Recreation. Ask him his candid opinion of this, your institution. All of you who know him can trust him to appreciate values.

LAKESIDE, O.—Final report revealed that Lakeside's 1939 season was a financial success, said K. E. Miller, secretary. He believes 1940 looms as a bigger convention year than any in several seasons.



THREE MEMBERS of the New York World's Fair concession department this past season are pictured here as they arrived at the Hotel Commodore, New York, for the National Showmen's Association's recent banquet and ball. Left to right, they are William Fisher; George P. Smith Jr., vice-chairman of the Amusement Control Committee, and Edward Rameisl. All three will be very much in evidence this week at the NAAPPB convention in New York, with Smith delivering a paper discussing the World's Fair. Photo by Pat Rich, N. Y. C.

Pool Sessions Get Met Publicity; Huedepohl Is No. 1 Checker-In; Indoor Venture for Rosenthals?

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

NEW YORK, Dec. 2.—Jack Mellon, manager of St. George indoor tank, Brooklyn, N. Y., will replace Harry Lanzner, of Park Central indoor tank, in presenting a paper on indoor pool operations at the first pool session of the NAAPPB convention on Wednesday, December 6. Biz pressure at his hotel which houses the tank prevented Lanzner from attending. Switch came too late to be included in the official program.

"Cap" Charles B. Scully, of the Red Cross, is one interesting speaker. But then part of his job is giving lectures thruout the country. He has probably had more experience in public speaking than any other delegate at the confabs.

First out-of-town pool man to check in at the Hotel New Yorker for the meetings was, as usual, Paul H. Huedepohl, manager of Jantzen Swimming Association, Portland, Ore., and former chairman of the pool and beach committee. Paul holds a record of always being first to attend conventions and is always last to leave.

Rosenthal freres, operators of Palisades (N. J.) Amusement Park and big salt-water natatorium, will be conspicuous by their attendance at all sessions. First "hot stove" rumor circulating is that Rosenthals plan to enter indoor pool field this winter or next fall.

For More Publicity

More co-operation is given park and pool men this year on the part of the hotel housing the meetings, thanks to Dick Mockler, press representative for the New Yorker. It certainly doesn't hurt the industry to get notices about these meetings in the local press. Such publicity shows the public that parks and pools are biggies of outdoor show biz and that those in the profess take their work seriously. Let's have more general publicity about the NAAPPB in daily papers thruout the country.

Winter Operation

An old subject is up again. A short item in *The Billboard* last week concerned conversion of Jamaica (L. I.) out-

door tank into a public ballroom. Well, that's the ticket, and from early reports the plan seems to be working out swell. Management stored lockers and bath-houses and utilized that space, which, of course, is under cover, for a ballroom. Heating facilities have been arranged and lesser name bands, tho strong enough to draw Islanders, are being employed. It's certainly a new wrinkle and those outdoor operators in town for the convention might do a wise thing by taking a trip to Long Island to have a look at the project.

Fort Lauderdale Again

Following announcement here last week anent the fifth annual Fort Lauderdale (Fla.) International Aquatic Forum slated for December 22-27, one highlight noted is the so-called "Non-School Division" which will be held on December 24 and which will really be a round-table "question and answer" discussion of all swim problems. Gordon Mullen, director of Penn A. C., Philly, will supervise this phase of the program. Discussion is open to all those in the field of swimming and should especially interest operators of commercial pools and parks and their staffs. Lecturers at this meeting will include such aquatic names as those of Dr. T. K. Cureton, Matt Mann, John M. Miller, Al Neuschaefer, Mike Peppe and Vic Zobel.

St. George, Brooklyn, N. Y., tank, advertises new flamour of colored suits for women, a new offering by the pool. James Klarinet is to be congratulated for the swell paper he gets out on this plunge.

New game introduced is called Geometrics and bids fair to follow in the footsteps of crossword puzzles, jig saw and mah jong. Seems like a perfect sideline game for aquadromes, as it can be played solitaire or with groups. Should be offered as a free facility to swimmers.

LONDON.—To counteract loss of revenue as a result of the war, London Zoo is inviting the public to care for animals. People accepting animals agree to pay the zoo a fixed sum, according to an animal's eating capacity. Some animals evacuated to the zoo at Whipsnade when war began have been returned to London.

Beatty Buys Cargo From Zoo in Cincy

CINCINNATI, Dec. 2.—Clyde Beatty bought a large consignment from Cincinnati Zoo following close of his act in the Boston Garden Shrine Circus on November 25. He sent a truck here and the animals and fowls were taken to his new Wild Animal Zoo in Fort Lauderdale, Fla.

Animal Director Joseph A. Stephan, of the zoo, who made the sale, has been acting in an advisory capacity in the layout and population of the Florida spot.

Shipment, Director Stephan said, comprised 121 specimens in 17 crates and boxes and included two African giant Livingstone eland antelope, two American buffalo, one black and one white European fallow deer, four Egyptian geese, six Canadian geese, 12 Chinese pheasants, 12 rare white Chinese ducks, 24 European dwarf ducks, 36 Abyssinian guinea pigs, 12 Kansas prairie dogs, 12 northern opossums and a black raccoon.

Benson Will Visit Adjacent Countries

BOSTON, Dec. 2.—John Benson said here this week that the Benson Wild Animal Farm, Nashua, N. H., would be in hibernation until April, when it will reopen larger than before. During the winter he plans to visit near-by foreign countries.

Benson Wild Animal Farm this year showed to 30 per cent more people than ever before and Sunday crowds of 20,000 were the rule. On a single Sunday cars were checked in from every State in the Union and from Mexico and Canada. Many improvements will be made before reopening.

Clyde and Mrs. Beatty visited the farm last week and spent a day studying Benson methods. Beatty will open his own wild animal zoo in Fort Lauderdale, Fla. Other recent visitors included George Christy, Harold Christy, Bob Morton and Edith Christy.

Swim Star Back in Field For Show in Pool in Miami

MIAMI, Fla., Dec. 2.—Katheryn Rawls Thompson, who announced her retirement from active swimming competition about six months ago, decided to return to the fold, said J. B. Lemon, who organized a water show to be staged tonight at MacFadden Deauville pool here. It will be her first public appearance after a long layoff.

Show, to raise funds to entertain delegates of the national AAU convention in Hollywood, Fla., next month, will also



THESE exceptional chimpanzees in Cincinnati Zoo are Jane (left), 18 months old, and Billie (who seems to find something interesting in *The Billboard*), 25 months old, posed recently at the zoo. The chimps are being trained by Mrs. William Dressman, wife of the trainer of Susie, the zoo gorilla. She has been working them about seven months and they already do six tricks and are appearing at local dates.

have her three sisters, Evelyn, Peggy and Dorothy; Marshall Wayne, Pete Desjardins, Albert Root and Jackie Ott. Show is under direction of Alexander Ott, widely known for his Miami Biltmore pool show. Recently returned to Florida is Molly Hoban after a season with Billy Rose's Aquacade at the New York World's Fair. She danced in the Royal Palm Club two seasons before going north.

SEATTLE.—Funds have been made available for Gus Knudson, superintendent of Woodland Zoo here, for payment of express charges on animals he may be able to obtain in 1940. He was compelled to turn down attractive offers of additions to the zoo during the past year because of lack of funds.

FAIR ELECTIONS

(Continued from page 36)

B. Conley, Carl Pylkas, Carter Stedman, re-elected, and J. B. Doty.

CANTON, O.—Stark County Agricultural Society re-elected J. E. Holm, president; W. T. Sheckles, vice-president; Ed S. Wilson, secretary; A. G. Smith, treasurer.

BELLEFONTAINE, O.—Announcement of appointment of Earl Judy, treasurer of Logan County Fair board, as executive secretary of the Ohio organization of county fair treasurers was made by B. P. Sandles, manager of Ohio Junior Fair, at a dinner meeting of county fair managers in the Logan Hotel here.

WEST POINT, Neb.—Cuming County Fair elected August Leuthauser, president; E. M. Baumann, secretary; Hans Horst, vice-president; William Knievel, treasurer.

ST. JOHN, N. B.—St. John Exhibition Association re-elected W. J. Wetmore, president, and Mrs. Mildred A. Gray was given permanent appointment as secretary-treasurer. She has been acting for about a year. H. G. Harrison and W. F. Knoll were re-elected vice-presidents. A 1940 fair will be held only if the war ends during the spring or before or in time sufficient to allow the return of the plant to fair status.

CANADIANS TO CARRY ON

(Continued from page 34)

whose World of Mirth Shows received the 1940 midway contract for Central Canada Exhibition here. Hamid submitted some ideas for next year's fair here, previously considered unlikely since troops now occupy all buildings on the fairgrounds. Herbert H. McElroy, for the past decade secretary-manager of Central Canada Exhibition, was elected to the executive of the association.

May Cancel Halifax

Annual St. John (N. B.) Exhibition may have to be canceled, as members of Canadian militia are now in barracks there. Much depends on movement of Canadian troops overseas. St. John fair leases the grounds from the Department of National Defense, hence the fair could only be held with permission of defense authorities.

The convention heard glowing reports of last year's successes and plans were laid for next year's fairs. Government representatives addressing the meeting declared Canadians would be in greater need of amusement than heretofore. Too, they felt and the association concurred that exhibitions are of an educational nature and to cancel them for a period of one or two years or more might influence adversely farmers as well as city residents.

The association spent much time in considering the charge made by the Performing Rights Society for fees on all types of music played at fairs thruout Canada. Association felt exhibitions should be placed in the same category as churches and schools, both educational in nature, from which the Performing Rights body cannot and does not collect any fees. In this country music played for Merry-Go-Rounds and rides of similar character come within the collectible scope.

Class B Applications

Also considered was the application

by Class B fairs for membership in the Canadian Association of Exhibitions, now composed solely of Class A organizations. This subject was deferred for final consideration until the next annual meeting in Toronto if the Royal Winter Fair is held in 1940. This was canceled this year due to war conditions. Reason for holding that meeting in Toronto at that time next year, if the Winter Fair goes on, is that special transportation facilities are offered and the fair attracts attendance from all over Canada.

The association also considered protests regarding tampering with cattle at judging competitions at fairs. The government informed the organization that tampering with regard to substituting animals not in accordance with regulations would bring harsh action.

As usual, the Canadian National Exhibition, Toronto, will open two days before Central Canada Exhibition here. Dates for the latter were tentatively set. Dates were also set for the fairs in London, Quebec City, Sherbrooke, Three Rivers and Charlottetown. Thruout Western Canada fair dates will remain the same.

OHIO'S NEW AWARDS

(Continued from page 34)

have been the best all-round fair during the preceding year.

Arrangements for convention program are being worked out by a committee, Director of Agriculture John T. Brown; Charles Gray, Painesville, president of the association; N. E. Stuckey, Van Wert; Ed S. Wilson, Canton; J. Einhart, Medina; Myers Y. Cooper, Cincinnati; Win H. Kinnan, manager of Ohio State Fair, and B. P. Sandles, manager of Ohio State Junior Fair.

DAVENPORT DIRECTORS

(Continued from page 34)

mit budgeting for operation of the office until the 1940 fair. Delinquent open accounts of more than \$3,600 have been satisfied in accordance with compromise agreements reached with creditors before the 1939 fair. Mrs. Jacobsen, who held the largest unsecured claim, agreed to payments over a four-year period.

In view of present shaping of finances, directors express confidence that if the 1940 fair is successful, a way may be found for clearing the mortgages and saving the fair for the community.

SUPLUS OF \$9,565

(Continued from page 34)

for continuation of the fair, with a view to developing interest in agricultural classes.

Tentative financial statement showed that wages totaling \$9,960 were paid during fair week. Gate receipts were \$19,976, compared to \$20,483 a year ago. Race purses totaled \$15,050. Total of \$13,335 was paid in administrative salaries. Profit was \$32,703, from which were deducted losses on other yearly shows.

President Fred W. Kemp reported that an additional 75 feet of ground had been obtained from the city. Improvements included leveling of ground about new race horse barns, installation of water system and placing of gravel on roadways surrounding barns. Two new show rings were built. Bleachers around the rings are to be built next spring.

Directors voted authority to the management to negotiate for leasing of land in the grounds on which to build permanent buildings.

CHANGE BETTER FOR JAX

(Continued from page 34)

lines were exhibited and good co-operation was obtained for the show from State and federal officials. Largest exhibits in history of the fair filled agricultural buildings and drew big crowds. Every county and State department was represented and swine and poultry departments had good displays. School exhibits were called outstanding and a complete flower show during an off-season drew large attendance. Commercial exhibits and concessions were in greater number and did a better volume of business than in 1938, it was reported.

Newspaper co-operation was excellent, 30 dailies and about 120 weeklies being utilized in Florida and Georgia. After a five-year absence Anne Weedon returned to do publicity. Radio contacts were handled by Jack Hopkins, of WJAX. Annual press dinner was successful, more than 500 attending.

IOWA MEETS

(Continued from page 34)

Power, Davenport, and presentation of former association officers. There will

be a committee report relative to possible changes in State report form by W. J. Campbell, Jesup. Speakers and subjects will be *Grand-Stand Attractions*, Ned B. Curtis, Davenport, with discussion led by Clair G. Mason, Marshalltown; *4-H Club Work and Its Benefactors*, L. B. Cunningham, Cresco, with discussion led by Ed Syndergaard, Ames, Assistant State 4-H Club Leader. There will be open discussion by members on subjects, a question box and the secretary-treasurer's report by E. W. Williams, Manchester. Afternoon session will open with L. W. Hall, Eldon, speaking on *Local Community Outlook for Fairs*, discussion being led by I. O. Jenkins, Bloomfield; *Suggested Legislation for Fairs*, Victor Felter, Indianola, with discussion led by X. T. Prentiss, Mt. Ayr. There will be question box discussions; reports from credentials, auditing and resolutions committee, and election of 1940 officers.

Annual banquet will be held in Venetian Ballroom. President Power will be toastmaster and Hon. B. B. Hickenlooper, Lieutenant Governor of Iowa, will be principal speaker. Banquet will be followed by a vaudeville program.

Annual State Agricultural convention will be held the following day. Meeting will open at 9:30 a.m. with singing and an address by President J. P. Mullen. Appointment of resolution and credential committees will be made by the chairman and reports in printed form will be made by Secretary A. R. Corey and Treasurer N. W. McBeath. Speakers and subjects will be *How To Interest Women in Your Fair*, Mrs. H. W. Spaulding, chairman, program committee, Women and Children's Building, Iowa State Fair, Grinnell; *Fair Business As I See It*, Maurice W. Jencks, secretary, Kansas Free Fair, Topeka, and *What the War Is Doing to Iowa Farm Prices*, Clifford V. Gregory, associate publisher, Wallace's *Farmer and Iowa Homestead*. Afternoon session will open with an address by Hon. George A. Wilson, Governor of Iowa, to be followed by committee reports and election of officers and directors of the State Fair Board.

Fair Grounds

LINCOLN, Neb.—Nebraska State Fair board will meet on December 12 to prepare a report for the annual convention here in January and to meet a Nebraska Junior Chamber of Commerce committee charged by resolution to help build up the fair. Fair board has announced that the 1939 annual barely broke even but that all indebtedness would be paid. John B. Quinn, Lincoln junior chamber member, has been named by the State body and handed the job of seeing the fair rejuvenated.

WADENA, Minn.—The 1939 Wadena County Fair was most successful in history, reported Secretary Whitney Murray, many departments being ahead of previous years. The 10-cent gate for persons over 15 was reported a big success, attendance being 47,605 and receipts \$15,902.53. Expenditures, including over \$800 for repairs and permanent improvements, were \$14,654.75.

DETROIT. — Michigan State Fairgrounds have been taken over by Michigan National Guard for a series of week-end encampments. Full camp, with "war games" in the territory surrounding Detroit as a part of the program, is maintained.

WAUTOMA, Wis.—County board voted \$2,000 to Waushara County Fair Association to make up a deficit and so that 4-H Club members and other exhibitors may receive premium awards.

PRESTON, Minn.—The 1939 Fillmore County Fair had receipts of \$11,978.82 with expenditures of \$11,721.03. Association plans to erect a new grand stand.

FOND DU LAC, Wis.—Revenue from midway concessions at Fond du Lac County Fair here has been showing steady decline, due principally to the

fact that the State department of agriculture and markets has banned games of chance, said Secretary R. H. Cameron. Altho 1939 attendance was 13,562 as compared to 10,039 in 1938, receipts were only \$11,687.90 against expenditures of \$11,868.02. Net income from the 1939 midway was \$500 less than the previous year, it was said. Society has a cash balance of \$313.09.

MANITOWOC, Wis.—County board voted the fair board complete control of the new exposition building on the fairgrounds here. Free use will be granted 4-H Clubs, homemakers groups, Boy and Girl Scouts and schools. When no admission is charged, civic, patriotic, political, religious, fraternal and educational groups will be allowed use of the building at daily rental of \$30. Where admission is charged, daily rental will be doubled. If an event extends over a day on an admission-fee basis, subsequent days will require a \$40 fee. Private individuals or groups will be assessed \$100 daily.

STURGEON BAY, Wis.—The 1939 Door County Fair had profit of \$707.18 against \$589 in 1938 and \$834 in 1937. Receipts totaled \$9,766.61, including \$2,687.66 State aid. Improvements to buildings, midway, race track and athletic field have left a reserve of \$1,800.

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LOOK
IN THE WHOLESALE MERCHANDISE SECTION
for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

Big Crowd Attends PCSA Costume Ball

LOS ANGELES, Dec. 2.—Pacific Coast Showmen's Association's Hilarity and Costume Night staged in its clubrooms at Grand avenue and Wilshire boulevard here on November 22, with Charles Haley as chairman and emcee, drew a large crowd. Johnny Ganz's Orchestra furnished the music for the floor show and dance which followed.

Mother Minnie Fisher, wearing the wedding gown worn by her grandmother, which dates back more than a century, was awarded the prize for unique costuming. Harry Chipman received a gold membership button for the best club slogan offered.

Appearing in the floor show were Billie and Dollie Carr, Nina Cortez, Mrs. Alverson, Olga Celeste, Harmon and Courtney, Bella Moray and Dr. George W. T. Boyd.

Cracraft Goes With Marks

CINCINNATI, Dec. 2.—C. W. Cracraft, visiting his home in Covington, Ky., prior to attending the Chicago meetings, in a call at offices of *The Billboard* on Wednesday, announced that he had signed as general representative of John H. Marks Shows for the coming season. He recently resigned as general representative of the James E. Strates Shows after two years with that organization. Cracraft has held similar posts in the last few years with William Glick's Ideal Exposition Shows, Greater Sheesley Shows and the former Bernardi Greater Shows.

Scholibro Is Sheesley G. A.

ST. LOUIS, Dec. 2.—During a visit to *The Billboard* office here on Thursday John M. Sheesley, general manager Mighty Sheesley Midway, announced that Joe S. Scholibro has signed as general representative and traffic manager for his shows for 1940. Sheesley and Scholibro visited while en route to Chicago. Scholibro was general agent of Hennies Bros.' Shows last year until August, when he was succeeded by L. S. (Larry) Hogan.

Wagner Signs Bob Hallock

TOLEDO, Dec. 2.—Al Wagner, owner-manager of Great Lakes Exposition Shows, said here yesterday that he had signed Bob Hallock as general agent of his organization for 1940. Hallock recently closed as general agent of Miller Bros.' Shows in York, S. C., after having served in the same capacity for Ideal Exposition Shows from last January until July.

Zimdars Troupers Aid Poole

MACON, Ga., Dec. 2.—A contribution of \$14.50 has been made by troupers on Zimdars Shows to help Charles S. Poole, concession operator, scheduled to go on trial early next month in Covington, Ga. The contribution was sent in care of Attorney Paul M. Conaway, Macon, Ga. Poole is charged with manslaughter in connection with an automobile accident.

The Lynchs' "Annie"

NEW YORK, Dec. 2.—Bill Lynch, operator Lynch Canadian Shows, chose New York in which to spend his anniversary with Mrs. L. It was just about a year ago that Lynch took a bride and 'twas from here that they sailed for a Bermuda vacation. With Bermuda out as an anniversary spot owing to the war, they may decide to take in the aquarium and Statue of Liberty instead.

Hemet Turkey Shoot Fair For Hilderbrand's United

HEMET, Calif., Dec. 2.—With a 10-cent pay gate, Hemet Utilities Turkey Shoot on fairgrounds here, November 22-26, gave Hilderbrand's United Shows fair results. Receipts justified shows' opening on Wednesday, day before start of the Turkey Shoot. Shows were located next to the exhibition building and horse-show grounds and, considering low temperatures at night, concessions, rides and shows did well. Committee, under Miles E. Nickels, co-operated.

Attendance reached its peak on Saturday and, after a medium Sunday, tabu- (See *TURKEY SHOOT FAIR* on page 48)



PHOTOGRAPHED at the 1939 Anderson (S. C.) Fair were Ida Mae (Mother) Hunter, vet cookhouse operator (left), and J. A. Mitchell, fair secretary for 19 years. Mrs. Hunter has been at the fair since its inception. Photo furnished by Larry S. Olson.

Golden States End Season in Natchez

NATCHEZ, Miss., Dec. 2.—Golden States Shows, organized last August under direction of J. A. Gentsch, closed their initial season with Hughey Bros.' Rides on a lot at State and Canal streets here on November 25. Shows had previously played a week's stand in East End Park, North Side. Both stands were fair despite inclement weather during the first week. Management will have a winter show out for a few weeks, beginning with a week's stand in Vidalia, La.

Manager Gentsch left November 26 on a business trip to Laurel, Miss. Mr. and Mrs. B. D. Tracy returned to Ramsey, Ill., quarters of the Pearson Shows, after closing here. F. N. Garneau, wife and son, Billy, who have been with the organization for the last five weeks, went to New Orleans for the winter. Pearl Johnson departed for Rocky Mount, N. C. Mr. and Mrs. Joe Hamilton, bingo operators, left for Fort Worth, Tex.

William Neasia, mentalist, went to Texas. Cora E. and Hozey Wheeler, colored midgets, left for Buckeye State Shows' quarters in Laurel, Miss. Mr. and Mrs. L. Opsal went to their home in Alagoa, Tex. Key Check Harry Hisco set up his pitch layout here after shows closed. Visitors included Hugh Hart, Ringling Circus, and Cy Burns and Jack Purdin, wrestlers of Buckeye State Shows.

Zeiger To Leave Hospital

LOS ANGELES, Dec. 2.—C. F. (Doc) Zeiger, owner of Zeiger's United Shows, who underwent an appendectomy in Southern California Methodist Hospital on November 21, is reported to be in good condition and will be released from the hospital tomorrow, it was learned this week.

Ballyhoo Bros.' Circulating Expo.

A Century of Profit Show

By STARR DeBELLE

Show still in Texas. Chicago notes. Week ended Dec. 2, 1939.

Dear Mixer:

Every shot in the world is here. The big shots, little shots, long shots, BB's, a few short rangers and an unlimited number of blanks. The shots are shooting right and left. Some are hitting and some are missing with a large percentage wasting their ammunition. Not many of the shots in the dark helped to bag any game, but this is war and all is fair, and the fair is what they are fighting for. Some have entrenched themselves in their rooms, taking one shot after another. Naturally, where a war is progressing an espionage system is necessary. Spies are everywhere. This is one war where a man can consider himself lucky if he

Jones Jacksonville SLA Show Draws

JACKSONVILLE, Fla., Dec. 2.—A huge gathering of Jones showfolk, visiting showmen, fair officials and local show fans attended the annual Johnny J. Jones benefit performance for the Showmen's League of America at Duval-Jacksonville Fair here on November 23, making the show a financial as well as social success, reported Starr DeBelle. Exact amount realized has not yet been announced. Event was staged in the Follies of 1939 tent, which was quickly jammed to capacity, and by midnight the show, comprising circus, vaudeville, athletic and novelty acts, was in full sway.

Several money-raising contests, never before used for the event, and several nights of bingo at the Lipsky and Paddock stand brought in additional dollars. Morris Lipsky, entertainment committee chairman, did a grand job on the floor show, which was made up of talent from the shows and local night clubs and boxing stadium. Festivities got under way with Manager T. M. Allen introducing Secretary E. Ross Jordan and President Bob Millican, of the fair, and other (See *JONES SHOW* on page 48)

Shean Under Knife; Will Make Chi Pow

NEW YORK, Dec. 2.—Frank (Doc) Shean, prominent carnival-exposition showman on staff of New York World's Fair, underwent an operation on his jaw a few days ago. Medico told him he could be up and around in a few days, and he was therefore preparing to leave for the deliberations in Chicago.

Lincoln G. Dickey, newly appointed amusement director of expo, was to accompany Shean.

Prell's Quarters Work To Get Under Way Soon

NEWARK, N. J., Dec. 2.—Quarters activities to get everything in shape for an early spring opening of Prell's World Fair Shows, Inc., are slated to get under way here soon. S. E. Prell, president and general manager, said the season had surpassed all advance indications and that everything points to an even better year for 1940.

Present plans call for motorization of the organization with a fleet of trailers and for enlarged entertainment facilities.

London Fair to Conklin

TORONTO, Ont., Dec. 2.—Contract to again furnish the midway at the 1940 Western Fair, London, Ont., was awarded the Conklin Shows, it was learned this week from J. W. (Patty) Conklin, owner.

Red River Lays Off in '40

WINNIPEG, Man., Dec. 2.—Red River Shows, which toured Western Canada from Ontario to British Columbia this season, will not take to the road in 1940, it was learned this week. Announcement came from Owner Tom Baker, who joined the Royal Canadian Air Force in Toronto on October 30.



MRS. VIRGINIA KLINE, president of the Ladies' Auxiliary, Heart of America Showmen's Club, and wife of Abner K. Kline, representative of Eyerly Aircraft Corp., as she appeared on her arrival in Kansas City, Mo., recently to resume direction of the auxiliary's weekly fall and winter sessions. Widely known in outdoor show circles, Mrs. Kline will attend the Chicago meetings with husband, who joins her there from New York. Abner, however, expects to return to New York for the NAAPPB meet.

New Madrid Is Poor Closer for Greater Expo; Plan for '40

ST. LOUIS, Dec. 2.—Greater Exposition Shows, which closed the season recently to poor business in New Madrid, Mo., because of inclement weather, have been shipped into quarters in National City, Ill., where a crew had worked for a week previous to get everything in readiness. A small crew will be kept in quarters and work will be directed by Sailor Morgan. A larger crew will start work in February to prepare for the opening here about the middle of March.

Mr. and Mrs. J. Crawford left for their home in Clearwater, Fla., for winter, while Captain and Mrs. Clifford Hayes left for Des Moines to visit his mother, it being his first trip home in four years. Capt. Jack Perry and wife went to St. Louis, while Bob and Marion Perry will keep their lion hippodrome out for a few more weeks playing Southern Missouri and Northern Arkansas. Elizabeth Yearout went to Kansas City, Mo., and Emporia, Kan. Others gave the following destinations: Robert Hargroves, Checkers Mizner and Cliff LaBelle, Hot Springs, Ark.; Brewster Thomas and wife, St. Louis; Mrs. H. W. Smith, Austin, Tex. Emil Schoenberger has a crew who will work Christmas novelties in St. Louis.

After shows were placed in quarters a meeting of the stockholders was held and plans laid for 1940. Show will have almost the same staff as this year. Mrs. Mary Francis left to visit relatives in Decatur and Chicago.

Coast Showfolk Attend Last Rites for Doc Hall

LOS ANGELES, Dec. 2.—Members of Pacific Coast Showmen's Association attended funeral services in Brees Bros. & Gillette Funeral Home here on November 24 for Earl W. (Doc) Hall, former carnival owner and general agent, who died in General Hospital on November 21.

Pallbearers included PCSA President Harry Hargrave and these club members: Pat Armstrong, Al E. Weber, George Tip-ton, Jack Bigelow and Leo J. Haggerty. Among many floral tributes was a huge set-piece from Hilderbrand's United Shows.

E. H. Philbert Sought

CINCINNATI, Dec. 2.—Peter J. Philbert Jr., in a letter to *The Billboard*, asks information concerning the whereabouts of his brother, Edward H. Philbert. Peter says their mother is seriously ill and his address is 103 East Albany street, Oswego, N. Y.

has kept his mouth shut and luckier still if he did talk and can remember what he said and who he said it to. Whether he can remember his promises doesn't count, unless on paper.

From what we could see and hear along the firing line, those boys in Europe could gain many points in the art of scattering propaganda. We are afraid to tell the truth about Ballyhoo Bros.' Shows; everybody wanted to hear the contrary. If we told the truth someone would contradict it and if we lied someone would prove it. The bosses decided to stop about their midway and to keep talking about the others. Even at that, they were more fortunate than some who just sat around and talked to themselves. Future plans seemed to be more (See *BALLYHOO BROS.* on page 48)

Club Activities

Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, Dec. 2.—Everyone is on his toes with individual duty for convention week here. Early arrivals are numerous and attendance totaled 100 at the November 30 meeting. President McCaffery was in the chair for his last regular meeting. His final duties as president will be calling to order the annual meeting on December 4 with an adjournment after appointing judges and clerks of election, meeting to be resumed on December 7 with installation of officers. President-Elect Frank P. Duffield will assume the office that night.

At the table with President McCaffery were First Vice-President Frank P. Duffield, Third Vice-President Carl J. Sedlmayr, Treasurer Al Rossman, Secretary Joe Streibich and Past Presidents Edward A. Hock, Sam J. Levy, C. R. Fisher and Ernie A. Young. Chairman Harry W. Hennies gave a comprehensive report on progress on the Showmen's Home and Cemetery Fund Drives.

Annual audit was ordered and it will be ready for the next meeting. Brother Fred Beckmann received a spontaneous welcome when called upon by the chair. Applications of Ainslie Lambert, Wishard Charles Mueller and Hymie Shreiber were presented for ballot and all were elected to membership. Among arrivals to date are Barney Gerety, Fred Beckmann, John Bullock, E. W. Weaver, L. S. (Larry) Hogan, Harry Hennies, Jack Dondlinger, Sam Gluskin, Max Goodman, Joe Scholibo, Bob Parker, Denny Pugh, Denny Howard, J. W. (Patty) Conklin, Rubin Gruber, R. L. (Bob) Lohmar, Harry Martin, Alton Pierson, John M. Sheesley, Oscar Bloom, Pat Ford, Mike Rosen, Noble Fairly, Harry Lewiston, Dinty Moore, Jack Baillie, S. L. Cronin, Harry Hargrave, O. N. Crafts, Roy Ludington, Curtis Velare, Carl J. Sedlmayr, Walter White, Pat uPrell, Arthur Hopper, Harry Bert, Bob Hickey and Walter Hale.

Bill Carsky is busy prepping for tonight's President's Party. M. J. Doolan has completed arrangements for an impressive memorial service. Sam J. Levy and committees promise to outdo themselves on the banquet and ball. Response to the call for dues has been good and payments on pledges to Showmen's Home Fund are coming in nicely.

Ladies' Auxiliary

Club held its regular bi-weekly meeting on November 30 in Sherman Hotel with these officers presiding: Mrs. L. M. Brumleve, president; Ida Chase, first vice-president; Edith Streibich, second vice-president; Phoebe Carsky, treasurer, and Elsie Miller, secretary. Invocation was rendered by Clara Harker. Business was disposed of and plans for open house during the convention were arranged.

Members were pleased to have Mrs. Noble Fairly, Fairly & Little Shows; Rose Hennies, Hennies Bros. Shows; Jackie Dondlinger, Mary Levine and others with them at the meeting. Frieda Rosen, new member, also was present. This is the last call for books on the diamond wrist watch, which will be awarded at installation dinner. Be sure to send yours to Secretary Elsie Miller. Nan Rankine was appointed installation officer for the installation dinner to be held in Bal Tabarin in Sherman Hotel on December 6.

Mrs. Fairly reported that Virginia Laughlin is seriously ill and members were asked by chair to send messages of cheer. Mrs. Driver is also very ill at home. After adjournment coffee was served. President L. M. Brumleve donated cakes and Mrs. Henry Belden baked a cake for the occasion.



Palace Theater Building, New York.

NEW YORK, Dec. 2.—Annual election is December 22. Nominating Committee—Phil Isser, chairman; Joseph A. McKee, Daddy Simmons, Sam Wagner, Harry Sussman, Jules LaSures and R. S. Littleford Jr., with Al Katzen and Sam Lager as alternates—desired to draft President George A. Hamid for a third term, but Hamid declined, saying that he thought it would be in the best interests of the organization to establish a precedent that no president should have more than two consecutive terms. He wholeheartedly pledged his support to any officers who may be elected, and will continue to do everything in his power to further the interests of NSA, of which he is a charter member. Board of governors and Nominating Committee recommended that Hamid be made honorary president.

Slate as selected for the regular ticket is: Max Linderman, president; Art Lewis, O. C. Buck and Jack Rosenthal, first, second and third vice-presidents, respectively; Sam Rothstein, secretary; J. L. Greenspoon, treasurer; W. J. (Bill) Bloch, assistant treasurer. Governors recommended that office of chaplain be made elective, with George W. Traver again being selected for the post. Board appointed the following committee to work out details for installation of officers: Bill Bloch, Tom Brady, Arthur Campfield, Leonard Traube and George Traver.

Members in good standing who expect to be out of town on December 22 are requested to get in touch with Executive Secretary Liddy, who will see that they receive an absentee ballot. Liddy advises that all paid-up members will receive a sample ballot in the mails during the next few days and cautions members NOT to vote the sample ballot. Nominees for board of governors: Thomas Brady, Arthur E. Campfield, Thomas J. Coleman, J. W. (Patty) Conklin, Lew Dufour, Andre Dumont, Dave Endy, Murray Goldberg, Max Goodman, Sam W. Gumpertz, Mack Harris, Arthur L. Hill, Harold G. Hoffman, Elwood A. Hughes, Joe Hughes, Phil Isser, Jesse Kaye, Johnny J. Kline, Joe Landy, Sam Lawrence, Jack Lichter, R. S. Littleford Jr., Frank Bergen, Joseph McKee, Frank C. Miller, Charles Morris, H. F. O'Malley, Fred Phillips, William Rabkin, Billy Rose, Irving Rosenthal, Max Schaffer, James E. Strates, Elias E. Sugarman, Leonard Traube, Irving Udowitz, Pat Valdo, Ben Williams, Frank Wirth, John W. Wilson, Frank Duffield, Matthew J. Riley, Harry Sussman, Lawrence Phillips, Jules LaSures, Al McKee, Joe Basile, Adolph Schwartz, Sam Wagner, Sam E. Prell, William Glick and Daddy Simmons.

Election is not the only topic in the rooms these days. Boys are still talking about the success of the banquet and are badgering the secretary for photos of same. Flashlights of the affair are available at \$1.10. Steward Harry Schwartz reports the new pool table is being broken in thoroly, what with a constant call from morning to past midnight for cues. Cards and checkers are getting their usual play and the next regular meeting is scheduled for December 13 with the board meeting preceding it.

Following have been elected to membership upon recommendation of the Eligibility Committee: Charles H. Yeager, Thomas J. Sanders, William Glickman, Louis Reiber, Joseph Lampagnole, David S. Lindenbaum, Harry Weiss, W. J. Tucker, Wallace Cobb, James Kennedy Bozeman, Jack Zupan, Nathan Miller, Samuel F. Keil, Louis B. Curran, Arthur Parent, Charles S. Port, Gus Signer and Sam Robbins.

Birthday congratulations to Daniel D. Prite, Edward B. Braden, December 9;

W. J. Tucker, Raymond E. Oviatt, Francis E. Anderson, James L. Edwards, December 10; Lawrence Bowe, Herman Wolfe, December 11; Frank Schillizzi, December 13; Nick Dobrovolsky, December 14; Joseph Landy, Vincent Sirico, December 15.

Ladies' Auxiliary

Banquet was voted a huge success by all. Margaret McKee and Fanny Linderman won gold life membership cards. Lydia Nall has been proposed by Sister McKee. Lillian Faber is still very ill. Shirley Lawrence led in sale of award books. Many donations from extra slips in award books were made to Bess Hamid Sunshine Fund. Midge Cohen has arranged an evening at Sheffield's for December 6.

First benefit for auxiliary was staged by members on Johnny J. Jones Exposition under leadership of Mrs. Bootsie Paddock. Her letter reads: "Inclosed find money order for \$35 raised thru a benefit show. Idea of this show was to raise money for the three auxiliaries of which we have members on the show. Full amount raised was \$105, which is being divided among the New York, Chicago and St. Louis units. Trust this small amount will help in some way." It surely does and club is grateful to Bootsie and her workers both for the idea of the benefit and the manner in which the returns were divided. Club greets Chicago and St. Louis and hopes it all may get together again for another benefit show.



Pacific Coast Showmen's Assn

623 1/2 South Grand Ave., at Wilshire Los Angeles

LOS ANGELES, Dec. 2.—Monday night's meeting offered a variety of items of interest and drew 131. Board of governors assembled at 7 p.m. and recessed an hour later. Assembly Room gathering showed President Harry Hargrave, vice-presidents Joe Glacy, Pat Armstrong and John R. Ward and secretaries Dobbert and Johnson on the administrative rostrum. Meeting opened with a Memorial Service for the late Brother Earl Walter (Doc) Hall, who died November 22. Minutes of the last meeting and current bills were read and approved. Among interesting communications were those from Showmen's League of America and National Showmen's Association, outlining forthcoming events. Others lettering were Jimmy Cotton and Elmer N. (Dad) Workman. House committee's report showed that in 27 days of operation of the buffet, all obligations were met and a profit made. The small in number, committee has been active and Chairman Moe Levine was accorded a big hand at conclusion of his report. Other members are Brothers Milt Runkle, Roy Barnett, Harry LeMack and Nick Wagner. Jack Bigelow, Jimmy Smith, Dan Meggs, Ben Beno and Meyer Schlom have done valiant service as pinch-hitters.

Al Fisher announced that his entertainment committee could point with pride to its many recent accomplishments and added several new ones had been lined up. Bill Jessup suggested more home-coming nights all of which brought out the fact that club and auxiliary had been invited to attend the American Legion Post-sponsored Walk-a-Show on Glendale boulevard on December 5. Vice-President Joe Glacy, who is also acting secretary of board of governors, announced the appointment of Past President Orville N. Crafts as a member of the Cemetery Board. Bill Hobday called a meeting of his Membership Committee during intermission. Pat Armstrong reported Pat Shanley improved and going to Arizona to recuperate further. Mail will reach him care of the Los Angeles Elks' Club. John Lyons, chaplain, is ill again.

Brownie Pickard attended as a guest of Harry Mason and C. S. (Swede) Wilson made his first fall appearance. They were followed by Hort Campbell, recently named with Louie Peyser as an honorary member. Lester Schoettlin arrived from the Deep South. O. H. Hilderbrand also made his initial appearance. Bill Smith pulled a unique stunt in introducing Brother J. C. Crosby, three years a member, and attending his first meeting. Glenn Whittiken and the Newcomb Brothers also were present.

Jack Christensen was introduced, as were Jimmy Dunn and Dick Kanthe. Board of governors continued their ses-

sion during intermission, while Moxie Miller was awarded the attendance prize. President Hargrave and family left for the New York and Chicago meetings. Charlie Haley's report on Hilarity Night was read and he received an ovation for the capable manner in which he handled the event.



Heart of America Showmen's Club

Reid Hotel

KANSAS CITY, Mo., Dec. 2.—Regular weekly meeting on November 24 drew only fair attendance. Presiding officers were Brother Art Brainerd, president, in the absence of President Mellor; G. C. McGinnis, secretary, and Harry Alshuler, treasurer. Reading of last meeting's minutes was approved and communications read from Charles W. Green, secretary Missouri State Fair, and others. Matter of nomination of officers brought discussions from several members and on the motion of Brother W. Frank Delmaine it was decided to select a nominating committee, which should report at the next meeting when nomination of officers will be held. A vote of thanks was tendered Brother Cliff Adams for the splendid work he did during the summer months in keeping record of visitors and various items of interest to the club.

Club was honored by presence of Past Presidents John B. Francis and John Castle, each offering some valuable suggestions. Brother Ellis White reported that reservations for Annual Banquet and Ball, to be held New Year's Eve, were coming in well. Reservations may be made to Brother White or Brother Alshuler, who are in charge of tickets. Secretary McGinnis and Brother Hawk reported that advertising space in the annual program was going good. Meeting adjourned early so members could accept an invitation from the Ladies' Auxiliary to a luncheon which (See HEART OF AMERICA on page 56)

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By THE MIXER

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

LOTTA tricks on the Magic Carpet.

COUNT JOSEPH ZAINO, who closed with Dyer's Greater Shows recently, is wintering in Laurel, Miss.

WINTERING in San Antonio is Kitty Kelly, who recently closed a successful season with Imperial Shows.

H. W. JONES has contracted one of his new coin games with O. J. Bach Shows for 1940.

"COME on; let's go up to Bill's room."

JEANNE ALI, formerly with International Congress of Oddities, is wintering in San Antonio.

AMONG NIGHTLY features at the Brown Derby, New Orleans, are Jimmy West and wife, Leona, well known in carnival circles, reports Joe Girnau.

BOBBIE, tattooed woman, and Long Andy sailed from Vancouver, B. C., recently for Honolulu, where they plan to open a tattoo shop.

"I COULDA got him all those fairs but he wouldn't hold still for the deposits."

CONCESSIONER of note, Chester Taylor, is located permanently in Mobile, Ala., where Mrs. Taylor manages an apartment house.

WHEEL OPERATOR the past season with J. J. Steblar's World of Fun Shows, Whitey Davis, is wintering in Titusville, Fla., reports Ray Sharpe.

G. ARTHUR BLANCHARD, big-type show printer of San Francisco, has this placard on his desk: "SILENCE! Genius at Work."

MR. AND MRS. JOSEPH STEBLAR and daughter, Elizabeth Johnston, are in Titusville, Fla., for the winter after closing with World of Fun Shows.

WELL KNOWN to Midwestern carnival folk, Frank Harrell was recently elected to a political office in Lagro, Ind., reports Bob Printy.

ANNEX ATTRACTION on Palace of Oddities Museum in Winston-Salem, N. C., is Ray-Rayette. Lonny Larson is handling the front.

"COME on; let's go up to Dick's room."

MORRIS MILLER, well-known carn-

Some Walk

IF I HAD \$1,000,000 I'd never let it make a hamburger aristocrat out of me. No matter how well heeled I am, I still tell the boys just to drop the word, "Mister" as a moniker for me. Money has come to me a lot easier than to most troupers. Apparently everything I touch turns to gold. "Gold-Finger Johnson," as my friends have affectionately dubbed me, no doubt is befitting, but my modesty is too great to long tolerate that title. Just the other day a patron rushed up to buy a dime ticket and laid a five-grand note on the box. Not having the ready change on me at that time, I started to the office a bit worried over it being genuine and as to the man's honesty. Rubbing my fingers over the bill, I was amazed to find that another bill of the same denomination was stuck to it, a very common occurrence with new scratch. Rushing back, I handed him his bill and was still \$5,000 ahead, the biggest walk in history! By the way, boys, is there any chance of heeling in on the stew? Who's got the makin's? The boss couldn't weed us last night. — DIME JAM JOHNSON.

ENGLISHMAN'S reaction to first view of an American cooch show: "It is an uncouth study in anatomy."

BOBBY BURNS, handless wonder, cards from Bunkie, La., that he and Peggy Burns; Thelma, Mystery Girl, are with the side show on John R. Ward Shows.

AFTER a pleasant and successful season with Harry Lewiston's side show on Ideal Exposition Shows, Doree Levon went to New York, where she is booking night club dates.

"AM STILL with the Howe concessions playing the sugar and rice towns in Southern Louisiana with Miller Amusements," pens Ralph H. Bliss from Jeanette, La.

FROM now on it's big beans and little money. Oh, well, if the beans are big you don't need big money.—Cousin Peleg.

WHILE attending a meeting of Pacific Coast Showmen's Association in Los Angeles recently William Hobday had the misfortune of having his car stolen from a near-by parking lot.

AFTER closing with World of Fun Shows in Greenville, S. C., on November 18, Manager J. E. Steblar and Mr. and Mrs. J. J. Steblar and daughter, Vera, left for their home in Stamford, Conn.

TOM IRVING, Irving Bros.' Shows, celebrated his 73d birthday anniversary playing Santa Claus in a department store in Syracuse, N. Y., reports Bob Irving.

SPECIAL agents who attend to their business never have time to destroy what a general agent has built in a quarter century of experience.

CAPT. GEORGE WEBB cards from Kinsdale, Minn., that he has had the cast removed from his neck after wearing it for five months and not from his leg, as was previously reported.

FINISHING the season with Wallace Bros.' Shows in Vicksburg, Miss., Harry and Ruby Zimmerman went to Pascagoula, Miss., where Harry is employed in the local shipyards.

WALTER B. FOX reports he is dividing his time between Mobile, Ala., and

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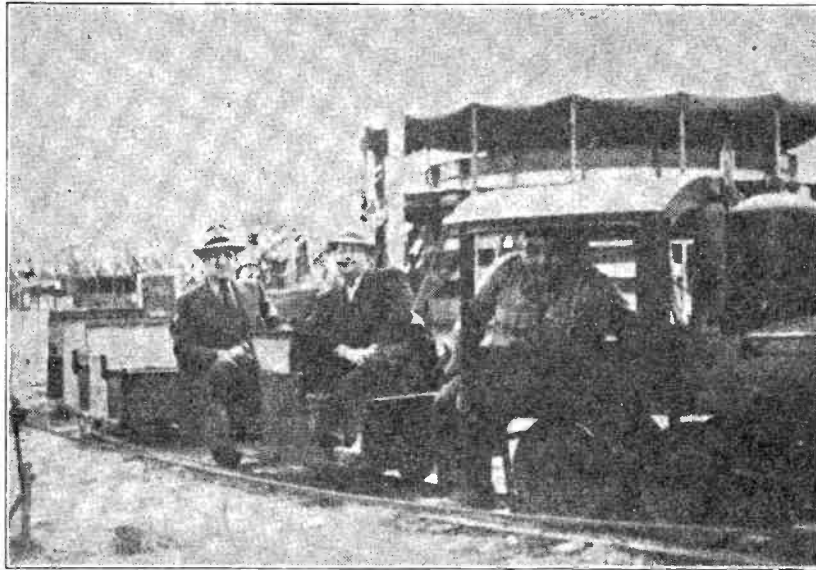
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"JUST IN CASE" some hitch should develop in their pre-convention plans, these three showmen from West's World's Wonder Shows, assured themselves transportation to the Chicago meetings by acquiring the services of a miniature train at shows' closing stand in Eufaula, Ala. Left to right: Neil Berk, general agent; the portly Fitzie Brown, concessioner, and in the engineer's cab the still portlier Owner Frank West. We know how the latter entered the cab but how he got out is a mystery for somebody else to solve.

MRS. OLIVE M. BECKER, who succeeded her late husband as general agent of O. J. Bach Shows, has been re-engaged for 1940.

SHOWS still operating in California are Hilderbrand's United, White City, Silver States, Kelly United, Joyland and Siebrand Bros.

RAY CRAMER, who has been visiting at World's Fair Museum in Minneapolis, left recently to take over management of Pete Kortez' interests in New Orleans.

"NO, we won't play Ohio next season. They don't serve hot biscuits up there."

CLOSING with Barfield's Cosmopolitan Shows in Valdosta, Ga., W. R. Johnson, The Billboard agent, went to Winston-Salem, N. C., for a brief visit at his home.

HOWARD ENGLISH has resigned as secretary of James E. Strates Shows and contemplates launching his own organization in 1940, reports Dick O'Brien.

JACK SCHELL reports that Crafts 20 Big Shows again were awarded contract to furnish the midway at 1940 Imperial Valley Fair.

"COME on; let's go up to Jack's room."

OWNER-OPERATOR of Buckeye State and Golden States shows, Joe Galler, was a recent visitor in Memphis while en route to the Chicago meetings.

val owner and museum operator, stopped off in Cincinnati on November 30 for a visit to The Billboard office while en route to the Chicago meetings.

FORMERLY with Howard Bros.' Shows, Harry E. Moore's pet show closed with Barfield's Cosmopolitan Shows in Valdosta, Ga., reports Robert Dawson, ticket seller.

WINTERING in Wichita, Kan., as salesman for a local firm is T. V. Palmer, who ended the season with United American Shows. He plans to return to the organization next season.

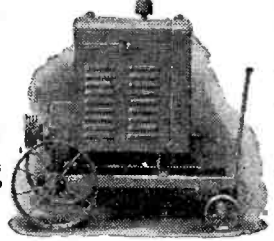
OBTAINING credit for advertising thru a g. a.'s personal connections with paper concerns and then failing to pay the bill. Is that nice?

S. C. REED, general agent Zimdars Greater Shows, cards from Veterans' Hospital, Memphis, that he successfully underwent an eye operation on November 16.

PAST SEASON with the Expose attraction on Hennies Bros.' Shows, Joe Girnau is spending the winter as head and singing waiter in the Vieux Carre, New Orleans.

LAST SEASON with Zacchini Bros.' Circus Shows, Merry Rose Perry, fat girl, and Manager Jack Perry have decided to winter in Detroit, where Jack is employed by an auto concern.

MORE PEP PAYS PROFITS



A new ELI POWER UNIT puts "zip" into your ride.

16 h.p. V-Belt Model, 824 lbs. Practical, powerful, long-life service.

ELI BRIDGE COMPANY
Builders of Dependable Products,
N. West St., JACKSONVILLE, ILL.

Biloxi, Miss., while shipping pecans to Northern and Eastern points for the holiday trade.

FAMOUS last words: "Now that my agent has quit, it will be a simple matter to book all of his pet towns at our own price."

FORMER photo gallery operators with Gruberg's World's Exposition Shows, Ma and Pa Cannon are currently snapping photos of millionaires and laborers in the oil fields of Kilgore, Tex.

CONCESSIONER with Wallace Bros., Endy Bros. and Blue Ridge Shows, John Scott visited the little colony of fishermen-showmen in Biloxi, Miss., while en route to Houston.

PAST SEASON wrestlers with Buckeye State Shows, Cy Burns and Jack Purdin visited Golden States Shows in Natchez, Miss., recently while en route from Birmingham to New Orleans where they are staging a series of wrestling shows.

WE'RE so high class that we allow only ex-carnival managers, ex-general agents and other high ex-midway officials to belly stick on our fun booths.—Gate & Banner Shows.

SINCE CLOSING with Lillian Shepherd on Sol's Liberty Shows, A. (Ham) Hamilton has been deer hunting around the Muskoka Lakes and Georgian Bay District. Currently in Toronto, Ont., he says he'll soon return to Houston.

RAY S. VAN NOY is wintering in Columbus, Ind., operating a shooting gallery and archery range. He says his wife is recovering from a broken arm sustained about four weeks ago in Rock Hill, S. C.

HARRY KIMMEL, pop-corn man with Wallace Bros.' Shows the past season, has his wagon located in Pascagoula, Miss., for the winter and reports fair business from shipyards and other workers.

IT happened in Ol' Kaintuck's: Manager of Great Experiment Shows (to wife of his g. a.), "Close up your concession at once." Mrs. C. A., "Why?" Manager, "Because I'm sore at your husband."

AMONG RECENT visitors to O. N. Crafts 20 Big Shows quarters in North Hollywood, Calif., were Mr. and Mrs. Tommy Myers, Jimmie Lynch, Clyde and Topsy Gooding, Ed Kanthe, Dick Lusse and Charles and Louis Prosser.

A. B. (PETE) JONES cards from Huntington, W. Va., that he is contemplating entering the roller rink business this winter. He also advised that troupers of Dodson & Baillie World's Fair Shows are missed in Huntington this winter.

CHARLES A. BONFANTI, known as Baton Rouge Charley, is in New Iberia, La., for the winter as barman at his uncle's cafe. He recently closed with Clarence and Ruth Vigus' photo gallery on John R. Ward Shows.

WE'RE wintering on the fairgrounds and as the lumber in the buildings is in good condition, the building of much equipment will start pronto. Our color scheme will be white so as to correspond with the whitewash already on the boards.—Georgia Pine Slim, Master Builder, Gate & Banner Shows.

WITH departure of Lloyd Hole from Hilderbrand's United Shows in Hemet, Calif., cookhouse on the organization was taken over by J. B. Graham and Marie Ledoux, latter of side-show note on Clark's Greater Shows.

C. L. (SPOOKS) BIRCKETT, musician with Charles Clark's band on Dodson & Baillie's World's Fair Shows, who is visiting his father, T. H. Birckett, in San Jose, Calif., reports he will return to the Dodson contingent in 1940.

ROY GOLDSTONE, vacationing in Hot Springs, Ark., was recipient of a basket of 25 trout and red fish from Mr. and Mrs. T. A. Fuzzell, who are spending a brief vacation fishing in Corpus Christi, Tex., reports F. W. Pratt.

QUERY: "Johnny, what does your father do as a carnival owner?" Johnny: "He always stands in front of the cookhouse and squawks about poor business."

VISITORS to Hilderbrand's United Shows in Hemet, Calif., included Frank Babcock, owner of the shows bearing his name; G. H. Dickson, former special agent; Candy Moore, Joe DeMouchelle and his two nephews and Music Mc-

Cartey, vacationing from his sound truck duties on the No. 2 unit.

EN ROUTE to Texas, where they plan to spend the winter hunting and fishing, are Mr. and Mrs. L. O. Morton, who closed recently with H. P. Large Shows. They report they managed to purchase a new car and trailer, altho the season wasn't the best.

BILLIE C. MARTIN, Great Eastern Shows, spent a few days visiting friends in Birmingham recently while en route east, cards P. O'Brian. "The Alabama city has its share of showfolk and pitchmen and conditions seem good," O'Brian adds.

INSISTING upon a pay gate in no-gate territory and then blaming the g. a. for mediocre business is "one for the book," as Wilbur Cherry used to say.

S. (TOMMY) CARSON, who is in Brunson, S. C., after closing with the New England Shows as business manager, writes he enjoyed working for Owners Billy Groud and Phil McLaughlin and has been contracted to return in the same capacity in 1940.

AFTER closing with Bright Light Exposition Shows and accompanying Owner John Gecoma to Jamestown, N. Y., for a few days' visit, Mr. and Mrs. William Koford returned south and joined Virginia Amusement Co. with their concessions.



JOE S. SCHOLIBO, press representative and general agent, who has signed as general representative and traffic manager of Mighty Sheesley Midway for 1940, general agented Hennies Bros.' Shows last season until August, when he was succeeded by L. S. (Larry) Hogan. During his tenure in show business he has engaged in numerous indoor promotions and has held executive positions with such organizations as Clarence A. Wortham Enterprises, Morris & Castle and Castle-Ehrlich-Hirsch shows.

"**HAVE** just finished putting it in the barn here, and with the oil boom in our town it looks as tho we'll have an exciting winter," pen N. V. Power, secretary, and J. R. Rogers, manager, of Rogers & Powell Amusement Co., from Yazoo City, Miss.

G. A. of Great Sweet Potato Shows (to operator of FREE office concession): "How are you doing here?" Operator: "N. G.; there are too many concessions like mine at this fair."

MR. AND MRS. F. A. STIENBARGER are back in Aransas Pass, Tex., for winter after a successful season with Bob Hurst Shows. Stienbarger is rapidly recovering from a recent illness which sent him to a hospital for several weeks. They will return to Hurst Shows next year, they report.

MR. AND MRS. F. N. OGILBY have returned to Providence, Ky., to spend the holidays at Ogilby's mother's home there after a 30-week tour with Rogers Greater Shows. Ogilby was general agent and manager and reports a fair season. They closed at Shrine Circus, Evansville, Ind.

GEORGE BENNETT scribes from Rome, Ga.: "Saw the United Shows in Chatsworth, Ga., recently, and Manager Stan Reed is presenting a good, clean show. He is carrying five acts, which are proving a good draw. Shows are

well billed and should play to winning business."

SAID Mrs. Ludington to her husband, Roy, who returned in the wee, wee hours with a vague business excuse: "Just because you have become air-minded thru riding with your boss, Orville Crafts, in his plane all the time doesn't give you an excuse to do night flying on the ground."

