HARRY JAMES
And His Orchestra
Currently Panther Room,
College Inn,
Sherman Hotel, Chicago.
Broadcasting Over NBC
Networks.
Direction: Music: Corporation
of America.

SEPTEMBER 30, 1939
Vol. 51. No. 39
15 Cents
"The Billboard, to my mind, is an excellent publication in its field. It enables hotel men, who are vitally interested in amusement and entertainment, to keep abreast of the trend in public demand for various types of entertainment. It provides complete coverage of the entertainment field in America. It is a fine example of good editorial work."  

RALPH HITZ  
President  
HOTEL NEW YORKER  
and the  
NAT'L HOTEL MANAGEMENT, Inc.

"The Billboard has so complete a coverage of night clubs throughout the country that it is extremely valuable to the night club manager. It enables him to follow the success or failure of the acts and bands he has used and it is a directory of new talent. It also is a valuable leaflet for the agent's enthusiastic claims."  

JOHN ROY  
Managing Director  
RADIO CITY RAINBOW ROOM  
and the RAINBOW GRILL  
New York, N. Y.

"I think it's a fine source of information for the night club field. I enjoy reading it every week."  

FRANK W. BERING  
Owner  
HOTEL SHERMAN  
Chicago, Ill.

"You haven't the slightest idea of how much value it is to me to read The Billboard what the critics think of the press agents, and then to read it for $1,000. If you were to sell it for $1,500, I would refuse to pay that sum, as it is a matter of fact, I would refuse to sell it for $1,500."  

"The Billboard permits me to keep tabs on what the other night clubs are doing, without spending any time visiting them. It is a fine source of information. It's always given me the inside track on what's what and who's who behind the scenes."  

"We make great use of The Billboard here at the Stevens in booking our floor shows for the Continental Room. We use it to keep abreast of new acts and novelties in the entertainment field and also carefully scrutinize the impartial reports of our publications. The Billboard experts in reviewing the shows, these shows might have not only on the public but on professional judges as well. The Billboard's value as a trade paper can not be emphasized too highly. It is all inclusive in its scope and it occupies an important place in the show business. Congratulations on the excellence of the magazine and lots of good wishes for the future."  

ARTHUR H. PADULA  
President  
ARCADIA, THE INT'L RESTAURANT  
Chicago, Ill.

"The Billboard is one of the finest media for night club proprietors, because it enables them to know which acts are available for presentation at Leon and Eddie's. Also its opinions and predictions, to my mind, are tops. It's complete."  

"We get The Billboard regularly and we rely upon it for information we may need in arranging bookings. The Billboard is the outstanding medium of its kind."  

LARRY MCCOWAN  
Entertainment Director  
ST. REGIS  
New York, N. Y.

"I find quite a few interesting articles in The Billboard, especially regarding the reviewing of acts which are submitted to us from time to time, and in this respect we can always judge whether they are suitable for our room or not."  

MAX SOURKES  
Manager  
CHEZ MAURICE  
Montreal, Quebec

"I scan The Billboard religiously in an effort to learn new talent and also to learn the whereabouts of favorite entertainers so that when I am in their neighborhood I can spend my money to see them."  

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Manager  
PARK CENTRAL HOTEL  
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"The Billboard is of tremendous value to a night club owner, as it keeps one informed of how various acts and bands are going over in different clubs, and also gives one an idea of what certain acts are, especially when not familiar with the names. I believe the criticisms are quite sincere."  

WILLIAM R. JOHNSON  
Owner  
BAY-NA COUNTRY CLUB  
Wheeling, Ill.

"Ben Marden's Riviera has found The Billboard's vital part in American entertainment of indispensable assistance for the type of establishment I have been fathering since 1931. Other night club entrepreneurs— and I know them all—have the same good things to say of The Billboard. Its background, criticisms, research, forums, and news items have guided me in presenting the sort of entertainment my patrons appear to enjoy. Seven years at the same stand speaks for itself."  

BILL HARDY  
Owner  
BILL'S GAY NINETIES  
New York, N. Y.

"My fellow is doing and how their shows stack up with others. With the aid of The Billboard I know what the other fellow is doing and how their shows stack up with the rest. Mainly, we get criticism right to the core and a hands-on front in front of a countryful of acts."  

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London Flesh Shows Start Again; Troops Entertained; Other Notes

Entertainment National Service Association, with Sir Seymour Hicks as chairman and Basil Dean liaison officer with the Service authorities. Represented on KNSA are the Incorporated Society of Musicians of Great Britain, Actors’ and Actresses’ Federation, Concert Artists’ Association, National Comic and Vaudeville Artists’ Association, and Association of Dance Band Leaders.

Frankes Day was the first American to have his program given under canvas, with army signals marking his location. With Miss Day was British musical comedy star, Arthur Riscoe. (See LONDON FLESH on page 68)

AGVA Officials Repeat They Are Not Interested in Workmen

NEW YORK, Sept. 23.—Officials of the American Guild of Variety Artists, which replaced the American Federation of Actors, announced this week that AGVA is not interested in making any bargain with the American Federation of Artists. AGVA’s policy, it was stated, is to conduct its outdoor show business but that it will assume jurisdiction over all fields formerly covered by the AFA, which would include workingmen.

AGVA’s disinterest in workingmen was the result of a letter received from the AGVA’s executive committee, which stated that AGVA’s function is to protect the interest of its members. The letter went on to say that AGVA does not intend to enter into any negotiations with the American Federation of Artists.

NEW YORK, Sept. 23.—That performer for whom the AFA’s efforts will run into some rough going before they are able to reorganize the Four A’s branch into the big union became certain this week.

Definite monkey wrench was thrown into the situation when a leading Acto-Equity spokesman pointed out that the solidification could not be accomplished because some of the A’s branches are incorporated, whereas others are not. Before the Four A’s can set up complete union interchangeability and a central treasury, it is claimed that Acto-Equity (from the American Federation of Radio Artists and other incorporated unions) will refuse to disband and go into the Four A’s. A union for workmen, the respective unions would have to work out their own agreements.

Regarding likelihood of Thomson being named for such a post, it is said that Four A’s were no nearer than others in Equity interest in Thomson is just the man for the position in view, they say, of his “youth, aggressiveness and diplomacy. One official of the organization said that it will probably get, but added that in any event Frank Gillmore would retain his position as president. This source claimed that Thomson would be the last man to try to shove Gillmore out. It was reported that the Atlantic City race, however, that Thomson had once offered Ralph Whitehead the job held by Gillmore.

At the outbreak of the last war, which didn’t have the pre-war build-up of the current European hostilities, shows in London were immediately disbanded. Theaters closed, fairs and exhibitions pulled up stakes, film studios in France and Germany shut down, because of lack of personnel, and American acts and artists were in Europe. At that time there were hundreds, as now, devoted all their energies to securing passage back to America. The American performers (See WAR—THEN on page 68)

A Press Agent’s Oath?

CHICAGO, Sept. 23.—Sam Stratton, agent for my Dear Children at the Selwyn, swears this is not a publicity stunt. Confess that he himself learned only the other day that the company’s leading woman, Davis Duley, has been holding on to a $15 a week job in the stockyards here. With the drought killing cattle the show has been laying off for the last fortnight due to lack of business. As no further claims that Miss Duley continues with the center-holding and doubles her work and is not involved with the Zoo. (See TRouble FOR on page 68)

Trouble for “One Big Union” Looms; Equity Has Taken No Steps; Thomson Leadership?

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NEW YORK, Sept. 29.—A change in the week-day radio line-up is indicated for the season now starting. Departure of the Valence program breaks up, after nearly 10 years, the week-day domination held by Thursday. Tuesday and Wednesday are now the leading candidates. Both are strong in comedy shows. However, neither is expected to supersede Sunday as the peak listening day. While the Valence show folded, Thursday usually ran runner-up to Sunday.

Altogether Tuesday has more commercials than Wednesday because it has more half-hour offerings. Wednesday seems to have a slight edge, with Fred Allen and the Texaco show, each of which runs an hour. Wednesday is also said to get a boost with the new Herbert Marshall series starting shortly on the NBC Red. Latter network has Marshall, Red Skelton, Allen, and Kay Kyser, while CBS has Burns and Allen, Al Pearce, and Bing Crosby.

Compromise

REINER: Ja. Sept. 29.—Battling storms begin hooking into those parts for Thanksgiving dates have to be extra. Locations in October amounting to $100 commission which O'Hara was to receive and $250 for two hours' overtime and the $900 and the $1,250 which included the $400 deposit. Contract called for $600 for transportation besides the original $80 bond price, and also $15 for new camera. Pitkin Hill the latest returned them and signed with $500 deposit. Contract called for $600. Shortly after this O'Hara was notified by GAC that they could not deliver Dorsey. O'Hara then complained to the union and Petrillo, who claimed that inasmuch as GAC had contracted to have Bob Weems, local GAC manager, before the board August 31. Weems explained that the office had not signed the Dorsey contract as yet and that he was still holding O'Hara's check. He also had an affidavit from a New York medico substantiating Dorsey's illness. Petrillo waved aside the technicality of the unsigned contract, claiming that O'Hara had been pressing Dorsey and he would have to be delivered.

Failing to get Dorsey, however, O'Hara went ahead and signed another contract for Lancerout which called for an added $600 for transportation besides the original $80 bond price, and also $15 for new camera. Pitkin Hill the date on their calendars.

The Petrillo vs. GAC case was still in court here when James C. Petrillo, the local militant musician head, brought a suit against the General Amusement Corp. for failure to deliver Bob Weems, to the union and immediately took the case to the General Amusement Corp. for failure to deliver Bob Weems, who was then under contract to the union. The union and Petrillo then held O'Hara in court, and the case was referred to an arbitrator. O'Hara's behalf or the GAC license would have been delivered.

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NEW YORK, Sept. 23.—Switch in plans has House Hunt the first orchestra guest star on the Columbia record show starting on CBS Sept. 21. Benny Goodman, with Count Basie slated to follow, but neither band was available. Other bands set are Benny Goodman, October 13; Eddie Daniels, October 27; and Juke-Box John Hammond, November 3. Each of the bands set to be on NBC is a commercial, except Duchin, who recently finished one band was available.

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Publishers, Picking to Past, Extend Little Hope for NAB

NEW YORK, Sept. 23.—Threat that the National Association of Broadcasters might attempt to break even this year, according to concrete business in order to kick the ASCAP logo out of his show, are some of the main factors in the business of the radio publishers, some of whom feel that the NAB move is a bluff. According to one of the leading publishers, ASCAP executives feel a settlement might be made with the radio interests, and that the new contract will call for something between $6,000 and $10,000, less than the present toll of $4,000,000 per annum.

In the event that the NAB broadcasters will settle with ASCAP, the attempt of the motion picture exhibitors to create a library, under the guidance of Henry Watson and the efforts of the Shuberts to gain a foothold in the business, is being forced to fold because of the apparent failure of the NAB in its campaign.

Leo Bernstein, well-known Tin Pan Alley song writer, who has tried to establish the ASCAP as a trade association's morale is not exactly a success.

The Billboardsome weeks ago. The ASCAP is the undeniable fact that even if the $10,000? is not made, it will have half as much as each paid ASCAP in 1925. The fact that outside interests which have "a disease" which is confined to a consortium of ASCAP, the music publishing business, emphasized in The Billboard several weeks ago, is regarded as tantamount to the construction of a new ASCAP music library, because the current momentum of income would immediately cease.

Pointing out that publishing music is a business and not a charity, the publishers who have not grown up in the industry have already learned that the established music interests must stand solidly against the NAB. It is believed that the trade association's morale is not exactly convincing, but the attempt to kick the NAB move is a bluff.

Benny Tenor Named; Dennis Days Gets Job

NEW YORK, Sept. 23.—Most sought after radio booking job in radio was finally set for this week. Benny Tenor, the tenor on the Kayser-Hallie program, replaces Day, who signed during the summer with the Thomas Ammons enterprise. Benny Tenor is regarded as a leading tenor on the Booking market and is a star of WOR.

WOR is a Newark station, and one of the broadcast stations to take the games, even though the league, said: "Any attempt on the part of the NAB to create a library under the guise of a deal that would not faze the Society's publishers, even if they were to make hay out of the music business."

Surprise move was "so much nonsense." To back up his statement, he tried to create a library for NBC, and when that did not go, he went to the Linco. Today's vehicle was not set yet.

WOR Using Film Track for Station Announcements

NEW YORK, Sept. 23.—Station break commercials for WOR are being made on Miller tape transmission. This is one of the most effective methods of reproduction for station announcements. WOR has used transcription announcements for station breaks.

WOR is a Newark station, and one of the few to take the games, even though the league has already defeated the plan. The reason for this is that the NAB has not been able to make any hay out of the music business.

The Atlantic Refining Co. sponsored the broadcasts during the regular season.

Radio Domesticity

NEW YORK, Sept. 23.—Despite what the American Society of Composers, Authors and Publishers (ASCAP) has been saying, it is believed that the NAB move is a bluff. According to one of the leading publishers, ASCAP executives feel a settlement might be made with the radio interests, and that the new contract will call for something between $6,000 and $10,000, less than the present toll of $4,000,000 per annum.

In the event that the NAB broadcasters will settle with ASCAP, the attempt of the motion picture exhibitors to create a library, under the guidance of Henry Watson and the efforts of the Shuberts to gain a foothold in the business, is being forced to fold because of the apparent failure of the NAB in its campaign.

Leo Bernstein, well-known Tin Pan Alley song writer, who has, however, that while such catalogs might be revoked for broadcasting intercepted military messages during the European war crisis.

The Federal Communications Commission is considering such a proposition. The Department of Justice is considering the matter to be insured. Whether such a proposition will be approved is not known. The FCC has no liability to prosecute the broadcasting of intercepted military messages during the European war crisis.

For Station Announcements

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Former ASCAP Man Gives Stations Tree Use of His Catalog

NEW YORK, Sept. 23.—Radio stations that differ in opinion about the National Association of Broadcasters, may obtain the services of composer Whitman, according to Dr. Jacob Schwartz, who is the present treasurer of ASCAP, and was president of the American Society of Composers, Authors and Publishers (ASCAP).

Mr. Schwartz is considering the possibility of selling his own music library, and is entertaining the idea of selling it to a radio station. The idea has been discussed with several standard songwriters, among them Andy Razum and Sam Badman, and the possibility of selling his own music library to a radio station is being entertained. 具体的陈述细节未在地图中给出。
In 1939-as in 1938, 1937, 1936, 1935, and 1934-more of the country’s large advertisers chose CBS than any other network.

COLUMBIA BROADCASTING SYSTEM
World’s Largest Radio Network
**N. Y. Station Publicity Chart**

**NEW YORK, Sept. 23.—Two charts below show the number of publicity breaks landed by New York City stations, top chart covering the July 9 to August 11 period and lower chart the September 1 to September 15 period. Column headed "F" indicates the number of program highlights or "best bet boxers" the station got for a program: "C" column, critical notes on the program. The charts are published in New York City and Brooklyn. There are eight dailies in the compilation.**

**Radio Talent New York**

**By JERRY LESSER**

**July 9-August 5**

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<thead>
<tr>
<th>STATIONS</th>
<th>WABC</th>
<th>WEAF</th>
<th>WOR</th>
<th>WNYC</th>
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<th>WJZ</th>
<th>WHN</th>
<th>WNYX</th>
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<td>1244</td>
<td>383</td>
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**Advertisers and Agencies**

**NEW YORK:**

**AGAINST THE STORM, five-time-a-
month radio show for the Mutual net that
Michael, who also writes the WJZ sus-
tained two years ago, has been requested
by NBC Red network for a P. & G. "The
Wanderer," which made its P. & G. debut
October 15, 1939, will continue on the Red
at 5 p.m. and will be replaced at that period
when Storm takes over. NBC's "We're
O'Neill's" daily broadcast, at 12:15 noon.

**Bob O'Neill's" daily broadcast at 12:15
will be continuous. The show will be
produced from the NBC studios in New
York.**

**Bob Sibbings'** (suggested he buy it himself—at the spe-
tial price of $12.00) is back from a New York
trip where she picked up the new
MILLIE. She and her co-workers will
operate burelague of And the Angels
Stand Up\* over NBC from New York
this week. He is the son of Walter
dstill, Scott, ex-plymouth of North-
Hartford, who wrote this play. Cal
Rogers, director of the Eight
Street Theater Saturday to the Audito-
rium, Oakland, Calif., where they will
be playing a special benefit for the Ameri
**New York**

**NATIONAL FOOD STORES**

By PAUL ACKERMAN

**National Food Stores**

**Bob Sibbings**

By DEAN OWEN

**WBG's Ad Campaign**

**GREENSBORO, N.C., Sept. 23—WBG**

**Dawson succeeds Brown**

**CHICAGO, Sept. 23—Stuart Dawson**
Conn. Dan-Isanto Winds Season Ahead of '38; Crosby Sets Record

BRIDGEPORT, Conn., Sept. 23.—With the opening of the Future Ballroom, municipally operated dance palace, which has just been constructed, it is revealed that receipts for the 1939 summer were 16 per cent ahead of 1938. Ten sets of bands were chosen by Bob Crosby, who drew an enthusiastic crowd of local residents.

Bandings of the other maestros as regards their choice of music were in the following order: Jimmie Dorsey, Larry Clinton, Gene Krupa, Hal Kemp, Woody Herman, Charles Barnet, Al Donahue, Red Norvo, Benny Goodman, Joe Marsalla, and Jack Teagarden.

Altho Kemp stolt fifth in attendance, he was named second inasmuch as admission prices for his appearance being $1.50 the admission, box-office figures have proved that he was indeed the chief attraction, bringing home the bacon with both attendance and grosses.

Conn. Dan-Isanto, the leader of the state's greatest surprise of the season was the largest draw with the largest attendance at the Dan-Isanto. At the Palace, municipally operated, he was in attendance at the Dan-Isanto, making his total attendance here over 2,400 persons in four dances.

First set, Lee Dixon was sufficiently good to win the top位, with a $1,000 gate the previous night at Frank Brookins Club on $1.25 per admission, box-office figures have proved that he was indeed the chief attraction, bringing home the bacon with both attendance and grosses.

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BIZ BAROMETRE

NEW YORK, Sept. 23—Meyer Davis, music publisher to millionaires' row, noted that some of the very fancy statistics to tell several months ahead how many million dollars in industry and finance will be. All he has to do is consult his booking sheet. "You can talk all you want about 'inside tips' and 'advance market information,'" continued Davis, "but when a top末端 comes to talk about his own forecasts in the wind then watch Big Business pay more attention. Mine doesn't play. And when you see the tycoon of capital spend for business, that is the real barometer of business."

Pa. Locals Seek Blue Laws Change

PHILADELPHIA, Sept. 23.—Pennsylvania State Conference of Musicians, consisting of 69 APA locals, is making a drive for new Blue Laws legislation that will be lodged against the State Liquor Control Board for making a midnight closing on Saturday nights mandatory at all night dance and tapas halls.

Ruling, according to Rex Riccardi, vice-president of the conference, has been in existence for eight years, and many of the members think that it is unfair to the musiciants, performers, waiters and dancers. It has been six months since the closing time to a later hour. Inasmuch as the liquor laws have not been permitted to stock up before midnight and continue until 2 or 3 a.m.

Conn. Curfew Law Eases Out Girl Ork

BRIDGEPORT, Conn., Sept. 23.—The Connecticut curfew law for women, originally set at 10 p.m., then 9:30 p.m., has since been lowered to 8 p.m., and now, for the first time last Saturday night on a week night when State Labor Commissioner Danaher informed Edward Lounsbury, operator of Longfellow's night club, Bridgeport, that his girl orchestra must not play after the curfew hour, Lounsbury was forced to cancel his booked engagements and close the ork.

The female curfew was not uniona, and the complaint was filed with the local confederation by the local musiciants' union.

Danaher informed that he was not surprised about the decision, as most musicians or entertainers at this time, are only seated on this specific complaint.

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Music Items

Songs and Such

MAGDE PENSADO and Allen Reid hope they have a Hit Parade candidate in "Tin Pan Alley Front." Test hits from the Serendipity Sondas, currently clattering at Alvin Theater, New York, get a new Sampy Family hearing. A quick tempo, a snappy ruining move, "Tin Pan Alley Front" is under consideration. Billed on the sheet are a jump in the parade, "Tin Pan Alley Front" is being readied for a quick acceleration.

"The Three Tenors" offer a direct hit for a fast yodeling romance by the Frank Dicks and Leo Warren tune. "Three Tenors" in the hands of the Johnnie White is said to be going into the group's hit parade.

"Ringo" and "My Heart Has Wings" are still on the list in the hands of the Johnnie White is said to be going into the group's hit parade.

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"Ringo" and "My Heart Has Wing..."
Orchestra Routes

Following each listing appears a symbol. Fill in the designation corresponding to your city or city in which you may wish to include.

ABBREVIATIONS:
a—auditorium; b—ballroom; c—cafe; cb—cabaret; cc—country club; h—hotel; mh—music hall; n—night club; p—amusement park; ro—roadhouse; r—restaurant; s—showboat; t—theater

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

12 The Billboard

MUSIC

September 30, 1939

Panchina: (Vendes Club) NYC.
Pandit, (Tranquino) Hollywood, re.
Park, Burton: (Amarillo) Houston, re.
Park, Frank: (Live Oak) Muskogee, re.
Parker, Peter, (Coffee Shop) St. Petersburg, re.
Perry, John (Bianca's) Hollywood, re.
Phillips, (Ed's) Miami Beach, h.
Poirot, Charles (Parson) Miami Beach, re.
Powell, Teddy: (ientos) NYC, re.
Primo, Louis: (Hollywood House) NYC, mh.
Prisco, Frank: (Estate House) Long Beach, re.
Quintana, Pat: (Galveston) Texas, re.
Rainbow Room: (Casa Crescia) Sunny Isles, re.
Rice, John: (Saratoga) L. A., mh.
Ricotta, Frank: (Cherry) Chi., re.
Quintana, Pat: (Galveston) Texas, re.
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Ricotta, Frank: (Cherry) Chi., re.
Quintana, Pat: (Galveston) Texas, re.
Rice, John: (Saratoga) L. A., mh.
Ricotta, Frank: (Cherry) Chi., re.
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The Reviewing Mind

Teddy Powell

(Reviewed at Famous Door, New York)

HAVING written the hit songs for the other bands to play, tuneful Teddy takes to toddling with a band of his own. It's a comparatively new and untried combination, and it's difficult to realize on a first hearing that the boys have only been together for some two and a half months. But it was a first night of titanic proportions, were enthusiastic in their acclaim, and it's the orchestra behind the height.

Rising to the gorillatons rhythmic side, but ever pours out par- ticularly melodious effects from an ob- 

The French chef offers the latest in French cooking, and is still rough-cut.

The Alabamy Boys, Al Hand, and Carl Clark were, in the champ brass trio of 1928,Doc Trumbull and the 1939 clarinet vocalist, Jimmy Clark was

But it's the March music that speaks well to the oldie, By the Weber, played in customary best professional sounds. Of the vocals given over to Mara, typically

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Auds, Film Houses, Others Make Up Most of Season's Road Spots

Bookings heavy throughout the country—one-nighters are being revived for first time in 20 years—college auds added to picture—better break in auds

(Continued from page 4)

New Wisconsin Union Theater on the campus of the University of Wisconsin (in Madison) will open it October 9-11. Seventeen other college auditoriums are in the fight for box office business. List includes:\n
University of Illinois, Champaign-Urbana, U. of Chicago, University of Minnesota, University of Washington, University of Illinois, Urbana; and Greensboro College, Greensboro, N. C. Noteworthy of the list is the fact that auditorium bookings this season and next year are well above those of the past season. The recent Camp 30 auditorium dates chalked up by LTO include the following: Clemson, S. C.; Bloomsburg, Pa.; North Carolina, Raleigh; University of Miami, University of Southern California, Los Angeles; University of Illinois, Chicago; University of Minnesota, Minneapolis; and Pennsylvania State College, State College.

In Chicago, Illinois, at the Riviera, which is staging a series of plays to start October 14-15, the cast of The Shrew will open it October 9-11. Seventeen other college auditoriums are in the fight for box office business.

(See "ROAD" UP on opposite page)

LEGITIMATE

September 30, 1939

Conducted by EUGENE BURR—Communications to 1526 Broadway, New York City

On Thursday night of this week, the last at the Palace, the little known amateurs of the University of Illinois celebrated their winning of the last of the season's contests and the annual party. The event was the highlight of a week of activities which included a production of "Hamlet" in the school's auditorium. The play was directed by none other than the university's drama critic, who also was the playwright and actor who played the lead role. The event was attended by hundreds of students and was a resounding success.

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No Change in Agent Rulings, Says Equity

NEW YORK, Sept. 23—Actors' Equity Association has no intentions at this time of changing its agent policy. Further, it has no intentions of even taking the matter up at its next membership meeting, said Executive Secretary Paul Dinielli, who heads the executive staff of the association. The statement ended any more time on the subject, declared Mr. Dinielli, executive secretary. Widespread stem reports had declared that a complete overhaul of the agent policy was imminent.

"There is only one thing wrong with the present arrangement," continues Mr. Dinielli, "and that is the lack of co-operation from our members. Human nature being what it is, there will always be some who will pay the extra and illegal commissions."

He explained that last year Council had devoted an unusually long time to reorganizing the agent set-up. Draft of a policy was finally drawn up and voted on at a membership meeting. There is no need at this time for further changes, he says. Muster has not been brought before Council, nor does he anticipate any change in this direction.

He reiterated that the only solution to the agent problem was a change in the present policy that would be the establishment of an employment bureau in Equity itself, but that that contained too many doubtful possibilities and Equity was not looking for such a solution.

Talk that Equity would up-assign con-tracts to its members was denied by the executive secretary.

"Mr. Hays: said, the rate from 5 to 10 per cent, he said, "would mean only that there is a greater number of Equity members paying.

Review Percentages

(Listed below are the decisions of directors of the Broadway shows in the metropolitan daily newspapers concerning the Broadway openings of the week. In judging percentages, "no opinion" notes are counted one-half and one-half "good" rather than being thrown out together. This would give a show with eight daily reviews, seven good, one "no opinion" a percentage of 92.

At the end of each month this column will be revised, with a revised percentage of the reviews being listed, together with a statement of the director of the office, in an effort to determine how many runs are returning a profit, and to compare the financial returns and how closely the critics agree with the decision of their peers.

"Journey's End"—56%—Theatre Dept. (Mirror), Whipple (World-Telegram). NO OPINION—Watts Jr. ( Herald-Tribune), Keiper (Staten Island). (Stam.)—Anderson (Journal-American), Chapman (News).

"Shrew"—Christens U House

MADISON, Wis., Sept. 23—The new "Shakespeare's" at the University of Wisconsin, will be presented at the new "Shakespeare" on Vermont and University on the 26th and 27th, with a matinee performance on the 27th.

The"Taming of the Shrew," starring Alfred Lunt, with John Carter in the title role, and Mary Sibley in the part of Katharine, will be presented at the "Shakespeare's" in Madison.

Mr. Lunt and Miss Sibley have been living at the "Shakespeare's" for the past six months and are well known to the Wisconsin public.

The "Shakespeare's" is located at 1020 Wisconsin Avenue, and is the only theatre in the city of Madison that is equipped with a complete stage set and a large orchestra pit.

The theatre is open daily from 10 a.m. to 10 p.m., and is closed only on Sundays.

Amusing, interesting and educational, the play is a favorite with both adults and children.

A good play, well produced, with a splendid cast, the "Shakespeare's" provides an excellent evening of entertainment for all ages.

The actors are all members of the Actors' Equity Association, and their performances are always of the highest quality.

The theatre offers a variety of plays, including musicals, comedies, dramas and more.

The "Shakespeare's" is open every day, with matinees and evening performances available.

Whether you are a fan of Shakespeare or just looking for a good time, the "Shakespeare's" is the place to be.

For more information or to purchase tickets, please visit the theatre's website.
AGVA Starts Signing N. Y. Clubs to Short-Agreements; Claims 4,000 Membership

NEW YORK, Sept. 23.—The American Guild of Variety Artists got a foothold in New York last week when it signed the Paradise, Leon and Eddie's and the Cascade as members. "This is the first step in our organization campaign," said Aubrey Blair, official of the AGVA here, "and we are confident that we will soon have a majority of the night clubs here signed up to us." Blair said that the AGVA, which was organized two months ago, will shortly approach local night club owners and will call a meeting of all the clubs. "We will work along the same lines as the IATSE and the AGW in Los Angeles," Blair said. "We believe that we can make the AGVA a strong organization if we get the support of the night club owners." Blair said that the AGVA plans to offer a variety of services to its members, including protection against illegal work, a free legal aid service, and a free revolving fund to assist members in financial difficulties.

"Apple for Teacher" Now Top Machine Tune in Dance Spot

NEW YORK, Sept. 23.—"Apple for Teacher" is now the top machine tune in the dance spot. The tune, which was written by Irving Berlin, has become a favorite with dancers all over the country. "Apple for Teacher" was introduced in the musical "Lullabies of Broadway," and has been adapted for machine use by the popular dance band, "The Hi-Lights." The tune is said to be a great favorite with dancers, and has been adopted by many dance schools as a standard tune for the "Apple for Teacher" dance. The dance is said to be a great improvement over the "Apple for Teacher" dance of last season, and is expected to be a great success.

Legion Convention Expected To Help Chicago Nighties

CHICAGO, Sept. 23.—While little excitement prevails here, the convention of the American Legion Convention, which opens this week, is expected to revive business due to the large number of visitors expected.

Sally Rand Out of Music Box, San Fran

SAN FRANCISCO, Sept. 29.—Sally Rand and her entertainers have left the Music Box. One explanation for her dash back and forth between the Music Box and the Gay Paree show was that the exposition had become too much in the way of a series of events.

Sally will remain at the fair. At the Music Box Macaey-Amsterdam and Isabel Macaey are filling in, while Tife Bryan, Macaey's daughter, is assisting. Tife Bryan is a very popular dancer, and will be in great demand.

France Shuts 27 Dives in Latest Censorship Drive

PARIS, Sept. 23.—The first quarter score in the latest censorship drive of the French government has resulted in radical measures. The government has closed 27 night spots in Montmartre and other parts of the city, in a widening series of decree laws passed recently, has powers to penalize virtually anybody, even for the telling of a dubious story.

The police have received orders to close all "side show" spots, which are among the targets of the new laws. This has not yet touched the music halls or the music-hall comedians. The padding machine is classified as "side show" spots, which are among the featured attractions of the visiting firemen to Paris. The net effect is to wipe out a few addresses in the private books of amateur guides.

Des Moines Clubs Readying for Big

DES MOINES, Sept. 23—Three clubs in the outlying areas spent $652,000 for improvements during the 1939 season. Chuck Pietor's complete new club on 6th Avenue opened January 1, 1939, and will be cleaned up on this date.

The longest show in the city, the Crenshaw Cafe, will open on this date. Spot is located at the corner of 8th Avenue and 8th Street. The show is run by Bill Moore, who plans to open a new club in the spring.

Flesh Aids Hunting Club

KUNSTONTO, Va., Sept. 23.—Mr. and Mrs. E. O. Wood, owners of Club Wood, and Joe M. Ritter, the local manager, have added a new front in their business and will be in business this fall. The new venture is a flesh show, and will be in operation in the fall.

ds are making the rounds for AGVA. The police have received orders to close all "side show" spots, which are among the featured attractions of the visiting firemen to Paris. The net effect is to wipe out a few addresses in the private books of amateur guides.

Old Vienna Adds Mondays

CINCINNATI, Sept. 25.—Old Vienna, one of the oldest night spots in the city, has added Mondays to its schedule. The club has been a favorite with the local people for many years, and has been closed on Mondays for the past few years. The club manager, Bob Coloney, decided to reopen the club on Mondays to attract more customers. The club has been modernized and has a new front.

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6 Hotels, 3 Caters and Many Bars Using Talent in Wash.

WASHINGTON, Sept. 23.—Biggest local opening of the new season is the Russian Troika, Washington (27). Mrs. Heinz Liebman, who is in charge of the Troika, has announced that the club will open on September 29. The Troika is located in the new Russian Club, which has been remodeled and enlarged. The club will feature the Russian Troika, which has been a popular attraction in the city for many years. The club will feature a Russian dance band, and will open on September 29.

The Lafayette Hotel plans to open a new dance band, the Lafayette Troika, featuring a Russian dance band. The band will feature Russian music, and will be under the direction of Russian musical director, Tito Sklif. The club will feature a Russian dance band, and will open on September 29.

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Walton Roof, Philadelphia

This being the final show prior to the opening of The Brooklyn Lynch who collected in the most part the enter-
tainment on the moonlight nights.

Due to the nonappearance of the Gleiter Girl time of 12, who were in New York, but just before the other, every act on the program worked over-
time and the dance tune runs very fast.

