The World's Foremost Amusement Weekly

OCTOBER 7, 1939

15 Cents

Vol. 51. No. 40

JUDY CANOVA

Appearing in Lew Brown's "Yokel Boy" at the Majestic Theater, New York City.

-Harpo Marx Photo
GROSSES TALK....

The only yardstick by which an attraction's worth can be accurately measured is its box-office power. The story of a hit or a flop is written at the box office. Briefly and succinctly, grosses tell the tale.

That's why week after week The Billboard follows the progress of bands, acts, units and attractions in ballrooms, night clubs, legit theaters and vaudefilmers throughout the country to bring you such vital statistics as attendance figures, admission scales and grosses.

These Features Are the Pulse of the Amusement World.

EVERY WEEK stories on strength of attractions in night clubs and hotels, including closings and hold-overs.

EVERY WEEK grosses rolled up by stage attractions and films in leading vaudefilm theaters, including comparisons with the theaters' average grosses.

EVERY WEEK box-office reports on the traveling bands playing the country's leading ballrooms and dance promotions.

TIMELY reports on the grosses being hung up by productions on Broadway and on the road.

ANALYSIS of program talent costs and data on comparative popularity of shows.

THE BILLBOARD has been the only publication to carry authentic grosses of attractions at the New York World's Fair.

READ THE BILLBOARD this week and every week
CHICAGO, Sept. 30.—The Legionnaires coming after playing the Empire, and while they didn’t cause any big slump either in theaters or on the stage, the anticipated storm turned out to be only a drizzle. When the boys held their last convention here in 1913 to be only a drizzle.

A couple of the hotels string bands over the networks complained of interference from the boy’s claims at a broadcasting check. At the Roman Hotel Philip Leventr’s Orch. was in competition with a thrilling Wisconsin Post outing of radio. The throng on the outside the Walnut Room, which kept the windows open and gave the impression that they went on the air.

The weather at the weather conditions of the big show at Soldier’s Field Wednesday (27) didn’t attract even a third of the attendance’s 100,000 capacity. Under the direction of Will Harris also 22nd was spent perfectly, particularly those located uncomfortable for the Legion-creamed hotels, the visitors proved a headache. As one small cafe put it, “They come in to spend a couple of bucks for liquor and get a feeling that they ought to wreck the joint.”

Government plans to use Imperial buyers to spend their money, with tobacco purchased with federal funds, for tobacco money instead of gold. The tobacco money is stored under option to Imperial for delivery when and where of Great Britain as decided to purchase it.

Inability To Take Criticisms

Some Performers Come Home

NEW YORK, Sept. 30.—Talent trying to get into radio frequently creates its own greatest handicap, making simple and seemingly obvious mistakes that tend to militate against getting in the first active step toward radio, the audition. Interviews with NBC, CBS and others of the networks revealed that their reactions and criticisms run along similar lines. Highlights of these criticisms are that talent too often tries to outdo the networks’ casting. Talent doesn’t know its own best meter and, probably, the most important of all, doesn’t realize that it is good or even very good, is not enough. Because there is such a plethora of talent and because radio is saturated with talent, an act must be really good and different if it is to hit the bell.

Minoru Loebner, who has been auditioning talent for NBC for years, pointed out that too many dramatic players are on the air right now, and time who stayed behind do have. That time when the outbreak of the war are reformers who have remained in Europe and have returned to the networks complained of interference from the boy’s claims at a broadcasting check.

In the AP& which had been attacked by the boys’ clown bands at the convention here yesterday by its executive board, which turned out badly he or aim could not be met. The interviews with Miss Lecher, the secretary of AGVA, pointed out that the radio player has the greatest handicap runtime everyone. An actor can do a country radio program, and with a little experience they claim.

NEW YORK, Sept. 30—Mrs. Dorothy Bryant was appointed executive secretary of the American Guild of Variety Artists. The appointment in turn was set up by the Associated Artists and Artists. Dorothy Bryant succeeds Mrs. Maida Reade, who held the post of 1 year key job in AGVA. The job is appointed by the administrative board, appointed by the guild. Dorothy Bryant, who remained behind to cash in on the war, is now.

Included among the American artists who remained behind in the war, are the late Ben Hecht, Leigh, Converse Brothers, the Badminton Players, Chiefess Regan, clergymen, newspaper men, florists and florists. They have come to direct the acts, to arrange the shows and to manage the networks. The networks have already called the emergency and have turned out badly he or aim could not be met. The interviews with Miss Lecher, the secretary of AGVA, pointed out that the radio player has the greatest handicap runtime everyone. An actor can do a country radio program, and with a little experience they claim.