"**WE'RE** wintering down here again after a successful season with our custard and photo gallery stands," letters Larry S. Olson from Miami, Fla. "My sister, Grace Marion, and I were with West's World's Wonder Shows until the fair season started, when we again played our string of independent fairs.

DEL AND DOROTHY CROUCH pen from San Antonio that they have contracted their motordrome with Art Lewis Shows for 1940 and have shipped all equipment into quarters. They plan to leave the Texas city about December 10 for Norfolk, Va., where they will build a new front for the drome.

"**WHILE** spending Thanksgiving in Lansing, Mich., I met Don Reynolds, Tommy O'Shea and Lester Stevens, all of aerial act note," scribbles Doc Wilson. "Also heard that Patrick (Tops) O'Neil was in a local hospital with a crushed hand, the result of an auto wreck several days ago."

"**WE'RE** wintering on our fruit ranch in the Lower Rio Grande Valley," letter Mr. and Mrs. Fred E. Wharton from McAllen, Tex. "Have found we need *The Billboard* just as much during the winter as we did the past season when we were with W. A. Gibbs and Crowley's United Shows."

NOW that folks live in trailers as comfortable as homes and carry such pets as dogs, cats, monkeys and parrots, why not build a chicken coop on the rear and have fresh eggs every a. m.? One trailerite with a carnival in California carried along a midget cow last Summer.

BETTER known to showfolks as "Old Folks," the Roy Coons are in Chicago, where Roy is recovering from a broken ankle sustained in Hot Springs, Ark., recently after closing with Royal Midway and Groves Greater shows, where they worked concessions for Leona Wheelock. They plan to rejoin the Graves organization in the spring.

SIDE SHOW OPERATOR Arthur White has his unit playing theaters and night clubs for the winter in New Orleans. Recent additions to the line-up include Karl and Bebe Milligan, impalement and bull whip cracking, and Peggy Ann, dancer. White plans to remain in the city until the Mardi Gras and then head for New York World's Fair.

WHILE PLAYING Ellaville, Ga., with Ohio Valley Shows, Bill and Mom Birchman played hosts to their friends at a dinner prepared by Mrs. Elsie Franks, who has recovered from a recent illness. Guests included Harry Perry and Harry Ferrier. Following the dinner all enjoyed a visit with Bob Sorenson and family.

VISITING relatives in Greenville, Miss., are Harlo and Mario, knife throwers, who closed recently with Juanita Hansen's Museum in Little Rock, Ark. From there they will go to Yazoo City, Miss., where they will remain until time to join J. J. Bejano on Fairly & Little Shows, making their third season with that organization.

PAST SEASON with O. N. Crafts 20 Big Shows, John L. (Spot) Ragland, widely known concessioner stopped off for a visit to *The Billboard* Cincinnati offices last week while en route from shows' quarters in North Hollywood, Calif., to the Chicago meetings. He also plans to visit his home in North Carolina.

LAST SPRING a well-known show played a Kentucky spot in which it had fair business. Later the show's g. a. booked the town for a repeat date so as to follow a certain route back to Dixie. Special agent went to the town

to do the chores and returned to the show to report to everyone that the show would starve to death there, thus causing all to become discouraged. Show moved in and played the date and at the end of the engagement the books showed less than \$100 difference in the two dates! Moral: What do hasty conclusions prove?

ADDITIONS to Hilderbrand's United Shows in El Monte, Calif., included Bessie Bosset, formerly of the side show on W. C. Huggins Shows; Adam Phaff and wife, who joined Johnnie Cardwell's concessions as managers of the balloon stand, and Frank and Harry Gilman, of the Illusion Show on the Foley & Burk Shows.

H. R. BUSH letters from Indianapolis that since closing with the Mammoth Exposition Train last July in Pittsburgh because of illness, he has been operating the Bush Trading Post in the Indiana capital. Last season marked his fourth with the Exposition Train and he says he'll probably rejoin the organization next spring. He reports fair business with his new enterprise.

"**I'M** WINTERING here after a successful season with the crime show on Dee Lang's Famous Shows," scribbles Elmo Florence from Detroit Lakes, Minn. "Haven't decided whether to return next season as talker on the colored show or remain with the crime exhibit. Renewed acquaintances with a number of friends on the Rubin & Cherry Exposition when it played Dallas."

"**THERE'S** no activity in quarters, but after January 1 all equipment will be overhauled and repainted to get ready for opening in Macon, Ga., early in March," letters W. E. Franks, manager of Franks' Greater Shows, from Rebecca, Ga. "Hunting here has been good and I'm enjoying my vacation which will last until first of the year, when it will be time to attend fair meetings. My wife has opened a dine and dance place here."

ELMER HANSCOM, legal adjuster with Crafts 20 Big Shows, and wife are homeward bound to North Hollywood, Calif., after an extended vacation, including four days at New York World's Fair, visits with friends in Portland, Me., then down to Miami, Fla., for a week and visits to Royal American Shows' quarters in Tampa, Fla., and a pleasant week with Johnny J. Jones Exposition in Jack- (See MIDWAY CONFAB on page 48).

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American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Dec. 2.—As this is written prior to our departure for Chicago to attend the sixth annual meeting of the association, and it is naturally too early to anticipate the outcome, it is evident that we shall have a large attendance as indicated by the sizable correspondence received from the membership.

We feel certain that the association will make progress of an important character and that the meeting will further indicate the established position of the association in the carnival industry. To those who will be in Chicago we extend a cordial invitation, particularly to owners, managers and others interested in the carnival industry in general and in our association in particular, to attend the sessions.

High spots of the meeting will include a review of the association's activities for the past year and formulation of a legislative program for 1940. It is the sincere belief of officers and directors that the sessions will be notable.

Tampa

TAMPA, Fla., Dec. 2.—Russell Kay, secretary of Florida Fair here, and Mrs. Kay were injured in an auto accident near Avon Park, Fla., last week. He suffered cuts and bruises but Mrs. Kay was more seriously hurt and has just been released from a hospital.

Irah and Sylvia Watkins, Watkins' dog and pony act, here several days en route to their winter home in Orlando after a long tour of States and Canada.

Ringling-Barnum & Bailey billing crews, to be used by Florida Fair to post throughout Florida, South Georgia and South Alabama, will begin on January 2 under direction of Harry Lock and Frank Mahara.

Mr. and Mrs. Jenks Hoaglan, Hoaglan's Hippodrome, Anderson, Ind., who have been visiting relatives here, left for the Chicago meetings.

Enrique Ortega, bureau of tourists, San Juan, Puerto Rico, here arranging for Puerto Rican exhibit to be brought to Florida Fair from New York World's Fair.

George D. (Buck) Buchanan, lightning sign artist, wintering again in Ruskin, Fla., is preparing signs for the Tampa Fair and working out plans for Florida Tomato Festival, Ruskin, of which he

is manager. At the 1940 festival Southern States Shows, John B. Davis, manager, wintering in Ruskin, will furnish the midway.

Also wintering in Ruskin: Johnny Enright, Gooding Shows; Joe and Babe Miller, blanket-wheel operators; Fearless Fussner, rolling-globe act; W. M. Wilson, "Man in White," fair announcer; Carl and Esther Carson, formerly of Johnny J. Jones Exposition, caretakers at Buchanan's tourist camp.

At Gibsonton for the winter: Mr. and Mrs. Eddie LeMay, again at Eddie's Hut; Mr. and Mrs. Zeke Shumway, Beckmann & Gerety Shows; Mr. and Mrs. William Dumas and some members of the Happyland Shows, and Eddie Davis.

MUSEUMS

Address Communications to Cincinnati Office

Kortes' No. 2 Unit Set For New Orleans Debut

MINNEAPOLIS, Dec. 2.—Plans for opening of Pete Kortes' World's Fair Museum's No. 2 Unit in New Orleans about December 14 are nearing completion, Roy B. Jones said here. Unit will be at 620 Canal street, spot where Kortes chalked a profitable stay last winter. Frame-up will be different than last year's and a new array of talent has been engaged. Ray Cramer, past two years Side-Show manager with Dodson & Baillie's World's Fair shows, has been signed to manage the new unit.

Kortes Museum exhibiting at Third and Nicollet avenue here is getting good patronage, especially over the week-ends. It is planned to keep both units in the same spots all winter and to bring in new entertainers from time to time. Strong publicity campaigns have been carefully planned. Alice from Dallas, and Hoppie, frog boy, have been on the sick list here. Harvey and Grace Williams, midgets, are doing well with their Tintytown Cafe. New attractions are Pop-Eye Perry and Idaho Lewis, midget cowboy.

Lewiston's Freaks Start Well at Pittsburgh Stand

PITTSBURGH, Dec. 2.—After a week of fair business at 205 Main street, Zanesville, O., Harry Lewiston's World's Fair Freaks opened November 20 in a large storeroom at Wood street and Lib-

With the Ladies

By VIRGINIA KLINE

KANSAS CITY, Mo., Dec. 2.—Mr. and Mrs. Kenneth Haysler entertained a group of showfolks in celebration of the 76th birthday anniversary of Mrs. Haysler's grandmother. Mrs. Doc Turner, on November 15. Night was spent in games and stories of the shows of Mr. and Mrs. Turner's day and they related some interesting and exciting adventures. A huge birthday cake was cut and served by Mrs. Turner. Ice cream in candle molds also was served. Guests included Mr. and Mrs. Jimmie Porter; Mrs. Porter's mother, Mrs. Renfo; Naomi Porter, Joe Hughes, Mrs. Moxie Hanley, Helen Brainerd Smith, Mrs. Hattie Howk, Mrs. Bertha Brainerd and the hostess' children, Buddy and Carol Haysler.

On November 16 Helen Brainerd Smith entertained her bridge club, but included a table for show girls to compete with the home girls. Bertha Brainerd, Marie Broughton, Elizabeth Yearout and I played our best, but the homefolk took the money. We have decided to brush up a little on the game before playing them again next week. Chester Levin celebrated his birthday anniversary on November 18, and his wife, Ruth Ann, entertained. Dancing was the main theme of the night, as Carter Buton sent in an automatic record playing machine, with all the new and old favorites. Sandwiches and cocktails were served all night and many attended, including Mr. and Mrs. Carter Buton, Mr. (See WITH THE LADIES on page 49)

Happyland Folk Go South; '40 Route To Be Extended

DETROIT, Dec. 2.—Virgil Dickey, ride superintendent; E. H. Miller, revue operator, and Ray Tahash, cookhouse operator, of Happyland Shows, are building homes in Gibsonton, Fla., winter home of many members of the shows. Almost all are south except Owner John F. Reid, who is at his home here arranging for 1940.

Reid says shows will extend their season six weeks longer, until the middle of November, and play new fairs in Indiana, Ohio and Louisiana. Permanent quarters are in Webberville, Mich.

Reid plans to add more shows next year, and soon will start building new equipment. Shows purchased 11 new cars the past season.

Los Angeles

LOS ANGELES, Dec. 2.—Archie S. Clark, owner Clark's Greater Shows, has had the cast in which he has been incased since his accident some months ago removed and is rapidly recovering and making 1940 plans for his shows. George W. Coe and wife have taken an apartment here for the winter. Tom Randall is being shown about town by Barney Flanagan. He's en route to the Far East, where he has been an amusement purveyor for 40 years. Acme Novelty Co. has added space to its store-rooms here. O. L. Henderson is handling the VFW Post's Thrill Show at Fresno, Calif. Ralph Lacey, former trouper, is operating a restaurant in South Los Angeles. E. (Pickels) Picard, manager Hilderbrand's United Shows, is in town supervising storage of equipment. Harry Horowitz came in from Clark's Greater Shows.

Henry Bahr and Red Growe are in town, latter for a brief stay. Frank Ward, general agent, C. F. Zeiger's United Shows, is commuting between Los Angeles, New Mexico and Arizona. Jack Greenhage is promoting the Spanish War Veterans Post's Midwinter Fiesta. Mr. and Mrs. Earl O. Douglas and Jo De Mouchelle are looking over Southern California amusement sections. Ross R. Davis reported his rides and concessions at Lincoln City Park were doing well. L. J. (Baldy) Miller is back from the North, where he had a crew working novelties. S. A. (Skip) Fordyce left for Portland, Ore., to enter the insurance business for the winter. Bob Fordyce has stored his equipment and will winter in Pomona, Calif. Al Anderson came in from Balboa Park and stated he contemplates extensive improvements for the resort next year.

Paul Hill is promoting the motion picture-radio show to be presented in Long Beach Municipal Auditorium. Billy Reed is assisting. Hank Durnell has his act playing clubs and special events. Alice Nesbitt came in from South Dakota with her horse, Golden Chief, and is presenting her act at horse shows and special events. Nate Miller is at Long Beach for the winter. Frank (Parks) Harris reports the Cyclone Racer Pier, in Long Beach, is doing nicely. Louis Manly is doing punch bally, while Mrs. Manly has concessions. Hart Campbell is in town planning a winter indoor show.

Philadelphia

PHILADELPHIA, Dec. 2.—Jack Wilson and Izzy Cetlin came in to purchase a new Skooter from Lusse Bros. Department stores have installed their Christmas shows. George E. Roberts is in his fifth season at Snellenberg's with his dog, pony and monkey circus. In his line-up are Tickle, whistling clown; Roy Stone and mule; Takayama, Japanese juggler, and Major Nowak, midget clown. Goldie Fitts is equestrian director. Edythe Sterling has her Hopi Indians as an extra added attraction, and a troupe of midgets are used as a window attraction. At Litt's Professor Peak's Punch and Judy is being featured with the three musical clowns, George Fredo, Johnny Pedro and Gus Troy. Visitors during the week were S. A. Kerr and Al Bydiak.

St. Louis

ST. LOUIS, Dec. 2.—Everyone is Chicago bound and *The Billboard* office here this week was the mecca of outdoor showmen en route from various quarters to the Windy City. From all appearances many outdoor showmen are getting to the big doings earlier than in previous years. Among those who stopped over were John M. (Cap) Sheesley, J. B. Hendershot and Joe S. Scholibo, Mighty Sheesley Midway; Jack Baillie, James C. Simpson and Johnnie Hoffman, Dodson & Baillie's World's Fair Shows; Bill Hames, C. R. Fulton, Frank Hames, Wanda LaMarr and Joe Darpel, Bill Hames Shows; Dee Lang, John Sweeney, M. D. (Bill) McClean, Euby Cobb, Dee Lang's Famous Shows; John Francis, Greater Exposition Shows; James W. Laughlin, West Bros.' Shows; Francis L. Deane, Fulton Bag and Cotton Mills; Charles T. Goss, Standard Chevrolet Co.; Tom W. Allen, Tom W. Allen Enterprises; Sol Nathan, Hymie Schreiber and Mack Singer, B. & N. Sales Co.; Matt Dawson, Acme Premium Supply Corp.; Sunny Bernet, Globe Poster Corp.; Charles F. Watmuff, Elmer Brown and Eddie Vaughan.

Sheesley Opens Store Show

GALVESTON, Tex., Dec. 2.—John D. Sheesley, son of Capt. John M. Sheesley, of Mighty Sheesley Midway, opened his store show on a main street here on November 25 to big business. He plans to keep the attraction open thru December and January.

Philadelphia

PHILADELPHIA, Dec. 2.—Business at local museums was good this week. Eighth Street Museum had Billy Taylor, magician; Major O'Satiyade, human pin-cushion; Robert Elmer, sword and neon tube swallower; Joseph O'Brien, escape (See PHILADELPHIA on page 49)

Winter-Quarters News--Gossip

As Reported by Representatives for the Shows

Beckmann & Gerety

ATLANTA, Dec. 2.—B. S. Gerety returned to quarters early last week after a two-week absence and he and Fred Beckmann left to attend the Chicago meetings. Arky Bradford is getting everything ready preparatory to starting work after January 1. Mr. and Mrs. Ted Webb, Mr. and Mrs. Charley McDougall, Mr. and Mrs. Bill Saulsbury and Earl Chambers are living in their trailers here. Mr. and Mrs. Mike Bodenschot are housed in their private living wagon and Mike is keeping his ponies in condition. Harold Landaker, show artist, assisted by his wife, is preparing sketches for several new fronts. Don Carlos, with his monkeys and dogs, also is wintering here. **EDGAR T. NEVILLE.**

Art Lewis

NORFOLK, Va., Dec. 2.—There's plenty of activity at shows' quarters here. Superintendent Howard Ingram has a crew of 30 working and 15 wagons have been constructed. Paint department has been busy and most of Ingram's old train crew is intact. Merry-Go-Round and Whip have been repaired, remodeled and streamlined under direction of Frank Moran. Jimmie Fisher is in charge of the blacksmith shop. Mrs. Ingram has arrived from her home in Sarasota, Fla. She has recovered from her recent illness. Joe Wren and Blackie Peyton have arrived and are at work. Owner Art Lewis and brother, Charley, have been away most of the time on business. Recent visitors included James E. Strates and William Fleming, Strates Shows; George Mars, West's World's Wonder Shows; Bill Lewis, who is handling fight promotions here; Steve Kutney, Mighty Sheesley Midway; Kenney Moore and party, and Hank Saylor. **H. INGRAM.**

James E. Strates

SAVANNAH, Ga., Dec. 2.—Since Master Mechanic James Yotis and Chief Electrician Giff Ralyea have returned from their jaunt to Florida quarters have been showing activity. There always are a number of showfolk on hand as Guy Dodson's and Ed King's camps are winter homes for a number of shows' personnel. Bobby Mansfield visited en route north to the New York and Chicago meetings. He will winter in St. Louis. Hazel Rocco in-foed from De Funiak Springs, Fla., she is enjoying the best of health and having a wonderful time. Mrs. James E. Strates is comfortably settled here for the winter and the children are attending a local school. Keith Buckingham, who has signed for next season, is vacationing in New Orleans. James E. Strates and General Agent William Fleming are in the North in interest of show. Owner Strates will return immediately after the Chicago meetings to take charge of quarters. Recent visitors were Jack Baillie, Margaret Sherman, Bill Johnson, Charles Sneller, Pee Wee Langdon and Mr. and Mrs. Hodges Bryant. Captain Lumkin is in charge of the live stock at quarters. Trainmaster Tom Evans and wife are expected soon to assist in construction of new equipment. **DICK O'BRIEN.**

Rubin & Cherry

SAN ANTONIO, Dec. 2.—At close of South Texas State Fair, Beaumont, shows were shipped to new quarters here at Exposition Park. At present time everything is arranged and a crew of nine, under supervision of Nat Worman, has started repair work. Most of the personnel left at Beaumont. Mrs. Cleo Hoffman and son, Joe, went to Macon, Ga., to join Peazy. From there they will go to Miami. Arthur Sharpe, auditor, and Harry Julius, of the pony track, are in camp at Punta Gorda Beach, Englewood, Fla. Mrs. Gruberg is visiting her daughter and grandchild in Philadelphia, but will attend the Chicago meetings. Quarters are located about three miles from the city. Elaborate plans have been drawn up for beautifying the shows, but building will not start until after the holidays. Manager R. L. (Bob) Lohmar left for a few days' vacation at his home in Morton, Ill. He'll also make the Chicago meetings. Writer recalls that shows' last visit to Texas was about 25 years ago, wintering in Paris under the name of the Sol's & Rubin's United Shows. Organization

left there in the spring as the Rubin & Cherry Shows. Office is in charge of the writer, who is starting in the 26th year under the same banner. **FRANK S. REED.**

J. J. Page

JOHNSON CITY, Tenn., Dec. 2.—Extensive repairs and painting of various buildings has been going on in quarters since closing and storing here. Color scheme of the workshop and storage is aluminum and orange, while the office building will be white and green. Remainder of the buildings and sheds will be a one-color job. It was quite an expense taking care of things broken up by mischievous lads, but when the show goes on tour in 1940 a watchman will be on duty at all times. Work of rebuilding, repainting and building generally starts after the first of the year when Roy Fann, general superintendent, will have ample facilities to take care of the work. Owner Page is dickerer for a full electrical unit. Before leaving for his home in Pennsylvania, Bert Montgomery made arrangements for several members



C. W. CRACRAFT, who has signed as general representative of John H. Marks Shows after resigning a similar post which he held two years with James E. Strates Shows. Widely known in outdoor showdom, he has been a carnival pilot many years, having also been associated among others with Greater Sheesley Shows, former Bernardi Greater Shows and William Glick's Ideal Exposition Shows.

of his ride crews to take over his work here. Painting will be handled by Trevor Montgomery. New ride fronts are to be built. Several of the boys are here, but they plan to go home for the holidays. A new office trailer will grace the midway in 1940, and Owner Page plans to convert the old office into a mobile storage unit. Visitors here included Hobe and Maggie Cole, Frank and Pearl Sheppard, Lee Carter, Claude Slemph, Joe Meredith, John Parrott, Mr. and Mrs. Fred Boswell, C. D. and Babe Scott. Among those cutting up jackpots were Pearl and Frank Sheppard, J. J. Page, Chris Jernigan, Roy Fann and the writer and wife. **R. E. SAVAGE.**

Sheesley

GALVESTON, Tex., Dec. 2.—Weather has been warm and a number of fishing parties are in quarters. Capt. John M. Sheesley and General Agent J. B. Hendershot left for the Chicago meetings, as did John D. Sheesley and wife. The writer and Art Eldridge will be in charge of John D.'s museum during his absence. Henry Curtin and wife have returned after playing some special events and will winter here. Cookhouse at quarters is in charge of Bill Michael and Arthur Sichel. Harry Cramer, who is in charge of quarters, has been under the care of an eye specialist. Al Renton and wife, of Side Show, left for New York to visit relatives. Mrs. Bob Thomas returned from a visit with her father in Harlan, Ky., who was ill there. Mr. and Mrs.

Charles H. Pounds will winter in Glendale, Calif.

Art Detwiller and wife have charge of the soft drink and pop-corn stand in the museum here. J. S. May and Army Shafer are operating a local restaurant. Dutch Frederickson, penny arcade, is vacationing in California with his sister. He plans to return here before Christmas. Mrs. Jeanie Williams is wintering here. Visitors this week included Roland Smith, Mr. Curry and Mr. Butler. **E. C. MAY.**

Crystal Expo

CRYSTAL RIVER, Fla., Dec. 2.—Crystal Exposition Shows, which closed at Marion (S. C.) County Fair, have been stored in quarters at Camden, S. C., with Sam Petrali being in charge of a skeleton crew. Manager Bunts purchased a new car and, with wife and baby, Irene, visited for several days with friends in Ohio and Michigan. Prior to coming home here, Bunts purchased a pleasure cruiser for the convenience of his many fishing friends who visit here in the winter. John Bunts and wife are visiting in Ohio, while Mr. and Mrs. Bill Bunts are wintering here. Mr. and Mrs. Benjamin also are here, while other members have returned to their homes. **CHARLES (CHUCK) STAUNKO.**



VET SHOWMAN and general agent, J. A. (Jim) Schneck concluded his fifth season in the latter capacity with Western States Shows in Goose Creek, Tex., on November 22 and went to Houston for the winter. Jim had his first experience in show business as owner and manager of vaudeville acts. He then had an interest in a small circus in Cuba and Mexico and was later with Wortham & Allen Shows. At dissolution of that partnership, he remained with C. A. Wortham in various capacities. He was first secretary of C. A. Wortham Shows and also manager of Wortham's Alamo Shows. After Wortham's death, he became a partner in Poole & Schneck Shows and owner of Lone Star and Blue Bonnet shows. He retired from the carnival field in 1929, but returned in the spring of 1935 in his present capacity with Western States Shows. Photo furnished by A. R. Wright.

Crafts

NORTH HOLLYWOOD, Calif., Dec. 2.—Fifth week in quarters finds the various units stored in the large new fireproof buildings erected here by Owner O. N. Crafts. Work starts December 1, with a skeleton crew and more men will be on December 15. After January 1 all departments will be brought up to full quarters strength. Mess hall, under Jack Shell and Helen Campbell, has been in operation since arrival of equipment, with 20 boarders answering the dinner gong daily. Among folks wintering here are Owner and Mrs. Crafts; Roy E. Ludington, manager, and wife, whose trailer coaches have been hooked up with city utilities; Mr. and Mrs. Roger Warren, Mr. and Mrs. Fred Glick, Mr. and Mrs. Patty Murphy, Mr.

and Mrs. J. Schell, Mr. and Mrs. Hershey Taylor, Mr. and Mrs. Joe Duran, Mr. and Mrs. George Bryant, Mr. and Mrs. Roy Shepherd, Al (Swede) Mahler, W. H. (Kokomo) McCormack, Chetsworth Dallas, Hubert Vansickle, Louis Etinini, John Harmony, Frank Kempf and Mack Doman. Secretary Harold Mook, living near here, spends his time with office duties at day and bridge parties at night. O. N. Crafts and Roy E. Ludington have been making numerous business trips. Ludington recently left with John (Spot) Ragland to attend the Chicago meetings. John Alexander Politt, general agent, spends much time at the Pacific Coast Showmen's Association. Harold Perry, special agent, lettered he has been busy since close of the season with publicity and billing matters he handles each winter in San Francisco for a group of theaters. It was announced here the quarters personnel would attend Hilarity Night festivities at the PCSA, with Crafts furnishing transportation and Roy Ludington, the admission tickets. **JACK SCHELL.**

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AGENTS AND SALESMEN—WRITE US FOR INFORMATION on a brand new, fast-selling item. Every man buys them. For information write the **REMARK MFG. CO.**, Dept. P, 106 N. Broadway, Butler, Ind.

AGENTS—300% PROFIT SELLING GOLD LEAF Letters for Store Windows. Free samples. **METALLIC CO.**, 439 North Clark, Chicago.

AGENTS—SELL TRU-NOT NEW PATENTED Natural Knotted Necktie. Sells on sight, big profits. Sample 50 cents. **551 ALCOTT**, Philadelphia.

AGENTS—START A BUSINESS OF YOUR OWN. Make luminous house numbers and signs. Complete instructions \$1.00. **HERMAN JOHNSON**, 331 1/2 Cheyenne Blvd., Colorado Springs, Colo.

ATTENTION, SUBSCRIPTION SALESPERSON— If you work east of Rockies and north of Mason-Dixon line, write for proposition. **AMERICAN POULTRY JOURNAL**, 538 S. Clark, Chicago.

BARREL IN BOTTLE—LIQUOR AGER, PURIFIER, Extractor. Something new and novel. Insert one in your bottle, see amazing results. Agents wanted. Patented. Sample 25c. **RICHLOW CO.**, 181 Mansion St., Poughkeepsie, N. Y.

BEST YET — SNAPPY CHRISTMAS CARDS. Photos, Novelties, hundreds other numbers, all year round sellers. **LA FRANCE PRODUCTS**, 35 Hanover St., Boston, Mass.

BIG MONEY APPLYING INITIALS ON AUTOMOBILES. Write immediately for particulars and free samples. **AMERICAN LETTER COMPANY**, Dept. 20, Dunellen, N. J.

CARTOON BOOKLETS, LITTLE BLUE BOOKS. Photos—Novelties. Lowest wholesale. Samples, \$1.00. List only, 10c. **AFFILIATED ROADSHOW ATTRACTIONS**, Cuntersville, Alabama.

DISTRIBUTORS, SALESMEN, PREMIUM MEN— \$5.00 profit on each deal; some of our men closing from two to five deals a day. Proven fast-selling Christmas item. Exclusive territory to producers; full credit on repeat orders. Write today for sample and particulars. **GLIDER COMPANY**, 3128 W. 49th Place, Chicago.

EXPERIENCED SUBSCRIPTION MEN WANTED —Also Crew Managers. Attractive club national magazines. Liberal proposition. **PUBLISHER**, 630 Shukert Bldg., Kansas City, Mo.

LOCAL AGENTS WANTED TO EARN BONUS Suits and Demonstrate to Friends. Up to \$12 in a day easy. Experience unnecessary. Valuable demonstrating equipment, actual samples absolutely free. **H. J. GRAVES**, 1300 Harrison, Dept. A-807, Chicago.

LORD'S PRAYER, TEN COMMANDMENTS. Crucifixion on Real Pennies—Individuality mounted on Good Luck Cards, \$4.50 gross. Sample assortment, 50c. **PERKINS**, 1109 Lawrence, Chicago.

SELL SCIENTIFIC COAL TREATMENT FROM Home or Mail Order—200% profit. Write **OMEGA DISTRIBUTORS**, 923 Washington St., Kansas City, Mo.

SOMETHING NEW—MORNING STAR NUMBER INCENSE. Send ten cents for sample. **MCQUEEN NOVELTY CO.**, 5119 Brush St., Detroit, Mich.

WHERE TO BUY AT WHOLESALE 500,000 Articles. Free Directory and other valuable information. **MAYWOOD B. PUBLISHERS**, 1107 Broadway, New York.

3 SALES DAILY—\$45 WEEKLY SELLING ATTRACTIVE SALES STIMULATOR. Inexpensive. Brand new idea. Prospectus 25c (refundable). **GRAHAM-SCOTT**, Alton, Ill.

127 WAYS TO MAKE MONEY IN HOME OR OFFICE. Business of your own. Full particulars free. **ELITE**, 214 Grand St., New York.

ANIMALS, BIRDS AND PETS

A BIG ASSORTMENT ANIMALS, REPTILES, Birds, Puma Cubs, Agoutis, Kangaroo-Rats, Peccaries, Monkeys, African Porcupine, etc. **SNAKE KING**, Brownsville, Texas.

ARMADILLO BASKETS, LAMPS, ETC.— THEY are different and distinctive. Also have live Armadillos. Write for our low interesting quotations. **APELT ARMADILLO FARM**, Comfort, Tex.

PLENTY SNAKES—ALLIGATORS, GILA MONSTERS, Armadillos, Agoutis, Monkeys, Coatimundis, Prairie Dogs, Puma Cubs, Peafowl, Ocelots, Parrakeets, Racing Terrapins, Guinea Pigs, Ferrets, Rats, Mice. Wire **OTTO MARTIN LOCKE**, New Braunfels, Tex.

WANTED — GOAT WAGON, TO HEAR FROM those who desire to purchase Trained Goats, Wild Animals, Birds, etc. Lady Midgets, write me. **EDDIE POTTS**, Owassa, Ala.

WRITE FOR OUR CATALOGUE—IT COVERS the Animal Kingdom. **MEEMS BROS. & WARD, INC.**, Oceanside, N. Y. Direct importers from all over the world.

BOOKS, CARTOONS, INSTRUCTIONS, PLANS

BE A SOMEBODY! DISPLAY YOUR TALENT! —Have a professional phonograph record of your composition. Made from manuscript. Free booklet. **CREATIVE RECORD SERVICE**, 244 W. 74th St., New York.

CARICATURES DRAWN — REALLY LAUGHABLE. Movie and radio stars or your caricature drawn from photograph. Order today, including 50c to **SHARPE STUDIO**, Nursery Rd., Anderson, Ind.

HOW TO CHALK TALK—COMPLETE INSTRUCTION in this fascinating form of entertainment by a famous professional. Shows how to draw trick pictures, arrange a program, 52 original illustrations showing how pictures are started and completed—all sure-fire hits. Includes humorous talk for delivery while drawing. Postpaid, \$1.00. **T. S. DENISON & CO.**, Dept. 31, 203 N. Wabash, Chicago, Ill.

WHOLESALE CATALOG — ASSORTED NOVELTIES, Cartoons, Books, Photos, etc., \$1.00 up. **W. B. S.**, 910 Whalley Ave., New Haven, Conn.

BUSINESS OPPORTUNITIES

BARBECUE SPICES MAKES SENSATIONAL Come Back Sauce, added to catsup. **PERFEX DIST. CO.**, 646 New York St., Aurora, Ill.

GET BIG MAILS — SAMPLES GALORE. YOUR name listed in Midstates Mail Trade Directory, copy sent you. Directory 500,000 articles wholesale, 10c. **EAGLE**, 414-B W. 65th, Chicago.

PATENT ON AUTOMATIC COIN CONTROLLED Sales Board — Cheat proof. Many basic claims. Will sacrifice for outright sale. **ERWIN RHODE**, Cherokee, Ia.

PITCHMEN! SOLICITORS! — MAKE EXTRA money with new Stamping Outfit. Stamp Checks, Plates, Fobs. Catalog 69-B free. **C. H. HANSON**, 303 W. Erie, Chicago.

START MAIL ORDER BOOK BUSINESS—NEW way, method thoroughly proven. Substantial supply source, help in getting started, circular free. **E. M. PENDLETON**, 433 So. Milton, Whittier, Calif.

7-YEAR LEASE — 2-STORY GARAGE APARTMENT, furnished; 10 Acres Land with 200 large pine trees, suitable for tourist or amusement park. Just outside Miami city limits. Located on two prominent highways. Great opportunity. No park in Miami. Rent, ninety dollars per month. **WM. R. PETERS**, Box 782, Sta. 5, Miami, Fla.

COIN-OPERATED MACHINES SECOND-HAND

Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

A COMPLETE STOCK OF RECONDITIONED Vending Machines of all kinds at real bargains. Send for list. **ASCO**, 383 Hawthorne Ave., Newark, N. J.

CLEARANCE—WURLITZER'S 412-312, \$49.50; P-400, \$39.50; P-30, P-12, \$34.50; Mills Deluxe, \$27.50; Swing King, \$22.50; Seeburg A's, \$32.50; Rock-Olas No. 2, \$27.50; No. 3s, \$39.50. One-third deposit, balance C. O. D. **F. A. B. AMUSEMENT COMPANY**, Pensacola, Fla.

CHEAP! — FREE PLAY KLIKKS, TRIPLE PLAYS, \$9.50 each; Bountys, \$14.50; Ragtimes, \$15.00; Stop 'N' Go's, \$24.50; 1-2-3s, \$15.00; Fairgrounds, \$22.50. **SEIDEN DISTRIBUTING CO.**, Broadway, Albany, N. Y.

FOR SALE VERY REASONABLE—12 VI-PED- Ex Foot Oscillators with Dime Slots. Used less than three months. **BISON AMUSEMENTS**, 92 E. Girard, Kenmore, N. Y.

LATEST USED FREE GAMES—MR. CHIPS, Thriller, Lucky, Twinkle, Pick Em, Triple Threat, Golden Gate, \$69.50 each; Big Six, Rebound, Punch, \$79.50 each. Champion, Buckaroo, Lotta Fun, \$59.50 each. Spottem, Up and Up, Major, 0.00 each. Chevron, Fair, Sky Rocket, \$31 each. Variety, \$64.50; 1-2-3, \$99.50; Spc \$67.50; Ocean Park, \$55.00; Multi Races, 5.00; Airport, Topper, \$49.50 each. Pot \$ Cowboy, \$45.00 each. Gun Club, \$25.00. at us know your needs. Send your order with one-third deposit. **LEHIGH SPECIALTY CO.** and Green Sts., Philadelphia, Pa.

PHONOGRAPH BARGAINS—WURLITZER 412, \$39.50; Marlite & Lite-up Grills, \$65.00; Wurlitzer 616, \$89.50; Marlite & Lite-up Grills, \$110. **EAST COAST**, 455 West 45th St., New York City.

ROUTE OF 20 DIGGERS IN GOOD CITY NEAR Miami, Florida—Will sacrifice. Act quick. **WILLIAM SHAYNE**, 701 N. Miami Ave., Miami.

SLOT MACHINES — NICKEL, DIME OR QUAR- ter, \$20.00 each; Mills Small Scales, \$25.00; Mills 1-2-3, \$15.00. **O'BRIEN**, 89 Thames, Newport, R. I.

SLOT MACHINES, ALL MAKES, \$25.00; MILLS Small Scales, \$25.00; National Nine-Column Candy or Cigarette Machines, \$50.00. **O'BRIEN**, Thames, Newport, R. I.

SNACKS THREE COMPARTMENT VENDORS, \$7.50; Northwestern all-purpose merchandisers, \$4.50; Northwestern ball gum vendors, \$3.00. **WARD PETERS**, Baton Rouge, La.

TOM MIX RADIO RIFLES, \$49.50 EACH — Will trade for XV Cigarolas. **CENTRAL DISTRIBUTING CO.**, 916 Scioto St., Indianapolis, Ind.

U. S. GOVERNMENT'S LARGEST BUSINESS permits participation by man or woman for private profit to own and operate route of machines dispensing U. S. Postage Stamps. Spare time. Can earn up to \$250.00 monthly, depending on expansion. \$295.00 cash investment required for equipment. If conservative and desirous of a business write **SHIPMAN MANUFACTURING COMPANY**, 1326 S. Lorena St., Los Angeles, Calif.

WANT USED KEENEY SHINNY GAMES—STATE price and condition. **W. F. SCHORK**, 1663 Broadway, New York City.

WANT 50 USED NORTHWESTERN OR COLUMB- bus Peanut Machines. Reasonable. Good condition. **410 CHURCH ST.**, Morrilton, Ark.

WILL TRADE JENNINGS IN-A-BAG VENDERS for Mills and Jennings Slots. Send list. **STANDARD COIN MACHINE CO.**, 55 E. Spring St., Columbus, O.

WURLITZER 24s, \$139.50; 616s, \$87.50; 412s, \$45.00; Mills Cherry Bells, Blue Front, rebuilt like new, \$39.50. **COLEMAN NOVELTY**, Rockford, Ill.

YOUR 1940 POOL TABLE WILL BE WORTH 1/2 price 1945. Lowest depreciation any amusement game made. All sizes. Easy terms. Operators, distributors, write **MASSENGILLS**, Kingston, N. C.

5/8" BALL GUM, FACTORY FRESH, 12c BOX; Tab, Stick, Midget Chicks, every Vending Gum. **AMERICAN CHEWING**, Mt. Pleasant, Newark, N. J.

6 GROETCHEN COLUMBIA SLOTS — WITH cigarette reels, gold award, front and rear payout, like new, \$27.00 each. **BOX 129**, Fort Dodge, Ia.

200 LIKE NEW TWO-COLUMN 1c VENDERS, \$7.50 each. Formerly \$18.50 each. **BUREL & CO., INC.**, 679 Orleans, Chicago, Ill.

500 1c SNACKS THREE COMPARTMENT VEND- ers, like new, equipped with latest adjuster for merchandise compartment, \$11.95 each; 25 or more, \$10.95 each. **BUREL & CO., INC.**, 679 Orleans, Chicago.

COSTUMES, UNIFORMS, WARDROBE

BARGAINS — ORCHESTRA COATS, JACKETS, \$2.00; Beautiful Cyke, \$35.00; Overcoats, \$8.00; Tuxedos complete, \$10.00; Chorus Costumes, Minstrels. **WALLACE**, 2416 N. Halsted, Chicago.

FORMULAS

EXPERT ANALYSIS, RESEARCH, INDUSTRIAL Development, Newest Guaranteed Formulas. Biggest catalog free. Nominal prices. **GIBSON LABORATORY**, Chemists, BH-1142 Sunnyside, Chicago.

THAXLY FORMULAS FOR PERFECT PROD- ucts. Accurate analysis assured. Resultful research. Catalog free. **Y. THAXLY CO.**, Washington, D. C.

FOR SALE—SECOND-HAND GOODS

CAMELCORN OUTFITS—COPPER KETTLES, Furnaces, Rotary Poppers, all-electrics; Burners, Tanks, Stoves, Popping Kettles. Formulas free. **NORTHSIDE CO.**, Indianola, Iowa.

GUESS YOUR WEIGHT CHAIR SCALE—400-LB. Charrilion Dial. Perfect condition, bargain, \$50.00. **BOX 750**, Hot Springs, Ark.

POPCORN, POTATO CHIP, CRISPETTE, CARAMEL popcorn, and Cheese Coated popcorn machines. **LONG EAKINS CO.**, 1976 High St., Springfield, Ohio.

PORTABLE SKATING RINK—50x120, COM- plete. All practically new. Tent, 250 Pairs Skates, Music Outfit, Grinder, Sander, \$2,800. **MR. S. CROSS**, 2731 Washington Ave., Granite City, Ill.

1929 MODEL GENERAL MOTORS 21-PASSENGER Bus—Good condition, cheap. **LINKER-STENSEN TOURS, INC.**, Tiffin, O.

FOR SALE—SECOND-HAND SHOW PROPERTY

CIRCUS BLEACHER SEATS—ALL SIZES, NEW and used, out or indoors, with or without footrests. **PENN BLEACHER SEAT CO.**, 1207 W. Thompson, Philadelphia, Pa.

FOR SALE — 100-FT. STEEL AERIAL SWAY Pole. Complete equipment in perfect condition. Two new 2,000-W Spot Lights. For information write **MADGE BOVEY**, Watonga, Okla.

HELP WANTED

GOOD ORCHESTRAS, IMMEDIATELY — BOTH union and non-union. State all with recent references. **JAY S. McCONKEY**, Reid Hotel, Kansas City, Mo.

NEAT AND ATTRACTIVE GIRL ENTERTAINERS Wanted—Ages 25 to 30, to act as hostesses. Photos returned. Write **THE CASINO**, 631 King St., Charleston, S. C.

PROMOTION MANAGER—FOR MIDDLE WEST Ballroom and Amusement Center. Must be capable of creating "business-getting" ideas and directing promotional work. In reply state qualifications fully, also age and salary expected. **BOX 413**, Billboard, Chicago.

WANT IMMEDIATELY—HAMMOND ORGAN- ist. Union or willing to join; playing best theaters. Wire or phone **CALVERT**, THE MAGICIAN, Palace Theater, Jacksonville, Fla., December 8-9-10.

WANTED—MANAGER FOR ROLLER SKATING Rink. Must have experience and be able to instruct latest skate dance steps. Write **ALBERT L. CHALIFOUR**, 243 North St., Salem, Mass.

LOCATIONS WANTED

WANT TO RENT BUILDING IN MICHIGAN with Hard Wood Floor, suitable for Skating Rink. **WALTER BOYD**, Crystal, Mich.

MAGICAL APPARATUS

CATALOGUE OF MINDREADING—MENTAL- ism, Spirit Effects, Magic Horoscopes, Forecasts, Buddha, Future Photos, Crystals, Lucky Pieces, Palmistry, Graphology Charts, Books. Wholesale. Largest stock. New 156-page illustrated catalogue, 30c. **NELSON ENTERPRISES**, Nelson Bldg., Columbus, O.

DICE, CARDS, INKS, STRIPPERS AND BOOKS of the latest exposes. Literature free. **VINE, HILL & CO.**, Dept. B, Swanton, O.

FREE—NEW 220-PAGE PICTORIAL CATALOG. Latest Tricks, fine Magical Apparatus, Books, Ventriloquist Figures. Large stock, prompt shipments. **KANTER'S**, 1309 Walnut St., Philadelphia, Pa.

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. **MAX HOLDEN**, 220 W. 42d St., New York City.

MISCELLANEOUS

NEW 1500 WATT FLOODLIGHTS WITH BULB, \$8.50. Regular \$39.50 low stand 22" Air Circulating Fans, \$15.00. **MILLER SURPLUS**, 2553 Madison, Chicago.

SPECIAL RATES FOR THEATRICAL FOLKS — Trailer Meadows Camp, Dania, Fla., Highway No. 1, near Miami. Beautiful shade trees, near ocean. de23x

M. P. ACCESSORIES & FILMS

NOTICE

News and display advertisements of interest to roadshowmen will be found in **The Billboard's** new film department. Look for "Non-Theatrical Films" in the index on page 3.

A REAL CHRISTMAS OFFER TO LIVE ROADMEN—The Passion Play, excellent three-reel epic of the Life of Christ. 16MM. Silent, \$25.00; 16MM. Sound, \$35.00; 35MM. Sound, \$60.00. Deposit with order. **INSTITUTIONAL CINEMA SERVICE, INC.**, 1560 Broadway, New York.

ASTONISHING BARGAINS — 16MM. SOUND Projectors, \$145.00. Terms. Factory reconditioned. Film rented. Sold, \$5.00, \$7.50 reel. **NO. 521-E STATE THEATRE**, Pittsburgh, Pa.

ATTENTION—SHOW TALKIES, THEATRELESS Communities. Sound Equipment. Weekly Programs rented. **ROSHON**, State Theatre, Pittsburgh, Pa., or 107 South Court, Memphis. x

ATTRACTIVE BARGAINS — 16MM. VICTOR Factory Rebuilt Sound Projectors, \$125.00 up; Westerns, Comedies, Cartoons, Features, Complete Programs, \$4.00 Reel up. **SOUTHERN VISUAL**, Box 2404, Memphis, Tenn. x

BARGAINS IN USED PROJECTION MACHINES, Opera Chairs, Screens, Spotlights, Stereopticons, etc. Projectors repaired. Catalogue S free. **MOVIE SUPPLY CO., LTD.**, 1318 S. Wabash, Chicago. de9x

ROADSHOWMEN PLAYING CATHOLIC Schools—Buy 35MM. or 16MM. Prints of St. Anthony of Padua. Price reasonable. **IDEAL**, 28 E. Eighth St., Chicago, Ill. de9

TRIAL ORDER WILL CONVINCING YOU that we handle the better type of Roadshow Attractions, 35MM. only. **BUSSA FILM EXCHANGE**, Friendship, O. de16

WESTERNS, SPECIALS, ROADSHOWS—SELL OR rent. Circuit rates. Projectors for sale. Complete Tent Outfit. **LONE STAR FILM COMPANY**, Dallas, Tex.

8 16MM. FILMS—RENT, SALE, EXCHANGE. Silent-Sound. Complete rental library. Free catalogue (with sample art film, 10c). **GARDEN EXCHANGE**, 317 W. 50th, New York. de16x

35MM. PORTABLE PROFESSIONAL TALKIE Outfits Cheap—Send for 100-page catalog. World's largest house. **S. O. S. CINEMA SUPPLY CORP.**, New York. x

35MM. TALKIE PROJECTOR—DEVRY TYPE (2,000 foot), \$110.00. Sacrifice other movie property of deceased showman. List. **WOODWARD, JR.**, Morrisville, Pa.

PARTNERS WANTED

ACTIVE PARTNER WITH \$500.00 FOR "Black Magic Miracles," never before shown in America. Address: **PIATEAU**, 1122 Tulane Ave., New Orleans, La. x

PARTNER FOR SHOWBOAT ABLE TO MAKE Reasonable Investment—Year-round proposition. Present owner has years of experience in the business. Your money secured. **SHOWBOAT OWNER**, Box C-351, The Billboard, Cincinnati.

Show Family Album



STARTING in 1913 with four wagons and eight horses, the Charles L. Alderfer Circus grew to 35 horses and 80 wagons in four years. Picture was taken in Mathis, Tex., and shows some members of the organization as they appeared during the inaugural year. Show has not been on the road in recent years, equipment being stored in Keokuk, Ia. Left to right are Nick Carter, clown, now living in South Bend, Ind.; Scott Ruth, trapeze performer, who resides in Cincinnati according to latest report; Charles Welch, clown, deceased; Mary Alderfer Solts, aerialist, who was later killed in a fall while performing in Detroit; Mrs. Emma Alderfer, wife of Charles L. Alderfer; Roy Alderfer, now operator of a tailoring establishment in Crane, Tex., and Charles L. Alderfer.

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

PERSONALS

A REAL 1940 PRESS CARD, 25c—(SIGNED and registered in your name.) Reporter's Badge, 25c. "PRESS," 1481 Washington, Boston, Mass. x

PHOTO SUPPLIES AND DEVELOPING

ALL 4 FOR 10c OPERATORS—CUT PRICE ON all Machines and Supplies. Full Length Cameras. **WABASH PHOTO SUPPLY**, Terre Haute, Ind. de16

FREE—1940 DIRECT-POSITIVE CATALOG. Just off the press, with biggest stock of equipment for 4-for-dime operators in the country. Write for yours now! **MARKS & FULLER, INC.**, Dept. BC-33, Rochester, N. Y. ja6x

ROLLS DEVELOPED—TWO PRINTS EACH and two Free Enlargement Coupons, 25c. Reprints, 2c each; 100 or more, 1c. **SUMMERS' STUDIO**, Unionville, Mo. de16x

STRIP PHOTO MEN—NEW FINISHING PROC- ess gives new attractive tones. No extra cost. Formula, \$1.00. **POST OFFICE STUDIO**, Denison, Tex. x

SALESMEN WANTED

SELL BUSINESS CARDS, \$1.50 THOUSAND— Business Stationery, Book Matches, Advertising Gummed Tape, Pricing Sets, Paper Towels, Restaurant Necessities, Salesbooks, Office Supplies, Advertising Specialties, Advertising Pencils. 40% commission. Free deals. Sales portfolio free. **WILLENS**, 2130 Gladys, Dept. SA, Chicago. x

TRADE MAGAZINE SALESMEN—NATIONALLY known agency now operating new trade division has openings in choice territories for experienced salesmen. Very attractive proposition, commission. Write, stating experience, references. **NATIONAL TRADES SERVICE**, RKO Bldg., Radio City, New York.

SCENERY AND BANNERS

BEST CARNIVAL SIDE-SHOW BANNERS AND Pictorial Panels—Positively no disappointments. **NIEMAN STUDIOS, INC.**, 1236 S. Halsted St., Chicago, Ill.

DYE DROPS—LIKE NEW; OVER 300 DE- signs, from \$10 to \$25, according to size. **SHELL SCENIC STUDIOS**, Columbus, O.

TENTS—SECOND-HAND

SEVERAL GOOD AS NEW TENT BARGAINS— 12'x12's, 20'x30's, 20'x40's, 30'x50's, 30'x60's, 40'x60's, 40'x80's, 40'x100's, 40'x200's. State size. Stamp with inquiry. **SMITH TENTS**, Auburn, N. Y. de30x

THEATRICAL PRINTING

ARTISTICALLY COLORED CALENDARS—YOUR imprint, 4 lines or less, as low as 3 cents. Stamp brings sample. **F. C. CRAWER**, Box 993, Chicago, Ill. x

COLOR HANDBILLS—3x8, 1,000, \$1.25; 5,000, \$2.75; 6x9, 1,000, \$1.50; 5,000, \$4.50. Merchants' Tickets, 5,000, \$3.00. **STUMPPRINT**, South Whitley, Ind. de9x

SAVE ON DODGERS—2,500 4x9, \$3.38; 5,000, \$5.36; 2,500 6x9, \$3.49; 5,000, \$5.78. Assorted colors. 50% deposit. **RECORD PRINTING CO.**, Lancaster, Ky. de9

WINDOW CARDS—14x22, ONE COLOR, 100, \$2.50. 50% deposit, balance C. O. D., plus shipping charges. **THE BELL PRESS**, Winton, Penna. x

6x9 DODGERS—85c PER THOUSAND, IN FIVE thousand lots. 1/3 deposit. Special designs. Quick service. **AMUSEMENT**, 643 Washington, Atlanta, Ga.

500—8 1/2x11 LETTERHEADS, \$1.50; 500 6 3/4 Envelopes, \$1.50; 350 large Envelopes, \$1.50. Any two items, \$2.75. Prepaid. **JOURNAL**, Syracuse, Ind. de9x

WANTED TO BUY

PUNCH AND JUDY—COMPLETE OUTFIT, good condition, not home made. Lowest price cash. **CHARLEY DICE**, Burton Theatrical Office, 427 Lemcke Bldg., Indianapolis, Ind.

200 PAIR USED RINK SKATES WANTED— Write **BOX C-345**, Billboard, Cincinnati, O.

AT LIBERTY AGENTS AND MANAGERS

ADVANCE MAN WITH CAR—MANY YEARS in business, thoroughly experienced every angle. Clean cut, wide acquaintance entire West. Book, publicize magic show, traveling orchestra, musical unit, indoor circus, auditoriums, clubs, ballrooms, independent theatres. Handle auspices. Work straight percentage gross, but cannot use my money to promote your business. Therefore you must advance substantial sum for expenses and have real clean entertaining attraction. Will keep you working seven nights a week. Amateurs and yokels, lay off. Write fully. **P. O. BOX 75**, Ambassador Station, Los Angeles, Calif.

ADVANCE AGENT AND PUBLICITY MANAGER with car. Go any place. Sober, close contractor. Have territory contacts Coast to Coast. At liberty after December 7th. Terms, straight salary or salary plus commission. Member American Press Association. I produce. If you can't don't answer. Address **PUBLICITY AGENT**, 5124 W. 29th Place, Cicero, Ill.

AT LIBERTY—Capable Man. Age 43, single, sober, reliable and fully experienced to manage or assist box-office attraction. Nation-wide experience with all class and nationality, cities to small towns, in theatres, halls, circuses, fairs. Past season with Cole Bros.' Circus. Extra good front man and talker, fast ticket seller. Know how and where to hit in the pinches. Will consider any legitimate proposition. **FRED PITKIN**, Permanent Address, 445 Monmouth Blvd., Galesburg, Ill.

AGENT—West Virginia, Kentucky, Tennessee; schools, halls. Neat, sober, able contractor, publicity. Small, reliable units with real show, rush full particulars. **McKINLEY LAYNE**, General Delivery, Huntington, W. Va.

At Liberty Advertisements

Figure **TOTAL** Number of Words in Copy at **5c a word—FIRST LINE IN THIS STYLE TYPE**
 2c a Word—FIRST LINE IN THIS STYLE TYPE.
 1c a Word—FIRST LINE in this style type. **Cash With Copy**

Minimum 25c

AT LIBERTY BANDS AND ORCHESTRAS

BAVARIAN ORCHESTRA—4 MEN, EXPERI- enced in Concert, Dance and Shows. **ERNST BARGMANN**, 162 Huntington Ave., Boston, Mass.

BOOKERS—AVAILABLE NOW, A SIX-PIECE Band. Uniforms, fronts and novelties. Prefer location. Travel anywhere. **JOHNNY BUSH**, 5127 28th Ave., Kenosha, Wis. de16

ENTERTAINING DANCE AND COCKTAIL Unit—Three men and a girl featuring twelve instruments. Outstanding vocals and specialties. High-Class propositions only. **BOX C-338**, The Billboard, Cincinnati, O. de23

TRIO FOR HOTEL, RADIO—USING PIANO, Violin, Accordion, Sax, Cello, Vibraphone. Young, experienced, reliable. Concert and swing. Location preferred. **TRIO**, 315 W. Main, Olney, Ill.

YOUR OPPORTUNITY FOR HOTEL, NIGHT Club and Legitimate—Orchestra Unit of six men doubling twenty-five instruments. Featuring Accordion, Celeste, Vibraharp, Chimes and Electric Hawaiian Guitar. Using combination of thirteen various Saxophones, special instrumentation of Violin, Bass and Brass for show work. Drummer carries Tympanies, Vibraharp, Chimes and Full Drum equipment. Positively a clean, professional unit, well schooled for floor show work. Solo featuring cocktail and lull entertaining. Played many of the best Eastern night clubs and hotels. Carry electrical equipment and sound system. Also build publicity program with engagement. Best and highest type of references on request. Positively a profit-earning band under proper merchandising plans. Will be available in several weeks. Bookers and managers of good reputation, reply. We will interview you personally. Eastern section of U. S. preferred. **BOX C-350**, Billboard, Cincinnati.

5-PIECE ALL-GIRL ENTERTAINING ORCHE- stra—All double. Vocalists, novelties, special arrangements. Union. Locations only. State full details first letter. Available on two weeks' notice. **BOX C-352**, Billboard, Cincinnati. de16

ABSOLUTELY FIRST-CLASS TRIO—Violin, Piano, String Bass. Specialize dance, concert, tangos, rumbas, international music, shows, radio. Read, fake. Go anywhere. Young, union, costumes. **BOX C-353**, Billboard, Cincinnati.

AFTER DEC. 8TH—Seven-Piece Dance Band. Three saxes, 3 rhythm, 1 brass. Union, young, versatile, congenial musicians. All essentials. Well organized. Location preferred but have transportation for a few one nighters. Go anywhere. Prefer South. Give exclusive booking to reliable agent. Please state all in first letter. **KLAYTON KELLOGG**, Box 661, New London, Wis. de23

AT LIBERTY—Piano and Tenor Clarinet. Ar- range and sing. No panics, not too commercial kick. Cut or no notice. Handle any type work. Large band or jam combo. Union, valuable connections. Semi-name experience. Will consider going anywhere. Preferably South. Prefer to go as a team. Do not overstate. Address **MUSICIANS**, 1204 Tower Ave., Superior, Wis.