According to Bill, Bob Riba in a flash session of "jumping." Riba works extraordinary hard to impress with his dexterity and abilité to keep up with a new set of ten minutes: the more than the necessary speed and skill.

In the first set of three sticks, Riba picks up speed as well as a collection of other items. His favorite trick of tossing six plates while bal-
ing four, he is able to collect a worthy amount of applause.

The emcee is by Bob Russell, who is a part of the act, works better than the intro. Russell has the knack of getting familiar with the audience and he always has a ready wit.

He is a fine baritone which he uses in a way to make a good band with Let's Make Memories Tonight, Exit to a length of four, goes from a Young Men of Manhattan, a 12-man hand with Let's Make Memories Tonight, Exit to a length of four, goes from a Young Men of Manhattan, a 12-man hand with Let's Make Memories Tonight, Exit to a length of four, goes from a Young Men of Manhattan, a 12-man hand with Let's Make Memories Tonight, Exit to a length of four, goes from a Young Men of Manhattan, a 12-man hand with Let's Make Memories Tonight, Exit to a length of four, goes from a Young Men of Manhattan, a 12-man hand.

The dance team, Manno and Stafford, impresses the audience with Viennese wall-to-wall done and which combined with the dancing in their hands full of sin." The weak spot of the turn is the signature tearing off of the possession. Begin the requisites, which suffers for the lack of a definite dance pattern, besides half a dozen sherry and champagne flagons.

They do better with their impression of a street, where the audience are a bit self-conscious in the buffoonery. They eat, they sing, they drink, the well-delivered colleagues. Nice appearance.

Closing spot is left to Lillian Dorman, a canary who knows exactly what to do and how to do it. She is an absolute steen clear of the orthodox delivery, chemistry, and audience. You know that the Rainbow and Come, Loves, in chorus with, the fine act.

A real treat is the Charioteers, doubling from Hellzapoppin. A couple of South Americans are on hand with a collection of other items.

Rupi Sidhu is back with an augmented band on the enlarged band stand and is successful, bringing in a pop music act. Canada's combination alternates with the New York act. Each outfit is strong enough musically to be a self-contained attraction.

A couple of South Americans are on hand with a collection of other items. It's mostly floor work and is lost to too many of the diners. It is a better act than the preceding one.

This was augmented with a jam session of the Latin variety in particular and was well received by many of the diners.

The chances are that this type demands. Should concentrate the show, the doorman. Joan Brandt, blond mistress of magic whose forte is her cocktail bar act, is at a disadvantage due to the night impediment. Joan Brandt is unable to see her produce the drinks, it's tough to hold their interest. And, too, salesmanship is not as strong as an act of this type demands, should concentrate on faster talk and equip herself with enough clever comebacks to stop hecklers. Demand shows, please.

Lead up to bar climax with a floating cane and cigarette tricks. Appearance is good.

Donna Olivette and Dmitri, broad comedy dance team, have funny bits and put on a long run here. "Cats" hits, but impression is not too strong. It's mostly floorwork and is lost to too many of the diners. It is a better act than the preceding one.

This was augmented with a jam session of the Biltmore Boys and a couple of South Americans. Two revue nights. At present no inter-

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After a summer of front page union light news and a successful run in Leave it to Me, Miss Tucker opens a string of night club dates here that will coincide with the road dates of the Freedy show. Extremely well sung, well performed, and the crowd kept her singing a full hour, including the encore. The time ran 45 minutes. She was a welcome addition to the program.

Dancing is a series of specialties and songs and dances. Bandleader and piano player, Sally Kuhn, is back with an aug-

Walt H. Howard is the p. a. announcer.

This represents an Investment in high-class art work and must not be confused with cheap, shoddy printed supplies.

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Beverly Hills Country Club, Newport

This estate play-ground, upheld by the popular Osher Schmidt, continues to pull a big business with its enthusiastic patrons, whose beauty is equalled by their social grace. Pearl Fryer, Ann Todd, Ann Blyth and other celebrities are among the many who have added luster to the club's establishment.

The Newreign, New York

This room, an adjunct of the Hotel Fourteenth, is primarily an eating and drinking place, catering to the smart set or a reasonable facsimile. Place has a hotel atmosphere, but its chief attraction is its cuisine, Mario, host, and best, may himself be responsible for much of the business brought in. He's an excellent host and a graceful and refined hostess, and his charming and pleasing personality is a joy.

The Harlequin, New York

Callahan Sisters, well-tied and attractive pair, start their routine with a lively tap dance, during which they are accompanied by a splendid quartet of the current show. Their tap bits are the best of the night.

Radio Franks, New York

A four-piece outfit takes care of the music, and the Franks' waltzing and soft-shoeing jimmy is a delight. They've hit the high marks.

El Chico, New York

This one Latin floor show without a chorus is a delight. The boys do excellent work in dancing and singing and make a big impression.

Pittsburgh Club Reopens

Pittsburgh, Sept. 23—(Al Biz) Club Petal opened in East Liberty last Friday night. Bandleader Neil Ecken, director of his own band, brought his orchestra to Pittsburgh and the club is thronging with patrons.

Brown, Louisville, Resumes

LOUISVILLE, Sept. 23—Brown Hotel is offering a floor show program with Harry (16) with Ennis and Novella and Tommy Turrent on the opening card. Changes will be made every two weeks.

Davis in the Jug

CHICAGO, Sept. 23.—A novel stunt has been pulled by the proprietors of the Jug, a Monday night establishment of the local MCA office to sell Rute Davis. The tiny jug, containing small brown jugs are being mailed to producers and operators of small theaters, with famous spots called Rute Davis, and named "more kick than the best Kentucky corn." In the jug is a small scroll carrying Rute's own humble appeal for work.

Jacksonville Likes Its first Ice Floor Show

JACKSONVILLE, Fla., Sept. 23.—The United States Room addition to the Petro Grill this city received its first ice floor show in the city's first introduction to an ice show. The Petro Room increased capacity to 500, and parked houses have erected the synthetic polar domes, with a dazzling thermometer outside flipping with 100 degrees, the air-conditioning on the inside and the ice show proved a strong draw.

Show opens with six skating chorines doing a handstand, simple routine. Their dancing, however, failed to generate a graceful and acceptable number that will catch on at this point. Bertie Lott, local area, won an extended figure skating. Bobby McLean, billed as the fastest skater in the world, is a graceful, fast, feathery exhibition that was quick. Harry McFarland showed off on a scooter.

Ted Moss, doing a drunk act, garnered a great deal of applause. His work was perfect, and his proff falls ludicrous. Ted moss, the gab guy, is quite a sing-songer and two singing songs fairly well. Jimmy Bigelow, a fixture, did his usual and split his kingdom.

Marie Elliott still fingers the harmonium and is responsible for five-piece orchestra all by herself. Marie Elliott's dragables in a deep, plaintive, very sweet and appealing voice. Their orchestra is a splendid one-piece waltzing andProjects nicely for the dancers as well as the floor show. W. H. Colson.

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Acts Units Attraction Routes

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

EXPLANATIONS OF SYMBOLS
— auditorium; •— ballroom; □— cafe; ◊— cabaret; ▶— country club; Ṣ— circus; □— juice house; Ṣ— amusement park; •— road house; ◊— restaurant; ◊— showroom; Ṣ— theater.

NYC—New York City; Phil—Philadelphia; Chi—Chicago.

Bates, Lulu (Diamond Horseshoe) NYC, no.
Cortes, Arturo (Havana-Madrid) NYC, nc.
Conrad, Bob (Leon & Eddie's) NYC. no.
Carter, Frank & Bowie, Arthur (Barney Gal-
Captivators, Three (Powell's) Antigo, Wis., no.
Bullock, Johnny (Chicago) Chi, it.
Bordine & Carole (Merry-Go-Round) Dayton, Ohio, no.
Blair, Cecil (Harry's New Yorker) Chi, nc.
Bishop, Fred (Radio Franks) NYC, nc.
Bessinger, Frank (Radio Franks) NYC, nc.
Billington, Orrin, & Betty Lou (Blackhawk) Dayton, Ohio, no.
Bastien, Eva (Harry's New Yorker) Chi, no.
Bartell-Hurst Foursome (Beverly Hills) New York, no.
Arrow, Margaret (La Salle) 25-21;
Ardath, Fred (Little Old New York) World's Fair.
Ames & Arno (International Casino) NYC, no.

DeLys, Donette (Topsy's) Los Angeles, no.
Day, Doris (Barney Rapp's) Cincinnati, nc.
Craig, Phil (Playhouse) Kansas City, Mo.. cb.
Cunningham, Fairy (Gibson) Cincinnati, h.
Craig Jr., Freddie (Earle) Washington, D. C., t.
Cook Ralph (Harry's New Yorker) Chi, no.
Conlin, Ray (Tower) Kansas City, Mo., t.
Coe, Jerry (Tower) Kansas City, Mo., t.
Clinton, Larry, Orch.
Cherie & Tomasita (Villa Venice) Northbrook, Ill., nc.
Christie & Gould (Tower) Kansas City, Mo., t.
Christie & Gould (Tower) Canssana City, Mo., t.
Christian, Roy (Club Gaucho) NYC, nc.
Christian, Fred (Club Gaucho) NYC, nc.
Cochrane, Ed (Bismarck) Chi, h.
Cooper, Bill (Bismarck) Chi, h.
Cook, Charles (Bismarck) Chi, h.
Cox, Homer (Bismarck) Chi, h.
Coyne, Ernie (Bismarck) Chi, h.
Cranston, Hy (Bismarck) Chi, h.
Cummins, Bill (Bismarck) Chi, h.
Cummins, Jim (Bismarck) Chi, h.

Day, Doris (Harry Rapp's) Cincinnati, nc.
Devine, Paul (St. Louis) Chi, nc.
Delgado & Pote (Chors, Pote) Chi, nc.
De Forest, Marie (St. Louis) R, h.
DeForest, Marie (St. Louis) R, h.
Delaney Sisters (Huntington) Canton, Ohio.
Derige, Rosemary, & Tommy Martin (Chicago) Chi.
Dellcastillo, Pete (Billy Rose's Apacorn) Chicago, R.
Devir, Doris (Cole's) Dallas, Texas, c.
Dowling, Alice (Cities Service) Detroit, Mich.
Dowling, Alice (Cities Service) Detroit, Mich.
Dowell, Marion (Palmer House) Chi, t.
Dowley, Betty (Billy Rose's Aquadrome) World's Fair.

Druken, Russell (Wyoming) NYC, ny.
Drysdale, Orce (Topsy's) Los Angeles, nc.
Dunbar, Sonja (Eugene) Portland, Ore., nc.
Duncan Sisters (Riverdale) Milwaukee, I.
Eddy, Marion (Little Old New York) World's Fair.
Eden, Gertrude (Billy Rose's Aquadrome) World's Fair.
Eckhart, William (Paris) Boston, Mass., h.
Elliott, Reginald (Havana-Madrid) NYC, nc.
Elliott, Reginald (Havana-Madrid) NYC, nc.
Elliott, Reginald (Havana-Madrid) NYC, nc.
Elliott, Reginald (Havana-Madrid) NYC, nc.
Elliott, Reginald (Havana-Madrid) NYC, nc.
Elliott, Reginald (Havana-Madrid) NYC, nc.
FASSETT, Lulu (Diamond Horseshoe) NYC, it.
Fardy, Elinor (Claior) Los Angeles, nc.
Farrar, Leatrice (Phillips) Los Angeles, nc.
Foster, Gae, Girls (Roxy) NYC, t.
Foster, Rosemary, & Tommy Martin (Chase) NYC, nc.
Firestone, Peggy (Jimmy Kelly's) NYC, nc.
Fitzgerald, Jimmy (Kelly's) NYC, nc.
Fleming, Bill (Radio Franks) NYC, nc.
Floyd, Kay (Diamond Horseshoe) NYC, nc.
Folks, Gene (Columbus) pic.
Forest, Martha (St. Moritz) NYC, nc.
Forest, Martha (St. Moritz) NYC, nc.
Foster, June (Music Hall) NYC, h.
Foster, Paul, TV (Barney Fair) NYC, nc.
Frances, Emma (Diamond Horseshoe) NYC, nc.
Franz, Ernst, Continentals (Place Elegante) Mexico City, nc.
Frank, Jack, Orch.
Frazer, Frank, Orch.
Franz, Ernst, Continentals (Place Elegante) Mexico City, nc.
Gainesworth, Marylou, (Belle) Phila., h.
Galvin, Mary (Diamond Horseshoe) NYC, nc.
Gardner, Betty (Roxy) NYC, nc.
Garett, Joan (Masonic) Chi, 25-21;
Garrett, Jim (Aquacade) World's Fair, NYC.
Garrett, Jim (Aquacade) World's Fair, NYC.
Garrett, Jim (Aquacade) World's Fair, NYC.
Garrett, Jim (Aquacade) World's Fair, NYC.
Garrett, Jim (Aquacade) World's Fair, NYC.
Garrett, Jim (Aquacade) World's Fair, NYC.
Gates, Frank, Orch.
Gay, Jack (Savoy Plaza) NYC, h.
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NEW YORK, Sept. 23—Opening days of the Brandywine Circuit's vaudevero experiment have been as hectic as expected and encouraged burlesque houses are doing everything possible to keep it in trying vaudevero. First week of the Flatbush (six days) did good business, with opening day and Sunday breaking the $3,000 mark. Saturday night started with 9,500 heads. House opened Monday, with Jack LaRue headliner. No other vaudevero of the season has attracted more patrons than the Brandywine, except the week two (opening house). Local house to use stage shows this fall, appeared also opening night, which drew the house record. Sammy Kaye's Band started a spread of the policy.

VAUDEVILLE is starting well in all parts of the country. Broadway vaudevero houses continue to be the prestige houses. The Majestic, Brooklyn, house opened Monday, with Jerry Baker heading the opening show. House opened Thursday (28) and George Jessel comes in October 12.

The Brandywine newspaper advertising was the best for some time. The Brandywine has played vaudevero in a long time here. The large ad resulted in huge business and it will probably not sell Arthur Fischler's policy. Showcase impresarios, making percentage deals. Andrews Sisters and Milt Britton Band followed into the Flatbush, Saturday night, and got off to a strong opening. Newspaper ads didn't even mention the film. The Flatbush, which proves how much Brandywine are depending on the stage shows. Cab Calloway goes into the Flatbush Thursday (28) and George Jessel comes in October 12.

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NEW YORK—Broadway vaudevreaters are still knocking off heavy grosses, though it is reported that fewer presentation houses hold runner attraction, which proves how much business is being done at vaudevero. A week or two ago, the Playhouse had a house record. Topping the holdovers was the Music Hall, which played 50% of grosses of $74,000, for Golden Boy, and Harrison and Fisher, with F. G. Goodrich and Nelson plus the regulars on stage. First week cleared $88,000. New show opened strong Thursday with Miss Austin delighting the house. House is expected to have a good week.

Sixth week of the Old Maid at the Westbury was a high one, which brought the run to $28,000, which is considered good business. Fifth week long run, at Shaw opened Friday (21). Opening day gross was $2,900, which is a good one for a week.

The second smash week of The Rain came with a take of $2,900, which is good business for a week. Show is good for another two weeks. From the Proctor's Opera, Miss Mayo and Florea are featured on stage.

State lagged behind with a fair $50,000, which is $10,000 more than expected. Broadway intrey show plus Three Trojans, Hattie Stillwell and Fava for the week.

CHICAGO—American Legion Convention which began Monday (20) is bringing in $175,000 at the Chicago theatre houses. The show was packed on Monday and Tuesday nights.

Locally the Townie switched from Jewish shows to English vaudevero Friday (23), but the business did not improve. It has been a very slow week.

While the usual Le- ming and F. G. Goodrich were put on the program, the sum total of the event should be a little better than the usual Le- ming and F. G. Goodrich were put on the program, the sum total of the event should be a little better than the usual Le- ming and F. G. Goodrich were put on the program, the sum total of the event should be a little better than the usual Le- ming and F. G. Goodrich were put on the program, the sum total of the event should be a little better than the usual Le- ming and F. G. Goodrich were put on the program, the sum total of the event should be a little better than the usual Le- ming and F. G. Goodrich were put on the program, the sum total of the event should be a little better than the usual Le- ming and F. G. Goodrich were put on the program, the sum total of the event should be a little better than the usual Le- ming and F. G. Goodrich were put on the program, the sum total of the event should be a little better than the usual Le- ming and F. G. Goodrich were put on the program, the sum total of the event should be a little better than the usual Le- ming and F. G. Goodrich were put on the program, the sum total of the event should be a little better than the usual Le- ming and F. G. Goodrich were put on the program, the sum total of the event should be a little better than the usual Le- ming and F. G. Goodrich were put on the program, the sum total of the event should be a little better than the usual Le- ming and F. G. Goodrich were put on the program, the sum total of the event should be a little better than the usual Le- ming and F. G. Goodrich were put on the program, the sum total of the event should be a little better.
Marie Wilson, Hollywood names.

Night.

Was a terrific closer and she had to beg Miss McCabe's sock hit, tho, was South which did not score as much as a rendition slower than the regulation toe taps. Discluding a lot of acro, much of it done on a prop stairway.

Rox and Betty Powers, skaters, act.

Eight Lenora Swing Girls, all presentable, with a couple of numbers. She's the leaner lassie do.

The assistant displays a few acrobatic tricks, while the partner catches them. The assistant does some clever pantomime and a blues that brings down the house. Assisted by the 20 shapely Hale kids, show rounds off with comedy situations.

Rines ork played the show well and acts were varied enough to please most everyone. Their repertoire is more listenable than the prize Jail is the only presentation policy that tends to blend with the impressive performance.

Rines is good but not as commercial as her musical composition. Again, their fine, jazzy, alto sax, and acts were varied enough to prompt the management to bring in one night a week was encouraging enough to give Armetta'sโสfighters extant, and of course the maestro and his clarinet, they're the whole show--the music is the only image in the last ad are given ample opportunity to do and act.

Evans and Mayer, billed in the ad.

Horse was packed the evening show and the audience thought the acts were very good.

Minnesota, Minneapolis

(Reviewed Sunday Evening, September 15)

All comedy features the current show and the opening house hit it. Bob droll poet and the girls in this house have tossed it from the stage. They did all kinds of words tossed him from the stage. His comic abilities are almost instantly has a song or rhyme. His comic abilities are almost instantly has a song or rhyme. For a beefy tumbler, Dol, of Dot and Dot Benny, does any trouble to the listener makes for good fun. For a beefy tumbler, Dol, of Dot and Dot Benny, does any trouble to the listener makes for good fun. For a beefy tumbler, Dol, of Dot and Dot Benny, does any trouble to the listener makes for good fun. For a beefy tumbler, Dol, of Dot and Dot Benny, does any trouble to the listener makes for good fun.

Rex McConnell.

Five boys (divided into four parts) and a man, Rex and Betty Powers, skate act, have a whole musical comedy revue in their repertoire. Johnnie said he didn't care. Business was good opening day, although there were plenty who saw it, after which business had substantially held down the last take.

Rines is one of the best bands in the country today, with a red section under the management of Joe Dorris, limber-legged comedian, proved every single one of his jokes.

White is the only presentation policy that tends to blend with the impressive performance.

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White is the only presentation policy that tends to blend with the impressive performance.
They have a good routine in this kind of bemerk tertseharc.

Next band number is Miller's pip arrangement—most all of his arrangements are in that category—from Brown Jug. Ray Eshel does Stardust to the Stars and To You. He's no great shakes as a warbler, but Miller plays a lovely trombone to back him up in Stardust. After another hot number, One O'Clock Jump, a truly punchy piece of showmanship has the stage eye-catching. Miller, beside his baritone is an alternate in a lovely interpretation of "London Dry Air." Here is where the reeds sing beautifully and really revealed their superiority. Miller's girl vocalist, Marvin Sutton, sister of Betty Sutton, does Jumpin' Jive and F. D. R. Jones, last name not so wise a selection. She makes up lack of vocal equipment by a truck delivery that's almost a riot delivery. Personality helps her get over. She also does a chorus of Hold Tight, featuring a shivit whistle for one of the licks. In the Mood, probably the show's best pop arrangement, is arranged so that the piece seems on the verge of ending long before it actually comes to its drive conclusion.

Ink spots have been an NBC sustaining audience for years, but I Didn't care put them into the big dough. They do Jepsey's Dancing—a comedy number called Your Feet Too Big, Care and Who. Top tenor and baritone do a real barn dance down around bar some screwball hopping and help punch the act along. There is a difference between the guitar player possessing a lovely quality in support hammering. Miller made it a mistake at the last show opening night. He let the tenor through instead of the baritone. The house gave the quartet. They really zapped this act. Miller should have brought them back, regardless of run-up.

KATHERINE HARRIS
A New Personality Already Recognized as Tops in Taps on Toes
Now appearing with JOE RINES' ORCHESTRA
at LOEW'S STATE THEATER, New York

Now appearing at RADIO CITY MUSIC HALL, N. Y.

PAPE and CONCHITA
SECOND SUCCESSFUL NEW YORK ENGAGEMENT WITHIN FOUR WEEKS
Now Appearing at RADIO CITY MUSIC HALL, N. Y.

Pittsburgh Has Cantor for Opener

B McCartys, who was recruited in by Warner director manager Harry Kolman, after a ninety day tour, will be Horace Heidt's Brigadiers. Horace Heidt, Miller, Hank Kemp and a personal appearance of Frank Capra by plane.

Pooing agreement between Loew's Municipal Auditorium and The Little Petick of pictures.

Now appearing with JOE RINES' ORCHESTRA
at LOEW'S STATE THEATER, New York
Majestic, B'lynk, Revue in 2-Day Foldup; Cast Not Paid...

V. P. Jam; Continental Closes

BY BILL SACHS

COMMUNICATIONS OFFICIAL

FRANCISCO SPEW BOOK 1A, 1-5, Bull.

Rosenberg Burly Bookings

NEW YORK, Sept. 23.—Phil Rosenberg's recent bookings: Sandra Scott arrives Thursday night to a house to 1-5. Pod at the Astor Place, Brooklyn, Friday, with Herbie Barris.

Van Dyke is now a resident of Inglewood, California, where he completed arrangements to open the Grand Opera House October 6.

Charles Franklin, office executive, and Rosenberg, above, returned to California this week at home with the grip all of last week.

NEW YORK, Sept. 23.—Leavish vaudeville veteran, August 15 and again this fall if any one of several offers he receives is acceptable. Berger is shown on $750 weekly.

Continental Theater closed Thursday (15) collapsed after the final night of their engagement.

Three Hirst units readied here last week for road tours. Harry (Jukebox) J. Jam; Continental Closes

BURLESQUE NOTES

Communications to New York Office

NEW YORK:—E. J. MINSKY on September 18 began operating the Triton, having bought an interest in that stock house from his brother of Beef Trust Billy, now operator of an antique shop, and Dan Guggenheim, other former B. T. pilots, now a barroom. Cigar Store manager; Harry Diehl, an agent in the Midwest circuit shows will be used.

Betty Beggs, Public. A temporary crisis last week when Variety Artists, both of which disclaim brokers' and actors' unions pledged to support the new working agreement whereby the actor unions pledge to support the new working agreement whereby the actor unions pledged to support the new working agreement whereby the actor unions pledged to support the new working agreement whereby the actor unions pledged to support the new working agreement whereby the actor unions pledged to support the new working agreement whereby the actor unions pledged to support the new working agreement whereby the actor unions pledged to support the new working agreement whereby the actor unions pledged to support the new working agreement whereby the actor unions pledged to support the new working agreement whereby the actor unions pledged to support the new working agreement whereby the actor unions pledged to support the new working agreement whereby the actor unions pledged to support the new working agreement whereby the actor unions pledged to support the new working agreement whereby the actor unions pledged to support the new working agreement whereby the actor unions pledged to support the new working agreement whereby the actor unions pledge...
Austen Tenter To Resume Trek

Crooner is freed of legal tangle as Wehle fails to post bond

MOBILE, Ala., Sept. 23.—The legal troubles of Gene Austen, producing and starring with Models and Melodies tent show, ended Thursday when Billy and Marion Wehle, tent show operators who last week attached the Austen show for an alleged sum of $8,900, posted the al\le\gal purchase price between the two litigants, failed to post $17,000 bond.

Under a bond posted in another per\son attaches property he is required to post twice the amount sued for. In this case the Wehles were required by the Mobile County Circuit Court to post $17,000, which they failed to do Thursday.

Austen who had parked his show at the fairgrounds and sent the members of his troupe to return alone, left for Selma, Ala., Thursday, where he was to give a performance that night.

Hope is continued his scheduled Western route with his tent show and was pre\pared to start from that city at any time.

In the meantime, the United States Internal Revenue Department filed tax liens in Probate Court here against Billy Wehle.

Members of the Austen troupe stuck

(See AUSTEN TENTER on page 31)

Auglers Set for Minneapolis Stock

MINNEAPOLIS, Sept. 23.—Swinging into action again this week is Billy Augler's Bros. Players have been able to pull themselves out of the doldrums and complete a 16-weeks' run under canvas in St. Paul.

During the Augler's stay in the city, Addison and Harrison Augler set up their base of operations down in the St. Paul University avenue section and drew them in with their old-fashioned temperaments. Their only blight in the St. Paul run was dur\ing the State Fair.

October 1, the Augler show will move into the Alvin Theater, Minneapolis, for a two-week stand before returning to the Shubert Theater. Troupe will open with "Cheaper By The Dozen," and will move on to Wabasha, Minn., and finally to St. Paul, equaling the record of Al's Irish Place.

The show is described by Don Aucke, Maxenne Peterson and the Auglers

Morgan-Helvey in Texas

DE KALB, Tex., Sept. 23.—Morgan-Helvey tent show, which spent five weeks in North Texas, is now on the Fairground circuit in Dallas, Tex., and is now the last act in the city. The show, which has had its troubles of Gene Austin, producing and starring with Models and Melodies tent show, ended Thursday when Billy and Marion Wehle, tent show operators who last week attached the Austen show for an alleged sum of $8,900, posted the al\le\gal purchase price between the two litigants, failed to post $17,000 bond.

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Wiedemann's Success Depends On Pics, Ads and Showmanship

NEW YORK, Sept. 23—Steve Wiedemann, who has been associated with sound movies for the past 10 years, returned for the first time in 14 years last week on a circuit of hotels in the Adirondacks. Because of the type of audience to which he plays and also the kind of shows he gives, his admission charges have been 40 cents for adults and 25 cents for children. While those pictures have earned large takes for this operator, he has an unusual policy of giving the audience what they want.

Wiedemann has shown such films as Shoeshine, The Crawders and Mr. Men Godfrey to audiences in the mountain resorts. His ability to manage these operations has made him an outstanding roadshowman.

Wiedemann has a policy of giving the audience what they want.

Books Two Weeks

His two-week shows play 14 nights to show a picture. Where the rental is for only one week, he shows it for two weeks and twice the daily rate for the second week. Wiedemann reduces the charge to $500 for 30 minutes and to about $300 for the daily rate.

Wiedemann's job of entertaining those on vacation may seem somewhat different from that of the operator operating in a city. He is more interested in the circuit and in the performers with whom he has to work, than in the audience that he attracts. There are few roads to overhear what he is saying, and in many places the timing is necessary because in road halls the seats are not too comfortable and there are frequently other events planned by the hotel.

As an example, Wiedemann has worked out a fine line up a point. Using a 5 by 10 screen, he strives for a 7 by 9 frame. He uses two projectors, one of which is placed to the opposite corner so that lines drawn from each horn would cross the screen in the center. This is the standard definition in his pictures he uses 90-inch lamps, which are automatic, a feature which he says is not too dependable in other parts of the country. The equipment, which he brought from the rented 110 or 150, still has the same style and makes him give credit to good quality. If by chance the voltage fails to 90 the lamp can still operate.

Wiedemann puts a lot of time and thought into the shows he runs. When he secures a film he gives a good paper on it. He has found that it doesn't waste advertising matter; it is something that can be used by a larger audience. The Good Fairy gave Wiedemann his greatest business. He accounted for this by the fact that it has an excellent cast.

Bargain

BARGAIN CHEAPER THAN RENTING
BRAND NEW

Complete $159.00
Cash Price

Terms

Audiotorium Size — Guaranteed

Sorry, No D.D.S., The Billboard, Cincinnati, O.

FREE PAMPHLET

Write today for your free copy telling you how to modernize your exhibit. It contains through directions on the different types of projector and also a buyers' directory. Write now.

The Roadshowman

25 Opus Place, Cincinnati, Ohio

Special Rental Rates

Features, shorts, etc., (eight reels) $8.00 dollars
MOGULLS
New York, N. Y.

16MM Sound Projectors

CASTLE FILMS
30 Rockefeller Plaza,
New York City.

16MM Sound Projectors

BARGAIN CHEAPER THAN RENTING
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AUDITORIUM SIZE — GUARANTEED

Write to BOX D-24, The Billboard, Cincinnati, O.

Wiedemann has a policy of giving the audience what they want.

°FILM WEEKLY AUSTRALIA

Covering the Motion Picture and Entertainment Industry Conducted by KEVIN BRENNAN, 188 Eagle St., Brisbane, Australia Office of THE BILLBOARD

The Film Weekly Australia

45th YEAR

The Billboard

The Largest Circulation of Any Amusement Weekly in the World

Conducted by THE ROADSHOWMAN—Communication to 25 Opera Houses, Cincinatti, O.

Founded by W. H. DONALDSON

September 30, 1939

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MOGULLS
New York, N. Y.
NEW YORK, Sept. 23.—Business on the midway hit an all-season low this week as a result of continued statements on the part of midway operators concerning recent losses.

Dancing Burn Still On

Combination tickets on Thursday and Friday, and last-night combinations on most attractions on the coupon, and for $1.00 in cash, were the only noticeable increases in patronage in afternoons. Elimination of pyrotechnics on Wednesdays and Sundays, and the policy of the fair to delay the re-opening of the midway, which draws crowds from the exhibit area of the Fun Zone, is continuing to bring in more patrons than had been expected as of yet, of course. By far the bulk of midway continues to be done after 10 p.m., at which time the fair is at its best. Most people having to visit the fair this week so many special rates and inducements are being offered to visitors, for a time, at least, but the fair has not been presented to the fair-going public in the afternoon.

Amusement Control Committee

On the Flushing Front

The Amusement Control Committee, under the direction of (Bill) Fisher, of the Manufacturers' Club, has been busy forming a new board of directors for the fair, including new members such as Garth Udorom and Bill Branson, who formerly was a member of the committee.

On the State level, the Economic Department of the Flushing Fair is attempting to protect the fair from any unfair competition.

Mardi Gras Gras Casino Opens With Fanfare

NEW YORK, Sept. 23.—The Mardi Gras Gras Casino opened this week with a grand display of fireworks and drum music in the Textile Building and at the Flushing Meadows Willoughby Park. The fair is expected to have a huge attendance this week, due to the opening of the new casino.

Attendance and Spending Strike All-Season Low

NEW YORK, Sept. 23.—Attendance on the midway hit an all-season low this week as a result of continued statements on the part of midway operators concerning recent losses.

Aquacade Will Not Close Till End of Fair, Rose Assures

NEW YORK, Sept. 23.—Commenting upon the rumor that Aquacade would close early in October when the weather turns cool, Billy Rose announced to the press that this would definitely remain open until October 31, the fair's closing day. He said that the show will not be trimmed during final weeks and that there will be no mention made of concessioner quit.

On the State level, the Economic Department of the Flushing Fair is attempting to protect the fair from any unfair competition.

Mardi Gras Gras Casino Opens With Fanfare

NEW YORK, Sept. 23.—The Mardi Gras Gras Casino opened this week with a grand display of fireworks and drum music in the Textile Building and at the Flushing Meadows Willoughby Park. The fair is expected to have a huge attendance this week, due to the opening of the new casino.

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September 30, 1939

NEW YORK WORLD’S FAIR

The Billboard

September 20, 1939.

3,725,806

THE BIGGEST SHOW ever presented in America

JOHNNY WEISSMULLER ★ ELEANOR HOLM
EVERETT MARSHALL ★ GERTRUDE EDERLE &
Cast of Stage & Olympic Champions ★ 500 GIRLS
Staged by JOHN MURRAY ANDERSON

AT THE FAIR
1 BLOCK FROM INDEPENDENT 8TH AVENUE SUBWAY
WORLD’S FAIR STATION

FOUR SHOWS DAILY THOUSANDS
3:30, 5:30, 8:30, 10:45
OF CHOICE SEATS AT 40¢ CHILDREN 25¢

BILLY ROSE’S AQUACADE

NOW FEATURED BILLY ROSE’S “AQUACADE”

NOVELTY ACTS

COMEDY DIVING

Swimmers—Divers—Novelty Acts—Write

“Corky” Kellam
“Aquacade”
World’s Fair
New York

The FOREMOST DIRECTOR OF
AQUA BALLETS
Floyd
ZIMMERMAN
ORIGINATOR AND DIRECTOR
OF THE FAMOUS
AQUACADE BALLET
AT THE CLEVELAND EXPOSITION

and the New York WORLD’S FAIR...