Inability To Take Criticisms

Some Performers Come Home

NEW YORK, Sept. 30.—American performers who have remained in Europe, whatever the circumstances of the war are reported to be working now in the British provinces and the central areas of the colonies and directing proportionately fewer salaries than before the hostilities.

Opinion is divided as to how long English will be able to continue, since transportation through England has become a major headache, or how much money will be permitted to leave the country. But those who have stayed behind have, in general, been able to earn more money than before because of the war.

Included among the American acts which have bound into units and are playing the provincial theaters in England, Ireland, Scotland and Wales on percentage arrangements. Some U.S. citizens are also playing Berlin, which has been totally unaffected by the war as far as theater conditions are concerned, and also Norway, Italy, Denmark and the French provinces.

Brian and McIntrye are playing dates in Glasgow, Scotland; Gene Mulhollan, Monroe and the Alameda Sisters and Lydia Sue are in Berlin, Margaretha Schiro, in Italy; Bobby Joyce and Sylvia Dore (See U.S. ACTS on page 19)
Delightfully transformed with new furnishings... new decorations... new equipment... The Blackstone now offers you modern, up-to-date comforts and conveniences, yet maintains that rich, traditional atmosphere which has made it world famous.

VAUDEVILLE is in the throes of the greatest revival of activity since it started hitting the skids about seven years ago. For the flesh industry this is sensational news. For the thousands who work in the various vaudeville roles of agent, producer, booking, vaudevillian and manager, it is a breath of spring. It seems that, after all, we may yet in our turn return to a semblance of the golden days plentiful in the vaudeville industry and when we will be able to sit together with the field draw proportionately returns.

It yet is important to call to the attention of those who might become too encouraged and thereby throw caution to the winds that the revival of activity in vaudeville... while it is real and practically assured so far as continued success is concerned, has not yet progressed to the planning stage. That is, the total effect of plans announced definitely by responsible factors is to delay until the goal that has already been set for the future. For that fact, however, the ambitious plans which have been laid for more than one group of vaudevillians have started to be carried out are yet to be executed. To dump cast-off talent wholesale from which it might take many years to recover if its denizens fail to give it a chance.

Vaudeville is being watched much more carefully than ever before by the men who should understand Hollywood and by the equally important gentle who carry out their orders in the country. The vaudeville business industry has had plenty of headaches and the most important issues of the day. New York night spot.

The public likes screen stars mixed with its stage fare, but now more than ever before the screen Rare mixed with its stage fare, but now more than ever before the screen. The public is attracted to vaudeville with the theory to which we are accustomed. Vaudeville is the world's most important industry and when everybody connected in any way to vaudeville has announced and which In meet mete into thinking thee the goal her, already been rushed. As a matter of fact, how-
HOLLYWOOD, Sept. 30.—One of the leanest years for radio actors since Hollywood joined the radio big time as an entertainment medium is easily discernible in the offering here. Discarding of several of the most popular and successful shows is evident in the pocketsheets of either the theners. Current audiences, however, have become so used to the offerings that they do not seem to mind the: cut in size. And yet, the new shows being launched this week are so good that they are giving the old lector said to him. “Act if you must.”

Both these shows are now under the sponsorship of the standard Brands, replacing the Hunt Valley home. In other words, the show is sponsored by the companies that make them. The two shows are being aired as a five-time-a-week show.

A high point of the forthcoming show is the appearance of the management of the office building. There were so many applicants that it was impossible to choose among them, and the managers had to choose the best. The management in the time of Charles I, he went down in history because he was the last to leave.

Maybe Dudley Digges doesn’t know his history, because the city was one of the first to adopt the wheel. When the Pilgrims came to America, the Indians had already been using it. The wheel was an invention that changed the world. It is the symbol of progress and progress is always good.

In the Cash Box Story No. 456: The secretary of the owner of a prominent club has been given the task of making good all the dough she borrowed from everybody in the point. Abby Froshburg, speaker for the city, is well known for her dedication to the club. The only thing that is missing is the money.

Both the board and the world were watching for the outcome. The result was that the president of the board, Mr. F. A. O. P. B. (President of the Board of Directors), made a statement. The statement was this: "The board is unanimous in its decision. We have decided to close the club because we believe that it is not in the best interest of the community."

Jim O’Neill, who now spends only a few hours a day at Actors’ Equity, is devoting much of his leisure to the study of English literature. He is currently reading "The Old Man and the Sea." A man is a boy in one of the stories, and Jim’s cousin from Brooklyn is a boy in another.

The board was due to meet the following week. Thla Is the abaftr to a sound system.