CHARLIE WALTERS and His Orchestra—Avail- able for new location. Now completing 13 weeks with "College Manor." Non-union, specializing in overtures. Desire New Year's Eve booking immediately. Write 623 W. 170th St., New York City.

GIRL WESTERN TRIO—Sing and play fiddle, guitar, bass fiddle, banjo, mandolin. Have good instruments and wardrobe. Have specialties and quick to learn new ones. Extensive radio and stage experience. Travel anywhere. Mean business. **BETTY ESUM**, Billboard, Cincinnati.

SEVEN-PIECE BAND and Girl Singer—Modern, fine library, sound system. Locations only. Reliable offers, answer. **VINCENT WELBERT**, 2100 W. Beauregard, San Angelo, Tex.

AT LIBERTY CIRCUS AND CARNIVAL

AT LIBERTY for Indoor Circus Dates—Horace Laird, International Clown, with up-to-date clown numbers and clown walk-arounds. Best of white wardrobe. Write **HORACE LAIRD**, Box 566, Chester, Pa.

AT LIBERTY—A-1 Rubber Skin Man for circus side show, for fairs and museum. NELS G. NELSON, Route 1, Box 19, Gadsden, Ala.

GEO. BURKHART—Comedy Magician, "King of Coins." Illusionist and Elaborate Puppet Show. Laughing riot everything I present. 35 years' experience in every branch of amusement for Theaters, Museums, Units, Schools, Department Stores, Night Clubs. Have high-class equipment and my own transportation. All Agents please communicate. 255 Sumner Ave., Brooklyn, N. Y. de23

JEFFERIES AND VAN'S Trained Dog Novelty Act—Blue Ribbon winner at Mineola Fair for posing ad tricks. G. A. VAN HAYDEN, 1855 Flatbush Ave., Brooklyn, N. Y.

RIDICULOUS TRIO—Three Regular Clowns, best of props. Four acts. Go anywhere. Address care The Billboard, Chicago, Ill. de23

AT LIBERTY
DRAMATIC ARTISTS
LEADS, INGENUES—27, blonde, attractive 5 ft. 2, 114 lbs. Singing, dancing specialties. Quick study, versatile. Excellent wardrobe. Write, wire GLORIA LA VERNE, 619 W. Wood, Decatur, Ill.

AT LIBERTY
MAGICIANS
CAN YOU USE a first class magician? My act consists of the latest mysteries both comedy and straight. Small magic. Night clubs, units, med or anything that pays salary. Change for two weeks if desired. Absolutely sober. Can join on wire. Reliable managers only. HARRY HUNTSINGER, Greentown, Ind.

CRYSTAL GAZING, Magic, Hypnotism, Straights in Acts, Private Readings, Man and wife. Open at once. Gas and oil advance. ELMAR, 2311 Scioto Trail, Portsmouth, O.

AT LIBERTY
MISCELLANEOUS
SOUND OPERATOR WITH
A-1 Portable Equipment—Also car and public address system, wants immediate engagement. FILMOSOUND, Box C-347, Billboard, Cincinnati, O. de16

AT LIBERTY
MUSICIANS
ALTO - TENOR - CLARINET
—Full, brilliant tone, read anything, transpose, ride. Studying with the best. Worked many good spots. Excellent appearance, American, English descent. New York or vicinity only. Thoroughly reliable. MUSICIAN, Box NY-97, care Billboard, 1564 Broadway, New York City.

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AT LIBERTY — TRUMPET
Man. All essentials. C. ZYLMAN, Chesapeake, O.

FAST TRUMPET — DIXIE
land. Good reader. All essentials. Tone-range. Write. TOAD-THARP, El Morro, New Mexico. de9

VIOLINIST — YOUNG.
Dance and Concert, of finest hotels, desires salary and board anywhere. VIOLINIST, 350 W. 58th St., New York City. de16

A-1 ALTO, TENOR—CLARINET. MERLE JOHNSTON pupil. Big, resonant tone. Sight read all, thoroughly experienced. Recently closed name New York State spot. Young, good appearance. MUSICIAN, 153 Brenner Court, Marion, O.

ALTO SAX—3RD, DOUBLE CLARINET. FINE vocals. Read, tone, no take-off. Do spot in show, novelties. Last band two years. No panics. MUSICIAN, Apt. 20, 1815 A St., S. E., Washington, D. C.

ALTO SAX — DOUBLING CLARINET, VIOLIN.
Union. LEO JOHNSON, 512 N. 13th St., Milwaukee, Wis.

BASS MAN—AGE 22, DESIRES JOB IN SWING Band. Plenty of experience. Wire or write ROBERT KESTERSON, Princeton, Mo.

CELLIST—DOUBLE GUITAR. LOTS OF TRIO experience. Make cello fit in swing. Guitar rhythm and feature. South for season. GENE SMITH, 908 H St., N. E., Washington, D. C. de23

DANCE DRUMMER — RADIO, SHOW EXPERIENCE. New pearl outfit. Read and fake. Relaxed sweet, solid swing plus good Dixie. Radio, P. A. singing experience. Union, young, reliable, sober, neat appearing. Road and spot experience. Want position with good band, well booked and managed in Southeast (Florida, etc.), but all good offers considered. No more panics. BOB JAMESON, 1017 S. Grinnell St., Jackson, Mich.

DRUMMER — UNION MUSICIAN, 15 YEARS' experience. Single, free to travel. Can swing. Wants steady job in night club or orchestra. Have 1936 Chevrolet. "SID" BARTLETT, 504 Sixth St., La Salle, Ill.

GIRL DRUMMER — EXPERIENCED ALL branches the business. Prefer location. Union. BOX C-348, Billboard, Cincinnati, O.

HARPIST — ATTRACTIVE YOUNG LADY wants dinner session or with band. Personal and professional references furnished. Prefer location. Available now. BOX C-346, Billboard, Cincinnati, O.

SAX MAN—ALTO, TENOR, CLARINET. CUT any 1st, 3d or 4th chair. Fine tone and reading. No take-off. 22, union, sober, reliable. Plenty of experience. trouping and location. Prefer large swing combination, Southwestern or Eastern location. No panics. BOB LONG, 326 Clinton St., Jackson, Mich.

STRING BASS DOUBLING VIOLIN—UNION, experienced dance and concert. Young, sober, reliable. Go anywhere on good job. WALLY PELLETIER, Erie, Ill.

TROMBONE, ARRANGER—ALL ESSENTIALS, Dorsey style. Young. Join immediately. LES NICHOLS, Angel's Tourist Courts, Monroe, La. de16

TRUMPET — READ, FAKE, GO, BIG TONE. Age 23. Experienced. Go anywhere, nov. Write or wire LEWIS P. SMALE, 616 W. Magee Ave., Patton, Pa.

TRUMPET, DOUBLING TENOR SAX—EXPERIENCED sweet or swing. Can cut shows. Union, young, reliable. Car and tuxedo. JACK EAGER, Montgomery, N. Y.

TWO MUSICIANS—UNION. TENOR SAX, clarinet and arranger. Transpose and go. Drummer doubling vibes and fiddle. Panics, lay off. SKEE ELDER, 25 St. James Ave., Springfield, Mass. de9

VIOLINIST, DOUBLING CELLO AND SAX — Experienced pit, symphony, radio. Age 39, sober, reliable. Wife experienced Pianist, Organist. KESHNER, 315 W. Main, Olney, Ill.

YOUNG UNION DRUMMER — DOUBLE ON Vibraharp. Can take-off. Five years' night club, theatre, radio and dance work experience. Write or wire MAMMY MITKA, 5007 24th Ave., Kenosha, Wis.

A-1 MAN—Trumpet, Clarinet and Tenor Sax. Union, sober, reliable, married. Can cut and do floor work, hits, etc., but no M. O. Straight or comedy. Now on location, so no panics, please. O. K. on floor shows or units. If over 300 miles need ticket. PAUL JACKSON, 2116 Seyburn, Detroit, Mich. de9

ARRANGER AND COMPOSER—Wishes to join or do work for a dance orchestra in New York City or vicinity. Can write smooth, modern swing or sweet arrangements and compose music for floor shows, etc. Will do work and sell on approval. Reasonable remuneration. MAC MILLAN, 8829 53d Ave., Elmhurst, New York City. de16

AT LIBERTY After Dec. 10th—Tenor and Clarinet Man. Experienced all lines. Young, neat, reliable. Transpose, good tone, go and all essentials. BILL HESSE, 802 1/2 North St., Endicott, N. Y.

CAPABLE VIOLINIST, plays classical and popular, desires playing season in Florida. Available after Christmas. Can furnish excellent reference. Write full particulars in first. ALLAN PHILLIPS, Mt. Jewett, Pa. de16

DRUMMER—21. Experienced large or small band, legit or kick. Road or location, if pay is steady. Wire or write GILBERT WEBBER, Redwood Falls, Minn.

FIRST-CLASS VIOLINIST and String Bass Player —Both thoroughly experienced all lines. Read, fake, slap bass. Young, union. Prefer Florida location. Satisfaction guaranteed. BOX C-853, Billboard, Cincinnati.

I'LL PROVE that I'm the best Orchestra Leader in America. Guaranteed to improve any outfit. Go anywhere. Play trumpet, good looking, personality. Give me a chance to show what I can do. NICK KIRIKOS, 67 Union St., Franklin, Mass. de16

STRING BASS—Young, sober, union, essentials, with some of best bands in middle west. Write all no collect wires. RAY "DUTOCH" GILL, 719 Prospect, Galena, Ill. de9

SWING GUITARIST—Just left nationally known trio because leader going out of music business. 11 years' band, trio experience. Have \$400 guitar. Young, union. Write MUSICIAN, 858 W. Sawyer, Decatur, Ill. de16

AT LIBERTY
PARKS AND FAIRS
THE FLYING TRAPEZE—AMERICA'S NEWEST and most beautiful motorized thrilling performance. Two girls perform on swinging traps high above motorcycle. The ultimate in balance and control. Strong enough to feature. Copyright. Work anywhere from 15 to 50. Lights for night. Particulars on request. Want 1940 contract. JACK EVANS, 443 Mt. Vernon Rd., Newark, O.

WRIGHT'S DOG CIRCUS—ENTERTAINMENTS for fairs, parks, indoor circus, schools and lodges. Full program. Always a clean show. WRIGHT'S DOG CIRCUS, Bradford, N. H. de16

CHARLES LA CROIX—Outstanding Trapeze Performer. at liberty for indoor engagements. Have attractive paraphernalia. Can put up and work under any height. Literature, price on request. Address: 1304 S. Anthony Blvd., Fort Wayne, Ind.

FRED AND MARIE GUTHRIE—Four separate acts for price of one. Double Tight Wire, Single Trapeze, Lady Butterfly Iron Jaw, Double Trapeze. Reasonable. Write for details. 201 W. Ninth St., Cincinnati, O. de30

THE CLAYTONS—Four different Free Attractions. Dancing Tight Wire, Balancing Trapeze, Iron Jaw Butterfly and Double Trapeze, Lady and Gent. Beautiful wardrobe. Reasonable. Billboard, Cincinnati. de30

AT LIBERTY
PIANO PLAYERS
A-1 PIANIST — READ, FAKE, TRANSPOSE. Years of experience pit, stage, dance. Dependable, capable, union. Reliable shows and units, notice. ROY K. STEADMAN, St. Andrew Hotel, Mobile, Ala.

DANCE ORCHESTRA PIANIST—COMMERCIAL style, essentials. Can arrange. Non-union, but can join. Prefer sweet band. No panics. BOB CABANISS, 2102 Pecan St., Texarkana, Ark.

PIANIST — A-1. READ, FAKE AND TRANSPOSE, for unit or night club. Prefer floor show. DON PHILLIPS, 406 Carolina Ave., Spencer, N. C.

PIANIST—GOOD RHYTHM, FAKE, READ FAIR. Non-union, age 25, have car. Year's contract with 8-piece band up Jan. 17. Will consider anything to locate in North Carolina, New Jersey or Mississippi before Feb. 1. Write or wire BOX C-349, Billboard, Cincinnati, O.

PIANIST—READ, FAKE, ETC. ABILITY, APPEARANCE, all essentials. BOX C-339, Billboard, Cincinnati, O.

PIANIST — EXPERIENCED ALL LINES. READ, fake, arrange. 34, sober, reliable. Locate or travel for decent salary. Union. DEX BULEN, 301 Randolph, Meadville, Pa.

PIANIST — READ, JAM, NON-UNION. WILL travel. Experienced all types dance work. FRANKIE GREENE, 523 Joseph Ave., Rochester, N. Y.

PIANO PLAYER — EXPERIENCED MUSICIAN. Sight read, cut shows, all essentials. Young, sober, reliable. Travel, locate. Details. EDDIE FELLOWES, 3962 Wallace St., Philadelphia, Pa.

PIANO OR ACCORDION — THOROUGHLY EXPERIENCED large or small band. Rhythm, jam, cut shows, etc. Essentials. State all in first. BOB CARLTON, Waldo Hotel, Lima, O. de16

PIANIST — Age 21. All essentials guaranteed through lengthy experience. Just finished 16 weeks in New York City. Need work, will take anything. PIANIST, 515 Kennedy St., Perth Amboy, N. J.

RHYTHM PIANIST Desires Change—Modern style, young, experienced. Give details. Wire care Western Union. Write JIMMIE MOORE, General Delivery, Columbus, Ga.

AT LIBERTY
SINGERS
GIRLS—Singing Trio. Specialize Hillbilly Songs, Guitar accompaniment. Also solo singer of popular songs. Piano accompaniment. Radio and stage experience. HOOSIER HARMONY PAIS, 240 West 11th St., Wintamac, Ind. de23

AT LIBERTY
VAUDEVILLE ARTISTS
AT LIBERTY — Team. Piano essential, singles, doubles. Work acts, bits. Change two weeks. State salary every night. There's a reason. "ALBERTA," General Delivery, Atlanta, Ga.

AT LIBERTY—Team for med, vaude, clubs or rep shows. Beed, Toby, Black, General Business, Specialties, A-1 Guitar Player; Jack, Female Impersonator, Female or Male Straights, Specialties. Double piano. Car and house trailer. DAWSON AND JEWELL, Vine St., Columbia, S. C.

FEATURE HOKUM COMEDIAN—General business, characters, etc. Sock hokum, singing, talking, dancing specialties. All essentials. Complete data on request. Write, don't wire. FRANK "RAKEY" CAMEL, General Delivery, Cleveland, O.

NOVELTY TEAM—Open for 1940 season. Prefer show boat, med or rep. Do 3 standard vaude acts. Juggling, Punch and Judy and Magic. Also changes with illusions, music, puppets and original novelties. Several hundred dollars in equipment and wardrobe. 24-foot living car, 8x10s, cuts, etc. Would consider partner for tent vaude or picture show. Have A-1 hour or more novelty show now for schools, churches, auspices. Agent with car, write. Prefer one familiar with Virginia territory and Carolinas. CALIFORNIA COUDENS, 304 Livermore Ave., Staten Island, N. Y.

PAMAHASIKA'S SOCIETY CIRCUS—Dog, Pony, Monkey Birds, Clowns and Novelty Acts. GEO. E. ROBERTS, Circus Manager, Headquarters, 3504 N. 8th St., Philadelphia, Pa. Sagmore 5536.

PUNCH AND JUDY—Strictly first-class. First and last in entertainment for special advertising, expositions, theatres, units, department stores, cabarets, parties, etc. OALVERT, 226 W. 50th, New York. de16

PUNCH & JUDY — Comedy Magic, High Class Name-Calling Mental Act. Entertainment for department stores, children's parties, clubs. CORTLAND WINSTON, 505 Van Buren St., Brooklyn, N. Y.

STRAIGHT MAN — Fair pianist, good lecturer, single specialties. Knows acts. Wants salary or percentage proposition, quick. Mail last ad lost. West Coast performer, reliable. ROLAND WELLS, General Delivery, Texarkana, Tex.

BALLYHOO BROS.
(Continued from page 40)
of a talking point than what the present held for them. Those who had no show to talk about seemed to hold the best tips.

Not only did the bosses bring their entire staff but much of the show's equipment as well. When our 65 house trailers paraded by the Hotel Sherman, followed by our sound car, the billposting trucks and the calliope wagon, not only did the fair secretaries rush out and salute this gay caravan but many of our awed competitors stood at attention while it passed. The only slip-up on the part of the hotel was that, altho we had reserved trailer-parking space in the lobby, the management had failed to cut the doors large enough to let them in. But it has paved the way for the future; no doubt in time the entire ground floor will be converted into an indoor tourist camp, if not permanent then for the convention only. This will make it possible for more to be able to afford the event.

When the back-slapping, pump-handling and loud speaking were over and the human sound systems, vest-pocket editions of the real things, had settled down to a soft buzz, some of the winners

were purring and some of the losers either left or let their conversation drift to the terrible mistakes that some fair officials had made. Some just sat in a stupor waiting for another to say he couldn't play them all and would throw a few their way. Ballyhoo Bros. were fortunate in securing what they went after and, instead of putting up deposits, they just gave their notes payable after they played the dates.
MAJOR PRIVILEGE.

JONES SHOW
(Continued from page 40)

visitors. Local boxers opened the show and were followed by Sonny Boy, who clicked with his songs.

Others on the program included Vera Mason and Mary Martin, Mrs. Johnny J. Jones, Mrs. Harold Paddock and the Johnny J. Jones Ham Actors. During the day sandwich men carrying big placards asked for supporters and votes for the most handsome man, prettiest woman, most popular married couple, best dressed man and woman, most attractive man and woman, most popular concessioner, ride man and talker, most shapely woman and most popular single man and girl. Votes cast at the show totaled 14,054, but because of the late hour and exceedingly cold weather voting was stopped to permit the show to continue.

Sale of box lunches was held during intermission. In other years these were prepared by the women on the show and bid for by the men. This year, however, both prepared the boxes and women as well as men bid for them, bringing in double revenue. Space will not permit the mentioning of all in attendance. Among those coming from the most distant point were Mr. and Mrs. Hanscom, of Crafts 20 Big Shows, from the West Coast. Telegrams from Owner E. Lawrence Phillips and J. C. (Tommy) Thomas, stating their regrets at being unable to attend, and one from Walter A. White, former manager, were read.

Women members of the Johnny J. Jones Exposition and Ladies' Auxiliaries of the various showmen's clubs staged the first auxiliary-sponsored benefit to be held on the organization while the shows were playing Albany, Ga., recently. Mrs. Harold Paddock was chairman, and all women and men on the shows supported and attended the gala performance. More than \$100 was raised and event is to become an annual.

Entertainment was provided by Harvey Wilson in a burlesque dance, members of concessions and shows, in an old-time minstrel and members of Nadreau's Hawaiian Show.

TURKEY SHOOT FAIR
(Continued from page 40)

lation showed that Merry-Go-Round led rides, with Ferris Wheel second. E. E. Utke's baby autos topped children's rides. Best on the midway was Karl McKinley's Temple of Mystery, which he manages for Fred Stewart. On grind shows, leader was Jack Arnott's Posing Show, with George Dixon's Nudist Colony next. Numerous troupers took in the various presentations, chief among which were E. Pickard, manager, who was the guest of Miles Nickels, accompanied by wife, Ida, and daughter, June; S. Melton, Harry Chernow, Tommy Miller, Johnny Danzell; O. E. Evans and daughter, Virginia; Sound Technician J. E. Mote; Mickey Goldberg and wife, Irene; J. E. Church; David Pennington and wife, Laura, and Johnny Melton. Personnel was grieved to learn of the death of Earl (Doc) Hall, vet trouper, and raised a fund for a fitting floral tribute.

Reggie Marlon returned and resumes his place as performer and manager of the Hollywood Skyrockets soon. Owner O. H. Hilderbrand visited and announced purchase of 15 new trucks. Concessioner Art Anderson went into Los Angeles to witness the debut of his pugilistic protégé, Guy Serean, formerly with the Athletic Show. Charley Bliss added his pitch-till-u-win concession and Miles Mahon added his scale stand.

MIDWAY CONFAB
(Continued from page 43)

sonville, Fla. They left Jacksonville for a few days' visit in New Orleans before returning to the Coast for Christmas.

PRIDE AND JOY of Crafts Shows' quarters in North Hollywood, Calif., is Carol Ann Warren, four-month-old granddaughter of Mr. and Mrs. O. N. Crafts. It's said that Grandpop Crafts even turned off the radio to hear the baby cry and coo in its near-by basket when momentarily left in his care recently.

December 9, 1939

Tex. Shrine Circus Opens to Big Crowd

HOUSTON, Dec. 2.—With good weather and two tents set up in Buffalo Stadium here, Arabia Temple Shrine Circus opened for six days to a full crowd on November 27. Three rings for 28 acts were under one canvas, the other being for the menagerie.

Headlined were Zacchini Brothers' cannon act. Others booked were Walter Jennier and Buddy, seal; Teresa Morales, aerialist; Connors, aerial ballet; Arabia's baby elephants; clown acts; Ella Brock and Bert Dearo, aerialists; Liberty horses; Slats Beeson and Butter Royal Troupe; Al Connor, rolling globes; Everett Corriell, contortionist, and Indians with Princess Silver Fawn.

W. Cecil Sisson was general chairman of the show, sponsored for the temple's underprivileged children's fund. Monday matinee was attended by congressmen and State heads, with underprivileged children as special guests. Band concert in front of the marquee preceded each performance. Other committeemen were Holger Jeppesen, tickets; Rev. J. W. E. Airey, director of acts; Dr. W. N. Palmer, side show, and William H. Scott and Russell Nix, publicity.

Bill Nearing Completion For Canton Shrine Circus

CANTON, O., Dec. 2.—Christy's unit, in recent weeks appearing with the Hamid-Morton Circus in the East, has been contracted for six-day Shrine Circus in the Auditorium here, said Sterling (Duke) Drukenbrod, managing director. Unit will include an elephant act, eight Liberty horses, pony drill, six menagerie horses and bucking mule. Program is practically complete, other than engaging fill-in acts to round out a two-hour show, which will open with a spec designed and directed by Rex de Rosselli.

Program advertising and advance ticket campaign under Jack Mills is progressing at a brisk pace. Radio, newspaper and outdoor advertising campaign will be launched 10 days in advance of the opening. C. F. (Curley) Stewart, last season with Cole Bros.' Circus, joined the staff. He is doing ticket-promotion work and during the show will be general superintendent in charge of performances. Gene Weeks, Cole Bros.' concession manager last season, will have concessions. He will be assisted by Win Partello and Al Dean, also of the Cole organization.

Malloy Unit Is Big Draw At Free Circus in Canton

CANTON, O., Dec. 2.—More than 12,000, mostly children, jammed City Auditorium here on November 25 to witness the free J. R. Malloy Circus under sponsorship of retail merchants. Circus replaced the annual Santa Claus parade. Charles M. Isaacs was executive secretary. Unit was scheduled to give morning and afternoon performances, but when the auditorium was filled to overflowing at the morning show another was given an hour later. Show was given a two-week newspaper build-up by *The Canton Repository* and a letter went to 75,000 homes inviting residents to attend.

Malloy assembled a strong line-up of acts. American Legion Post Band, with Roy Wild at the calliope, furnished music. Program offered a half-girl illusion; De-Von Brothers, comedy acrobats; Ruth and Jack, Roman rings; Avalon Troupe, tight wire; Nancy Darnell, aerialist; Art Hill, comedy cyclist; Arnesen Brothers, acrobats; Timbo, human ape on slack wire; Tinker Toy and his Pals, dogs and ponies; Marion Wallick and Company, Western sports; Romanoff Troupe, teeterboard; Barney and Jimmy Arnesen, Johnny Oteri, Harry Winters and Smiles, clowns.

Plans Set for Wash. Show

GRAND COULEE, Wash., Dec. 2.—Three-day Midwinter Indoor Charity Circus under American Legion Post auspices will be held in Rimrock Hall here, with more than 20,000 Coulee Dam workers to draw from, reports Arthur P. Craner, publicity director. Queen contest has been launched. Winner and her court will comprise a prologue to the show and dancing will follow performances. Daily matinees and night shows will be staged to accommodate shifts of government employees. Patrick's Hippodrome Circus has been booked.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25 Opera Place, Cincinnati, O.)

Macon Shrine Circus Put Over Big in 8th Annual Presentation

MACON, Ga., Dec. 2.—Macon Shrine Circus, which ended its eighth annual six-day run under sponsorship of Arab Patrol of Al Sihah Temple on November 25 in Macon Auditorium, had biggest gross and attendance in its history. Matinee for orphans and underprivileged children was staged on November 22. Attendance was announced as 55,664, an increase of more than 6,000 over the previous high. As in former years, admission tickets, good also on major prize awards, sold for 10 cents (three for a quarter), and reserved seats were 10 cents.

Final figures on earnings are not yet available, but D. C. Ferguson, general chairman, said Shriners will net more than the previous high of about \$2,500. "Altho we spent about 30 per cent more for acts than in 1938, we are going far above last year's figure in earnings and will set a new record," he said.

Concessions totaled 23, with Shriners operating all. They owned equipment of all except those booked thru arrangements with four professional operators. They were Fritz Behrens, ball game, assisted by Helen Miles and James Wintz; Ralph Morrocca, mouse game; Ollie Bradley, pop corn, fishpond and cane rack, assisted by Mrs. Bradley, Ray Endicott, Anthony Petro and Charlie Eckert, and Dinty Moore, diggers.

Baron Richard Nowak, billed as "smallest man in the world," won heaviest applause with his specialty. He was presented by his manager, Ray W.

Rogers, of Barnett Bros.' Circus, and engaged in comedy interview, related personal history, answered questions and ended his act with a fast tap dance. He scored heavily in newspapers and over radio. Barnett Bros.' Circus elephants were also a hit. Bulls were presented by Capt. William Woodcock and handled by Norma Rogers and Flo McIntosh.

Other acts included Merrill Brothers and Sister, balancing; Chief Lone Wolf, Frank Canoe and Blue Cloud, Indians, in tribal dances, marksmanship with bow and arrow and blow gun; Billy Finkle, Charley Chaplin imitations; Los Gitanos, perch; Don Bernardo, slack wire; Houghton and Houghton, bicycle and motorcycle; Helene Hartzell, Norma Rogers and Flo McIntosh, wire act; Johnny and Helen Hartzell and Serle Simmons, trampoline and ground bars. Clowns were Charlie Forrest, Shorty Hinckle, Gus Williams and Finkle. Music was furnished by the pipe organ, with Lee Wood at the console.

Grady Gillon, potentate of Al Sihah Temple, was emcee, assisted by Boyce E. Miller and Julian Kennedy, later serving as stage manager. William M. West was manager of concessions; Kyle D. Sloan, concession stock; Percy D. Griffith, doors, and Isadore Putzel, chief electrician. Barney (Soldier) Longsdorf was in charge of stage properties; Anthony Laska, stage lighting and sound; Dorothy Moorman, office, and Paul M. Conaway, publicity.

Flop on Ducats Hits Combo Show in Hub

BOSTON, Dec. 2.—Hamid - Morton show, which played 10 days in Boston Garden under sponsorship of National Convention Corp. of the American Legion, was not a financial success. Despite excellence of the show, patronage was off for both the Lucky Teter show and Clyde Beatty Wild Animal Circus.

Bob Morton did an excellent job of putting together the show. There were about 12 headline acts in addition to the Beattys, including the Wallendas, Flying Beehees, Christy's Horses, Houston High-School Horses, Les Kimris, Flying Solts, Voloes, Great Peters and Harrold's and Miss Harriet's elephants.

Ten automobiles given away. Distribution of millions of tickets thru chain stores proved unsuccessful. Newspapers were exceptionally kind, giving the show flattering notices. Advertising budget was badly arranged, only one paper being used daily the first three days. Budget was increased later and somewhat better results were obtained.

Loos Has Laredo Record

LAREDO, Tex., Dec. 2.—J. George Loos, operator of Loos Greater United Shows, reports that at a recent meeting of directors of Washington Birthday Celebration here, he was awarded another five-year contract to furnish carnival attractions at the annual 10-day event. For the past 16 years Loos' shows have played the date.

S. C. Legion To Stage Show

NEWBERRY, S. C., Dec. 2.—United Circus Revue has been booked for a six-day stand by the American Legion Post here, reports Harry Cotter. Show will be staged in a building centrally located. Bingo will be framed on the stage and Silver Jackson has booked 12 concessions. Special events will include public wedding, fiddlers' contest, radio hour and style show. Jack Arnold is expected to join the advance soon, as well as Eddie Eger.

Shorts

HARRY E. WILSON, general chairman of the annual charity ball of Jacksonville (Fla.) Moose Lodge, reports plans for a baby show have been launched and a popularity contest, under way several weeks, is showing progress as a tie-up with ticket sale.

C. A. KLEIN has contracted his stock with Covington (Ky.) Christmas Parade Co. for two weeks of parades in Southern Ohio towns. Miss Harnett will do riding and roping as added feature and Klein's sound truck will be used to advertise.

RECENT annual school children's circus staged by Ypsilanti (Mich.) Kiwanis Club was successful, with 15-cent gate charge for adults nearly covering expenses, reports Fred H. Weinmann, general chairman. Formerly staged in a garage, show has grown to such extent that it appeared with the Community Fair in the high-school gymnasium this year. Clown, bar, gymnastic, tap dance, tight wire, magic, tumbling and mule acts appeared on the program.

PHILADELPHIA

(Continued from page 44)
artist; Callahan, Poses Plastique, Mystera and Headless Woman in the main hall. Dancing girls are in the annex. On the stage at South Street Museum is Slim Johnson's Rocket Revue; Eddie McMahon, magician; two-headed baby and Mme. Camille, mentalist. In the annex are dancing girls. Jitterbug Night each Tuesday has proved popular. Fat Lorraine is on the front.

WITH THE LADIES

(Continued from page 44)
and Mrs. Mel Vaught, Mr. and Mrs. Jim Hart, Mr. and Mrs. Ellis White, Mr. and Mrs. George Howk, Johnnie Castle, Slim Johnson, Mr. and Mrs. Charles Nathan, Helen Brainerd Smith, Dan MacGugin, Mr. and Mrs. Charles Taylor, Jerry Rice and Paul Parker, Lucile Hemingway, Louise Allen and Gertrude Parker Allen. On November 21, one day late, I gave a stork shower for Katherine Mason Boyd at my apartment in the Common-

wealth Hotel. The Boyds' baby arrived Monday morning, a 9¼-pound boy. Mother is the daughter of Marie and Harry Mason and was born on the Jarvis & Seaman Shows 23 years ago. Women on that show gave a shower for her then and Mrs. Mason still has some of the gifts presented then. Katherine and Archie Boyd are members of the Vaught-Martone Shows and are wintering here. A large baby bassinet was filled with gifts during the afternoon, as many who could not attend the shower sent in gifts. Among those calling and sending gifts were Ann Carter, Boots Marr, Bertha Brainerd, Letty White, Jesse Nathan, Ruth Ann Levin, Ruth Martone, Mollie Ross, Helen Brainerd Smith, Elizabeth Yearout, Jackie Wilcox, Iva Del Lynn, Nellie Weber, Hattie Howk and Margaret Ansher. All drank a toast to the health of this third generation show baby.

15 Years Ago

(From The Billboard Dated
December 6, 1924)

Vanguard of carnival men and fair secretaries began arriving in Chicago for the annual meetings and Showmen's League of America Banquet and Ball. . . . After a successful tour, Zeldman & Polle Shows established quarters in Camp Wadsworth, Spartanburg, S. C. . . . Mr. and Mrs. Tom Wilson, concessioners, returned to Cincinnati for winter after closing with Zeldman & Polle Shows. . . . Former carnivalites, C. (Whitey) Pierce and wife, Marie, were in the newsstand business in Hamilton, O. . . . William E. Johnson, formerly high diver with Con T. Kennedy Shows, was in Manitowoc, Wis., for winter. . . . Ralph H. Bliss closed with Cronin Shows in Crawfordville, Ga., and migrated to Fostoria, O.

Richmond, Calif., resulted in lucrative business for Snapp Bros.' Shows. . . . Superintendent of Reiss Shows, George Elser, went into Kansas City, Mo., to spend the holidays. . . . Doc Barnett was in Long Beach, Calif., working on the front of Bill Kennedy's pit show. . . . Formerly with Mighty Doris and other shows, Nick Otte was in electrical business in Farmville, N. C. . . . Among Sheesleyites at the Chicago meetings was Claude R. Ellis, publicity director. . . . Jack H. Nation and James F. Mansfield were making arrangements to take a side show on the road in 1925. . . . Tom (Daddy) Jordon, glass blower of note with Carl J. Lauther's circus side show on Rubin & Cherry Shows, was wintering in Montgomery, Ala.

Morris & Castle Shows returned to Shreveport, La., quarters after a successful close at South Texas State Fair, Beaumont. . . . Con T. Kennedy, owner of the shows bearing his name, was ill with pneumonia in Greenville (Miss.) Sanitarium. . . . W. H. Davis, who had eight pit shows on Boyd & Linderman Shows, was in Chicago preparatory to leaving for Florida for winter with Clark Shows. . . . Al Armer was in Dallas seriously ill with angina pectoris in St. Paul Sanitarium. . . . Lew Marcuse, secretary-treasurer, Wade & May Shows, returned to Detroit for winter. . . . Inclement weather hurt business for Moorfoot's Exposition in Dallas. . . . General Agent of Greater Sheesley Shows, C. W. Cracraft, returned to his Cincinnati home from a vacation in Martinsville, Ind.

BIDS WANTED

For Dept. of Kentucky Encampment V. F. W. of U. S., for Concessions of all kinds, Program, Decorations, Badges and Novelties. To be held in June, 1940. Address all mail to

JOHN THOMAS

831 Patterson St., NEWPORT, KY.

LOOK

IN THE WHOLESALE
MERCHANDISE SECTION

for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by SAM ABBOTT—Communications to 1564 Broadway, New York

K. C. OKEHS SALESBOARDS

Merchandise Prizes Approved By Judge in Municipal Court

Golden opportunity thrust in laps of operators, as five against whom charges were filed are dismissed—boys plan to push Christmas items

KANSAS CITY, Mo., Dec. 2.—Operators of salesboards scored a victory here recently when Judge James H. Anderson ruled in Municipal Court that the principle of offering prizes from the regular stock of a mercantile establishment thru salesboards was within the law. On the basis of this ruling five operators, Geneva Hoyle, Georgia M. Casteel, David J. Grimley, George W. Andrews and Swanee DeFord were discharged by him. Judge Anderson's decision comes at a most opportune time, as the boys in Kansas City will now be able to double their efforts with appropriate Christmas merchandise. They will be able to push clocks, pipes, watches and novelties in store locations and look forward to a big season with assurance that placements are within the law. While pre-Christmas weeks are always outstanding for board ops, plans are now being drafted to keep workers busy thruout 1940. Winter sports items are being pushed and big demand is seen for ice skates, sleds, ski suits, rifles and traps. Operators plan to switch to fishing tackle and other warm-weather items next spring.

DEALS
A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

Kansas City, Mo., salesboard operators have already received their Christmas present. It came in the form of a decision handed down November 21 by Judge James H. Anderson, of the Municipal Court. Five defendants were brought before the judge charged with gambling because they offered merchandise prizes on a salesboard. All were discharged when he ruled that offering of prizes from regular stock of a mercantile establishment thru salesboards is within the law.

This decision was just what the doctor ordered for Kansas City boys. They now have a free hand to place deals without any inhibitions and they are jubilantly looking forward to the biggest Christmas season ever. All they have to do is take care that merchandise offered on a card placed in retail establishments conforms with merchandise usually carried on the store's shelves. This should be no problem at all and happy days are definitely here again for them.

As for salesboard operators in other parts of the country, Judge Anderson's ruling is heartening if for no other reason than that it may be an indication as to the way the official wind is blowing. Operators have been plagued from time to time by local politicians who prosecuted them more often than not to further their own (politician's) selfish interests. Judge Anderson's decision should have favorable reaction everywhere.

A correspondent sent along this interesting squib: "An idea of how highly merchandise awards placed on board deals are regarded by a lot of folks came to light in a unique way the other day. A location owner out in Indiana liked so much the capital prize, a mantel radio, offered on a board in his place of business that he decided to keep the award himself and give the winner (a woman in this case) the wholesale value of the set in cash instead. But the woman wanted the radio herself—had wanted one for a long time and now that she had won it she meant to have it. So she had the location owner brought into court. Charges were

(See DEALS on page 52)

Supreme Court Ruling Allows Operators To Use Handbills

WASHINGTON, Dec. 2.—Bingo operators, house-to-house workers and concessioners welcomed news that the United States Supreme Court had overruled lower courts and held that ordinances of four cities violated the guarantee of free speech and free press under the Constitution by prohibiting distribution of handbills. With the high tribunal's opinion now a matter of legal record, operators are free to use circulars, handbills and dodgers in advertising games or items.

Seven members joined in the opinion given by Justice Roberts invalidating city laws controlling distribution of handbills in Los Angeles, Milwaukee and Worcester, Mass., and a regulation of Irvington, N. J., relating to distribution of religious literature without permit.

"Altho a municipality may enact regulations in the interest of public safety, health, welfare or convenience, these may not abridge individual liberties secured by the Constitution to those who may wish to speak, write, print or circulate information or opinion," Justice Roberts said in the ruling covering the four cases.

"This court has characterized the freedom of speech and that of the press

as fundamental personal rights and liberties," he said.

Ruling Expected

Invalidation of the ordinances had been expected, as the court has consistently defended civil liberties. An ordinance of Griffin, Ga., was held unconstitutional last year. It required permission to distribute literature, and this decision was one of the bases for the findings of the judicial body.

To prevent "street littering" was given as the reason for the anti-handbill ordinances in California, Wisconsin and Massachusetts communities. The Irvington regulation was directed against canvassing without a permit.

Justice Roberts said, in handing down the opinion of the court: "City officers have a duty to keep streets open for traffic, but this must not hamper the constitutional rights of one to impart information thru speech or the distribution of literature.

"We are of the opinion that the purpose to keep streets clean and of good appearance is insufficient to justify an ordinance which prohibits a person rightfully on a public street from hand-

(See COURT RULING on page 52)

Operators who serve general stores will find that Judge Anderson's decision has thrust a golden opportunity into their laps. With a great variety of items to be pushed thru salesboards, workers are expecting to cash in on the court's ruling. Not only will business be booming before Christmas, but boards may be used as business stimulators every month in the year with frequent changes of prize merchandise.

Lobster Bingo Played in Canada

ST. JOHN, N. B., Dec. 2.—Bingo operators along the Bay of Fundy coast have inaugurated lobster bingo to keep interest in the game at its peak, it was learned here recently.

The first lobster bingo was held at Dipper Harbor and proved a big hit. Counselors at fraternal and church bingos awarding merchandise prizes are now using lobsters as added attractions. They come both alive and boiled, in quantities of a few to several dozen, packed in boxes.

Lobster bingo is spreading in popularity, the game now being conducted in Chance Harbor, Lorneville, Black's Harbor, Beaver Harbor, St. George, Musquash, Mace's Bay, Lepreaux and Pocologan. The new twist is attracting urban patrons to games.

Leon Levin Plans New Line at Kipp

INDIANAPOLIS, Dec. 2.—Leon Levin, formerly of Terre Haute, Ind., has secured controlling interest in Kipp Bros. Co. here. The firm is entering the mail-order field, with Levin, who heads the new company, directing activities. Other officers are Mrs. Leon Levin, vice-president; Walter H. Eggert, secretary, and Ernest H. Graf, assistant to the president.

Levin, before moving here with his wife, was engaged in a similar business in Terre Haute. Plans are under way, it is reported, to expand merchandise lines and add a line of jewelry and watches, electrical appliances, radios and textiles for wholesale distribution.

Kipp Bros. was founded in 1880.

BINGO BUSINESS
By JOHN CARY

BINGO PLAYERS in New York State have a leader in Assemblyman Max Turshen and may be assured that some action will be taken to restore the game in the State next year. All was serene until a few days ago when the assemblyman indicated that the game will come up for discussion at the next session of the Legislature. As attorney for three bingo operators, members of his district's Democratic Club, he told Magistrate Jeanette G. Brill in Bridge Plaza Court, Brooklyn, that bingo will be legalized. As a representative of the 19th Assembly District, Brooklyn, Turshen is for the game. When Magistrate Brill told the attorney in court that bingo was a violation of the law, Turshen replied, "It won't be after the first of the year. We legislators are going to take care of it." No action was taken in the case and hearing set for a later date.

NEW YORK has thousands who enjoy bingo, and Turshen is the man to see that they are given an opportunity to enjoy the game. Much good is accomplished thru funds which bingo builds, and Turshen is the man to see that people are not deprived of the game.

The Billboard's correspondent at Natchez, Miss., recently made a trip down thru Louisiana, where churches are conducting bingo to secure funds for recreation centers, retire debts and aid charities. At this time of year many organizations are offering turkeys. Crowds have grown to such proportions that people are assigned to several rooms connected with a central public-address system. With a few weeks until Christmas, a novel idea has been adopted for

(See BINGO BUSINESS on page 52)

Ops Welcome \$100,000 Drive By Toy Industry

NEW YORK, Dec. 2.—Pitchmen, bingo and salesboard operators and concessioners who deal in toys were pleased today when it was revealed that the toy industry will spend \$100,000 to promote sale of 200 of the best items. Toys to be listed in the promotional campaign have been selected by experts for value and child appeal.

The campaign is claiming special interest among workers, for it will insure them of getting click numbers. The industry has arranged the campaign on the basis that most toys purchased, regardless of nature or price, are not well received by children. To overcome the difficulty, toys listed in catalogs to be distributed are arranged in age groups. Salability of numbers listed has been determined by 14 wholesalers, who chose from the offerings of manufacturers who had signified their willingness to join in the promotion of playthings most likely to succeed. The 200-odd items finally picked represent products of about 50 manufacturers.

Sales last year totaled about \$240,000,000 and the industry expects a large boost this year.

Listing of toys according to age groups will remove the blind-buying angle, operators believe, and give them more opportunities to get numbers that are sure to click and give them more turnover.

Pletman To Continue Subsid

NEW YORK, Dec. 2.—A. W. Pletman, who recently acquired interests of John E. Otterson and Harold West in Radio Wire Television Corp. of America, announced today that as president he will continue development of the company's subsidiary, Wire Broadcasting Corp. of America.



NEUTRALITY PINS
Cash In Now While They Are Hot

No. B41J215—Yellow Gold Finish, Enameled in Red, White and Blue. Everyone is a prospect for this one. Cut actual size. Individually carded. 12 on display.
Per Gross 7.50
No. B41J216—Flag Pins. Yellow Finish. Enameled in Natural Colors. Every patriot will want one. Individually carded, 12 on display.
Per Gross 7.50
3 Sample Cards, One Doz. Each, Postpaid \$2.00. Ask for latest Catalog 395 with Big Holiday Line just off the press. Mention your business; we do not sell retail.
JOSEPH HAGN COMPANY
"The World's Bargain House"
217 & 233 W. MADISON ST., CHICAGO

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.

Humidors

Bingo and salesboard operators and concessioners are reaping big profits with the new humidor line, Standard Sales Co. reports. One humidor item comes complete with six pipes, and is available in brown, black and ivory. Another humidor item is equipped with new mystic torch table lighter. New low prices are available for the lines, which lend themselves to Christmas trade, the firm reports.

Talking Santa Cards

Here's an item that is selling like hot cakes, Talking Devices Co. reports. Item consists of a Santa Claus, 9 1/2 inches tall, holding a "Merry Christmas" sign, and Christmas greetings are extended by the talking Santa, which makes the item unique. Since the number is strictly a holiday one, the boys are urged to rush orders. New low prices and an opportunity to make quick cash are offered, the firm reports.

Ciggie Filter Holder

A classy-looking and highly efficient filter cigaret holder recently introduced by Casco Products Corp. is making a hit with smokers everywhere, the firm reports. It is simplicity itself in operation, filtering much nicotine from the smoke, and is offered for prize and specialty uses at attractive quantity prices. It is furnished in imprinted gift boxes if desired, the firm reports.

Delay-o-Lite

Specialty men and demonstrators are offered an unusual chance to cash in on a new product that's about as useful as money—Delay-o-Lite. Item takes the place of any standard electric switch and allows the light to stay on up to 60 seconds after the switch is snapped off, depending on adjustment. There's a good profit margin in the low selling price, the maker, Delay-o-Lite Switch Co., reports.

Roll of Bills

Pitchmen and novelty workers are cashing in on the new Sugar Daddy Bank Roll, Samuel Auerbach reports. The item consists of a piece of paper resembling a 10-spot wrapped over papers to give the impression that it is a stack of 10s. Holding the "currency" together is an oval-shaped metal piece with Sugar Daddy inscribed across the face of it. The item is catching on rapidly and turns over quickly, the firm reports.

Trouser Hanger

Here's a red-hot number and salesmen, distributors and pitchmen are making money with it, Remark Mfg. Co. reports. Coiled springs exert pressure from side to side, keeping creases smooth and straight and there is no wrinkling of cuffs. Fits cuffs 18 to 24 inches.

FAST MOVING ITEMS FOR HOLIDAY SELLING



Two Scotty Dogs, Elephant and Donkey or Men of War mounted on bases of General Electric Alnico Magnet Metal. They will draw together when placed face to face or spin around when placed tail to tail. Also will perform many other tricks.

TWO SCOTTY DOGS

No. B1N30 Per Gross Sets \$11.75
Per Dozen Sets 1.00

ELEPHANT and DONKEY

No. B1N41 Per Gross Sets \$11.75
Per Dozen Sets 1.00

MEN OF WAR

Two Soldiers Fighting. Act Same as Dogs.
No. B1N46 Per Gross Sets \$11.75
Per Dozen Sets 1.00

No. B1N47 Scotty Dogs, as above. Per Gross Sets \$13.20
but made of plastic. Per Dozen Sets 1.15

We Offer the Best Selection of Mechanical Toys



Plush Covered. Each in a Box. Popular Sellers.
No. B39N14—O. U. Dog (Small)
Gross \$7.50; Doz. 70c
No. B40N174—O.U. Dog (Large)
Gr. \$15.00; Doz. \$1.35
No. B39N8—Running Scottie Dog.
Gr. \$18.00; Doz. \$1.60

Celluloid Figures on Metal Stand. Made in Two Sizes.

No. B40N155—Dancing Couple (Small).
Gross \$7.20; Doz. 65c
No. B40N196—Dancing Couple (Large).
Gross \$18.00; Doz. \$1.60



Celluloid Figures, Very Realistic in Action.

No. B40N150—Dog With Shoe (Small)
Gr. \$7.20; Doz. 65c
No. B39N15—Boy With Dog (Small)
Gr. \$8.50; Doz. 75c

Real Lifelike in Appearance and Performance. In Big Demand.

No. B39N26—Monkey Combing Hair.
Gross \$18.00; Doz. \$1.60
No. B39N10—Skating Monkey.
Gross \$18.00; Doz. \$1.60



Colored Celluloid. Winding Causes Duck to Shake Frog.

No. B39N17—Duck With Frog (Small).
Gr. \$8.50; Doz. 75c
No. B40N195—Duck With Frog (Large).
Gross \$15.00; Doz. \$1.35

Mechanical Bears. Very Amusing When in Action.

No. B40N158—Dancing Bear.
Gross \$15.00; Doz. \$1.35
No. B39N20—Panda Bear With Ball.
Gross \$18.00; Doz. \$1.60



Made of Metal, Finished in Bright Colors. Runs Along and Makes Loop the Loop.

No. B39N18—Turn-Over Plane (Small).
Gross \$8.50; Doz. 75c

Cloth Covered, Metal Figure. When in Action Performs Continuous Somersaults.

No. B40N151—Tumbling Clown.
Gross \$8.50; Doz. 75c



Giant Size, 5 Inches Long, The Best Demonstrating Toy on the Market.



No. B39N27—Walking O. U. Dog.
Gross \$24.00; Doz. \$2.10

MECHANICAL TOYS

No.	Per Gross	Per Doz.
B40N75—Picking Bird	\$ 6.00	\$.65
B39N16—Man Balancing Hat	7.20	.85
B40N141—Cowboy with Lariat	7.20	.65
B40N191—Clown Handstand Position	7.20	.65
B40N190—Clown on Carriage	7.20	.65
B40N187—Metal Dancing Monkey	8.50	.75
B40N139—Hula Dancer	8.50	.75
B39N9—Running Mouse	8.75	.75
B40N188—Cowboy on Horse	16.50	1.50
B39N22—Man with Comical Eyes	18.00	1.60

Wood Walking Toys

No. B40N73—Donkey.
Gross \$21.60; Doz. \$1.90
No. B40N61—Elephant.
Gross \$21.60; Doz. \$1.90
No. B40N74—Clown.
Gross \$21.60; Doz. \$1.90
No. B40N82—Penguin.
Gross \$21.60; Doz. \$1.90
No. B40N60—Mammy.
Gross \$21.60; Doz. \$1.90



THE LATEST HIT SELLER! Banner as shown, made of muslin, brightly colored. Stick at top with cord for hanging. Size 22x18 inches. B48N32—
Per Gr., \$19.80
Per Doz. 1.75

New! Mystic Glasses!

10-ounce size. Ice-cold drink causes moisture to form and the garments drop away. As moisture dries, garments appear again.
B1N8—Per Gr. \$21.00
Per Doz. 1.85



N. SHURE CO. 200 West Adams St. CHICAGO

FURS! FURS! FURS!
Seidel Offers BIG VALUES
In Beautifully Illustrated Catalog, Showing All the Latest Styles in CONEYS, SEALINES, COCOLETTES, From S O U I R R E L E T T E S, M U S K U P R A T S, G E N U I N E S Q U I R R E L S, C A R A C U L S, P E R S I A N S, E t c. Also Scarfs and Jackets. Highest Quality—Lowest Prices. Start the Season Right. SEND FOR CATALOG TODAY. IT'S FREE.
SALESCARDS \$4.00 Per 100
M. SEIDEL & SON
243 West 30th St., N. Y. C.

SPECIAL--ELGIN & WALTHAM
WRIST WATCHES—O Size, 7J. Strap and box with price tag. Lots of \$3.00 Each.
POCKET WATCHES
12x6, 7J Elgin and Waltham Knife Edge Model. Each \$2.75; 15J Each \$2.25
16 Size, 7J Elgin with New Yellow Cases. Lots of 8. Each \$2.25
18 Size, New R. R. Model. Waltham or Elgin, 7J. Lots of 6. Each \$1.75
Same—15J. Lots of 6. Each \$2.25
16 Size, 7J Elgin and Waltham, New Hunting Yellow Cases. Lots of 3. Each \$2.50
Same—15J. Lots of 3. Each 3.50
Same—6 Size, 7J. Lots of 3. Each 2.25
Same—6 Size, 15J. Lots of 3. Each 3.25
Ladies' Diamond Rings, Yellow 10k. Lots of 3.00 3. Each
Special Prices for Quantity Users. 25% Deposit. Balance C. O. D. Sample 50c Extra. Send for Catalog.
N. SEIDMAN 173 Canal Street, New York, N. Y.

REPEAT ORDERS ASSURED BY OUR **FUR COATS FREE CATALOG**
Our latest and greatest catalog is now ready with smartest fall models in Coats, Scarfs, Capes, Jackets. (80 varied money makers). All GENUINE Furs, all styles, sizes. Our increasing business proves that our line has highest values. Guaranteed satisfaction or money refunded in 3 days. Same day deliveries. 25% Dep., Bal. O. D. D. **LOWEST PRICES.**
H.M.J. FUR CO.
150 W. 28 ST. N.Y.C.

MECHANICAL O-U-DOG
Special Value Small Size DOZ. 70c GROSS \$7.50
Send \$2.00 for samples of best sellers. On request—FREE BULLETIN of latest mechanical toy specials. JUST OUT. Send for your copy.
ACME NOVELTY CO.
712 S. Los Angeles St., Los Angeles, Calif.

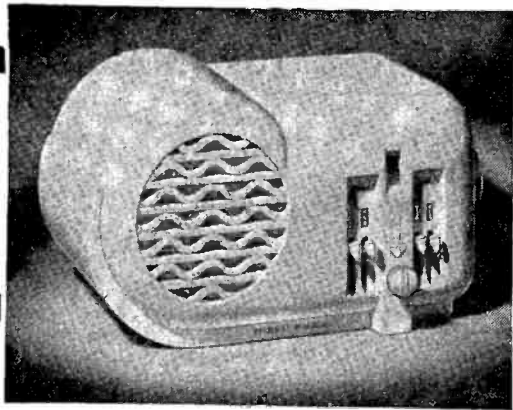
WATCHES ELGIN OR WALTHAM REBUILT
GUARANTEED LIKE NEW
MEN'S WRIST AND Pocket Watches \$2.95
20% WITH ORDER, BALANCE C. O. D.
Write for Catalog of other MEN'S and LADIES' Watch Bargains.
JOSEPH BROS., Inc.
59 E. MADISON STREET, CHICAGO

ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS.

The Sensational "TALKING" SANTA CLAUS CARDS
That Speak the Greeting "Merry Christmas"
15c Each
\$1.00 for 15
\$8.60 Per Gross
9 1/2" High, Brilliantly Colored
Sell Like Wildfire on Demonstration. Rush Your Order.
TALKING DEVICES CO.
4451 Irving Park Blvd., CHICAGO

FAST MONEY---FLASH---QUICK SALES
New "ONE SHOT" Board Deals—New 1c to 39c Deals
BIG VALUE Candy Deals—FLASH Toy Deals
HOLIDAY Catalog Ready—All Xmas Leaders
Mechanical Toys—Xmas Cards—Giftwares.
1-day Service
ACME PREMIUM SUPPLY CORP.
3139 OLIVE ST. ST. LOUIS, MO.

LOOKS,
ACTS AND
PERFORMS
LIKE
BIG MONEY



PACKED
WITH VALUE
AND LOOK
AT THE
PRICE

The Biggest, "Hottest" PREMIUM radio
in years—NATIONALLY ADVERTISED

STEWART-WARNER

SENIOR VARSITY

Stewart-Warner's famous Senior Varsity—nationally advertised—sold by dealers the country over for \$19.95. Now bursting the premium market wide open as the biggest, hottest radio deal in years. It's more radio—more real value—more for the money than ever before. Just look at these features: superheterodyne of six tuned circuits; gleaming ivory plaskon cabinet; push-button tuning; coupled beam power audio with oversize dynamic speaker. Cabinet measures 7 1/4 x 12 1/2 x 6 5/8 inches. Gives 7-tube performance.

Clicks Like a Natural

Everybody who lays eyes on the "Senior Varsity" goes for it. It's positively tops as a sales stimulator. On any kind of a deal it gets real action—real play. Try it out on a few slow spots and watch the action you get. Ample stock on hand for immediate shipments—and plenty for the follow through. Order now! Send 25% deposit on C. O. D. Hurry!

9.95

NET
• FOB Chicago

REGULAR LIST \$19.95

WRITE, WIRE OR PHONE—NOW!

D. A. PACTER COMPANY

MERCHANDISE MART • CHICAGO

NATIONAL PREMIUM
REPRESENTATIVES
WRITE FOR LISTS

FAST-SELLING MECHANICAL TOYS
... at New Low Prices

No. 2262—Large Crawling Baby Doll	Dozen \$1.50	Gross \$17.50
No. 4042—Large O-U-Dog With Sock	1.35	15.00
No. 4035—Small O-U-Dog With Sock	.70	7.50
No. 2263—Tumbling Clown	1.25	13.50
No. 4037—Monkey With Hat and Bouquet	1.60	18.00
No. 4038—Monkey With Hat and Bouquet	1.60	18.00
No. 4045—Dancing Couple	.65	7.20

Make big money this Season! Send for Free Copy of our big General Catalog Today!

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

HOLIDAY LEATHER GOODS

Billfolds—Two and Three Piece Sets

Packed in Individual Gift Boxes. Can Ship From Stock. Wire or write for New Illustrated Price List.

THE HAGERSTOWN LEATHER CO.
HAGERSTOWN, MD.