Frances Williams

featured in
BILLY ROSE’S
AQUACADE
at the
NEW YORK WORLD’S FAIR
FRANK BUCK presents
the greatest array of wild animal attractions ever produced

Exhibiting the most complete collection of wild animals, birds and reptiles ever assembled, and featuring eight of the world's greatest animal acts — Tigers, Lions, Chimpanzees, Elephants, Seals, Monkeys, Cockatoos.

Thrills ★ Comedy ★ Entertainment

FRANK BUCK Says:
"Captain Roman Proske and his Royal Bengal Tigers is the finest tiger act in America."

CAPTAIN ROMAN

and his ROYAL BENGAL TIGERS
Star Attraction of JUNGLELAND

DODSON'S
HOLLYWOOD MONKEY STARS
World's Best Dressed Performing Monkeys
ROLLER SKATERS — BICYCLE RIDERS — ACROBATS AND COMEDY SKETCHES

BO-BO—Educated Mandrill Baboon
A Laugh Riot of Monkey Business
Thanks to FRANK BUCK and T. A. LOVELAND for 26 Solid Weeks.
AVAILABLE NOVEMBER 1ST
Address: LA MOTTE DODSON, Care Billboard, Cincinnati, Ohio.

COLE SMITH
JIGGS, the Mayor of Jungleland
The only performing Orang-Utang in the show business doing 3 complete and entirely different routines. BALY STAR OF THE ENTIRE NEW YORK WORLD'S FAIR.
Thanks to Frank Buck and T. A. Loveland for a very pleasant all-season engagement.

LARRY DAVIS
(Formerly Elephant Boss, Ringling Bros., Barnum & Bailey Combined Circus)
SUPERINTENDENT, FRANK BUCK'S JUNGLELAND

REUBEN CASTANG
presenting the
HOLLYWOOD COMEDY CHIMPANZEEs

THANKS, FRANK BUCK and T. A. LOVELAND
for a very pleasant engagement at Jungleland

Announcers on the front of Frank Buck's Jungleland for the complete season of 26 weeks at the New York World's Fair.

JACK GORDON
and
JOEL GROSSBART
"Thanks for a Swell Season, Mr. Buck."
GEORGE JESSEL’S
OLD NEW YORK

The Largest and Most Successful Village at the
NEW YORK WORLD’S FAIR

Operated by
1939 AMUSEMENTS, INC.
ALMON R. SHAFFER General Manager

PLAYING THE SHOW WITH
GEORGE JESSEL’S
FOLLIES OF 1900!

PLAYING DANCE MUSIC
FOR THE PATRONS!

PLAYING A RIOTOUS
MUSIC-COMEDY-FILLED
SHOW OF HIS OWN!

WALTER POWELL
and his ORCHESTRA

the only orchestra of its kind

Featured at
KNICKERBOCKER INN
George Jessel’s Old New York

Thanks to
MR. THEODORE BACKER
and ALMON R. SHAFFER

ARTISTS and ACTS in the shows at KNICKERBOCKER INN and on the BOWLING GREEN ...

DAN DODY, Producer
STANLEY KOZLOFF, Stage Manager

* ANN PENNINGTON * FRED ARDATH * THE BOWERY QUARTETTE

AL STERN * HAROLD HOCHSTEIN

ALONDO R. SHAFFER

THE BOWLING GREEN GIRLS: GERTRUDE BEYERS, KAY KAFKA, CHARLOTTE KEEAN, ANDREA MARLOWE, THIELMA TEMPLE, BARBARA EDWARDS, HELEN OSLER.

Booked for 1 Week—Held Over for the Full Season

HARRY SPEAR
America’s Foremost Young Master of Ceremonies
featured as
CHUCK CONNORS
Mayor of Old New York

Thanks: To George Jessel, My Mentor.
To Mr. Almon R. Shaffer.

The Famous
CHESTER HALE
CAN CAN GIRLS

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BOWERY CONCESSION CO.

—FEATURING—
"THE NUDIST COLONY," the Smallest Show With a Record Attendance.
"A TRIP TO PARIS" and the BOWERY GAMES.
Thanks to Our Managing Director, ALMON R. SHAFFER.

ED REICHER.
See this sensational ride at the New York World’s Fair ... See the beautiful twin buildings which draw young and old by the droves ... Just follow the crowds—they’ll lead you straight to DODGEM because it is by far the most popular attraction in the Amusement Section, giving thrills galore to thousands and thousands of World’s Fair visitors ... DODGEM Cars are built to do a big business and are doing it day in and day out, standing up under the terrific strain of constant operation ... DODGEM leads the way in popularity—and in PROFITS—in the World of Tomorrow as it has for twenty successful years ... And—remember, the Fair crowds from your own community will be looking for DODGEM wherever they go for amusement ... Cash in on the “OUT-FRONT” publicity of the World’s Fair DODGEM by operating it yourself this coming season ... Let DODGEM cars give YOU a thrilling ride to a big income.

DODGEM CORPORATION
706 BAY STATE BLDG., LAWRENCE, MASS.

TOPS ON THE MIDWAY!

PARACHUTE JUMP
Universally acclaimed by Public and Press as the BIGGEST THRILL at the New York World’s Fair.
OUTGROSSING ALL OTHER RIDES!
We would like to arrange a few additional installations for 1940. Inquiries from Park Operators are invited.
INTERNATIONAL PARACHUTING, Inc.
6 East 45th Street, New York City
JAMES H. STRONG, President.

GLASS BLOWERS OF THE WORLD
New York World’s Fair

CARNIVAL MEN!
A Fully Portable AERIAL JOYRIDE
will be committed for
which will have thrilling passenger control and action. This ride is fully built out and will be built under U. S. Patent No. 2,169,405.

BOOSLED
(FLYING TURNS)
Enthusiastic rider advertising makes Bob Sled a safe investment.
“Our revenue from your ride has increased each season.”
Strictly Exclusively By
NORMAN BARTLETT
330 MAIN ST., TONAWANDA, N. Y.

BOOGERANG
The Famous Ride Sensation
Send for Illustrated Circular.
BOOGERANG MFG. CORP.
356 HAMILTON AVE., BROOKLYN, N. Y.

GLASS BLOWERS OF THE WORLD
New York World’s Fair

GIANT 30-FT. MONSTERS?
BY THE GROSS?
WITH THE 3 LEADING EXPOSITIONS OF 1939

NEW YORK WORLD’S FAIR
ROYAL AMERICAN WORLD’S FAIR
SAN FRANCISCO WORLD’S FAIR

CLIF WILSON
FREDA
**D ARTEGA**
and his orchestra say
**THANKS**

To Mr. Robert Spichen, Mr. William Rowley, their staff and the entire Sun Valley company at the World's Fair for their co-operation and confidence during the past 22 weeks.

Enya Jetlick Program
Sundays—NBC-red chain
91 stations coast to coast
Five p.m., e.t.

**“SHOOT THE WORKS”**

New York's World Fair Shooting Galleries
J. GILBERT NOON

We'll Be There at the Finish
KAPLAN & BLOOM
Canes, Umbrellas, Parasols, Etc.

**FLUSHING FRONT**

(Continued from page 28)
he has rejoined the Baldwin, Beach & Company circus, leaving the Matthews management. He has accepted new duties in the public relations office and it is expected he will divide his time between the headquarters and his Manhattan B. B.

Carnivaland and his Manhattan B. B.

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J. Vv. (Patty) Conklin in administrative duties, and will be Carnavaland manager, will join the George H. H. Mermey public relations office. It is expected back this week from the World's Fair for the fourth time this season. He assisted J. Vv. (Patty) Conklin in administrative duties.

Dickens House, Merrie England, is expected back this week from the World's Fair in a big way. . . .

**ATTENDANCE AND**

(Continued from page 36)

ments this season. Nearly every other attraction lost all hope of getting back building costs weeks ago and have been satisfied with trying to meet weekly operating expenses, not counting amortization.

**BERNAYS IS GIVEN**

(Continued from page 26)

one of the chief reasons for the nation's unenthusiastic reception of The World of Tomorrow. Bernays who conducts his own p.r. office in New York City, is a former press agent of the theater, in which he handled publicity for Klaw & Erlanger, the producers of over 100 shows at the State & Harrison, Chicago, and for 15 years he has been a part of the electrical-light industry in 1929 and since then has handled the public relations of other commercial and civic jubilees.

**BURLESQUE NOTES**

(Continued from page 23)

BILLY COLLINS is the manager of the

FLUSHING FRONT—

(Continued from page 28)
he has rejoined the Baldwin, Beach & Company circus, leaving the Matthews management. He has accepted new duties in the public relations office and it is expected he will divide his time between Carnavaland and his Manhattan B. B. & M. headquarters.

Frank D. (Doc) Sheen, account executive and member of the firm's amusement control committee, returned to his desk on Monday after a three-week leave of absence that took him to the Canadian National Exhibition, Toronto, and World's Fair in Chicago. He assisted J. Vv. (Patty) Conklin in administration of the fun zone at those amusement parks.

Almon R. Shaffer, manager of Old New York's World Fair Shooting Galleries, announces that he will head the Carnavaland doings for the season.

Bill Rabkin, arcade, photography, head of the Flushing tower to auction a long-time tip of the Aquacade pool "so that swimmers may literally bundle themselves with towels the moment they step from the water."
Heavy Heat Tolls Drops Gates and Take on Gayway

SAN FRANCISCO, Sept. 23—Exposition sweltered this week as the thermometer went to new records. Excessive heat is putting the squeeze on business and business. Sunday drew 75,711 with the mercury at 97. Drops came on Monday, Tuesday and Thursday with 18,019, 19,925 and 20,661, respectively, when temperatures hit 88, 87 and 76. Wednesday’s 20,401 was registered with 97-deg.

Death toll up to Thursday reached 15 in the bay area with more than 100 persons making reports. Over a score have been stricken at the exposition, but the business was poor, with operators blaming the drop in attendance to the preceeding heat, from which no relief was promised over the weekend.

Sally Rand, who terminated her engagement at the Music Box, nightclub, last week, has not been heard from by any performer since the days of Lotta Crabtree and Montecarlo, so Crane, who had supervised the show for the past year, had no idea if the ex-comey was the same Miss Rand, who goes back to Gay Paree on this show when it opened and he decides whether she is really well. Mrs. Hope Whitney is relief talker for the three theme shows this week and her eyes have got clipped September 17 that they can’t be enumerated. Management is getting a bit nervous.

It was announced it would be continued to December 2.

By WALTER K. SIBLEY

Clyde Vandeburg, head of expo press, has reported his resignation to the former concessions director, Fredrick Woddelet, resigned this week as manager of the Headless Girl attraction, stating that the talk of another world’s fair was again on the horizon. He had an option on a contract for a 3,000-foot amusement zone for the proposed exposition site. He was succeeded in the Headless Girl show by Frank Zambrino, manager of Ripley’s Exhibit, and has rented a large area near the Odditorium, quit and joined the navy.

Clyde Vandelburg, head of expo promotion department, yesterday reported his resignation to Managing Director Charles H. Shrub, effective on September 25, and also that he had secured $10,000 for an expo in an advisory capacity.

For the benefit of the gay travelers, Ripley’s Odditorium, off to New York on business for the accommodation of the local department, will be on hand about a week. Mr. Shrub has written to New Orleans. Arthur Westen, an attendant at the Odditorium, has been requested to join the navy.

Cal Cashiers Let Out

Exhibitors met on Monday to decide on the fate of the former concessions director, Fredrick Woddelet, resigned this week as manager of the Headless Girl attraction, stating that the talk of another world’s fair was again on the horizon. He had an option on a contract for a 3,000-foot amusement zone for the proposed exposition site. He was succeeded in the Headless Girl show by Frank Zambrino, manager of Ripley’s Exhibit, and has rented a large area near the Odditorium, quit and joined the navy.

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NOTE—Mail held at the various offices of The Billboard is classified under their respective heads—Cincinnati Office, New York Office, Chicago Office, St. Louis Office. Requests to include mail for competitive events in Cincinnati by Friday morning (early) and in New York, Chicago and St. Louis by Thursday morning, otherwise names of those concerned will be repeated in the following issue.

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.
Drop in Gate Since European War Started Causes Cole Bros. To Close; Back to Quarters

GREENVILLE, Tenn., Sept. 23.—Due to the unsettled business conditions caused by the war in Europe, Cole Bros. Circus closed its season here Wednesday night. Shortly after midnight the special train carrying the show left for Natchez, via the Northern Railway to Cincinnati, thence Big Four Railroad to Indianapolis and the Nickel Plate Road to its winter quarters at Indianapolis, Ind.

Since the European war began, there has been a sharp drop in receipts due to the unsettled war conditions. The people have been rummaging the radio and avidly reading newspapers for news regarding the progress of foreign hostilities. Conditions in the show business have been rougher than those in 1914 following the start of the World War when the circus business was pretty well shot for the remainder of the season.

Business for the Cole show this season since the opening at Rochester, Ind., has been extremely good, however, a net profit until Labor Day was made and it was planned to put up a brave fight for the show to run thru its scheduled season, but continued losses led to the decision to bring the show to an abrupt close.

Cities which were to be played were:

Following Greenville, as shown on the map, were: Milford Center, Ohio; Rosselle to his home in the Philippines; Chicago, Ill.; St. Louis, Mo.; New Orleans, La.; and Fort Worth, Texas.

CINCINNATI, Sept. 23.—Raymond W. McGee and the Nicol Bros. W. J. Lester, contracting agent, and Jim Dunn, 29-year-old, all of Cole Bros. Circus, were reported missing yesterday en route to quarters, Denver, Colo. The party consisted of McGee, Merolini Center, O. and Rosell to his headquarters.

At Hoffman, 24-hour, man, followed (See DROP IN GATE on page 50)

Number of Shows Still on Road;

Some Long Tours

CINCINNATI, Sept. 23.—There are still a number of circuses on the road, all of which will no doubt be on the road for some time yet. Some of the reports are:

From reports the Ringling Bros. and Barnum & Bailey on rail, and Dwyer Bros. and Horse Bros. have been是多少 weeks on the road. No doubt there will be another couple of weeks before this will be out yet.

Other shows that are definitely known to be still going are Badger Bros., small ring, in Western Canada; Bud E. Anderson, Barnet Bros., Angus, Ill., O. K. Lelei and Company in the same state; and Eggs, Richard Bros., all truck shows. There are also reports of a circus playing both indoor and outdoor dates, in a tent. There are, on the road, it is possible that there are several others, smaller shows.

Lewis Bros. Circus closed its regular season at Adrian, Mich., August 29, and management then took out a unit to play fairs. Eddy Bros. Circus recently closed at Long Branch, N. J., and went into quarters at Trenton, N. J.

A number of the organizations are still finding business spoty. There have been many reports that the road side shows are to be played good and others mediocre.

Milks’ Tour Called Off

LONDON, Sept. 9.—The Bertram Mills Circus, which has been on a five-week European tour, has decided to end its long engagement with the Bertram Mills Circus in England, and will make the coast of Olsen and Johnson’s Hellzapoppin, the Broadway hit, in October. Olsen was formerly with Cole Bros. Circus.

Repairs at Peru Quarters

FEBU, Ind., Sept. 23.—All buildings have been repaired at quarters and at the interest of the farm. It was learned that a train of coaches, stock cars and stock, had finished at the farm last week and that the buildings had been repaired by the farm interest at the farm offices.

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“Legal Status of Amusement Co. Employees”

See Carnival Department of This Issue.

Ringling-Barnum Does Big Biz in Los Angeles Despite Heat

LOS ANGELES, Sept. 23.—The Big Ringling-Barnum show closed at night of the century, but still finding business spotty. There have been reports that the road side shows are to be played good and others mediocre.

The show did fine business. Clyde Ingalls is back on the job and feeling much better since a recent setback incurred in the high altitudes. Austin King, Coast Defender, is the inside lecturer.

Showfolks here have avoided the coming of the circus, especially to see how a big show could be moved without baggage stock. It is being done well.

Summarizing the business on the West Coast, it was said that white biz in States north of California was spotty, California gave its usual good business.

The show closed on September 19, hottest day ever recorded in that city, gave en passant of business and had ‘em on canvas at night.

Plenty of Visitors There were many visitors. Charles Murray met the show and was on hand to meet the visitors at the front gate of The Saturday Evening Post, is spending his vacation in the Nickleodeum and the Nickel Plate Road to its winter quarters at Indianapolis, Ind.

Miss. Stands Good For Donnie; Season Is Planned

NATCHEZ, Miss., Sept. 23.—Playing Natchez, the second last city on the tour of the few circuses to come here in several years, Frank and Myra Rose are in charge of the circus, Mr. Comb. Miss. date was a good one. Show will go to Murrayville, Ky., then back to this State to play on the Gulf Coast at Mobile and Pensacola. Management expects to be out until November 21, closing either at Hattiesburg or New Orleans. Management had children from three circuses as guests in the afternoon.

Charles Hunt, Others Visit Silver Bros. Show

OAP, Pa., Sept. 23.—Charles Hunt and others visited the show here Sunday morning to see what is the latest thing. They went to the show and were entertaining.

Carol Bean, Louis M. Mayer, Howard Strickland, Stanly Rogers, Jack Hines, King Vidor, Mae Marsh, Mr. and Mrs. Frank Mattson and children, Mr. and Mrs. Joseph Brown, Mr. and Mrs. John Karr and others were at the show. Though no doubt there will be others, smaller shows.

A detailed report of the show was made by the management after, the evening show was as advertised, it having been decided to make a shift change in the program.

The side show did fine business. Clyde Ingalls is back on the job and feeling much better since a recent setback incurred in the high altitudes. Austin King, Coast Defender, is the inside lecturer. Showfolks here have avoided the coming of the circus, especially to see how a big show could be moved without baggage stock. It is being done well.

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CIRCUSES

OFFICIAL BALLOT - FAVORITE OUTDOOR PERFORMER CONTEST

Sponsor: The Billboard

CIRCUS OF KINGS - CIRCUS OF AMERICA

3. Joel Clancy

4. John Stilt

9. Rosemary Robinson

10. (1 Point)

The Billboard is the final judge of all ballots, and decisions made by it are
incorruptible. The contest closes with ballot in issue of November 12, 1939. Final balloting must bear a postmark of not later than
November 14, 1939.

Your Name: Please Print

Permanent Affiliation in Show Business or by Whom Employed

Signature

Ballots must bear a postmark of noon, November 4, to count in the final tabulation.

RULES AMENDED TO INCLUDE VOTING FROM OUTSIDE CIRCUS AREAS, WHO MAY NOT VOTE FOR THEMSELVES; HOWEVER.

IMPORTANT

BALLOTS ARE VOID IF ALL 10 PLACES ARE NOT FILLED OUT WITH NAMES OF 10 DIFFERENT INDIVIDUALS OR TROUPES.

NAME OF UNIT, ARTIST OR TRAINER TYPE OR CLASS

1. (10 Points)

2. 9 "

3. 8 "

4. 7 "

5. 6 "

6. 5 "

7. 4 "

8. 3 "

9. 2 "

10. (1 Point)

The Billboard is the final judge of all ballots, and decisions made by it are
incorruptible. The contest closes with ballot in issue of November 12, 1939. Final balloting must bear a postmark of not later than
November 14, 1939.

Your Name: Please Print

Peru Pick-Ups

PERU, Ind., Sept. 23.—Fire of unknown origin destroyed a large barn on the Charles B. Boelman farm, near Selma, Ind., August 21, 1939. The barn contained 350 tons of baled hay, 500 bushels of oats, 500 bushels of rye and a number of farm implements. The farm had been stocked with hundreds of prize-winning Hereford cattle.

Many operators had active part in three-day celebration of Moonee Heve. Steve Finn, formerly with Ringling-Barnum, had two six-up publishing trophies.

Joey Beeman and Johnny Beeman were in charge of the vaudeville. Many operators had active part in three-day celebration of Moonee Heve.

Blackpool Show Continues

LONDON, Sept. 11.—Blackpool Tower Circus opened September 9 and will
it is hoped, carry on until end of sched-
uled season. All the original company, including the Wollandis, remain with the show. This is the only circus, resi-
dent or touring, now open in Britain.
WILLIAM MCK BAUMAN reports business fine with the Pugel show.

MORRIS WATNICK, formerly on board of Lewis Bros. Circus, cards that he is expecting a good season with the Wild West. Jim Leary of Leary Bros. and Harry B. Townsend recently started a show in Omaha, Neb., where he was a locomotive engineer, a decade ago, before leaving the Gary (Ind.) Steel Co., to enter the show business. Townsend is employed at a curio shop in Norfolk, Va., where he has been living for 20 years.

Mr. and Mrs. Kelly from Omaha, Neb., that Fred Sauer, older than down town, shot six shots in a hold-up where the doctor tells them that he will live.

WALTER B. FOX attended Downie Bros. Circus in McComb, Miss., where there is a two-thirds house. First circus there in two years. Show reported to be a filled tent at night.

ART LIND is back on the ladder again, playing basquets and costumes for the Forney Bros. Circus. Will be in Walla Walla, Wash., visiting the Big One circus.

BILLY PAPPE and Conchita, perish novelty, now at Radio City Music Hall, New York City, are featured in the production number, The Gay Nineties. Billy dons a black, curly wig and a handle-bar mustache, while Conchita has hair and wig in a ruffled princess costume.

WORD COMES to Solly that Charley Sparks has with his plans for a rodeo in 1940.

EUGENE J. MILLER, old endurance horseman, who had missed his last ride in 1914 over the Lincoln highway, will this year make a construction from Philadelphia to Chicago, stopping in all the localities and finishing up in Norfolk, Va., where he has been the past year.

DAVE KNOPP, veteran hillbopper, seasons 1914-15-16 with Tom Dalley on the Dalley Bros. Show. Dalley is now a resident in New England, traveling and riding were taken over by the Hillbopper. Dalley was in the circus business many years with a ruffled princess costume.

WASHINGTON, D.C.—The retired General Groose recently was on a visit to the White House, where he was entertained by President Hoover. Groose has been a long-time friend of the President, and has been a regular fixture at the White House for many years. He and the President had a long conversation, and Groose was presented with a copy of the President's book.

PAUL O'ROURKE, well known as a cowboy, has returned to Chicago. He has been on the road for the past six months, and is now back in the city, where he will continue to work.

BURL NORTHUP's educated cow horse, a mare, won first prize in the horse contest at Jersey City, N. J., September 17, instructor, Fred Allen.

CANDY ROOKS, national director, has been in the National Rodeo Office for the past three years. She is responsible for the success of the National Rodeo Office, and has done an excellent job.

SIDNEY JANN, national secretary, has been in the National Rodeo Office for the past two years. She is responsible for the success of the National Rodeo Office, and has done an excellent job.

MID-SOUTH FAIR RODEO at the fairgrounds, Memphis, started off with two day show. The weather was good, and the second one bucked too hard, breaking its leg. It had to be shot. A. M. Fechter and Ronnie Tutman, of the Flying X Rodeo, were in charge.

If you are interested in frozen desserts, here are some new regulations for such equipment in Florida in the Carnival section of this issue.

CURLEY THOMPSON visited Ringling-Barnum during its stay in Los Angeles and had a very good attendance. Thomas Hunt recently got a pair of time trappers, now living in California, also visited.

LULU DAVENPORT, who has been in the circus for 50 years, recently celebrated the 50th anniversary of her sister, Mae, who died June 5, 1916. Lulu was a very well known and respected lady, and was a leading lady in the circus from 1891 to 1916. She was born in a black, white, mixed family. At that time Miss Davenport's five year contract was up. She was married and had already signed a five year contract with the Ringling Bros. Barnum & Bailey Circus, also with concert bands and orchestras for 20 years.

SEVEN TEXAS RANCH GIRLS, who cleaned the grand stand 100 rounds and rounds every day, have been signed as a feature for the coming Madison Square Garden Rodeo in New York. Lucullus, publicity director, and Everett E. Colburn, arena director of the Garden show, signed the girls while attending the Colorado City Frontier Round-Up in West Texas recently. The girls is claiming three times a week, and rode the bulls in his grand entry. In addition they will be used in publicity loopies.

BUCK JOINES, Western movie star, and his horse, Silver, are heading for Chicago for personal appearance as one of the headliners at the Children's Day at the Chicago Stadium Rodeo. Entries for the White House Rodeo, I. E. Dinlin, publicity director, and Everett E. Colburn, arena director of the Garden show, signed the girls while attending the Colorado City Frontier Round-Up in West Texas recently. The girls is claiming three times a week, and rode the bulls in his grand entry. In addition they will be used in publicity loopies.

FRIDAY'S RODEO at Ada, Okla., August 10-19 attracted 20,000 paid admission to the magnificently equipped grand stand where the top of the world's best professional riders and rodeo committee announced a show for 1940. Officials included H. D. BROWNSON, manager; E. F. McCreedy, E. D. HALEY, and W. J. Fletcher, committee for the event in Oklahoma. B. R. Pate, and Ray Pate Adams, announce, Stock inspectors and Red Lyons string. Crowds were of the best, Vaught Craig, Ted Lucas, Mildred Robertson, Ed Sadler, and Sally Clever. Crowns were John Lindsey and Virginia Foster, with Sidney Johnson and Lee Kelly did trick roping. Other trick roping spent in the junior class, which included Holman Howard, Durwood Leake, and Hank Hardy. The junior class was a special feature. Eddie Curtis and Doc Robbins, of the Bothell, Wash., Barnum, were the best all-round cowboys at the Rodeo in McComb. In Steer roping went to Everett Shavez in the Rodeo and Goodspeed announcing one in calf roping.
MORE GATE MARKS SHATTERED

276,293 Top For Reading

Hamid bill brings grandstand sellouts—silver anniversary is celebrated

Reading, Pa., Sept. 23—Silver anniversary of Reading Fair here on September 16-25, 1936, marked a touchstone moment in local fairs. Total admissions were 276,293. In comparison with 271,764 in 1937, previous high attendance. Friday, the big day, drew 70,813. Grandstand attendance also reached an all-high, being 60,726.

Each day had an outstanding attraction, and with his Death Dodgers in the afternoon and a night concert by the Ringgold Band of 60 pieces. Dancing paces, running and steeples were held on five days, beginning on Monday, these being the only Grand Circuit races held in Pennsylvania. Sammy Teter and his He1l Drivers performed.

(See RECORD FOR KY on page 33)

Record for Ky. Follows Battle in Torrid Wave

LOUISVILLE, Sept. 23—At what was generally declared the best Fair ever held in Kentucky State Fair here on September 11-16, attendance was given at 167,306. 5,600 exceeded the 161,706 set in 1937. A heat wave and final night rain curved business considerably.

Johnny J. Jones exposition on the midway brought some striking weather effects, closed last year's business with Thanksgiving and November 10.

It was next to impossible to (See RECORD FOR KY on page 33)

War Hurts N. S. Annual After Making 3-Day Record

HALIFAX, N. S., Sept. 23—Novo Scotia Provincial Fair here on September 20-22, set a tourney record of 121,433. It was 20,505 more than the record set in 1933. September 20 closed on a sour note as a result of a heavy, overcast night and the ground was sopping wet.

During the first three days, Manager J. A. Crawford reported a grand total of 50,000. Positions and official records set new mounts. Novos Scotia has the official records. The weather was an important factor.

(See RECORD FOR KY on page 33)

Mark for Hamid in London

Boston Globe:—George A. Hamid attractions broke grandstand records for Timonium Fair, September 11-16, with admission of 28,738; total, 167,250 paid admission tickets. The highest paid admission is $2.00, which was not exceeded.

Hamid's commercial manager, Joe. C. Nields, said this year was the first time that accurate check of tickets bought was made. He said total attendance was 25 per cent above last year.

(See TOPEKA HIGH on page 39)

New-Idea Attractions Score Again With Streamlined Brockton Plant

BROCKTON, Mass., Sept. 23—Brockton Fair on September 16-21, stream-lined and appearing for the first time in new buildings, had, except for opening Sunday, perfect weather and vindicated judgment of its officials in placing it on a new plane of modern entertainment. All those attendance figures were slightly off the difference was almost negligible, as compared with 1938. Attendance and its comparison with last year is the more surprising when it is known that Boston newspapermen the day before the fair opened, for the first time in years, carried no nongravee photograph graph of its and had far less publicity concerning the fair than at any time this year.

Attendance figures were 177,506. Total paid admissions were not only 2,660, the difference being represented by Chil den's Day.

Hamid Contracts '40 Show

NEW YORK, Sept. 23—First contract for a 1940 grandstand was signed this week by George A. Hamid, when Roland E. Fisher, of Selingroove (Pa.) Carnival and Night Fair, purchased attractions for next year's fair. Deal was consummated in Allentown, Pa., where Hamid and Fisher were attending the fair. Contract calls for four aerial and circus acts.

Spencer, Ind., Has 167,250

SPENCER, Ind., Sept. 23—Clay County Fair, here on September 21-25, set a attendance mark of 167,250 paid admission tickets. Public over crowds, compared this figure favorably with many larger fairs. Six days of clear weather were an important factor.

(See TINOMUN on page 33)

Gals Get the Gates

ATLANTA, Sept. 23.—Girls will replace men as ticket sellers at gates of Georgia State Fair here next year, Louis President Mike Benton and Secretary Virgil Mims. Some of the competed ticket sellers have been with the fair many years in this capacity. Their replacement by girls is an experiment.

Another innovation is instituting of a road near upper Pryor Bond gates that will be exclusively for trucks delivering goods, thus keeping the other roads free for passenger cars. Gus Sue will furnish grandstand acts and Lucky Peter and his Hell Drivers will give a 45-minute circuses.

(See TINOMUN on page 33)

Memphis May Get Into Black

MEMPHIS, Sept. 23.—Mid-South Fair here on September 11-16 had largest attendance of previous years, and it is expected that the association will finish in the black this year. Total paid admission was 154,863, the highest since 1937, when 154,815 were admitted. Total paid admissions were 156,916, which brought between $46,000 and $50,000 at the gate. New pre-promotion had general admission tickets selling on the outside for a dollar, while the usual 50 cent. About 70,000 were sold. President H. Glenn McCullough said this year was the first time that accurate check of tickets bought was made. He said total attendance was 25 per cent above last year.

Royal American Shows, on the midway, reported records for their midnight show played here last year. Show officials said, however, that business would have been better if it had not been for the record heat and weather that thwarted the show. Shows again were played nightly.

(See MEMPHIS MAY on page 39)

Acts Draw at Bath, N. Y.

BATH, N. Y., Sept. 23—Altho no records were kept, there was a good crowd at Steuben County Fair here on September 21-25, and it was one of the most successful yet staged by the association, said Secretary J. W. Minor. Weather was good and in spite of a dry season and little crops, the miles and large animals were of high quality and exceeded in number those of recent years. Shows and horse shows of the evening were popular. Free acts and Coup Up Revue, which gave entertainment for the crowds, the S. R. O. sign being hung nightly.

Toronto Winter Fair Off

TORONTO, Sept. 23—Official announcement has been made that the Royal Winter Fair will not be held here this year by President Gordon F. Perry. Decision came after consultation with J. C. Clark, minister of Agriculture, and P. M. Dewar, provincial minister of Agriculture.

The building of the Canadian National Exhibition, including the Livestock Barn, will be used as army barracks. Motor shows will go on, it was announced by J. I. Stewart, manager of Canadian Agricultural Chamber of Commerce, who having been moved up six weeks from November.
Pomona Has Sizable Gate Drop Due to Heat; Midway Biz Good

POMONA, Calif., Sept. 23—Attendance on first three days of 18th annual Los Angeles County Fair was 50,000 smaller than on the corresponding days of 1938 due to extremely hot weather, but pickets on to Oct. 1, was about 100,000, consider- ably smaller than the average daily attend- ance on previous years.

The heat was in full swing on Monday, with a temperature of 101 degrees at 10 a.m. and a high of 106 in the afternoon.

The state capital was registered 105.8 degrees.

Pomona, with a high of 105 degrees, was somewhat cooler than Los Angeles, but the heat was still intense.

The heat may have been the cause of the smaller attendance, but the weather was also responsible for the smaller attendance in 1938, as well as in previous years.

The fair has been open for three days, with about 250,000 people attending.

Texas Annual Pulls 20,000, Increase of 8,000 Over '38

ARLINGTON, Tex., Sept. 23—Fourth annual Texas State Fair here on September 11-16 at Arlington Downs drew 29,000, an increase of 8,000 over last year's mark, said Secretary-Manager W. D. Crow.
Passes Taken Daily

yea.

Fair has the grand stand back for duration of the shows, giving an average attendance of 1,031, proved a disappointment when paid grand stand fees of 50 cents to the largest own's attendance.

Passes were given out, and only 4,000 under corresponding figures of the 1938 fair for which a no-pass rule was applied.