Imagine dedicating a song

to a sound system!

A system like this

A complete portable system at a new low in price for Lafayette. This Unit 18 to 18 Watt Model 174-T is really something. It’s "Beam-Power" tubes and "Big" speakers make a great system. Made for the average dance hall, amusement park or midway concession. It is a complete system. It is the best, it is the only way to do it. Lafayette Model 742-T is not merely built to be.

Carrying case in handsome mahogany cases. Mail coupon today for FREE catalog and details.

Radio Wire Television Inc. formerly WHOLESALE RADIO SERVICE CO., Inc.

LAFAYETTE P.A.

MAIL TODAY FOR XX 180 FREE CATALOG

IT WILL SAVE YOU MONEY
**Overtraining, Unpreparedness, Inability To Take Criticisms Main Faults, Talent Execs Say**

*(Continued from page 3)*

"An appalling lack of preparedness marks the attempts of many singers trying to sell their services to NBC," said Smith. "They come to auditions without knowing the songs, and when they do, they don't know who the right key is. And when Mr. Whosiosa says 'I want you to sing in the key of C,' they don't know what he means. And when many singers ask him what songs they should sing on their audition. See- ing as how the director wants to make sure that the auditions are the only ones that the singer is the only one and that they have no experience. If you ask a question about a song, they will say, 'It's a tipoff that the auditions are insupportable.'"

"If they have had the slightest experience," Smith declared, "they would know that it is a mistake for singers to use opera arias on auditions unless they have had specific and the right kind of training. Singing an operatic aria the strain always goes to the voice, and if the singer is not used to the voice, they have their choice of many Metropolitans. An equally serious problem is that, for a while, many NBC auditions only to see pop tunes without training, and that's how they come to auditions. See- ing as how the director wants to make sure that the auditions are the only ones that the singer is the only one and that they have no experience. If you ask a question about a song, they will say, 'It's a tipoff that the auditions are insupportable.'"

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Radio Talent
New York
by JERRY LESSER

JAY JOSTYN, Milwaukee actor who changed his name from Jean Jostyn because he was more 'masculine' for a feminine moniker, landed the title role in Mr. District Attorney... PAUL STEWART has the part of "Sammy" on The Goldberg's. Spot was formally filled by EVERETT ALOAN, who left for the Coast to appear in ORSON WELLES' HEO picture. The Star Theater issues regular theater playbills to the audience attending the dramatic portion of the program. Cast is listed in order of appearance before the miles...

Shortest studio run is held by red-headed SID SLON, who has a 30-second commercial in ROB CROSBY'S charlie show. SID says four words, "Prince Albert Smoking Tobacco," and gets paid $75 per week. Sid has also written a script titled Phantom Fingerprints for The Shadow, to be produced October 8.

JACK NORWORTH, who repeated as guest star on "Horse and Buggy Days" on WOR last week, claims to have known New Jersey its only State song. It's called "Owen on the Jersey Shore." He introduced it in the "Ziegfeld Follies of 1937." An actor walked into Bill Leibing's office the other day as it was being repainted, and obligingly called out, "Sorry, no seating today."... Fiber is the latest air fair. "Galeloper performed a neat piece of dentistry. He certainly paced Nora Cain. No me performed..."

BILLY M. GREEN, who recently made his first appearance on CBS Gable Day show, did a return guest shot October 1. Friends of HARRY MacFAYDEN, director of Horse and Buggy Days, will be glad to know that he is feeling much better and is back on the lot again. Horse and Buggy Days may be sold any day now, as there are several ambitious for the show. I've favorite show on the air... This is the season for new shows, so you'd better get our latest list of directors, both new and old, and start making the rounds. More of your luminaries either to see them or drop them a line at least once every two weeks but no sooner, as you may offend some of them who may think you are becoming a pest.

Chicago
By HAROLD HUMPHREY

OLAN SOULS has been commuting between New York in an effort to interest a sponsor in a new show written especially for him. "Frankie MASTERS' Chi theater date set for next week was cancelled as the meteors could take up the balance at New York's Essan House Tuesday... TOM DICK and HARRY trio formed a quartet with RUTH DORING and made their debut Wednesday night at the Ford Theatre. Slot change to the name of it from the Four Puffs to Four Smoke Rings because the announcer made it sound like "punks."... Announcer DON MANCOCK is still my favorite the week. He conducted Wrigley's Pottle..."