Holiday Goods--Big Profits!

XMAS CARDS WITH ENVELOPES—UNUSUAL VALUES!

SEND 69c FOR 3 SAMPLE BOXES.

Xmas Wreaths, Seals, Ribbons, Turkey and Push Cards, Perfumes, Electric Clocks, Lamps. FREE CATALOG. Hundreds of New Items for Wagon Men, Agents, Premium & House Canvassers.

CHAMPION SPECIALTY CO., 814-G Central Street, Kansas City, Mo.

UNDERWOOD ELECTRIC SHAVERS

\$1.00 Each Plus Postage
In Lots of 50—Each 90c
(25% Deposit)

BINGO BUSINESS.

(Continued from page 50)

awarding prizes in case of ties. If an 18-pound turkey is the prize and three people have bingo, each person is credited with six pounds. At the end of the series those who have had bingo three times when a bird is offered will receive a turkey. Those who have only six pounds to their credit will receive a chicken and prizes worth as much as a six-pound turkey. In these communities the plan is most successful. Those who have several pounds of turkey to their credit are in steady attendance at games,

as are those who have already been awarded turkeys.

PRE-CHRISTMAS bingo games are being well attended, and ops are pushing items that will make appropriate Christmas gifts. There has been no dearth of items this year and counselors are having no trouble getting shelves full of articles having plenty of appeal. While many items are of special interest to women, men find that ops are stocking items that appeal to them, too. Veteran operators know this is the time to cash in and they aren't letting opportunity slide by.

NOTES from SUPPLY HOUSES

Raymond P. Warny, of Toy Balloon Co., is in Dallas with two assistants from the company's head office, installing luminous balloons, an exclusive product of the company, for an elaborate social event to be held there this month. Several other Toy Balloon party features will also be seen at the event. Elsa Maxwell, professional party producer, is directing the function and has arranged for equipment and supplies thru Helen Warny, head of Toy Balloon Co.

General Merchandise Co. announces its new 1939-'40 winter catalog is off the press. Book contains 100 pages of snappy-looking merchandise and money-making deals, and is profusely illustrated. Prominently featured are premium goods, salesboards, novelties, notions, decorations, favors and balloons. Immediate shipment of orders is a promise of the firm. Copy of the catalog will be sent to interested parties upon request.

It is reported that Loomtwist Co. has taken over an exclusive process from a mill that has turned out hand-woven rugs for over 60 years. Apparently a steady market has been maintained for this type of rug because of its durability, attractiveness and low cost. Loomtwist rugs are all-wool and reversible. Records are on file showing that a single rug has been in constant use in one household over 75 years. It is a type of rug that does not fade or fray and may be washed. The rugs, in popular sizes, are now offered direct to premium users, souvenir and gift buyers, concessioners, agents and dealers.

DEALS

(Continued from page 50)

dropped when the woman received the radio.

Which goes to show what powerful appeal the right type of major award can have. Also what a fool man is to try to pull a stunt such as this location owner attempted. The smart operator avoids such bits of business by wising up the seller beforehand.

HAPPY LANDING.

COURT RULING

(Continued from page 50)

ing literature to one willing to receive it. . . . This constitutional protection does not deprive a city of all power to prevent street littering. There are obvious methods of preventing littering. Among these is the punishment of those who actually throw papers on streets."

Aids Operators

The decision of the Supreme Court now makes it possible for bingo operators to distribute handbills advertising their games and telling of special attractions and prizes. Small operators, those unable to afford advertising campaigns, may now resort to circulars to boost attendance at their affairs.

Canvassers, who heretofore have been unable to distribute handbills describing their products, are given free rein in distributing pamphlets. Those who have found that the lack of distribution of

BANG!!! GO PRICES

MAGNETIC med., best, 90c per doz.
SCOTTIES, lge.; Donk. & Eleph., Chickens, Mules, etc. All 1.25 per doz.
MAGIC COIN BOX, doz. 70c; Ham, Bath-
SPINNERS new all metal, Plg, Donk
Hot Dog, Hitler & Plg, Donk
and Elephant. Doz. 40c; Gross 4.25.
HITLER JOKES Doz. 100 1000
5 Plg Fold Joke .10 .30 2.00
Fold Jewish Letter .15 .70 4.50
Last Will & Testament .15 .70 4.50
Hitler Sooner Figure & Pills Doz. 1.00
Wipe Out Hitler Toilet Roll .80
Hitler Jackass Party Game .75
Palace for Hitler .30 3.75
Throne for Hitler Joke Gift. 1.00 a 100. .90
NEW Hitler Dream, etc. 1.00 a 100. 7.50 M
COMIC XMAS CARDS Doz.
No. 1, 50c 100, 2.00 M
No. 3, 75c " 4.00 M
No. 4, 1.00 " 5.50 M
Folders . . . 2.00 100
De Luxe . . . 3.00 100
FAST SELLER is Santa
Folder with Glove25
Snake Nut Can.1.25
No No 1000 No.1.25
Voice Tester75
Hot Gum35
Hot Seat40
Samples50 asst. & Cat. 2.00, Catalogue
alone 25c refunded with order. 1/3 Dep.
MAGNOTRIX NOV. CORP., 138 Park Row, N. Y.

XMAS SPECIALS

UNDERWOOD ELECTRIC DRY SHAVERS. With Leather Pouch and \$15 Tag. Dozen \$10.20. Each . . . 90c
ELGIN JR. CANDID CAMERAS. Dozen \$5.60. Each 58c
ELGIN SR. CANDID CAMERAS. Dozen \$11.50. Each 1.00
ELGIN ELECTRIC DRY SHAVERS. Dozen \$6.25. Each 55c
25% DEPOSIT, BALANCE C. O. D.

BENGOR PRODUCTS CO.

878 BROADWAY, NEW YORK, N. Y.

PACKARD Lektro

AC-DC Current SHAVERS IN LOTS OF 7 OR MORE \$4.41 EACH

No. B1663—PACKARD ROUND CUTTING EDGES will remove the toughest boards or the downiest fuzz without the slightest irritation, leaving the skin clear and smooth. Complete with cord and plug. For 110-120 Volt, AC or DC current. GUARANTEED FOR ONE YEAR. Each \$4.90. In lots of 7 or more, each \$4.41.

DEALERS ONLY—Write for Catalog. State Type of Business.

ROHDE - SPENCER CO.
223-25 W. MADISON ST., CHICAGO

1c Is All It Costs

—to get the world's finest and fastest premium service! Spend 1c for a post card, send your name, we'll put it on our mailing list. From then on you'll receive Evans' free flash bulletins containing an amazing series of the most sensational exclusive new items ever offered. Invest that 1c NOW! It will bring BIG returns!

EVANS NOVELTY CO.
800 Washington, Chicago, Ill.

WALTHAM-ELGIN WATCHES \$2.95 UP

SEND FOR ILLUSTRATED WATCH, JEWELRY, DIAMOND CATALOG. MANY XMAS GIFT SUGGESTIONS

PLYMOUTH JEWELRY EXCH. 163 Canal St., New York, N. Y.

The Best Values in FUR COATS & JACKETS

the best buys—latest styles

Marminks, Muskrats, From Muskratines, Caraculs, Sealines, Squirrellets, Striped Coneys, Cocolettes, Pliced Seals, etc. Up \$8.00

BUY DIRECT FROM THE MANUFACTURER.

Best Bets for Bingo Games and Sales Boards.

Write for FREE Price List and Catalog!

COHEN BROS. & SONS
145 West 28th St., New York City

WALTHAM & ELGIN WATCHES \$2.95 UP

SEND FOR ILLUSTRATED WATCH, JEWELRY, DIAMOND CATALOG. MANY XMAS GIFT SUGGESTIONS.

PLYMOUTH JEWELRY EXCH. 163 Canal St., New York, N. Y.

BINGO EQUIPMENT

For Sale—Two Electric Bingo Flashers, one Electric Score Board (cost new \$175.00 each) used one season; also 3,000 Lap Cards (same as new). Will sacrifice for immediate sale, as we have other business.

AMUSEMENT SALES CO.,
1410 Calumet, Detroit, Mich.

ORIGINAL

A SAVING OF \$5.00 UP TO **SINDERELLA**

SENSATIONAL HOME PACKAGE
A Beautiful Machineless Wave
America's Finest Home Preparation

PERMANENT WAVE

Satisfaction Guaranteed by the Manufacturer



OPERATORS ONLY
\$30.00 Gross
Doz. Samples \$2.85

Promote Dept. Stores,
Drug Stores, 25%
Deposit on All Orders.
NEWEST DEAL ON
THE MARKET
Christmas Sales Will
Be Great. Don't
Wait — Order Now!

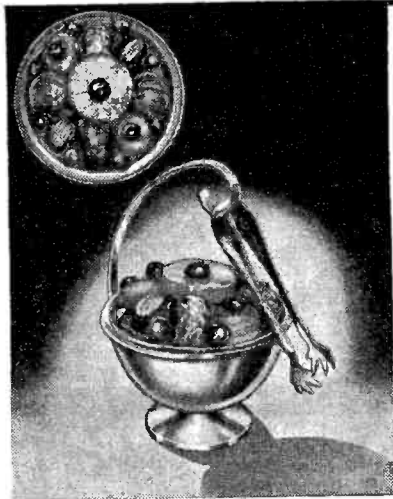
NO ELECTRICITY
NO HEAT
NO DRYERS
NO MACHINE
NO HARMFUL
CHEMICALS
NO AMMONIA
FOR WOMEN
FOR CHILDREN
SAFE TO USE



Even a Child
Can Do It Easily.

Follow the Simple Directions—It's Easy to Give Yourself a SINDERELLA MACHINELESS PERMANENT WAVE in Your Home That Should Last Six Months—You Don't Have to Know a Thing About Hair Waving to Have a Beautiful, Soft, Curly Wave—GET YOURS TODAY.

THE SINDERELLA CO.
1162 BROAD ST. AUGUSTA, GA.
MATS & COUPONS FURNISHED FREE



SPECIAL . . .

CALIFORNIA FRUIT BOWL

3-Piece Chromium Set

Filled with 1 pound Delicious California Glazed and Stuffed Fruits

A RED HOT SELLER for the HOLIDAY

TRADE

Nothing like it. Looks three times the value, and it's **HOT.** Packed 12 to a shipping case.

LOW PRICED
EACH In Doz. Lots \$12.50 per Dozen In 8 Dozen Lots Samples \$1.75 Each

\$1.10

WRITE—IMMEDIATE DELIVERY—WIRE

TERMS: One-Third Cash Deposit with order, balance C. O. D. Net, F. O. B. Chicago, Ill. You can save the C. O. D. service charge by remitting cash with order.

GOLDWYN CO.

440 S. Dearborn St. Chicago, Ill.

NOTICE

Look for the name "GOLDWYN" on all our products. It is your protection for quality merchandise. **THE NAME "GOLDWYN" MEANS IT IS ORIGINAL.** Be sure to write for our new Mirror Vanity Chests Circular.

such material hampered sales will now be able to double efforts and sales. Operators must keep in mind that distribution of handbills, regardless of affair or article they are promoting, must be orderly and every effort made to remove circulars that are discarded. However, regardless of the business the operator is working, news of the Supreme Court's action on handbills is most encouraging.

Hennies Elected HASC President

KANSAS CITY, Mo., Dec. 2.—Harry W. Hennies, owner of Hennies Bros.' Shows, was unanimously elected president of the Heart of America Showmen's Club at its annual election here last night. Other officers chosen for 1940 were Art Brainerd, first vice-president; Paul Parker, second vice-president; Chester Levin, third vice-president; Harry Altschuler, treasurer; G. C. McGinnis, secretary, and George Elser, warden.

Named to the board of directors were Jack Ruback, John, Castle and Sam Ansher.

PARKMEN, DEVICERS

(Continued from page 3)
Park Highlands, St. Louis; Roy Staton, Oklahoma City; Percy and Mabel Kilally; Paul Huedepohl, Jantzen Beach, Portland, Ore., chairman Beach and Pool Section, the popular round-table forum mixed with noon luncheons, and others. Metropolitan delegations are, of course, on hand already. These include Jack and Irving Rosenthal, Palisades Park; George A. Hamid, head of AREA, who will open the manufacturers' meeting Monday afternoon and then entrain for the Chi conclave, returning here for wind-up; R. S. Uzzell, Uzzell Corp.; Fred Fansher, distributor; W. F. Mangels, Mangels Corp.; Maurice (Pete) Piesen, World's Fair op; Comm. J. H. Strong, Parachute Jump head; William F. Rabkin, International Mutoscope, and others.

A check-up with New Yorker Hotel revealed rooms for the week at an acute premium and chances are there will be an overflow to other hotel spots because of the strain. Whether Exhibit Hall can be removed in time on Friday for that evening's banquet and floor show under Hamid direction has not as yet been determined. There is some talk of arranging for an evening's buy of all or part of one of the hostelry's dine-dance layouts, using their show with additions.

Xmas Trade Looms Biggest Since '29

NEW YORK, Dec. 2.—Wholesalers and retailers are looking forward to the biggest volume of Christmas business since 1929, it was reported here today. Government economists reported that consumers have more money to spend than at any time during the New Deal and are showing willingness to spend. Government experts also reported that Christmas shoppers will pay less for gifts than they did in 1929. Prices are expected to be slightly higher than in 1938 but no higher than they were in 1937, which was the best business year since start of the depression.

Experts are anticipating the improvement in Christmas trade on the basis of increases in business and industrial activity since midyear. The upward trend of business has substantially increased consumer income over last year. The war, it is said, will exert little influence on Christmas merchandise because most orders for goods manufactured in Europe were placed early and the goods received in this country before outbreak of the conflict.

FAIRMEN, SHOWMEN

(Continued from page 3)
been coming in daily by the score, and the gossip shop is working overtime. As always, there probably will be many changes in staff line-ups, announcements of which will be made during the meetings. All indications point to a heavy attendance, and everyone is set for a big week.

STADIUM FOR BOSTON

(Continued from page 3)
cuses under auspices and other events of like nature. Bill Cunningham, nationally known newspaper man and former Dartmouth football star, was first to bring the matter before the public in The Boston Post. Others at once fell in line and now, according to city officials, it is believed that work will begin early next spring. Boston has no municipal stadium. Harvard Stadium, associated with

ELGIN, WALTHAM, BULOVA

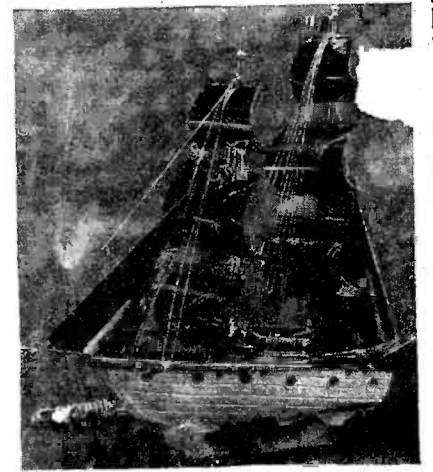


Renewed Guaranteed. **STARTS AT \$2.95**
MEN'S WRIST AND POCKET WATCHES.
Wholesale Jeweler Since 1914. SEND FOR FREE CATALOG.
LOUIS PERLOFF
729 Walnut St., Philadelphia, Pa.

CLIPPER-SHIP LAMP

IT'S CAPTIVATING

A Natural Salesboard and Premium Item. The deck is so constructed that when the Lamp is lit a myriad of magnificent colors shoot upward and reflect on the brightly polished chrome-plated sails. This beautiful Ship Lamp is 16 1/2 inches high and 17 inches long—the hull and waves are made of heavy acid-etched glass. Sails and all metal parts are chrome plated. Available in Walnut, Swedish Modern or Mahogany. Complete with Bulb, Cord and Switch.



PRICED LOW!

No. 9637 — \$3.85 Each. **\$3.75**
In Lots of Three

FOR REAL PROFITS WRITE! WIRE! NOW

WISCONSIN DELUXE CORPORATION
1902-12 NORTH THIRD ST. MILWAUKEE, WISCONSIN

WIND-UP TOYS ALL NEW AND ALL FAST SELLERS





The Toys listed here are best sellers for Pitchmen, Window Workers and Demonstrators, 25% deposit must accompany C. O. D. orders. Order from this ad. Postage must accompany each order.

	Doz.	Gross
BB39 Congo Ape	\$.85	\$ 9.50
BB40 Wacky Donkey90	10.50
BB41 Giant Penguin	2.65	30.00
BB55 Crawling Baby (White)	1.00	11.50
BB56 Crawling Baby (Negro)	1.00	11.50
BB57 Tumbling Clown80	9.00
BB58 Prancing Penguin75	\$ 8.50
BB59 Conceited Monk	1.85	22.00
BB60 Looping Airplane	1.00	11.50
BB744 Dancing Couple 5 1/4-in.	1.75	20.00
BB61 Dancing Couple (4 in.)85	9.50
BB42 O. U. Dog (Small)85	10.00
BB62 O-U Scotty Dog	1.75	20.00
BB43 Walking O. U. Dog	2.65	30.00
BB63 Pop-Pop Boats75	8.00

15 ITEM ASSORTMENT (One of Each of Above Items), \$1.82

LEVIN BROS., Terre Haute, Ind.

the university, seats 57,000 but is not stadium project. agitation has begun used for purposes other than football for a New England States Exposition and track. In connection with the be held here in 1942.

QUALITY OAK HYTEX BALLOONS and INFLATABLE TOYS

NEW! PINOCCHIO Inflatable Toy

An appealing toy with great sales possibilities. Write us for details, or ask your jobber.

The OAK RUBBER CO. Ravenna, O.

PIPES

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**
(Cincinnati Office)

PROF. A. F. SEWARD . . . recently arrived in Miami, Fla., where he has set up at his old stand on Biscayne boulevard. He has his new Buick sedan with him, in which he had planned a world tour. According to Seward, the vehicle has everything in it but a kitchen sink, even air conditioning. Says he plans to start his world trip next September, if conditions permit.

was, "Gumyahoo?" An old resident happened along, stopped a moment to listen, and then remarked to another oldster. "Say, that darn cuss must think this is still the old Indian territory."

CURLEY FREDRICKS . . . pens from Lincoln, Neb.: "Just finished working Davenport, Ia., and Moline, Ill., with tie forms to fair takes. While in Davenport I met the Arson Kid and Elizabeth Kiehl, cosmetic worker, and Miss Fulton, working perfume. Am working forms here to good biz. Would like to see pipes from Don Crabb, Jim Osborne, Eddie Kiehl and Frank Libby."

THE PITCHMAN'S ability in influencing others plays a great part in his success.

CHICK TOWNSEND . . . and partner, George Aristotle, have opened a new pitch store on Randolph street in Detroit, with the following workers: Fred (Little Fox) Brandt, K. D. Kavanaugh, Charles Davidson Kasher and Tommy Hoy. The first day of the new venture, November 30, showed a promising future, Townsend says, and advises that a reader must be purchased at once before you can expect to work. Med reader is \$25 a year. Gypsy Brown, the ginseng specialist, was among visitors.

THOMMY CONLON . . . is working Detroit department stores.

TRIPOD OPININGS: "Trouble with most of us is that we are unable to properly evaluate our shortcomings and don't know that we can fully compensate for them by more intensive effort and hard work."

ESTA DAHM . . . kitchen gadget worker, reports good results with pastry cloth in the M. O'Neill store, Akron.

DOC BILL MEADOR . . . is working herbs at Neisner's store, Akron, to good business.

SNAKE OIL PHILLIPS' STORE . . . in Detroit has the following line-up: J. Arthur (Red) McCool, mineral oil, and Mrs. Blackhawk, herbs.

MR. AND MRS. STEGMAN . . . are working cones to good takes in Lincoln, Neb.

REASON most of us fail when we are highly confident we will win is because we don't try hard enough.

BRUNSWICK, MO. . . . is a big Monday sale, with a \$10.50 city reader and the law is enforced, according to reports from that sector. Pitchmen are advised to see the city clerk before trying to open.

A BRIEFLET . . . from Bob Posey: "North Illinois hasn't been up to expectations, especially Rockford. Weather is ideal and there's plenty of people, but I don't seem able to spring them. What's become of Thomas P. Sigourney, Doc Coy Hammock, Skippy Davis and Al Decker?"

BEGIN to think your present or past achievements are great and your success as a failure is assured.

LOUIS AND GLADYS COLLINS . . . are operating a lunch wagon in Piedmont, Mo., and playing an occasional school date. Town has had no pitchmen recently, they say.

THINGS WE NEVER HEAR: "Can't understand why local merchants seek to prevent pitchmen and demonstrators from working our town. Seems to me they should welcome them with open arms, for when the pitchmen appear it's a hint to any and all that business is improving along the Main street.—Local Salesman."

CHAMPIONING . . . honest reporting to this column, Duke Doebber rails against the writer of a recent pipe: "In one issue recently a pitch-

Just Out! NEW CATALOG No. 24

FEATURING . . . New Engraving Pins with either '38 or '40 year guards—styles that are elcking! . . . timely sellers like football, basketball, roller-skating and bowling pins . . . also all the best selling locket styles, featuring 6 big selling "Mother-of-Pearl" Locket Styles . . . Best Selling Whitestone Ring Styles . . . Cameo Rings . . . Bill-folds . . . Compacts . . . Photo Jewelry. Write for Catalog 24 Today.

HARRY PAKULA & CO.
5 No. Wabash Ave., Chicago, Ill.

FILL-O-MATIC

The Newest and Best Low-Priced Line of PENS—SETS—COMBINATIONS

New Push-Filler (Illustrated) and Lever-Filler Types Backed by ARGO'S Reputation for Quality.

ARGO PEN-PENCIL CO., Inc.,
220 Broadway, New York, N. Y.

FREE CATALOG!

Showing newest fast-selling items, highly polished, in Locketts, Crosses, Engraving Jewelry, Cameo and White-Stone Rings. Send \$2.00 for complete sample.

JACK ROSEMAN CO.,
307 Fifth Avenue, New York City.

ORIGINAL SLIP-NOT-TIES

New XMAS Line, \$2.50 Doz. REAL 50c SELLERS. Repeaters. Send for Sample Dozen and be convinced. Free Catalog.

GILT-EDGE MFG. CO.,
Patented. 13 N. 13th St., Phila., Pa.

JUNIOR TRAVELER

POCKET COMB

SYTYPTIC PENCIL

5 BLADES

A BIG 10c RETAILER

Fast Seller. Each set packed on a large display card.

\$4.50 Per Gross Cards.

Penny Pitch Workers, this is a big Give-Away Item. 1/3 Deposit With Order.

Sample, 10c Prepaid. Special Price to Quantity Users.

S. GORDON
125 Fifth Ave., NEW YORK, N. Y.

"POCKET TRICK"

Mystifying! Baffling! Fascinating! Pass them out at 50c each. Everybody wants one—easy to demonstrate. A beautiful chromium finish product. Send only \$2 for dozen or 25c (cash) for Sample. We prepay all shipments. AGENTS AND DEALERS ACT FAST!

A. M. WALZER COMPANY
Security Bldg., Minneapolis, Minn.

BIG PROFITS

Own Your Own Business Stamping Key Checks, Social Security Plates.

Sample with Name and Address, 25c. Send for Catalogue No. 38.

HART MFG. CO.,
Brooklyn, N. Y.

SNAPPY XMAS CARDS

10 SETS. 68 SUBJECTS. 3 TO 7 COLORS. Cards and Folders. Best line in U.S. SAMPLES POSTPAID. 66 Cards and Folders, \$1.50; 12 Folders, 50c; 12 Cards, 25c; 6 Cards, 15c.

EAGLE MAGIC FACTORY,
Third Ave., Minneapolis, Minn.

Sell Improved Originals

9x11, 4 1/2 x 11 BLUE SIGNS, Scripturals, Beautiful Christmas Signs, 9x11, \$3.50 per 100 postpaid. Rush. Experience unnecessary. Extraordinary Money Makers. KOEHLERS, 335 Goetz, St. Louis, Mo.

AMERICA'S LEADING MANUFACTURERS OF

FELT RUGS

Lowest Prices. Sample, \$1.35. Postage Prepaid.

EASTERN MILLS, EVERETT, MASS.

PUSH-A-MATIC

It's New • Transparent • Novel

Plungers • Combs • Sets

JOHN F. SULLIVAN,
456 Broadway, New York City

ELGIN & WALTHAM

REBUILT WATCHES

7 Jewel, 18 Size, in S. Engraved Cases, at **\$175**

Send for Price List. Money Back If Not Satisfied.

CRESCENT CITY WATCH MATERIAL CO.,
113 N. Broadway, St. Louis, Mo.

DOUBLE ACTION PLUNGER PENS

\$15.00 PER GROSS, WITH DURUM POINTS

Finest Low - Priced Pen on the Market—Quality and Appearance.

3 Assorted Samples, Postpaid 50c.

ABB'TD PEN, Mfrs., 187 Lafayette, N. Y. C.

COMIC XMAS CARDS

OVER 20 CARDS AND FOLDERS All in 4 to 6 Colors.

COST 2c; SELL FOR 10c.

Send 15c for Sample Cards and Folder.

WEIDEMAN'S
718 JAY ST., SACRAMENTO, CALIF.

FELT RUGS

Assorted Combination Colors. Every Home a Prospect. Over 100% Profit. Particulars Free. \$2.25 will bring you two Sample Rugs, Sizes 27x54 and 35x70 (Postpaid).

AMERICAN RUG CO.
11 LEWIS ST., NEW YORK CITY.

WALTHAM REDUCES PRICES

ON ALL FOUNTAIN PENS

PEARL PLUNGER PENS . . . \$18.00 Gr.
TWO-PIECE COMBINATIONS \$19.50 Gr.

Lowest prices on new push filler type pens. All new low prices are now in effect. Even if you have received our old price list be sure and get our new one, as it has the lowest prices in the pen field today. All pens come complete with the WALTHAM name. America's fastest selling fountain pens. Write at Once for New Low Prices.

STARR PEN CO.,
800 W. Adams St. (Dept. B-33), Chicago, Ill.
Mfrs. of Waltham Pens and Pencils

MEDICINE MEN

Write today for new catalogue of Tonics, Oil, Salve, Soap, Tablets, Herbs, etc. Low prices—rapid service.

GENERAL PRODUCTS LABORATORIES
Manufacturing Pharmacists
187 E. Spring St., Columbus, Ohio

189 DUANE ST., NEW YORK

VETERANS' SERVICE MAGAZINE ANNOUNCES

New U. S. Supreme Court decision upholding Freedom of the Press permits selling our publications anywhere at any time without license or any restriction. Fast selling Holiday Issues and Patriotic Calendars. Send 10c for samples. New less than half rate shipping charges.

PERFUMES

Buy in bulk direct from the Manufacturer. Make Big Profits. Send \$1.00 for 10 Two-Dram Bottles of Assorted Odors.

LE-MAR LABORATORIES,
37 West 20th St., New York City

PITCHMEN — OFFICE MEN — SALESMEN

New Item. Single and quantity sales. Sell 50 per day easy. 300% profit. Pitch 'em, peddle and sell to Offices, Students, Manufacturers. Territory unlimited. Everyone a prospect. Good sideline for advertising men, printing salesmen, stationery men, etc. Enclose 25c coin or stamps for Sample of "FRIENDLY NUMBERS."

"FRIENDLY NUMBERS,"
1002 Lane Mortgage Bldg., 208 W. Eighth St., Los Angeles, Calif.

DOC VICTOR B. LUND . . . pencils from Phillipsburg, Mo.: "Have been in Missouri for five weeks and have just opened in halls to fair business. Have Half Pint, blackface; Happy Logan, straights; Edith Smith, E. Johnston, and myself, lecturer. All in all, 1939 has not been bad with me for only working sales. Would like to see pipes from Eddie St. Mathews, Herb Johnston, L. Chapman, Chief Johnnie Voight, Smokie Pitman, the Dun Brothers, Jack Davis, Cliff and Dot Hayes and Eddie Kiehl and wife."

ANYONE CAN shoot in a pipe without divulging his whereabouts. It's names of friends and word from them that the boys and girls like to read.

JIM FRAZIER . . . narrates from Winston-Salem, N. C.: "Dropped in here on my way south. Met several of the boys and had the pleasure of visiting my old friend, Slim Rhodes, who has a jam auction store on Trade street with Sam Bills. They are ace workers and seem to be gathering the long green. They also have a wonderful location next door to the tobacco pay office. All papers seem to be well represented here, with everyone doing okeh. If anyone plans on coming here, be sure to bring enough for State, county and city licenses. Readers are a shade high and tobacco is plentiful, but cheap."

J. RATTMAN . . . pipes that he has opened in a pitch store in Milwaukee.

MEMORIES: "Remember some years back when a tripe and keister worker was planted on a corner in El Reno, Okla., and all he said

SELL SIGNS

to Stores, Taverns, Gas Stations, nearest 25c Sparkling GEM Signs. Cost 5c (in 100 lots). Big assortment. Novel illustrations. Also Religious Mottoes. Send \$5.00 NOW and turn it into \$25.00 with a day's good selling of the hundred signs we will send you postpaid anywhere in the U. S. A.

ALSO TINSELED XMAS SIGNS

at the same prices

Orders positively shipped same day received. One-half deposit required on C. O. D.'s

GEM, 4327 (B-19) Harrison St., Chicago

FREE NEW CATALOG!

or latest popular sellers in Mother of Pearl LOCKETS, Cameo & Whitestone RINGS, ENGRAVERS' JEWELRY, CROSSES, etc. IMMEDIATE DELIVERY. Send \$2.00 for samples.

MAJESTIC BEAD & NOV. CO.,
307 5th Ave., New York, N. Y.

Key Check Stamping Outfits

Emblem Key Checks, Key Rings, etc. Catalog free. Sample check with name and address, 25c.

SOCIAL SECURITY PLATES KEMP

483-B East 178th St., NEW YORK CITY

PENS! PENS! PENS!

FREE! Holly Boxes with all New Banker Pens for Xmas Sale. This is to get you to try the Fastest Selling Pen on the Market. If you are making less than \$10.00 a day you haven't got the right Pen. My **JUMBO COMBINATION** is the Pen for you. Send \$1.00 and get 3 different Sample Pens (postpaid) and my New Price List. Nuff Sed.

JAS. KELLEY, The Fountain Pen King,
487 Broadway, New York City

Pitchmen's Rights as Citizens

Making Our Voice Heard in a Body

By EDWARD L. KIEHL

ONE of the most difficult audiences to obtain is to get oneself heard before a body of legislators. No individual can plead a grievance before Congress or any legislative body in the United States. It is absolutely taboo in the higher brackets of lawmaking in our nation.

This taboo is likened to the United States post office rule which allows no information to flow from any of its departments in regard to the whereabouts of a person. This is easily understood by any thinking person if he but reflects that any material thing owned by the people cannot infringe on the right of any individual.

Right at this point you will probably say to yourself, "Well, I'll be —! Here I have been reading all this stuff that guy has been writing and he had me half sold that he was right about our citizenship birthright, but now he tells us that even a good lawyer cannot plead our case at the very root of our trouble. If we must go back and fight John Law locally we may as well give ourselves up to the PWA and have it over with. All of us have been fighting old John Law for years and he is a tough hombre. If

we lick him once he gets well again and when we come back we find he has taken boxing lessons and can fight even better than before."

Now, gentlemen, don't get excited. There is a way out and a very good one, too. In fact, there are several ways out, but we must patiently plan, act and then wait.

It is a very wise thing that no individual can go before a congressional or State legislative body and voice his opinion. Just think of what a cluttered up affair our lawmaking would be if such were possible, and this is not unreasonable either, as the laws of our land are by the people and for the people. When a congressman or senator speaks he speaks the voice of the people, which is not any one-sided affair either, in manner in which the voice was given permission to speak.

Every American, great or small, has received a thousand considerations to every inconsideration in our form of government.

The framers of our present rule seem to have performed an inspired insight into the future of us people amidst all the unrest and confusion of the world's greatest nation. For they placed many sane and sensible clauses in the Constitution, covering every change of time. One of these ingenious clauses can be found in the last sentence of the first amendment, which reads: "And to petition the government for a redress of grievances."

When we think of petition we at once associate the word with a long list of names, laboriously obtained, by going from house to house, etc. But Webster defines it as "a prayer" and "a request." In our case we can petition any State

Legislature about to pass a bill against us by sending a man or men to represent us or by mailing a letter to the governor. But again representation must speak the voice of a body—not an individual.

You might say, "How can this be done when no one is allowed to voice an individual prayer and we pitchmen are spread all over the nation—never get together—therefore organization has been useless, futile and impossible for effectiveness?"

As a matter of fact this has definitely been our weakness, and what I am about to suggest should have been done years ago. That it was not, is no sign it should not be done now—and as swiftly and as wholeheartedly as possible, especially so if it is done for all of us almost free of charge!

If you fellows in pitchdom will accept my suggestion and plan to see it thru, you have all to gain and not a thing to lose. Next month I will give you the plan in simple language. But we must act, not argue or stand supinely by and wait for some miracle to happen.

PIPES

(Continued from opposite page)

man reported the best year of his life. I have known this fellow for five years and this was a bad season for him the same as for the rest of us. We were all at the Springfield (Mo.) Fair this fall near the end of the season and there was a political fight between the city police and the sheriff's office. As a result a jam man was arrested and fined \$42.50. This man was working with the fellow who had the biggest year of his life. It took all day on the fairgrounds to raise the money to free the shake-down victim. So it must have been a big year for a man unable to get his partner out of a \$42.50 jackpot without help from the remainder of us. The Pipes column is the place for authentic information about territory. I have been working Kansas and Northern Missouri sales the last six weeks. Weather is mild and sales are having good attendance. This section is better than the cotton country. I met Mr. and Mrs. Dick Fraser working med and Jake Branholtz at the Princeton, Mo., sale. Met Herbert and Mrs. Heath in Central, Kan. Herbert is as spry as ever. Ran across L. Chapman and Frank Johnson in Southern Kansas. They were headed into Oklahoma. Would like to see a pipe from Victor Lund, Cal Hicks, Morris Davidson, Mike Shipman and Red Perdue."

WE KNOW many pitchmen who could be at the top if they could resist the lure of making a pitch on a strange street.

CHIEF MEXES . . . and wife, after a tour of Indiana, rambled into Cincinnati recently for a brief stopover before heading for Miami, Fla. They will stop in Louisville en route.

RUDY HOLMBERG . . . copy fun purveyor, blew into Cincinnati last week to promote and work his item in several 5 and 10-cent stores in the Queen City for the holidays.

IRV MANDELL . . . of tie-rack note, breezed into Cincinnati last week from Chicago. During a visit to the pipes desk he infoed he had a number of the Queen City's downtown

department stores lined up for the holidays.

FAMOUS LAST WORDS: "Yea, fellows, it'll be different this winter; but I'll have to borrow a fin from somebody to get a start."

EDWARD KARST . . . after closing of the New York World's Fair, where he managed a cane concession for Kaplan & Bloom, went to his home in Baltimore, where he will work in a department store as a toy demonstrator during the Christmas season.

BLAINE A. YOUNG . . . pipes that he is all set to pitch in Denver for the winter.

PITCHMEN'S SAYINGS: "Neither you, Max Baer nor I can break it if it's mended with my cement!"—George Smith.

SIR EDWARDS . . . astrologist and mentalist, is working a scope pitch with G. C. Murphy Co. and has been doing well for himself. Youngstown, O., and Uniontown, Pa., are reported red hot.

FRANK C. KEITH SHOW . . . closed its tent season November 18 at Greenwood, Ark., and moved to winter quarters with Leo Thompson's show, two miles south of Fort Smith, infos Bessie Mae Dawson. Both shows closed with satisfactory results after playing Eastern Oklahoma and Western Arkansas thruout the season. Mrs. Harry A. Dawson narrowly escaped death recently at Hartford, Ark., when her trailer went over (See PIPES on page 57)

Events for 2 Weeks

- December 4-9.
 - IA.—State Center. Corn Show, 5-7.
 - MICH.—Grand Rapids. Apple Show, 5-7.
 - TEX.—Galveston. 102d Birthday Celebration, 9.
 - Weslaco. 20th Anni. Celebration, 7-9.
- December 11-16
 - Ill.—Quincey. 7th Ward Civic Club Circus, 15-16.

INTRODUCING

The HOTTEST Stuffed Toy on the market. A big soft Cuddly Panda Bear Clown Doll. 24" high . . . Plush Head . . . Duvetyn Suit . . . Rolly-Polly Eyes . . . Assorted Fashion Colors.

ONE DOZEN OR A THOUSAND **65c** Each

Worth \$1.50 Priced for immediate Promotion. COME IN OR WRITE . . . YOU'LL BE GLAD YOU DID.

CHICAGO STUFFED TOY MFG. CO. (M. O. Kaplan)

668 Milwaukee Ave. Chicago, Ill.

Terms: F. O. B. Chicago 25% Deposit, Balance C. O. D. TELEPHONE—Monroe 8353



Mechanical Toys

MONKEY WITH COMB & MIRROR. Dz. \$1.60. Gr. \$18.00

MECHANICAL SAM THE ORCHESTRA LEADER. Doz. \$1.50. Gross. 16.50

REGULATION O-U DOG, best quality. Doz. \$1.60. Gross. 18.00

REGULATION O-U DOG IN KEY. Doz. \$1.20. Gr. 13.20

HONEY BEAR, walks, sits up and sways. Dozen, \$1.60. Gross. 18.00

LARGE WALKING DOG, with Shoe In Mouth. Doz. \$2.25. Gr. 26.00

SMALL O-U DOG, best quality. (Not the same as Dogs advertised at lower prices.) Doz. 75c. Gr. 8.50

MECHANICAL MONKEY, With Tipping Derby Hat, Medium Size. Doz. 75c. Gross. 8.40

Send for Free Copy of New Complete Price List of Fast Selling Xmas Numbers. Send \$1.50 for Set of Samples of the above. 25% Deposit Required With All Orders, Balance C. O. D.

EPSTEIN NOVELTY CO., INC.
116 Park Row, New York City

NEW SUPER TROUSER HANGER

A red-hot number for pitchmen, agents, salesmen. New, different, better. Nothing like it on market. Collar spring exerts pressure from side to side, keeping creases smooth and straight. No wrinkling of cuffs. On or off in a jiffy. Fits all sizes—15 to 24 in. cuffs. Sells at sight.

SELLS 35c EA., 3 FOR \$1.00. Gross, \$19.20; Dozen, \$1.80 (F.O.B. Butler, Ind.) Sample Postpaid 25c. Circular FREE!

THE REMARK MFG. CO., Dept. 5, Butler, Ind.

SOCIAL SECURITY

Start in business for yourself. Stamp names and numbers on Social Security coins with key chains 200% profit.

For as little as \$6.00 we will give you a stamping outfit, consisting of a complete set of dies, including alphabet and numbers and gauge and 50 chains all for \$6.00. When you need more coins and chains we will sell you 100 coins for \$2.50 and 100 chains for \$1.00. A small deposit is required on C. O. D. orders.

RELIABLE SALES CO., Dept. BW, 1133 Broadway, New York City

ELGIN & WALTHAM—Second-Hand Watches as Low as \$1.85

DIAMOND RINGS—Solid Gold Mountings as Low as \$2.40

Send for Descriptive Circular
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108 North 7th St., St. Louis, Mo.

SELL FAST SELLING FUN NOVELTIES

THE SHADOW PAPER DANCER, THE OLD MAID'S SOUVENIR, WHAT I KNOW ABOUT WOMEN FOLDER and four other assorted novelties. All seven novelties in 10c package. 100 packages, \$2.50, or 50 for \$1.35, shipped prepaid. Wholesale only. (Satisfaction guaranteed or money back.)

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REMEMBER "MILLS" NEW YORK Values Are UNBEATABLE

Sundries, Notions, Novelties, Gifts, Premiums and Salesboards. . . . Send us YOUR Orders. . . .

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WORLD'S LOWEST PRICED WHOLESALERS

MAGNETIC PUPS

LARGE SIZE

Mounted on Gen'l Electric Alnico Magnets. Quality Guaranteed. Each Set Boxed.

PER GROSS \$10.80 PER DOZ. \$1.00 SETS

SAMPLE SET 15c All Shipments Prepaid. 25% deposit with order, bal. C.O.D.

NICKEL SALES
1738 COLEMAN ST., BROOKLYN, N. Y.

BRILLIANT TINSEL XMAS SIGNS

Agents Wanted—Buy from Manufacturer—No Substitutes

Tinsel will not come off! Size 11x14 heavy board—retails 25c ea. 4 1/2 c in 100 lots—5c in smaller lots. FREE \$2 card of blades with 200 signs. 50% deposit with all orders. FREE CATALOG.

R22—Wishing You All a Merry Christmas
R23—Wishing You All a Happy and Prosperous New Year
R24—Wishing You All a Merry Christmas and Happy New Year
R25—Do Your Christmas Shopping Early
R26—Let Us Help You Select Your Christmas Gift
R27—Buy Your Christmas Gift Here and Save
R28—Wines & Liquors—Ideal Christmas Gifts
R29—A Small Deposit Will Hold Any Article Until Christmas
R30—A Large Selection of Useful Xmas Gifts
R31—A Large Selection of Xmas Toys at Lowest Prices.

LIBERTY CO., Dept. Y, 24 E. 21 St., N. Y. C.

Comic Xmas Greeting Cards

The kind hard to get. Sell like hot cakes at 10c. 20 classy, flashy designs in two colors, with envelopes. 100, \$2.50; 500, \$10.00; 1,000, \$18.00. 20 Samples, \$1.00.

COMIC SHOP
2463-E Kensington Ave., PHILADELPHIA, PA.

ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS.

President's Party Of SLA Draws Capacity Crowd

CHICAGO, Dec. 4.—A capacity crowd filled the Showmen's League of America Club rooms Saturday night for the annual President's Party, saw a good show, had a swell social time and voted the party the best the league has ever staged for a retiring president. From 8 o'clock guests enjoyed themselves to the full. President McCaffery was given a tremendous ovation when he was introduced. That he was deeply touched was evident in his response in which he thanked officers and members for their loyalty and pledged his continued support of the league and its work. Highlight of the evening was the presentation to President McCaffery of an Australian onyx pen and pencil set and Walton clock, which "Mac" accepted with appropriate thanks.

As a touch of comedy there was hung above the president's chair a huge photo of President McCaffery which an artist had adorned with derby hat and long beard. Picture was inscribed "J. C. McCaffery, Our Barnum." Post-card reproductions of the picture were distributed to guests.

A beautiful repast was served in the club rooms, after which a very fine show was presented with Jack Kline doing a good emcee job. Acts presented included 25 New York World's Fair Midgets; Grace Costello, character dancer; Betty Kargen, toe dancer; Sandy Lyle, Scotch juggler and comedian; the Marfields, adagio team; Webber Sisters, soubrettes; Johnny Platt, magician; Doris Haley, acrobatic dancer; the Blenders, quartet; J. Peterson, piano; Sid Schapps, baritone, and Pinky Tracy, comedian.

Credit for the wonderful success of the party must be given William Carsky, chairman, who worked hard to put it over and did a marvelous job, and to his committeemen Morris Haft, Jack Benjamin, Frank Ehlers and Max Brantman.

HEART OF AMERICA

(Continued from page 41)
the latter prepared in their clubrooms. Card games followed until a late hour. Secretary McGinnis again asks that out-of-town members advise of their present address. James J. Russell, of the Original Russell Bros.' Shows, and Mrs. Russell visited old friends here while en route to Florida. Brother Buddy Willis, general agent Mighty Sheesley Midway, and Mrs. Willis are here for a brief visit. Brother and Mrs. Jim Taylor left for a visit with relatives in Iowa, but will return for the winter. Mrs. Peggy Landes, fully recovered from a recent illness, came in from J. L. Landes Shows' quarters, Chapman, Kan., on business.

Brother Chester Levin was tendered a birthday anniversary party at his home on November 18 and a large number of friends attended. Brother C. G. and Mrs. Buton, of Independence, Kan., are visiting here. Clifford (Scotty) Scofield was made a member. He's en route south for the winter.

Brother Hymie Schrieber, of B. & N. Sales Co., was here on business from Dallas. Remember, annual Banquet and Ball will be held on New Year's Eve. Get your reservations in now.

Ladies' Auxiliary

Club held its regular meeting November 24, with President Virginia Kline presiding. Judy Walters was elected a member and night's award went to Mrs. C. W. Parker. It was reported that Lucille Hansen was to undergo an operation in a local hospital last week. Lola Hart is suffering from a cold. A committee, composed of Hattie Howk and Margaret Haney, went to the men's club to ascertain if the ladies were to have the booster page in the New Year's Eve Banquet and Ball program. Committee returned saying the men would be glad to have the auxiliary take charge and get all the names possible. President Kline then took a vote of the club and it was decided that each member be a committee of one to obtain names. Bird Brainerd, finance committee chairman, is to handle all moneys until turned over to the treasurer.

After adjournment, Ruth Martone, entertainment chairman, directed the social part of the evening. A reception committee consisting of President Virginia Kline, First Vice-President Ruth Ann Levin, Second Vice-President Pearl Vaught, Secretary Elizabeth Yearout and Treasurer Helen Brainerd Smith, who

greeted the men's officers headed by A. T. Brainerd, first vice-president; Mel Vaught, second vice-president; Harry Altschuler, treasurer, and G. C. McGinnis, secretary. Bridge tables were set up and, after a luncheon of beer, donated by Mr. and Mrs. Abner K. Kline, and barbecued hamburgers, cards were played. Mr. and Mrs. John Francis, who had driven over from East St. Louis, Ill., for Thanksgiving Day, were present, as were Mr. and Mrs. Jim Russell. Marie Broughton came in from San Antonio. Unusual prizes were awarded.

ROUTES

(Continued from page 20)

Martinelli, Marie (Gamecock Cafe) NYC, nc.
Mason, Gil & Bernie (Paradise) NYC, nc.
Masters & Rollins (Orpheum) Minneapolis, t.
Masters, Frankie, & Orch. (State) NYC, t.
Maurice & Cordoba (New Yorker) NYC, h.
Mauseh, Irene (Cinderella Club) NYC, nc.
Maxellos (State) NYC, t.
Maxine, Dorothy (Belmont Club) Miami Beach, Fla., nc.
Medronna & Donna (Plaza) NYC, h.
Merkle & Jackie (Spencer) Spencer, Ia., t.
Mercedes, Eileen (Whirling Top) NYC, nc.
Meyer, Theresa (Bismarck) Chi, h.
Miacahua, Senorita (Geo. Washington) Jacksonville, Fla., h.
Michon, Michel (Russian Kretchma) NYC, nc.
Miller, Susan (Earl Carroll's) Hollywood, nc.
Miller, Leon (Minnesota) Minneapolis, t.
Miralles, Soledad (El Chico) NYC, nc.
Mirova, Nadia (Russian Kretchma) NYC, nc.
Modernaires, Four (New Yorker) NYC, h.
Moffett, Adelaide (Waldorf-Astoria) NYC, nc.
Monterez, Maria (Cher Parer) Chi, nc.
Moore, Leila (Earl Carroll's) Hollywood, nc.
Moore, Jeanne (Nappo Gardens) Chi, nc.
Moore, Monette (Swingland) Chi, nc.
Moreno, Consuelo (Cuban Casino) NYC, nc.
Morgan, Helen (Mayfair) Boston, nc.
Morgan, Stuart, Dancers (Albee) Cincinnati, t.
Morton, Page (Pierre) NYC, h.
Murphy, Dean (Buffalo) Buffalo, t.
Murphy, Joe (Hi Hat) Bayonne, N. J., nc.
Murray, Jackson, Octet (Old Heidelberg) Chi, re.
Murray, Elizabeth (Diamond Horseshoe) NYC, nc.

N

Nadja (Paddock) Chi, nc.
Naughton & Margo (Grand Terrace) Chi, nc.
Negin, Kolla (Casino Russe) NYC, nc.
Neller, Bob (Palmer House) Chi, h.
Nesbit, Evelyn (Wakefield's Cafe) NYC, nc.
Nichols, Rudy, & Hollywood Premieres (Rio Grande) Las Cruces, N. M., 6-7, t.
Nikogosooff, Yasha (Casino Russe) NYC, nc.
Nina, Gypsy (St. Moritz) NYC, h.
Niraka (Earl Carroll) Hollywood, t.
Niesen, Georgie (Cambal) Quebec City, Que., t.
Nite-Wits, The (Leon & Eddie's) NYC, nc.
Niva, Vira (Village Barn) NYC, nc.
Norman, Camille (Swingland) Chi, nc.
Norre, Kay (606 Club) Chi, nc.
Norris, Mary, & Jack Reynolds (Mother Kelly's) Miami, nc.
Norton, Ruby (Ambassador) NYC, h.
Nortons, The (Grand Terrace) Chi, nc.
NTG Revue (Oriental) Chi, t.

O

O'Brien, Grace (Jimmy Kelly's) NYC, nc.
O'Dell, Dell (Village Barn) NYC, nc.
Oldfield, Emmett, & Co. (Strand) NYC, t.
O'Neal, Tom (State-Lake) Chi, t.
Ondrea, Andree (Jefferson) St. Louis, h.
Ojedas, Los (Cuban Casino) NYC, nc.
Orella, Princess, & Co. (Cotton Club) NYC, nc.
Oriental Sensations: Gordon, Ga., 11-12.
Orta Sergia (Havana-Madrid) NYC, nc.
Ortiz, Luis (Club Gaucha) NYC, nc.
Owen & Parker (Mother Kelly's) Miami, Fla., nc.
Oxford Boys, Three (Strand) NYC, t.

P

Padeken, Lily (St. Regis) NYC, h.
Page, Grant (Grand Terrace) Chi, nc.
Page, Deone (Harry's New Yorker) Chi, nc.
Paige & Jewett (Geo. Washington) Jacksonville, Fla., h.
Paley, Nellie (Barney Gallant's) NYC, nc.
Palmer, Ann (Barney Gallant's) NYC, nc.
Palmer, Marion (Hi Hat) Bayonne, N. J., nc.
Pammer, Helen (Paradise) NYC, nc.
Paris, Frank (Capitol) Washington, D. C., t.
Parish, Bob (Kit Kat) NYC, nc.
Park & Clifford (Radio City) NYC, mh.
Parker, Patsy (Biltmore) NYC, h.
Parker, Eddie (Gay '90s) NYC, nc.
Parker, Ray (Beverly Hills) Newport, Ky., cc.
Parker, Muriel, & Charles Fredericks (Neil House) Columbus, O., h.
Parraga, Grazella (Le Ruben Bleu) NYC, nc.
Parsons, Louella, Unit (Stanley) Pittsburgh, t.
Patricola, Tom (Diamond Horseshoe) NYC, nc.
Paul & Paulette (Topsy's) South Gate, Calif., nc.
Pahl, Melvin (Le Ruben Bleu) NYC, nc.
Pavlova, Olga (Casino Russe) NYC, nc.
Perry, Kathryn (Grand Terrace) Chi, nc.
Pickens, Jane (Plaza) NYC, h.
Pleron, Don (Marie's Crisis) NYC, nc.
Pinkus, Bobby (Grace Hayes Lodge) Hollywood, nc.
Pollakova, Nastia (Russian Kretchma) NYC, nc.
Pope, Glen (St. Moritz) NYC, h.
Pops & Lurie (Swingland) Chi, nc.
Powell, Dick (Riverside) Milwaukee, t.
Prince, Jack (Colosimo's) Chi, nc.
Pryde & Dell (Plaza Cafe) Pittsburgh, nc.

Q

Quinn, Katherine (Cinderella Club) NYC, nc.
Quinn, Kathryn (La Salle) Chi, h.

R

Radio Ramblers (Harry's New Yorker) Chi, nc.
Ramon & Renita (La Martinique) NYC, nc.
Rand, Wally (Silver Cloud) Chi, nc.
Randall, Carl (Latin Quarter) Boston, nc.
Randolph, Amanda (Black Cat) NYC, nc.
Rane, Victoria (New Russian Art) NYC, nc.
Rapee, Erno, Symphony Orch. (Radio City) NYC, mh.
Ray, Shirley (Paddock Club) Chi, nc.
Raye, Velma (St. Moritz) NYC, h.
Raye & Naidi (Rainbow Room) NYC, nc.
Raye, Martha, & Co. (Palace) Columbus, O., t.

Raymonds, Bill, & Entertainers (Wonder Bar) Union City, N. J., nc.
Reckless, Dolly (Greenwich Village Casino) NYC, nc.
Reds & Curly (Grand Terrace) Chi, nc.
Reed, Diane (Royal Box) NYC, nc.
Rhythm Rockets, Twenty (Capitol) Washington, D. C., t.
Rich, June & Jerry (McVan's) Buffalo, nc.
Richey, Jean (Monaco's) Cleveland, nc.
Rickey & Kay (Harry's New Yorker) Chi, nc.
Ringo & Harris (Warwick) NYC, h.
Ringer, Jimmy (Crisis Cafe) NYC, nc.
Rio Bros. (Minnesota) Minneapolis, t.
Rios, Rosita (Havana-Madrid) NYC, nc.
Rita, Gypsy (Russian Kretchma) NYC, nc.
Robbins Trio (Latin Quarter) Boston, nc.
Roberts, Dave & June (Red Gables) Indianapolis, nc.
Roberts, Whitey (Latin Quarter) Boston, nc.
Roberts, Sis & Bud (Blackhawk) Chi, nc.
Robinson Twins (Mayflower) Akron, h.
Robinson & Martin (Capitol) Washington, D. C., t.
Roche, Chickie (Howdy Club) NYC, nc.
Rod, Drigo & Francine (Mt. Royal) Montreal, Que., h.
Rogers, Kitty Lou (Boulevard Tavern) Elm-hurst, L. I., nc.
Rogers, Muriel (Cinderella Club) NYC, nc.
Rolliekers Trio (Erie Press Club) Erie, Pa., nc.
Rondell, Rene (Belmont Club) Miami Beach, Fla., nc.
Rose, Jean (Jimmie Dwyer's) NYC, nc.
Rosella, Jessie (Silver Cloud) Chi, nc.
Rosini, Paul (Commodore) Detroit, h.
Ross, Greta (Eagan's) Schenectady, N. Y., nc.
Ross, Steward (Le Ruben Bleu) NYC, nc.
Ross, Dr. Sydney (Rainbow Room) NYC, nc.
Rossi, Pat (Pastor's) NYC, nc.
Rothwell, Helen (Century Room) Kansas City, Mo., nc.
Rudie, Ruth (Orpheum) Memphis, t.
Rugel, Yvette (Brown Derby) NYC, nc.
Ruiz, Maclovio (Havana-Madrid) NYC, nc.
Russell, Bob (Walton) Phila, h.
Ryan, Patricia (La Marquise) NYC, nc.