At past fairs under the no-pass rule, reports indicated that the public was excluded from shows and other attractions because of the admission fee.

Figure; About 5,000 passes were used daily, according to estimate of Dr. Claude Gillam, Rochester, N. Y., health, he moved about little, but except for his legs, which were cut into badly by a downpour.

Sunday afternoon after the fair closed, the attendance was 1,900, as the fair was figured to break all records but was cut into badly by a downpour.

Tuesday, City Children's Day, over 4,422,393 TOP 5,000 were attended, and 8,982,600 last year, an increase of 20 per cent.

The fair was opened Saturday by auto races.

There were more than 40 merchandise exhibits, and George Shelton appeared with the Balabos, accordion, to experiment for new devices. There were more than 40 merchandise exhibits, and George Shelton appeared with the Balabos, accordion, to experiment for new devices.

Opening night was a rain delay.

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**Fairs—Expositions—Rinks**

_The Billboard_  

**Grand Stand Shows**

PLAYING in conjunction with Barker Bros. Circus and booked thru Gus Bun Agency, Sensational Roys, Syring Dixie, Ernie Wavell and Perry Ford and Toeyer Sisters were at Carthage (O.) Fair, September 13-16.

ACTS at three-day Odes County Free Fair, Greenfield Mo., were Great Ricardo, swaying pole, and Koznik and Treka, wire cyclists, reports Rich Barnsdale.

FLASH WILLIAMS' Thrill Day at Western Pacific, Sonora, Calif., September 11-16, was on Saturday, the only day during the afternoon session, and increased attendance over that of last year.

KING Brothers, aerialists, and Delo's Lions were featured at Delaware (O.) Fair, reports Pat King.

CAPT. Jack O'Damons LeDay reports his troupe has disbanded and he has joined Capt. Cushing's Death Holiday Cyclists, reports Rich Barnsdale.

AMONG bookings for Tumbling Act: Buddy Lumar reports his All-American Tumbling Act which is to be in the wardrobe department and there is to be resurfaced and new organ and sound system installed. Three men will be employed and there will be four skate boys.

**Rinks and Skaters**

_By CLAude R. Ellis (Cincinnati Office)_

**Effect of War**

BY CYRIL BEASTALL

DERBY, England.—Outbreak of war in Europe has had great effect on skating activities. On September 5 Cade was a visitor to Rendell's Rink, Chestfield, and a learning session among us had any heart to don roller. Everybody was speculating as to possibilities of war or peace and not one felt that the time was really to be avoided. We awaited the answer in suspense, with a new sense of responsibility. When we heard the war was on and still no news, the atmosphere on the rink was unnatural. Everybody seemed strangely and. I did not skate and instead of officiating as referee in a hockey game I asked my good friend, George Jackson, manager of the rink, to find a substitute. There must have been thousands of us who went to rinks in Europe.

(See RINKS on page 55)

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**Quality**

RICHARDSON BALLBEARING SKATE CO.

1321-3123 Ravenvood Ave., Chicago, Ill.

The Best Skate Today

_Our 1939 Brochure_  

RINKS From Coast to Coast  

Are coming and sending

OUR NEW $1.45 FOR 100  

**WHEELS**

**BECAUSE THEY ARE THE BEST!**

Every Roller Absolutely True.  

Strong, Balanced, and Safe.  

Fits Chicago, Kansas City, Mo.

Send 10 cents for information on our sectional floors.  

**MANGLE BEAKERS**

MAPLE WHEELS  

Balls Bearings

_175 1/2 Cents_  

Order Today... Get Quantity Price

**SPARK LIKE**

**SKATING**

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**SKATING**

**Rinks**

**Letters to the Editor**

Chairman of the Department.

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**CHICAGO ROLLER SKATE CO.**

4427 W. LAKE ST., CHICAGO, ILL.

**The Great Hagerstown Fair**

HAGERSTOWN, Md., OCTOBER 17-21

Will Book Sensational Free Acts, Legitimate Concessions and Shows.

Absolutely no гріf.

C. W. WOLF, Secretary.

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**EASTERN TRADES-FIELD**

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Winter Session

Hammond Organ, 134 Side Ave., with Player.  

Los Angeles, Calif., Office and services Miss Miller. $150.00 per Week.  

73 Broadway, New York City, New York.  

Write. Wire BOX D-23, Care The Billboard, Cin-

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Can we help lease buildings as well as buildings of permanent type?  

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Yes! Get further information from...  

**TRAMMEL PORTABLE RINK SKATING CO.**

3009 East 56th St., Kansas City, Mo.
Gurtler, as First V. -P., Takes of the National Association of Amusement
For Fairyland youngest
Heavier Gross
the Vacancy in the office of president
board of directors of the association of
announced Executive Secretary A. R. Hodge
were Bob Reynolds, head of props forClyde Beatty; Glen Jones, parking su-
result for the summer.
Among stunts used Grab -a -Ride Day was
in the '30s. Rain and cold weather came
happened in the paper. Result was plenty
duce gate
in that post until made president.
RayGreen,
was demolished.
jured in an auto accident near Detroit
director of Detroit Zoo, was seriously in-
fairs with their penny arcade. Manager
and was demolished. He received frac-
was the park's chief surgeon at the Henry Ford Hos-
and employees

Tumino Pulls
Heavier Gross
For Fairyland
KANSAS CITY, Mo., Sept. 23.—Under
Guar-"dian of John Tumino, one of the youngest
managers in the country, Fairyland Park this season snatched up
valued for several years, to gross the best box
choke the small-screen audience, and have
in the '30s. Rain and cold weather came
during July and August, but not more than 200
special events were held, with June being best at the
gate.
Manager Tumino's first move when taking
over the park last May was to reduce gate
during his first move, and now he is
heavy advertising campaign, using bill-
ing and newspaper. The new general manager
with a newspaper, he staged a day which piled up heavy profit from free space
provided in the paper. Result was plenty of
black ink on the ledgers when the season closed on Labor Day.

Pier Workers at Supper
ATLANTIC CITY, Sept. 23.—Employees of
Maneuver's Pier were guests of the West
Pop Hoffman, former showman, at a "Thank
You" dinner in his Criterion theatre. A
favorite hangout of show people in the
resort for the summer. Among the guests
were Bob Reynolds, head of props for
Clay Beatty; Glen Jones, parking su-
mester; Frank Kelly, chief usher; Alma
house; John Albert, manager Funland
perintendent;
RayGreen,
the boat were booked
had a 10 per cent increase in patronage.

Lincoln, Neb., Sept. 23.—Capitol
Beach, amusement park here, has
duplicated, within a few dollars the sea-
son's business of 1938. Manager Hoyt R.
Havice said the hole department to make
the park was the pool, which was
hampered in 1938 by early cool weather.
Manager Hoyt noted that both the show
and Art Rogers' skating rink finished
the season "in the black.

Bridgewater, Conn.—A successful
season, with receipts 18 per cent above
those of 1938, is reported for Pleasure
Park Beach here. Director Perry W.
Rodman, who said a "no vacancy" sign
is to be installed later, expects to install sev-
ral more docks. Rodman, formerly
comptroller for Connecticut Bridge-
bridgeport, which operates the park, John
Meady is resident manager, with
Bill Burke handling promotions.

Clyde Beatty; Glen Jones, parking su-

COSHCOTON, O.—Lake Park here, op-
renounced Executive Secretary A. R. Hodge
from his offices here, Secretary A. R.
Hodge. "They also attempted to reserve
the park has remained in the running
in the district, and rides there was no construction here
this year. However, construction
was the period for a 1940 season. Skating reglars
dancing at the park was held in July, and
after midsummer dancing was successfully
restored. Speed boat and pleasure launch
grosses were well above 1938 due to
restored. Speed boat and pleasure launch
the industry and will do a first-class
is a very braky and healthy organization."

London, Sept. 23.—Capitol
Beach, amusement park here, has
duplicated, within a few dollars the sea-
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Explotation, Week-Ends Aid
Craig Beach, O., Win in Added Rivalry
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A dozen makeshift spots have sprung
up in this district in an attempt to
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The Pool Whirl

By NAT A. TORE.

(All Communications to Nat A. Tor, Care New York Office, The Billboard.

Holiday Treats.

Every year about this time the columns have a discussion on importance of holiday promotion in pool and bathing caps. Operators, taking this department's advice, have conducted special events for Halloween, Thanksgiving and other celebrations. For granted that a majority of readers agree that such promotions are necessary, we offer suggestions for definite parties.

Halloween is an annual national celebration that bubbles over with swim-pool tie-up possibilities. Main thing, of course, is to decorate plunders in keeping with festivity, hanging lanterns, large pumpkins and witchers boom all around. Halloweens has always been associated with "ducking for apples" and such homey pastimes. Why not transmogrify all this into spooky Halloween costumes.

"The Fool Whirl"

September 30, 1939

American Recreational Equipment Association

by R. S. UZIEL

Dates of the annual meeting have been changed to December 4-8 in the Hotel New Yorker here and President George A. Koczial, who has been re-elected, has announced.

Executive Secretary R. B. Hodge to preside over the meeting, which will be held at the New York Hilton. The meeting will be held back on his arrangements on which the convention is pushing for a 100 per cent representation of all the participating trades can be enlisted. And it goes for Apple Week and all other promotions for definite parties.

American Museum of Public Recreation is pushing for a wide-awake indoor pool management that goes for Apple Week and all other promotions for definite parties.

Parks-Resorts-Pools

PARKS-RESORTS-POOLS

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New Regulations for Frozen Desserts Equipment in Florida

Tallahassee, Fla., Sept. 23.—New regulations dealing with installation of frozen desserts machinery and trucks on other vehicles at fairs, carnivals and circuses in Florida were adopted yesterday. They follow:

1. Only ice cream as defined in the Florida laws shall be manufactured and dispensed from a traveling frozen dessert machine.

2. Ice cream mix: (a) Ice cream mix must be made by a manufacturer who has a table to ensure the quality and safety of the mix. (b) Suitability of the mix shall be provided so that the dasher will not be submerged in the water for cleaning.

3. Facilities for cleaning and sterilizing: (a) A wash sink of sufficient size shall be provided so that the dasher shall be easily cleaned and upon inspection and sterilization they shall be assembled and be not larger than 18 inches in width. (b) Suitable brushes and alkaline washing powder shall be used. (c) A hot water tank, with suitable heating facilities, of not less than 20 gallons capacity, shall be installed in the machine and kept in a temperature of 180 degrees Fahrenheit or lower. (d) Water shall be piped to the wash sink. (e) Boxes must be provided to run water into the freezer. (f) A steam boiler of not less than 18 inches in width, with suitable heating facilities, shall be provided. (g) After the freezer and parts have been thoroughly washed they shall be assembled and sterilized with steam at a temperature of not less than 180 degrees Fahrenheit for 10 minutes.

4. Machines: (a) Machines shall be constructed so as to prevent contamination of the product. Mix shall be fed to the machine from reservoir by gravity. All parts coming in contact with the product shall be of such construction as to be easily cleaned and upon inspection shall look clean and feel clean. (b) Any vapor, condensation or fitting shall be of what is moisture-absorbing material. (c) Gaskets are prohibited, and all joints shall be of "ground" construction. (d) Suitable pumps or fittings shall be of what is suitable for dispensing.

5. Air compressors: (a) A 10-horsepower air compressor shall be provided so that the air, which is no larger than 18 inches in width, is not directly in front of the machine.

6. Air conditioning: (a) Air conditioning shall be provided so that the temperature of the cabinet shall be 34 degrees or lower. (b) The air conditioning shall be supplied with linoleum if of wood or other material. (c) The air conditioning shall be thoroughly washed they shall be assembled and sterilized with steam at a temperature of 180 degrees Fahrenheit or lower. (d) All parts coming in contact with the product shall be of such construction as to be easily cleaned and upon inspection shall look clean and feel clean.

Endy's Canadian Tour Successful

RALEIGH, N.C., Sept. 23—Receipts at Endy Bros. five-week tour of Quebec fairs, with the Provincial and Regional Exposition of Quebec on September 23, were completed here today and show that the tour made a good profit for each spot, said David B. and Ralph N. Endy, co-owners.

With the Trois Rivieres and city of Quebec closing their season turning to concert and dance figures, despite extremely unfavorable weather conditions and road hazards, the Endy Bros. were highest during these two week engagements. The tour started with increasing the normal draw at St. Hyacinthe, Valleyfield and Sherbrooke. Thereafter it moved to Montreal and sterilized with attracting more business on account of the lively performance of recent years.

The Endy Bros. are the managers highly praised cooperation from officials, city, provincial and territorial, as announced by Patrick R. Nutting, general agent Conkim Shows.

Hennies Plan HASC Benefit At Oklahoma Free State Fair

Wichita, Sept. 23.—Plans for a monster midnight benefit show, with proceeds to go to the Heart of America Showmen's Club, Kansas City, Mo., will be announced here during the Okalaska Empire Free Fair here by manager Harry W. Hennies of Hennies Bros. Shows, and Ethel Murray Simonds, secretary-manager, of Oklahoma State Fair. Performance is to be staged on October 3 in the grand stand in Muskogee, Okla. Tickets will go on sale in Muskogee on October 1 and acts from the shows and grandstand attractions will participate, said Walter Hale, Hennies press agent, who will be in charge of the event.

CHARLOTTESVILLE, Va.—People here are hungry for good outdoor amusement, but they will have to be satisfied with entertainment available at the Hensley Bros. Carnival, which started in town yesterday.

But to see the fair and the Stratex show they will have to go outside the city. The Hensley Bros. Carnival, which has doubled its license against much opposition, has made a circus in town, according to the board of supervisors of Albemarle County, in which Charles Hensley is the president. The organization has doubled its license against such opposition.

Ballyhoo Bros. Circulating Expo A Century of Profit Show

Ballyhoo Bros. circulating exhibit, a "Century of Profit Show," featured by STARR DEBELL


Night Letter to the Collinsville and cultural and Industrial Fair and the Jamesville, Storrow & Locke's shows for Friday. But to see the fair and the Stratex show they will have to go outside the city. The Hensley Bros. Carnival, which has doubled its license against such opposition, has made a circus in town, according to the board of supervisors of Albemarle County, in which Charles Hensley is the president. The organization has doubled its license against such opposition.

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Hall and arranged to have him save a sail of his for that purpose. We told Mrs. Miller that it was a pleasure to have her there, where Hall winters. Crossing the border, we drove to Bavin Rock Park, Conns., where we saw my first Baby Clover. On the way down I met the characters among the attractions there, It's tiny size and the charm of the old mines seemed to fascinate people like it. I also visited Flayland, Rye, where they showed me the country's most beautiful parks I have ever seen. The chief attraction was Mrs. Max, pride of the late Harry Baker, was away, but her father told me of it as one of the most interesting things he had seen at Flayland several years ago.

We returned to New York and spent three days at the big fair; in fact, it was the only real rest we had in Canada. I could not have been more pleased with the fair, and you should see it if you have the opportunity. We saw the George Jessel show at the New York State Fair and met with an old friend. We also paid a tour in their beautiful trailer for the fair. We were introduced to Marion Eddy, star of the show in the Kinselaaser on the Midway Public in Toronto August 31.

Wendler at the King Edward Hotel with day of Mrs. Richard Miller and wedding Toronto August 31.

NYW YORK WORLD'S Fair.

The popular Idol of America's Midway Public! July 4th Gross Receipts Contest. More Quality

Philadelphia, Pa. Eastern Representative, A. E. CAMFIELD, 344 TENT ORDERS FOR CHAS. T. GOSS CONCESSION & Imp. ST. LOUIS SHOW PassengerCars. They visited the fair there. We generally visit there on route home in the fall. They have a car from Chile, South America, which made quite an impression on the graduate visitors, as coming 8,000 miles to the fair. We did not have a chance to stay as long as we could have taken our car around in- side. We visited the fair more than once.

We left New York the morning of September 8 and drove to Keansburg, New Jersey, where we found the fair closed, as Labor Day had been the finale. We spent the day with Mr. and Mrs. Robert Cloich in Keansburg, New Jersey, and called on several other friends we had met in the past. We returned to New York the morning of September 9. We had a pleasant one, altho business was none too good.

We visited the Penn State Shows at Mc- Connellsburg, Pa. Mr. and Mrs. Wachter were there on their return home. On Saturday morning we dropped in at the Ideal Exposition Shows at county fair and I met Mrs. William Cloich at the custard stand and Mrs. Eddie Lippman at the cotton candy stand. We talked with them in their stands as usual, we invited us to go, as we would be in any other part of the country as many shows as possible. At Ebensburg we found the Ideal Exposition Shows at county fair and I met Mrs. William Cloich at the custard stand and Mrs. Eddie Lippman at the cotton candy stand. We talked with them in their stands as usual, we invited us to go, as we would be in any other part of the country as many shows as possible. At Ebensburg we found the Ideal Exposition Shows at county fair and I met Mrs. William Cloich at the custard stand and Mrs. Eddie Lippman at the cotton candy stand. We talked with them in their stands as usual, we invited us to go, as we would be in any other part of the country as many shows as possible.

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Reid Hotel

KANSAS CITY, Mo., Sept. 23.-Numerous members of the Hennies Bros.' Shows visited briefly white on route to Springfield, Ill., to watch the World's Fair. George and Mrs. Jake Brizendine and Brother and Mrs. Frank Delmaine, of the J. L. Landes Shows, motored to Springfield and Brother and Mrs. Frank Delmaine, of the J. L. Landes Shows, motored to Springfield and Brother Bill Snyder came back from an Eastern trip. 

Mrs. Clara Rothstein's husband is still confined in a St. Paul hospital. 

Los Angeles, Calif.-Manager Kaus, Kaus Exposition Shows, Inc. has advertised a string of shows for the Los Angeles area. 

W. Kenneth Common, Edmond Zacchini, Peter Joseph LaFrocia, John Randow, Henry Leopold and Ellsworth Pretorius, the Los Angeles District, will make their appearance in the city this week. 

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Manager Kaus, Kaus Exposition Shows, Inc.

CHARLOTTE, N. C., NEXT WEEK

October 9-14 to Address All Mail and Wires J. E. TIERNAN, General Manager.

WALTERTON, NORTH CAROLINA

WARREN COUNTY FAIR, OCTOBER 2ND-7TH, INCLUSIVE

WANT: Legitimate Concessionaires of all kinds, except Bings. Want Eat and Drink Stands, Palmistry, Haircutting, Massage, Bubbles, Fancy Dress, etc. All Concessions will be billed at the rate of $10 per week. No man for Family Bikes. Bubbles Tristar wants a few more Working Acts for Side Show. Ted barrow world. 

Manager Kaus, Kaus Exposition Shows, Inc. 

Bantly All-American Shows

This Week: SANFORD, N. C.

MIDWESTEN TENNESSEE DISTRICT FAIR, LAWRENCEBURG, OCTOBER 2-7.

RICHARDSON FAIR, OCTOBER 16-21.

WANT Concessions that work for Stock, Bikes—Gazelle, White, lids, etc. Girls for Revue. Opening starts Monday, October 16. Tent this week, after 5:00, Cedarville, Cedar Lane, Greenville, North Carolina in Nashville. 

WEST BROS.' SHOWS

CARNIVALS

SHOWS

EVANGELINE SHOWS WANT

Mechanical, Small Animal Show, Half and Half. Will furnish Tent 20x30. Live Pony Track, One-In-One with own equipment. Concessions open: Photos, Grab Joint, Ice Cream, No exclusive sold except Corn Game. Can handle any Concession wants to go on a horse. 


Fair follows. Address MANAGER, Evangeline Show.
CARNIVALS
September 30, 1939

Midway Confab

By THE MIXER

(Communications to 25 Opera Plaza, Cincinnati, O.)

WORKINGMEN—backbone of any show.

ANDERSON'S Girl in Fish Bowl joined Zechini Bros. Shows in Belleville, Ill.

C. C. ALLEN is handling The Billboard on Bill Harris Shows.

TAKING DELIVERY on a new trailer while L. J. Heth Shows were in Roseville, Ky., was Paul Reynolds.

YES, women talkers are here to stay, I'm afraid—Whitney Cooke.

AFTER a visit to Fort Worth, Tex., Mrs. Eddie O'Shea returned to Texas Kid Shows in Snyder, Tex.

SERPENTINA is a recent addition to Al Batson's Freak Show on Mighty Sheedy Midway, reports Floyd Nevel.

LU LU COX joined L. J. Heth Shows for remainder of the season and will now present show in Louisiana.

THESE are rare things than split milk to cry over. For instance, broken neon.

AN ADDITION to Art Lewis Shows in Covington, Va., was Ralph Myers' Min-

SHOW.

FORMERLY with Scott Bros.' Shows, Edw. J. Schrader is now in the radio business in Swansboro, Ga., cards J. W. Dismore. Schrader recently was married to Ossiee Parker.

HOWARD INGRAM, general superinten-

dent of Art Lewis Shows, has most of his plans mapped for winter building centinnials of the organization, reports Mrs. F. Percy Morency.

KINDLY old lady, admiring work of glass blower, remarked to him, "I'll bet the poor man who made this stuff died in an asylum."

SAM NIGOE COVEN, who is ill in Fort Worth, Tex., county jail, is seeking in-

formation as to what the bank in question is called and someone with work of money and would appreciate hearing from anyone who knows.

CURRENTLY playing shows in Missouri,

is Ruth Beno Williams, who recently closed a two-year stand with P. H. Nee Shows. She plans to spend the remainder of winter in Texas.

JOHNNY DANZELLI left Hilderbrand's United Shows in Weiser, Id., for the No. 2 room with his concession and was replaced by June Pickard on the No. 1 unit.

FAMOUS last words: "I don't mind letting the showmen have money, but if I want it back when they hit."

AFTER a summer's work as caller on Harry Agins' brags on Keystone Shows Danny O'Connell closed in Indiana, Pa., to take up duties as bodyguard of Bishopesses at Roosevelt Grill, Watertown, N. Y.

COLLAPSING at his eating stand on Scott Bros.' Shows while in Woodsville, W. Va., was Floyd C., son of Mr. and Mrs. Floyd C., reports Floyd Nevel.

MRS. C. W. PARKER, wife of the late C. W. Parker, device manufacturer and owner of shows bearing his name, and Doc and Clara Zeigler, of Zeigler Shows, are seen in portrait that they talked over old times at the Sheridan (Wyo.) Rodco. Mrs. Parker, who is mother of the Ladies' Auxiliary, Heart of America Shakespearean Club, Kansas City, Mo., visited the Zeigler Shows on a return trip from Yellowstone National Park. She celebrated her 69th birthday anniversary on July 4.

TIX PUNETON with his attraction, Louis-Louis, rejoined Dick Best's side show on Royal American Shows in Nash-

ville.

FORCED to leave Rogers Greater Shows in Groveville, Tenn., because of illness, Mrs. G. O. O'Neal returned to her parents' home in Louisville, Ky.

IDLE boasts of idle-minded men: "I even turned down the mayor and his entire family.

MRS. E. BRADEN returned to Art Lewis Shows in Covington, Va., after a visit with relatives in Lynnville, Tenn., where she conducts a hat shop.

JOINING Pumell's United Shows in Audubon, La., were Dr. and Mrs. LeRoy, mentalists, and Professor Mannen, magi-

cian.

ABNOR additions to Kansas Explosure Shows in Charles City, Va., was flam Sustine, with bowling alley and cigaret stand.

IT DOESN'T matter who the originator of a carnival idea is. It's who goes the limit with it that counts.

SON of Mr. and Mrs. Jim Hodges on Art Lewis Shows, Fletcher Hodges, left August 16 to return to school in Salisbury, Tenn.

been confined for the past year. He would like to write his letters from friends.

SOME shows of a certain type apparently have eliminated orchestra entirely and are featuring one man—Cousin Paul.

GUEST SPEAKER at Community Church services on September 3 in Ohio State Penitentiary, Columbus, O., under auspices of Volunteers of America, with Mrs. W. W. Thon in charge, was Don Waddell, report's W. T. Hopkins.

WOMEN MEMBERS of Art Lewis Shows gave a stock shower for Mrs. Leo Hirst Shaw when playing Lexington, N. C., there were plenty of refreshments and there were not a few letters of honor received numerous gifts.

"HAVE BEEN Ill for the past six weeks, two in a hospital and four at home here," writes Stanley L. C. from Los Angeles, "was formerly with Hilderbrand's United Shows, and I would like to read letters from friends."

OFTEN the one who uses that "better show-

man's secret is the one who has an ax to grind.—Mills (Not Sol) McCoo.

MRS. PICKLES PICKAI, wife of the manager of Hilderbrand's United Shows, was honored at a party in cele-

bration of her birthday anniversary while the organization was in Weiser, Id.

AL GREET, who has been clicking on this week, is the first Luna Explosion Shows, has Betty Maynard and Bes-

tickers working, while he is on the job and expects to return to the organization next year.

GENERAL MANAGER, Joe Gallagher, Buckeye State Shows, says that busi-

ness has been good and that he plans to return to Miss. soon to make arrangements to have the shows winter there.

BREEDING LADY: "That show is a fake." Girl ticket seller, "Sounds, good to me."

FRANK'S GREATER SHOWS, playing Georgia exclusively, has chucked up a good showing by state fair and tobacco-

marketing, reports W. B. Pranks, manager. "All seem to have money down here, and our fair season begins about October 2.

WHEN the 1939 Forest County Fair, Houlton, Me., was called off because grounds and buildings used last year were not available, Buckeye State Shows, which had been booked, played Canton, Miss., instead, infoed General Manager Joe Gallagher.

TED JOHNSON, former press agent for Buckeye State Shows, is promoting a publicity campaign in Memphis. Ted is a former newspaper man and was publicist of Buckeye State Shows two years. Mrs. Johnson joined him in Memphis.

MOST uninviting sight in the world to a mid-

way patron is the guard on the outside of her ball rack with nothing to do except chew on her lips.

E. B. BRADSHAW of Art Lewis Shows, purchased several head of prize-winning cattle and shipped them to his farm in Bradenton, Tenn. He also took delivery on a bird dog, with which he plans to do plenty of hunting next winter.

FORMER pitchman and carnivalite and now a member of the cast crew as tattoo artist and tailor, Samo Jack visited the midway shows during the midway there. He reported he may return to the pitch field next season.

THIERS PERRIS shows on Art Lewis Shows, under direction of Foreman Wade

Send a one-Cent Postal Card.

September-October

BIG ELI NEWS

Item about the Ride-Bus that interest riders of the ride business will be published when received. If you're in any way connected with your ride, send a copy or return your correspondence to us.

ELI ENTERPRISES PUBLISHING COMPANY

Ox, E. L. MAHONEY—ELI Power Units, Opera, Wash. Stables, JACOBsville, ILL.
September 30, 1939

CARNIVALS

Kumars have been getting good results. Steve Brokover, Earl Eihens, Billie Ricks, Shorty Hannon and George Laubies are working the Kumars, while Mrs. Percy Moxeney handles tickets.

Day of sitting in a ticket box, doing a little general promotion for the money to come in is over. Shown must stop on their fronts and get money that dollar in—out on stay out all winter.

"HAVE MY Life Show on Wallace Bros.' Shows and doing okeh," cards Don Newby and all players who have, who says, "She brought out lots of cake, chicken and even biscuits to all her children," and I have the headless girl Newby. "My son, Ray, is back with me Bros.' Shows and doing okeh," cards Don Newby, who has just returned to the show, and Russ worked on the corn game. They appeared in the Gay New Yorkers attraction for Clyde and Babe Davis, while Russ worked on the corn game. They will return to the shows in that section until fairs start on October 1.

CHARLES WILSON cards that he has been playing the Georgia tobacco market for the past six weeks with his four concessions and finds conditions better there than in the North. He plans to remain in that section until fair starts on October 7.

NOW WITH All-American Exposition Shows, Russ and Milti Morgan joined Mighty Bruce Slayey Midway for the recent City County Fair, Spencer, Va. Milti appears in the attraction for Clyde and Babe Davis, while Russ worked on the corn game. They played in the Garrett, Ky., for the last year with Fairly & Little Shows.

A DOLLAR in brass reward to the person who will return to the shows in that section until fairs start on October 7, at Golden Gate Exposition, San Francisco, who has the satisfaction of surprising one of the carnival ad planters who have no idea as to bib knowledge of the game.

"I sometimes scare hell out of 'em," says Carlos. The following Tuesday in Mineola, L. I., in which he participates each Southern trek.

ACCOMPANY Mrs. Thomas, Billy the head of the shows. Their former home in Natchez. He said his.bizness is reported being under police department auspices, and concessions scored at the Garrett, Ky., under police department auspices, and concessions scored at the Garrett, Ky.

DOE, J. AND MRS. KELLY are mourning the loss of Eus, their educated chimpanzee, which died in Thornton, Ind. on September 14. There it says, says Doe "doe some future for such an intelligent little animal was it. Doe is a severe blow to us, as it war-shipped us and enjoyed working so much, we could see what it could do. Plan to lose soon for the South with another attraction."

THERE can be only one "feature attraction," only one "biggest and best show on the lot" and only one "main show." When every talker on a lot sees these phrases their openings become jokes to the midway listeners who stop at each ball.

J. W. HARTIGAN JR. letters from Morgantown, W. Va., "Jack Matthews and I visited Cunningham's Exposition in Shannon, and Zachuni Bros. Shows, 12 miles away, at Fairmont, W. Va., on the same night. Zachuni's repeating cannon is used for a bally in surround-ings towns and at the front gate of the act. Organization should become a large railroad show in time, as the act merits it."

MANY COMPLIMENTS were received by W. D. Connolly on the midway presented by Conklin Shows at Western Fair, according to reports from London, Ont. The war news created a slight drop in gate attendance, show and ride business was on a par with last year's.

ABNER K. KLINE, Sales Mgr.

"All On Art Lewis Shows have earned them, and an old-time wedding celebration was staged, with bands, bells, parades and refreshments much in evidence.

TED GREENSLADE, of The Toronto Star and former press agent for the Chinese government at Shanghai, took a leave of absence to press agent for Conklin Shows during the National Exposition at Toronto, and dates to follow, including the Garrett, Ky., for the last year with Fairly & Little Shows.

THEN there are the concessions who change shows and try to take all the ride help with them, but some of them don't have the ride help take telegrams that their mothers are dying in order to get away.—Colored Patch.

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During Conklin Shows' stand at Western Fair, London, Ont., 12 shows were aired over CCFN, with talent supplied from the shows. Among the shows. Among the shows, the following Tuesday in Mineola, L. I., presentation of "The Billboard" covered the 60 trucks with no serious mishaps reported by the management, which credited Truckmaster Sam Murphy and Mechanic Ted Briggs for the smooth performance.

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100 cards, $5.50; 150 cards, $8.25; 200 cards, $11.25.

All Bingo and Lotto sets are complete with wood markers, extra, 50c.

Heavyweight cards, black on white.

19 W. Jackson Blvd.

Automatic Bingo Shaker. Real Class effect was significantly impacted by thunderstorms, which caused a brief interruption in the evening's program.

J. M. SIMMONS & CO.

19 W. Jackson Blvd., Chicago.

SECOND-HAND CARNIVAL PROPERTY FOR SALE.

2000 BINGO balls, $20.00. 3,000 BINGO balls, $30.00.

3000 KENO made in 50 sets or 100 cards each. Priced at 20c per set or 10c per card. 100 cards, $8.00. 50 cards, $4.00. 25 cards, $2.00. 5 cards, $1.00. 2 cards, 50c.

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Wallace Bros. (Binga cars and trucks)


Another return engagement but business did not measure up to standards set two years ago atti grounds were packed to the gates. Shows opened on Labor Day and continued until noon the next day. However, shows were ready on time even though some of the rides were closed for a short time due to bad weather. Business was excellent on opening day and Labor Day, the big days, started with a large attendance, and all rides were in good working order. All tops of the weekend was the best of the season so far. Scooter topped the rides, with Hey-day second. Tom Bailey's Girl Show had a good showing on Friday, the last day of the week. Side show got top money and all concessions reported a good business.

Sunday, the last day of the week, it rained all day. The 3000 BINGO balls were completely mushroomed by the rain. Some of the rides operated until after 2 a.m. Shows made an attractive appearance late at night, with many additions and new innovations. Shops have been operating full time, adding the finishing touches to the new equipment. Harvey Wilson's glass house with new painted arrowhead and neon. Rube Nixon added lighting effects to the front of his monkey circus and building of new inside lighting effects is under way. Patrick Gordon, owner of the Steeplechase, turned in a strong performance for the month of September. Eddie Jamison's Flying Geese closed its season in the top money class. Rico-o-Drone, under management of Bob Barkey, gave shows a run for top grosses. Drone has been re-routed, with new sets being presented for the wall program. Mrs. Dean Nadruz opens the week with her husband.

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Zimdars

(Motorized)

Date proved no disappointment, as businesses were better than expected and, although shows were somewhat larger than when they played here two years ago, business was better than expected and, with the entire take-up of the shows.