Madam! For goodness sake Not yet? Oh but Sir! But waist; we are probably at our proudest. The following are our proudest. The following are..."Black Ace" Incorporates; GAC Gets Sales Rights

DETROIT, Sept. 30.—The Black Ace, Inc., is being formed here by James Jewell, former production and program manager of WWJ. New organization will produce free-lance programs, using the Black Ace title. General Amusement Corp. has been given national sales rights. Settlement out of court was made last week, Jewell said, with Smash Comics, to continue the use of the title and characters of the Black Ace in comic strips.

Gellaty sells "Palooka"

NEW YORK, Sept. 20.—BILL Gellaty, former sales manager of WOR, has landed exclusive sales rights to Jackie Cadet's Ace Palooka cartoon strip. Show has been put on wax.

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WOR
AT 1440 BROADWAY IN NEW YORK

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Held Unwise Industry Policy, Radio Enters "Bank Night" Era

NEW YORK, Sept. 29.—Radio finally entered its Bank Night era this week. Two programs, "Pot o' Gold" and "Musico," both of which give away money, started. "Pot o' Gold" is on the NBC Red, sponsored by A. H. Lewis Co. and Musico is on WON Chicago, sponsored by National Food Stores. Debut of Gold had been doubted by the trade for some time on the belief that NBC wouldn't risk a possible FCC call-down. Washington officials had said it was impossible to give away money.

Reaction in the trade to Gold was generally unfavorable. Start of the program was held possibly indicative of a trend which, as one executive put it, "might mean the end of producing programs for entertainment. Who wants to listen to a show," he asked, "when another one on the air at the same time is giving away money?"

Programs of the Musico type have been on the air before. WHN recently had a show called "Ludlow and Pratt," sponsored by Ludwig Baumann, which used the same principle.

Reviews of "Pot o' Gold" and Musico follow.

"Pot o' Gold"

Reviewed Tuesday, 8:30-9 p.m., Style—Music, with cash awards. Sponsor—A. H. Lewis Co. Agency—Stack-Goble, Station—WEAF NBC net.

"Pot o' Gold" attracts its listeners in the same way the trade attracts its customers: with extrinsic and, as it were, given away money. Only this program even goes Bank Night one better. One can get $1,000, and if he doesn't get $1,000 he gets $1,000. How the numbers are arrived at is left over.

If the phone subscriber is home he gets $1,000, and if he isn't he gets $400. The idea is that if someone is home and has a telephone, spinning a wheel determines what number he ends up on. If the number is over $1,000 the number is over $1,000 and, as it were, given away money.

"Musico"

Reviewed Friday, 8:30 p.m., Style—Variety. Sponsor—Musico Corp of America. Station—WEAF (NBC net).

Musico Corp of America to produce it. It's also shortnighed of Horace Heidt to take the program, because he makes it run strictly number two to a wheel. The sponsor, Tums, can't be blamed, after all, for the show can't help but get an audience. They probably needed something like this against Information, Please.

It's bad programming and it's bad for radio.
Grand Guignol Plays
May Land on U.S. Air
PARIS, France, Sept. 21—American radio rights to the noted Grand Guignol horror plays were granted to Aubrey Wise in New York, two weeks before the second World War, according to a story in the New York Times.

French dramatists' group had been go-
ging over the air for some time, until it was, very likely, 1918. A stage play has been officially reported to be in preparation because of the European situation.

Most of the plays are running, short, and half of a song at the most. Grand Guignol Theater was noted for its horror productions.

NEW YORK, Sept. 20—Aubrey Wis-
berg states that both NBC and CBS have expressed interest in the rights to the American radio broadcast.

Harry Carroll, who secured the trans-
ferral to NBC from CBS, has been
jured in a serious accident in New York.

Hayes Tops WOR Production Staff
NEW YORK, Sept. 20—John Hayes has ben-
comed the new top executive of WOR by
Julius Seiel, vice-president in charge of
programming. He will succeed Harry Carroll, who was transferred to WOR from CBS.

Hayes, who was formerly Carlson's assis-
tant, will have Charles Godwin as his side.

October 7, 1939

Shave and a Ball Game
NEW YORK, Sept. 20—Gillette razors, sponsoring the World Series on Mutual, starting Wednesday (4), is sending a block of keys to the first ten fans who get tickets and a razor. They're sure one of them will be used.

Young & Rubicam
May Hike Billings
NEW YORK, Sept. 20—Young & Rubicam, who bank on the air between now and the end of October a boost in 9,141, have set the pace in years. In addition to shows resuming, plays on four advertisers are being new programs. There is a good possibility that the agency will add more script writers and production men.

In addition to Allen and Kate Smith, who are switching to NBC from Wednesday to Friday, and Friday, October 15.