S

St. Clair & Day (Drake) Chi, t.
St. Fanny & Mule Abner (Renfro Valley Barn Dance) Mt. Vernon, Ky.
Samuel Bros. & Harriet Hays (Chicago) Chi, t.
Santos & Elvira (Cuban Casino) NYC, nc.
Sato, Ruth (Leon & Eddie's) NYC, nc.
Sava, Marusia (Casino Russe) NYC, nc.
Savoy, Harry (Oriental) Chi, t.
Saxon, Betty (Silver Cloud) Chi, nc.
Schaps, Sid (Gay '90s) Chi, nc.
Scheff, Fritz (Diamond Horseshoe) NYC, nc.
Scott, Mabel (Troc) NYC, nc.
Scott, Hazel (Cafe Society) NYC, nc.
Scott, Claire (Diamond Horseshoe) NYC, nc.
Sedley, Roy (Troc) NYC, nc.
Seton, Monroe (Boulevard Tavern) Jamaica, L. I., nc.
Sharratt, Salley (Old Heidelberg) Chi, re.
Shaw, Esther (Lexington) NYC, h.
Shaw, Rita (Ambassador) NYC, nc.
Shaw, Eddie (La Cava) NYC, nc.
Sheldon, Gene (Riverside) Milwaukee, t.
Shevlin & Bass (St. George) Brooklyn, h.
Shore, Willie (Hi-Hat) Chi, nc.
Simpson's Marionettes (Orpheum) Minneapolis, t.
Six & Co. (Village Vanguard) NYC, nc.
Six Antaleks (Latin Quarter) Boston, nc.
Slepoushkin, Stephan (Casino Russe) NYC, nc.
Smart, Richard (Fefe's Monte Carlo) NYC, nc.
Smith, Katherine (Philadelphia) Phila, h.
Snodgrass, Harry (Continental Club) Kansas City, Mo., nc.
Spalding, Marie (Pierre) NYC, h.
Sprackles, Geraldine (Fefe's Monte Carlo) NYC, nc.
Stapletons, The (Cher Parer) Chi, nc.
Steele, John (Brown Derby) NYC, nc.
Stefanescu, Georges (Casino Russe) NYC, nc.
Sterling, Dolly (606 Club) Chi, nc.
Stewart, Bernice (St. Regis) NYC, nc.
Stewart, Helen (Black Cat) NYC, nc.
Stewart, Hal & Judy (Silver Cloud) Chi, nc.
Stone, Bebe (Grand Terrace) Chi, nc.
Story, Betty (Harry's New Yorker) Chi, nc.
Strickland, Charles (Gay '90s) NYC, nc.
Stuart & Lea (Lowry) St. Paul, h.
Stump & Stumpy (Cotton Club) NYC, nc.
Sue, Lydia (Roxy) NYC, t.
Sullivan, Maxine (Cotton Club) NYC, nc.
Summer, Helen (Ivanhoe Gardens) Chi, nc.
Suzanne 'n' Christine (Brown) Louisville, h.

T

Tamara (Chez Parer) Chi, nc.
Tanner Sisters (Biltmore) NYC, h.
Tanya (Jimmy Kelly's) NYC, nc.
Tapa & Maclovio (Havana-Madrid) NYC, nc.
Tapps, Georgie (La Martinique) NYC, nc.
Taylor, Lou (Club Maxim) Bronx, N. Y., nc.
Taylor, Dorothy (McVan's) Buffalo, nc.
Terrell, Billy, & Co. (Gadsden) Gadsden, Ala., 8-10, t.
Texas Rockets, Five (Dinty's Terrace Gardens) Albany, N. Y., nc.
Therrien, Henri (Geo. Washington) Jacksonville, Fla., h.
Thomas, Patsy (Graemere) Chi, h.
Thorne, Marilyn (State-Lake) Chi, t.
Thornton, Red (Royal Palm Club) Miami, nc.
Tisdale Trio (Coq Rouge) NYC, re.
Tobin, Al (Grand Terrace) Chi, nc.
Troy, Elinor (Paradise) NYC, nc.
Tuck, Eileen (Geo. Washington) Jacksonville, Fla., h.

Uncle Willie & Patsy (Pappy's 66 Club) Dallas, nc.

Valentine, Ann (606 Club) Chi, nc.
Valentinoff, Val (Paradise) NYC, nc.
Valladares, Elba (Havana-Madrid) NYC, nc.
Van, Gus (Hi-Hat) Chi, nc.
Van Sickle, Margaret (Palmer House) Chi, h.
Vass Family (State) NYC, t.
Vaughn, Ray (Riverside) Milwaukee, t.
Victoria Troupe (State-Lake) Chi, t.
Voorhees, Bob (Hi Hat) Bayonne, N. J., nc.

Waldron, Jack (Paradise) NYC, nc.
Walker, Buddy (Belmont Club) Miami Beach, nc.
Wallace, Beryl (Earl Carroll's) Hollywood, nc.
Walters, Gene (Jimmy Kelly's) NYC, nc.
Ward, Will J. (Ambassador) NYC, h.
Ware, Dick (Celebrity Club) Chi, nc.
Washington, George Dewey (5100 Club) Chi, nc.
Wayne, Anita (Kit Kat Club) Scranton, Pa., nc.
Wayne, Jane (Troc) NYC, nc.

Weems, Ted, & Orch. (Colonial) Dayton, O., t.
Westbrook, Helen (Old Heidelberg) Chi, re.
Whalen & Wood (Gayety) Washington, D. C., t.
Whalen, Maurice & Betty (Sherman) Chi, h.
Wheeler, Bert (Palace) Cleveland, t.
White, Jack (18) NYC, nc.
White, Jerri (Village Brewery) NYC, nc.
White, Madalyn (Queen Mary) NYC, nc.
White, Belva (Lookout House) Covington, Ky., nc.
Whitman, Flo, Revue (Thompson's 16 Club) Chi, nc.
Whitney, Dorothy (Gay '90s) NYC, nc.
Whitson Bros. (Chicago) Chi, j.
Wick, Gus (Gay '90s) NYC, nc.
WLW Boone County Jamboree (Sixth Street Theater) Coshocton, O., 6; (State Theater) Uhrichsville 6; (Rohs Theater) Cynthiana, Ky., 7; (High School) Waverly, O., 12.
Willard, Harold (Gay '90s) NYC, nc.
Wilkins, Lucille (Grand Terrace) Chi, nc.
Willard, Harold (Gay '90s) NYC, nc.
Williams, Lou (Queen Mary) NYC, nc.
Williams, Midge (Cotton Club) NYC, nc.
Williams, Robert, & Red Dust (Orpheum) Minneapolis, t.
Williams, Rosa (Bill's Gay '90s) NYC, nc.
Willis, Frances (Colosimo's) Chi, nc.
Wilson, Tommy (Sherman) Chi, h.
Wingert, Billy (Murphy's) Cleveland, nc.
Wood, Johnny (Earl Carroll's) Hollywood, nc.
Woodall, Harold (Weylin) NYC, h.
Woods, Al (Open Door) NYC, nc.
Worthy, Mildred (Diamond Horseshoe) NYC, nc.
Wright, Charlie (Essex House) NYC, h.

Ygor & Tanya (Earl Carroll's) Hollywood, nc.
Yost Men, Four (Diamond Horseshoe) NYC.
Yost, Ben, Varsity Eight (Ambassador) NYC, h.
Yun, Helen, (Coq Rouge) NYC, nc.

Zalus, Hazel (Silver Cloud) Chi, nc.
Zandra (Maynard) Seattle, nc.

DRAMATIC AND MUSICAL

A Night at the Moulin Rouge: (Grand Opera) Chi.
Abe Lincoln in Illinois: (Cass) Detroit.
Barrimore, John: (Selwyn) Chi.
Bumblebee, The: (Curran) San Francisco.
Chatterton, Ruth: (Locust Street) Phila.
Colbourne & Jones: (Grand) Calgary, Ont., 7-9.
Cornell, Katharine: (Technical H. School) Omaha 7; (Shrine Aud.) Des Moines 8; (Orpheum) Davenport, Ia., 9.
Fairrell, Charles: (Playhouse) Wilmington, Del., 7-8; (Lyric) Allentown, Pa., 9.
Horton, Edward Everett: (Erlanger) Chi.
Hot Mikado, The: (Ford's) Baltimore.
I Married an Angel: (City Aud.) Beaumont, Tex., 8; (Paramount) Austin 9.
Kiss the Boys Goodbye: (Royal Alexandra) Toronto, Ont.
Leave it to Me: (Auditorium) Chi.
Lunt & Fontanne: (Biltmore) Los Angeles.
Mamba's Daughters: (Nixon) Pittsburgh.
Outward Bound: (Harris) Chi.
San Carlo Opera Co.: (Shubert) New Haven, Conn., 8-10.
Tobacco Road: (Orpheum) Memphis 7-9; also (Plymouth) Boston 3-10.
White Steed: (National) Washington, D. C.
When We Are Married: (Wilbur) Boston.

BURLESQUE

(Hirst Circuit Shows)

Barrel of Fun: (Empire) Newark, N. J., 3-9; (Howard) Boston 10-15.
Black & White Revue: (National) Detroit 8-14.
Bring On the Girls: (Garrick) St. Louis 2-8; (Mayfair) Dayton, O., 9-14.
Corio's, Ann. Girls in Blue: (Empire) Newark, N. J., 10-15.
Daring Daughters: (Old Howard) Boston 3-9; (Lyric) Bridgeport, Conn., 10-15.
Fast & Loose: (National) Detroit 1-7; (Garrick) St. Louis 9-15.
Jazz Babies: (Troc) Phila 3-9; (Hudson) Union City, N. J., 10-15.
Red Lamp: (Casino) Pittsburgh 3-9; (Shubert) Philadelphia 10-15.
Snyder, Philo, Show: (Mayfair) Dayton, O., 2-8; (Casino) Pittsburgh 9-14.
Strip-Look-Listen: (Shubert) Phila 3-9.
Top Hatters: (Troc) Phila 10-15.
Tropical Teasers: (Hudson) Union City, N. J., 3-9; (Gayety) Baltimore 10-15.
Undressed Parade: (Gayety) Baltimore 3-9; (Gayety) Washington, D. C., 10-15.
Vaniteasers: (Gayety) Washington, D. C., 3-9.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)
B. & H. Am. Co.: St. Matthews, S. C.
Evangelina: Abbeville, La.
Fleming, Mad Coda: Alma, Ga.
Frances Expo.: (Seven City Fair) Meggetts, S. C.; Mt. Pleasant 11-16.
Golden States: Vidalia, La.
H. B. Am. Co.: Cobtown, Ga.
Hilderbrand: San Ysidro, Calif.
Ohio Valley: Leesburg, Ga.
Silver State Attrs.: (Colorado & Brand st.) Glendale, Calif., 5-10; (Allan st. & San Fernando rd.) Glendale 11-17.
Southern Attrs.: Calvary, Ga.
Texas Shows: (Celebration) Weslaco, Tex.
United Shows: Acworth, Ga.

Zimdirs Greater: Alexandria, La.

CIRCUS AND WILD WEST

McClung, C. C.: Vinton, La., 5; Sulphur 8; English Bayou 7; Reeves 8; Ragley 9; Starks 11.
Polack Bros.: Sheboygan, Wis., 8-10.
Tot, Lucky: Bellville, Tex., 5; La Grange 6; Columbus 7; Hallettsville 8; Yorktown 9.

MISCELLANEOUS

Admire, J. C.: Owensboro, Ky., 5; Cannelton, Ind., 6; Corydon 7; New Albany 8; Jeffersonville 9; Louisville 10-12.
Alexander, Van: (Conn. State College) New London, Conn., 9; (Century Theater) NYC 10-11.

Arthur, Magician: Edwardsville, Ala., 6-7; Pine Hill 8-9.
 Basie, Count: (New Albert Aud.) Baltimore 8; (Webster Hall) Brooklyn 9; (Ritz Ballroom) Bridgeport, Conn., 10.
 Berger, Magician: (High School Aud.) Coal Grove, O., 5; (High School Aud.) Proctorville 9.
 Blaine, Jerry: (Temple University) Phila 9.
 By-Gosh Co.: (Grand Theater) Circleville, O., 1-7; (Xenia Theater) Xenia 8-14.
 Campbell, Loring, Magician: White Bear Lake, Minn., 5; Paynesville 6; Belgrade 7; Kimball 8; Morris 9; Fergus Falls 10; Melrose 11; Marietta 12; Crookston 13; McIntosh 14; Nevis 15.
 Christy Circus Unit: (Armory) Portland, Me., 4-10.
 Daniel, B. A., Magician: Carterville, Ill., 6-7.
 DeWolf's, Linton, Everybody Swing Revue: (Capitol) Raleigh, N. C., 6; (Elks' Club) Florence, S. C., 7; (Rialto Theater) Danville, Va., 8-9; (Granby Theater) Norfolk 10-12.
 Eldorado, Magician: (Red Wood Club) Grand Rapids, Mich., 3-10.
 Ellis, John, Rip Van Winkle Co.: Cloverville, N. Y., 5; N. Adams, Mass., 6; Ramsey, N. J., 7; Barnegat 8.
 Emerald Sisters: (Cadillac Cafe) Phila 4-10.
 Gordon, Gray: (University W. Va.) Morgantown 8; (Trianon Ballroom) Cleveland 10; (Palisades Ballroom) McKeesport, Pa., 13.
 Green, Magician: Orillia, Ont., 4-9; Barrie, Ont., 11-16.
 Hall, George: (Raritan) Perth Amboy, N. J., 10.
 Hopkins, Claude: (Roseland) Brooklyn, 10, b.
 Hutter, Ina Ray: (Roseland) Brooklyn 10, b.
 Jaxon, Ventriloquist: West Allis, Wis., 4-9.
 Kalama, Willie: Washington C. H., O., 4-10.
 Kelly, Josephine: Frankfort, Ind., 4-9.
 La Pearl, Harry: Frankfort, Ind., 4-9.
 Lei Lehua, Princess: Washington C. H., O., 4-10.
 Lewis, H. Kay, & Hollywood Varieties: Memphis Tenn., 5-6.
 Long, Leon, Magician: Crystal Springs, Miss., 8-9; Hazlehurst 11; Brookhaven 12-13.
 McNally's Variety Show: Woodbine, N. J., 4-9.
 Marlow, Great: (Wilson's Cafe) Phila 4-9.
 Marquis, Magician: Pittsfield, Ill., 4-5; Jacksonville 6; Keokuk, Ia., 7; Lewiston, Ill., 8; Pekin 11; El Paso 12; Pontiac 13; Paxton 14; Hoopston 15; Frankfort, Ind., 18; season closes.
 Mel-Roy, Magician: Electra, Tex., 3-10.
 Miller's Modern Museum: Allentown, Pa., 4-9.
 Morales Bros. & Little Daisy: (Cinderella Club) Denver 4-9.
 Newman, Ruby: (Lowell House) Cambridge, Mass., 9.
 Pedro, Don: (Athletic Club) Indianapolis 9.
 Reat, Petri & Lester: (Hilo Club) Battle Creek, Mich., 4-9.
 Schneider, Doc: St. Petersburg, Fla.
 Slout, L. Verne & Theater Workshop: Galena, Ill., 5; Maynard, Ia., 6; Dodgeville, Wis., 7; La Crosse 8.
 Taber's, Bob, Monkey Circus: Pleasant Grove, Utah, 5; Goshen 8.
 Trumbauer, Frank: (Auditorium) Kansas City, Mo., 8.

Virgil, Magician: Picayune, Miss., 5; Bay St. Louis 6; Moss Point 7; Bay Minette, Ala., 8; Opp 11; Troy 12; Ozark 13; Blakely, Ga., 14; Bainbridge 15.

Soviet Exhibit At N. Y. World's Fair To Be Razed

NEW YORK, Dec. 2.—A sensational announcement of far-reaching effect on New York World's Fair international zone was made yesterday with disclosure of withdrawal of Soviet Russia from expo. It was stated that the mammoth structure, built at a cost of around \$5,000,000, including displays, and occupying 100,000 square footage would be razed within 90 days.

No explanation was given for USSR's lifting of its highly controversial representation, but it's known that Moscow dictated the decision. Many ramifications surround the Soviet's participation, which drew a storm of protest during the year, but managed to attract more attention than any other foreign pavilion. Faint possibility exists that expo will become owner of structure, based on vague assumption that demolition and sub-ground leveling requirements will not be carried out. This is only speculation.

It is the highest edifice in foreign zone and third highest in entire fairgrounds stretch, beaten only by thematic Trylon, sister of the Perisphere, and the Parachute Jump. Its outward dominance stemmed from an 80-foot statue in stainless steel depicting a worker holding a brilliant red star aloft. Inside exhibits were tremendously expensive.

It was said the Finnish Pavilion would remain, but if the Soviet takes over that country, its exhibit will be in the category that held for Czechoslovakia when the Reich enveloped it.

200 at Memorial Services of SLA

CHICAGO, Dec. 4.—Impressive services in memory of the showmen buried in "Showmen's Rest," Woodlawn Cemetery, were held yesterday in the Bal Tabarin of the Hotel Sherman. In the past this annual service has been held both at the hotel and the cemetery, but because inclement weather usually prevails, it was decided this year to omit the cemetery service. As usual, an appropriate setting for the service was provided—a replica of "Showmen's Rest" with the large elephant and flags of the United States and Canada on either side of it, four elephants marking corners of the plot and the decorated graves, the whole making an impressive sight. Service opened with an organ prelude by Eunice Englehardt, followed by a vocal number, *Beautiful Isle* by Glenn Elliott. After the invocation and the hymn *Abide With Me*, Prof. Frank Keefe, Ph. D.D. O.S., delivered an eloquent address eulogizing the league and admonishing its members to live up to the motto, *Semper Paratus*, meaning *Always Prepared*. Those present then stood in silence for one minute in memory of departed showmen. Singing of *Lead Kindly Light* and an organ solo concluded the service. More than 200 attended the services.

PIPES

(Continued from page 55)
 an embankment and turned over. Mrs. F. C. Keith and Mrs. Leo Thompson gave a dinner November 11 in honor of Mr. Thompson's birthday. Both of the shows have wintered together for many years.

DOC JACK E. SUZO

shoots his first pipe from Albuquerque, N. M.: "This seems a healthy country for people who are physically and financially sick. Have been here two weeks working as a phone man and doing excellent. I am selling merchants ads. Plan to spend a couple of months here and then go west. Would like to hear from my first teacher, D. Stack Hubbard. There's lots of money here and I can't understand why boys pass it up."

FINAL CURTAIN

(Continued from page 29)
 player with the Ralph Paul Orchestra, in a Philadelphia hospital, November 25, two weeks after an operation. He and his brother-in-law, Carl Schnieder, were in the hotel business in Wilkes-Barre, Pa. Survived by his widow, four brothers and four sisters. Buried in St. Mary's Cemetery, Hanover Township, Pa.
 STEWART—Al Benny, 39, magician,

NOTICE

KIPP BROS.' CO., Importers, Exporters and Wholesalers in Indianapolis since 1880, have entered the Mail Order field under supervision of Leon Levin, formerly of Terre Haute. KIPPS have added such lines as Chinaware, Glassware, Silverware, Watches, Diamonds, Jewelry, Electric Appliances, Radios and Luggage to their lines of Toys, Stationery, Sundries, Celebration Goods, Fireworks, Optical Goods and Notions.

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Men's Assorted Color Striped 15 1/2 x 15 1/2 - in. Handkerchiefs—Regular 35c doz. quality. BB102—DOZ. 22c	Black Clip Pocket Combs or Comb in Shield—Regular 35c doz. quality. State choice. BB106—DOZ. 23c GROSS \$2.40	Goldtone Spectacles—All strengths from 8 to 144. Retail \$1.00 per pair. Regular wholesale price \$6.00 doz. BB109—SPECIAL, DOZEN \$4.15
5 doz. to bdle. \$1.05 Per Bdle. Ladies' 11x11-in. Handkerchiefs—Same as above. BB103—DOZ. 18c	Xmas Cards—25 asst. colorful Xmas Greeting Folders with Envelopes. Regular wholesale price 25c per box. BB110—SPECIAL, \$2.15 DOZ. Boxes	Assorted Colored Celluloid-Handle, Two-Bladed Pocket Knives—1 doz. on display card. Regular \$2.00 doz. quality. Excellent 1c to 39c special. BB104—DOZ. \$1.75 10 Dz. Lots, Dz. \$1.65
10 doz. to bdle. \$1.70	72-Inch. Steel Tape—American made. Fly-back, button control. Wonderful value. BB107—DOZ. \$2.40 GROSS \$27.00	

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COLORS—Rose, Blue, Green. Send 15c for Sample.
 1 Doz. 85c. 1 Gross \$7.85.

NOMESCO, P. O. Box 698, Bridgeport, Conn.

professionally known as Al Benart, in Jackson, Miss., November 21 of a heart ailment. He had suffered an attack of acute indigestion previously. Stewart, whose magic career began at the age of 18, played theaters before entering the carnival field with Arthur Guest's side show. He had also been with F. H. Bee, J. P. Bolt, Crowley's United, William Hoffer's Amusements, L. J. Heth and other carnivals. Survived by a sister, Mrs. Ruby Lawson, of Birmingham, Ala. Burial in Jackson, Miss., with Doc Howell, a life-long friend with whom he had been affiliated on the above shows, conducting the services.

TENNISON—Harry E., 60, member of Showmen's League of America and manager of Hotel and Institution Department of Armour & Co. for the past 15 years, in Chicago November 26. Tenison was widely known among outdoor show people by selling them supplies. Survived by his widow, Vinzle A., and brother, John. Services in Chicago November 29, with burial in Memorial Park Cemetery there.

UNGERMAN—Arthur (Artie), 48, minstrel man and theatrical producer, in Chicago recently. While residing in Albany, N. Y., he promoted theatrical events for the Elks Lodge there. Survived by his mother, two brothers and three sisters.

WARD—Delbert S., 85, retired showman, at home of his daughter, Mrs. Clarence N. Ferguson, Coldwater, Mich., November 29, after two months' illness. Born in Medina, O. Ward as a youth secured a job as newsboy on the old Lake Shore & Michigan Southern Railway. Several years later he turned to the entertainment profession, working with dramatic stock companies and touring with circuses as an acrobat. Ward's first circus connection was with the old Burr Robbins Shows. He was advance agent for several circuses, including Lemon Bros. and Walter L. Main. He had resided in Hillsdale, O., since his retirement in 1913, until several weeks ago when he went to Coldwater to live with his daughter. Survived by his widow, Emma J.; a daughter, two sisters and a brother. Services in Coldwater November 1, with burial in Oak Grove Cemetery there.

WARING—James T., 46, formerly with the Brown Novelty, World at Home, Brown & Dyer and the Con T. Kennedy shows, at his home in Fitzgerald, Ga., November 20. Survived by his widow; three daughters, Mrs. J. A. West, Dorothy and Ilana; one son, James, all of Fitzgerald, and two sisters, Mrs. Dorothy Eppelheimer, of Chicago, and Mrs. Edward Allen, of San Francisco. Services in Fitzgerald, with burial in Arbor Cemetery there.

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BOX D41, Care Billboard, Cincinnati, Ohio.

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First time in years, St. Augustine, Fla., Festival, sponsored by Knights of Columbus Club, Dec. 18, 19, 20, 21, 22 and 23. Want Rides, Shows, Concessions, Free Acts. Will sell exclusive Cookhouse, Bingo, Custard, Diggers, Novelties, Scales, Photo. All others open. Wire or call Phone 9136. Headquarters, Bay View Hotel.

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COINAGE

While people are singing about "The South American Way," some real developments seem to be taking place that will promise better business in the future for the Western Hemisphere.

The coin-operated machine industry would share in that increased business. It would share especially in a business boom, if the moves now taking place are ultimately successful.

There is nothing that would boost coin-operated machines more than a uniform system of coinage in all the Americas, and that is what recent Pan-American conferences on economic and financial matters seem to be leading toward.

Two meetings were in session about the same time to discuss better relations in trade and government. Representatives of 21 governments met in Guatemala to discuss business and trade. Representatives of cities in these countries met in Chicago at the same time to discuss ideas about city government.

The trade meeting in Guatemala had for its immediate job that of ironing out difficulties about money exchange at the present time. The fact that 21 different countries have 21 different currencies and systems of coinage is coming home to all these separate nations as plans for boosting trade are being made. The more discussions held on business and trade relations, the more it becomes evident that such different systems of money become more and more a handicap.

One of the unusual incidents about the conference on money was the expression by some of the representatives about the simplicity of the idea of more uniform money systems. "Why didn't somebody think of that before?" was the opinion expressed by many.

It seems certain now that some sort of money exchange plan will be put into operation which will make it easier to have an interchange of trade with all American countries. This will be an aid to the coin machine trade because such machines are just beginning to be used in many cities on the Western Hemisphere. The difficulties of money exchange have been a cause of delay, as well as other conditions.

The Chicago Daily Times, in commenting on the new money plans, said: "We have a strong hunch that about three-fourths of the difficulties which make Pan-American economic independence and prosperity appear so hard to assure could be solved by equally simple methods. The trouble is that diplomats and statesmen are so accustomed to devious and tortuous solutions to problems that they only stumble by accident onto the simple ways.

"Maybe this monetary exchange solution is a happy omen."

That simpler monetary systems would be a good omen for the coin machine industry goes without saying. And really simple monetary systems mean a uniform system of coinage. The idea has been suggested before, but as the 21 American governments get down to discussing the brass tacks of doing

business, it is possible a real movement may be started this time that will eventually lead to uniform coinage in the entire hemisphere.

The idea will be aided by the fact that most of the small coins made for the countries to the south of the United States are made in United States mints. Britain also mints coins for some of the countries, but now that Britain is busy in war, probably still more of the coinage business will come to our mints. That means that it would be a simple step to initiate uniform coinage on the entire continent, just as soon as the governments are ready to start educating their peoples in the use of a uniform system. It is probable that England would eventually join in such a system, so obvious would be its advantages.

Just as some of the delegates at the Guatemala conference said, it is something to wonder about why peoples and nations go on for decades with ponderous and varied money systems which continually hurt business and trade.

As mentioned, the conference held in Chicago was made up of mayors and other representatives of cities in both North and South America. It is probable that a permanent system of exchange of ideas for running city governments will be set up. It will be an extension of the idea of the American association or league of municipalities which holds annual conventions for mayors and other city officers to discuss their problems. At some of these conferences such things as coin-operated machines and their regulations have been discussed.

Cities are of prime importance to all types of coin-operated machines because such devices need locations and business is better when there are more people in an area. So the coin machine industry is always interested in cities.

It is unfortunate, of course, that when the mayors and representatives of other cities came to Chicago they did not see pinball games and they did not see cigaret vending machines on location. However, Chicago has its full quota of phonographs, scales, penny venders and some of the most modern games and targets that the industry has. When the heads of city governments in other countries come to visit our great cities, one of the sidelights on progress in modern cities today is the widespread use of coin-operated machines for amusement, service and merchandising.

These conferences all tend to quicken the interest of business people in the other American countries and to bring about a better mutual understanding. Most lines of business in all the 21 countries will profit in some way by better trade relations, and the coin machine industry will be one of them. It is time to study about these other countries and to get interested in all the ideas and moves that are made to increase trade.

One of the biggest moves to boost trade will be simpler monetary systems and exchange, including uniform small coinage.

List of Exhibitors Is Promise of Great Show

The following firms have reserved exhibit booths for the 1940 Coin Machine Show to be held at the Hotel Sherman, Chicago, January 15, 16, 17 and 18, 1940, under the auspices of the Coin Machine Industries, Inc.:

A. B. T. Mfg. Corp., Chicago; Acme F. & M. Co., Chicago; Advance Machine Co., Chicago; Art Cabinet Sales Co., Cleveland; Atlas Novelty Co., Chicago; Automatic Age, Chicago; Automatic Games, Chicago; Automatic World, Fort Worth, Tex.; Baker Novelty Co., Inc., Chicago; Bell Lock Distributors (Div. of Automatic Instrument Co.), Grand Rapids, Mich.; *The Billboard*, Cincinnati; Blackhawk Mfg. Co., Chicago; Block Marble Co., Philadelphia; Burel & Co., Chicago; Central Stand Mfg. Co., Chi-

Northwestern Corp., Morris, Ill.; D. A. Pachter Co., Chicago; Pan Confection Factory, Chicago; Pioneer Springless Scale Co., Chicago; Permo Products Corp., Chicago; R. C. A. Mfg. Co., Inc., Camden, N. J.; Rock-Ola Mfg. Corp., Chicago; Rodney Pantages, Inc., Hollywood; Rowe Mfg. Co., Inc., Belleville, N. J.; Royal Distributing Co., Philadelphia; Sanitary Soft Drinks, Inc., New York; Scientific Machine Corp., Brooklyn; Shipman Mfg. Co., Los Angeles; N. Shure Co., Chicago; Shyvers Mfg. Co., Chicago; Stark Novelty Co., Canton, O.; Stoner Corp., Aurora, Ill.; Stratford Games, Chicago; Superior Products, Inc., Chicago; Trimount Coin Machine Co., Boston; U-Need-a-Pak Products Corp., Brooklyn; U. S. Record Corp., New York; Universal Mfg. Co., Kansas City, Mo.; Universal Vendors Corp., Columbus, O.; Thomas A. Walsh Mfg. Co., Omaha; Watling Mfg. Co., Chicago; W. W. Wilcox Mfg. Co., Chicago; Western Products, Inc., Chicago.

CHICAGO, Dec. 2.—Following the first release of exhibit reservations by the CMI for the 1940 Coin Machine Show, the George Ponsler Co., of Newark, N. J., reserved the king-size or largest booth on the entire exhibit layout for the 1940 convention.

The "king" booth is about 12 by 42 feet, it is said. George Ponsler, head of the firm, said he will display Mills automatic phonographs and other coin-operated machines.

Chicago; Chicago Coin Machine Mfg. Co., Chicago; Chicago Lock Co., Chicago; Cinematone Corp., Hollywood; Coan-Sletteland Co., Madison, Wis.; Coin Machine Journal, Inc., Chicago; Columbia Recording Corp., Bridgeport, Conn.; Davat Mfg. Co., Chicago; DuGrenier Sales Corp., New York; H. C. Evans & Co., Chicago; Exhibit Supply Co., Chicago; Philip Florin, Inc., New York; Gardner Co., Chicago; Gay Games, Inc., Muncie, Ind.; Gear Specialties, Inc., Chicago; Genco, Inc., Chicago; General Sales Machine Co., St. Louis; Gerber & Glass, Chicago; John N. Germack, Detroit; Gold Star Mfg. Co., Dearborn, Mich.; D. Gottlieb & Co., Chicago; Grand National Sales Co., Chicago; Groetchen Tool Co., Chicago; Guardian Electric Mfg. Co., Chicago; The Illinois Lock Co., Chicago; Independent Lock Co., Chicago; International Association of Automatic Electric Phonograph Operators, Chicago; International Mutoscope Reel Co., Inc., Long Island City, N. Y.; Jacobs Novelty Co., Stevens Point, Wis.; O. D. Jennings & Co., Chicago; C. R. Kirk & Co., Chicago; Malkin-Illon Corp., Newark, N. J.; Markepp Co., Cleveland; Mason & Co., Chicago; Matchless Electric Co., Chicago; Metropolitan Amusement Co., Yonkers, N. Y.; Modern Machines, Inc., Chicago; Monarch Coin Machine Co., Chicago; National Slug Rectifiers, Inc., St. Louis; National Vendors, Inc., St. Louis; Hecht Nielsen, Chicago;

Genco's Newest--- Follies of 1940

(New Game)

CHICAGO, Dec. 2.—Recipient of a great opening ovation, Genco's new game, Follies of 1940, entered successfully upon the center of the novelty game stage this past week, reports from Genco officials and distributors indicate.

The game is described as a "socko" combination of thrilling features—"The like of which have never been incorporated in any game."

In describing the game, officials said: "Follies of 1940 features four thrilling ways to win. Player can receive free games by reaching a particular high score, or by lighting all 10 numbered lights on the board (after which each bump is a free game), or by lighting numbered lights 1 to 6 and then hitting any or all of four special 1,000 bumpers, each hit registering a free game, or by putting a ball thru the No. 5 lane when it is lit.

"In addition, players go wild about the spine-tingling scoring feature that adds successive thousands to each roll-over switch for every skill lane passed in rotation."

Dave Gensburg, Genco official, remarked: "From the looks of things, Follies of 1940 is going to break all our records for production because the first week of actual location tests by operators has broken all previous money-making records."

Rock-Ola Makes Ten Pins Game

CHICAGO, Dec. 2.—Since the agreement has been made between Rock-Ola Mfg. Corp. and H. C. Evans Co., more than \$500,000 in parts and supplies have been ordered for the first production release of Rock-Ola's Ten Pins bowling alley, which will be manufactured under the patents of the H. C. Evans Co.

The vast facilities of the Rock-Ola organization were called into play by an agreement made between the two manufacturers to enable operators to get the popular game more quickly. Several hundred employees have been added and carloads of lumber are arriving at the huge Rock-Ola factory daily in order to supply an unprecedented demand for the game.

Operators will remember the time when the Rock-Ola company produced Jigsaw and World Series pin ball games and jacked up production to as high as 1,300 units in a single day. Now with the increased facilities and the larger Rock-Ola plant this record will no doubt be broken.

The thro test in any coin operated game is actual location operation, and with Rock-Ola's Ten Pins, which will incorporate all of the patented features of the H. C. Evans Ten Strike game, operators are now in the driver's seat—in the comfortable position of being able to buy a "sure thing." On location, this bowling game has produced almost unbelievable earnings. The games have been on location for more than three months and are now earning more money than they did when they first came out, Rock-Ola officials announce.

Never before in the history of the coin machine business have two manufacturers co-operated to make a game with the same features in order to give operators fast delivery. Rock-Ola was selected by the H. C. Evans Co. because of its reputation in manufacturing high quality coin operated equipment and its ability to produce large quantities immediately.

Name Wurlitzer Distrib in Texas

LITTLE ROCK, Ark., Dec. 2.—Everyone in the automatic music field has heard of the success which the Commercial Music Co. has made as distributor of Wurlitzer phonographs in Little Rock and Oklahoma City, and now Joe Williams, head of the firm, has taken a big jump forward in becoming Wurlitzer distributor for the State of Texas. He will establish offices in San Antonio, Dallas and Houston.

"In taking over this distributorship our firm is prepared to give topnotch service even for a territory as large as Texas," declares Williams. "With the distribution Wurlitzer already has in Texas and the further distribution that we are going to give it, our offices are going to be plenty busy. Believe me, Wurlitzer distribution in Texas is just beginning. With the magnificent Wurlitzer instruments the State of Texas is destined to become even more Wurlitzer music-conscious."

Williams announced that his brother, Raymond, will manage the Dallas office

We Thank You!

YOUR TREMENDOUS ACCEPTANCE OF BIG SIX

resulted in the biggest run of any game in our history. It proved our point that the better operators want better games—We all know that "better games" mean "greater revenues"—So you can always depend on Keeney to build only better games!

J. H. Keeney & Co.
NOT INC.
2001 CALUMET AVE. CHICAGO, ILL.

to be located at 726 North Ervay street, Kenneth Main, former Wurlitzer service instructor, will be in charge of the San Antonio office at 508 Seventh street. Paul Beardsley is manager of the Houston office, which has been opened at 2016 Travis street.

"Because of Williams' long experience and service in the South, the Wurlitzer management knows that he will make the most of his opportunity with Wurlitzers in Texas," declare Wurlitzer officials.

Mike Hammergren, general sales manager of Wurlitzer, declared that he knew operators would be pleased with the way the Commercial Music Co. does business. "Joe Williams and his men have a fine record of service relationship with operators in Little Rock and Oklahoma City and I know that Texas operators will agree with operators in those cities that Commercial's service is extraordinary."

New Firm Markets Penny Skill Game

ST. LOUIS, Dec. 2.—Rola-Ball, a new penny skill and ball gum counter game, will make its debut next week. The game is manufactured by the Rola-Ball Vending Machine Co., recently organized here by Charles Pavlat and Charles Jackson. The firm was organized primarily to manufacture and market Rola-Ball, but has several other new games which it plans to market later. Pavlat and Jackson have had many years' experience in the coin machine field, Pavlat as an operator and Jackson as a designer and manufacturer.

Rola-Ball is an attractive counter game, 12 inches wide and 21 inches high, in marble finish. The idea of the game is to shoot four varicolored balls in like-colored pockets. An attractive playing field forms the background of the new game, and a ball of gum is dispensed with every penny inserted. The mechanism of the new game is simple. A feature of the game is that the coins may be plainly seen when inserted, and the last two coins deposited are always visible.

ALL-AMERICAN HERO

We call PHOTOMATIC an All-American Hero because all over America (and everywhere else) it is doing heroic work in keeping operators' profits consistently high, year after year. If you like your income steady, legal and superior in the long run...

INVESTIGATE
International Mutoscope Reel Co., Inc.
44-01 11th St., Long Island City, N.Y.

GET KIRK'S GUESSER-SCALE
(PENNY BACK IF YOU ARE RIGHT)
with the *WATCH YOUR HEART BEAT* feature

★
GREATEST MONEY MAKER EVER-BUILT

C.R. KIRK & CO. ALL MECHANICAL OPERATION
2626 W. WASHINGTON BOULEVARD CHICAGO, ILLINOIS

BARGAINS FROM DAVE MARION

Kansas Distributors Evans Ten Strike

25 Challengers, Used 3 Weeks	\$19.50
2 10c Q.T.'s, Orange or Green	27.50
10 Vest Pocket, Fruit or Cigarette	29.50
Vitalizer (Exhibit), Floor Sample	79.50
Ritz and Zeta, 2 for	15.00
4 Chicago Club	\$3.00
4 Sweet Sally	2.50
6 Deucas Wild	6.50
Free Play, Turf Champ, Flicker, Golden Wheel, Ascot Derby	14.50

No Shipment Without 1/3 Deposit.

Write for Complete Bargain List.
MARION COMPANY, Wichita, Kansas.

Publicity Tells Public Of Popular Record Rise

Expect 1940 to set high mark in the sale of popular records

CHICAGO, Dec. 2.—As the automatic phonograph seemed certain to attain its second best year since repeal prepared the way for such instruments in public locations, the volume of publicity turned in greater proportions upon records and what the masses of the people like in music. Musicians, music publishers and record manufacturers were all vitally concerned as the year drew to a close in what the phonograph would do for popular music during another year.

Popular magazines began to feature stories and articles about bands, records and a frequent mention of automatic phonographs. Fortune magazine gave the idea much prestige in publishing an article covering the comeback of recorded music in recent years. Fortune somewhat reluctantly said that the coin-operated phonograph had an important part in bringing the recording business back into its own.

Musicians Speak

Testimony of musicians to the value of records and of automatic phonographs began to appear in the general magazines. Free-lance writers were appearing in Chicago to gather data about the phonograph and the whys of its popularity.

Time magazine (November 24, 1939) published the story of Glenn Miller, heralded the news that he is

now No. 1 Swing King and then added:

"Glenn Miller attributed his crescendo to the juke box which retails recorded music at 5 cents a shot in bars, restaurants and small roadside dance joints, and has become the record industry's biggest customer. Of the 12 to 24 disks in each of today's 300,000 juke boxes from two to six are usually Glenn Miller's."

The Saturday Evening Post (December 2, 1939) published Artie Shaw's rather frank confession of his experiences in the music business—the article appearing in print shortly after the news had spread that Shaw was stepping down and out from his high place in the orchestra world.

Shaw sees the gloomy adverse side of the music business. As to records he merely says that the orchestra leader, in order to stay at the top, will "have to record tunes he knows aren't worth putting on wax."

Columnists Praise

The leading columnists of the country are also putting in their boosts of the rapid rise of the record business. December 1, Louella Parsons was saying: Remember that I told you Bonnie Baker was a riot at San Francisco singing "Oh, Johnny." . . . It's a natural considering that the records of this old tune have hit an all-time high in sales, etc.

With the support of all this publicity the record business is expected to attain new heights in 1940 and the coin-operated phonograph will be one of its chief promoters.

Cooper New Chi Wurlitzer Head

CHICAGO, Dec. 2.—Larry Cooper, of Chicago, has sold the Chicago Simplex Distributing Co., distributor for the Wurlitzer phonographs for the Chicago area, to Alvin Goldberg, who will continue to operate the business under the same name and at the same address. This change was made necessary by the Wurlitzer appointment of Cooper to the position of district manager of the Chicago and Detroit territory, succeeding R. S. (Bob) Bleekman, who has become district manager for Wurlitzer for the State of Texas.

The announcement of these changes was made recently by Mike Hammergren, general sales manager of the Rudolph Wurlitzer Co., North Tonawanda division, who regards the new set-up as a happy arrangement all around, not only for Wurlitzer but for all of the men involved.

Cooper has been identified with the Wurlitzer organization for the past six years, during the past two years of which he was owner of the Chicago Simplex Co.

Hammergren feels that Al Goldberg is bound to do a fine job as the new owner of the Chicago Simplex Distributing Co. He has hundreds of friends and business associates in Chicago and vicinity, having spent all of his life in Chicago. He has been associated with the Wurlitzer organization for many years.

Pinball Game Used By Pa. Theater in Novel Ad Display

WILKES-BARRE, Pa., Dec. 2.—A new use for a pinball machine has been discovered here. It was used in connection with a theater advertisement.

According to the report, Andy Bullock, of the local Comerford Theater art and display department, had been working on the idea for about three months. It finally took form with the current showing of "Another Thin Man" when a pinball machine was used in one of the theater's big window displays. A cardboard display with 12 squares, corresponding to the 12 numbers on the machine, was set up with a small cardboard sign reading, "Watch the pictures light up."

The machine was connected by plug to an electric outlet with an outlet placed at the top for the balls to come down. As they hit the wire bumpers a picture corresponding to the number of the bumper hit would light up, showing a scene from the picture. As the ball would reach the out hole picture corresponding to the bumpers hit by the ball would remain lit until the ball passed a certain spot which was connected to automatically douse the lights and also get another ball set to emerge from the chute.

The display was interesting and attracted many. It was also a good ad for the pinball machine.

Inaugurate New Mills Music Hall

CHICAGO, Dec. 2.—"The newest addition to Mills mammoth factory" states sales manager Vince Shay, "is the most unusual enterprise of its kind. It is an establishment of breath-taking beauty, a center of immense practical service and utility for music operators—Mills Music Hall.

"Mills Music Hall is a new gathering place of the phonograph operators of the world, a place where they can hear the finest music played in surroundings befitting the quality of the entertainment. It is also a testing and proving ground for the constant improvements being made in Mills musical line, a real 'throne of tone' for the famous Throne of Music.

"The Music Hall is a separate hall built inside the Mills factory exclusively for the display and demonstration of our phonographs. No music salon in the capitals of this country or Europe is any finer, more thrilling to eye or ear. The entire project was created by our designer, Everett Eckland, who in combining his extensive mastery of architecture with the most advanced principles of industrial design, has turned out a great achievement."

Art Cabinet Has Auxiliary Speaker

CLEVELAND, O., Dec. 2.—Leo Greenberg, sales manager of Art Cabinet Sales Co., Cleveland, has announced that a new de luxe auxiliary speaker has been added to its line of cabinet stands for counter model phonographs.

"The new speakers are finished in walnut with plastic illuminated corners and carry an eight-inch speaker. They can be used with any type of phonograph," declares Greenberg.

"The new speaker," he continued, "fills a definite need among operators for an auxiliary outlet that is not only beautiful in appearance but gives the same tone quality as the phonograph speaker itself—and at a reasonable price."

Calcutt Offering Full Phono Service

FAYETTEVILLE, N. C., Dec. 2.—Reports from Joe Calcutt and the Vending Machine Co. indicate the firm is offering a complete servicing program for automatic phonographs. The firm is distributor for the Mills phonograph in three States and in addition carries a complete line of parts and maintains a phonograph record department. The firm also sells its own needle, the Calcuttone.

"It is our belief that to keep an operator insured at all times of constant income we should be able to meet his every need," declared Calcutt. "It is

Sour-Doughs Okeh Rock-Ola Phonos

SEATTLE, Dec. 2.—Due to the initiative and good salesmanship of Ron Pepple, Rock-Ola distributor and sales manager for Northwest Sales Co., Seattle, Rock-Ola phonographs have found a warm spot in cold Alaska," Rock-Ola officials declare.

"Even the Eskimos and 'sour doughs' demand their music these days," says Pepple. "After weary months of prospecting and trapping the men of our northern frontier crave amusement. And they spend their money where entertainment ranks best. Of course that means a spot with the colorful Luxury Lightup phonograph.

"Another fertile field for operators is the combination passenger and cargo boats plying up and down the Coast. A little music goes a long way on these vessels toward keeping both crew and passengers in a cheery mood. So far as favorite numbers go, taste is pretty much the same here as it is in the States.

"We've had big success with Luxury Lightup models because of the bright colorful appearance and clear, strong tone. Another feature enjoyed by veterans of the North is the deep, full base adjustment on Rock-Ola phonographs. Everyone here seems to prefer a deep voluminous tone—so we give them what they want."

especially essential in the operation of phonographs to have a well-equipped central supply source where all needs may be satisfied.

"Our record, supplies and parts departments are among the best stocked in the country. They are always maintained in such a manner that the operator can obtain immediately that item which he desires."

MERIT CUTS PRICES ON	
Box Scores, f.p.	\$15.00
Contacts, f.p.	23.00
Majors, f.p.; Rinks, f.p.	22.00
Spotters, f.p.	27.00
Red Head Skill Times	30.50
Fair Grounds, Derby Champs, Big Race	16.50
Klondikes	16.50

MERIT MUSIC SERVICE
622 N. Eutaw Street, Baltimore, Md.

MECHANIC

All latest types of Pin Games, Consoles, Slots and Phonographs. Straight salary or salary and commission. Go anywhere. Reference.

Care The Billboard, BOX D-42, Cincinnati, O.

ADVANCE REGISTRATION FOR COIN MACHINE SHOW

Hotel Sherman, Chicago, January 15, 16, 17, 18, 1940

(To be used only by qualified operators, distributors and jobbers of coin-operated machines.)

The 1940 Coin Machine Show management announces that members of the trade may have their admission badges waiting for them at the Registration Desk by mailing in the following blank in advance:

Name
(Please write or print plainly with pencil)

Address, City and State

Check whether Operator Jobber Distributor

Check type of machines used:

Amusement Music Merchandise Scales

Other types, if so list

I buy from (name two)

Date, Signed by

(Please enclose letterhead or business card as identification)

You may register for others in your firm by listing on a separate piece of paper and attaching to this registration blank.

Your registration blank will be delivered to the 1940 Coin Machine Show management by mailing it to

The
Billboard
54 W. Randolph St., Chicago

Foreign Visitor Hits U. S. Coins; Like 'Em Just the Same

To the Editor of *The New York Times*:

Among the many admirable things in your great country there is one which does not evoke undivided enthusiasm among the friends of the United States—that is your coins. Nobody troubles, of course, to subject the money of his own country to a close scrutiny; one considers them naturally as a matter of routine and is used to them. Yet foreign coins usually draw a higher attention.

It is not the artistic value of the designs which I want to criticize. Yet the unfortunate combination of picture and text evokes mirth among visitors and resentment among thoughtful Americans.

"E pluribus unum" has two meanings. In connection with the buffalo on the nickel it might connote the rapid extinction of that romantic animal—a fact deplored by every true American. The Indian clamoring for "Liberty" on the other side on the same coin reminds us of the legal status of Uncle Sam's wards.

The Goddess of Liberty on the half-dollar piece wears a phrygian cap which the French revolutionists adopted from the uniform of the inmates of the royal jail in Nancy. It was an inappropriate step of the disciples of Marat and Robespierre, and I fail even more to see why America should adopt emblems of the French Revolution. The rising of the American Whigs had nothing to do with the egalitarian worshippers of the guillotine.

The most deplorable coin is the dime. I do not mind the fasces, which are decidedly not a monopoly of fascism. The French Republic used this emblem of aristocratic Rome before the Marcia su Roma.

Yet the words "In God We Trust," as beautiful as they are by themselves, sound here almost blasphemous. Let them stand on the one-cent piece above the head of Abe Lincoln, who was a professed agnostic yet somehow vaguely religious in sentiment and very much so in action. But brought in connection with the Greek-Roman god for traders and thieves it seemingly repeats the old calumny of Europeans that money is the god of the Americans.

The quarter is so far the most satisfactory coin.

ERIK V. KUEHNELT-LEDDIHN,
Roslyn Heights, N. Y.

Define Neutrality Act for Exporters

NEW YORK, Dec. 2.—In an effort to clear up confusion concerning requirements of the Neutrality Act in regard to ordinary commercial shipments by exporters to belligerent nations, the Merchants' Association of New York has issued a bulletin defining its understanding of the measure.

Officials of the association declared that the bulletin had been issued after careful consultation with authoritative sources. It is published here for the use of firms exporting any coin operated machines and for other firms in industries allied with the coin machine industry.

After reviewing general provisions of the act and its requirements that title must be transferred to the buyer before goods are shipped to a belligerent country, the bulletin added that a declaration of transfer of title is required for the following shipments:

1.—All shipments on any vessel to European belligerent countries (Great Britain, France and Germany) and to all French and British colonies and territories on the Mediterranean.

2.—Ocean shipments on United States and neutral vessels to Newfoundland and to Canadian ports east of 66 degrees west longitude (includes Halifax).

3.—Shipments on belligerent vessels to any belligerent territory, including all parts of the British Empire, Australia, New Zealand, South Africa, Hong Kong, etc., and to all French colonies. (Title need not be transferred if shipped on a United States or neutral vessel to belligerent countries other than those specified in 1 above).

A fourth paragraph related to arms and shipments of implements of war.

With regard to what constitutes a transfer of title within the meaning of the act the bulletin said:

"The issuance of a consignee's straight bill of lading, regardless of the method

HEY, RAY!

I'm yelling all the way from N. Y. to say,
CONGRATULATIONS, RAY MOLONEY . . .
and a couple of carloads of orchids to the entire
Bally organization! Just unpacked the first
production model **BALLY ALLEY** to arrive in
N. Y., and I'm here to tell you it's the swellest
job you ever did! **MORE FLASH, BEAUTY AND
CLASS . . . MORE SKILL APPEAL . . . MORE
ACTION . . . SMOOTHER PERFORMANCE**
than any game I've ever seen since I've been in
business! Congratulations, Ray . . . and con-
gratulations to operators everywhere on the
GREATEST MONEY-MAKING opportunity ever
offered in the skill-amusement class. **100 PER
CENT LEGAL . . . AND A RED-HOT MONEY-
MAKER!**

OPERATORS! ACT QUICK TO GET BALLY ALLEY

Although **BALLY ALLEY** is now in **FULL PRO-
DUCTION . . .** and I'm getting shipments by
the carloads . . . the demand far exceeds the
supply. I went the limit to protect my friends
on deliveries . . . put up the biggest deposit
of my life. So now it's first come, first served!
To insure **QUICK DELIVERY**, thus protecting
your locations, **MAIL, WIRE, PHONE OR BRING
IN YOUR ORDERS AND DEPOSITS NOW . . .
TODAY!**

JACK FITZGIBBONS

453 W. 47TH ST.
362 MULBERRY ST.

NEW YORK CITY
NEWARK, N. J.

of payment, is recognized as constituting definite transfer of title as required by the act. Such bill of lading must be consigned to a foreign individual, partnership or corporation. The fact that the foreign corporation may be a subsidiary of the American shipper does not affect such transfer.

"Shipments under a 'To Order' bill of lading do not constitute transfer of title. No transfer of title occurs in the case of shipments to branches or affiliates of American companies unless such branches are foreign corporations.

"No ruling is yet available as to whether or not this declaration is to be required for freight shipments less than \$25 value, mail, parcel post shipments or air express shipments, for which shippers' export declarations are not required. The act specifically exempts rail and inland water shipments to Canada.

"At the time of making oath there must be no American lien or claim on the articles exported."

Wage-Hour Law Changes in Effect

WASHINGTON, Dec. 2.—A questionnaire setting forth simply some of the principal changes involved in the wage-hour law as it entered its second year of operation, entailing an increase in the minimum wage scale and a reduction in the maximum number of hours of employment per week, was issued here recently. The questions and answers follow:

Q. What is the wage-hour law?

A. It is a Federal statute which regulates certain labor standards in industries doing business in interstate commerce by requiring payment of a minimum wage and time and a half pay for work done in excess of a maximum work week.

Q. What change in these labor standards does the act require at this time?

A. Effective October 24, all employers subject to the act are required to pay an hourly wage of at least 30 cents, instead of 25 cents, for a maximum work-week of 42 hours, instead of 44 hours, with time and a half for overtime. The act provides for certain exemptions from the wage requirement as in the cases of learners or handicapped workers.

Q. How many workers will be affected by the change?

A. Government statisticians estimated that 690,000 workers who have been getting less than 30 cents an hour will receive higher pay, and that the work-week will be shortened for 2,383,500 workers unless they are given overtime pay for work in excess of 42 hours.

Q. How much will workers' pay envelopes be increased?

A. Workers receiving only the minimum pay for a maximum work-week will have their pay increased from \$11 to \$12.60, plus any overtime which they earn.

Q. Must employees now receiving 30 cents an hour be given a wage increase to maintain the differential between their pay and the wages of the 25-cent-an-hour employees who are being moved up to 30 cents?

A. No. The law does not require an employer to maintain or adjust such differentials. It merely establishes certain minimum wage standards below which he cannot go without incurring penalties.

Q. Are piece workers entitled to overtime pay under the 30 cents an hour minimum as they were under the 25-cent minimum?

A. Yes. The law requires an employer to pay piece-rate workers the statutory minimum wage and overtime pay figured on the basis of one and a half times the workers' computed hourly average.

Q. Does the change from 44 to 42 hours a week affect the exemption granted seasonal industries?

A. No. The shorter work-week has no effect on seasonal industries given authority to work employees as much as 12 hours a day and 56 hours a week for a maximum period of 14 weeks a year.

Q. Does the change in minimum wage rates also apply to home workers?

A. Home workers, like all other employees engaged in producing goods for interstate commerce, must be paid the new statutory minimum of 30 cents an hour and time and a half for overtime.

Q. Are sales clerks in retail stores and waitresses in restaurants entitled to overtime pay for work done in excess of the 42-hour week?

A. Not under the Federal law. Workers in retail and service establishments are not covered by the wage-hour law.

START MAKING MONEY

Day and Night without selling. NEW low cost Professional Vendor

"King Jr."

\$3.95

Ea.

Newest, most modern money-maker for all locations. Just the right size for counter or booth. Vends Peanuts and small candies, also all types of Breath Pellets, Cap, 2 lbs. Candy, Blue Hammerloid finish.



11 to 24.....\$3.85
25 Over 3.75

Rush Your Order NOW!
1/3 Deposit, Balance C. O. D.



NEW MONEY-MAKING SENSATION!

PICK-A-PACK

COUNTER CIGARETTE GAME
Producing amazing earnings
in all types of locations!

PENNY PLAY

Beautiful appearance!
Sturdy, long-life construction!

\$23.75

GUARANTEE

Try PICK-A-PACK for 10 days. If not satisfied, purchase price will be refunded!

TORR 2047A-SO. 68 PHILA., PA.

PROVEN Money Makers!



Be an independent operator. Place Tom Thumb Vendors in stores, waiting rooms, taverns, restaurants, Easy—when you know how. Tom Thumb vends candy, peanuts, gum, Sure-fire penny catcher. Wrigley got rich on penny gum. Many Tom Thumb operators now independent. Start small, grow big, have a chain of your own. Tom Thumb works while you're away. You keep key, collect your profits daily. Handsome, compact Tom Thumb gets in where ordinary vendors are shut out. Magic coin "selector." Yale Tumbler Salesmen. locks. Adjustable—you set the profit. Precision machine; no kick-backs. Money-back guarantee protects you while you prove the profits. Write today for inside story of chain operation, full details of your easy income opportunity. Many good locations now open. Don't wait. Write today. FIELDING MFG. CO., Dept. 43, Jackson, Mich.

REDUCED PRICES
MIDGET BASEBALL
BINGO
CRISS-CROSS

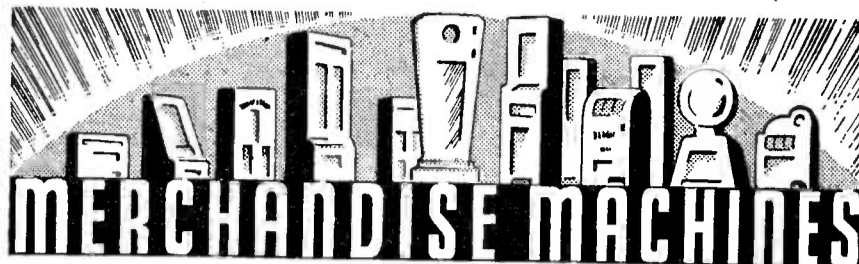
ONLY (10 OR MORE) **\$9.50** EA.

5 Machines, \$10.50 Ea.
Samples, \$12.50 Ea.

Only Limited Quantity Available. ORDER NOW!



D.ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.



Orders Heavy for King Jr. Vender

CHICAGO, Dec. 2.—Vending machine operators throuout the country, officials of Automatic Games say, are turning to Automatic's new King Jr. as the solution to one of their most troublesome problems. H. F. Burt, official, declared: "More locations with less investment and no problem of stale merchandise is their goal."