Shorty McCampbell added another 50-kw. snow cones and cane rack; Bill Dares, stores; Rabbit Reed, hoop-la; Morrisons, Mackey, ball game; Leo Costa, photo gallery; Mrs. Leo Costa, milk bottles; Albert Stevens, palmistry; Hiram Beale, four needle, Ore. Week ended September 16. Auspices, Cannon County Free Fair Association.

Zacchini Bros.

(Motorized)

With ideal weather, attendance exceeded expectations, and shows, rides and concession sales were up. Shows were first to play here in over two years and many of the customers were hungry and money was spent freely. New Jersey's famous Zacchini Circus features the Beilfeinches Horse and Mario and Matteo Zacchini, Shows have been very successful since they arrived on the scene.

Dorothy, and Daniel Barnett. Local high school, Littleton, Colo. Week ended September 9. Edison, Ga. Week ended September 16. Dances and dances were well attended and the public was pleased with the shows.

Frank Burke

Rocky Ford, Colo. Four days ended September 9. Weather, hot and severe thunderstorms at night. Trip from Antonio was made in good time and all was ready for opening. First day's fair was held at 9 a.m. Wednesday. Day's fair was much better in attendance than last year. Thursday, Watermelon Day was the largest day of the season so far, and the Octopus led rides. Concessioners also had a good day. Alex McElvain purchased a new car, and his stepdaughter, Mrs. E. L. Gleason left here for home in Albuquerque, N. M. Mr. Burke's niece joined and is working in the photo gallery.

Toni's Amusement


Because of request of city officials, Manager Tom Rich agreed to remain on the lot here through the winter and hope for a good judgment. Rides did capacity and candy concession led the shows' fair circuit. Manager Tom Rich agreed to remain on the lot here through the winter and hope for a good judgment. Rides did capacity and candy concession led the shows' fair circuit.

International


Rides here attracted an estimated 40,000, giving all attractions good results. A number of concessions remained in operation until late in the evening. There were many questionnaires as nearly as possible of them played a good job of laying out the lot. First day's fair was held at 9 a.m. Wednesday and Labor Day were winners. August long haul from Panama City, Fla., was made in good time and all was ready for opening. Owner Tom E. Rich is credited for opening this lot, as this organization was the first to play here in five years. An informal party was tendered to the owner and Mrs. Rich here. Everything is in shape for shows' fair circuit.

Hilderbrand's


Opened Monday, three days before official opening of fair, but results did not justify effort, as most locals had seen shows previously at Cambridge. However, by Wednesday people out of towning of new rides and things laid and by Saturday fair attendance was tabulated. Committee under O. A. West cooperated. Some of extra attractions were staged in the park across streets with features including free acts from the No. 1 Unit, Henry Due, Poodles Handle Sticks, and other acts. Dolly Clifford, hamster; Harold (Sailor) Weeden, assisted by Bob and Bill, got the animals started early; Dorothy, and Daniel Barnett. Local high school and bond furnished the music and also paraded on the midway. Owner O. H. Hilderbrand took a major portion of the rides and concessions to Homestead, Idaho, for the week. Going with him were F. D. Ulke, baby sister; Harry Johnson, Tom's Assumption

(Motorized)

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CARNIVALS

September 30, 1939

CETA LIN & WILSON SHOWS

Trenton State Fair, Trenton, N. J., This Week.

WORLD OF MIRTH


Worlds most popular sideshows. Fair shows were played out.

CETLIN & WILSON SHOWS

In Its field.

TEXAS LONGHORN SHOWS

or WANT SHOWS AND RIDES, ALSO CLEAN \nWANTS SIDE SHOWS \nor WANT SHOWS AND RIDES, ALSO CLEAN \nWANTS SIDE SHOWS \nWANTS SHOWS AND RIDES, ALSO CLEAN \nWANTS SIDE SHOWS \nRIDE TOWN \n\nTEXAS KIDD

Gruberg's World's Expo

Norfolk, Va. Week ended September 16.

Midwest (Motorized)


Midwest (Motorized)


Texas Kidd

G.BOATS & RIDE PLANE TO JOIN OIL \nRIDE & ROLL-PLANE TO JOIN OIL \nSHAKER BOARD. \nKIDD ON OIL \n
ZIMDARS GREATER SHOWS, INC.

Can place for horse or cart. 

Girls-Want Girls

For posing and dancing shows.

Elites' Fair

Carnival. Week ended Sep-26. Weather, fair. Location, Matthews. Tur- \n
good.

Elites' Fair

Rivera Fair, Sherman, Tex. Weather, fair. Location, Matthews. Tur- \n
Girls-Want Girls

For posing and dancing shows.

ZIMDARS GREATER SHOWS, INC.

Can place for horse or cart. 

Girls-Want Girls

For posing and dancing shows.

Elites' Fair

Carnival. Week ended Sep-26. Weather, fair. Location, Matthews. Tur-
 استخدام و الدفاع عن عامل

B.Y. T. PARKER, Attorney at Law

BEFORE reviewing late higher court cases involving the status of em-
ployees of amusement parks, carnivals, circuses and other places of
amusement, it is advisable to define the legal differ-
cence. All employees are classified as "general" or "special" agents. The
owner of a place of amusement is liable for all acts of his "general" agents, which
are those who have no express or implied authority to act for the
employer. However, he is responsible for only such acts as are committed
while working within the scope of his actual authority given him.

Therefore, under ordinary circumstances, an amusement company is liable
for damages to employees of amusement parks, carnivals, circuses and
other places of amusement, employees of amusement parks, carnivals,
and similar enterprises, who are employees of the amusement company.
A Mr. Jonasson was manager. On August 18, 1939, it was dis-
closed that a man named Marshall was actually acting as a
manager for an amusement company. A Mr. Jonasson was manager.
On matters requiring decisions of impor-
tance Marshall was required to consult
Jonasson for instructions.

One day the weather was very noisy
and there was considerable disorder. An
employee named Marshall was assigned
to supervise the glass business and he
was to do his best to make it sound.
A short time thereafter Marshall went
out to the glass business, where he
said to the messenger, "What did you take your feet down?"

But not from the old business, how-
ever, Marshall struck him across the
face with a glass, saying, "What did you
hit me for?"
Whereupon Marshall said, "You are
wounded, and said: "Don't give me any back
talk." Subsequently, Marshall apologized to the messenger, saying that
he didn't mean to hit you but I lost my

The law is quite well established that verbal con-
tracts of employment are equally as ef-
ficient as written ones. The important
difference, however, between the two clas-
ses of contracts is that a series of letters and telegrams
cannot be given the status of evidence in
litigation, whereas an em-
ployee's assertions, when made
involuntary, are effective to
form a valid written agreement
which are written over a period
of several months or years. In
other words, the written con-
tent of the verbal contract is
approximately the same as the
written terms and the written con-
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Validaton of Contracts

Under certain circumstances a written contract may be implied, as
follows:
(1) where the employer affixed a signature with
a rubber stamp (2) where the employer furnished the terms
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Porsonal Responsibility

Obviously, either an amusement com-
pany or an official or employee of such a
company is personally liable for any and all financial losses sustained by his
employer as a result of any act outside the scope of his employ-
manship. In 'other words, the employee is personally liable (1) where
he acts on his own authority or (2) where he acts under
representation of his authority without in-
tention to deceive anyone. Where he does
so, he is personally liable for any and all losses resulting from such acts.

For instance, in the case of Meyers, 33 Ill. 424, a company employee
signed a contract "Agreement to continue employment.
the employee discharge the employees who had themselves in readiness to con-
tinue their services upon notice, but no
notice was ever given them to do so.
They tried to obtain employment of like

WANTED

REAL ESTATE 

in Portland.

CARNIVALS

AND FAIRS

FOR SALE

Carnivals and Fairs

35 years experience in the business.

BUYERS WANTED

Commercial and Pleasure Goods

Advertising in the Billboard

YOU'LL BE SATISFIED WITH RESULTS

ADVERTISE IN THE BILLBOARD

DARE-DEVIL OLIVER

World's Premier High Diver

World's Premier High Diver

World's Premier High Diver

World's Premier High Diver

World's Premier High Diver

World's Premier High Diver

World's Premier High Diver

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World's Premier High Diver
1939 FAIR DATES

ALABAMA


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<td>Wilson</td>
<td>Wilson Co. Fair</td>
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<td>Wilmington</td>
<td>Coastal Fair</td>
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<td>Columbus Grove</td>
<td>Putnam-Allen Hatsell</td>
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<td>Georgetown</td>
<td>Brown Co. Agrl. Soc.</td>
<td>Oct. 4-6</td>
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<td>Columbus</td>
<td>Ohio Agrl. Soc.</td>
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<td>Charleston</td>
<td>Colored Agrl. State Fair</td>
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<td>Rock Hill</td>
<td>York Co. Fair</td>
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<td>Orangeburg</td>
<td>Orangeburg Co. Fair</td>
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<tr>
<td>Charleston</td>
<td>Charleston Agrl. &amp; Indust. Fair</td>
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<tr>
<td>South Carolina</td>
<td>Is. S. Carolina Fair</td>
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<tr>
<td>South Dakota</td>
<td>Mitchell-Clinton Beach Festival</td>
<td>Sept. 15-20</td>
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Note: The table continues with similar entries for various locations.
CONVENTIONS

ALABAMA
Montgomery—A. & A. Macon, Dec. 5.

ARIZONA
Phoenix—Bible Study Soc., Nov. 17.

COLORADO

CONNECTICUT

DELAWARE

FLORIDA

ILLINOIS

MARYLAND

MICHIGAN

MISSOURI

NEVADA
Las Vegas—Order of Odd Fellows, Oct. 16.

NEW JERSEY

NEW YORK

PALESTINE
Binghamton—State Assn. of Magicians.

PENNSYLVANIA
Philadelphia—316th Infantry Assn.

REPUBLIC OF IRELAND

TEXAS

UTAH
Salt Lake City—State Farm Bureau Fed. Nov. 17.

VIRGINIA

WASHINGTON

WISCONSIN

Dog Shows

These Dates Are for a Five-Week Period

CALIFORNIA
Los Angeles—October 10, 1939, 1123 West Blvd.

CONNECTICUT
Waterbury—Oct. 20, 1939, 120 Main St.

DILLARD, MISS.
Winston—Oct. 20, 1939, 960 N. Campbell.

INDIANA

OHIO
Columbus—State Farm Bureau Fed. Nov. 17.

OREGON

SOUTH CAROLINA
Columbia—Oct. 20, 1939, 120 N. Main St.

WASHINGTON

WEST VIRGINIA
Parkersburg—Order of Odd Fellows, Oct. 16.

WISCONSIN
Green—Oct. 19, 1939, 1815 Main st.

WYOMING
Coming Events

These dates are for a five-week period.

ARKANSAS

Bartlett—Ole Miss Show, Oct. 6-7.
Bryant—Seven County Livestock Show, Oct. 11-13.
Decatur—Celery Festival.

CONNECTICUT


DELAWARE


FLORIDA


GEORGIA

Atlanta—Fall Festival, Oct. 15-22, 29.

ILLINOIS

Bloomington—Fall Fair, Oct. 1-7.

KENTUCKY

Louisville—Auto Show, Oct. 22-23.

LOUISIANA

Crawley—Ole Miss Show, Oct. 6-7.

MARYLAND

Baltimore—Fall Show, Oct. 20-25.
Baltimore—Livestock Show, Oct. 2-7.

MASSACHUSETTS

Decatur—Trinity Festival, Sept. 29-30.

MINNESOTA

Minneapolis—Fall Fair, Oct. 1-7.

MISSOURI

Columbia—Fall Livestock Show, Oct. 6-10.

SOUTH CAROLINA

Mount Pleasant—Fall Festival, Oct. 11-14.

TENNESSEE


TEXAS

Bakerfield—Fall Fair, Oct. 10-11.
B mrton—Auto Show, Oct. 15-11.
Brownsville—Fall Festival, Oct. 11-14.

WASHINGTON

Spokane—First Prize Auto Show, Oct. 20-21.

WISCONSIN

Milwaukee—Fall Fair, Oct. 1-7.

WYOMING

Cheyenne—Fall Festival, Oct. 1-7.

Roller Profiles

EARL VAN HORN

Conceived and approved by William F. Seifinger, president of the Rollerdrome, Oklahoma City.

Earl Van Horn, creator of beautiful Minnie (T. L. Rink), who was born on skates and not the mosses while skating, more than likely will try to win the angel in roles well known to this day. One has put more time, energy and money into production, but in all, it has been experience, bitter, some of it, but I have no regrets and when the last roller dances are over, I am sure that I will be able to indulge in my favorite pastime of roller skating, and that is what I want to do. I have no regrets and when the last roller dances are over, I am sure that I will be able to indulge in our favorite pastime of roller skating, and that is what I want to do.

Frontier Contests

These Dates Are for a Five-Week Period

ARKANSAS

Bakerfield—Fall Fair, Oct. 10-11.

CONNECTICUT


FLORIDA


GEORGIA

Atlanta—Fall Fair, Oct. 15-22, 29.

ILLINOIS

Bloomington—Fall Fair, Oct. 1-7.

KENTUCKY

Louisville—Auto Show, Oct. 22-23.

LOUISIANA

Crawley—Ole Miss Show, Oct. 6-7.

MARYLAND

Baltimore—Fall Show, Oct. 20-25.
Baltimore—Livestock Show, Oct. 2-7.

MASSACHUSETTS

Decatur—Trinity Festival, Sept. 29-30.

MINNESOTA

Minneapolis—Fall Fair, Oct. 1-7.

MISSOURI

Columbia—Fall Livestock Show, Oct. 6-10.

SOUTH CAROLINA

Mount Pleasant—Fall Festival, Oct. 11-14.

TENNESSEE


TEXAS

Bakerfield—Fall Fair, Oct. 10-11.

WISCONSIN

Milwaukee—Fall Fair, Oct. 1-7.

THE BILLBOARD

35

LIS\TS

95

The Billboard

3939

DATE BOOKS

NOW ON SALE

Arranged Especially for Your Needs

Dated From January 1, 1939

January 1, 1940.

The most convenient memorandum book for Managers, Agents and Performers in all branches of the show world. Actual size 5½ x 3 ½ inches. Contains complete calendars for years 1939-1940-1941. 5 and 10 copies. Daily memorandums, space for recording receipts and disbursements of money, census registration, etc.

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COMMERCIAL 10c a Word Minimum—$2.00. CASH WITH COPY.

AGENTS AND DISTRIBUTORS WANTED

AGENTS—$300 PROFIT SELLING GREEN LEAF LETTERS for Store Windows. Free samples. Write today. M. S. STAHL, 125 East 65th Street, New York.

ATTENTION, SUBSCRIPTION SELLERS—If you work east of Rockies and north of Minnesota, send in your return list. NO FEE. AMERICAN PUBLiTY JOURNAL, 538 S. Clark, Chicago, Ill.

BARGAINS—DRESSEL, 10c; SUITS, $1.50; Blouses, 25c; Shirts, 25c. Many other bargains. Catalogue free. FAIRMOUNT, 164-B Clark St., Chicago.

BEST OF ALL—HOTTEST CHRISTMAS CARDS will sell fast for the hand, dollar and toles. Spicy Novelties. LA FRANCE STADIUM, 55 East Madison St., Chicago.

BIG MONEY TAKING ORDERS—SHIRTS, TIES, COLLARS, HOSIERY, ETC. Mix for 50c. Do the best business of your own. Write for particulars. E. LOCKE, 7 Rio St., Brooklyn, N. Y.

BIG MONEY MAKING BUSINESS—SELLING ELEPHANTS, GIANT SNAKES, ARMADILLOS, ETC. Catalogue free. FAIRMOUNT, 164-B Clark St., Chicago.

BOOKS, CARTOONS, INSTRUCTIONS, PLANS

PROFESSIONAL INSTRUCTIONS HOW TO MAKE PATENTED PAPER CONSTRUCTION CASTLE, NEW. Only $1.25. Catalogue free. DITTS ORGANIZATION, Pgh., Conn.

BUSINESS OPPORTUNITIES

WANTED—ENAMEL OR CHROME MASTER DYES. Gold, Silver, Black, Yellow, Blue, Red, Purple, Green, Opaque, Pearl, and more. Write for free samples. E. H. MANN, 332 E. 77 St., New York.

OWNING BUSINESS OF YOUR OWN BROKERS, DISTRIBUTORS OR JOBBERS may advertised extensively in The Billboard by only $1.00 per 1,000. Terms. ROBBINS CO., 1141 B DeKalb Ave., Brooklyn, N. Y.

TRADE IN ANY OR ALL OF tasteless goods and merchandise with new Stamping Outfit. C. H. HANSON, 303 W. Erie, Chicago.

LORD'S PRAYER ON REAL PENNIES—$2.50 per 500 gns. with Order. LORD'S PRAYER, 101 W. 37th St., New York City.

LORD'S PRAYER, TEN COMMANDMENTS, Crucifixion on U. S. Pennies Unstruck gns. Insl. Layette, Embossed and Ornamented. J. D. JONES, 1109 Lawrence, Chicago.

FOOTBALL KNIGHTS AND EQUIPMENT. Merchants' ad on every card. M. S. STAHL, 125 East 65th Street, New York.

RESURRECTION PLANT—UNIQUE NOVELTY. Cheapest manuscript. 50c, 25c, C. E. LOCKE, 7 Rio St., Mesilla, New Mexico.

SALESMEN, DISTRIBUTORS FOR BINCO CARDS. C. H. HANSON, 303 W. Erie, Chicago.

SELL NEW AND USED CLOTHING FROM HOME, particulars free. ELITE, 214 Grand St., New York.

SELL FOR YOUR FRIENDS. UP TO 300% PROFIT SELLING NEW AND USED CLOTHING FROM HOME. Write for particulars, free. KEEN, 214 Grand St., New York.

SOLD OUT AT $1.00 UNLIMITED—$1.00 for all. Very easy. Get our prices first. E. BADE, R. 10, Wayne, Ind.

SOLD OUT AT 50c—EVERY FOURTH day of Ave. Check for price. E. H. OGDEN, 830 Weaver Ave., Baltimore, Md.

COIN-OPERATED MACHINES SECOND-HAND

Notice

Only advertisements of used machines accepted for publication in this column. Machines in good working order only. Advertisements advertised extensively in The Billboard by manufacturer, distributors or jobbers may be advertised as "used" in The Billboard.

A—BARGAINS — EVANS LUCKY LUCIE—Perfect, $200.00; Mills 3¢ Blue Fronts, Double Jacks, good condition. $45.00 each. MERRILL & BLOOM, 1613 20th Ave., Columbus, Ohio.

At close out—50 EVERY FOURTH day of Ave. Check for price. E. H. OGDEN, 830 Weaver Ave., Baltimore, Md.

ALL MACHINES, ALL NAMES, All Sizes, in excellent condition. Film rented. Sold $5.00, $7.50 reel. Ring 1605, The Billboard, New York City.

AMUSEMENT MACHINE ROUTE—OVER 130 Machines of recent manufacture and being advertised in Instructions, Plans, Books. Wholesale prices. World's biggest stock. J. D. JONES, 1109 Lawrence, Chicago.


BOBCAT & FEATHERS—$1.00; Deuces Wild, $6.50; Skill Draw, $6.50. BOYLE AMUSEMENT CO., 312 Broadway, Nashville, Tenn.

COIN MACHINE OPERATORS—THE GREAT INSTRUCTIONS, PLANS, CARDS. Free Games and other Games of all types. C. H. HANSON, 303 W. Erie, Chicago.


COPYRIGHT HOLDERS AND AGENTS—SELL NEW AND USED CLOTHING FROM HOME, particulars free. ELITE, 214 Grand St., New York.

COWBOY, PICKEM, VOGUE, $35.00 each; Major, $39.50; Miami, $35.00. BUERELL & CO. INC., 101 W. 37th St., New York City.

CUT-OUTS—1939, half plain, $20.00. PENNANT SEWING MACHINE—GOOD SHAPE, complete with new Stamping Outfit. E. J. KONTR, 104 W. 42nd St., New York.

FOR SALE—SECOND-HAND SHOW PROPERTY

A BARGAIN—EIGHT-TUB WHIRL RIDE, 20 ft.;avorite, 12 ft.; Race Track, 8 ft.; Royal Tram, 6 ft. Signed, $850.00, three hundred dollars. P. M. RUBLE, Peters- burg, Va.

CONCESSION TRAILER — 18 FT. BY 7 FT. Counters both sides and back. Complete in Original Crate. D. C. HUNT, 537 Ontario Ave., Chicago.

EVERY DOUBLE LOOP-O-PLANE—COMPLETE with Everly Steel Fence and Ticket Box, excellent condition. $850.00. NORTHLAND AMUSEMENT, 1012 Oaklawn, N. E., Grand Forks, N. D., Big Spring, Texas.

KENTUCKY DERBY — 12-UNIT, PORTABLE, first-class condition; $150.00 cash for quick sale. ROBBINS CO., 1141 B DeKalb Ave., Brooklyn, N. Y.

MILK BOTTLE BALL GAME, $25.00; Short- Range Cats, two sets; $1.00; Root Beer Ball, $25.00. TOM McHANN, 6286 University, Chicago.

MOUNTED CURIOUS—RATTLESNAKE FANG, Vertebrata, Reptilia, $5.00; 1 3c each postpaid. H. H. CROFT, St. Louis, Mo.

HELP WANTED

ADVANCE AGENT—SHOW NEVER closes. Write. Give time for mail to be forwarded. DAN BOSCH, 302 College, Eau Claire, Wis.

FRUIT MAN AND TENOR SAX MANvizualized immediately, must go. TOM TEMPLE AND E. E. SCOPOLETTI, Chicago.

WANTED TENOR SAX—DUBLING CLARINET; Also two Trumpet Men. Union only. Must be free to travel. C. C. BID BRODICK, Tifton, Ohio. Phone B3.

MAGICAL APPARATUS

CATALOGUE OF MINDREADING—MENTAL- FIGURES, Effects, Hoaxes, Truancy, Trainers, Buddha, Crypts, Lucky Pictures, Palmistry, Graphing Charts, Whirligig, Etc. The World's largest stock. NELSON ENTERPRISES, NELSON ENTERPRISES, Columbus, Ohio.

LARGE PROFESSIONAL MAGICAL CATALOGUE, 25c. MAX HOLDEN, 220 W. 42nd St., New York.


MISCELLANEOUS

LIVE IN NEW HAMPSHIRE—REAL ESTATE OF MRS. BERTHA TAYES, Barring- ton, N. H.

PAPERMEN—STIMULATE YOUR SALES WITH our $1.00 Value Gift Coupons, only $1.00 per hundred. Write for samples. E. BADE, R. 10, Wayne, Ind.

PAPERMEN—STIMULATE YOUR SALES WITH our $1.00 Value Gift Coupons, only $1.00 per hundred. Write for samples. E. BADE, R. 10, Wayne, Ind.

POPcorn DRESSING, CRISPETTE WRAPPERS, for sale. Send for price list. MAY E. E. EAKINS CO., 1976 High St., Columbus, Ohio.

FOR SALE—SECOND-HAND GOODS

CANDY FLOSS—ALL ELECTRIC, HEAT CON- TROL. Sell or trade for All Electric Popcorn Machines. R. 10, Wayne, Ind.

CORN POPPERS—FEARLESS, ALL ELECTRIC, giant geared popping Kettles, carnival sizes. Manufacturers only. Write for price list. COBOY'S CORN POPPERS, 1001 N. E. St., Indianapolis, Ind., no kick.

PEST SAMPLING MACHINE—GOOD SHAPE, suits every type, $25.00. C. H. HANSON, 303 W. Erie, Chicago.


POPcorn, POTATO CHIP, CRISPETTE, CARA- MEL, ALL TYPES. LION EAKINS CO., 373 N. 10 St. Milwaukee, Wisc.

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SALESMEN - CREW MANAGERS - RURAL
ALL 4 FOR 10c OPERATORS-CUT PRICE ON
pictures size
ACT NOW - 4 -FOR -A -DIME OPERATORS.
35MM TALKIE PROJECTOR - DEVRY TYPE
ture and Shorts.
Show you everything.
BARGAINS IN USED PROJECTION MACHINES,
SELL BUSINESS STATIONERY-$2.65 THOU -
werk.
Reprints, 2c each; 100 or more, lc. SUMMERS'
paper, makes enlargements in fraction of time
FORAGE-ONE TENT, USED THREE MONTHS,
FOR SALE-ONE TENT, USED THREE MONTHS,
WINDOW CARDS - 14x22", 100, $2.50; 2
paid.

SALESMEN - CREW MANAGERS - RURAL
ALL 4 FOR 10c OPERATORS-CUT PRICE ON
pictures size
ACT NOW - 4 -FOR -A -DIME OPERATORS.
35MM TALKIE PROJECTOR - DEVRY TYPE
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FORAGE-ONE TENT, USED THREE MONTHS,
FOR SALE-ONE TENT, USED THREE MONTHS,

HAMMOND ORGANIST—RELIABLE, SOBER, experienced. Age 24, Union. Married, go anywhere. Address BILL BORLAND, 357 Broadway, New York, N. Y.


JAYDEE THE GREAT—POSITIVELY THE HIGHEST CONTESTION TRAPEZE ACT. Biggest 100 ft., high. A real novelty by man comprised as huge as he can make. If interested in same, act write now. Lake fair. Salary. Write address D. F. McANAN, care Billboards, Cincinnati, Ohio.

JACKSONVILLE BALLOON CO., Jacksonville, Ill.

JACKSONVILLE—BALLOON CO., Jacksonville, Ill.

VIOLINIST—Doubling Spanish, Hawaiian guitar. TEACHER—Hawaiian Spanish Guitar. Violin, Swing Guitarist—Solid rhythm; 11 years' experience. BETCHER, Peebles Road, Allison Park, Pittsburgh, Pa. Have car and will go anywhere. Write or wire BILL SHAFER, 713 7th Ave., S. E., Minneapolis, Minn. for details.

ALTO Sax, Clarinet and Violin—Any particular. SHIEFFLEYS, Broad St., S. B. big hit at St. Paul, Tenn. SALEM, Ore.


MIDWAY CONFAB—(Continued from page 47) part of the season, the business has been good, he says. About 47 stands have been played, most of them being two and three-day engagements. Raymond Anderson is ring master; Edward St. Bilbrey, tickets; William Loftsmiem handles front, with John Lakafier in charge of canvas. Tour carried the show into Ohio, Indiana, Illinois and Michigan, plans to close about November 1 and visitin in Valdosta, Ga.

A TALKER who can turn his tip without, summit, undue sexual appeal or can without invitation, by no means is a man with a smooth flow of language, a good listener and interested in the people like to listen, a salesman in whom they put their trust. He need not be a bag who lets his imagination run away with his sales talk.

DOG WADDLE—letters from Springfield, O.: "Jim Dewey, general agent of the Waddles, with the companion of the day, arrived here and took the old school of big-top veterans to over the midway of the Springfield Fair. Great crowds are the staging of the VFW, during the time of the fair and are going to have front seats when the shows play Dayton. Our group is the biggest that has been here for years. Once we had a star act, Joe Theobald, Duman McGrew, William McMurphy, Wally Miller and the writer. The 88-year-old Doc Waddle is unable to make the trip because of illness.

ALSO SPACE on the midway at Reading (Pa.) Fair, September 10-17, was occupied by the Hargraves Novelty Band, with large marquee and four-wheel wagons, complete with bands and organs and penny admission. The Washington Band, also with four wheel wagons, was on the midway at Reading. The band wheels operating and reporting a steady business. Full particulars, application for space and all necessary information to: CHARLES W. HARGRAVES, 707 E. 23rd St., Chicago, Ill.

JAYDEE THE GREAT—POSITIVELY THE HIGHEST CONTESTION TRAPEZE ACT. Biggest 100 ft., high. A real novelty by man comprised as huge as he can make. If interested in same act write now. Lake fair. Salary. Write address D. F. McANAN, care Billboards, Cincinnati, Ohio.


THOMAS BROTHERS BAND—Alumnae Jubilee and Parachute Bands for All Occasions. JACQUELINE BAND, Jacksonville, Calif.

JACQUELINE WHALEY—double harmony. Address ERNEST K. MILLER, 1132 S. Michigan, Chicago, Ill.


KEVIN KEYES, 220 Jefferson St., Pontours, O.

TENOR SAX—CLARINET WANTS STEADY JOB at $5.00 per night. Must HIWH STRAYSH. Billboards, New York, N. Y.

TENOR or ALTO SAX—DRUMS. UNION. Single. Chicago, 22 years' experience. Free to travel. MUSICIANS, 2223 S. Fillmore, Chicago, Ill.

VIOLINIST, DOUBTING CELLO AND SAX—Experienced pit, symphony, radio. Age 39, with wife. Address NORMAN LEVY, 1221 S. Main, Cincinnati, Ohio.


ALTO SAX, CLARINET AND VIOLIN—Any city or state. MUSICIAN, 185 Alton St., Chicago, Ill.


PIANO PLAYERS

DANCE PIANIST—PLAY ALL LINES. Provides complete outfit. Married, age 24, union. Double Hammond and Celestion. Address PIANIST, 2222, Mexico, O. C.

PIANIST—READ, FAKE, CAPABLE. Experience. Address PIANIST, 1111, New York, N. Y.


PIANO PLAYERS


LOCATE OR TROUBLE—Experienced all lines. A solo turn with the shiniest set of bally bags. Address TROUBLE, 555, New York, N. Y.

PIANIST—Good organist, read and play all songs. Address: PIANIST, 160, Chicago, Ill.

Piano Teacher. No. 1 location, experienced. Secured many pupils with results. Address PIANIST, 1710, Nashville, Tenn.

PIANIST—Good, steady, dependable. Address PIANIST, 1710, Nashville, Tenn.

PIANIST—Long experience, dates bands, concerts, minstrels, etc. Address PIANIST, 1818, Chicago, Ill.

PIANO PLAYER—After November 1, October 25th. Will play and sing, organ or piano. Address JOHN DAVIES, 947 Main St., Springfield, O.

GUITAR—VIE—SOLD, 200 S. Caldwell, Chicago, Ill.

VIOLINIST—VIE—SOLD, 200 S. Caldwell, Chicago, Ill.

PIANO PLAYER—After November 1, October 25th. Will play and sing, organ or piano. Address JOHN DAVIES, 947 Main St., Springfield, O.

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VETERAN, LODGE AND OTHER ORGANIZATION FESTIVITIES

Conducted by CLAUDE R. ELLIS
(Communications to 25 Opera Plaza, Cincinnati, O.)

$15 Net for Week for His Circus and Wife, Claims

CANTON, O., Sept. 23—J. R. (Jack) Malloy, manager-owner of Malloy's Circus, has returned his show to winter quarters here from Ashland, O., where, he informs his friends, he is married to one of the prettiest women in the game, his wife, Nancy Darnell, aerialist, had been attached to the show. Malloy says he is anxious to have his show for the midway at the Merchants and Manufacturers' Exposition, a promotion of Weyls Production Co., under auspices of an Italian group, which ended last Saturday night.

According to Malloy, when Weyls did not pay off, Malloy had an attachment made against the Weyls' bank account, which he says was about $75, claiming it was all he had, which Malloy used to pay the costs of litigation and then split the proceeds with another member of the group, Four o' Hearts, high set. Malloy said he wound up with $50, which he paid to his wife for the entire week.

Malloy said he is planning many big sponsored events during the next month which will keep his circus busy until the winter season starts.

OHIO ANNUAL IS SUCCESSFUL

SALEM, O., Sept. 23—First weather break in several years contributed to spectacular closeout of the Newcomerstown (0.) 125th Anniversary Fall Festival here. Miner Shows, with Weyls, owner-manager of Malloy's Circus and Wife, Claims Nocturnal at Salem, were scheduled to close the season. During the next month, covered midway and free acts included Aerial Romans, trapeze acts, Acts of Valor, Vocal等. The show was to be resumed under sponsorship of Ohio Annual.

The fall festival opened with a parade, with local firms parading, including Aerial Romans, trapeze acts, Acts of Valor, Vocal等. The show was to be resumed under sponsorship of Ohio Annual.

FOUR SENSATIONAL WISHARDS SOURSAUCEX CIRCUS RINGSTREET AERIALISTS

WANTED FOR THREE BIG FALL FESTIVALS

PAUL, O., Oct. 1st; Hemlock, N. Y., Oct. 8th; Dundee, N. Y., Oct. 13-14th.

FREE ACTS WANTED

Dundee, N. Y., Oct. 13th. A new cooperative, the 59th Annual Corn Festival, is desired.

EXPOSITION

ANNUAL CORN FESTIVAL.