On October 9 Kate Smith comes on with her daytime show, and on October 9 the agency also debuts its new series, "My Son and I," with Betty Garde and Kenneth Carlton. Joyce Jordan and Aldrich Hobby come on same week.

WFEN's Language Deals
PHILADELPHIA, Sept. 20—WFEN, at 1230, has signed a deal with The Philadelphia Inquirer and The Philadelphia Public Ledger for a three or four-minute language program beginning October 15.

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WFEN's Language Deals

EIGHTHON K. BILIL, for 16 years assis-
tant to Oscar Hammerstein II, is now the new top executive of the newly formed Young & Rubicam. Oordon's Bread will be handled through the Young & Rubicam organization, and the firm has appointed public relations director of the Wire Broadcasting Corp. of America, Peck, as the new top executive of the Young & Rubicam organization.

IN THE summer of 1939 the agency began using radio in a new way. It had planned to use radio as a means of reaching the public, and it did so by hiring two new men, one of whom was Peck, and the other was Herbert Shumate, who was then the agency's sales manager.

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Orchestra Routes

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

ABBREVIATIONS: a—auditorium; b—balcony; c—cafe; cb—cabaret; cc—country club; h—hotel; m—music hall; n—night club; mp—amusement park; r—road house; re—restaurant; sb—showboat

Orchestra Routes must be received at the Cincinnati offices not later than Friday to insure publication.
**State Still the Garden Spot For Names on 1-Night Time**

Only top-flighters and territorials draw—summer biz hit by weather—Duchin set record night for Archer Barron consistently big—crop favors fall outlook

**Locations Increase As Club Dates Slump For Det. Musicians**

DETROIT, Sept. 30.—Slump in club dates, reported here as being due to location jobs, is setting in. Detach Orchestras Office reports that the club date situation has been improving, with the exception of Detroit, which has seen a decrease in bookings of about 10 per cent since July.

Donny Demery Orchestra opened this week at the new Club Royal for a week-long stand. The orchestra has played 16 dates in this area in the past six months.

**Trend toward cocktail units Is elm**

As Club Dates Slump

**Wis. Dance Season Off to Fresh Start**

NEW YORK, Sept. 30.—Highly efficacious tie-up was effected this week on the Harry Hardt Atlanta, for five weeks; Eddie Machin opened at the 16,000-seat auditorium with Jimmy Garson and Jack Campbell.

Smaller bands, especially those capable of playing in a dance unit, are finding a market in the cocktail unit. Work for motor company sales meetings, conventions, social functions and special shows is picking up and the smaller bands are finding a market for their product.

**Crosby Disk Gets Oldsmobile Tie-Up**

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Trend toward cocktail units is also being noted here, with several bookings announced for the near future. The Office has four units and is building up other contracts for the near future.

**AFLM Gets Miller Platter Dispute**

NEW YORK, Sept. 30.—Deadlock between Miller and RCA-Victor is expected to be broken this week, when El Cottstein, U. S. Record chief, takes the matter to court. RCA-Victor, according to a survey of balrooms, has found most spots reporting tie on prices, but bad weather hitting others in the nation for the past six months. And the range of the furthest, according to the survey, is between 3,000 and 5,000.

The survey of business conditions revealed that the number of bookings and dribbling off was down, but that the revenue was up, due to the high prices of the recent months.

**Armstrong and Breech-Andrews Sisters Cop Celeron Park Cup**

JAMESBURY, N. Y., Sept. 30.—Pier Ballroom at Celeron Park, owned and operated by J. O. Campbell, wound up another summer, and a final resume of the season's activities shows a bigger and better business over previous years.

Of a total of 22 bookings, only three failed to make money for the promoters. This figure is a drop of 50 per cent over last season's total.

Lou Breese (fronting Henry Breese's old band) was the most popular of the bands. His all previous records with 1,900 dancers in the audience are: 1,100, a $3.50 take; 1,200, a $4.00 take; 1,400, a $4.50 take; and 1,500, a $5.00 take.

Other clubs that did right by Promoter Commoner were Farley's, with 1,300 customers to the tune of $615, and American, which had 1,400 customers.

Bob McCallum, president of Coliseum Enterprise, Inc., and promoter of the Celeron Park Cup, announced the winners of the tournament.

**Tomlin Tees El Paso Sat.**

Dancing With Swell $825

EL PASO, Tex., Sept. 30.—Pinky Tomlin presented Hotel del Nortes new Spanish Ballroom here last Saturday (23) with a satisfactory gross of $825 to 250 couples at $3.50 per couple. Hotel will feature regular ball night dancing with big bands, dancing with local bands, booking touring orchestras as available, and will have a full dance schedule.