"The new King Jr. is just the right size for slower locations, as well as the last word in venders for breath pellet operation, booth operation, etc. Needless to say, it is one of the best buys in the industry."

"Since the first announcements a few weeks ago, production has reached unbelievable figures and the entire industry is becoming small vender conscious."

Cig Vender Forum At NATD Conclave

CHICAGO, Dec. 2.—Open-forum discussions on jobbing problems introduced last year will be employed again at the NATD (National Association of Tobacco Distributors) Convention in January. One subject to be discussed will be "Vending Machine Operation."

The NATD Convention will take place in Chicago at the same time as the 1940 Coin Machine Convention. Tobacco men's gathering place will be the Palmer House.

In last year's round-table discussions it was interestingly noted that many tobacco jobbers and distributors were wholeheartedly in favor of distribution of cigarets and other tobacco products thru vending machines. In previous years tobacco men had attempted to minimize the importance of vending machines in the distribution of cigarets, but last year such comments as "vending machines saved my business," "vending machines are more economical in the selling of cigarets," "vending machines eliminate losses thru theft" and many other favorable comments were heard.

The session of the round table on vending machines was well attended, with many tobacco jobbers apparently anxious to learn more about distribution thru vending machines.

Ice Cream Specialty Sales Up 247 Per Cent

CHICAGO, Dec. 2.—An item of interest to operators in the not-too-well-developed ice cream vending machine field is the news that ice cream specialties have experienced a phenomenal growth. The specialties include such items as cups, ice cream on a stick, etc.

Production has increased from 22 per cent of the 12-year average in 1925 to 247 per cent of the 12-year average in 1937, according to latest releases by an association of ice cream manufacturers.

In 1925 there were only 3,082,485 gallons of specialties, while in 1937 this had increased more than 10 times or 33,940,094 gallons. In the meantime total ice cream production had increased only 25 per cent.

This development shows favorably in consideration of ice cream venders which vend ice cream specialties and novelties.

Cig Tax for Wheeling

WHEELING, W. Va., Dec. 2.—A proposed ordinance for the imposition of a municipal tax of 1 cent a pack on cigarets has been given first reading in Wheeling city council. Under usual council procedure the measure would come up for final action within a week. Officials, however, indicated a delay might be asked to permit complete study.

Last Two Cigaret Mfrs. Give Reply To FTC Charges

WASHINGTON, Dec. 2.—Last of the eight cigaret companies to reply to charges filed by the FTC under the Robinson-Patman act, the American Tobacco Co. and the Liggett & Myers Tobacco Co., have denied that any acts in giving of free goods, advertising allowances, etc., have been illegal. They indicated that if the Robinson-Patman law is construed in the light of the charges made they would fight the case on the basis that the law was unconstitutional.

The FTC has charged that thru "drop shipments" whereby tobacco goods were shipped direct to the dealer and charged thru the jobber, the tobacco firms have included free goods in the shipment to the dealer. Where these charges were made specifically against the companies, they replied that it was necessary in order to meet competition or that it was offered in exchange for definite advertising services. They also stated that such allowances of free goods were made to introduce new products or of slower-selling high-grade products.

The tobacco firms answering charges of price discrimination replied that such charges are unconstitutional because "it is beyond the powers of Congress to regulate interstate commerce and because it is so vague, uncertain, arbitrary and unreasonable as to constitute a deprivation of property without due process of law."

Unconstitutionality was also claimed by the company if the law prohibits its methods of point of sale advertising.

Now that all firms replied to the citations, oral hearing on the complaints will be held on dates to be fixed by the Federal Trade Commission.

Georgia Cigaret Tax Revenue Below Average

ATLANTA, Ga., Dec. 2.—Georgia's income from its State tobacco tax is below the average in the 23 States having such a tax, it has been disclosed.

The per capita yields from tobacco taxes range from 50 cents in Kentucky to \$2 in Louisiana. Nine States collect more than \$1 per capita from this source. The per capita return in Georgia is 81 cents.

The 23 States collecting tobacco taxes received \$57,555,000 from that source during the 1938-'39 fiscal year, an increase of \$1,654,000 over the previous year.

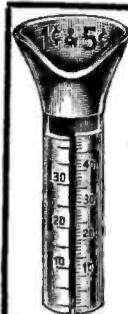
Brazil Nut in New Queen Anne Bar

CHICAGO, Dec. 2.—In line with the campaign to promote reciprocal trade between North and South America, the Queen Anne Candy Co. has introduced a new candy bar known as Brazil Kernel. The new bar is attractively wrapped with a caricatured figure having a Brazil nut for a body.

The story in back of the bar is the unique tie-in with the campaign of the Brazil Nut Advertising Fund. Producers of the nut have instituted an active merchandising campaign throuout the country designed to make the public more conscious of the meaty, large Brazil nut.

Wis. Cig Tax 854C

MADISON, Wis., Dec. 2.—According to a report by John W. Roach, chief of the beverage tax division, \$854,697.64 has been collected in cigaret taxes during the two-month period the law has been in effect. During the second month that the tax was in effect \$347,722.52 was collected as follows: Meters, \$157,479.44; stamps, \$153,394.32; floor tax, \$28,148.76, and permits, \$8,700.



OPERATORS!

Order This Coin Counter

Penny-Nickel combination, slotted coin-counter, polished aluminum, lifetime guarantee. Counts pennies and nickels like magic; flared, over-size mouthpiece for tube wrapping. Only \$1.00 each prepaid; cash with order, no C.O.D. Write for complete details and low prices on the finest bulk Vendors obtainable. **TOPPER, CHALLENGER and SPECIAL.** Also Stands, Wall Brackets, etc.

VICTOR VENDING CORP.
4203 Fullerton Avenue, Chicago

Plans for Tobacco Show Shaping Up

CHICAGO, Dec. 2.—Under the direction of the executive offices of the National Association of Tobacco Distributors plans for the eighth annual convention to be held at the Palmer House here, January 17 to 20, are taking form. The dates of the convention coincide with the dates of the 1940 coin machine show. It has been reliably reported that exchange admissions will be honored at the two conventions.

Convention headquarters have already been established at the Palmer House and details are rapidly being arranged. The 1940 convention is expected to be even more successful than the 1939 conclave. According to officials, indications already to be seen are that several hundred more persons will attend than did last year.

Financial

National Candy Co. and subsidiaries, St. Louis, Mo., report for the September quarter an estimated net profit of \$193,300 equal after dividend requirements on first and second preferred stocks to 82 cents a share on 192,815 no par common shares. This compares with \$69,145 or 18 cents a share for the second quarter of this year and \$48,055 or 7 cents a common share in the third quarter of 1938.

Pepsi-Cola Co. and subsidiaries report consolidated net profits estimated at \$4,630,000 for the nine months ending September 30, according to an unaudited financial statement released for publication by Walter S. Mack Jr., president. This is after charges for estimated income taxes and estimated depreciation but before deducting payments made in connection with a settlement with C. G. Guth and others, totaling about \$350,000. This is equal to about \$17.72 a share on Pepsi-Cola stock and compares with a net of \$2,775,000 for the corresponding period of 1938. This marks a gain of 67 per cent, the report declares.

Charles E. Hires Co. and subsidiaries report for the year ending September 30 a net profit of \$800,114, equal to \$5.74 each on combined 45,371 shares of Class A common stock, excluding 44,629 shares in the treasury, 90,000 shares of Class B common and 3,872 shares of management stock, all of no par value.

This compares with a net profit of \$601,011 or \$4.32 a share on combined stock in the preceding year.

American Chicle Co. has declared a dividend of \$1.25 a share and a regular dividend of \$1 a share on its common stock, both payable December 15 to holders of record December 1.

Including the above distribution, payments on common stock total \$6.25 a share.

Bunte Bros., Chicago, candy manufacturing firm, has declared a dividend of \$1, payable December 1 to holders of record November 24.

Cigaret Taxes Over \$46,000,000 in October

WASHINGTON, Dec. 2.—Collection of cigaret tax revenue on cigarets produced in October climbed to the total of \$46,155,363.98 as against \$39,794,999.21 in the same month last year, according to figures released by the Bureau of Internal Revenue, Treasury Department.

Cigarette Merchandisers' Associations

With 1939 rapidly drawing to an end the CMA of New York members are busy with meetings. The last regular meeting has been skedded for December 7, and a session of the executive committee to review the year's work and make plans for 1940 will be held soon. This has been a progressive year for the association, but bigger things are anticipated for 1940.

Joseph Aimee and John Regan, of the finance department of the city of New York, are extended congratulations by CMA members on the splendid work they are doing to curb the importation into New York of untaxed cigarettes. While the finance department in general and these two men in particular have lent every co-operation possible, the tax is still unpopular with local operators.

Sam Yolen has put his boat in dry dock for the winter. Harry and Sam Malkin recently presented the skipper with a marine clock.

Will Golden, former president of CMA, is back from the Coast and is busy renewing acquaintances along Cigaret Row. He says he still remembers the fine co-operation the boys gave him when he was prexy.

CMA's membership drive is reported progressing better than anticipated. While the organization, under the able direction of Matthew Forbes, manager, is always on the alert for new members, the concerted effort to get new operators on the roster is proving successful. The recent drive on slug users has boosted CMA's stock with both members and non-members. Superior Cigaret Service, of which Carl Schlobohm is the operator, has handed in its application for membership. It will be voted on December 7.

Teddy Vassar, of Vassar Cigaret Service, has sort of established himself as the sportsman of the CMA. He recently went out for a few days of hunting and when asked what he brought back, one of the boys answered, "a cold."

Notes From Jersey

CMA of New Jersey members are pepped up over the banquet to be held February 10. All members are serving on the committee to promote the event, and indications are that the affair will be the biggest thing the group has ever attempted. There's going to be plenty of music and entertainment in addition to a swell dinner. A 100 per cent attendance is expected. The banquet will be held at the Hotel Douglas, Newark.

Exhibit's Game Jumper Introduced

(New Game)

CHICAGO, Dec. 2.—"It's out! What? Why, Jumper, of course. Yes, Jumper is now being introduced, and its astonishing new high score features are already bringing predictions of colossal success." Thus Exhibit Supply Co. officials announced that Jumper, their latest release, was ready for column.

"The outstanding feature and the one that will mean much to operators," said Leo J. Kelly, vice-president, "is the feature of the balls disappearing in one hole and reappearing in another. We call them 'high score subway pockets.' Besides the disappearing ball action there is the thrilling jumper feature, the recording pop-out pockets and an out-ball return. Plus all this is the new heavy-duty step-up unit, arc-proof super-sensitive disk-type bumpers and brilliant chrome balls.

"It is a free play combination game which can be changed from free play to regular play in a jiffy right on location. See Jumper at your distributor today and you'll be seeing plenty of them on your locations thereafter—for once you see it, yes, once you've seen it—you'll buy plenty of 'em."

Detroit

DETROIT, Dec. 2.—Chestern Endyke-wicz is the latest addition to the ranks of Detroit operators. He is starting with a route of phonographs.

E. C. Bourden, pin game operator and one-time president of the Skill Game Operators' Association, has moved to new headquarters on Cherrylawn avenue.

Saginaw is the latest Michigan town to install parking meters. The important east side business district will get an installation early in December, according to vote taken this week by the City Council.

Metropolitan Novelty Co. is a newcomer to the Detroit coin machine field, with headquarters on Hogarth avenue. Joe I. Stewart and Max Baskin are proprietors. The company will operate routes of pin games.

Bernard F. Molenda has established the M. O. Amusement Co. here. Company operates various types of pin games.

Jacobson Automatic Service was recently established here by Mervis S. Jacobson. Company will operate various types of vending machines. Jacobson is the son of I. Jacobson, proprietor of the Detroit Toy & Novelty Co. and a well-known figure in the carnival field.

Harry J. White, music machine operator, is now operating as White Music Co. He reports business good with a consistent expansion of his routes.

John Flanigan, Detroit phonograph operator, took time off to spend a week hunting on Drummond Island in the Upper Peninsula.

Gene Struthers, formerly of Chicago,

Canteen Officials Come From Big Business Ranks

Firm puts candy bar vendors over in spite of depression years

CHICAGO, Dec. 2.—The Automatic Canteen Co. entered the ranks of big business here, when its official appointments were given nearly a column of news on the business page of The Chicago Daily News. Bringing the firm still more into the ranks of big business was the appointment of Laurence H. Armour to the board of directors. Armour is a member of the famous Chicago packing family, a director of Armour & Co. and president of the American National Bank and Trust Co., Chicago.

The report said that the Canteen firm is reputed to be the largest automatic merchandising service in the world. It is criticized by small independent operators of vending machines as occupying the same position in the industry as chain stores occupy in the retail field. Probably seven or eight similarly large operating firms exist in the vending machine industry, it is said. The Canteen firm introduced big business

has joined the staff of the Atlas Automatic Music Co., Detroit, as traveling representative.

Atlas Automatic Music Co. has moved its headquarters across town and is now located on East Jefferson avenue. The move gives the company quarters consisting of two entire floors.

Wolverine Music & Specialties Co., distributor of phonographs, has established a new department, known as the Operators' Service. The department is open to all operators who may visit the showrooms and hear advance releases of new records played on Wurlitzer machines.

Al Shifrin, manager of the Detroit Coin Machine Exchange, reports steady activity in the pin game field in the Detroit area, and is highly optimistic over prospects for 1940.

ideas and methods into the candy bar vending field, with its organization in 1929. Altho the vending of candy bars by machine took a severe licking with the depression and the years following, the Canteen organization has been able to apparently keep forging ahead in the merchandising of candy, gum and nuts by machine, so that today if enters the realms of big business by bringing big names in business to its staff.

Directors' Meeting

The directors of Canteen were reported to have held a meeting November 16, at which they elected Armour to the board. Another important action was the election of John C. Dinsmore as vice-president of the Canteen firm. Dinsmore had formerly held the managership of a Sears, Roebuck & Co. subsidiary in London and has also been prominently connected with business and civic interests in Chicago.

Quoting The Chicago Daily News: "Automatic Canteen Co. gives automatic merchandising service, principally in candy, gum and nuts, and now serves literally millions of consumers in thousands of industrial plants. It is reputed to be the largest automatic merchandising

Coming Events

Annual Coin Machine Convention, Sherman Hotel, Chicago, January 15 to 18, 1940.

New Jersey Cigaret Merchandisers' Assn. banquet, February 10, 1940, Hotel Douglas, Newark, N. J.

Annual Parks, Beaches and Pools Convention, Hotel New Yorker, New York, December 4 to 8, 1939.

Refrigeration Show and Convention, Stevens Hotel, Chicago, January 15 to 18, 1940.

National Tobacco Distributors' Convention, Palmer House, Chicago, January 17 to 20, 1940.

International Assn. of Fairs and Expositions, Hotel Sherman, Chicago, December 5-6, 1939.

Second Annual Regional Show for Northwestern Operators, sponsored by the Minneapolis Amusement Games Association, Inc., Twin Cities, Minn., last week in January, 1940.



39 BELL

TRADE IN YOUR OLD EQUIPMENT TODAY

THE BEST IS ALWAYS CHEAPEST IN THE LONG RUN
YOU WILL NEVER BE SATISFIED UNTIL YOU OPERATE

Northwestern BULK VENDORS

For Steady Profits—It's the Sensational New Penny Back Model 39 Bell

BOOST YOUR SALES! PEP UP LOCATIONS!

CASH IN WHILE YOUR CUSTOMERS LISTEN FOR THE FREE PLAY BELL

- BELL RINGS AND CUSTOMER RECEIVES PENNY BACK
- VENDS ALL PRODUCTS
- FAST EASY SERVICING
- EFFICIENT SLUG EJECTOR
- PORCELAIN INSIDE AND OUT

NORTHWESTERN SALES AND SERVICE CO.

589 Coney Island Ave., Brooklyn, N. Y. BU 4-2770

service in the world. The business was organized July 1, 1929, with very limited capital, and its growth has been in the face of the whole downward trend of the depression. In addition to this the company had to solve the technical problems incident to pioneering in a comparatively new field."

Florida Paper Makes Comment

Note.—It is expected that the candidacy of the Rev. James A. Barbee, "slot machine crusader," for the governorship of Florida will bring the subject of bells and amusement games back into the papers again. The following editorial, from "The Miami Herald" November 22, 1939, suggests that his "slot machine complex" may not be the idea needed to select him governor of the State:

"A PREACHER IN POLITICS. The Rev. James A. Barbee, of Jacksonville, is a candidate for governor. Lest a short-minded public forget who he is, Mr. Barbee does not fail to embellish his announcement with memories of his crusade against slot machines and his leadership in the campaign that made them outlaw in Florida.

"But that is a dead issue. So the Jacksonville minister talks of taxes, stimulation of business, honesty in government, all the musty platitudes and attitudes of the politician out for office.

"Preacher Barbee learned something, however, in his battling with the slot machine operators. He found out that South Florida has developed great political strength thru sheer population. As governor he would spend part of each month down this way so we would not have to travel the weary miles to Tallahassee to see him. That's something. It might be a good idea for other candidates to include it in their platforms.

"What we would like to know particularly is whom Rev. Barbee means—for he must mean somebody—when he declares that a 'governor should know enough to be honest. An honest governor will come out of office as poor as he went in.' Does Mr. Barbee know something about somebody?

"And while Mr. Barbee is speaking of 'going in poor,' can he tell us of any governor in recent times, however straitened his personal purse, who got into the top seat in Tallahassee without plenty of somebody's money behind him?

"It takes a minimum of \$30,000 to put up any kind of a race for governor in Florida. If Mr. Barbee is as poor as most preachers, he better get out and get some well-heeled backers to stake him to a political pitch. He may find it particularly hard to raise the money if his 'honesty' forbids him promises to pay it back in political patronage and preferment during his term in office."

MUSIC MERCHANDISING

RECORD CONSCIOUS

The American people have within the last few years become decidedly record conscious. It is not always easy to give credit where credit is due, but it is apparent that the coin-operated phonograph has been the greatest single medium for acquainting the masses with popular records, and in keeping them conscious of recorded music.

It is roughly estimated that there are about 200,000 coin-operated phonographs in use in the United States. These instruments spread rapidly over the country during what was considered a boom period from 1933 to 1936. A stable business now keeps all possible public locations supplied with the latest instruments and also with the most popular records.

It goes without saying that the full publicity value of that many instruments in so many public places is unusually great.

The widespread placing of coin-operated phonographs made the people conscious that phonographs were not a thing of the past, as so many had supposed them to be. Here were phonograph instruments that had adapted every modern invention and device to get the best from recorded music. The people became aware of phonographs again and began to buy them for their homes.

At the present time, the appearance of new phonographs and combination sets on the market indicates that a real home market is growing at a rapid pace.

It should be kept in mind that with thousands of automatic phonographs catering to the public all the time, the masses of the people are kept well aware of such devices. A sufficient time has elapsed since 1933 to show that the people like popular records as played by modern phonograph instruments. The people have shown this clearly by paying to hear the records played. There has been no indication that the people themselves have tired in any way of hearing popular music as played by phonograph instruments. Sharp depressions like that of 1937-1938 showed that a drop in employment and earnings may decrease the patronage of commercial phonographs for a time but when people's earnings climb back again the patronage of phonographs also improves.

Thus automatic phonographs continue to create sales for phonographs to the home by acquainting the people with the quality of modern phonograph instruments and records.

When a phonograph goes into the home that means a steady, and in most cases an increasing market for popular records. The very nature of popular music and people's taste for it is such that an almost continuous stream of new records is desired in the home.

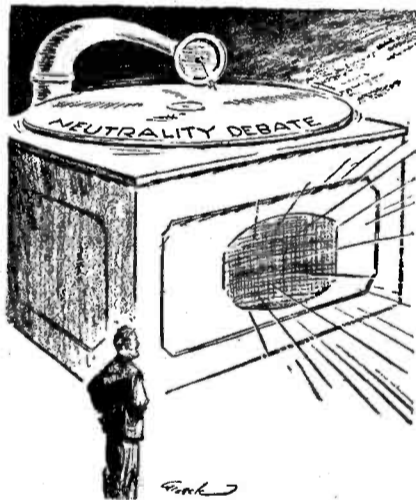
The coin-operated phonograph has become the greatest medium for catering to that home market. The owner of a phonograph becomes greatly interested in records. He cannot find a music store on every corner where he may sample records, but many of the public places he frequents will have a coin-operated phonograph. The man who has a phonograph in his home becomes doubly conscious of every automatic phonograph he sees in a public place.

Every automatic phonograph becomes a sampling station where people can conveniently sample records they may not have heard. Every phonograph has a list of ten to twenty or more records, and in that list every person is almost sure to find some record he has not heard and may want to try. So he samples one or more records, and eventually will have a list of records to purchase at his music store.

An automatic phonograph in a public place is a sort of co-operative enterprise. A patron of the location hears not only the records for which he deposits a coin, but will naturally hear many selections for which someone else deposits a coin. In a sense record music is "forced" upon him, but the person who owns a phonograph has already developed an unusual interest in records and he does not object.

This mutuality of interests for all those who profit in any way from popular music and popular records is one of the most valuable things about the entire coin-operated music machine business. Phonographs in the home will react to become the greatest boon to the playing of automatic phonographs in public places, next to the return of legal liquor.

And every automatic phonograph is a powerful sales station for all popular music and recordings. The operators of automatic phonographs are applying their best judgment and skill to studying what the people like best in popular records. They naturally keep close tab on the new records and buy them, and they also learn the old favorites that everybody likes. They boost the entire field of popular music.



Even the cartoonists have become phonograph conscious and use the instrument to illustrate current topics. (Cartoon from *The Christian Science Monitor*).



JOE WILLIAMS, OF COMMERCIAL MUSIC CO., Little Rock, Ark., and Oklahoma City, takes over the Wurlitzer distributorship for the State of Texas. The firm will establish offices in Dallas, Houston and San Antonio. Mike Hammergren, general sales manager of the Rudolph Wurlitzer Co., stands in back as Williams signs. Herb Wedewen, left, of Wurlitzer's Dallas credit office, and R. S. (Bob) Bleekman, recently appointed Wurlitzer district manager for Texas, look on approvingly.

What the Records Are Doing for Me---

In this, the operators' own column, the music merchants of the entire nation help one another to select the biggest money-making records. It is a service by the operators and for the operators. When contributing to this column be sure to include the name of the recording, the name of the artist and the type of location the recording goes best in.

Address communications to WHAT THE RECORDS ARE DOING FOR ME, THE BILLBOARD PUBLISHING CO., 54 W. Randolph, Chicago, Ill.

Louisville

To the Editor:

It has been some months since I wrote you. I look for your column each week when I open up *The Billboard*. Business here in Louisville is going along fine and we are showing a nice increase—especially in automatic phonographs. The improveemnt in the last 90 days has been remarkable and cash returns are now running about even with the returns we have been getting from pinball machines.

The wall boxes for the machines are becoming extremely popular and in a few locations we are installing large numbers of these wall boxes. It will be a matter of a very short time before all the smaller locations with only two and three booths will have them installed.

Well, Bing Crosby and Artie Shaw are stealing the show and their popularity is still on a steady increase. Numbers going best now are *Oh, Johnny, Oh; Happy Birthday to Love. My Prayer, Scatterbrain, South of the Border* and—how this one is holding on is surprising everyone—*In the Mood. Woodchopper's*

Ball is another surprising favorite here. Those that are slipping are *If I Didn't Care, South American Way* and *Jumpin' Jive*.

If the phonographs continue to gain favor I believe that within 60 days they will be our best earning machines. I estimate that they will account for about 65 per cent of our receipts.

About this *South of the Border* tune—I thought at first that it was just a flash. It is showing no sign of weakening and if anything, it is getting stronger. *My Prayer* and *South of the Border* have cut in more on the jazz stuff than anything I've noticed for a long, long time.

BOB HUBBUCH,

Kentucky Springless Scale Co.

North Little Rock, Ark.

To the Editor:

Down here in Arkansas the music machine business is certainly doing okeh with us. New locations are popping up every week and at this writing we are rushing to meet the demand. Too we are having a new and larger building constructed to house our business and home.

It seems that most of our money-making disks appeal to customers in every spot we put them. For instance, there is *Oh, Johnny, Oh*, by Orrin Tucker, and on the other side is *How Many Times*. Both are bringing in the nickels. *Scatterbrain*, by Benny Goodman, is performing in a splendid manner for us.

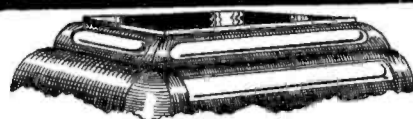
Then there are Roy Smeck's *South of the Border* and Erskine Hawkins' *Wedding Blues*. We are having many requests for *Happy Birthday to Love*, by Hal Kemp. It's a coming number down here and we expect to see it strike the No. 1 class soon. The best hillbilly spot record is *Truck Driver's Blues*, by Cliff Bruner.

MR. AND MRS. JOHN LIMA,
Lima Amusement Co.

Phono Changeovers Keep G & G Busy

CHICAGO, Dec. 2.—“The old saying that ‘the proof of the pudding is in the eating’ certainly has been proved in the case of our phonograph changeover grilles and domes,” state Executives Paul Gerber and Max Glass, of the firm of Gerber & Glass.

“We’ve never enjoyed so large a sales volume on any piece of equipment as we have on these two items. From the very first, phonograph operators all over the country have been utilizing our changeover equipment. Music men



HERE IT IS—THE NEW 1940 "ACME DOME"

Better! Stronger! More Beautiful AND Entirely different from any dome on the market today! Truly "America's FINEST!" Backed by the skill and craftsmanship of Acme's phono experts! FULLY GUARANTEED! HEAVIER PLASTIC! REINFORCED THRUOUT! FASTENED WITH ONLY 2 SCREWS! AVAILABLE FOR WURLITZER 412 and 616! BRILLIANT, HIGH-GLOSS, SATIN FINISH! Completely Illuminated on 3 sides! It's ABSOLUTELY GORGEOUS! RUSH YOUR ORDER FOR A SAMPLE TODAY! You've simply got to see it to appreciate its Beauty and Quality!

\$895 EACH

AMERICA'S FINEST 616 REMODELING PARTS

- Two short corner pillars of brilliant red plastic edged with highly polished aluminum frames \$2.50
- Two long corner pillars of brilliant red plastic, extra heavy, edged with highly polished solid aluminum frames 5.50
- Two inside chrome plate reflectors. EACH50
- One complete speaker grille of highly polished, beautifully designed aluminum flanked by extra wide brilliant yellow columns of curved plastic 8.25
- Three chromium bands that run the entire width and add beauty and impressiveness 1.75
- One coin guard and fittings that eliminate common slugging 1.00
- Plastic for original program holder50
- Two aluminum jigs for holding new program holder50

Complete Instructions Sent With Parts!

Write for Price List of Wurlitzer 412 Parts!

FOR SALE:

Completely Remodeled 616 (as illustrated) . . \$119.50
DeLuxe Remodeled 412 with Louvers 67.50
1/3 With Order, Bal. C.O.D., F.O.B. Bklyn.

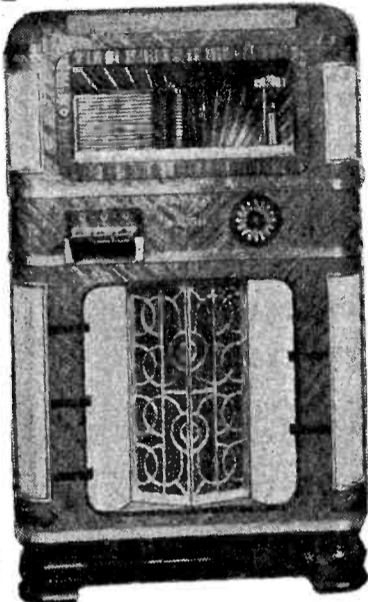
YOUR 616 REMODELED at Our Factory

\$2500

Complete F. O. B. Brooklyn

IMPORTANT
PRICE INCREASE ON REMODELING YOUR 616 WILL BE IN EFFECT AS OF JAN. 1, 1940 — \$29.50

America's Largest Phono Remodeling Factory



ACME SALES CO.

New Address, 1775 CONEY ISLAND AVE., B'KLYN., N.Y.
N.Y. CITY SHOWROOM and DEPOT, 625 TENTH AVE.

STREAMLINE BOXES

\$300.00 Being Collected Weekly by One Operator From SHYVERS STREAMLINE BAR and BOOTH BOXES

Proven, Tested and Maintained in hundreds of Phonograph locations using an average of six (6) STREAMLINE BOXES per spot. This is a West Coast average. Eastern operators are reporting earnings as high as \$3.00 per week per STREAMLINE BOX, One Operator Showing a Profit of \$104.00 in 8 Months on a \$7.50 Investment.

The More a Phonograph Plays — The More It Is Played

Order in ten boxes, 5 Bar and 5 Wall, with what armored cable you want and make a test. If the boxes earn 75c a week each, cover every spot you have. YOUR INCOME GOES UP. YOUR MACHINES ARE CHAINED DOWN. YOUR MUSIC BUSINESS IS ADVERTISED ON EVERY BOX WITH A GENTLE URGE, "PLAY 1 TO 20 NICKELS."

NATIONALLY PRICED

- Streamline Wall Box, \$6.75
 - Streamline Bar Box, \$7.50
 - Cable 5c Per Foot
 - Instrument Casting, 35c
 - "T" Joint Boxes, 45c
- Now Also Available With National Slug Ejector

SHYVERS MANUFACTURING COMPANY

2315 W. HURON STREET CHICAGO, ILLINOIS
PHONE: ARMitage 0896

everywhere were quick to recognize the profit-earning possibilities of these grilles and domes, thus placed large and frequent orders.

“One phonograph operator told us that the extra earnings from the first change-over grille he bought were great enough to completely pay for several additional ones.”

Former Phono Ops Now Disk Distribs

PHILADELPHIA, Dec. 2.—Two ex-phonograph operators have formed a distributing firm, taking on the distributorship of phonograph records. Jack Sheppard and William Hopkins head the new firm, which will be known as the United Record Sales Co.

They will cover Eastern Pennsylvania, Delaware and Southern New Jersey. One of the first acts of the new distributors was to appoint Rudolph Green, of Pottstown, Pa., a representative for the convenience of operators in that area.

The services of Harry Stern have been secured for the position of record sales manager. He is an experienced disk man, having been connected with every step from the manufacture of records to actually operating phonographs.

Beautiful Cabinet Stands

FOR

ROCK-OLA

AND

WURLITZER

Counter Models



Transform your counter models into flashy consoles. Sturdy, all-wood construction in light and dark walnut finish, with chrome trim. Beauty for every location with more play and increased profits. Light-up optional at slight extra cost.

\$14.95

1/3 Cash With Order, Balance C. O. D.

ART CABINET SALES CO.

2925 Prospect Ave., CLEVELAND, OHIO

MR. PHONO OPERATOR SEZ:



ONLY **25c**

IN 100 LOTS FOR "AMERICA'S FINEST PHONO NEEDLE"

"CALCUTTONE"

How Can You Go Wrong? Rush Your Order Quick!

2,500 PLAYS

Sample . . .35c
10 Lots . .31c
25 Lots . .28c
Cash with Order

THE VENDING MACHINE CO.,

205-15 Franklin St., Fayetteville, N. C.

Just Out!

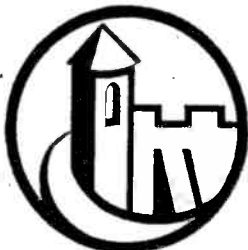
4 New Bluebird Recordings

by
ART KASSEL

and his

"KASSELS IN THE AIR" ORCHESTRA

- Down the Alley and Over the Fence
- Hell's Bells (a new recording)
- Piggy-Wiggy Woo
- Kiss and Remember



"Kassels in the Air" broadcasting nightly
—except Monday—from Walnut Room,
Bismarck Hotel, Chicago, on WENR and
WMAQ—NBC network

Management: Music Corporation of America

VARSAITY
RECORDS

DOUBLE YOUR TAKE!

LATEST HITS!

8109 BILLY, F.T.
Vocal by Peggy Nolan
Lang Thompson and his Orchestra

8083 SHE HAD TO GO AND LOSE IT AT
THE ASTOR, F.T.
Vocal by the Ensemble
Johnny Messner and his Orchestra

8102 THE LITTLE RED FOX, F.T.
Vocal by Phyllis Kenny
Van Alexander & his Swingtime Band

8097 DON'T GIVE ME NO GOOSE FOR
CHRISTMAS, F.T.
Vocal by Stan Fritts
The Korn Koblbers

8071 THREE LITTLE MAIDS, F.T.

The Hylton Sisters, Vocal

THE UNITED STATES RECORD CORPORATION

NEW YORK, N. Y.

Don't Accept A Substitute!

Ask for **THE ORIGINAL**

**"SHE HAD TO GO AND
LOSE IT AT THE ASTOR"**

As Recorded on VARSITY RECORD No. 8083
by JOHNNY MESSNER and his orchestra

WURLITZERS

REBUILT WITH NEW LIGHT-UP
FRONTS AND GRILLS AT **LOWEST PRICES**

LARGE SELECTION OF THE FINEST RECONDITIONED CIGARETTE MACHINES

BABE KAUFMAN MUSIC (CIRCLE
CORP. 6-1642) 250 W. 54th St., N. Y. C.

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.

In the Mood. Glenn Miller's recording of this easy, relaxed swing tune finally makes the blue ribbon class this week, altho it hasn't landed with the bang produced by some other hit disks when they reach this category. New York and Chicago are finding it one of the most profitable items on the turntable, but there are slight reservations (according to reports) militating against smash hitdom from other sections of the country. However, it's strong enough to necessitate its being moved out of the "coming up" class into this one.

South of the Border. Shep Fields, Guy Lombardo, Ambrose, Tony Martin, Sammy Kaye, Horace Heidt.

Scatterbrain. Frankie Masters, Freddy Martin, Guy Lombardo, Benny Goodman.

Oh, Johnny, Oh. Orrin Tucker.

My Prayer. Glenn Miller, Ink Spots.

What's New? Bing Crosby, Benny Goodman, Hal Kemp.

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.

Yodelin' Jive. Up to this week it was pretty much of a toss-up whether this side or its companion, *Ciribiribin*, would be the favored one in the phonos. The matter is now beginning to resolve itself. *Yodelin'* seems to be the one that's getting 90 per cent of the attention from patrons as well as operators. The record, of course, is the Bing Crosby-Andrews Sisters disk.

Lilacs in the Rain. As one report has it this week, this tune has operators guessing; it may be a big thing or it may go down quickly. A plethora of beautiful ballads this fall and early winter is undoubtedly the reason this hasn't achieved the prominence it deserves. At any rate, it can't as yet be dismissed as a dud. It may not be setting the world afire but it's managing to draw in enough nickels to make it expedient to have it around a bit longer. Charlie Barnet, Dick Jurgens and Bob Crosby are the disks.

Bluebirds in the Moonlight. Starting to climb quickly this is one operators shouldn't be caught napping on. The much-heralded technicolor animated feature length cartoon, *Gulliver's Travels*, whence it comes, is soon due for a release. A great deal of publicity should attend the event, for the film is Paramount's threat to Walt (*Snow White*) Disney's supremacy in the cartoon field. That publicity is not going to hurt the songs in the score, of which this is the first to get going. Ops are picking it up and it's doing nicely for them now; it ought to be much bigger in a few more weeks. Glenn Miller and Dick Jurgens have the jump in the matter of already popular records.

Last Night. Definitely not going to be a world beater, this nevertheless commands plenty of respect for its nickel-pulling power. It's extremely doubtful if it will ever be a leading hit in the boxes, but a steady attraction in a quiet way can be as profitable in the long run as the smashes that fly up and down in a couple of weeks. Glenn Miller and Bob Crosby are sharing record honors on this one.

I Didn't Know What Time It Was. It's not very often that a song from the score of a Broadway musical comedy becomes a terrific hit, for the reason that most music-comedy composers and lyricists write in a sophisticated vein that doesn't carry too much popular appeal. There are exceptions, of course, and this Rodgers and Hart ballad (from *Too Many Girls*) may be one of them. It's climbing nicely on the phonos in the Benny Goodman version, and while it may never reach the top brackets it should be made available to patrons, judging from the reaction to it thus far.

Chico's Love Song. Still nothing to get excited about, this Andrews Sisters' release is nevertheless around and thriving sufficiently well to make omission from this department an error. Some ops are finding it fairly lucrative, and it may develop even more.

POSSIBILITIES

Recordings listed below have not as yet shown any strength in automatic phonographs but are the most likely prospects for music machine success among new record releases. These suggestions are based upon radio performances, sheet music sales, reports from music publishers as to the relative importance of certain songs in their catalogs as well as on the judgment of The Billboard's music department.

The Little Red Fox. Out of Kay Kyser's movie *That's Right—You're Wrong*, comes a novelty that is expected to be bigger than *Three Little Fishies*. Record is available from Kyser and from Hal Kemp now, and we strongly urge ops to keep an eye on this song.

Indian Summer. A Victor Herbert melody that is getting quite a bit of an airing, probably as a result of the forthcoming film, *The Great Victor Herbert*. A very likely-looking item for future machine honors.

Goody Goodbye. A cute rhythmic and catchy tune that is causing a little flurry on sheet music counters and in those phonos in the Chicago area that are trying it.

Careless. Another number meeting with some success around Chicago. Reason for that is undoubtedly Dick Jurgens' recording, but the song itself may soon mean something on its own.

Tumbling Tumbleweed. An interesting title may lead patrons to look more closely into the matter of this Glen Gray recording. Put in disk form by the Casa Lomans in the same style that brought a flood of nickels for *Sunrise Serenade* and *I Cried for You*, this song may be big.

(Double-meaning records are purposely omitted from this column.)

★★★ **SAMMY KAYE**

Out-Pipes the Pied-Piper

...in leading money-spending customers right into your place!



Sammy Kaye

Exclusive Victor Artist

with one of the biggest followings in the entertainment world. Keep a standing order for his newest Victor Records... and stand in first place with the dance band lovers!

- THE NEWEST HITS**
 26337 South of the Border (Down Mexico Way)
 The Heiriger Schottische
Swing and Sway with Sammy Kaye
 26398 Cirl-Birl-Bin
 Don't Make Me Laugh
Swing and Sway with Sammy Kaye
 26412 Let's Say Good Night to the Ladies (And We'll Come Right Back Again)
 Here Comes the Night
Wayne King and His Orchestra
 B-10416 In the Mood
 I Want To Be Happy
Glenn Miller and His Orchestra
 B-10438 Scatter-Brain
 A Penthouse for Rent
Freddy Martin and His Orchestra

It Pays to Use **VICTOR AND BLUEBIRD RECORDS**

Victor Division, RCA Mfg. Co., Inc., Camden, N. J.
 A Service of the Radio Corporation of America

Marcus Dons Santa Claus Rig

CLEVELAND, Dec. 2.—Meyer Marcus, of Markepp Co., donned a Santa Claus suit and suitable foliage recently to make an announcement to the trade and particularly to phonograph operators in his territory. One offer had to do with a 35-piece set of dishes, a set of which will be given to every buyer of a phonograph from now until Christmas. A similar offer of Elgin watches has also been made on the purchase of phonographs. Coinmen desiring to go to the Chicago coin machine show are offered a chance to receive a round-trip ticket with Pullman accommodations upon the purchase of phonographs.

"We are helping operators to get started on the way to greater prosperity for 1940 with the richest and rarest of phonographs," said Marcus. "To give them an even greater helping hand we have arranged to have them attend the 1940 coin machine show, where they will not only enjoy themselves but will learn much about new coin-operated equipment."

Southern Automatic Service Instruction

LOUISVILLE, Dec. 2.—Many operators and service men attended a two-day service school held at the Cincinnati office of the Southern Automatic Music Co. Tuesday and Wednesday, November 21 and 22. On both days luncheons were served the operators at the Saratoga Bar, which has complete wireless remote control installation in connection with its automatic phonograph.

On Sunday and Monday, November 26 and 27, the same firm sponsored another service school at its Louisville office. More than 50 operators and service men attended. They received instructions also on phonographs and Ray Rifles. Dinners and luncheons for this group were also featured in locations having the latest in phonograph installations.

Operators traveled as far as 300 miles to attend the school sessions and were highly pleased with instructions they received from Al Koch. Pete Otis and Reed Crawford, as well as Joe, Sam and Leo Weinberger, were on hand to welcome the coinmen.

REVIEW OF RECORDS

(Continued from page 12)

There are two pairings on Vocalion that are definitely desirable. With arrangements that are both colorful and youthful—emphasizing the rhythmic base without distorting the melodic quality of the tunes—Al Donahue gives two from the *Too Many Girls* musical, *All Dressed Up Spic and Spanish* and *Lone Never Went to College*. Band is really something to occupy your attention, as is the tootling of Will Bradley and his trombone for *I Thought About You and Speaking of Heaven*. It's a veteran job turned in by the Bradley bunch considering that it's a comparatively new band.

On the sweet side, Tommy Dorsey and his sweet slidings stack up two more from the *Very Warm for May* musical score for Victor. Couplet carries *Heaven in My Arms* and *All in Fun*. Latter leaves you whistling after the last chorus. Joe Sudy makes a more auspicious showing this time on Bluebird than his initial entry earlier in the year. Music is strictly in the supper club register—fiddles and reeds with brass not welcome, with

the maestro doing right by the vocal refrains. Pairs the show tunes, using *I Shoulda Stood in Bed* and *The Wind at My Window*, both dandy show ditties penned by Robin and Rainger for the forthcoming musical comedy, *Nice Goin'*, which may not be forthcoming for some time.

Another Kirby Classic

SIX stellar musicians with a singleness of conception when it comes to swing characterizes the cuttings of John Kirby, who comes thru again on Vocalion with terrific tempo and tootling for *Royal Garden Blues*. *Blue Skies* doesn't shoot as high as its mate. Boys undoubtedly meant as well, but it doesn't come off on the wax the same way.

For those that can get a kick out of Hammond organ riding, which we can't, at least in the style of Columbia's Glenn Hardman, there's plenty to dig from his Hammond Five giving out on *Upright Organ Blues* and *Jazz Me Blues*. Instrumental prejudices cast aside, the trumpet tootling of Hot Lips Page, especially his

A-1 EQUIPMENT AT NEW LOW PRICES

Seeburg Model A	Each \$25.00	Rockola 12-Record	Each \$49.50
Mills Dance Masters	10.00	Seeburg Model A, with Illum. Grill and Moving Background	35.00
Mills Deluxe	15.00	Mills Do Re Mi	29.50
Seeburg 1936 Selectophones	20.00	Wurlitzer 400	39.50
Seeburg 1935 Selectophones	17.50	Mills Zephyr	44.50
Mills Swing Kings	22.50		

All Ready for Location. Immediate Shipments. Send Deposit With Order.

SOUTHERN AUTOMATIC MUSIC COMPANY
 312 W. Seventh, CINCINNATI, O. 620 Massachusetts Ave., INDIANAPOLIS, IND. 542 S. 2nd St., LOUISVILLE, KY.

A PREDICTION from the N. Y. World-Telegram THAT BROUGHT PROFITS TO OPERATORS!

New Discs Promised Of The Johnson Rag

By ROBERT C. BAGAR.

If you've finally shaken your hair loose of the Beer Barrel Polka, it's a good thing for two reasons—(a) relief to you and society at large, (b) a successor is on the way—The Johnson Rag.

At least, Tin Pan Alley thinks it will be the successor. The Johnson Rag isn't a polka, by the way, and neither was the Beer Barrel, strictly speaking. But should the prophecy be borne out, you'll have Russ Morgan and records to thank. Morgan started it all when he made a platter of The Johnson Rag for Decca several weeks ago. Since then the disc has sold so many copies that Victor assigned Larry Clinton and Glenn Miller to do versions of it. They'll be available shortly.

...and here they are!

JOHNSON RAG

Recorded by

RUSS MORGAN—Decca (2778) LARRY CLINTON—Victor (26414)
 GLENN MILLER—Bluebird (10498) WILL BRADLEY—Vocalion

TODAY'S ORDERS are TOMORROW'S PROFITS!
 ROBBINS MUSIC CORPORATION • 799 Seventh Ave., New York

OPERATORS! HERE ARE THE LATEST HIT DISKS BY AL DONAHUE and his Orchestra "THE BAND EVERYBODY IS TALKING ABOUT"

- ★ Love Never Went to College
- ★ In the Mood
- ★ Darn That Dream
- ★ My Silent Mood
- ★ Opening Jan. 1st
- ★ THE MEADOWBROOK, N. J.

ON VOCALION RECORDS

Imperial Gabel Distrib

PHILADELPHIA, Dec. 2.—Imperial Venders has been appointed distributor of the Gabel Starlite coin-operated phonographs. Firm heads report they are in a position to make immediate deliveries.



WESCO NOVELTY CO., CINCINNATI, lines up Mills phonographs in front of its establishment. Right to left are: John Kraemer, Ray Bigner, Bud Klein, Harry Orear, Joe Morrell, George Menges and Bill Bigner.

OHIO SPECIALTY COMPANY

SELLING OUT ALL USED PHONOGRAPHS

EVERY ONE OF THEM MUST GO JUST 383 STILL LEFT

ALL MODELS	NOTE PRICES
(Immediate Deliveries)	
Wurlitzer Mod. P-30, 1935, 12 Rec.	\$ 24.45
Wurlitzer Mod. P-312, 1936, 12 Rec.	37.45
Wurlitzer Mod. P-412, 1936, 12 Rec.	37.45
Wurlitzer Mod. 616, 1937, 16 Records	74.85
Wurlitzer Mod. 716, 1937, 16 Records	77.85
Wurlitzer Mod. 616-A, 1937, 16 Rec.	92.45
Wurlitzer Mod. 24's, 1938, 24 Records	136.45
Wurlitzer Mod. P-412, 12 Records (in new Seeburg Lighted cabinets)	79.45

Every instrument guaranteed in good mechanical condition and appearance of cabinets exceptionally good.

Terms: One-third deposit with order, balance C. O. D. Shipments made same day order received.

OHIO SPECIALTY CO.
 12 W. COURT ST., CINCINNATI, OHIO

Upright blues blowing, is worth the disk's tariff.

With Fud (Livingston) and his Fuddy Bears conveying the barber-shop comedy in their blowing, Jerry Colonna, this time stepped up to the Columbia label, has his best inning since *Sonny Boy with I Came To Say Good-Bye*. Goes mickey mouse for the sly humor that characterizes his song, and this one is as corny as celluloid collars. Plattermate harks back to the lodge hall concert, Colonna pleading *Don't Send My Boy to Prison* but with gusto. And just when the tear-jerker starts getting monotonous the Fuddy Bears beat up the last 16 bars with Colonna begging for the Isle of Capri instead of the Alcatraz isle. Oro.

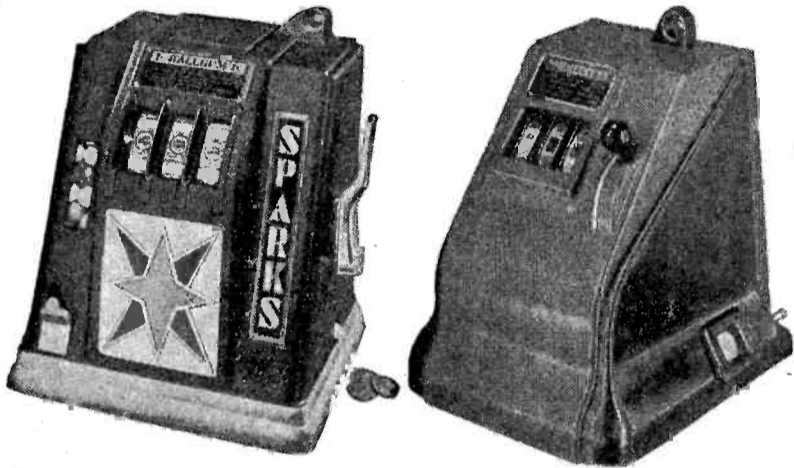
So hot—it can't wait until SHOW TIME

Groetchen has done it again—pioneering another important achievement in counter game construction:

CLOCK MOTORS

Effective immediately, Mercury and Sparks Token Payout Games, already tremendously popular, will come equipped with these constant-speed timing clocks which are far superior to vacuum pumps or dashpots commonly used.

Buy Groetchen's Mercury and Sparks—the original Token Payout Games—and have the assurance that you will never have any service calls because your games operate too fast or too slowly.



A new price schedule is going into effect December 1—be sure to send at once for samples of the new "motorized" Mercury and Sparks Games

GROETCHEN TOOL COMPANY 130 N. UNION ST. CHICAGO

\$\$ SAVE WITH AVON \$\$

PROMPT SERVICE PLUS QUALITY
★ EQUALS SATISFACTION ★

FREE PLAY	CONSOLES
Bubbles . . . \$26.50	Longhamps \$35.00
Box Score . . . 27.50	Kentucky Club . . . 47.50
Chief 24.50	1938 Track 84.50
Spottem 32.50	1937 Track 35.00
Fifth Inning 32.50	
Davy Jones. 45.00	
Hold Tight. . 37.50	
Vogue 62.50	
Slide-Kick . . 24.50	
NOVELTY	SLOTS
Paramount \$10.00	Brown Front Cherry Bells \$57.50
Bally Royal. 12.50	1c Q.T., late serial 22.50
Circus 15.00	1/3 Deposit With Order, Balance C. O. D.
Suspense . . . 19.50	
Bubbles 15.00	

Distributors for All Leading Manufacturers
AVON NOVELTY SALES CO., INC.
2923 Prospect Ave., CLEVELAND, OHIO
Phone: PRospect 4551

ALL FREE PLAYS

GUARANTEED A-1 CONDITION!

Avalon . . . \$39.50	Speedy . . . \$22.50
Lot-o-Fun . . 34.50	Hi Lite . . . 32.50
Bang 44.50	Box Score . . 17.50
Thriller . . . 65.00	Contact . . . 29.50
Hold Tight. . 27.50	Chevron . . . 30.00
Zip 35.00	Up & Up . . . 27.50
Flash 37.50	Variety . . . 49.50
Chief 22.50	Chubbie . . . 27.50
Spottem . . . 27.50	Skyrocket . . 19.50
Davy Jones. 34.50	Follow Up (new) . . 69.50
Gem 17.50	

George Ponser Co.
11 EAST RUNYON ST., NEWARK, N. J.

FOR SALE—USED RECORDS

ALL USABLE \$3.00

Price F. O. B. N. Y. C. 25% Deposit With Order, Balance C. O. D.
SAM HALPERIN, Care New York Vend Co., 173 McKibben St., Brooklyn, N. Y.

ADVERTISE IN THE BILLBOARD
—YOU'LL BE SATISFIED WITH RESULTS.

EASTERN FLASHES

NEW YORK, Dec. 2.—New equipment on the market is the main topic of discussion among operators these days. New types of machines are getting a good play, but many ops are still of the opinion that pin games will always be tops "because they make more money for what they cost than any other type of machine."

CONFIDENT
At the George Ponser offices, George, as well as Jack Mitnick, Irv Morris, John Geel, Mac Cohen and Sam Mendelson feel sure that their firm will emerge victors in the Mills Throne of Music sales contest. "We're putting all we have into the final few days and then it won't be long before we know the results," Ponser reported. "As soon as we hear the good word I'm pushing off for Florida and a well-earned rest."

AROUND THE TOWN
Artie Evans, owner of hotels in Lock Sheldrake, N. Y., and Miami Beach, Fla., dropped in to see Irv Sommer and Nat Cohn at Modern Vending Co. on his way south. Artie's sun-tanned exterior made Irv more anxious than ever to push off for his offices at Miami Beach at the

drop of a hat. In fact, he may already be there by the time this item appears in print. . . . Quite a few of the coin boys will take in the exhibit at the National Association of Parks, Pools, Beaches Convention at the Hotel New Yorker next week. Bill Rabkin, Mike Levine and Mike Munves will have exhibits. . . . Clarence Adelberg, of the Stoner factory, was in town this week. Spent most of his time at the Hymie Budin headquarters, showing ops the new All-Baba game, which both he and Budin say is destined to be the next big hit in this area. . . . Al Simon, of Savoy Vending Co., is hard pressed for delivery on new games these days, he reports.

PRAISE
Sam Kressburg, of East Coast Phono Distributors, reports that his new headquarters have come in for a generous share of praise from phono ops who have stopped in to look them over. He says he's busy from morning to night telling ops all about the new products.

A PROPHECY
Bert Lane, who is reported doing a whale of a job with Genco's latest, Follies of 1940, is making the prophecy that the game is going to be just as big a sensation as Mr. Chips, and that he's again yelling for carload deliveries. "The full cash boxes these games have pulled on location are the answer," Bert says.

ALL SMILES
Sam Sachs, of Acme Sales, Brooklyn, is all smiles these days now that his firm is established in its new plant on Coney Island avenue. Sam took the occasion of the new quarters opening to introduce the Acme Dome, which he maintains is everything that any op has ever wanted in a dome.

IN QUAKER TOWN
Plenty of action these days. . . . Joe Ash, of Active Amusement, is one of the most active of the Active organization. "Our biz is growing by leaps and bounds," he says. . . . A. Widrow, of Ace Sales, is working out a deal to stimulate locations and believes that 1940 will be his best year yet. . . . Sam Stern, at Keystone Vending Co., Rock-Ola's Philly distrib and outlet for Bally Beverage Venders in this territory, feels that the coin biz is just beginning to hit its stride and is looking forward anxiously to the coin machine show in Chi. . . . Incidentally, Sam has just returned from his honeymoon. . . . Over at Banner Specialty, I. H. (Izz) Rothstein has been worrying about some of the flowers he recently set in. Izz is on the job as energetically as ever and is always on the lookout for the new and better games for his customers. . . . Ed (Topsy) Klein, of Premier Music Co., Jobbing Mills Throne of Music, reports that conditions were never better. . . . Joe Eisen and Dave Margolin, of Penn Coin-o-Matic, are visiting the Wurlitzer factory. Judging by reports, they've been doing a big job of selling Wurlitzers. . . . Bill Halrigel, of Keystone Novelty and Mfg. Co., is the Mills outlet here, and is all hepped up these days about the Mills phono. . . . Bill Gross, of Lehigh Specialty, has just returned from his honeymoon. . . . Frank Engel and Mike Spector, of Automatic Amusement Co., says: "We're going ahead at top speed." . . . Jack Kaufman, of KC Vending, reports that he's doing a whale of a job on Ten Strike and Bull's Eye ray gun, in addition to shooting pin games out as fast as possible.

FREE CLEANER
Irving Mitchell, who has been giving away a bottle of his cleaning fluid with every purchase, has now adopted a new policy. "I will send a bottle of my

cleaning fluid free," Mitch says, "to any bona-fide operator in the country. All I want ops to do is tell me what type of equipment they are going to clean so I can send them the proper type of fluid."

AT THE PARK SHOW
Three of the local coin machine firms will be exhibiting at the National Association of Parks, Pools and Beaches Convention at the Hotel New Yorker this week. Bill Rabkin, of International Mutoscope Reel Co., Inc., will display his three new games, in addition to his line of arcade equipment. . . . Mike, Joe and Marc Munves will also be in action at the show with two booths. Munves says there's a big year ahead for arcades. . . . Max Levine is all hepped up over the five new games which Scientific Games Corp. now has in production, and which he'll have on display at the show.

NEW RECORD
Joe Fishman and Marvin Liebowitz, of Inter-State, believes that they'll set a new record for sales of Rock-Ola phonos in the Big Town area this year. "We're shipping more out all the time," they say.

HAPPY
It would be hard to find a happier man these days than Jack Fitzgibbons. "We're booking the most business in the history of our firm," he says. "We've got Bally Alley and Bull's Eye coming in by the carload, and are taking care of all the reservations placed with us."

BALTIMORE NOTES
Town is all excited over bowling games and rifles. . . . Coinmen here have made Izzy Hollander's Trocadero Club their mainstay for whiling away the evening hours. . . . Roy McGinnis reports he's doing a land-office biz these days. Roy's spot is open from 8 a.m. until midnight, and ops drop in all hours of the day and night. . . . Eddie Ross, of Orleone Coin Machine Corp., has gone in for Milk Venders in a big way, in addition to his ciggy, phono and other machines. . . . Hub Enterprises are going great with Rock-Ola's phono. Firm heads report taking first prize in one sales contest, and believe they'll be taking all other prizes as they are offered. . . . Johnny Sears, of Washington, comes in for a lot of praise from Baltimore boys, because of the fact that he never has a machine more than two or three months old on his route.