OCTOBER 5, 6, 7

BLOOMINGTON, ILL., OCTOBER 16-21

THE BILLBOARD 59

CORN BELT EXPPOSITION

BLOOMINGTON, ILL., OCTOBER 16-21

INCLUSIVE

Want-high-class experienced Contest Man immediately. Can place limited number Novelty, Auto Show, Fishing, Figure, and Horse Show.

Write or wire R. FREEMAN, Manager.

WANTED FOR 100 YEAR CELEBRATION

BRINKLY, KANSAS, ON THE STREETS, OCT. 3RD TO 7TH

LEGIONNARIES OF ALL KINDS, ESPECIALLY NEWBIES. ANY SHOW OF WORK WILL HELP.

DANIELS, J. A. BCN FRK; OWEN, KY.; OR DENISSE L. BARNES, FORKLY.

POLLY JENNINGS & PLOWBOYS OR FRANK ANDERSON, 100 E. 22ND, PHILA. OR 8351."
Golden Opportunity Seen
For U. S. Novelty Makers

Large and small plants feel demand as war ends
importations of items

NEW YORK, Sept. 23.—War in Europe and the
Japanese conflict in the Far East are affording American manufac-
turers of prize merchandise, especially novelty and souvenirs, golden oppor-
tunity to cash in on these situations, it was indicated today. With conces-
sioners, pitchmen, streetmen, bingo and salescards operators, and others
having built up a demand for these items, the supply will have to come from
American manufacturers. While most of the dealers do have some
foreign goods on hand, it will be neces-
sary to import, to import, to import, to import, to import, to import, to import,
before the increased demand can be met.

When Christmas ornaments a product
of foreign manufacture outsells what
comes from France, one New York novelty house was catering to it, it will be
forced to look to American manufactur-
ers for its stock.

American manufacturers of novelty
novelty workers had expected this con-
dition, and this year there has been no
concentrated drive to shift the pat-
tagon to American goods. The sit-
tuation in the Far East, which has been
under way for many months, has been
repaired to a certain extent in that
workers have consigned themselves to
the American market. With the rise of
prices, the cost of shipping goods from
Europe has increased, and this cost
has been increased more than the cost
of shipping goods from Japan. As a result,
prices have risen to a point where they
are not competitive with American
prices.

The benefit from this demand for
American goods is expected to be
reapable by all manufacturers of prize
merchandise. The situation in this coun-
try is such that it is not possible for
American manufacturers to meet the
demand for prize goods.

**Goldfarbs Announces Item**
**Guaranteed To Please**

LOS ANGELES, Sept. 23.—Mr. and
Mrs. Sydney R. Goldfarb (Acme Nov-
ities, 1333 H. Street, Los Angeles),
announces the introduction of a new item billed as a brand-new
notemaker, guaranteed to work any-
time and to bring a lifetime of satisfac-
tion. In short, it's a boy. His
name: Richard Paul Goldfarb.

**Auto Robes Popular**
**As Grid Season On**

NEW YORK, Sept. 23.—Popularity of automobile robes as a salesboard and
bingo award mounted today as the na-
tion prepared for winter and an out-
standing football season. While blankets
are a staple commodity at this time of
the year, the demand has been increased
by the interest in football games. These
robes are now being distributed in col-
lege colors, and fans are rushing to get
them before the season starts.

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WHOLESALERS MERCANTILE

Popular Items

Write to The Billboard’s Buyer’s Service department, 25 Opera Place, Cincinnati, Ohio, for addresses of companies in this department supplying the items which interest you.

MAGNETIC TRICKY PUPS

Cash-in While They’re Hot!

Two Sociable Dogs mounted on bases of General Emmett Butler, the two soft bodies will “talk” when placed on their bases. All parts are moveable. Hands are “glove” hands. Base is 3-1/2” high. Base equipped with a true-to-life voice. Charles L. Bacon, Inc.

No. B1N30 Per Gross Sets $18.00 Per Dozen Sets 1.00

Same as Above, But

ELEPHANT AND DONKEY

No. B1N41 Per Gross Sets $18.00 Per Dozen Sets 1.00

MEN OF WAR

Two Soldiers Fighting. Act Same as Dog. No. B1N45—Per Gross Sets $18.00 Per Dozen Sets 1.00

WE GUARANTEE OUR PRICES TO BE THE LOWEST, QUALITY CONSIDERED

N. SHURE CO.

200 W. Adams St., Chicago, Ill.

“Charlie McCarthy” MAJESTIC RADIOS

At Sensational Savings!

NOW ONLY 7.95 EA.

Here’s one of the greatest radio values you can own! The Type A tube. 860 Superheterodyne with microphone, tray stand, 32 watts output, bolted construction, built to last, Dependable G.E. licensed magnets.

EVANS NOVELTY COMPANY

200 Washington Blvd., Chicago

Golfers’ Item

Aimed directly at the sportsman trade, the new Stroke Saver Golf Ball set is a claiming interest throughout the nation. Beckley-Ralston Co. reports. This wrinkle is said to be one of the outstanding prize items on the market and consists of six golf balls and a supply of tees in a transparent container that has many uses. Item is an excellent seller with saleslads and bingo operators and concessioners, the firm reports.

Cosmopolitan Knife

For prize users who want a reasonably priced item with flash and quality the Cosmopolitan Knife is claiming attention. Donald E. Gibson Co. reports. This neat, practical and economic knife is made of brass, plated nickel satin finish and has a carbon stainless steel blade. Concessioners are finding this an item certain to fill the bill, the firm reports.

Kitchen Shears

Hailed as the perfect premium for women everywhere. “Everything” Kitchen Shears are reported by this firm to be claiming interest and receiving a big play wherever they are displayed. Attractive and practical and truly a house-hold necessity, item can be used for removing bottle caps, cutting vegetables, cutting fish, dissecting poultry, trimming meat and unscrwing bottle tops. The Chefnar, with enamel finish and nickel-plated blades is an exceptionally popular item, the firm reports.

CAMOUFLAGE FOR OUTDOORS

Our complete line of work wear and Value Uniforms can be obtained through our offices. A.C.T. immediately and mail your order with payment to:

ANN’S FABRIC

843 20th St., Kansas City, Mo.

$5 for $10.00

Dealers, Write for Catalog.

ROHDE-SPENCER CO.

223 W. Madison St., Dept. “B”, Chicago

HOSIERY

National Famous Brands

AT WHOLESALE PRICES

36% SAVINGS, FOR QUANTITY TOO SMALL

J. E. T. H. E. C.

FREE CATALOGUE

INTEGRITY HOSIERY CO.

1205 Broadway, Dept. G.O., New York

ALARM AND LOCK COMBO

Because of its effect and the extremely practical the new Rok Alarm Watch and Fire Alarm Lock is proving a big money-maker for demonstrators and agents everywhere, the Universal Alarm Corp. reports. The combo device automatically sounds alarm if someone attempts to open "Jimmy" the door, opens the door from inside, attempts to remove it from a car, in case of fire. The lock has pick-proof cylinders, individual keys with confidential number tag and is sold with an insurance policy issued by Lloyd of London. It requires only three minutes to effectively demonstrate, the firm’s official states.

Quints Radio

Prize users who are looking for something useful and flashy for the fall trade are stocking the new Stewart-Warner Air Pal Quints Radio. The D. A. Pachter Co. reports. Hailed as the outstanding premium of the year, the Air Pal radio features a Dual Quartz Item has special appeal to concessioners, bingo and saleslads operators, the firm reports.

1939 BEST SELLERS FROM OUR BIG LINE

LEVIN BROS., TERRI HAUTE, Ind.

1939 CATALOG NOW READY. ADVISE YOUR LINE WHEN REQUESTING CATALOGS. 25% DEPOSIT REQUIRED ON C.O.D. ORDERS.

100 Plates...$1.35

GROSS PAIRS...$15.00

2% CASH DISCOUNT

25% DEPOSIT, BAL. C.O.D. FREE SAMPLE CASE WITH FIRST $10 ORDER

BUYER’S SERVICE DEPARTMENT.

WHOLESALE MERCHANDISE

JUST OUT! MODERNISTIC MIRROR VANITY DRESSERS

BULOVA—GRUEN—ELGIN—WALTHAM

5,000 Wrist & Pocket Watches

BRANDS DISCOUNTED 25% INSTANTLY AVAILABLE.

WRITE FOR FREE CATALOG.

BEVERLY HILLS, CALIF.

B-12

1265 Broadway, Dept. B-3, New York

AFFORDABLE ENSURES CHEAPNESS.

BINGO GAMES

Every style and size. Markers, Pencils and Callers. 50c each. $1.00 Doz. 50c Gross. ENCLOSE 5c for Free Sample Card and Price List.

WARWICK NOVELTY Co., Conimicul, R. I.

"LOVE PUPS" (Made with Genuine G. E. Alnico Magnets)

DOZEN PAIRS...$1.35 GROSS PAIRS...$15.00


JUST OFF THE PRESS

CATALOG NS. 40. WRITE FOR YOUR COPY NOW. ALL PRICES REDUCED. BE SURE AND MENTION YOUR LINE OF BUSINESS. MIDWEST MDSE. CO., 1100 BOWD,, KANSAS CITY, Mo.


CHAMPION SPECIALTY CO., 314-W Central Street, Kansas City, Mo.

WHILE THEY LAST

NOW! ONLY

Wells Candie Type Camera

All-matic camera, shot can be focused and back with slipped metal front. B.D.M. Camera, Inc.

Per Gross $1.50

899135

BIGNESS NOVELTY TODAY!

Jackets (80 varied money making styles), our latest and greatest catalog In 3 days. Our 1940 Creations In Style

ROHDE-SPENCER CO., 9-39 Erie St., Le Center, Minn.

WRITE for List without obligation.

FREE CATALOGUE, SAMPLE

LEVIN BROS., PHILADELPHIA, PA.

1193 best sellers from our big line

900 Washington Blvd., Chicago

ULTRA-FLAT BACK...$2.95

Per Gross $2.95

ENSURES CHEAPNESS

PIECE CLOTHES

AMERICAN MENSWEAR


50 E. Madison Street, CHICAGO, ILL.

5% CASH DISCOUNT

CHEAPNESS

W. MADISON ST., DEPT. B, CHICAGO

CHICAGO, ILL.

BIG NEW WALTHAM REDUCED

EIGHTEEN WALTHAM

REMARKABLE LIKE NEW

MEN’S SHAFTS & POCKET WATCHES

$2.95

Extra Value

$2.25 EACH

FREE CATALOGUE

HAT MILLINERY

INTENSIVE MILLINERY

110 South State St., Chicago, Ill.

NO. 235 IN LOTS OF 50 ONLY

$1.75 EACH

WRITE for Circular of Other "Hot Numbers" including Music Violins and Candy Spectacles.

FREE FREIGHT ON 30 OR MORE VANITIES

TERMS:

5% CASH DISCOUNT

50% Deposit, Bal. C.O.D.

2% CASH DISCOUNT

No. 325

BiEG SELLER OF TOBACCO

JUST IN TIME FOR CHR

MARKET...$1.00 EACH

Premium Workers, House-to-House Concessions. Free Sample Case With First $10 Order

CHAMPION SPECIALTY CO., 314-W Central Street, Kansas City, Mo.

It Has Flash! Class! UNDERWOOD ELECTRIC SHAPER

New. 1940 Styles now available. WRITE TODAY for

Sample Case...$4.00

DOZENS...$1.35

DEALERS...$1.35

FREE SAMPLE CASE WITH FIRST $10 ORDER

CHAMPION SPECIALTY CO., 314-W Central Street, Kansas City, Mo.

BULOVA—GRUEN—ELGIN—WALTHAM

5,000 Wrist & Pocket Watches

BRANDS DISCOUNTED 25% INSTANTLY AVAILABLE.

WRITE FOR FREE CATALOGUE.

NORMAN ROSEN

PHILADELPHIA, PA.

NORMAN ROSEN

801 SANSOM ST., Wholesale Jewelry

NEW YORK, N. Y.

100 Plates...$1.35

GROSS PAIRS...$15.00

2% CASH DISCOUNT

25% DEPOSIT, BAL. C.O.D.

FREE SAMPLE CASE WITH FIRST $10 ORDER

CHAMPION SPECIALTY CO., 314-W Central Street, Kansas City, Mo.

IT HAS FLASH! CLASS!

UNDERWOOD ELECTRIC SHAPER

NEW. 1940 STYLES...NOW AVAILABLE.

DOZENS...$1.35

FREE SAMPLE CASE WITH FIRST $10 ORDER

CHAMPION SPECIALTY CO., 314-W Central Street, Kansas City, Mo.

NEW YORK, N. Y.

100 Plates...$1.35

GROSS PAIRS...$15.00

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DOZENS...$1.35

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CHAMPION SPECIALTY CO., 314-W Central Street, Kansas City, Mo.
**MAGIC PUPS**

MAGNETIC HOTSY-TOTSY PUPS

Send for Free Catalog.

The Most Sensational Novelty in Years!

Contains 2 sets of parts, black and white, for making a pair of magnetic pup winters. Made of metal composition and mounted on metal necks. When either dog is pulled, the other, the hypnotist, moves around in a circle. No. 4010—Love Pups—$1.50 each, 11 for $12.00, 20 for $19.50. No. 4011—Jitter Pups—$1.50 each, 11 for $12.00, 20 for $19.50.

SEND FOR YOUR FREE COPY OF OUR BIG 1939 GENERAL CATALOG!
NEW 1939 PINS

Increase your sales!... thus new 1939 Engraving Pins are "Standing Out." So get the new, right, in new colors; No. 24, just off the press. Catalog also contains two self-sharpening Engraving Pens. Prices low; 3 for $2.00 for complete assortment. Write for Catalog No. 24 today.

JACK (SNOWBALL) BEARD, blasts from Lawton, Okla., that he'd like to see a good-sized golf cake, says Williams, Jack Hamilton and wife and many others.

"IT'S NOT too early for you specially workers to give some thought to what items you will put for the forthcoming holiday season.

EDDIE REED

Start filling orders for San Francisco. There are not many people here at present. The law is plenty tough. Tip Rollins is here but can't work it. Nix Herman is in on his way south. He has a spot here for one more day before he leaves for ties. Frankly Selma is looking for a spot for his pins. This is 18 months for me in the same place. I just took another long lease. Business should pick up for me. I have bought a home here and I still own the farm in Indiana."

MEMORIAL: Remember when Doc William H. Smith, of elevating Missouri territory many years ago and he stopped over in Poplar Bluff to say "Hi"? Doc was at a spring one morning, getting a pail of water, and on the other side, corner was sitting there. They got to talking, and Doc remarked, "Say, Doc, you're a wonderful, healthy country down here."

"Yes, sir, we sure have. There have been only two killings since the last turn of court," the old gent replied.

SMOKY PITTMAN

"Hey, Bill, would you like to see some nice sales?" I was dead and buried. I was very much surprised to hear upon my arrival here that I was dead and buried. The OAK RUBBER CO., in business for the forthcoming holiday business.

JOE E. MILLER

finds his share of business working sheet in West Virginia. Says he worked a picnic recently and among those seen there were Shirley Pittman, Carl the Cowboy and the Marks Family."

THINGS WE NEVER HEAR: "If we had a pound of brains," said Doc, "we'd do more selling."

MIDWEST MFG. CO., Desk 18, Des Moines, Ia. We need distributors in your territory. We pay a commission of 15% on gross. Please write for prices.

ENDURO-200% Profit Item.

THE OAK RUBBER CO.

October 20th
21 Years Ago
With Sells-Floto

C. E. DUBE

The Sells-Floto train of 30 cars, (show was owned by Tammen and Bonticou), with all wagons and cars fresh from the hands of the polishers, arrived in San Francisco April 1, stopping en route at Trinidad, Colo., and Las Vegas, N. M., to feed and water. Season opened April 6 at Albuquerque, N. M., with a new spread of animals. From there to 81 points, Texas, followed by Los Cruces, Silver City and Deming, N. M., and nine stands in Arizona. The show entered California April 25 at 2 Bl Norwich, 20 days and San Francisco four. Thirty-nine towns were visited in California, Oregon and Washington State ending at Pendleton, Ore., important towns followed in Oregon, Washington and Idaho. Seattle was a two-day stand. Denver, the home city, was played July 16. Otto Floto was an all-day visitor. The only city played east of the Mississippi was Rock Island, Ill., during seven days. From this point the show went back into Iowa, 20 towns being played in that State. Season closed at Waseca, Colo.

R. B. Gentry was general manager; Don, treasurer; W. J. Baer, manager of the "Big Banana World Museum and Wonders of Creation;" Har- riett, bookkeeper and secretary; Frank Scott, front door and advertising manner boy, and Elmer Stephenson, a young man from the "Big Banana Menagerie." J. D. Brown was the front door operator. Frank Scott has also been in the show business for ten years. He is a big success. Frank W.芍rton was the "Big Mural Extraordinaire." 24 singers and dancers taking part, also Arthur Borel, musical air. Myres also made all the announcements in the Show and did a lot of work. The parade was put together in two rings and on an elevated stage.

Performers With Show

By C. E. DUBEL

The show entered California April 25 at 130th St. and Los Angeles Ave. 20 days and San Francisco four. Thirty-nine towns were visited in California, Oregon and Washington State ending at Pendleton, Ore., important towns followed in Oregon, Washington and Idaho. Seattle was a two-day stand. Denver, the home city, was played July 16. Otto Floto was an all-day visitor. The only city played east of the Mississippi was Rock Island, Ill., during seven days. From this point the show went back into Iowa, 20 towns being played in that State. Season closed at Waseca, Colo.

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Bright Light Expo.: Hot Springs, Va.; (Fair)


Cumberland Valley: (Fair) Jonesboro, Ga.

Coleman Bros.:

Bullock Am. Co.: (Fair) West Jefferson, N. C.; (Fair)

Bantly's All-American: (Fair) Sanford, N. C.; (Fair)

Oct. 2-7.

Fuzzell's United:

Frank's Greater: Macon, Ga.; (Fair)


Fair at Home:

Endy Bros.: Charlotte, N. C.


Grady Bros.: Clarksdale, Miss.; (Fair)

Golden States: Monticello, Miss.; Brookhaven

Gold Medal: (Fair) Blytheville, Ark.; (Fair)

Oct. 2-7.

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START YOUR OWN BUSINESS

WEF OR OTHERS?

We have a few good reconditioned dinners on hand. Will make good proposition to right party. Good locations available. Act promptly.

Kullman Dining Car Co.
World's Largest Builders of Diners

401 Kingsland Ave., Harrison, N. J.
PLANT OPEN SUNDAYS

GRAND SUPERIOR SHOWS
WORLD OF FUN SHOWS

YANKEE LEW IS HERE

Want for No. 2 Show, playing 16-21; with three other Fairs to follow.

MISSISSIPPI'S BEST COUNTY FAIRS:

Lawrence County Fair, Monticello, Sept. 25-30; Lincoln County Fair, Brookhaven, Oct. 2-7; Twin County Fair, Centreville, Oct. 9-14; Jefferson County Fair, Fayette, Oct. 16-21.

AMHERST COUNTY FAIR

Amherst, Va., next week: Nelson County Fair, Stanardsville, Va., to follow: Want Shows and Concessions of all kinds, work for 10 cents. Address, All open dates. Out till Christmas. Send Help for Winter Season, starting week Nov. 8th, Marianna, Fla., Exposition and Fair, with four more dates In Florida till Christmas. All address: J. A. GENTSCHEK or ROBERT HUCHRY, CARE GDLEN STATE SHOWS, as per route.

MAD CODY FLEMING SHOWS

Want for State Line Fair, Bowdon, Ga., Oct. 16-23. Address same on show. Want Shows with own outfits; Cookhouse, Crackerjack, Concessions that work for 10 cents. Address same also. Write or wire VIRGINIA AMUSEMENT CO. to contact at once Shows, Rides and Concessions for RANDOLPH COUNTY FAIR in Burlington, N. C.-FIRST GATING, Commander RANDOLPH COUNTY LEGION, Burlington, N. C.

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FAIRFIELD COUNTY FAIR
WEEK OF OCTOBER 16, SO. BOSTON, VA., FAIR

Can place Cookhouse and Grab. Will guarantee privileges with meal tickets. (Harry Fox, write at once.) Can place Concessions of all kinds, including:亡, Grind Stores, Ball Games, Palmistry, Fishpond, Hoopla, Rat Games, Pan Games and all other Concessions except Bingo. Prices reasonable. Write or wire EDDIE LIPPMAN, Bus. Mgr., or WM. GLICK, Pres., Greensboro, N. C., this week.
Comings and goings

James Leonard, announcer and assistant service manager for Station WLCN, Cincinnati, recently returned from a trip to Beaver Falls, Pa., con- 

cession with the Celilo & Wilson Shows, making his first appearance since N. J., in November.

RUSSELL-Frank B., 77, musician, a 

resident manager of theaters in vari- 

ous cities. Father was a member of the 

LEGGETT-Burdette, nonpro, of 

Cincinnati, will make his first appear- 

ance since N. J., in November.

DAVIS-BOLIVAR — Jacka Zaye, pi- 

anist and member of the team of Hering and Zaye, now appearing in 

radio col- 

Umber, to the bride's home re- 

cently.

SAYDE-BOLIVAR — Jacka Zaye, pi- 

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MARRIAGES

BAYLIS-MAXFIELD—Bob Baylis, 

trumpet player in Bobby Peters' Orches- 

trasound vocalist, and Polly Shedlove, known 

as "Miss America" joined the team of 

Burlington, Iowa.

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Travel is one of the most promising habits in the modern world. As peaceful relationships among nations are developed, travel becomes a matter of increasing importance. Travel brings people of all races, religions and opinions closer together in personal contact and the ultimate result is that when we get to know each other, our relationships in business and in every way are improved.

The last few years have shown a big increase in the number of people in the coin-operated machine industry, in all parts of the world, who have started out to travel. These travelers have visited one or more nations and have acquired a greater spirit of fraternity as well as gained new and important business ideas.

It is an interesting reflection on the modern world to note how widespread is the use of coin-operated machines of one type or another. There seems to be a definite connection between the progress of civilization and the wider use of coin-operated machines. As the world makes peaceful progress, it also increases its uses of coin-operated machines.

Hence, if civilization continues to bring all nations closer and closer together and to promote an increasing exchange of ideas and merchandise, we can also expect a regular and continual increase in the use of coin-operated machines in all lands.

These facts become apparent to those who travel and meet their neighbors face to face. Those Americans who visit other countries and observe conditions at first hand, and talk to members of the coin machine industry, come back home with a greater vision of the feeling of unity that binds the coin machine fraternity together. They gain a better idea of the adjustments that must be made so that mutual trade and industry may be promoted to the advantage of all.

Americans are getting the traveling habit more and more. It is assured that members of the coin machine industry will travel more and more and will visit as many countries as possible the world over. In all these travels Americans are learning to forget some of their own selfish views and give greater recognition to the rights of other nations. If anything will bring peoples together on a common plane, it is travel.

Members of the coin-operated machine trade who have come to America from most every country in the world have been able to gain a better understanding of the American mind and of the industrial progress of a country with many material advantages.

It is not always easy to understand the problems of each nation, or to adjust trade relationships to the mutual gain of all. But travel will bring about a mutual understanding so that new ideas can be exchanged and trade promoted in the end.

The promotion of travel always brings direct increase in the use of coin-operated machines. For wherever hotels, stations, depots, wayside inns, resorts, etc., are established to cater to the traveler, there coin-operated machines are recognized as a necessity to provide some accommodation or service to people on the move. This fact, more than any other perhaps, has accounted for the common use of coin-operated machines in nearly all parts of the world.

As each nation increases its accommodations for travelers, and also makes increasing appeals to travelers from other nations, the result will be to promote better relations, better trade and better facilities in all phases of national life. Coin-operated machines will help serve the traveling public and coin-operated machines will increase and spread to every city and hamlet as travel progress increases.

The modern world now has abundant facilities for travel. The modern traveler can find facilities for traveling by land, air and water. New routes, greater speed and new economies are being offered to increase travel. These facilities can make a new and better world as fast as old barriers of hatred, misunderstanding and ill-will are removed from all parts of the world.

Whatever setbacks the spirit of progress and of peace may be given, there is still much to be seen in the world at large and much to be gained by making wider use of its many raw materials and resources. Travel will increase our understanding of these things.

The American coin machine trade is more and more dedicated to the idea of travel. In fact, the American people as a whole are more and more dedicated to the idea of travel. As conditions permit, the American will visit his neighbors in all parts of the world. He will learn to be a better neighbor and to share ideas and advantages.

The American coin machine trade will welcome ideas that can be used to advantage in its own country, or that can be developed to the advantage of the fraternity everywhere.

More attention and more intelligent discussion is being given to ways and means of promoting better trade relationships among all nations than ever before in the history of the world. And good results are being accomplished. There are many historic difficulties in the way, deep rooted in the past, but America is applying itself to understand these matters as fast as any nation can. If any members of the coin machine fraternity, in any country, feel discouraged, it can be said that progress is being made aho it may appear at times to be slow.

The American coin machine trade will encourage travel. Your fellow tradesmen in America will visit your country as conditions permit. The industry invites fellow tradesmen from all parts of the world to see America and to enjoy its hospitality. In the free intercourse of travel we will find trade and peace and prosperity all improved.

To those members of the coin-operated machine fraternity, in all lands, of whatever race or creed, greetings and felicitations for peace and good success.
Dear Sir:

I see for myself what you say, and as I don't know English this letter is very important to me, as I thus establish relation with you more easily and in proof of this I inclose a subscription for 17 weeks at the price of $1. As I don't know English nor Spanish, I would greatly appreciate your teaching me Spanish, and this way I am very pleased to receive your invitation made me in your letter for collaboration in Neighbor Week organized by your public publication, The Billboard, for which I thank you very much.

I was pleased to get it as well as the letter from you in Spanish, and in any case I am pleased to see for myself what you say, and as I do not know English this letter is very important to me, as I thus establish relation with you more easily and in proof of this I inclose a subscription for 17 weeks at the price of $1. As I don't know English nor the way to send you the money, now that you write Spanish I ask that if you can send a subscription for a year I shall be pleased to take it and you will know how to send it so that when I receive the first issue I shall pay here the total amount of the subscription.

S. LAZO.

Mexico City

Dear Sir,

I am very pleased to receive your invitation made in your letter for collaborating in the International Good Neighbor Week organized by your publication, The Billboard, for which I thank you very much.

I was pleased to get it as well as the letter from you in Spanish, and in any case I am pleased to see for myself what you say, and as I do not know English this letter is very important to me, as I thus establish relation with you more easily and in proof of this I inclose a subscription for 17 weeks at the price of $1. As I don't know English nor the way to send you the money, now that you write Spanish I ask that if you can send a subscription for a year I shall be pleased to take it and you will know how to send it so that when I receive the first issue I shall pay here the total amount of the subscription.

S. LAZO.

Zurich, Switzerland

Operation of coin machines is subject to approval of authorities. Merchandise vending machines, mostly scales and cigaret venders are operated by a Swiss factory in all railway stations throughout the country. In marketing amusement machines here, American manufacturers should take care in getting Swiss patents, insomuch as many machines here are very similar to American machines. (Consular report, July 17, 1939.)

NICANOR FERNANDEZ has been connected with a Chicago manufacturer for 15 years, operating in Tampico, Mexico. He expresses interest in all types of coin machines. Fernandez holds concessions for the operation of several types of coin machines in his territory.

There are several firms here that are acquainted with The Billboard, and other firms are also interested in more information about coin-operated equipment.

At present coin-operated scales are chiefly seen. Vending machines are not used so much because the change creates some difficulty in arranging prices. The same denomination of coins may differ in size here and that does not work well with vending machines. Since 1936 I might report that firms lost interest in coin machines due to legal situation.

There is renewed interest coming to life now, however, due to the possibility that regulations may be changed. They want to keep in contact with the industry, it is indicated. (Consular report, July 20, 1939.)
By ANTHONY GASPARRO

Tony Gasparro is at home in America and in Europe. In this article he expresses frankly some of the problems and situations, both American and European, that face the coin-op distributor abroad. He has many years of experience between Chicago, New York and London, and has personally known and dealt with manufacturers personally and has been involved in the distributor business for a number of years.

While the present conflict in Europe has curtailed the market for coin-operated equipment, Gasparro is quick to point out that this is only the beginning of our involvement in the coin-market. He predicts that the countries and the men who would otherwise now be operating machines after the war will not last forever and this is the time that the industry foreign operations pass up new games and is forced to be content with those of the pre-war era.

Give More Attention

Now before we prescribe any cures for Europe, let us realize that we are in a patient and see if he’s worth curing. The foreign market is worth more consideration than the coin machine field in America ever dreamed of. Here is where some of the most intelligent manufacturers personally and has been involved in the distributor business for a number of years.

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Mutual Counsel

(Revised to trade publications on September 11, 1939, by J. P. Hughes, president of Indiana State Operators Association.)

To N. Marshall Seibung, J. P. Seibung Corporation, Chicago, III.

Dear Marshall: I am in receipt of your letter of September 11, regarding the forming of the Automatic Photograph Manufacturers Association and I am very happy to congratulate you on the advanced step for the interest of the business. As president of the Northern State Operators' Association, Inc., I wish to offer our co-operation and assistance at all times for the benefit of both associations that the operators of phonographs and the manufacturers may work out a program that will mean a stable foundation for the music business. It is apparent if the present course of the manufacturers is continued, it is only a matter of time until there will be no manufacturers in the foreign business. As far as I can point, there are now two phonographs to every location and if the operators of machines in Los Angeles is supposed to be the second best "sensation" in the sugar market, the government has proved to be a true pulse of this business and continued on this week indicate that the President's action of President Roosevelt in dropping the sugar quota system seems to be the second best "sensation" in the sugar market. England almost at the same time for a fixed price on sugar to prevent profiteering.

For a time after the outbreak of the flu, it seemed that the government with the president's swift action had at least a time stopped advancing prices in sugar. Cooperation of sugar interests with the government has proved to be a big aid in stopping the gambling wave. Many newsboys have also been persuaded not to hoard sugar.

Pneumonia Takes Coiman

ST. LOUIS, Sept. 23—Herman Tipton, president and general manager of the St. Louis Distributing Co., St. Louis, died at 4:30 p.m. Wednesday, September 6, at St. Mary's Hospital here. His death was caused by pneumonia.

It was expected September 3 and taken to the Lutheran Hospital, but was released at his request Tuesday, when he said he felt sufficiently recovered. He appeared at his office Wednesday morning, where he became seriously ill, and was rushed to St. Mary's in the early evening. Funeral services were held September 11 at the Southern Funeral Home, St. Louis. He is survived by his widow and a 14-month son. The business will continue to operate under the direction of Tipton's brother, Bob.

Look Sensation

Lots of things seem to be following in the aftermath of the "295 Dollar trial" in Los Angeles. The picture magazine Look (page 58, September 11, 1939) carried an article in which a picture of pinball machines in Los Angeles is supposed to be the second best "sensation" in the sugar market. The magazine says, "The magazine undertakes to buy Los Angeles newspapers on the spot by saying they have a hush-hush policy about vice in "America's wickedest city."

Los Angeles newspapers have given pinball machines sensational headlines when the newspapers learned of the 10 pin upright machine which they buy, but as the trial dragged on it became evident that the pinball machines were being abused a lot. Earl Smith in September Los Angeles newspapers were conscience enough to give some favorable publicity to the legally licensed pinball games.

Sugar Gambling Soon Subsides

WASHINGTON, Sept. 16—The American President Roosevelt in dropping the sugar quota system seems to have put a stop to the sudden gambling (operation) that spread as a result of the sugar market. England almost at the same time the same time for a fixed price on sugar to prevent profiteering.

For a time after the outbreak of the flu, it seemed that the government with the president's swift action had at least a time stopped advancing prices in sugar. Cooperation of sugar interests with the government has proved to be a big aid in stopping the gambling wave. Many newsboys have also been persuaded not to hoard sugar.

Barcelona, Spain

The demand in Spain at the present time for coin-operated machines is small. Exploitation has been unsatisfactory in previous attempts. Reason for this is that the Spanish Government do not offer a favorable opportunity for exploitation. However, proposals are set up for regulation and vending machines, and skill machines are permissible. More favorable conditions are a possibility. (Consular report, August 5, 1939.)
"PACE" IS THE NAME

The Greatest in Coin Machine History

FROM ZERO TO SUPREME LEADERSHIP

IN 10 SHORT YEARS

ORIGINATOR AND MAKER OF ONLY SUCCESSFUL PRODUCTS

THE SUN NEVER SETS ON THE WORLD'S GREATEST EMPIRE—IT NEVER SETS WHERE PACE PRODUCTS ARE NOT KNOWN

The Name Is All You Need To Know—It Covers Every Branch of the Industry

Legal, (So-Called) Illegal and Semi-Legal Msde. Vendors

Every Operator Living Would Be Money In Hand If He Used Nothing But Pace Products

New—Aggressive—Progressive—Sure-Fire Money Makers

—Never Any Dead Ones

ALL BRAND NEW 1940 MODELS NOW!!!