**Lucanee Race For Prom Hits Net $700 in Charlotte**

CHARLOTTE, N. C., Sept. 30.—Jimmie Lucanee grossed a neat $700 for Promoter Helmer, Del Norte's new Spanish Ballroom here last Saturday (23) with a satisfactory gross of $825 to 250 couples at $3.50 per couple. Hotel will feature regular ball night dancing with local bands, booking touring orchestras as available, and will have a full dance schedule.

**Facts and Figures**

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- Other clubs that did right by Promoter Commoner were Farley's, with 1,300 customers to the tune of $615, and American, which had 1,400 customers.
- Bob McCallum, president of Coliseum Enterprise, Inc., and promoter of the Celeron Park Cup, announced the winners of the tournament.
- Pinky Tomlin presented Hotel del Norte's new Spanish Ballroom here last Saturday (23) with a satisfactory gross of $825 to 250 couples at $3.50 per couple. Hotel will feature regular ball night dancing with big bands, dancing with local bands, booking touring orchestras as available, and will have a full dance schedule.
- Jimmie Lucanee grossed a neat $700 for Promoter Helmer, Del Norte's new Spanish Ballroom here last Saturday (23) with a satisfactory gross of $825 to 250 couples at $3.50 per couple. Hotel will feature regular ball night dancing with local bands, booking touring orchestras as available, and will have a full dance schedule. The survey of business conditions revealed that the number of bookings and dribbling off was down, but that the revenue was up, due to the high prices of the recent months.
**Orchestra Notes**

By M. H. ORODENKER

_WoMan Gab_  

**Richard Himmer** is building a band. His concept, STARCRAFT, who will keep out his own under Dick's sponsorship. replacement is still in the works, whereas the 15th at the East Side Hotel Pierre, this time with Joe Rhodes. The dummy loaded to keep tabs on his monkey crashed on the auto air show... Brooklyn's Hotel St. George takes to big band territory, with MCA act. MITCHELL AYRES first in on Thursday (5)._ 

**Frankie Bostons** needs good the Knows Entertainers, with ORRIN RUM. extended in Ace of Hearts Club. Chicago. --_ 

**Joe Gallacher** with JOE HUDSON. Washington takes off in Chicago. --_ 

**Toddy Kaldahl** includes Benson for his dance promotion, up to Boundless. --_ 

**Waxing Words**  

Much activity on the recording front with George Dee and his bummer crop of artists for his U. S. RECORDS... His take Clyde Lucas, Johnny Greene, Mitchell Stills, and Cliff Williams... also has pianist Jack Stacey working for him. --_ 

**Dixie Doings**  

HENRY BURKE takes over the Anson Hotel stand in Atlanta on the 9th, with a band that includes the Orch on the 27th. Pickwick Yacht Club, Birmingham ballroom, opened the season this week with COLEMAN SACHS on the Orch. JOHNNY BURKHART is the week in Atlanta, with pink by VARIOUS Country Club..._ 

**Chicago Chat**  

LITTLE JACK LITTLE moves into Hotel St. George on the 27th to fill the bill of spot vaud of the MILL HERTZ TRIO, which starts a theater tour that night at the Lyric, Indianapolis... **Art Karter** at the Foxman Hotel, too, with PHIL LEVANT taking to other stands... Levant picked up two new students for his road tour in Tony Gordon, tenor, and Beulah Sarce, swing-singers. **O. B. Reference** winds up at the Palmer House on the 11th to make way for TOMMY DORSEY. DORSEY, who heads south to open the season on the 14th in Dallas at Baker Hotel... LEN JOY, Jack Skeer, who leads the Orch., now next Monday (9) to superintend a couple wax recording sessions... **Wayne King** starts the Drake Hotel season on Saturday (7)..._ 

**Notes Off the Cuff**  

RATHER than having PATSY WALKER, Miss Walker, who was scheduled, over on the 24th at Famous Door, New York, swing spot has added MAXINE SULLIVAN to split the billing... when JAN GABER plays the pre-opening dance Wednesday (4) at Joe T. Robinson Memorial Auditorium, Little Rock, Ark., he will prove that the fans are not only friends but staunch supporters of classical music... proceeds of the program will go toward financing a planned Arkansas State Symphony Orchestra... Rainbow Ballroom, Denver, gets **Boyd Bannister** for the 14th till November 10. **Johnny Martino**, coming in the night after and remaining until December 6, and LITTLE JOE HART is slated to start December 23 until January 1. The Trianon Ballroom, Chicago, takes ANSON WEEKS for four weeks starting the 28th. **Horace Heidt** takes on the Philadelphia, a show running from the 26th, to the first of November, and we send our cuffs to the cleaners.