SELLING PLENTY
Dave Stern is selling more Royal Polish for phonos than he ever believed he would sell, he reports. "Just goes to prove that a good product will always get the business," says Dave.

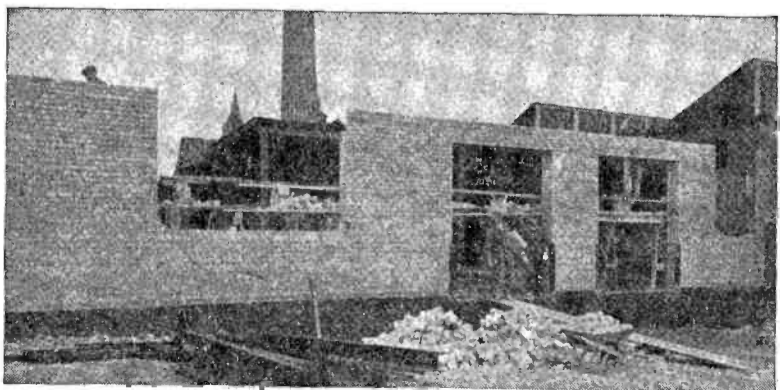
FROM FAYETTEVILLE
comes word that Joe Calcutt has increased his shipping department to where it is now, the largest in the biz. According to reports, the amount of business that comes and goes from these offices every day more than justifies Calcutt's claim to being the "world's largest coin machine distributor."

BAGGING A DEER
Marvin Liebowitz and Al Schlesinger took a day off from their activities at Inter-State for a hunting trip in the Adirondacks. Boys bagged a 205-pound deer. The head is being mounted and will be sent to Jack Nelson, Rock-Ola vice-president and general sales manager.

DISPLAY PRAISED
Earle C. Backe, of National Novelty Co., Merrick, L. I., whose display of games at the Esquire Christmas Fair store has won a great deal of praise from coinmen here, is also proud of the encomiums being received from ops who have purchased reconditioned games from his firm, he reports.

Find Music Reduces Craving for Narcotics

FT. WORTH, Tex., Dec. 2.—Music has power to soothe human desire for narcotics, officials of the U. S. Public Health Service hospital here believe. To aid the 300 patients at the institution, Dr. W. F. Ossenfort, chief medical officer, announced, the hospital has ordered an "adequate supply of musical instruments including brass, reed and string types." The civil service commission has advertised a competitive examination for a musical director for the hospital.



BALLY ENLARGES FACTORY TO PREPARE FOR A BUSY 1940. Photograph shows part of new wing now being rushed to completion.

Dr. Preston Bradley To Talk At Coin Machine Convention

Will discuss "Tolerance" at home-coming luncheon —to be aired by WJJD

CHICAGO, Dec. 2.—Dr. Preston Bradley, nationally known pastor of the People's Church of Chicago and popular radio commentator, will address coin machine men attending the 1940 coin machine show, according to an official announcement released by Dave Gottlieb, president of Coin Machine Industries, Inc., sponsor of the 1940 coin machine show.

The 1940 coin machine show, in accordance with the tradition of many years, will be held at the Sherman Hotel, Chicago, January 15, 16, 17, 18, 1940. All divisions of the industry—representing service and merchandise equipment, music equipment, amusement equipment and allied products—have joined forces to insure the success of the

peace with their fellow men, as parents who hope to see their children grow up in a free, healthy and sane atmosphere, every coin machine man will be interested in Dr. Preston Bradley's message. As coin machine men, they will be especially interested because they know that tolerance is vital to the continued development and prosperity of the coin machine industry. Dr. Bradley's address will give us all new courage and new conviction with which to defend tolerance as it applies to the operation of coin-operated machines.

"If I may use a phrase which is perhaps a bit slangy for this particular occasion, I should like to point out that our 1940 show—in fact, the entire 1940 coin machine year, is off to a good start when an address by Dr. Bradley is the opening event of the show. I say this because Dr. Bradley is a man of national prominence, respected by all who know him for his independence of mind and his vigor in championing what he believes to be the right.

Attractive Speaker

"Dr. Preston Bradley has been pastor of the People's Church of Chicago for 27 years and is one of the world's most forceful and convincing, as well as entertaining, speakers. A man of broad vision, winning personality and deep interest in humanitarian efforts, Dr. Bradley has an audience of more than 1,000 every Sunday in his church, services of which are broadcast to a large radio following.

"Aside from his church work Dr. Bradley is active in civic affairs. He is a member of the board of directors of the Illinois State Normal School and of the Chicago Public Library, past national president of the Izaak Walton League of America and is associated with many other civic and humanitarian endeavors. In other words, Dr. Preston Bradley is a strong civic leader and it is definitely an honor to have him as our guest at the 1940 coin machine show. I am sure that every operator, every jobber, every distributor, every manufacturer who can possibly do so will return the honor by coming to the show on the opening day and attend the 'home-coming' luncheon. I know they will find Dr. Preston Bradley's message not only stimulating but profitable."



DR. PRESTON BRADLEY, who will speak at the Home-Coming Luncheon on the opening day of the 1940 Coin Machine Show. His subject will be "Tolerance."

one and only 1940 show, which is expected to surpass all previous shows in attendance, in variety and profusion of new products on display and in entertainment features.

Dr. Bradley's address on Monday, January 15, will directly follow the "home-coming" luncheon, so called because show week at the Sherman Hotel is regarded by operators, jobbers and distributors as "home-coming" week, when they renew old acquaintances and gain new friends. The subject selected for discussion by Dr. Bradley is "Tolerance" and his address will be broadcast over Station WJJD from 1:30 to 2:00 p.m.

Important Address

Discussing Dr. Bradley's appearance before the coin machine men of America, Gottlieb emphasized the fact that Dr. Bradley's subject is of particular interest to coin machine men. "Every American," Gottlieb declared, "in fact, every honest human being is aware of the crying need for tolerance in the world today. I am sure that Dr. Bradley's message will strengthen our faith that in the United States at least tolerance will triumph over bigotry. As decent citizens who wish only to live in

Show Reservations

Register in advance for the 1940 coin machine show. If your advance registration is received by The Billboard's Chicago office on or before January 10 we will arrange to have your badge of admission awaiting your call at the registration desk in the lobby of the Hotel Sherman. Registration desk will be opened at 10 a.m. Sunday, January 14.

There will be no charge for registration or admission after January 10 or during the show. If you are not registered in advance, however, you will be required to clearly identify yourself as connected with the coin machine industry in such capacity as to entitle you to admission to the show.

You will save your time by registering in advance—do it now—use the registration form appearing elsewhere in this issue. Mail it in all filled out and then call for your badge of admission at the registration desk on your arrival.

SPECIAL NOTICE!

OPERATORS AND JOBBERS IN VIRGINIA, NORTH AND SOUTH CAROLINA. PROMPT DELIVERY ON BALLY BOWLING ALLEY AND BALLY RAY GUN. ALSO EVANS TEN STRIKE, EITHER FROM RICHMOND, VA., OR CHARLOTTE, N. C. ALSO ON ALL PIN GAMES AND CONSOLES BOTH NEW AND USED.

WRITE, WIRE OR PHONE US FOR YOUR NET COST.

<p>5-BALL FREE PLAY</p> <p>6 Chevrons, F.P. . . . \$27.50 6 Contacts, F.P. . . . 27.50 4 Genco Fairs, F.P. . . . 20.00 3 Genco Rinks, F.P. . . . 20.00 2 Bally Spottem, F.P. . . . 29.50 1 Double Feature, F.P. . . . 20.00 1 Topper, F.P. . . . 30.00 1 Zip, F.P. . . . 30.00</p> <p>5-BALL REGULAR NOVELTY</p> <p>1 Chico Coin Marvel . . . \$10.50 1 St. Moritz . . . 12.50 1 Bubbles . . . 10.50 1 Cargo . . . 5.50 1 Gottlieb Register . . . 7.50 1 Suspense . . . 7.50 1 Turf Queen . . . 7.50 1 Beam Light . . . 5.50 1 Major . . . 18.50</p> <p>CONSOLES AND 1-BALL PAYOUTS</p> <p>7 Jennings Cigarolas, Model V, Straight 5c Play . . . \$67.50 1 Rayolite, Orig. Model 59.50 1 Evans Hialeah Special 75.00 1 Keeney Kentucky Skill Time . . . 125.00 1 Mills Hi-Boy . . . 29.50 1 Long Champ . . . 30.00 1 Paces Races 5c, 3836 50.00</p>	<p>1 Rays Track, No. 3565, X Sep. . . . \$25.00 2 Paces Races 5c, 4258-4161 51 . . . 50.00 1 Paces Races 5c, 5514 95.00 1 Paces Races 25c Cash, 3764 . . . 65.00</p> <p>PHONOGRAPHS</p> <p>2 Seeburg 10-Record \$20.00 2 Rock-Ola Regular . . . 24.50 3 Gabel Jr. . . . 12.50 5 816 Wurlitzer . . . 79.50 2 312 Wurlitzer . . . 39.50 13 412 Wurlitzer . . . 41.00 1 Mills Dance Master 15.00 1 Wurlitzer Counter Model No. 51 . . . 55.00</p> <p>BRAND-NEW FLOOR SAMPLES</p> <p>5 Mills Vest Pockets . . . \$37.50 5 Spinner Winners . . . 15.50 5 Gottlieb Grip Testers, D.L. . . . 15.50</p> <p>COUNTER GAMES</p> <p>9 Mills Vest Pockets \$25.00 2 3-Way Grip Testers . . . 9.00 1 Single Grip Tester . . . 5.50 1 Tally Ho, 5BallyNov. . . . 7.50 2 Penny Pack (Divider Model) . . . 10.00 2 Spinner Winners . . . 11.50 1 Challenger-Target, S.U. . . . 18.50</p>
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The above machines are F. O. B. Richmond, Va., and are offered subject to prior sale. Prices are effective December 9, 1939. Also write for our list of Brand-New Machines.

MOSELEY VENDING MACHINE EXCHANGE, INC.
 50 BROAD STREET, RICHMOND, VA.
 Day Phone, 3-4511 — Night Phone, 5-5328

NOTICE: If it is more convenient for you to deal with us through our Charlotte, North Carolina, office, WRITE, WIRE OR PHONE US at the address below for prices on BRAND-NEW and SLIGHTLY USED MACHINES, as we carry complete line of machines in Charlotte as we do in Richmond.

<p>5-BALL FREE PLAY NOVELTY</p> <p>5 Contact 5-Ball, F.P. \$27.50 4 Zip, F.P. . . . 30.00 2 Taps, F.P. . . . 27.50 4 Rinks, F.P. . . . 20.00 5 Chevrons, F.P. . . . 27.50 1 Headliner Ball, F.P. 35.00</p> <p>CONSOLES</p> <p>2 Qualified Ball, F.P. \$19.50 5 Double Feature, F.P. 22.50</p> <p>NO FREE PLAYS</p> <p>1 Pyramid, No F.P. . . \$19.50 1 Bang, No F.P. . . . 19.50 1 Stop & Go, No F.P. 19.50</p> <p>CONSOLES</p> <p>1 Fair Ground . . . \$15.00</p>	<p>2 Big Races . . . \$22.50 1 Klondike . . . 19.50 1 Long Champ . . . 30.00 1 Racing Form . . . 15.00 1 1-2-3 C.P. . . . 65.00 2 1-2-3 F.P. . . . 89.50 1 Wurlitzer 412 . . . 39.50 1 Rock-Ola Imperial 20 62.50</p>
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The above machines are F. O. B. Charlotte, N. C., and are offered subject to prior sale. Prices are effective December 9, 1939. Also write for our list of Brand-New Machines. The latest hits, EVANS TEN STRIKE — Bally's BOWLING ALLEY — Bally's BULL'S EYE and GOLD CUP.

MOSELEY VENDING MACHINE EXCHANGE, INC.
 425-427 SOUTH TYRON STREET, CHARLOTTE, N. C.
 Day Phone, 3-8463 — Night Phone, 3-6964

OHIO SPECIALTY CO.

SELLING OUT ALL USED GAMES

Slot Machines and Phonographs

<p>CONSOLES</p> <p>Derby Days . . . \$24.50 Tanforans . . . 24.50 Shoot the Moon . . . 27.50 Multiple Racers . . . 89.50 Flashing Thru . . . 22.50</p> <p>AUTOMATICS</p> <p>Handcapper . . . \$49.50 Zipper . . . 37.50 Post Time . . . 12.50 Air Races (Ticket) . . . 10.50 Rodeo Amusement Derby \$9.50 Pamoce Races Turf Champ, Ticket . . . 16.50</p> <p>NOVELTY & FREE PLAY GAMES</p> <p>Natural, F.P. . . . \$22.50 Rebound, F.P. . . . 52.50 Skyrocket, F.P. . . . 29.50 Gun Club, F.P. . . . 24.50 Keeney Hit, F.P. . . . 12.50 Triple Play, F.P. . . . 12.50</p>	<p>Bally Royal . . . \$18.50 Chief . . . 24.50 Bally Reserve . . . 9.50 Fleet . . . 9.50 Palm Spring . . . 12.50 Pedal Pushers . . . 12.50 Snappy . . . 7.50</p> <p>WILL TRADE USED WURLITZER PHONOS FOR COUNTER GAMES or SLOTS</p> <p>COUNTER GAMES (USED)</p> <p>Vistascopes (Stands) \$24.50 Gottlieb Grips, Single, 7.50 Gottlieb Grips, Triple, 9.50 Grandstands . . . 14.50 Mill Wheel . . . 7.50 Tally . . . 8.95 Dixie Domino . . . 7.95 Card Games \$5.00 Dice Games \$5.00 Race Horse Games Each NEW COUNTER GAMES Superior (Cig.) . . . \$12.50</p>	<p>Penny Pack (Wood) \$14.50 Cent-A-Pack . . . 12.50 Zephyr (Meter) . . . 19.50 Smoke Reel . . . 16.50 Safe Hit . . . 16.50 Indian Dice . . . 12.50 Old Age Pension . . . 12.50 Penny Pack (Divider) . . . 24.50 Bingo . . . 12.50</p> <p>SLOTS</p> <p>Blue Fronts . . . \$34.50 Rola Tops . . . 27.50 Chiefs . . . 29.50</p> <p>OTHERS FROM \$10.00 UP</p> <p>MISCELLANEOUS</p> <p>Paces Paces, New Brown Cabinet . . . \$279.50 Tom Mix Radio Rifle, 39.50 Mills Cig Vender . . . 35.00 8 Double Column</p> <p>85 USED WURLITZER PHONOS TO CLOSE OUT</p>
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All Machines Guaranteed in Good Condition ★ TERMS: 1/3 Deposit With Order, Balance C. O. D. Shipments Made Same Day Order Received.

OHIO SPECIALTY COMPANY LOUISVILLE, KY.
 713 E. BROADWAY

CABLE TRIPPE Price Plus Guaranteed Satisfaction

Guaranteed A-1 Reconditioned Machines—Ready To Operate

<p>CONSOLES—AUTOMATIC</p> <p>Bally Club House . . . \$17.50 Derby Day, Slant Top 22.50 Fair Grounds . . . 19.50 Derby Day, Flat Top . . . 47.50 Kentucky Club . . . 22.50 Liberty Bell, Slant Top 12.50 Paddle Wheel, Genco 12.50 Roll-ette . . . 12.50 Saratoga . . . 19.50 Tanforan . . . 15.00</p> <p>AUTOMATICS (1 BALL)</p> <p>Ak-Sar-Ben . . . \$15.00 Arlington . . . 7.00 Bally Derby . . . 5.00 Blue Bird . . . 5.00 Carom . . . 7.00 Classic . . . 7.00 Fair Grounds . . . 17.50 Fleewood . . . 17.50 Golden Wheel (Ticket) 7.50 Golden Wheel . . . 7.00 Jumbo . . . 5.00 Home Stretch . . . 52.50 Majestic . . . 5.00</p>	<p>Multiple . . . \$ 6.00 Paddock . . . 7.00 Peerless . . . 5.00 Preakness . . . 7.00 Preakness (Ticket) . . . 9.00 Racing Form . . . 10.00 Sport Page . . . 45.00 Thistle-down . . . 74.50 Turf Champs (Ticket) . . . 9.50 Western Winner . . . 7.00</p> <p>FREE PLAY NOVELTY GAMES</p> <p>Avalon . . . \$39.50 Batling Champ . . . 29.50 Bounty . . . 24.50 Box Score . . . 29.50 Champion . . . 57.50 Chevon . . . 37.50 Chief . . . 29.50 47.50 Davy Jones . . . 32.50 Fifth Inning . . . 29.50 Hold Tight . . . 32.50 Majors . . . 29.50 Sky Rocket . . . 29.50</p>	<p>Spottem . . . \$37.50 Vogue . . . 59.50</p> <p>NOVELTY GAMES</p> <p>Airway . . . \$ 6.00 Bally Reserve . . . 6.00 Bally Key Lite . . . 7.00 Bally View . . . 7.50 Bally Royal (Reserve) 10.00 Beamlight . . . 5.00 Cross Line . . . 5.00 Chico Baseball . . . 4.00 Chico Derby . . . 4.00 Electro . . . 6.00 Forward March . . . 5.00 Miss America . . . 4.00 Odd Ball (Reserve) . . . 10.00 Palm Springs . . . 6.00 Peachy . . . 5.00 Running Wild . . . 5.00 Suspense . . . 7.50 Slide Kick (Reserve) 12.00 Stormy . . . 5.00 Spinner (Reserve) . . . 10.00 Stoner's Races . . . 4.00</p>
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When Ordering in Lots of 5 or More Games on One Order, Deduct 10% of Total Amount of Order. 1/3 Deposit, Balance C. O. D.

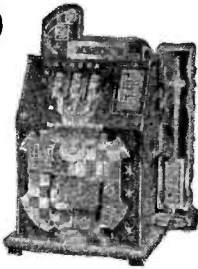
IDEAL NOVELTY CO. 1518 MARKET ST. ST. LOUIS MO.

The Last "Word" in Your Letter to Advertisers, "Billboard".

SACRIFICE OF SLOTS!!

ALL THESE MACHINES ARE MYSTERY PAY

Every machine in perfect condition! CLEAN! READY FOR LOCATION! These are the FINEST SLOTS we have ever offered FOR SUCH RIDICULOUS PRICES! RUSH YOUR ORDER QUICK!!

- | | | |
|--------------------------------------------------------------------------|------------------------|-----------------------------------------------------------------------------------|
| WATLING GOOSENECKS
MILLS SKYSCRAPERS | \$15.00
EACH |  |
| CHIEFS and DIXIE BELLS..... | \$22.50 Each | |
| MILLS BLUE FRONTS—Dark Cabinets.. | \$27.50 Each | |
| MILLS BLUE FRONTS—Light Cabinets,
Serial Numbers 380,000 and Over.... | \$34.50 Each | |
| MILLS RED FRONTS—Future Pay..... | \$34.50 Each | |
| WATLING TREASURY | \$20.00 Each | |
| WATLING ROLATOP | \$22.50 Each | |
| All the Above in 1c-5c-10c-25c | | |
| Folding Stands | \$1.00 Each | |
| Chicago Metal Weighted Stand..... | \$4.50 Each | |

PHONOGRAPH SPECIALS!

- | | |
|---------------------------|--------------|
| ROCK-OLA No. 2 PHONO..... | \$39.50 Each |
| WURLITZER Model 616A..... | \$79.50 Each |

COUNTER GAME CLOSEOUT!

- | | |
|-------------------------------------------------------|-----------------------|
| PENNY PACKS
PENNY SMOKES
REEL SPOT
REEL "21" | \$5.00
EACH |
|-------------------------------------------------------|-----------------------|

TERMS: 1/3 CASH OR CERTIFIED CHECK WITH ORDER
We Ship Balance C. O. D., F. O. B. Birmingham, Ala.

BIRMINGHAM VENDING CO.

2117 THIRD AVENUE, N., BIRMINGHAM, ALA.

PHONE: 3-5183 — 3-5184

ADVANCE CLEARANCE SALE

FREE PLAY		KEEN-O-BALL		NOVELTY	
BOX SCORE	\$15.50	KLICK	\$47.50	BUBBLES	\$ 9.50
BANGS	44.50	LIBERTY	9.50	BOX SCORE	9.50
BUCKAROO	44.50	LUCKY	54.80	CHIEF	9.50
CHIEF	19.50	MIDWAY	14.50	CONTACT	13.50
CONTACT	24.50	MAJOR	23.50	FIFTH INNING	12.50
COWBOY	42.50	OCEAN PARK	39.50	GEM	9.50
CHAMPION	46.50	PYRAMID	34.50	JUNGLE	9.50
DOUBLE FEATURE	22.50	RAGTIME	10.50	MIDWAY	5.50
DAVY JONES	32.50	SPOT EM	27.50	NAGS	5.50
FIFTH INNING	22.50	SPEEDY	17.50	SNAPPY	5.50
FAIR	12.50	STOP & GO	19.50	BALLY ROYAL	9.50
FLASH	34.50	SPORT	54.50	SPEEDY	9.50
FOLLOW UP	49.50	TOPPER	29.50	ST. MORITZ	9.50
GOLDEN GATE	57.50	UP & UP	24.50	STOP & GO	9.50
HI LITE	27.50	ZIP	29.50	TROPHY	9.50

ALL MACHINES GUARANTEED TO BE IN A-1 CONDITION.
1/3 Deposit Required With All Orders, Balance C. O. D., F. O. B. Newark, N. J.

ACE DISTRIBUTORS, 1125 BROAD ST., NEWARK, N. J.

STILL THE BEST

Place To Buy Your Reconditioned Pin Tables, Automatics and Arcade Equipment.
NOW MAKING IMMEDIATE DELIVERY ON "EVANS' TEN STRIKE."

FREE PLAY TABLES		5 BALL NOVELTY TABLES	
Stop and Go	\$20.00	Bally Royal	\$18.00
Side Kick	20.00	Snooks	25.00
Chief	22.00	Stop and Go	15.00
Bubbles	22.00	Request	15.00
Snooks	35.00	Fire Alarm	15.00
Fair	20.00	Bubbles	18.00
Miami	30.00	Circus	18.00
Gun Club	\$22.00	Key-Lite	15.00
Triple Play	18.00		
KeeneyFreeRaces	15.00		
Stablemates	23.00		
Speedy	32.50		
Contact	35.00		

25 Bally Latest Model Slug-Proof HOT VENDERS, \$37.50 Each; One Free With Ten.
Half Deposit With Order. Cable: Glisser Cleveland.
CLEVELAND COIN MACHINE EXCHANGE, 2021-5 Prospect Ave., CLEVELAND, OHIO

FREE PLAY GAMES

6 Contact	@ \$29.50	2 Gems	@ \$27.50	2 Regatta	@ \$14.50
2 Rinks	@ 29.50	1 Klick	@ 27.50	10 Fair Grounds	@ 24.50
2 D. Feature	@ 29.50	2 Bounty	@ 22.50	5 Foto Finshos	@ 18.50
7 Chubbie	@ 29.50	ASSORTED MACHINES		2 Arlington	@ 18.50
6 Spottem	@ 29.50	6 Bally Royals	@ \$19.50	2 Caroms	@ 14.50
				7 Bally Skillfield	@ 37.50
				5 '37 Skilltime	@ 42.50

All Machines Subject to Prior Sale With 1/3 Deposit, Balance C. O. D.

KOSTAKES NOVELTY CO.

119 WEST FIRST STREET, CHARLOTTE, N. C.

New Mills Heating System Is Installed

CHICAGO, Dec. 2.—"Employees at Mills Novelty are assured of a comfortable temperature in their offices all winter," Mills execs announced, "for the Combustion Engineering Co. has just installed a \$32,000 automatic stoker job at Mills plant. This new, up-to-date heating equipment places Mills boiler room in the top flight of U. S.

manufacturers.

"The two new boilers have a heating service of 6,226 square feet. Each boiler is fed by a CE type underfed stoker. These are automatic stokers which feed the boilers evenly as heat is demanded and are thermostatically controlled.

"Refuse, dust, paper, etc., around the plant is readily disposed of. The mill room, where phonographs, bell cases and pin table cabinets are made, is a generous donor of sawdust, for machines are going out by the carloads."

CMI To Provide Facilities for Group Meetings

CHICAGO, Dec. 2.—James A. Gilmore, secretary-manager of CMI, discussing the meetings of associations which he expects will be held during the 1940 coin machine show, recently declared: "Coin Machine Industries, Inc., cordially invites every association in the industry, whether they represent operators, distributors, jobbers or manufacturers, vending machines, music machines, amusement machines or service machines, to arrange for a meeting of their group while they are in Chicago for the convention and coin machine show.

"Wednesday, January 17, is the day set aside for these meetings.

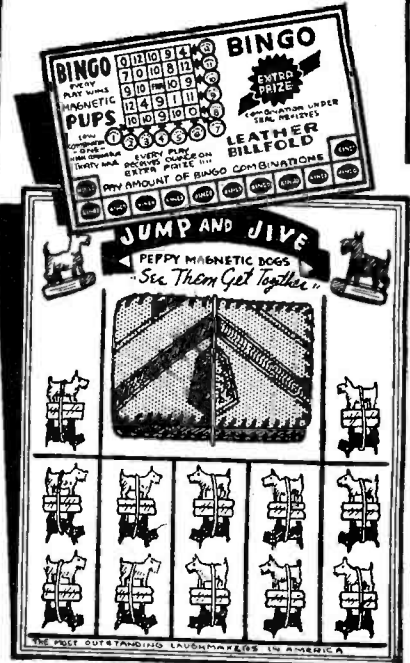
"Association executives desiring to arrange for such meetings are requested to write me well in advance how many persons to provide for, the time of day they will meet and exactly what name to put on the bulletin board in the lobby of Hotel Sherman to identify the meeting. We will gladly provide without any cost whatever the room and a stenographer to take any notes desired and any other accessories necessary to the success of your meeting. Such meetings are encouraged because of the fact that from group discussions are bound to come constructive suggestions and recommendations of value to the coin machine industry as a whole.

"We have mailed this invitation direct to every association in the industry that we know about. This notice is an equally cordial invitation to any we do not have on our list.

"Co-operation is the foundation for successful trade association accomplishment. Let's build on it."

BINGO!

12 SALES 1 Cent to 39 Cents
13 WINNERS---



HOTTEST SELLER OF THE YEAR — ENTIRELY NEW TAKES IN \$3.99

12 Sets of Jump and Jive Pups. Also Grand Prize, Genuine Leather Billfold.

Dozen Lots, \$1.60 Each
Gross Lots, \$1.50 Each

WITH TALON ZIPPER BILLFOLD ADD 25c TO COST OF EACH DISPLAY CARD

25% Deposit, Balance C. O. D. Sample Prepaid, \$1.75. With Zipper Billfold, \$2.00.

BERG SALES CO.

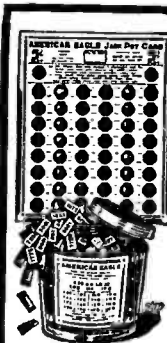
119 So. Wells St. (Dept. H.), CHICAGO.
24 No. 4th St., MINNEAPOLIS, MINN.

Groetchen Games Have New Device

CHICAGO, Dec. 2.—Saying that it is too hot to wait until the 1940 Coin Machine Show, Groetchen Tool Co. announced a new clock motor device which will be standard equipment for its Mercury and Sparks token counter machines.

The new device is said to be a lock motor timing mechanism which eliminates service calls because the machines may be operating too fast or too slowly. The machines equipped with the new device are said to be "motorized." The firm says that the new mechanism is far superior to vacuum pumps and other arrangements commonly used. The timing clocks are said to give constant speed.

Price changes effective December 1 have also been announced by the firm.



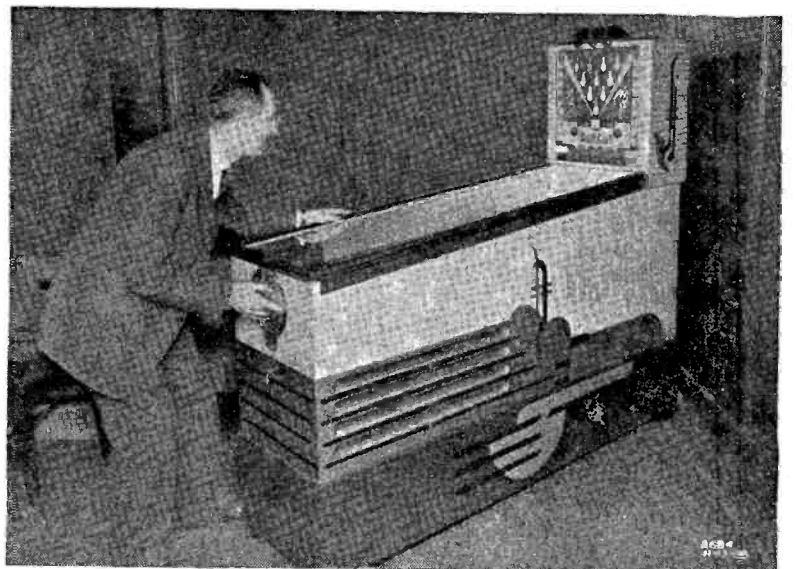
RED HOT PRICES ON JAR DEALS OF ALL KINDS

The most sensational Jar Deals of the year! Offered in "Sizes" and "Takes" to meet any operator's needs—at Rock Bottom Prices!

WRITE FOR CATALOG AND PRICES TODAY!

H. & H. NOVELTY SALES

645 HAMM BLDG., ST. PAUL, MINN.



BALLY ALLEY DISTRIBUTOR MEYER MARCUS, of Markepp Co., Inc., Cleveland, demonstrates his favorite stance on Bally's new bowling skill game.

"Reserve Room and Register for Show Now," Says Gilmore

By JAMES A. GILMORE
Secretary-Treasurer of CMI

CHICAGO, Dec. 2.—Two things necessary to be done to contribute to comfort and saving of time while you are attending the 1940 convention and coin machine show are to reserve your hotel room and mail in your registration for the show.

Only one coin machine show means everything and everyone in the coin machine industry will be in Chicago home-coming week, January 15, 16, 17 and 18, 1940.

Honest to goodness, I pledge you my word for it, this is to be the biggest and best show with the largest attendance of operators, distributors and jobbers that has ever been known. Reports come to us thru various sources from everywhere in the United States that everyone is talking about it and everyone is coming—they all understand it is to

be only one show—bigger and better than ever before.

Your hotel room reservations should be made as far in advance as possible. Hotel Sherman will be all sold out long in advance. Arrangements have been made with Hotels Morrison, LaSalle and Bismarck, all in close vicinity, to take care of the overflow.

Please take this advice seriously—if you have not made your hotel room reservation do it now, either direct with Hotel Sherman or thru my office if you prefer. If you want us to take care of it for you be sure to specify just what kind of room or rooms you want and the price you wish to pay—we'll do the best we can to have you comfortable and contented.

Ohio U. Students Enjoy Pinball Play

COLUMBUS, O., Dec. 2.—Playing pinball games is an "engrossing sport" at Ohio State University, according to The Columbus Citizen. In a pictorial review entitled "Campus Follies" the newspaper presented pictures of students in various modes of relaxation. Dancing, riding, library and "coke" dates were depicted along with a group standing around a pinball game while Joe College tried his skill.

"Playing the various kinds of pinball machines is an engrossing sport any time of the day. When the students run out of nickels they're content to stand and watch their more fortunate classmates," reads the caption applied to the pinball picture.

Industry's Pulse Monarch's Guide

CHICAGO, Dec. 2.—Al Stern, sales manager for Monarch Coin Machine Co., reports that one of the reasons for the "ever-growing list of satisfied Monarch customers is the fact that Monarch's business is on the pulse of the coin game industry at all times."

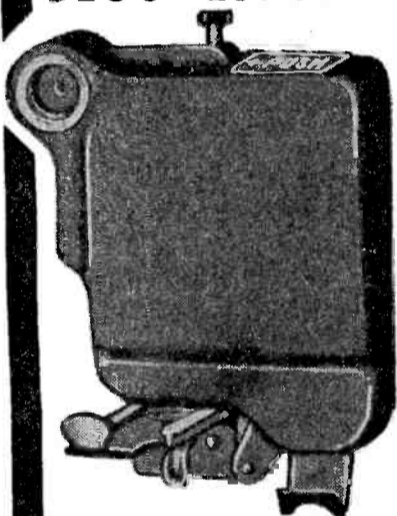
Declares Stern: "One of the biggest reasons why Monarch enjoys a greater business than at any time in the past is the fact that we are better able to sense the needs of operators everywhere, since our type of business reflects the conditions of the coin game industry at all times."

"Our sales of all types of equipment amplify the pulse of coin game operation in this respect. We are able to know the types of games that most appeal to players by the types of games we sell. Over a period of time we have learned what players like and what they don't like in every section of the country."



MIKE MUNVES, known as "king of arcade equipment distributors," says: "We're looking for 1940 to be the best year of them all." Munves is the veteran head of Mike Munves.

EXHIBIT'S SLUG EJECTOR



Can be readily attached in five minutes to any table game right on location using the A. B. T. No. 500 slot. No cabinets to butcher. . . . Simply remove two screws from the A. B. T. slot and use the two screws furnished with this attachment. Only nickels and our own patented tokens will pass through Exhibit's "SLUG EJECTOR" and delivered to the coin chute for the operation of machine. 98% of all others are returned to player.

Neat in appearance, small, compact, tamper-proof, built to be a lifetime protection to your present and future table games.

PRICE \$16.50

Tokens, \$1.50 per 100
\$12.50 in 1,000 lots

STOP YOUR LOSSES NOW!
SEND YOUR ORDER TODAY.

THE EXHIBIT SUPPLY COMPANY
4222-30 WEST LAKE STREET,
CHICAGO, ILLINOIS

CANDY FOR OPERATORS

24 1-Lb. Boxes of Chocolates. \$4.25

CANDY FOR THE HOLIDAYS

- 5 LB. BOX OF ASSORTED CHOCOLATES. Per Box 70c
- 5 LB. BOX OF AMERICAN MIXED. Per Box 60c
- 2 LB. BOX OF ASSORTED CHOCOLATES. Per Box 50c

20% Deposit With Order, Balance C. O. D.
SEND FOR FREE ILLUSTRATED CATALOGUE.

DELIGHT SWEETS, INC.
50 East 11th Street, NEW YORK, N. Y.

ATLAS MAKES THE MOST SENSATIONAL OFFER!

\$15.00
★
ALLOWANCE FOR ANY USED COUNTER GAME OF ANY MAKE—IN ANY CONDITION!

On a brand new

WESTERN

WHOOPEER DOO

TOKEN PAYOUT COUNTER GAME

REGULAR PRICE \$32.50
LESS 15.00

\$17.50
ATLAS

NOVELTY CO.
2200 N. Western Ave.
Chicago, Illinois



WE NEED USED COUNTER GAMES!

Send in PREPAID! No Limit!
This offer based on machine for machine!

DOUBLE YOUR PROFITS

With New

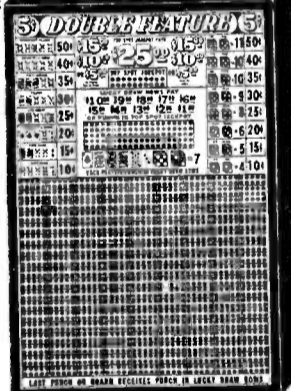
DOUBLE FEATURE

Carries a double wallop! All the player appeal of Dice and Cards in one board. Tickets printed with Dice and Poker Hands.

No. 1621 1620 Holes
Takes in \$81.00
Average Payout 40.79
AVERAGE GROSS PROFIT . . \$40.21

HARLICH MFG. CO.

1413 W. JACKSON BLVD., CHICAGO, ILLINOIS



PRICE, EACH \$5.72
SEND FOR CATALOG OF OTHER PROFIT-MAKERS.

Here Are America's Finest "Better Machine Buys"!

- FREE PLAY NOVELTIES**
- Box Score } \$22.50
 - Gun Clubs } Each
 - Rinks } Each
 - Contacts } \$25.00
 - Dble. Feature } Each
 - Majors } Each
 - Taps } Each
 - Chevron } \$32.50
 - Zip } Each
 - Hold Tight } Each
 - Champions } \$52.50
 - Twinkle } Each
 - Skyrocket \$30.00
 - Up & Up 35.00
 - Sun Bows 39.50

ORDER TEN STRIKE
For Immediate Delivery.

LATEST FREE PLAYS IN STOCK.

Keeney's BIG SIX
Exhibit's REBOUNDS
CONQUESTS
Gottlieb's LITE-O-CARDS


MILLS PHONOGRAPHS
1/3 Deposit, Balance C. O. D., F. O. B. Baltimore, Md.
Write for Prices on Any Equipment You Want Not Listed Here!

- SLOTS**
- Mills Melons \$49.50
 - 5c Q.T. (like new) 40.00
 - Blue Front D.J. 27.50
 - Blue Front S.J. 32.50
 - 5c & 1c Q.T. 32.50
 - Mills Dial 35.00
 - Waiting 1c Goose-neck 40.00
 - Jenn. 1★ Chief 17.50
 - Jenn. 4★ Chief 22.50
- CONSOLES**
- Brown Paces Races . . . \$89.50
 - Black Paces Races . . . 49.50
 - Panley Races 59.50
 - 1937 Skill Times 45.00
 - Jenn. Liberty Bell 22.50

ROY MCGINNIS, 2011 Maryland Ave., Baltimore, Md.

Thank You for Mentioning The Billboard.

DONT BE FOOLED BY FADS!
GET THE PROVEN GAME
Western's New Deluxe
BASEBALL
PROVEN BY YEARS OF HIGH PROFITS!



★ ABSOLUTELY LEGAL!
★ IT COSTS YOU LESS!
 IS AVAILABLE ON WESTERN'S TIME PAYMENT PLAN To All Responsible Operators!

WESTERN PRODUCTS INC., 325 W. NORTH AVE. CHICAGO, ILL.

WE ARE DISTRIBUTORS FOR
BALLY ALLEY

THE BOWLING GAME THAT RINGS THE BELL IN ALL LOCATIONS



The nation's newest, speediest bowling game. An instant hit everywhere.

Also BALLY'S New **★ BULL'S EYE ★**

Your Used Equipment Accepted in Trade

WRITE OR WIRE US FOR QUICK DELIVERY
GRAND NATIONAL SALES CO.
 2304-06-08 W. ARMITAGE AVE., CHICAGO, ILL.

has captured the country. The demand has leaped to such monumental size during the last few weeks that even with our facilities doubled we could not keep up. Operators really need this game; it means an opportunity of a lifetime to many of them. They are storming us with orders and pleading for faster delivery than is humanly possible. We simply had to do something to help them.

"Our chief problem was to find a manufacturer whose engineering standards were akin to those of H. C. Evans & Co. After a complete survey of the entire industry we have found the perfect answer in Rock-Ola."

From the Rock-Ola factory comes the report that operations are already under way. "We are happy to have been selected, among all manufacturers of the industry," said Dave Rockola, president, "to be the licensee under the Evans patents. Evans' standards are the highest, and if there's a man better informed about manufacturing or harder to please than Dick Hood, I have yet to meet him. No higher compliment could be paid than Evans' selection of Rock-Ola to build so great a game.

"It's the perfect solution to Evans' problem," he continued, "and a happy occasion at Rock-Ola. Operators really need this kind of a game, and we're putting the broad, solid shoulders of our firm to the wheel of production to supply the demand. What are our plans? Immediate production with all the speed of our tremendous facilities. Work is already under way and it won't be long now!"

Blackout Starts Barrage of Orders

CHICAGO, Dec. 2.—"We're in the middle of a bombardment ourselves," reports Harry Hoppe, vice-president of Baker Novelty Co., Inc., as the firm reported receipt of many orders for Blackout, its new game.

"But it's a pleasant barrage of mail, telephone calls, telegrams ordering our new hit. Before we had time to make an extensive introduction of Blackout so many advance and initial orders were received that our initial run was sold out. Consequently we've been forced to buckle down to a heavy production schedule to turn out machines.

"Blackout is the first hit to enable operators to cash in on the big topic of the day, the war," Hoppe continued. "This new thriller reproduces in amazing light play and fiery action the hair-raising realities of modern aerial war-

PICK-A-PACK

NEW MONEY-MAKING SENSATION!
PICK-A-PACK
 COUNTER CIGARETTE GAME
Producing amazing earnings in all types of Locations!
PENNY PLAY
 Beautiful appearance! **\$23.75**
 Sturdy, long-life construction!
 F. O. B. Chicago

GUARANTEE
 Try PICK-A-PACK for 10 days. If not satisfied, purchase price will be refunded!

BAKER NOVELTY CO., Inc.
 2626 Washington Blvd., CHICAGO

THIS WEEK'S SPECIALS
 (All Equipment Listed is Offered Subject to Prior Sale)

50 Mills Blue Fronts, S.J., serial number all over 400,000, 5c, 10c and 25c plays, used 30 days \$37.50
 Mills War Eagle Bells, 5c plays, mystery payout 25.00
 Mills Skyscrapers, D.J., 5c plays 15.00
 Mills War Eagle Bells, 10c & 25c plays 15.00

FREE PLAY GAMES

Bally's Vogue \$49.50
 Genco's Mr. Chips 57.50
 Exhibit's Contact 27.50
 Daval Side Kick 27.50
 Exhibit's Zip 30.00
 Gottlieb's Lot Fun 39.50
 Bally's Paramount 15.00

NOVELTY GAMES

Stoner's Ritz \$10.00
 Bally's Key Lite 10.00
 Exhibit's Regatta 10.00
 Stoner's Turf Champs 7.00

Write for prices on Genco's new hit number of the season "**FOLLIES OF 1940**"
 Phonographs — Rock-Ola's Luxury Light-Up
 1/3 Deposit With Order, Balance C. O. D.

D. & S. NOVELTY CO.
 1005 BROADWAY, ROCKFORD, ILL.

Evans, Rock-Ola Bowling Tie-Up

CHICAGO, Dec. 2.—"Here's great news that will delight operators from Maine to California," said R. W. (Dick) Hood, president of H. C. Evans & Co., in high enthusiasm. "Evans is happy to announce the selection of Rock-Ola Mfg. Corp. as licensee to build bowling games under our Ten Strike patents.

"Under this arrangement the tremendous facilities of Rock-Ola are added to those of H. C. Evans & Co. to guarantee production in sufficient quantity to satisfy the huge demand.

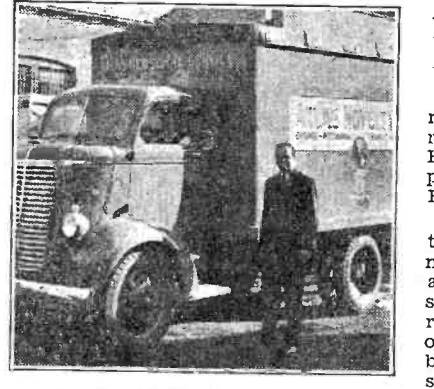
"Let me say," Dick Hood explained, "that we are motivated entirely for the good of the industry. The bowling manikin and the unique pin action of this original bowling game started the bowling fad which certainly has won America. Ten Strike has more than fulfilled predictions that it would become the No. 1 hit of the industry—Ten Strike

Re-Conditioned SLOTS FINAL CLOSEOUT

Mills Melon Bells \$42.50
 Mills Cherry Bells 42.50
 Mills Brown Front 42.50
 Mills Blue Front, S.J. 27.50
 Mills Blue Front, D.J. 22.50
 Mills Roman Heads 15.00
 Jennings Silver Chief 34.50
 Jennings Crackle Flin. Chief 27.50
 Jennings Blue Chief 17.50
 Watling Diamond Bells 27.50
 Watling Treasure Bells 17.50

1/3 Deposit With Order.

MT. ROYAL NOVELTY, INC.
 306 E. Baltimore St., BALTIMORE, MD.



ATLAS NOVELTY'S new 1940 three-ton truck especially fitted for transportation of automatic phonographs and games. Harold Pincus is behind the wheel and Eddie Ginsburg stands beside the new vehicle.

THRILLER \$65.00

Free Play \$28.00
 Alrport 32.50
 Avalon 18.00
 Batling Champ 25.00
 Bang 26.00
 Chevron 17.50
 Chief 14.00
 Chubbie 25.00
 Contact, F.P. 14.00
 Fair, F.P. 20.00
 Fifth Inning 28.50
 Flash 28.00

Perfectly Reconditioned.
 Highlite, F.P. \$25.00
 Majors 15.00
 Ocean Park 32.50
 Royal (Bally) 12.00
 Snooks 20.00
 Speedy 12.50
 Spottm 28.00
 Spottm, F.P. 27.50
 Topper 30.00
 Variety 45.00
 Zenith 30.00
 Zenith, F.P. 32.50

\$8.00 EA.: Ski Hi, Snappy, Swing, Silver Flash.
 \$7.00 EA.: Bambino, Palm Springs, Zephyr.
 \$6.00 EA.: Airway, Hilo, Nags, Races, Regatta, Reserve, Tops.

\$5.00 EA.: Batter Up, Cargo, Review, Running Wild, Track Star, Turf King.

Send for Complete List Featuring Low Prices.
 1/3 Cash Deposit. Under \$15.00 Full Cash.
 For Export Cables: "COINMACHIN," N. Y.

MARC MUNVES, INC. 555 West 157th St., New York, N. Y.

ADVERTISE IN THE BILLBOARD —YOU'LL BE SATISFIED WITH RESULTS.



**PACE'S 1940
SMOKER BELL
SLUG PROOF**

The answer to your problem—if you are located in closed territory.

Write today for information—that will give you a flying start for 1940.

—ALSO READY—
**1940 ROCKET . . .
SARATOGA . . .
PACE'S REELS**

ALL WITH SLUG PROOF COIN CHUTES
Fortify for '40—With Modern Slug-Proof Face Equipment.

WRITE FOR OUR NEW CIRCULARS

**Pace Manufacturing Co.
INC.**
2909 Indiana Av., Chicago, Ill.

**Bally Gold Cup
Production Boosted**

\$59.50

**BRAND NEW
MACHINES**

CHICAGO, Dec. 2.—“Continued demand for free play multiple games has compelled Bally Mfg. Co. to increase production of its Gold Cup,” according to George Jenkins, Bally sales manager.

“Altho we’ve been building Gold Cups right along for three months,” Jenkins said, “the demand keeps climbing. With the Bally Alley bowling game and Bull’s Eye ray-gun now in mass production, it’s a man-size job to meet the demand for Gold Cup. However, Bally will do the job and get Gold Cups to operators as fast as humanly possible.

“One factor which has greatly stimulated sales is the fact that Gold Cup is now 100 per cent free play. The Gold Medal token used in early model machines has been eliminated and Gold Medal winners release the coin chute for free play, exactly the same as other winners. This improvement has opened much new territory to Gold Cup. Also the console model, as well as the table model, can now be operated with any number of balls from one to five.

“The most amazing thing about Gold Cup is the fact that it is proving a sensational money-maker, not only in free-play territory, but also in payout territory.”

**Philadelphia Coin
Machine Biz Active**

PHILADELPHIA, Dec. 2. — Active Amusement Machines Corp., headed by Joe Ash, is becoming one of the most active distributing firms in Philadelphia. “Never have we enjoyed as fine a business as we are at this time,” reports Ash. “We attribute this to the fact that we are seeking to help the operator to get the best equipment possible.

“Honesty is the best policy. We don’t recommend anything to our operators unless we feel that we ourselves would operate it. And, tho we don’t operate, we make arrangements with operators here to test the games for us so that we may know how good they are.

“From the beginning we promised the finest service and best equipment and we feel that we have lived up to it. We believe the business we are now enjoying is due to the fact that we have lived up to this promise.

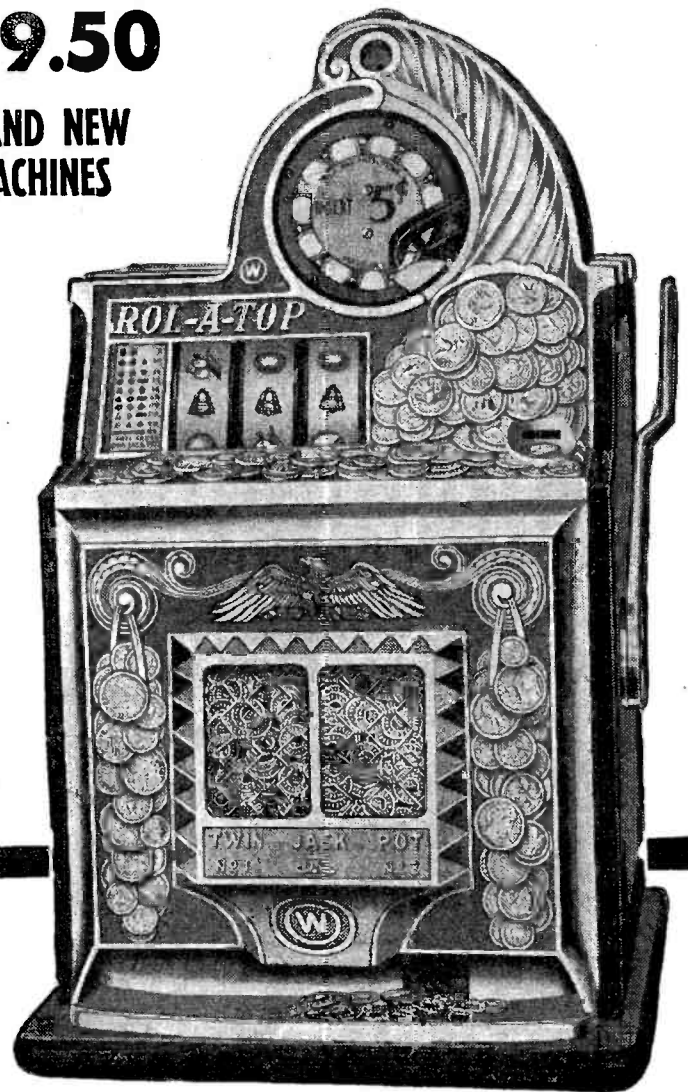
“In short, Active is active in Philadelphia.”

**Milwaukee Coin
Improves Service**

MILWAUKEE, Dec. 2.—“Business continues to mount and we’re taking another step to make Milwaukee Coin Machine service the best,” declares Sam London, head of the company.

“New arrangements have been made that now enable us to give delivery on Ray-Guns within 24 hours after receipt of orders, and that’s going some. In addition, we added another truck so as to facilitate deliveries still more and make our service still better.

“Besides delivery, it takes complete stock to render our kind of service, and you’ll find our stocks replete with all the latest and best in new releases and proven winners, as well as reconditioned and used equipment of all types.”



**PRE-INVENTORY SALE
BRAND NEW MACHINES**

Equipped with all the latest improvements. Built for 1c, 5c, 10c and 25c play, with Mystery Payout. Venders, Bells or Diamond Jack Pots, all at the same price. A limited number, first come first served. Get in while they last.

15-DAY MONEY-BACK GUARANTEE
WATLING MANUFACTURING CO.
4640-4660 W. FULTON ST. CHICAGO, ILLINOIS

Est. 1889—Tel., Columbus 2770
Cable Address, “WATLINGITE,” Chicago

J. H. WINFIELD CO.
1022 Main St. BUFFALO, N. Y.
BUFFALO’S

distributor of
Wurlitzer Phonographs
and Coin Operated Amusement Machines
of Leading Manufacturers.

A good display of new and reconditioned Novelty and Free Play Machines on hand at all times.

- Free Play Spottem \$24.50
- Free Play 5th Inning 24.50
- Spinner Winners 10.00
- Zetas 9.00

CAPITAL AMUSEMENT CO.
230 W. Hargett St., RALEIGH, N. C.



DISTRIBUTOR R. M. BENDER, agent for Rock-Ola in West Virginia, is shown beside his new Rock-Ola service car which he drove to Chicago from Charleston, W. Va., to pick up a load of Luxury Light-up phonographs.

Scoring Everywhere!
BIG TEN
The greatest football board ever! Plenty of gorgeous colors for unusual flash—plenty of real football action. Order immediately and cash in on the full football season.

Form 20-BT. Football symbol tickets. Takes in 2000 holes @ 5c—\$100. Pays out (average) \$46.16. Profit (average) \$53.84. Semi-thick Board—Celluloid protectors over jackpots. Protected winners.

PRICE 7.90

GLOBE PRINTING COMPANY 1023-27 RACE STREET PHILA., PA.

QUALITY SPEAKS FOR ITSELF
CABLE ADDRESS: MASCOY-CLEVELAND

1938 Tracktimes \$87.00	Pyramids, F.P. \$35.00	Fire Alarm \$22.50
1938 Kentucky Clubs 55.00	Box Scores, F.P. 27.50	Request 17.50
Galloping Dominos 35.00	Gun Clubs, F.P. 27.50	Sidekick 17.00
Pamco Rosemont 17.00	Bubbles, F.P. 25.00	Paramounts 12.50
Across-the-Boards 30.00	Rover, one ball, F.P. 30.00	Stoner’s Races 10.00
Fleetwoods 22.50	Cowboy, F.P. 55.00	Odd Ball 7.00
Fairgrounds 23.00	Free Race F.P. 17.00	Air Races 8.00
Big Race 37.00	Mills 1-2-3, metered 35.00	Carnival 7.00
Blue Fronts 35.00	Vogue, F.P., floor sample 65.00	Homestretch 7.00
Chief, good condition 22.00	Across-the-Board, F.P. 39.00	Keylites 12.50
Rol-a-Tops 35.00	Rover, F.P. 35.00	Ball Fan 7.50
Cigarette Slots 35.00	Preakness, F.P. 35.00	Chief 17.50

1/3 Deposit With Order—Balance C. O. D.
MODERN AUTOMATIC EXCHANGE, INC. 2618 CARNEGIE AVE., CLEVELAND, OHIO

**THE LAST “WORD” IN YOUR LETTER TO
ADVERTISERS, “BILLBOARD”**

PROVEN BY PERFORMANCE!

EVANS' PHENOMENAL

TEN STRIKE

NO SKY-HIGH PROMISES...ACTUAL LOCATION TESTS THAT PROVE IT'S AMERICA'S No.1 MONEYMAKER!
NOW MAKING IMMEDIATE DELIVERIES IN ANY QUANTITY!



THE REAL THING

EVANS' TEN STRIKE gives all the chills, thrills and spine-tingling ACTION of the real bowling game—America's fastest growing sport! This is your BIG CHANCE to cash in—quick!! Don't delay—RUSH YOUR ORDER TODAY!!

EXCLUSIVE DISTRIBUTORS FOR GREATER N. Y., LONG ISLAND AND SOUTHERN N. Y. STATE

BROOKLYN AMUSEMENT CO., INC.

660 BROADWAY, BROOKLYN, N. Y.

EVERGREEN 8-4732

Scientific's SKILL PARADE Starts

TOTALIZER

Attention, Operators, Jobbers and Distributors. Write or wire for full details of these two location-tested money makers.

SKEE! JUMP

SCIENTIFIC GAMES CORP.

21-27 STEUBEN STREET, BROOKLYN, NEW YORK - EVERGREEN 7-0090
See Us at the N.A.A.P. Show - Hotel New Yorker, December 4-8

EXCLUSIVE DISTRIBUTORS BAKER'S BLACK OUT Sensational Free Play Money Maker.....\$99.50 IN GREATER NEW YORK and NEW JERSEY

BIG USED BARGAINS		Spottem		Stop & Go	
Bang	\$25.00	Snacks	20.00	St. Moritz	8.00
Chevron	27.50	Davy Jones, F.P.	35.00	Regatta	6.00
5th Inning	20.00	Up & Up, F.P.	35.00	Review	6.00
Majors	12.50	Cowboy, F.P.	45.00	Handicap	6.00
Ocean Park	32.50	Gun Club	20.00		

1/3 Deposit, Balance C. O. D., F. O. B. Brooklyn

Brooklyn Amusement Machine Co.
660 BROADWAY, BROOKLYN, N. Y. (Tel.: EVERGREEN 8-4732)

Big Six in Seventh Week

CHICAGO, Dec. 2.—“Seven weeks of constant extra-shift production—that's the story in a nutshell of our latest hit release, Big Six,” declares Jack Keeney, head of the firm characterized as the “House that Jack Built,” the J. H. Keeney & Co.