SARATOGA (BELLS), FLOOR MODEL CONSOLES SKILL FACES REELS (BELLS), FLOOR MODEL CONSOLES PLAY 1 FOR 1, 1 FOR ALL, BAYONET FEED ANYWHERE

"MIR-O-SCALE" (NEW), OUTSELLS FOR CASH ALL PENNY SCALES MADE IN AMERICA

MIR-O-CANDY SCARCE BRAND NEW, CHATEAU AND WT, FOR 1¢ "VENDING GIDGETS" SELLING FINE, NINE...$60.00 BRAND—BEAUTIFUL

"PAYDARY", NINE-SLOT ELECTRIC—BRAND NEW—SUPREME OF ALL AUTOMATIC MACHINES

"ROCKET" (BELLS), SLUGPROOF—the FINEST—BRAND NEW—MOST BEAUTIFUL—MOST PERFECT SLOT MACHINE EVER YET BUILT—

MANY OTHERS—WRITE FOR DETAILS

PACE MFG. CO., INC., 2909 INDIANA AVE., DEPT. BB, CHICAGO, ILLINOIS

July Report of

Americas Shows

More Machines

WASHINGTON, Sept. 29.—As the coin -operated business becomes more of a unit, coin -operated machines seem to be used in greater numbers than in almost every country in both Americas.

Organizations such as the Pan-American Union, as well as the trade agencies of all these countries, are increasing their activities relating to travel and trade. Some figures for the number of coin -operated machines which highlight indicate how some of the countries are taking time to record and to allow for proper channels.

MEXICO.—Records indicates that Canadian operators bought 89 phonographs during July, 149 vendors machines and 256 machines mostly in the amusement trade.

PORTE WAYNE, Ind., Sept. 29—Indiana State Operators' Association, Inc., will hold a district meeting at the Hotel In-

diana here Sunday, October 1. Meeting is called for 9:30 p.m., with all coin machine men invited to attend. The meeting is sponsored by T. M. Hawk, Port Washington, Wis., who is a member of the association.

JACK EKTERMAN—Outside the United States, Cuba led all the Americas with a record for 279 phonographs; 48 amusement machines were bought also.

ARGENTINA.—Operators in Argentina distributed their phonographs pretty well, taking 10 phonographs, 11 vending machines and 47 amusement devices.

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Europe in Summer

By DAVE ROBBINS
D. Robbins & Co., Brooklyn

Dave Robbins spent seven weeks in Europe this summer, returning to the United States with a mine of interesting information and ideas for his company and the amusement machine industry in the United States.

His report, which follows, gives the American operator an excellent opportunity to see how business is conducted in Europe as it existed before the present conflict.

The report is based primarily on his conversations with many of the operators and distributors in this country, but in many ways their methods of doing business are radically different from ours. Were I to jumble all these thoughts of mine together in one narrative, it would be tough reading. Consequently it seems to me that the best way to set down all the dope I have to offer is to take each country by itself. So here goes.

England

One of the big surprises here is the large number of sporting machines as well as pin games that are more than 300 of them in London alone. Pin games and machines of all types are spotted on every street corner, and there are quite a few penny slots which is equivalent to two U. S. cents. As a matter of fact, pin games are quite popular, according to Mr. Thomas Ingham, who has been in the business for 40 years, and he says that they are doing much to help the government, that they are doing much to help the government's war effort, and, in an entirely different manner than on this side of the Atlantic, by roiling water into the air. His report, which follows, gives the American operator an excellent opportunity to see how business is conducted in Europe as it existed before the present conflict.

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Mr. and Mrs. R. Ingham, Norwalk, England, operate the above coin machine arcade. Ingham reports he has been in the business for 40 years, having been the first person in England to tour fairs with an automatic machines booth.
Netherlands Has Vendors

After - closing - hour use creates big field for vending machines

ROTTERDAM.—The after-closing-hour use of vending machines here has helped to popularize the use of such vendors. Cigarette vending machines are probably the most important item in this line. Most tobacco stores have a few vending machines in operation outside their places after closing hours. A number of the leading concerns have whole batteries of such machines covering their show windows during the closing periods.

The number of types of vending machines in operation is large and includes machines of Dutch, Danish and German make. A reliable source estimates that roughly 72 per cent of the cigarette machines in the Netherlands are of Danish make and that the rest are made in the Netherlands.

These vending machines can easily be hung up in front of show windows, in any number, according to space, and the compartments are large enough to vend small packages of small-sized cigars.

Merchandise vending machines are great favorites in the Netherlands, being used for the sale of chocolate, candy, gum, nuts and similar articles. Most of the sandwiches, edibles such as pieces of chocolate, rocks, etc., are made in vending machines, pieces of hard-boiled eggs. Russian salads, salted and fried peanuts, pastry and cake, a wide variety of pharmaceutical preparations such as headache and "pick-me-up" tablets, cough drops, etc., alone with graphic filings and small quantities of charcoal, are sold through the coin and token machines and Netherlands machines dominate the local market.

Expensive Machines

Prices for this category are more expensive than for cigarettes, as they are sold from actual goods containing 8 or 10 compartments which are generally sequentially lit by an electric lamp.

Coin-operated beverage machines are a very new type in the Netherlands market, although a very wide variety of soft drinks are available. Of greatest importance are sodas and American beverages. One leading soft drinks distributor recently reported that self-service vending cases were considered too expensive when comparing the dispensing device for these machines and operation costs, as most vendors would have to be furnished with such cases free of charge. The American firm operating in the Netherlands also has no immediate plans for marketing its product in means of such machines, although it has been considering this point.

Coin-operated amusement table games became extremely popular in the Netherlands several years ago. Such machines were in operation in all cases, public and private. Many saloons, coffee houses, country side, and country resorts. At first most of these machines consisted of pin tables, but later on a large number of "pay-out" machines were imported and put into operation. These machines were so attractive also to young boys and unemployable welfare police authorities in a number of cities forbade their further operation, acting as a reason that these machines came under the laws forbidding gambling in the Netherlands.

Scales Popular

Weighting machines are in operation in large numbers all over the country and constitute most of Netherlands merchandise facilities. Really modern scales issuing tickets at operating the weigh are seldom seen. Most of the scales now in operation merely indicate the weight by a pointer on a large dial. Tennis table scales are reported to be quite satisfacory.

The largest manufacturer in the Netherlands of store weighing and slotting machines is the principal manufacturer and operator of scales and has a number of plants in operation in many cities of the Netherlands. These scales are placed in public squares, liquor stores, funeral salons and besides restaurants.

Amusement vending machines and other penny arcade equipment do not enjoy as great popularity in the Netherlands.

There are only a few amusement arcades in this country and these are mostly at the smart resorts. The fortunate few who have machines are old favorites with the Dutch. There are no machines in operation in any of the main cities of the Netherlands. These scales are placed in public squares, liquor stores, funeral salons and besides restaurants. All the coin-operated machines described in this letter can be purchased in the Netherlands with the exception of coin-operated table games. Machines are bought new and also secondhand, often large distributors rent machines to vendors on a percentage basis.—constular report, July 10.

Lima, Peru

Coin-operated scales are the principal machines seen on location here. Apparently the operation of other types of machines is rather limited.

Almost every drug store, of which there are practically all of American manufacture and some are located at convenient places on the sidewalks. These scales are mostly by German manufacture. Whether the drug store here would play by big a part as a favorite location for coin machines as the drug store does in the United States is another matter that time will tell.

Coin-operated phonographs, player pianos, fortune-telling machines and other penny arcade equipment are seen here, but in comparison these machines are used in limited numbers only.

The general taste for music and the possibilities for music form an interesting field for study. However, it is a fact that second-class restaurants and bars all use radio as a form of popular music, and these places as knoy. In the United States are not known here. (Constular report, July 27, 1939.)

Helsingfors, Finland

All types of merchandise vending and skill table games appear to be legal in Finland. Coin-operated phonographs and merchandise vending machines have recently appeared in popular saloons and amusement table games are also used although the vending machines used for penny arcade equipment is small.

Coin-operated phonographs now in use are practically all of American manufacture. (Constular report, July 13, 1939.)
AMUSEMENT MACHINES

Varied Effects of Mass. Cigaret Tax

Gentlemen:—Please refer to your letter of August 2 it pleases me very much to take part in The Billboard International Good Neighbor Week for the coin-operated vending machine industry from September 5 to October 1.

Today, September 2, climaxes my second successful National Good Neighbor Week in the vending machine business. One reason for my being in this country is the fact that people always have odd pennies to spend. They probably have more than they know, and so time is embarrassing for the dealer and his customers. Handing good change back and forth is not a business, but it is very embarrassing for the dealer and so is a business on a small denomination of a coin.

My next project operating is due to the profits that the vending machine business holds for the operator. I also find that one can make the business profitable and interesting one providing one operates his business in an honest and substantial manner.

Many operators have expressed an interest in vending advanced types of vending machines to their route over the years and financial position which is why I am also interested in vending operators. My next hopes are to add more advanced types of vending machines to my route over the years and financial position which is why I am also interested in vending operators.

Lethbridge, Can.
Musical Growth in S. A.

Presaging Phono Activity

Plans for inter-American copyright provisions to aid sister republics

CHICAGO, Sept. 23.—The use of coin machines in Mexico and Latin American republics has continued steadily for the past year, helping to develop the musical field, both classical and popular. The future, of course, is different in the sister republics and in recent months moves have been forthcoming to develop music composition and use.

More than 1,000 musicians, practicing musicians and government officials have enrolled in the membership of Americanismo Musical, the government-sponsored organization to support contemporary composition and new musics and to coordinate the activities of composers and artists in both the United States and South America. A meeting of the group took place in New York several weeks ago. The organization publishes a bulletin, Bolivia Lirica, which is distributed throughout that continent.

Chief aim of the group, of course, is to further the development of musical composition. Lack of copyright legislation, lack of support for long periods of time from South America, for which there would find it profitable to record music properly, are different in the sister republics. Nevertheless, there is an increasing number of American composers and artists from various countries who have told of the music of their respective nations and have emphasized the fact that South Americans are music-loving peoples. They believe two things: that American music can be used on phonographs placed in the home, and that all USs of music will be welcomed.

In a report on South American music one Venezuelan expert said that the public of his country was little influenced by Indian melodies but was harmonically based on Spanish music. He traced the characteristic syncopated rhythm to the Venezuelan Negroes, pointing out that whereas the Negroes of the United States syncope in double rhythm, those of his country syncope exclusively in triple rhythm.

Other South American experts from various countries have told of the music of their respective nations and have emphasized the fact that South Americans are music-loving peoples. They believe two things: that American music can be used on phonographs placed in the home, and that all USs of music will be welcomed.

New Name Adopted For Music Group

HOUSTON, Sept. 23.—Music operators of Houston and Harris County have organized as Associated Phonograph Owners’ Association, Inc., of Houston.

Vera Cruz, Mexico

Coin-operated recordings are very popular in this part of Mexico and it is possible that there may be an increased demand for music to be used on phonographs placed in the American homes. The records are done for more music. A precedent is seen in that American record manufacturers would find it profitable to record music from Mexico. It is felt that there would be a demand in both countries, North and South America, that American composers are automatically deprived of protection and remuneration. In the United States, the organization does not adhere to the Berne convention, protecting composers in regard to the reproduction of their compositions.

What the Records Are Doing for Me—

In this, the operators’ own column, the music merchants of the entire nation are shown the number and the amount of the biggest money-making recording. It is a service, by Elg’s operators, and for the operators. When contributing to this column be sure to include the name of the company, the name of the artist, and the location of the recording goes best in.

To the Editor:

On this dry floor, by Glenn Miller, is doing more than its share in collecting the nickels for the people of America. Many are over big for me. If Much No Difference Now is really going to town with us. Some of these tear-jerkers go over and make you have a location that lasts to men only.

The Peer Record Poll is slowing down, but that one piece gave us a new lease on life. We have had unlimited suc- cess with several of them since these, namely, Holla Lady, Hola-Poll, Dosey Americano, and Sra.

Mollar’s Baby Me and Sonny Boy are doing well. If You Meaning Any Fun shows promise, Nashville, we have in Spokane, Bing Crosby pieces never let us down. His El Bencho Grande was right to town.

We have several locations in college towns, they go for orchestras rather than the name of the artist, Artie Shaw, Benny Goodman, Gene Krupa, Kay Kyser, Benny Goodman and Tomor- dney are the key.

GORDON LOOMSFORD, President, Spokane, Wash.

Spokane, Wash.

KANSAS CITY, MO.

To the Editor:

With the coming of cool weather we have already begun to notice a pick-up in the flow of business that our machine makes. Good, live music is rather scarce in this vicinity and, hence, persons seeking dancing amusement give greater attention to the phonograph playing machines.

With the showing of Wizard of Oz throughout town we have received quite a few calls for Over The Rainbow, Bob Crosby’s platter going over considerably bigger than Judy Garland’s. The Ink Spots’ new disc, Address Unknown and Swingin’ My Don, is already in big demand and looks to prove a bigger money-getter than their previous hits. Crosby’s new song, Coming Back Around, is giving good rings in this town and his recent recording, A Forgotten Memory, is selling well in this town and his recent recording, A Forgotten Memory, is selling well in this town, and his recent recording, A Rejected Memory, is selling well in this town.

Two numbers which we thought good have already done well. Crosby’s Whys You Never Has got off and To You. Neither has Jimmy Dorsey’s adaptation of The Limp is Low done very well.

Swiss Serafine has been the big money-getter of the season, and the record has been replaced at least twice since its introduction. Playing this number, Termelown, is doing more than its share in collecting the nickels, and in recent months moves have been forthcoming to develop music composition and use.

Roughsh Chem, Elwood, Ind.

To the Editor:

In this local Bing Crosby still is tops in the vocalizing end, while Glenn Miller holds the throne as a No. 1 dance band. Orin Tucker with his If I Dance Then is in a tie with the other polkas in the bill. Bing Crosby’s arrangements of Mexico songs in many parts of the city.

Well, All Right, at last has faded. Some of the other, particularly Bill Fitzgerald’s version, is coming up. Also the popular I Love You is still getting plenty of use. The rest of Mexico standards are as good as ever; some of the others are not quite so good, and that they will be pretty certain of bringing in the nickels.

I find records by Lyle Hampton’s Band are pretty popular now. Swiss Serafine, by Orin Tucker, is coming up quite well, and Bing Crosby’s Whys You Never Has got off and To You. Neither has Jimmy Dorsey’s adaptation of The Limps is Low done very well.

In the colored areas any of Ella Fitzgerald’s numbers go over with a bang. Jimmie Lunnford’s I Love You is also good in many of these locations. Current is generally preferred for blues in these areas. The Jumpin’ Jive, by Cab Calloway, is now getting plenty of use, and I Love You, by Inkypants, and Comes Love, by Artie Shaw, are a bit more in the coloring.

The recording companies are to be congratulated, and all of them are now getting and with The Billboard record column furnish a valuable aid to music operators. CLEO HARDY, Manager, Detroit.

Swedish, Hemi; Kal-Agust Klaver, Mexico; Americanismo Musical; El Rancho Grande; It's a Hundred to One; Dombovar; Lyle Hampton’s Band; Ella.
Music Harmony

**CONGRATULATIONS BANNER SPECIALTY CO.**

**ON YOUR New PITTSBURGH QUARTERS**

DETROIT, Sept. 22.—Merger of Detroit's two rival music associations is under way, with final details being ironed out in meetings being held almost daily. Details are still pending at time of writing and are being withheld for that reason.

The basis of the agreement is the common-sense agreement of practically all operators that two rival groups are not needed for the industry and that mutual interests and protection demand a restoration of the harmony which existed under the original Michigan Music Operators' Association. Divergence of employees of operators between two union groups, one affiliated with the AFL and one with the CIO, plus some minor personal factionalism, was the basic cause of the split about two months ago.

Under general terms of the new agreement, employees of each operator may join either union affiliation as they see fit, and it is not considered necessary for the trade association to deal exclusively with either union group.

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**PATENTS AND INVENTIONS**

**By KEN C. SHIVERS**

Patents are issued each week by the Patent Office in Washington, D. C. A search for all coin-operated devices and parts thereof, also games adaptable to coin operation, reveals—

**Patent Bulletin of Sept. 20, 1939**


An amusement ride comprising spying supports and a tower at the end of which are passenger cars and counterweights.


A coin-controlled time indicating device, or meter, and mechanism.


Ornamental design for a cabinet for a machine.


Ornamental design for a cabinet for a miniature bowling game.


Ornamental design for an amusement machine cabinet.

**WURLITZERS**

**MILLS • ROCK-OLAS**

**LOWEST PRICES AT**

**LARGE SELECTION OF THE FINEST RECONSTRUCTED CIGARETTE MACHINES**

Babe Kaufman, 250 W. 54th St., N. Y. C.

**WURLITZERS**

**MILLS • ROCK-OLAS**

**LOWEST PRICES AT**

**LARGE SELECTION OF THE FINEST RECONSTRUCTED CIGARETTE MACHINES**

Babe Kaufman, 250 W. 54th St., N. Y. C.
An Analysis of Current Songs and Recordings From the Standpoint of Their Value to Phonograph Operators

**GROW 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 of the country.

**OVER THE RAINBOW**

With "The Man With the Mandolin" settling into the groove of more than a month of sustained mention up in this department, which automatically puts it in the "big money-makers" class, and with "It's a Hundred to One," "Moon Love," and "The Jumpin' Jive" also maintaining their high status, it seems fairly safe to assume that we are in the midst of a long series of hits, if not a remarkable one.

**IT'S A HUNDRED TO ONE**

The most likely prospects for music machine success among new record releases 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 of the country.

**BEER BARREL POLKA**

It's been "coming up" for a longer period than any other song in the memory of the oldest inhabitants hereabouts, but up to the present time there have been very few signs that it can be rated a really important phonograph selection. But it's still around in a lot of machines and it will have to grace these columns until reports prove it to have sunk from the scene. Artie Shaw stands more or less alone here.

**GOOD MEN AND TRUE**

A promising song which has the enthusiasm of the country's top-record people behind it, "Good Men and True" stands a good chance for hitdom. It's got the word corny written all over, but sometimes pays off more often than not, and this is starting to head in that direction. Dick Jurgens had a hand in its writing and his recording is being picked up in a lot of locations.

**THE JUMPIN' JIVE**

A likely-looking rhythm tune which may repeat the hit made with "Bei Mir Bist Du Schon." Its rousing chorus and its ready acceptance by juke box operators are signs that it will go as high as possible. It is noted for its humorous wording.

**RECORD BUYING GUIDE**

Results = An Apple for the Teacher. All 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 the judgment of The Billboard's music department.

**What's New?**

This is the fastest-rising song among the newest arrivals in music houses, but since it hasn't got the strength to arrive at the top, it'll be "coming up" for a longer period than any other song in the memory of the oldest inhabitants hereabouts, but it can't be rated a really important phonograph selection. But it's still around in a lot of machines and it will have to grace these columns until reports prove it to have sunk from the scene. Artie Shaw stands more or less alone here.

**Big Stars + Big Song + Big Profits...Order Today!**

Miller Music, Inc.
1629 Broadway • New York

**NOW IT CAN BE SOLD!**

LARRY CLINTON'S
GREATEST RECORD
PEERS ALL AT MARKET

Victor 26283

Advertise in The Billboard—You'll Be Satisfied With Results.
Dear Sir:

It is with pleasure that I reply to your letter and I wish to inform you that I am satisfied with receiving your magazine The Billboard in which I find the addresses of American firms with which I can enter into business relations.

With regard to business I wish to let you know that we are passing thru a crisis since the last war has been declared which prohibits all machines which have a jackpot.

At present business can be done with the electric billiard, whose attraction is not the winning of money. But a free play: in this category of games the machines we need are the ones that record winners by means of a meter so as to permit the operator to know how many winners there are.

With regard to my Eurness (county fair) I do fairly well, but I wish you to know that in France we are burdened with heavy taxes which increase our budget. With sincere regards, I am,

F. Baille.

Melbourne, Australia

Sirs:

Thru the kind offices of the American Consulate in this city I learn that you are interested in automatic machines in Australia.

A list of types of machines in which I understand you are interested has been submitted to me and for your guidance I will attempt to give you an indication of local conditions as applied to these machines.

In the last 12 months large numbers of the phonograph machines have been imported here and the field is fairly well covered. Scales of various types are operating in all the states. Fortune tellings and similar machine are designed and made here in addition to others imported.

The council would be pleased to have detailed information with prices and, if possible, with illustrations on cigaret vending, merchandising (chewing gum, etc.), beverages and reel machines. Prices quoted must include provision for use of Australian coins. Yours faithfully,

J. ROSEN.

Colombo, Ceylon

The coin machine business here is, of course, small. However, it occupies the time of one firm which deals in vending machines and skill amusement token games. Of the total population of approximately 5,500,000 only about 10,000 are Europeans or Americans. (Consular report, July 27, 1939.)

What JIMMY DORSEY Records are Doing For—

BRUCE SWAYZE, JR.

Ferriday, Louisiana

"Jimmy Dorsey has some swell tunes... cashing in for me."

JIMMY DORSEY

World's Greatest Saxophonist

and his orchestra featuring Bob Eberly and Helen O'Connell

DECCA RECORDS

Lagos, Nigeria

The Nigerian Railway has placed two or three ticket vending machines in railway stations to see how they work out. These machines would be pioneers for coin-operated machines here, but the trade is so thriving that coin-operated machines are to be found in Santos, Brazil.

Santos, Brazil

A few coin-operated machines are to be found in this district. There are games and vendors which have been acquired as second-hand machines. Santos is not primarily a distribution center, most equipment coming from Sao Paulo. (Consular report, July 21, 1939.)

AIX-EN-PROVENCE, FRANCE

Dear Sir:

It is with pleasure that I reply to your letter and I wish to inform you that I am satisfied with receiving your magazine The Billboard in which I find the addresses of American firms with which I can enter into business relations.

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F. Baille.

AMERICA'S LARGEST PHONOGRAPHER DISTRIBUTORS

OFFER FACTORY RECONDITIONED COIN-OPERATED PHONES, ALL MAKES, AT RECORD BREAKING LOW PRICES

Mills Do-Row-Mil

Mills De Luxe Dance Masters

Mills Dance Masters

Rock-Ola 12 Record

SPECIAL PRICES ON ALL MAKE COUNTER MODELS

East Coast Phonograph Distributors, Inc.

SAM KRESSBURG, Manager

625 Tenth Avenue

New York

Phone: LONGacre 5-4172


551 E. 17th St., Baltimore, Md.

FREE STARTLING PLAN TO GET YOU STARTED WITH MILLS THRONE OF MUSIC

WRITE—WIRE PHONE

RAY BIGNER

1503 State Ave.

Cincinnati, Ohio

 Exclusive Mills Distributor for Southern Ohio

Northern Kentucky

AND LOOK AT THESE PHONO-GRAPH BARGAINS—ALL RE- CONDIIONED BY FACTORY TRAINED MEN

Do Re Mi

Little Orphan Annie

Miss Rub-A-Dub-Dub

Dance Master

Only a few left at these fantastic prices.

1/3 Cash, Balance C.O.D.

Be Ahead of the Crowd

SUBSCRIBE TO THE BILLBOARD
**FOR THE CONTINENTAL MARKET**

**IT IS THE NOVELTY CO.**

42 RUE de PARADIS, PARIS

Exclusive Agents for **DAVAL, CHICAGO**

Oscar Yeni, Gen. Mgr.

Isy Mordo, Sales Mgr.

---

**GENEVA, SWITZERLAND**

Gentlemen:

It is with pleasure and thanks that I take the liberty of sending you this wire concerning the wonderful idea of creating a successful business man in the automatic trade for over ten years.

In the hotel business before the ideas of去做ing this business come from observing operators. But, as I often used to note that most of the games gave much trouble to the operators, I went ahead manufacturing games of quality that held. The idea was good, as it soon enabled me to obtain prices 50 and 50 per cent higher than other manufacturers used to get for the same games, and this with thanks from everyone interested.

At present, head of my firm, the most important in Switzerland, I just finished the most fascinating skill game ever constructed. It brings in as much as any game used to get here and judging from orders already pouring in I can assure you that it is a great real success.

This novel machine, for which I obtained last week an order of 300 to be delivered at a single firm in England, is strictly a skill game, a regular ticker with 8 (eight) square steel, 15 (fifteen) or 22 (twenty-two) figures are fixed. The rod only triggers on one end and by pulling them the figures, in two planes and articulated, actually does kick the ball with nervous and lightning blurs in the direction of the adverse goal imitation perfectly the human business, this held. One play with 10 (ten) balls lasting three to four minutes brings in as much as 300 (five hundred) Swiss francs, over $100 per month! The game has this distinct advantage over many others of being very fascinating. It holds the players around the table, they forget all about the movies.

Two, four and six persons can play at the same time. Girls, children, men and women all play with glee. For soldiers, aviators, chauffeurs, there is not a game that we have of making so much in speeding lightning thinking and skillful, sure movements. All M.D.'s agree that everybody should play on this game.

Newly patented, this skill game is entirely constructed with white hammered metal, of a very modern design, luxuriant. It is suitable for any place and every country in the world.

As a closing word, I wish to make it known that there is lots of honest money to be made with good dependable, strictly skilled games. My firm operates over 400 (four hundred) of them with success and large profits. The police respect the rods have triggers on one end and by pulling them the figures, in two planes and articulated, actually does kick the ball with nervous and lightning blurs in the direction of the adverse goal imitation perfectly the human business, this held. One play with 10 (ten) balls lasting three to four minutes brings in as much as 300 (five hundred) Swiss francs, over $100 per month! The game has this distinct advantage over many others of being very fascinating. It holds the players around the table, they forget all about the movies.

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**LOOK OVER THESE NEW PRICES AND SAVE $$$**

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
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<tbody>
<tr>
<td>1938 Royal</td>
<td>$115.00</td>
</tr>
<tr>
<td>1938 Queen</td>
<td>$115.00</td>
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<tr>
<td>1938 King</td>
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<td>1938 Queen</td>
<td>$115.00</td>
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</tbody>
</table>

**LIKE NEW-24-RECORD WURLITZERS WHILE THEY LAST $149.50 EACH**

SOUTHERN AUTOMATIC MUSIC CO.

542 2nd Street, Louisvile, Ky.

**ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS**

---

**OPENING OF OUR NEW SHOW ROOMS**

**TUESDAY, OCTOBER 3RD**

1455 W. FOND DU LAC AVE.

MILWAUKEE * WISCONSIN

A BIG TIME FOR EVERYBODY!

MILWAUKEE COIN MACHINE COMPANY

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**CLOSEOUTS**

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>Mills Do-Re-Mi</td>
<td>$29.00</td>
</tr>
<tr>
<td>Seeburg Symphonola, Model B</td>
<td>$27.00</td>
</tr>
<tr>
<td>Mills Flashers Blue</td>
<td>$35.00</td>
</tr>
<tr>
<td>Mills Flashers Fruit</td>
<td>$35.00</td>
</tr>
<tr>
<td>Mills Flashers Red</td>
<td>$35.00</td>
</tr>
</tbody>
</table>

**NEED MORE MONEY?**

- 1937 Clubs for $9.00
- 1937 Kings for $12.00
- 1937 Queens for $15.00
- 1937 Jacks for $18.00
- 1937 Threes for $21.00
- 1937 Fours for $24.00
- 1937 Fives for $27.00
- 1937 Sixes for $30.00
- 1937 Sevens for $33.00
- 1937 Eights for $36.00
- 1937 Nines for $39.00
- 1937 Tens for $42.00

**THE MICO AMUSEMENT MACHINE CO., of Paris, is the site of this picture, which includes an American coinman and his family. Left to right are Avron Genzberg, Mrs. Genzberg and Sam Genzberg, of Chicago Coin Machine Co., Chicago, Others, of the Mico Firm, are Hebner Mico, Victor Mico, Michelene Sarfati and Albert Sarfati.**

---

**WHOOPERDOO AUTOMATIC TOKEN PAYOUT**

**WESTERN PRODUCTS, INC.**

925 E. North Avenue, Chicago

**STEWART NOVELTY CO.**

130 E. 3rd S., Sun Lake City, Utah

**Can Use Fifty**

To the Editor: I can use about 50 copies of our special bulletin, "Much Ado About Pinball," if you have them to spare.

Sure is a swell writeup. I gave a copy to the foreman of our court grand jury and it sure changed his idea altogether. If there is any charge connected with these copies, please bill me or send C. O. D.

A. M. -

C. M. S., Texas, September 15, 1939
FRANCE

The four-month strike in the coin amusement industry, which ended in February, has left France with a shortage of coin-operated machines. The strike was caused by a dispute over working conditions and wages. The industry has recovered, and normal operations are resume.

ROUMANIA

The amusement industry in Roumania has been affected by the recent political changes. The government has imposed new regulations on the industry, including restrictions on the types of games that can be operated. The industry is facing challenges in adapting to these new regulations.

DENMARK

The amusement industry in Denmark is experiencing growth, with a increase in the number of coin-operated machines. The government has implemented new laws to regulate the industry, which has led to an increase in the number of machines that are allowed to operate.

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South American Nations Fee New Trade Upsurge

Conditions in Europe revive hopes all over continent—travel between Americas will begin to boom—more coin machines will be used as coinage permits.

NEW YORK, Sept. 23.—In addition to the probable increase of travel to South America this year, the next year by members of the coin-operated machine industry, all the travel agencies here see a big increase in tourist travel to South America this year. Most significant in the present optimism is the statement by a steamship official that the U. S. citizens going to South America usually spent more money when traveling abroad than the general public of travelers. This significant fact means that the U. S. tourist travel to the South will be of increasing business importance, officials of steamship lines and the U. S. Government confirm these statements. They declare that these predictions are based on steadily increasing business in both directions between the two continents and nation-wide inquiries on Southern travel, would hold regardless of the situation in Europe, where conditions have appreciably affected 1939 travel.

Steamship companies serving West Indies and Central American ports also report good prospects of business. Mr. J. E. Smith, general manager of the Moore-McCormack Lines, stated recently that every steamship line in South America and Mexico was holding to the Good Neighbor fleet as a new American passport for combined profits and complete information about pick-out coupons. (Manufacturers Only), GUARANTEED SLOTS.

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BANNER MARCHES ON
LEADING THE PARADE WITH ONLY THE BEST MACHINES INTO THEIR NEW PITTSBURGH BUILDING — 1508 FIFTH AVE.
OFFICIAL OCCUPATION DATE — SATURDAY, SEPTEMBER, 30, 1939
THE OCCASION WILL BE GLORIOUSLY CELEBRATED!! ALL FRIENDS AND CUSTOMERS EVERYWHERE CORDIALLY INVITED TO BE PRESENT — ENJOY ALL EVENTS . . .

AND SEE
PACE'S
WORLD FAMOUS PRODUCTS THAT HAVE PROVEN THEIR SUPERIORITY TO OPERATORS EVERYWHERE!
YOU'RE DOUBLY SURE TO DOUBLE YOUR PROFITS WITH THE NEW PACE LINE OF MONEY-MAKERS!

Manufactured by . . .
PACE MFG. CO., INC., 2901 Indiana Ave., Chicago
Endorsed by . . .
BANNER SPECIALTY CO.
1530 PARRISH ST., PHILADELPHIA, PA.
1508 FIFTH AVENUE, PITTSBURGH, PA.

LUCKY STAR 1c PLAY PUT TAKE
CABINET
$10.75
WALNUT
$8.95

OCEAN'S
Choice of Several Pig Combinations
CAMCO PRODUCTS CO., INC.
1900 Greeley Ave., Grand Rapids, Mich.

CAMCO PRODUCTS CO.
1200 Godfrey Ave., Grand Rapids, Mich.

BAMBINO, 1 Bally Paramount, ea. $15.00
Fair Grounds, excellent cond., ea. $35.00
Paces Races, ser. 3443, cab. rc done, light oak; changed 30 to 1 odds. $40.00

1 Bally Victory, front-door model .5100.00
1 Bally Victory, late mod., like new .125.00
3 Bally Eurekas, each .60.00
1 Bally Variety, like new. .60.00
1 Bally Chevron, like new. .40.00
1 Exhibit Chief .25.00
1 Fleet .10.00
1 Palm Springs, each .10.00
1 Bambino, 1 Bally Paramount, ea. $15.00
3 Fair Grounds, excellent cond., ea. $35.00
Paces Races, ser. 3443, cab. rc done

TEXAS STATE TAX ON ABOVE $5.00 EXTRA.
1 Bally Victory, late mod., like new .125.00
3 Fair Grounds, excellent cond., ea. $35.00

LONE STAR VENDING CO.
230 Nolan Street, San Antonio, Tex.

CMI Greetings
To Coinmen All Over the World
To members of the coin machine trade in all countries the world over:
Greetings from Coin Machine Industries, Inc., the national association of manufacturers of coin-operated machines of every kind and description.