**Artega**  

and his orchestra say **Thanks**  

To Mr. Robert Sippchen, 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.

**Bill Is Stymied**  

BILLINGHAM, Ala., Sept. 30.—Bill to restrict activities of the American Society of Composers, Authors and Publishers, after passing in the Senate, failed to reach the House calendar before adjournment last week. The legislation does not meet again until June.

The bill, which passed the Senate without a dissenting vote, would force ASCAP to charge for its music as used, instead of thru a blanket fee. A 3% gross per cent tax would be levied on the organization, also.

**Herbie and his Orche**  

***BILTMORE HOTEL, DALLAS, TX.***  

**Edward H. Herbeck**  

**Music with Romance**  

**ANDREW ROHDE**  

**ANDREW ROHDE**  

**SPOKANE HOTEL, MILWAUKEE, WI.**  

**BILTMORE ORCHESTRA**  

**Exclusive Management**  

**FREDERICK BROD—**  

**Music Corp.**  

New York — Cleveland — Chicago.

**Ray Herbeck**  

and his **BILTMORE ORCHESTRA**  

New York — Cleveland — Chicago.

**Roster**  

**POWELL**  

and his big **ORCHESTRA**  

 Held over indefinitely. **KICKERDOCKIN INN**  

**Direct from ALABAMA**

**Eddie DeLange**  

**and his ORCHESTRA**  

**We dance four**

**Victor Bluebird Records**  

**Warner Shorts**  

**Edward H. Herbeck**  

**Dixie**  

**and his**

**ORCHESTRA**  

**FREDERICK BROD—**  

**Music Corp.**  

New York — Cleveland — Chicago.

**Walter Powell**  

**and his ORCHESTRA**  

**On the same**

**RCA Building**  

30 ROCKEFELLER PLAZA  

New York.
LINCOLN MUSIC MAY GO TO SAM WIGLER

NEW YORK, Sept. 30.—Deal is understood to be at the signing point for Sam Wigler to take over the company from George Simon. Wigler has been in charge of the Atlantic Music Co. in the Witmark, Harms and Remick stores, has taken over the company and has his post to take over Lincoln.

Simmons, who was on the lookout for a new manager, has taken into consideration, and his office stated that nothing had been settled as yet one way or the other. Hurd had Artie Shaw as his manager at the present and there was no indication of changing. Wigler, who was in the business for many years, acts as Wigler's attorney. Later stated that Shaw will probably have absolutely no connection with the Lincoln music house except to throw a few of his tunes its way.

Songs With Most Radio Plugs

"Mood," and "Moon" Grab Top Listing in Air Race

Songs listed are those receiving 10 or more network plays (WJZ, WEAF, WABC) between 5 p.m.-6 p.m. weekdays and 11 a.m.-12 n.m. Sundays, for the week ending Friday, September 29. Independent plays are those received on WOR, WNEW, WMCA, and WHN. Film tunes are designated as "F." Based on data supplied by Accurate Reporting Service.

Lincoln Music May Go to Sam Wigler

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Featuring: A new sound around here, but enough of a crowd satisfied to keep the place hopping. The band has a good following in Indiana and has been playing regularly there. The musicians are well established and their sound is pleasing. The band plays a variety of music, from traditional to current hits, to keep the audience entertained.

Burt Farber

Burts Farber, who in the past has been known for his daring arrangements, now wears the stick over the sweet-piece aggregate which recently made its bow, replacing Morton Franklin. A Note of Grace.

Earl (Father) Hines

Earl Hines, one of the most original and versatile of modern piano players, is still at the top of his form. His playing is a joy to hear, whether he is playing soft or loud, slow or fast. His arrangements are always interesting and original.

Harry James

Harry James, one of the most popular bandleaders of today, is known for his smooth singing style and his skill at the trumpet. His band is always well received and his records are always popular.

Bands on Tour

The Billboard, October 7, 1939

Boys and Girls, enough band and enough tune, enough band and enough tune, out the idea of a dateless event.

W. H. Wenker of Guttenberg, for Plank Road sold Ills Danceland to after being shuttered all summer.

CaL Penmen Jr., who spent $10,000 in Ocean Park, Calif. WOR showed a fair spot after "wowing" the cash customers.

Henryland Park at Kansas City. 110, Maine, the orchestra to divide the Stylistic Sweet Outpourings.

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Earl (Father) Hines (Featured at Ristorante, New York City).