“Naturally when we introduced Big Six at that time we expected to do a large volume of business with it, for it was another better-built Keeney game, packed with prayer appeal and high earning power. Sales of Big Six soon proved our judgment to be 100 per cent right.

“In Big Six we combined all the knowledge gained from years of building profitable machines, plus the experience gained in that same time in knowing the types of games that appeal most to players. By producing such a game—better built—we have produced a machine that is probably one of the most dependable games on the market today.”

Ali-Baba is Stoner's Latest

AURORA, Ill., Dec. 2.—“Open, Sesame,” said Ali Baba, and the command was obeyed—Stoner's new game, Ali Baba, is an “open, sesame” for operators to locations—and when they “open sesame” the cash box, operators will really be surprised. That is the opinion indicated by early reports on the game, Stoner officials declare.

All Baba is a high-score game. Eight skill lane roll-over switches, two of which are mystery amounts and one which returns a free ball, add interest to the game. After reaching a winner each 1,000 bumper registers one free game and score continues to climb. It is the perfect game for player competition, Stoner officials claim.

There are 24 new-type illuminated bumpers. They are attractive, new in appearance and mechanically perfect. Stoner execs say the coil springs are not flimsy, yet they record every hit accurately and the ball action is uncanny, Stoner heads report.

NATIONAL'S BARGAINS

NOVELTY GAMES—FREE PLAY

Mills 1-2-3s,	Animal	Spotters	\$34.50
Golden Gates	59.00	Majors	32.50
Buckaroos	55.00	Fifth Innings	32.50
Pyramids		Stop & Gos	29.00
Floor Sam	55.00	Bubbles	29.00
Lot-o-Funs	47.50	Bat. Champs	27.50
Cowboys	47.50	Dbl. Features	27.50
Airports	47.50	Box Scores	22.50
Eurekas	45.00	Gun Clubs	22.50
Circuses	39.50	Klicks	18.00
Zips	38.50	Ragtimes	18.00
Contacts	37.50	Multi-Free	
Chevrons	37.50	Races	18.00
		Ht Numbers	15.00
		Paramounts	15.00

NOVELTY GAMES—REGULAR

Circuses	\$22.50	Paramounts	
Dbl. Features	19.50	Regattas	
Majors	19.50	Exh. Reviews	
Bally		Snappys	\$10.00
Supremes	18.50	Key-Lites	
Side Kicks	18.50	Fleets	Each
Odd Balls	13.00	Swings	
Ritzes	12.00	Cargos	
Zetas	12.00	PalmSprings	

1-BALL AUTOMATICS

Hawthornes	\$79.00	Ak-Sar-Bans,	
Bally Stables	22.00	Ticket	\$20.00
Fairgrounds	22.00	Derby Days	15.00
Preakness	15.00	Col. Footballs	15.00

COUNTER GAMES

A.B.T. Target, Model F	\$12.00
New Wonder Bells	8.00
A.B.T. Big Game Hunters	8.00
Penny Packs	8.00
Daily Races Jrs.	7.00
Reel Races	4.50

1/3 Dep., Bal. C. O. D., F. O. B. Chicago

NATIONAL COIN MACHINE EXCHANGE

1407 Diversey Blvd., CHICAGO

UTAH & IDAHO "EVANS" TEN STRIKE

WE ARE NOW DELIVERING THIS WINNER.

Cash Pay Outs . . . Nearly New or Rebuilt . . . Excellent Condition.

10 STEPPER UPERS		10 MILLS 1-2-3s (Rebuilt)	@ \$22.50
2 WESTERN HORSESHOES	\$65.00 ea.	5 FEED BAGS	@ 42.50
5 DERBY CLOCKS		5 DERBY TIMES (Multi)	@ 35.00
7 POT SHOTS (4 Coin)	@ 50.00	5 KLONDIKES	@ 35.00
2 POT SHOTS (Free Play, 3 Coin)	@ 50.00	6 MILLS FLASHERS (Fruit)	@ 29.50
10 HANDICAPPERS	@ 29.50	1 VELVET	@ 25.00
FAIRGROUNDS, FLEETWOODS, AKSARBEN, MULTIPLES AND PADDLES MULTIPLES, REBUILT AND VERY CLEAN, @ \$25.00 EACH.		10 STABLES	@ 25.00

Wire Orders and 1/3 Deposit. . . Reference: Walker Bank & Trust Co.

THE R. F. VOGT DISTRIBUTORS

CULLEN HOTEL BLDG., SALT LAKE CITY, UTAH

SEND

FOR OUR NEW CATALOGS OF SALESBOARDS and JAR DEALS

JUST OFF THE PRESS We Have Most Complete Line at Lowest Prices.

WINNER SALES CO.

3307 Armitage Ave., Chicago, Ill. "Pick a Winner With Winner"

FIRST COME FIRST SERVED SLOTS

THE FOLLOWING SLOTS
HAVE BEEN CLEANED, IN-
SIDE AND OUT, AND RE-
BUFFED AND PAINTED
WHERE NECESSARY.

MILLS SLOTS

40	5c Blue Fronts, Serials 375,000 to 400,000	Each \$29.50
1	5c Cherry Bell, Serial 413,998	42.50
4	5c Golden Silent Venders, Serials 375,650 to 385,000	29.50
3	5c Golden Silent Venders, Serials 307,315 to 308,039	24.50
5	5c Extraordinaries (Side Venders), Serials 368,600 to 368,656	22.50
29	10c Blue Fronts (some single and some double Jackpots), Serials 378,000 to 400,000	27.50
4	10c War Eagles, Serials 363,427 to 367,217	22.50
12	25c Blue Fronts, Serials 378,000 to 400,000	27.50
1	25c Cherry Bell, Serial 403,094	42.50
2	25c Golden Silent Venders, Serials 313,053 to 328,180	22.50
3	50c Blue Fronts, Serials 375,000 to 400,000	45.00
1	50c Extraordinary, Serial 350,000	42.50
1	50c Blue Front, Serial over 400,000	59.50
15	5c Vest Pocket Bells, 3 Lemon Reels	27.50
5	5c Vest Pocket Bells, Serials 14,000, Used 2 Days	32.50

JENNINGS SLOTS

3	10c Jennings Chiefs, Serials Around 120,000	\$27.50
3	25c Jennings Chiefs, Serials Around 120,000	27.50
2	50c Jennings Chiefs, Serials Around 124,000	42.50

WATLING SLOTS

6	25c Watling Rotatops, Serials Around 70,000	\$17.50
1	50c Watling Rotatop, Serial 65,000	39.50

CONSOLES

10	Evans Lucky Luces, Used 6 Weeks	\$165.00
2	Evans Royal Luces, Used 2 Weeks	185.00
2	1939 Galloping Dominos (Equipped with Jackpots), Used 2 Weeks	195.00
2	1939 Bangtails (Equipped with Jackpots), Used 2 Weeks	195.00
3	1939 Dominos (Excellent Condition)	149.50
3	1938 Dominos (Improved Heads)	119.50
1	1938 Evans Hialeah Special, Factory Reconditioned	134.50
1	1939 Evans Lucky Star, Used 2 Wks.	89.50
1	1939 Buckley Colors	69.50
4	1937 Buckley Track Odds, Good Condition	75.00
1	1939 Race Meet with Track Odds (Equipped with Jackpot)	190.00
2	1937 Dominos, Black Cabinets, Equipped with Variators	44.50
1	1937 Roulette Jr.	44.50
1	5c Pace Races, Brown Cabinet, 20 Pay	89.50
1	25c Pace Race, Serial 3211	62.50
6	5c Pace Races, Black Cabinets	55.00
3	5c Bally Dixies, Like New	79.50
1	25c Bally Dixie, Like New	79.50
3	5c Bally Four Horsemen, Brand New	79.50
1	5c Bally Lexington, Brand New	79.50
6	5c Bally Tuff Specials, Never Uncreated, Brand New	49.50
3	5c Bally Tuff Specials, Used	29.50
4	5c Bally Lincoln Fields, Last Models	49.50
2	5c Bally Club Houses	39.50
8	5c Bally Rays Tracks (Good Condition)	34.50
8	5c Mills 1-2-3s (Absolutely Like New)	29.50

SPECIALS

25	BALLY Streamlined Hot Venders, Brand New (Never Uncreated), Latest Vanak Slots	\$29.50
50	BALLY Streamlined Hot Venders, Slightly Used, Latest Vanak Slots	19.50
3	BALLY Rainbow Pencil Venders, Slightly Used	39.50
3	Jennings Cigarolas, Brand New	89.50

All of the above equipment is positively as represented and each machine carries a seven-day money-back guarantee. Immediate delivery.
TERMS: 1/3 Deposit, Balance C. O. D.

M. Y. BLUM V. CHRISTOPHER

Star Sales Company

108 WEST HILL STREET,
VALDOSTA, GEORGIA

Simon Bros. Say Ops Okeh O'Boy

NEW YORK, Dec. 2.—"It's a rage—it's an epidemic—and it's contagious," is the way the Simon Brothers, executives of the Savoy Vending Co., described the reaction to the Chicago Coin Machine Mfg. Co.'s newest release, O'Boy.

"In all our experience in the coin game business we've seen a good many games, made by many manufacturers. But we can truthfully say that Chicago Coin really 'went the limit' in offering coin game operators a top quality game at a reasonable price when they introduced O'Boy several weeks ago.

"Naturally we can't tell exactly how O'Boy is selling in all parts of the country, but according to reports it is one of the greatest games ever offered. All we know is that Chicago Coin's O'Boy has been a tremendous business and good will builder for us here at Savoy. Operators in this territory are wild about O'Boy."

Rothstein Praises Chicago Coin O'Boy

PHILADELPHIA, Dec. 2.—I. Rothstein, head of Banner Specialty Co. and distributor for the Chicago Coin Machine Mfg. Co., recently praised the latest Chicago Coin hit, O'Boy.

"Chicago Coin really hit a winner with O'Boy," said Rothstein. "I saw the game just prior to its introduction and picked it for stardom, but didn't pick it to go as high as it has in the short time it has been on the market. O'Boy embodies an appeal that players like in any part of the country that may be mentioned.

"I believe this is one of the biggest reasons, incidentally, for the great success of all Chicago Coin games. They have universal appeal. It really is a gift when a manufacturer doesn't lose sight of the fact that he must make games that appeal to all, everywhere, in order to have a really successful machine."

PROGRAM OF THE 1940 COIN MACHINE SHOW

MONDAY, JANUARY 15

Exhibit Hours:

10 A.M. to 12 Noon
2 P.M. to 10 P.M.

Home-Coming Luncheon: 12 Noon,
Followed by DR. PRESTON BRAD-
LEY Speaking on "Tolerance":
1:30 p.m. to 2 p.m.

TUESDAY, JANUARY 16

Exhibit Hours:

2:30 P.M. to 10 P.M.

CELEBRITIES BREAKFAST:
12 Noon to 2 P.M.

WEDNESDAY, JAN. 17

Exhibit Hours:

12 Noon to 10 P.M.

Entire day reserved for meetings of operator, jobber or distributor associations. Facilities will be furnished by Coin Machine Industries, Inc. Association officials are invited to make arrangements with James A. Gilmore, Secretary-Manager.

THURSDAY, JANUARY 18

Exhibit Hours:

10 A.M. to 3 P.M.

ANNUAL BANQUET:

7 P.M., Followed by Dancing



Life is sweet when you're operating Ali-Baba — High Score, 30,000 to 50,000 (Adjustable). Eight skill lane roll-over switches — Two are mystery and one a free ball return — 24 beautiful and entirely new type bumpers. Play is thrilling — tantalizing — exciting — the perfect game for player competition.

Convertible \$99.50

STONER CORP.
AURORA, ILLINOIS



EXCLUSIVE N. Y. DISTRIBUTORS FOR Stoner's ALI-BABA

With the sensational, new "Exquisite Bumpers" that are absolutely fool-proof! The zippiest high-score game ever built!
Rush Your Order Today!



Herman S. Budin

THIS WEEK'S SPECIAL
SNOOKS WITH STEEL GEARS \$18.50
1/3 WITH ORDER, BALANCE C. O. D.

BUDIN'S, INC. 174 SO. PORTLAND AVE.,
BROOKLYN, N. Y. Telephone: NE-8-0140

CLEANING OUT SALE! FREE PLAY MACHINES

Ragtime	\$15.00	Miami	\$24.50	Spottem	\$27.50	Sports	\$64.50
Click	15.00	Bubbles	24.50	Zip	34.50	Lucky	69.50
Encore	15.00	Major	24.50	Twinkle	44.50	Eureka	59.50
Keeney Hit	15.00	Pyramid	24.50	Chubby	24.50	Mills 1-2-3	85.00
Keeney Free Races	15.00	Circus	24.50	Thriller	24.50	Thriller	59.50
Keeney Multi	24.50	Double Feature	27.50	Snooks	39.50	Fifth Inning	27.50
Free Races	19.50	Contact	27.50	Trips Threat	49.50	Chevron	27.50
Stop & Go	24.50			Ocean Park	49.50		

K. C. VENDING CO.

415 MARKET ST.,
PHILADELPHIA, PA.

Advertise in The Billboard—You'll Be Satisfied With Results.

EXHIBIT'S Jumper

with **ASTONISHING NEW HIGH SCORE FEATURES**

- HIGH SCORE SUBWAY POCKETS
- DISAPPEARING BALL ACTION
- THRILLING JUMPER FEATURE
- RECORDING POP-OUT POCKETS
- OUT BALL RETURN

PLUS

- NEW HEAVY DUTY STEP UP UNIT
- ARC PROOF SUPER SENSITIVE DISC TYPE BUMPERS
- BRILLIANT CHROME BALLS

BALLS DISAPPEAR

New!

BALLS RE-APPEAR

New!

SCORE ADDS LIGHTS FLASH

Order from Your **DISTRIBUTOR TODAY**

EXHIBIT SUPPLY CO., 4222 W. LAKE ST., CHICAGO



FREE PLAY COMBINATION 10450

Change from free play to Regular in a Jiffy Right on Location.

LEADING THE FIELD IN IDEAS!

SUPERIOR'S greatest money-maker for the fall season, SCRIMMAGE, the first mechanical football board ever created by a salesboard manufacturer. Complete, authentic, realistic . . . an instant hit with sports fans the country over!

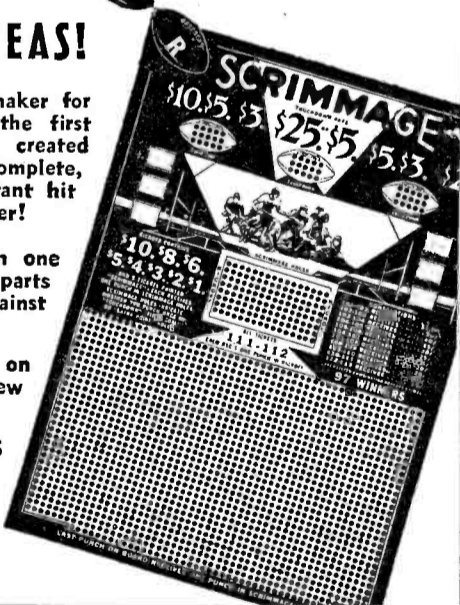
All the action is contained in one board. There are no mechanical parts to wear out . . . guaranteed against mechanical defects.

Write for complete literature on other football boards as well as new Fall Catalog.

FORTY-SEVEN NEW BOARDS JUST RELEASED!

SUPERIOR PRODUCTS

14 NO. PEORIA STREET, CHICAGO, ILLINOIS



Takes in 1600 Re @ 5c. . . \$80.00
Pays Out 43.49
Total (Average) Profit. . . \$36.51
Semi-Thick Board Complete With Essels.

McGinnis Starts New Speed Service

BALTIMORE, Dec. 2.—A new speed service for operators has been inaugurated by Roy McGinnis, according to reports from his firm. The company has also arranged for a 15-hour daily service and sales system.

Offices are open from 8 in the morning until midnight, McGinnis reports. "Our sales have continued to increase each month and we attribute this to the fact that our service was among the finest that the operators have ever had in this territory. We make it our business to serve our customers efficiently, speedily and completely. In most cases our offices and our repair department, as well as our shipping department, are at work from early morning until late in the evening getting machines out to our customers everywhere.

"In addition we have also made it a practice to see to it that we test and get reports on each new game prior to bringing it to the attention of our customers," he added.

ONE PRICE ALL PAY-OUT MACHINES

- 2 Grandstands \$89.00
- 2 Pot Shots, floor samples 59.00
- 2 Derby Clocks, 2 \$45 J.P. 59.00
- 5 Derby Kings, 1 \$45 J.P. 49.00
- 1 Derby Times, 6-Coin M. 30.00
- 2 Stoner Zippers 30.00
- 1 Gottlieb Multiplay 19.00
- 1 Bally Entry 19.00
- 5 Derby Days Clocks 14.00
- 3 Golden Wheels 14.00
- 3 Caroms 12.00
- 1 Silver Bell, 7-Coin Head 45.00
- 2 Galloping Dominos 45.00
- 2 Keeney Track Times 45.00
- 100 Slot Machines priced to sell

Wire 1/3 Deposit.

STEWART NOVELTY CO.

136 E. 2nd S. St., SALT LAKE CITY, UTAH

FOR SALE SALESBOARD FACTORY

An opportunity for someone to become wealthy. Salesboard operators, jobbers or investors. Will sell half interest in a new complete salesboard factory. Modern. Will sell to the highest bidder, reserving the right to refuse any and all bids. Cash. Approximately \$5,000. Located in East. State particulars for appointment.

BOX D-40, Care The Billboard, Cincinnati, O.

WE HAVE A REPUTATION TO MAINTAIN

An 11-year record of honest service and fair dealing is at stake with every sale we make. We do not buy used machines for resale . . . all of our games are traded in to us by what we believe the finest clientele in the country. **BUY WITH CONFIDENCE!!**

- ALL FREE PLAY MODELS**
- Davy Jones \$32.50
 - Majors 19.50
 - Spottem 22.50
 - Snooks 24.50
 - Skyrocket \$14.50
 - Bang 39.50
 - Sun Bow 24.50

Cable Address: "HERMEX"
HERCULES MACHINE EXCH., INC., 1175 BROAD STREET, NEWARK, N. J.

TAKE IT FROM TAKSEN—THESE ARE BARGAIN CLOSE-OUTS

- NOVELTY GAMES**
- Box Score \$15.00
 - Chevron 27.50
 - Chief 17.50
 - Lot-o-Fun 30.00
 - Contact 20.00
 - Majors 17.50
 - Snooks 25.00
- FREE PLAY GAMES**
- Fifth Innings \$23.00
 - Chubble 15.00
 - Genco's Fair \$13.00
 - Spottem 31.50
 - Up & Up 35.00
 - Fifth Inning 27.50
 - Airport 35.00
 - Variety 50.00

Wurlitzer Phonograph, Model 24, \$139.00

Wurlitzer Phonograph, Model 412, \$35.00

LEON TAKSEN 2134 Amsterdam Ave., NEW YORK CITY
Tel.: WAdsworth 7-0767. Cable Address: "LATAKE"
BRANCH OFFICE—116 Monroe Ave., Rochester, N. Y.

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

ACTIVE AMUSEMENT MACHINES CORP.

900 North Franklin Street, Philadelphia, Pa. Phone: Market 2656.

Monarch **DOUBLE VALUE SPECIALS!**

ESPECIALLY SPECIAL

★ MILLS ONE-TWO-THREE FREE PLAY ANIMAL REELS, LIKE NEW — \$94.50 ★
RECONDITIONED FREE PLAY GAMES

EXHIBIT		BALLY		GOTTLIEB	
Golden Gate	\$64.50	Champion	\$59.50	Keen-a-Ball	\$49.50
Airliner	54.50	Eureka	57.50	Batting Champ	42.50
Zip	47.50	Headliner	49.50	Pyramid	49.50
Flash	49.50	Arrowhead	39.50	Taps	37.50
Contact	37.50	Fifth Inning	36.50		
Bounty	49.50	Spottem	37.50		

WESTERN		STONER		KEENEY	
Aksarban (1 Ball)	\$44.50	Chubbie	\$39.50	Up and Up	\$42.50
Qualified (1 Ball)	52.50	Snooks	39.50	Hit Number	22.50
Hold Tight	42.50				

REGULAR NOVELTY GAMES

Stoner Snooks	\$29.50	Chicago Coin Majors	\$29.50
Stoner Chubbie	24.50	Chicago Coin Trophy	21.50
Genco Circus	22.50	Chicago Coin St. Moritz	22.50
Genco Stop and Go	22.50	Daval Midway	24.50
		Daval Trio	17.50

1-3 deposit with order, bal. C. O. D. Write for free copy of our "Tipster Bulletin" . . . hundreds of games to choose from.

MONARCH COIN MACHINE CO.

1731 BELMONT AVE., Cable "MOCOIN" CHICAGO, ILL.

Watch THIS SPACE FOR IMPORTANT ANNOUNCEMENT!

UP & UP	\$29.50	PYRAMID	\$19.50
SPOTTEM	22.50	CHEVRON	27.50
BOX SCORE	12.50	SNOOKS	22.50
BUBBLES	9.50	CHUBBY	12.00
LOT-O-FUN	29.50	SIDE KICK	7.50
TOPPERS	27.50	ST. MORITZ	7.50

1/3 WITH ORDER, BAL. C. O. D., F. O. B. BROOKLYN

SUPREME VENDING CO.

557 ROGERS AVE. • BROOKLYN, N.Y.

THIS WEEK'S SPECIALS

(All Equipment Listed Is Offered Subject to Prior Sale)

FREE PLAY GAMES

Headliner	\$52.50	Liberty Stop & Go	\$29.50
Airliner	Each	Circus Rink	Each
Longchamp	Each	Bubbles Fair	Each
Follow Up	Each	Natural	Each

Chevron	\$39.50	Gems	\$14.50
High-Lite	Each	Trio	Each
Pyramid	Each	Odd Ball	Each
Hold Tight	Each	Side Kick	Each
5th Inning	\$34.50	Airway	\$7.50
Majors	Each	Fleet	Each
Contact	Each	Reserve	Each
		Nags	Each

NOVELTY GAMES

Lot-o-Fun	\$17.50	Snappy	\$10.50
Zeta	Each	Dux	Each
St. Moritz	Each	Swing	Each
Trophy	Each	Green Lights	Each
Dbl. Treasure	\$14.50	Trio	Each
Circus	Each	Odd Ball	Each
Stop & Go	Each	Side Kick	Each
Bubbles	Each	Airway	\$7.50
Big Top	Each	Fleet	Each
Soft Ball	\$10.50	Reserve	Each
Bounty	Each	Nags	Each

1/3 With Order, Balance C. O. D.

THE VENDING MACHINE CO.,

205-15 Franklin St., Fayetteville, N. C.

FALL CLEARANCE SALE

1/3 Certified Deposit, Balance C. O. D.

Mills Dancemaster	\$ 14.50
Mills Deluxe Dancemaster	19.50
Mills Swing King	27.50
Seeburg Model A	27.50
Seeburg K-15	59.50
Seeburg Rex, 1937	105.00
Seeburg Gem, 1938	155.00
Rock-Ola Imperial 16	85.00
Wurlitzer 4-12	39.50
Seeburg Selectophone	14.50

USED RECORDS, All Usable, \$3.00 per 100

Daval Gun Club, F.P.	\$29.50
Bally Paramount	14.50
Mills Clocker	29.50
Mills Softball	18.00
Jennings Pedal Pusher	19.50
Bally Reserve	12.50
Stewart-McGuire 8 & 10 Col.	59.50
Gottlieb 3-Way Grippers, Long Base	8.50

MILWAUKEE COIN MACHINE CO.

1455 W. Fond du Lac Ave., Milwaukee, Wis.

IT'S A GOLD STRIKE!

TEN STRIKE

The **BIG MONEY GAME!**

ILLINOIS OPERATORS!
Get Yours at

GERBER & GLASS

914 DIVERSEY BLVD., CHICAGO, ILLINOIS.

EXCLUSIVE ILLINOIS DISTRIBUTORS!

TEN STRIKE IS A GOLD STRIKE!

TEN STRIKE



Boost Production At Gottlieb Plant

CHICAGO, Dec. 2.—The only thing to be seen at the Gottlieb factory these days, according to officials, is whirring machinery, very busy workmen and games clicking off twin assembly lines—Bowling Alley on one and Lite-O-Card on the other, in rush production.

Dave Gottlieb declares he has been trying to learn a new trick in the past week, that of being two places at one time. "I must talk over the telephone and yet be in the factory watching production," he declares.

"Four times as many people are now employed here," Gottlieb reports. "Nate Gottlieb is developing a telephone ear from being riveted to the phone taking orders. The only way you can get to talk to him is by calling him on the phone. The teletype is constantly in motion."

"Bowling Alley and Lite-O-Card are clicking with the trade amazingly. Orders and consequent rush production mean just one thing—that is, that the games are unusual winners."

Nominate Baseball As Greatest Game

CHICAGO, Dec. 2.—"We are of the firm belief that our new Deluxe Baseball game will go down in coin game history as one of the greatest games of all time," declares Don Anderson, official of Western Products, Inc.

"According to all reports and sales, it already is the greatest game in the business. Operators everywhere report almost unbelievable earnings with Deluxe Baseball on all types of locations."

"One of the biggest features of this Deluxe Baseball machine is the fact that it is not a 'fad type' of game. This fact has been proved over two years of steady, dependable, high earning operation. Its appeal is not one that is here today, gone tomorrow. It is the type of game that players like immediately and continue to like; in fact, like even better as time goes by. This statement is not a guess, but is backed up by earning records."

NORTH AND SOUTH CAROLINA OPERATORS FREE PLAY — 5th Inning, \$34.50; Chubby, \$32.50; Bubbles, \$29.50; Stop & Go, \$29.50.

NOVELTY — Major, \$18.50; Side Kick, \$17.50; 5th Inning, \$22.50. **COIN SOLES** — Galloping Dominos, \$42.50; Liberty Bell, \$24.50; Long Champ, 2 5c slot, \$42.50; Turf Champs, \$15.00; Golden Wheel, \$12.50.

A & P. NOVELTY EXCHANGE
Ph. 1445, 701 Twilgs St., Augusta, Ga.

One Wurlitzer Skee Ball, \$15.00; crating extra. One A.B.C. Target Pistol, \$8.00. Ten Cent-a-Packs, 10 Penny Packs, \$4.00 each. Twenty Empire Toy, Candy, Peanut Vendors, \$3.00 each; perfect condition. One Five-Track Duck Pin Bowling Alley, Pins and Balls, \$500.00, and one 4-Track, \$400.00. 1/3 Deposit Required.

BONHAM BOWLING ALLEY
BONHAM, TEXAS

THE ORIGINAL TESTED AND PROVEN BOWLING GAME!

EVANS' *Ingenious*
TEN STRIKE
ENTIRELY SKILL! REAL BOWLING! AUTOMATIC!

OK'd

BY **AMERICA!**

TOPS FOR PROFITS

Exclusive Manikin Play Action and realistic Pin Action! Bowling Play without confusion! Pins actually knocked over and removed from sight by "Automatic Pin Boy!"

No Make-Believe Play!
No Payouts! No Lost Locations!
No Legal Entanglements!

TEN STRIKE IS A GOLD STRIKE!

H. C. EVANS & CO.

1520-1530 W. ADAMS ST., CHICAGO

Fully Covered by U.S. Patent D-116,550 and Other Patents Pending



ADVERTISE IN THE BILLBOARD
—YOU'LL BE SATISFIED
WITH RESULTS.

Chicago Coin's

O'BOY

IS MAKING BIGGER PROFITS FOR OPERATORS THAN ANY OTHER GAME ON THE MARKET—That's why it has outsold any other game for the past several months!

NORTH—SOUTH
EAST AND WEST
They're all saying—

The Cash Box Tells the Story!



BERT LANE Says:

It's here . . . and HOW!
FOLLIES OF 1940

BIGGEST BONANZA SINCE THE GOLD RUSH
Be Smart.. Order Now!

SEABOARD SALES, INC.

619 Tenth Ave., New York
Phone, Wisconsin 7-5688

SAVOY'S WEEKLY SPECIALS RECONDITIONED and GUARANTEED

PAYOUTS	NOVELTIES	Baker's Pick-A-Pack, Used
Bally Fairgrounds... \$19.50	Daval's Side Kick... \$15.00	Used... \$9.50
Fairgrounds rebuilt with Sport Page Glasses... 19.50	Daval's Robin Hood Reserve... 9.50	
Gottlieb Multiples... 15.00	Bally Reserves... 9.50	CONSOLES
Stoner's Multp. Champs... 19.50	Daily Dozen Reserves... 9.50	Paces Races, brown cab., No. 5957, 20-1 jackpot, practically new... \$145.00
Golden Wheel Photo-Finish Racing Form } \$9.50 EACH	SLOTS	Paces King Pin, brown cab., No. 5700, 30-1... 69.50
	J. Silv. D. M. Bells, 5c... \$39.50	Marathon, brown cab., 30-1, ser. 5600... 69.50
FREE PLAY NOVELTIES	J. Silv. Chfs., 5c... 39.50	1938 Skill Times, 5c... 89.50
Exh. Golden Gate... \$59.50	J. Crk. Front Chfs., 5c... 25.00	1937 Skill Times, 5c... 89.50
Ocean Parks... 49.50	J. Red Chiefs, 5c... 25.00	Kentucky Club... 49.50
Stoner's Davy Jones... 35.00	J. Blue Chiefs, same mech. Silv. Chfs., 5c... 25.00	Jenn. Multp. Races... 59.50
Exhibit's Zip... 32.50	J. Blue Chiefs, 5c... 19.50	Mills Square Bells, 25c... 69.50
Chicago Coin Majors... 27.50	Mills Melon Bells, 5c... 45.00	Jenn. Liberty Bell Console, flat... 19.50
Chicago Coin Contacts... 27.50	Mills Roman Head, 1c... 45.00	Mills Rio... 19.50
Fifth Innings... 27.50	Dbble. J.P., g.a., same as Bl. Front... 19.50	Bally Teaser... 15.00
Double Feature... 27.50	COUNTER GAMES	
Genco's Circus... 22.50	Groetchen's Mercury Token, 1c... \$27.50	

1/3 Deposit With Order, Balance C. O. D., F. O. B. Baltimore, Md.

SAVOY VENDING CO. 406-8 W. FRANKLIN ST. BALTIMORE, MD.

SAVE WITH SAVOY! RECONDITIONED and GUARANTEED

NOVELTY GAMES	SPECIAL CLOSEOUTS	FREE PLAYS	WANTED:
Airport... \$27.50	Snooks (with new metal gear) \$21.50	Chubbie... \$27.50	Used A. B. T. Challengers, any quantity.
Bat. Champs... 19.50	Zip... 20.00	Cowboy... 45.00	Davy Jones, new, in original case, \$50.00.
Box Score... 14.00	Bang... 25.00	Up & Up... 32.50	Western Baseball, 1939, light-up back-board, like new, \$69.50
Chevron... 25.00	Triple Threat... 35.00	Davy Jones... 35.00	
Chubbie... 12.50	Zenth... 29.50	Lucky... 65.00	
Contact... 17.50	Review... \$7.50	Nippy... 69.50	
5th Inning... 19.50	Regatta... 7.50	Chevron... 32.50	
Majors... 14.00	Bally... \$20 for \$20	Klick... 15.00	
Pyramid... 19.50	Reserve... 7.50	Fair... 17.50	
Side Kick... 10.00	Fleet... 7.50	Triple Play... 15.00	
Spottem... 25.00		Snooks... 17.50	

SAVOY VENDING COMPANY, INC. 851 ATLANTIC AVE., BROOKLYN, N. Y. (Tel.: NEwins 8-3183)

ALL NATIONAL USED GAMES ARE THOROUGHLY RECONDITIONED TO "LOOK AND WORK LIKE NEW"—CAREFULLY CHECKED—EVEN REPAINTED WHEN NECESSARY!

Bally Royal... \$9.50	Snooks — Equipped with the new steel ratchet wheel... \$16.50	FREE PLAY Snooks, with new steel ratchet... \$24.50	5% OFF On All Used Games When Full Cash Sent With Order!
-----------------------	---------------------------------------------------------------	------------------------------------------------------------	-----------------------------------------------------------------

Write for New Price Bulletin, "National's Newsette," and Illustrated Catalog. Free on Request!

EXPORT We Cover the World. Cable Address: "NATNOVCO." Merrick, N. Y.

NATIONAL NOVELTY CO., MERRICK, L. I., N. Y.

Penna., New Jersey, Maryland, Delaware Operators

WE HAVE THEM



KEYSTONE NOVELTY & MFG. CO.
26th & Huntingdon Sts., Philadelphia, Pa.

EMPIRE 1c PLAY CIGARETTE MACHINE

Equipped with Ball Gum Vender. Reels have Positive Stops—Cannot be Shaken or Cheated. Phenomenal in Earning Power. Small, but made for big use and hard abuse.



\$17.50

1/3 Deposit. BALL GUM 15c a Box (100 Pieces) CASE (100 Boxes) \$12.00.

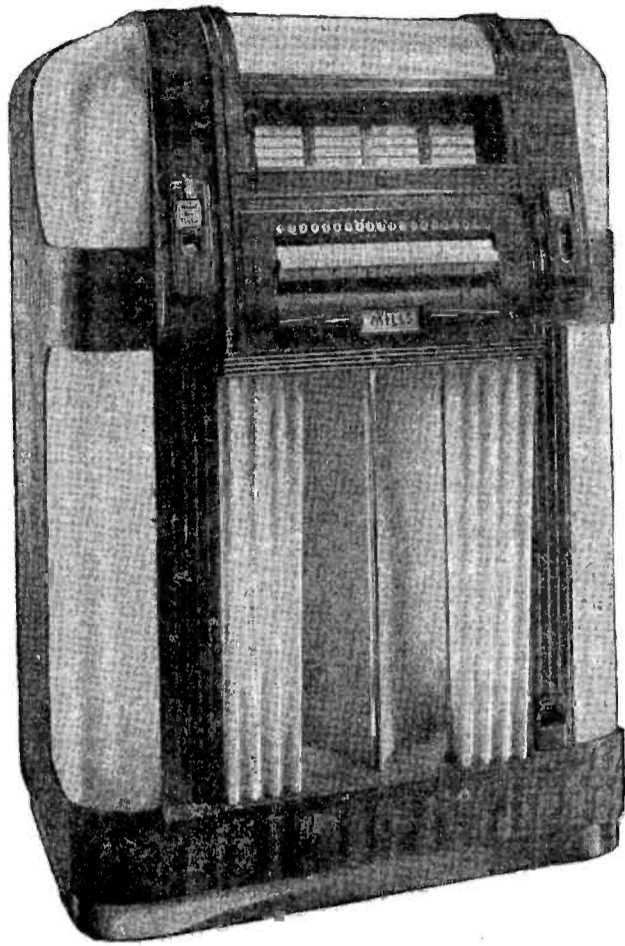
SICKING, Inc. 1922 Freeman, Cincinnati, O.

TEXAS

OPERATORS SWAP WITH WILKY
Rock-Ola-Bally-Groetchen

Phone C-1431
UNITED AMUSEMENT CO.
310 SO. ALAMO, SAN ANTONIO, TEXAS

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"



MILLS THRONE OF MUSIC

Say What You Want

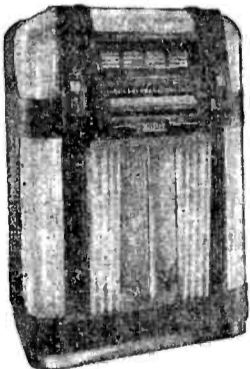
When you put it in, the earnings go up. It may be tone, it may be looks, it may be construction, but regardless of what it is

THE EARNINGS ALWAYS GO UP!

ONLY 3 MORE WEEKS



TO GET YOUR FREE ROUND TRIP TO THE GREAT CHICAGO CONVENTION!
Here's How . . .



If you operate in New York State; Northern New Jersey; Connecticut (Fairfield County); Pennsylvania (Wayne, Susquehanna, Bradford, Tioga); just purchase 10 or more of the "RICHEST and RAREST OF PHONOGRAPHS" Mills Throne of Music between now and December 31, 1939, and we'll pay your round-trip fare to and from the great coin machine convention in Chicago. HEAR operators from all over the country acclaim Throne of Music. See how Mills features Throne of Music. KNOW you've bought the best in 1939 for 1940. PLACE YOUR ORDER TODAY AT ANY OF OUR 4 OFFICES!

GEORGE PONSER COMPANY
519 West 47th St., NEW YORK. | 11-15 E. Runyon St., NEWARK, N. J.
1001 E. Fayette St., SYRACUSE, N. Y. | 754 Broadway, ALBANY, N. Y.



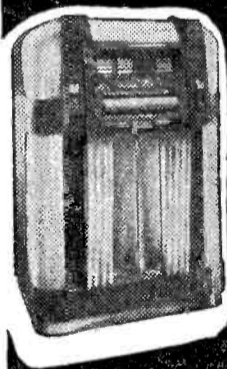
I.L. MITCHELL & CO.

OUR PIN GAME PRICES ARE LOWEST!
OUR MACHINES ARE ABSOLUTELY PERFECT!
GET OUR LIST BEFORE YOU BUY!

PHONE: GLENMORE 2-5450.
1070 Broadway, BROOKLYN, N. Y.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

TEN DAYS FREE TRIAL



FOR OPERATORS IN VIRGINIA, NO. CAROLINA OR SO. CAROLINA ON MILLS THRONE OF MUSIC—THE FINEST FOR '40 IN '39! HURRY! WRITE, WIRE OR PHONE TODAY!

THE VENDING MACHINE COMPANY
205-15 FRANKLIN STREET, FAYETTEVILLE, N.C. Cable Address: COIN\$!OTS

SELECT YOUR FAVORITE GIRL'S NAME AND RECREATE A TURKEY

NUMBERS 1 to 14 FREE
Numbers 15 to 25 Pay What You Drive
Numbers over 25 pay only 25c

LAST NUMBER PUNCHED ALSO RECEIVES 1 LB. TURKEY

Take Home a Turkey

QUICK CASH FOR YOU

OUR TURKEY CARDS GET ACTION!!

60 Hole—F.C-5500—Takes \$11.45
Pays 1 10-Lb. Turkey—\$5.18 Per 100

75 Hole—F.C-5063—Takes \$14.55
Pays 1 10-Lb. Turkey—\$5.82 Per 100

80 Hole—F.C-5062—Takes \$16.45
Pays 1 10-Lb. Turkey—\$5.91 Per 100

Lots of Color and a Real Flash.

CHAS. A. BREWER & SONS
Largest Board and Card House in the World
6320 Harvard Ave., Chicago, U.S.A.



KICK UP

YOUR COLLECTIONS

WITH **GENCO'S** NEW SENSATION

FOLLIES OF 1940

4 THRILLING WAYS TO WIN!
 Socko combination of the most thrilling features ever built into one novelty game. 4 DIFFERENT WAYS TO WIN! . . . by high score; by lighting all 10 numbered lights 1 to 6 each bump is a free game; by lighting numbered lights 1 to 6 and then hitting special 1,000 bumpers, which light up and give free game for each hit; by ball going thru No. 5 lane when lit. Extra spine-tingling feature is successive scoring. Each roll-over switch scores an additional thousand for each of top three skill lanes passed in rotation. **FOLLIES OF 1940** has absolutely EVERYTHING!
RUSH YOUR ORDER TODAY!!!

FREE GAME CONVERTIBLE
\$99.50
 F. O. B. CHICAGO

GENCO-INC. 2621 N. ASHLAND AVE.
 CHICAGO



IMPORTANT ANNOUNCEMENT!

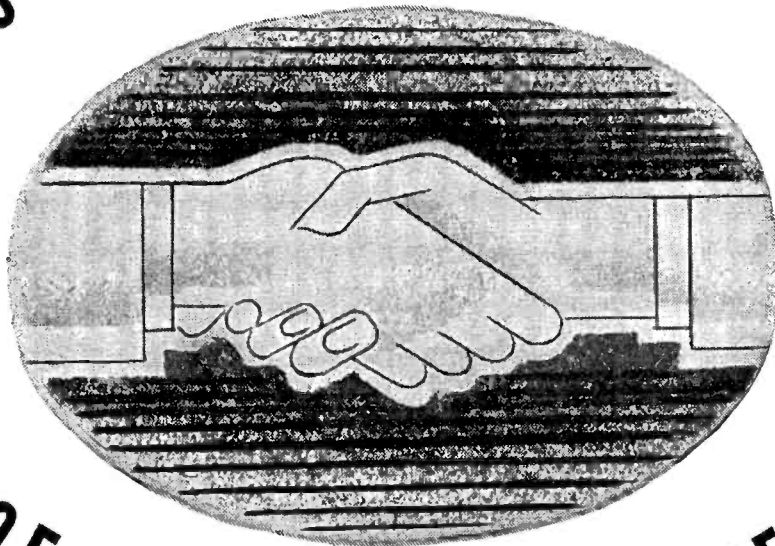
To My Valued Distributors:
 My licensing arrangement with the Rock-Ola Manufacturing Company in no way affects my service to you. You will enjoy better service—prompter shipments and closer co-operation than ever before. You also will be first to enjoy startling innovations and improvements incorporated in the 1940 TEN STRIKE.
 (Signed) R. W. (Dick) Hood

For the good of the Industry and to help supply the insistent demand, H. C. Evans & Co. are pleased to announce that

ROCK-OLA MANUFACTURING CORPORATION has been licensed under Evans' Ten Strike Patents No. D-116,550 and other patents pending to build the original-type Bowling Game, including manikin play and realistic pin action.

H. C. EVANS & COMPANY, 1520-1530 W. Adams St., Chicago
 Originators of the Industry's Greatest Hits

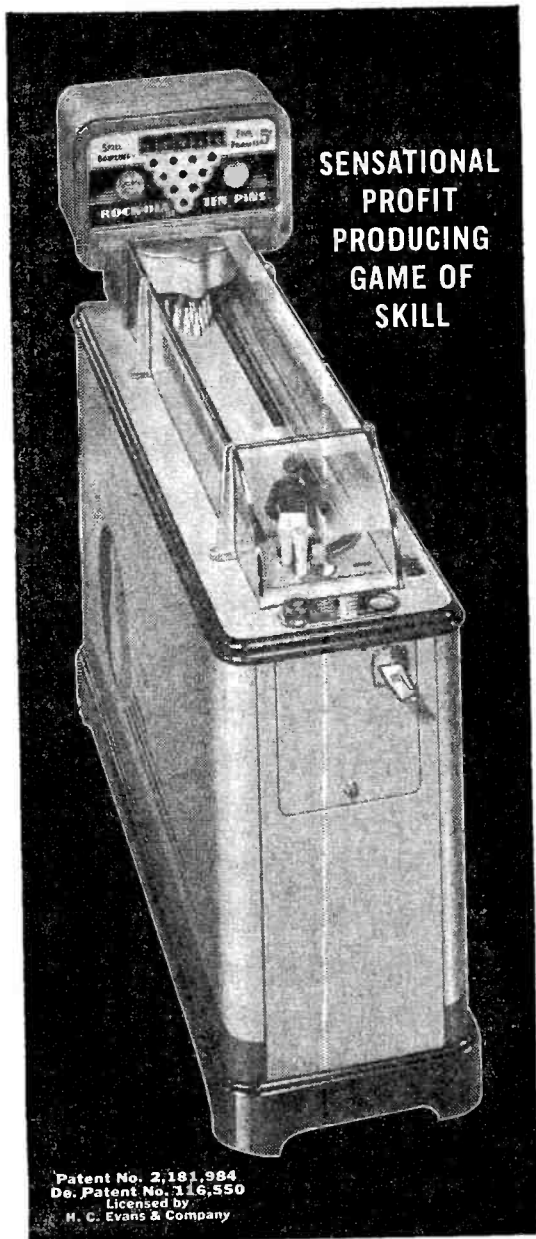
A CO-OPERATIVE ARRANGEMENT



OF PROFITABLE BENEFIT

TO ALL OPERATORS

Announcing



SENSATIONAL
PROFIT
PRODUCING
GAME OF
SKILL

Patent No. 2,181,984
De. Patent No. 1,16,550
Licensed by
H. C. Evans & Company

The Rock-Ola Manufacturing Corporation is the exclusive and only manufacturer licensed under patents of the H. C. Evans Company to manufacture and sell a bowling game known as Rock-Ola's TEN PINS. This new 100% legal game will have the same mechanism and all the patented mechanical features which has made it the most outstanding achievement in the history of coin operated amusement games. Now the vast facilities of the huge Rock-Ola factory have been set in high gear for quantity production of the new TEN PINS bowling game. This will make it possible for operators to secure fast delivery. This popular game proved itself after three months' continued operation on location. It is not an experiment. Demand became tremendous when operators learned of the exceptional earnings. In the days of Jig Saw and World Series Pin Ball Games, the Rock-Ola Corporation manufactured as many as 1,300 units in a single day, which is still the all-time production record. Now, with greater facilities and increased size of the Rock-Ola factory as it is today, production of TEN PINS will surpass all previous records in this big progressive coin machine industry. Never before have two companies in the coin machine field joined hands in this manner for the purpose of supplying operators' immediate demands. Through this co-operative move you can benefit by securing quick action on your orders for TEN PINS.

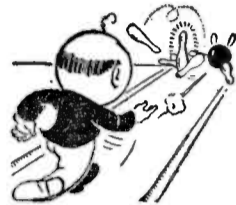
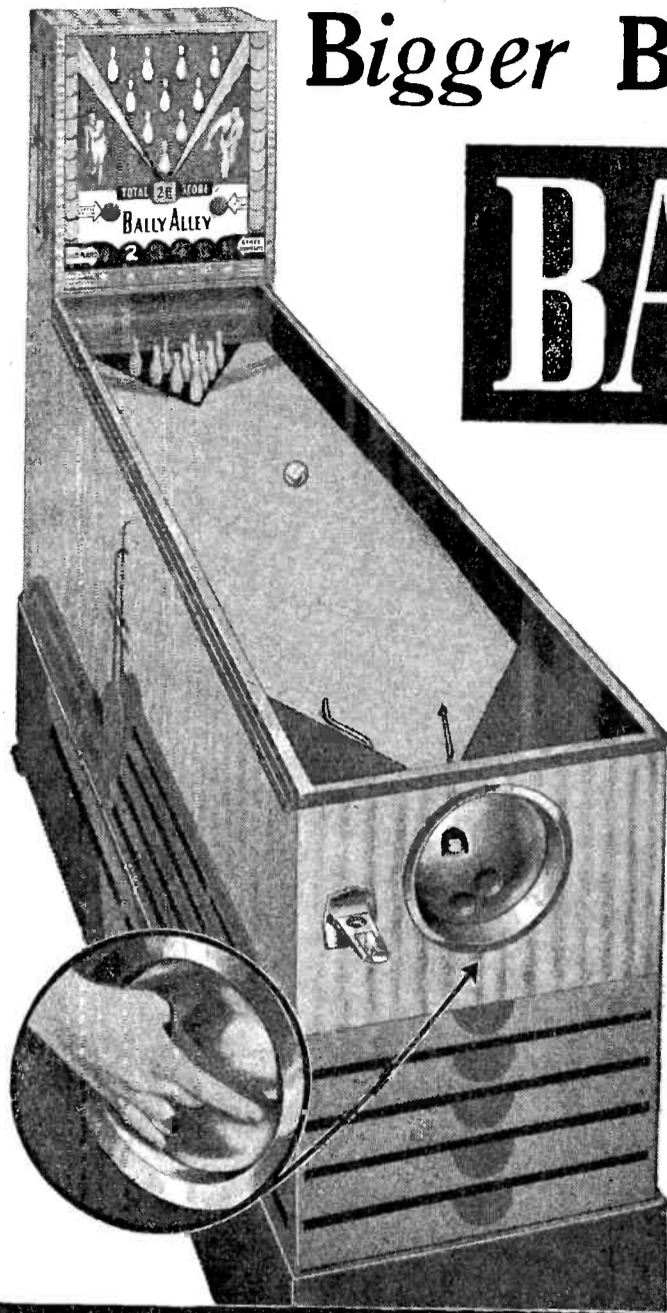


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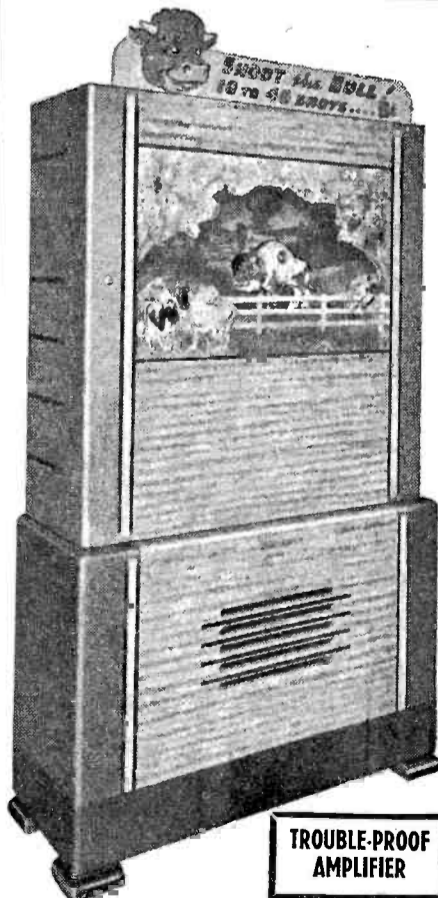
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OPERATE AS ONE-SHOT OR 5-BALL

(Or With 4, 3 or 2 Balls)



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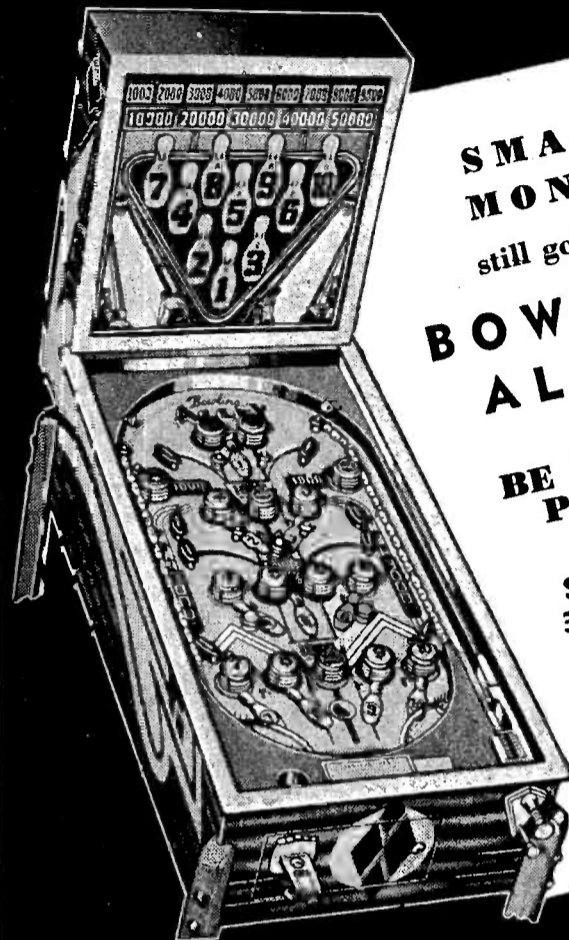
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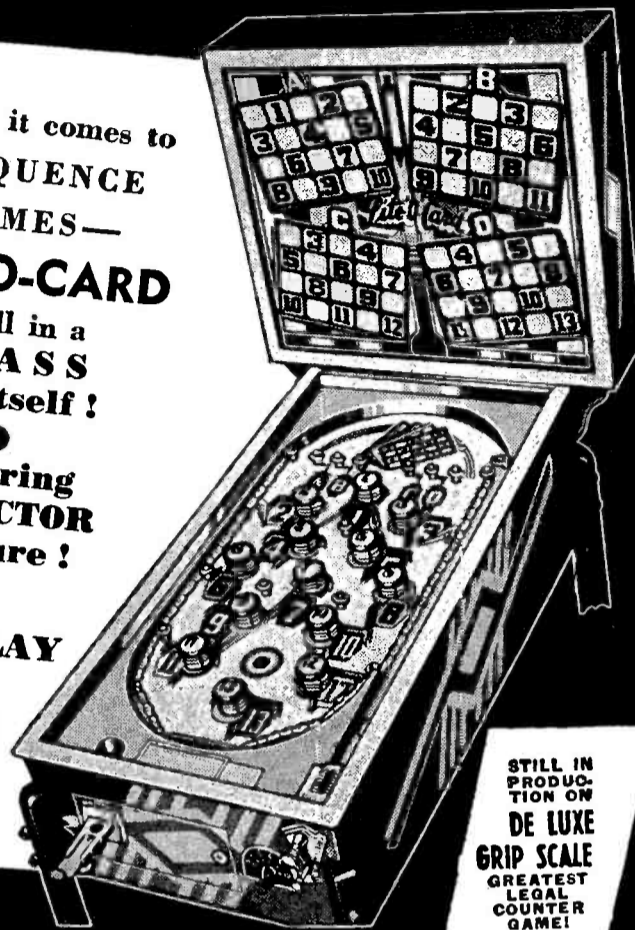
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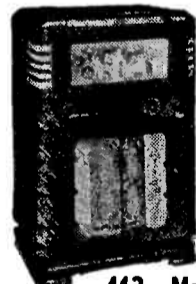
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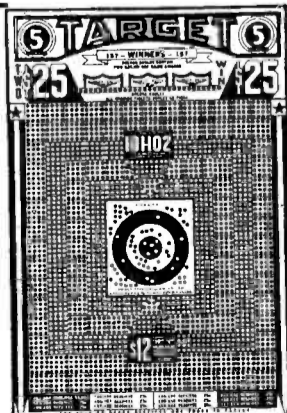
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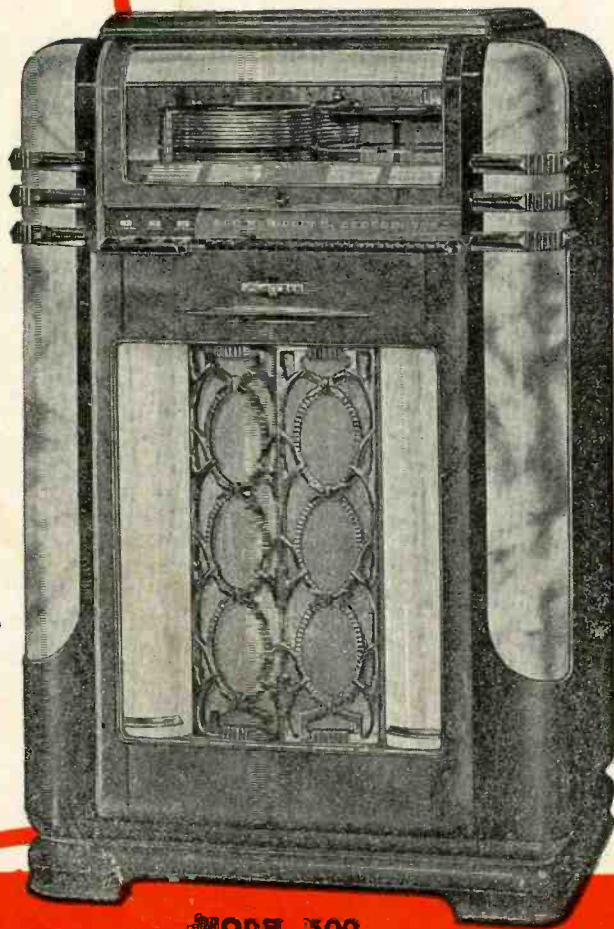
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