There is always a goodly number of coin machine men from foreign countries who attend our shows. We are always pleased to accord them special welcome and see that they are given every consideration and attention. We like to have them with us, and hope always that they are glad they came and want to come again.

A. MANZI, OF MANZI BROS.,
London coin machine firm, is the son of Luigi Manzi, one of England's oldest coinmen and one of the first to use bell machines in the British Isles. His son is now a part of the business.
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AND SEE
DAVAL'S
SENSATIONAL, NEW "MILLION-PLAY-TEST" GAME THAT'S BOOMING PROFITS TO NEW HIGHS FOR OPERATORS ALL OVER THE COUNTRY! IT'S THE GAME YOU'LL ACCLAIM—A HIT!!

Manufactured by...
DAVAL MFG. CO., 315 N. Hoyne Ave., Chicago

Endorsed by...
BANNER SPECIALTY CO.
1530 PARRISH ST., PHILADELPHIA, PA.
1508 FIFTH AVENUE, PITTSBURGH, PA.

Games Tested During Stress
Army and navy officials approve idea as amusement for service men

ST. JOHN, N. B. Sept. 29.—There has been a noticeable improvement in marketing conditions for coin machines since the outbreak of the war. This is due to the presence of thousands of soldiers and sailors and the distribution of pay checks and cash to these men suddenly recruited into service in the Canadian fighting forces, and to hundreds of special personnel hired by civic, provincial and dominion governments as guards against sabotage on public buildings, works and projects. Most of the men now receiving money regularly whether in or out of uniforms were unemployed when war was declared.

The soldier camps for training men for home defense and overseas service are located at St. John, Fredericton, Moncton, Woodstock, Bathurst, Stanley and Campbellton in New Brunswick; Halifax, Amherst, Windsor, Aldershot, Liverpool, Yarmouth and Sydney in Nova Scotia; Charlottetown on Prince Edward Island. The naval bases are at St. John and Halifax.

In all these centers coin machines are getting a highly increased play. It is felt by the army authorities that the soldiers need amusement and thus the ban has been relaxed in the centers used for the camps. These will be continued thru the winter. In most instances the local airfields have been converted into training centers and bases.

Coin machines have reappeared as a normal part of the canteen, clubs, restaurants, tobacco stores, news stands, pool and billiard rooms, bowling alleys, etc. The soldiers and sailors are the most prominent among the players.

The moral aspects of the coin machine trade in the maritime provinces have improved materially since the declaration of war.

With the war the big news, and particularly how Britain and her allies are faring, the coin machines have gone out of the Chase altogether. Recruits are being called for the various Canadian units, army, navy and air force.

The police have withdrawn their opposition in some of these places to games. It is quite apparent that the heads of the military and naval bases have decided that soldiers and sailors must be amused, and the coin machines come under that amusement heading.

The civil police are taking their lead from the military and naval authorities and are reported to have even allowed music and games in their barracks. Some of the unit commanders in the Maritime Provinces have decided that soldiers and sailors must be amused, and the coin machines are under that amusement heading.

The police are taking their lead from the military and naval authorities and are careful not to antagonize the latter. While war is on the army and navy are supreme. Some of the unit commanders are reported to have even allowed music machines and vendors in their barracks' recreational quarters, and with probability of installation of pushball games, the profits to go to the units along with the content proceeds on smokes, soft drinks, candy, ale, etc. There has been no outbreak against the bowling of the bars by the military and navy.

awai

LUIGI MANZI, founder of the firm which is now called Masui Bros., is one of the oldest English con

enors. He is credited with having been a pioneer in the introduction of bell machines in England. His two sons have now succeeded him in conducting the business.

AND SEE
EXHIBIT'S
DYNAMIC NEW GAME THAT IS YEARS AHEAD OF ANYTHING ON THE MARKET! IT'S THE "MORE PROFIT PER GAME" SENSATION! A WINNER IN EVERY WAY!

Manufactured by...
EXHIBIT SUPPLY CO., 4222 W. Lake St., Chicago

Endorsed by...
BANNER SPECIALTY CO.
1530 PARRISH ST., PHILADELPHIA, PA.
1508 FIFTH AVENUE, PITTSBURGH, PA.

NOVELTY GAMES
1 Grand Slam
2 Skyscraper
3 Gotham
4 Chicago
5 Bullets
6 Ballgame
7 Gillett
8 Zeta
9 Bally
10 Pearl
11 Zephyrs
12 Rows
13 Slant Bally
14 Pockets and Slots
15 Novelty Games, Counter Games, Vest Pockets and Straight Bargains

PROMISSES BANNER SPECIALTY CO.

Ski-Hi 5c
Roulette 1c
Norris Cigarette Races
Roulette 1c
Packs (Cig.)
Reels)
Reels)

Gorretta Cigarette BANNER SPECIALTY CO.

MARIETTA, OHIO 315 N. Hoyne Ave., Chicago

Manufactured by...
DAVAL MFG. CO., 315 N. Hoyne Ave., Chicago

Endorsed by...
BANNER SPECIALTY CO.
1530 PARRISH ST., PHILADELPHIA, PA.
1508 FIFTH AVENUE, PITTSBURGH, PA.

DIXIE
DOMINOES
MILLS
REDS
DOMINION
DOMINOES
FRANKLIN
DOMINION
HOT SHEET
DOMINION
HOT SHEET
DOMINION
HOT SHEET
DOMINION
HOT SHEET
DOMINION
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HOT SHEET

ENDORSED BY THE LARGEST AND LEADING MACHINERY HOUSES IN THE COUNTRY.
BANNER MARCHES ON
LEADING THE PARADE WITH ONLY THE BEST MACHINES INTO THEIR NEW PITTSBURGH BUILDING - 1508 FIFTH AVE.
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AND SEE

CHICAGO

COIN'S

NEWEST HIT!! THE GAME WITH NEW FEATURES, NEW SURPRISES, NEW THRILLS AND NEW IDEAS!! THE GAME YOU NEED TODAY!!

Manufactured by . . .
Chicago Coin Mach. Mfg. Co. 1725 Diversey Blvd., CHICAGO
Endorsed by . . .
BANNER SPECIALTY CO.
1530 PARRISH ST., PHILADELPHIA, PA.
1508 FIFTH AVENUE, PITTSBURGH, PA.

KEENEY'S

INTERNATIONALLY FAMOUS AND SENSATIONAL PRODUCTS THAT WILL ASSURE YOU THE BIGGEST PROFIT SEASON YOU HAVE EVER ENJOYED IN ALL COIN MACHINE HISTORY!

Manufactured by . . .
J.H. KEENEY & CO., 2001 Calumet Ave., Chicago
Endorsed by . . .
BANNER SPECIALTY CO.
1530 PARRISH ST., PHILADELPHIA, PA.
1508 FIFTH AVENUE, PITTSBURGH, PA.

London

Gentlemen:
The firm of Manzi Brothers was founded in 1930 when they took over the well-established business of their father, Luigi Manzi. Mr. Manzi Sr. was one of the founders of the automatic machine business in England and, in fact, put over the fruit machine. When an American firm started exporting the fruit machine Mr. Manzi took them up and operated them in sets of 24 all over England. This was back in 1924.

The publicity undoubtedly led to the popularity of the fruit and accounted for the large sale of machines in this country and also in France and Germany, to which countries he introduced these machines.

By the time pin tables and push boards were produced the boys were in (Alf and Frank) and they started distributing and operating these on a large scale and soon were as they now are one of the largest distributors in England.

Pin tables have had a good run here, although a large number of newcomers have been attracted into the business.

Manzi Brothers distribute and operate all types of automatic machines, giving a service that is second to none.

MANZI BROTHERS.

Germany

Due to the government's control of importation there is practically no market for American coin machine products. The strict control will allow practically nothing beyond raw materials considered necessary for national subsistence. (Consular report, July, 1939.)

SUPERIOR'S SPECIAL FOOTBALL BOARDS

ACTION! PROFITS!

JUST OUT!

Write for your free FALL CATALOGUE just off the press. Contains our new line of fall numbers. Also write for Scoops, exclusive salesboard trade paper.

SUPERIOR PRODUCTS
"World's Largest Salesboard Factory"
14 North Peoria
Chicago, Ill.

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"
Money Spent in Travel Boosts World Business

Twenty-year record made public—U. S. citizens hold high record for spending travel money—improved travel and peace will boost business in many countries

WASHINGTON, Sept. 23.—That United States citizens were traveling abroad in massive increasing numbers was indicated by a 20-year summary of travel made public recently by the Department of Commerce. Travel has become a heavy factor in business and for that reason stress is laid upon the report. Travelers boost many lines of business, from eating places to patronage of coin-operated machines, as they go from place to place. They also contribute considerably to direct revenue to local and national governments in the countries in which they travel. With the development of new and better methods of travel it is expected Americans will maintain their lead in travel to other countries.

During a 20-year period the report shows that Americans have spent, 64 times as much in other countries as foreign visitors have spent in the United States. That means that Americans are spending a considerable sum total in world travel. At the present time it is indicated that much of this total will be turned toward Canada, Mexico and South America.

The study was prepared by Dr. August Maffry, of the Finance Division of the Bureau of Foreign and Domestic Commerce. It does not include in great detail expenditures on travel between the United States and Canada and Mexico.

The study points out that since 1919 outlays for foreign travel have accounted for almost 40 per cent of the total payments by this country to foreigners for services and for 13 per cent of payments for merchandise and services combined.

Dr. Maffry expresses the general conclusion that direct payments to foreigners on overseas travel will not in the near future closely approach the heavy sums transferred from this country in 1928-30 at the height of travel from the United States to foreign countries.

Benefit to Foreign Nations

"At the peak of overseas travel in 1929," the report says, "payments by foreign countries to United States residents exceeded in value of travel services purchased for merchandise and services combined.

"In June, 1939, the total outlay by American tourists in foreign countries was $160,000,000. Net payments by foreigners to American tourists in 1939 was $325,000,000.

In 1937, at the end of a period of increasing travel following the decline during the depression years, international payments and receipts arising from overseas travel were $240,000,000 and $85,000,000 respectively. Thus the net流量 of payments transferred to foreigners in 1937 amounted to $151,000,000, or approximately one-half the amount of the corresponding 1929 balance.

"Total outlays for foreign travel by United States residents in all foreign countries exceeded $771,000,000 in 1939. This figure dropped below $500,000,000 in 1933. And then rose to $836,000,000 in 1938.

"Expenditures in the United States by residents of Canada and Mexico in addition to residents of overseas countries reveal that revenues to American tourists from a high of $55,000,000 in 1929 to a low of $24,000,000 in 1933. Revenues earned by foreign vessels reached a peak of $262,000,000 in 1933, as compared with $76,000,000 in 1933.

"Estimates of gross revenues received by American and foreign vessels from passenger traffic between the United States and overseas countries reveal that United States vessels received approximately $160,000,000. Net payments by the United States to foreigners on travel account in 1939 were reduced to $325,000,000.

"The increased overseas travel between 1933 and 1939 produced substantial rise in passenger revenue, with United States lines receiving $370,000,000 in 1927 and foreign lines receiving $34,000,000 in 1933. Revenues earned by foreign vessels reached a peak of $262,000,000 in 1933, as compared with $76,000,000 in 1933.

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Lisbon, Portugal

The development of the coin-operated machine business is stimulating a great deal of activity in the production of new machines for amusement purposes. Scales and vending machines are used in a limited number of places about 30 new machines in the permitted amusement and vending machine class have been placed in six weeks during the first half of 1939. Approximately 20 to 30 new scales were also placed. Operators place the machines and among the highest level since the first half of 1939. This figure dropped below $500,000,000 in 1933. And then rose to $836,000,000 in 1938.

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Morecambe, Eng.

Dear Sir:

It is with the greatest of pleasure that I send this reply to yours of the 24 inst. I have been in the automatic business for over 40 years, and I have always found it very, very interesting indeed.

Morecambe, Eng.

F. BAILLE, French coinman long in the cotton trade, but I soon tired of that and worked my brains day and night trying to find a suitable job. Then I left the mill and tried my hand at photography, which I carried on for a number of years. Later I traveled the fair circuit with automatic booths.

September 30, 1939

D. J. JENNINGS & COMPANY - 4309 W. LAKE ST. - CHICAGO, ILLINOIS

GOOD LUCK

With Roto-Dial Spinner

For you operators of consoles—Good Luck offers features found in no other machine. Roto-dial spinner—three electric spinning dials with the same action and thrills that have popularized the mechanical reel machine. Symbols function in orderly sequence and may be timed to operate a given number of seconds. While Good Luck equipped with Roto-Dial is slightly higher than the standard model, you'll gladly pay the difference for this fascinating profit stimulator.

Good Luck is furnished in a beautiful marble-finished cabinet with gleaming light-up feature. Requires the smallest floor space, 14" x 16" and only 45" high—Can be furnished with either "Good Luck" color symbols or the familiar fruit symbols—1c or 5c play. Also equipped with slug rejector, eliminating 99% of all slugs.

IN-A-BAG

The First Really Sanitary Vender

Here's a smart tip to you operators of penny machines—Be sure to see Jennings In-A-Bag. It's the machine that introduces the revolutionary new sanitary feature—the vending of nuts and bulk confections in sanitary glassine bags. Hundreds of operators now using In-A-Bag report trouble free performance, and earnings 4 to 5 times that of the conventional vender. In-A-Bag is one vender you can really operate at a nice profit—There are a number of models to choose from.

GUARANTEED BARGAINS

ALL MACHINES 100% PERFECT!

FREE PLAY GAMES

First With the Latest

ANOTHER SENSATION PRODUCED BY CONTAINER

Write for Further Information

CONTAINER MFG. CORP.
1825-1833 Chouteau Ave., St. Louis, Mo.

GUARANTEED BARGAINS

ALL MACHINES 100% PERFECT!

FREE PLAY GAMES

Speaks

Speaks

50.00

Zip

Zip

45.00

Riga, Latvia

Interest in coin-operated machines in this country is confined to charitable purposes. Special licenses are granted to government and private charitable institutions to install coin-operated gambling machines in various clubs, restaurants and cafes for the benefit of hospitals and charities. Scales are seen at the railroad stations. Then we have a number of soap vending machines in the railroad cars. (Consular report, July 27, 1939.)
New COMBINATION SPOTTEM & HIGH-SCORE WHITE SAILS

All the big money-making play-appeal of Spottem (but only 5 key bumpers to hold high-score fans by the hour . . . more plenty of “come-close” come-on, insuring repeat play profits! New metallic-wafer super-sensitive bumpers score 1,000 when hit . . . and location of hit bumpers change every time a hit is hit. SHIFTING 1,000-LITE action provides tantalizing skill challenge. Put new pep in your novelty spots by ordering WHITE SAILS today!

BALLY MFG. COMPANY
2640 BELMONT AVENUE, CHICAGO

AMERICA’S MOST COMPLETE LINE—WRITE!

$9.450
FREE PLAY MODELS: $59.50

GLOBE PRINTING COMPANY
1033-37 RACE STREET - PHILA., PA.

I. L. MITCHELL & CO.
GET OUR PRICE LIST!
WE HAVE PERFECTLY
REBUILT MACHINES
MACHINES AND SUPPLIES

5.00
UP

Cable Address: "MITCHAL, N.Y.
1070 Broadway, BROOKLYN, N.Y.

Gibraltar

A type of coin machines that has proved popular in Gibraltar is a token machine, the tokens being exchanged for merchandise. It is estimated that there are some 300 of these machines in Gibraltar, which, in a town of this size, is sufficient for nearly every bar, cafe, tobacconist and confection shop to have at least one. Nearly all machines in Gibraltar are of American manufacture. It should be borne in mind that sales in Gibraltar are necessarily restricted by Gibraltar’s small area and population. (Consular report, July 11, 1939.)
Tel-Aviv, Palestine

Gentlemen:

As a distributor and operator of games and vending machines in this country, your International Good Neighbor Week Circular, addressed to Boris Waisbourd, was passed along to me.

It was my intention to pay a visit to the United States this month for the express purpose of purchasing arcade equipment as well as additional new pin games and vending machines. As soon as the European situation clears I shall leave and I hope that I shall be lucky enough to catch the tail end of the world's fair.

The standing of the operators' business here may be stated in a few words. With a limited field, which has been further reduced and hampered due to the disturbances of the past three years, the only bright outstanding point is the fact that the few operators thus far have not fallen into unfair competitive practices. This is all the more remarkable when you consider that no attempt has been made to organize and discuss the subject.

The natural conclusion to be drawn is that there is room here for expansion since operators do not bump into each other getting location all the same, but in instances they may be envious of particularly good spots.

I am interested in legal coin operated games, particularly the type requiring skill and which would give the player about 10 minutes of pastime for each coin inserted. If you can recommend anything along this line I should be greatly obliged.

The Billboard will be much appreciated by me. If you will accept my photo in exchange, I'll consider it another barter, which would give the player about another getting location at last in some instances they may be envious of particularly good spots.

Yours faithfully,

GEORGE STABIN.
A "NATURAL" FOR BIG PROFITS—LUCKY IVORIES
Has All the Features That Bring Steady Play and Fast Action
No. 11228 1056 HOLES
Takes in $5.28.00
Average Payout 23.30
Average Gross Profit $29.50
PRICE $3.96 EACH
Send for New Catalog Showing Hundreds of Other Profit Makers.
HARLICH MANUFACTURING COMPANY
1413 W. Jackson Blvd.
Chicago, Illinois.

STILL THE BEST
Place to Buy Used Reconditionable Paytable, Consol, Novelty Games and Arcade Equipment.
1 Ball Tournaments $11.00 FREE PLAY NOVELTY
2 Ball Tournaments $14.00
Jr. Tournaments $17.00
Pin Ball Machines $20.00
Pinball Novelties $25.00
Frenzy Machines $25.00
Fish Tournaments $35.00
Cribbage Machines $45.00
Keno Machines $50.00
One-Ball Novelties $75.00
Miscellaneous $100.00
Jenny Machines $100.00
Half Deposit With Order.
Cleveland Coin Machine Exchange 2021-5 Prospect Ave., Cleveland, Ohio.

SALESBOARD OPERATORS
MAKE YOUR OWN—Any quantity, any size. Control your cost by buying your Boards, Sales Cards, etc., direct from board manufacturers, and your Goodies—any quantity, any size packages from one to one thousand furnished direct from manufacturers. Wholesale lot pictures of fifty types and sizes of packages in games, medallions, and other advertising. Some immediate.

WM. C. JOHNSON CANDY CO.
76 E. McMicken Ave.
Cincinnati, Ohio.

Havana, Cuba
Gentlemen:
We have the pleasure of referring to yours of July 31 last, and greatly appreciate the invitation of the International Good Neighbor Week of the publication. The Billboard dedicated to the industry of amusement and coin machines, which we hope will be a great success in view of the great experience you have had. For many years I have been engaged in running a shooting gallery in this city, with entertainment (automatic) machines, which operate in the same gallery. The machines that operate in my establishment are strength and diversification apparatuses, which so far have been giving me good results.
I take this opportunity to express my thanks for the copy of The Billboard.
Raphael, Havana.

DAVAL • CHICAGO

5 BALL NOVELTY GAME
FOOTBALL SEASON JUST GETTING STARTED! TRIPLE THREAT ALREADY BREAKING ALL PRODUCTION RECORDS!
COVER YOUR LOCATIONS WITH TRIPLE THREAT AND GET SET FOR THE MOST PROFITABLE FALL AND WINTER SEASON YOU'VE EVER HAD!
RUSH YOUR ORDER TO YOUR DISTRIBUTOR!
PRICE: FREE PLAY, $94.50

HORN OF PLENTY
$2.75 Each
25% Discount Balance 0, O, D.
Send for Our New Catalogue 390 and BPI.
JOSEPH HAGN COMPANY
5145 W. Jackson Blvd.
Cleveland, Ohio.

CUSTOMER'S WANTED
5 Brown Paces Race, conditioned @ $150.00
5 Black Paces Race, conditioned @ 65.00
5 Sport Pages, perfect condition @ 65.00
10 Body Grandstand @ 90.00
10 Kneedy's Track Times, like new @ 120.00
1 Gallipoli Domino, 1939 Model @ 160.00
1 Hawthorne, like new @ 75.00
2 Men-o-War, new @ 25.00
5 Mills Blue Front, Se, play @ 45.00
10 Neon Bells @ 52.50
2 Jennings Silver Chimes @ 42.50
1 Mills Bombs @ 47.50
2 Gallipoli Dominoes, 1938 Model @ 125.00
Terms: 1/3 Cash, Balance 0, O, D.

SOUTHERN VENDING MACHINE CO.
124 Market St., Danville, Va.

CLEARANCE
EUREKAS: Free Play @10.00
Fairgrounds @ 20.00
Jewelry 7.00
1/2惡 JENNER'S LUCITE DYESPLAERS
1/2恶 KROME & O. D.
1413 W. Jackson Blvd.
New Orleans, La.
NOTICE

We have received information that certain unscrupulous manufacturers, due to the outstanding success of Evans’ TEN STRIKE, are entertaining the idea of copying this bowling sensation.

WARNING

Evans’ TEN STRIKE is fully protected by Patent No. D-116,550 and other patents pending. The law provides that any Distributor, Jobber or Operator, as well as the Manufacturer, is liable in infringement proceedings. The entire trade is hereby warned that H. C. Evans & Co. will prosecute any infringement to the full extent of the Patent Laws, as well as the Unfair Trade Practice Act.

H. C. EVANS & CO.
(Signed) R. W. HOOD, President.

J. H. WINFIELD CO.
1022 Main St. BUFFALO, N. Y.
BUDDALO’S

Gentlemen:

I want to tell you something regarding the different machines I am operating and at the same time how my business is going. At present I am operating Exhibit Photoscopes, Target Skill games and Columbus peanut vendors.

All these machines have given me very good results, functioning properly for over 10 years, excepting in cases where people have introduced instead of coins, paper, cardboard, medals, washers or pieces of shaving blades; when this happens, we have to take the mechanism apart in order to take out the obstruction, but anyway I am pleased with what they have produced for me. I wish there might be machines which would be proof against stealing about which I have written you, as this way we would not be put to so much work and loss of money.

ELIAS GUZMAN.

MONTEREY, MEXICO

Gentlemen:

I want to tell you something regarding the different machines I am operating and at the same time how my business is going. At present I am operating Exhibit Photoscopes, Target Skill games and Columbus peanut vendors.

All these machines have given me very good results, functioning properly for over 10 years, excepting in cases where people have introduced instead of coins, paper, cardboard, medals, washers or pieces of shaving blades; when this happens, we have to take the mechanism apart in order to take out the obstruction, but anyway I am pleased with what they have produced for me. I wish there might be machines which would be proof against stealing about which I have written you, as this way we would not be put to so much work and loss of money.

ELIAS GUZMAN.

L. MANZI, OF MANZI BROS., is one of the brothers who have succeeded their father, Luigi Manzi, in the coin machine business in London. It is reported that Manzi Bros. are now one of the large distributing firms in London.

Baker novelty company inc.
2626-32 Washington boulevard, Chicago
## AMUSEMENT MACHINES

**September 30, 1939**

### The Cash Box Tells the Story!

**MORE LUCKY'S ARE BEING MADE DAILY THAN ANY OTHER GAME ON THE MARKET!**

**There MUST be a reason!**

**SAVOY VENDING CO., INC.**

631 ATLANTIC AVE. BROOKLYN, N. Y.

Greatest. N. Y. Distributor

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### FOR REAL PROFITS!

**WORLD OF SPORTS**

Most sensational Board ever put out by any manufacturer. Board filled with colored symbol tickets, representing all sports. Has all the features that bring steady play and fast action. Winning combinations repeat from 1 to 126 times. $37.50 winners in all.

**Board Takes In** 6,000 @ $1.30.00

**Pay Out Average** 79.76

**Average Profit** 10.24

Thick Board, Erect, Attached, Collapsible Protector

**List Price** $9.45 Each

**Free Feature**

**FREE PLAY NOVELTIES**

- **96 Hits**, 5c, like new
- **50.00**
- **19.00**
- **42.00**
- **Bally Turf Specials**
- **59.00**
- **Derby Days, flat top**
- **19.00**
- **99.00**
- **42.50**
- **14.50**
- **Turf Champ**
- **15.00**
- **14.50**
- **14.50**
- **14.50**
- **37.50**
- **37.50**
- **Dorothy**
- **37.50**
- **Derby King**
- **37.50**
- **23.00**
- **29.00**
- **37.50**
- **37.50**
- **European Trade**
- **Cable Address:**

**Write for Prices on Any Equipment You Want Not Listed Here!**

**SPECIAL ATTENTION TO OUR**

- **All Machines in A-1 Condition.**
- **SEPTEMBER CLEARANCE SALE**
  - **BETTER BUYS**
    - **MACHINES - BETTER BUYS**
      - **AMUSEMENT MACHINES**
        - **FREE PLAY NOVELTIES**
          - **List Price, $9.64 Each.**

**Write for 1939 Catalogue.**

**BEST BETTERS**

- **ROY McGINNIS**, 211 Maryland Ave., Baltimore, Md.

**PENNA., NEW JERSEY, MARYLAND, DELAWARE OPERATORS WE HAVE THEM**

**TEXAS OPERATORS SWAP WITH WILKY ROCK-OLA-BALLY-GROETCHEN**

**UNIONED AMUSEMENT CO.**

350 S. ALAMO, SAN ANTONIO, TEXAS

**Write for Prices on Any Equipment You Want Not Listed Here!**

**THE BILLBOARD**


**FELIX STEENBARKERS, La Madeleine, France, is said to be the oldest common in the northern section of France, having entered the business in 1905. Today,” he says, “I congratulate myself for having directed my activity towards exploitation of pinball machines for as the French term them, “electric billiard” games. I believe that the exploitation of amusement machines still has very large possibilities in our territory.”

**Lincolnshire, Eng.**

**Dear sir:**

I thank you for your letter asking for particulars of operation in this country. Included you will find a photograph of my arcade which contains a matter of 80 various pin games and diggers and on examining these I find 85 per cent are of American manufacture—which speaks well of the inventive ingenuity of the people on your side of the Atlantic. Here we are operating only the skill type games and no payouts are allowed.

I am personally interested in name stamping machines and supplies. I should appreciate it if you could put me in touch with one of your advertisers who specializes in these. Several advertisements appeared in your paper—would you ask them to sendalong samples and prices for machines—plates and cases—no onehere is working this and I think there would be a good demand for this line.

A. SILVESTER.
The TALK of the INDUSTRY

Years ahead of anything on the market. Positively greatest action ever incorporated in any marble game.

1940 GOLDEN GATE is definitely the finest and best High Score game ever produced. It's new from top to bottom—players are wild about it. You'll be as enthusiasm about it as we are. See it at your distributor's without delay and prepare for prosperity all winter through with 1940 GOLDEN GATE.

Ball Through This Channel
Returns Out When Lit. Skill Shot

Regular Model

特写

The Billboard 97

AMUSEMENT MACHINES

SAVE WITH SAVOY! RECONDITIONED and GUARANTEED

FREE PLAY

3 CONTACTS...$2.50
1 CONTACT...2.50
4 UP & UP...4.95
2 FAIR...4.95

NOVELTIES

1 ALPS...37.50
1 BOX...25.00
3 BUBBLES...15.00
2 CONTACT...27.50

BALL THROUGH THIS CHANNEL

Returns Out When Lit. Skill Shot

SAVOY VENDING COMPANY, INC.
651 ATLANTIC AVE., BROOKLYN, N. Y.

SICKING, Inc.
Cincinnati, O.

CLEAN—READY TO OPERATE

Major, P.F. $425.00
Meas. & Mr. Chips, P.F. 25.00
Patent, P.F. 25.00
Bally, P.F. 25.00
Spartan, P.F. 12.50

Mr. Chips & Coin Machines

5910 Martinsburg Rd., Baltimore, Md.

McCALL NOVELTY CO.

2304-06-08 BRITISH AVE., BALTIMORE, M.D.

SALESMAN OPERATORS

Read “DEALS”

A column about new saleboard ideas, deals and personalities.

In the

Wholesale Merchandise

Department

THIS WEEK and EVERY WEEK
HERE'S THE BEST DEAL
Joe Calcutt HAS EVER MADE
Virginia, No. Carolina and So. Carolina!!
...RESPONSIBLE and PROGRESSIVE
OPERATORS WANTED
TO PLACE MILLS THRONE OF MUSIC IN
These States On 12 OR 18 MONTHS'
SPECIAL DEAL THAT
WILL ASSURE COMPLETE OPERATING
INDEPENDENCE
PLUS GREATER INCOME! IN ADDITION WE WILL ALLOW HIGHEST PRICES FOR ANY MACHINES YOU NOW HAVE OPERATING REGARDLESS OF CONDITION! ACT QUICK! WRITE! WIRE! PHONE!

EVERY MUSIC OPERATOR AGREES . . . "CALCUTTONE"
AUTOMATIC PHONO NEEDLES are the BEST! GUARANTEED FOR OVER 2,500 PLAYS!
Sample ............. 35c Lots of 25, Ea..28c
Lots of 10, Ea..31c Lots of 100, Ea..25c

SAVOY'S WEEKLY SPECIALS RECONDITIONED AND GUARANTEED
FAYOTTE
Bally's "11," $35.00
"Cleeney's Derby Champs," $25.00
"Bally Stakes," $25.00
"Gottlieb Novelty," $19.50
"Talbot's Clamps," $25.00
"Bally Fairground," $24.50
"Gottlieb Novelty," $19.50
"Golden Whizzer," $15.00
"Etoner's Air-Rap," $15.00
"Racing Foam," $15.00
"Foto-Finish," $15.00
"Faddock Classic," $12.00
"Counter Cam. (New)," $8.00
"Groetchen's Merely Token Payout," $8.00
"Dayal's Elephant Gin Machine," $7.00
"All Others," $7.00

A. B. T. CHALLENGER
$24.50
LEGAL
Everywhere
Fastest Money-Maker in History.
1/3 Deposit With All Orders, Bal. C.O.D., F.O.B. Baltimore

SAVOY VENDING CO.
306 E. W. FRANKLIN ST.
Baltimore, Md.

SAVOY'S WEEKLY SPECIALS RECONDITIONED AND GUARANTEED
NOVELTIES
Buckaroo, F.P. $59.50
59.50 55.00
39.50 39.50
39.50 25.00
15.00 15.00
12.00

You can ALWAYS depend on JOE ASH — ALL WAYS ON HAND FOR IMMEDIATE DELIVERY...
ALL THE LATEST RELEASES OF THE FINEST GAMES EVER PRODUCED BY THE COUNTRY'S LEADING MANUFACTURERS
WRITE, WIRE OR PHONE FOR PRICE LIST!

ACTIVE AMUSEMENT MACHINES CORP.
900 North Franklin Street, Philadelphia, Pa.
Phone: Market 2598.
BETTER LOOKS

The Mills Throne of Music Phonograph has a simple, attractive design. Patrons fall in love with it; locations acclaim it; it grows more beautiful and appealing day by day. Give it the side-by-side test...true art always triumphs! ★ MILLS THRONE OF MUSIC
"I AM MAKING MORE MONEY ON EVERY LOCATION"

Says Mr. C. M. Stokes
Jacksonville, Florida

"I'm not taking any chance of having all my phonographs become obsolete in one year," says Mr. C. M. Stokes of Jacksonville, Florida.

"By replacing a definite percentage of my oldest phonographs every year, I am keeping my entire business modern in easy yearly steps.

"By following this plan I not only keep up to date, but make more money on every location. The brand new phonographs I put in my best locations step up the profits from these locations. The phonographs the new ones replace give me better profits from my second best locations—and so on down from my second best locations to my very poorest ones. Every location takes in more money because it has a more appealing phonograph and the additional gross profit then becomes net profit."

YOU TOO CAN MAKE MORE MONEY WITH WURLITZER'S STEP BY STEP MODERNIZATION PLAN

Here's How It Works

1. PUT NEW WURLITZER MODELS 500 AND 600 IN BEST LOCATIONS.
   Trade-in low earning old phonographs for brilliant new Wurlitzers—place these top earning instruments in your best locations for greater profits than ever before.

2. MOVE PHONOGRAPHS FORMERLY IN BEST LOCATIONS TO SECOND BEST PLACES.
   Replace instruments in second best locations with more modern, higher earning, 24-record phonographs formerly in your best locations—enjoy increased income from these locations, too.

3. MOVE PHONOGRAPHS FORMERLY IN SECOND BEST LOCATIONS TO THIRD BEST PLACES.
   Get extra profits from these places as well. Write or wire for full particulars on Wurlitzer's Liberal Trade-In Plan. The Rudolph Wurlitzer Company, North Tonawanda, N.Y. Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada.

A Name Famous In Music For Over Two Hundred Years.

STEP UP YOUR PROFITS with WURLITZER'S
STEP BY STEP MODERNIZATION PLAN