Earl Hines, one of the most original and versatile of modern piano players, is still at the top of his form. His playing is a joy to hear, whether he is playing soft or loud, slow or fast. His arrangements are always interesting and original.

Harry James (Featured at Panther Room, Sherman Hotel, Chicago).

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LEGITIMATE

October 7, 1939

CONDUCTED BY EUGENE BURR

Communications to 1564 New York City

The Billboard

DG and Picture Artists Approach Compromise

NEW YORK, Sept. 30.—Conference last week between representatives of the American Federation of Musicians and producers resulted in promises on a few minor points of a future general agreement with which to attract picture personnel back to work. While the agreements do not solve any of the more severe problems, they do appear to be a sign that these are no longer being ignored. One point is that a union protection clause has been inserted in the agreement which will be signed by the two parties next week. In addition, there will be further coordination of information.”

New Play on Broadway

BROADWAY

Beginning Wednesday, Sept. 27, 1939

SEE MY LAWYER

A comedy by Richard Malbein and Henry Clark


Fay Franklin

Mary Rolle

Joseph O'Faroule

Mildred Mitchell

Merris Schwerner

Tadd Harrington

Irving Franklin

Ned Weeks

Robert Telephone Lineinan

Ralph Belcher

Sally Kane

George Harmon

Western Union Boy

Richard Lee Hobson

Blossom Le Verne

Robin Raymond

Police Officer

Carroll Ashburn

PLACE: The Law Office of Lee, Ross, and Glenda

ACT I

1st Scene: Late in August. ACT II

Two Weeks Later. ACT III

Following Monday

Durin the course of a year, the phrase, "a George Abbott show," has come to mean a bit more than a comedy. This year, it was a wild-fire force with an inconsequential patriotic feel. "See My Lawyer" has been transformed into a hilarious whirlwind by the direction of The Master, and his assemblage of a great company of actors. No matter who writes the scripts, no matter who directs them, if Mr. Abbott is on the premises, the play remains the same. See My Lawyer, the Richard Malbein and Henry Clark musical that Mr. Abbott directed when it opened at the Broadway Theater on Aug. 4, is just about the tops in farm pretending. For many reasons, it is just about the tops in farm pretending. This corner has never been as enthusti-        

cated as we have been, however, is excellent

10

40

10

50

90

80

60

40

20

10

0

20

40

60

80

100

120

140
managed to be in pretty fair swing by the middle of October, will have to wait until November or December before it reaches its normal early-season activity.

The danger from the international war, of course, still continues. Uncertainty of international financing will do nothing to lure backers into the various purview of legitimate. The possibilities of quick fortunes gained in a rejuvenated stock market won't help either, since the stock market looks like an extremely attractive place to the man who has never invested a dollar in real estate. The market certainly looks more much more attractive than the theater.

Eventually, of course, the theater will get its share of the boosted stock markets—but the chances are that the overflow won't begin to spill in the general direction of Broadway for a couple of months at least. And by that time it will be too late to help early-season or early-middle production.

From the standpoint of the number of shows produced, it looks like a tough year, mates.

But from the standpoint of cash to be spent at the box offices, it looks like something else again. An empty road, and the desire of peace-loving America to get away from the blood and horror of war and the Atlantic will also aid. Both factors should work powerfully to make the season of 1939-40 a box-office bonanza.

As a matter of fact, the trend has already been set. Grosses for the past week or so have boomed amazingly, despite the small number of shows now on the stem. It looks like the start of a boom that will last all year.

As a result we have, as this column suggested some weeks ago, the possibility of two contrasting phenomena—increased grosses and decreased production. It looks as though any show that does manage to get itself produced will have a better chance of going over this year than in any season since the boom days; it looks as though we may even see the return, in a measure at least, of the middle-class show that used to run for eight to 12 weeks; it looks as though the season of 1939-40 is the psychological time for the eruption of an ambitious young producer.

As a matter of fact, Broadway could use an ambitious young producer or two—even a dozen.

And it is to be noted, the change came about entirely through individual enterprise. The American Theater Council, which wept overly the state of the road, and wept over the state of the road, is now in the forefront, and it is not alone. The road to happiness is paved with good intentions and the road to happiness is paved with good intentions. The road to happiness is paved with good intentions and the road to happiness is paved with good intentions. It is not alone. The road to happiness is paved with good intentions.
Vaude Boom Throut East

(Continues from page 4)

and-off day and expects more time later in the fall.

Circle time is low this year, each of the first fifteen bookings an off-week for the firm and supply to other interests when the films are especially weak.

The bookers and their houses: IRVING BARNETT is booking a half dozen one-night vaude shows, mostly for East Coast locations in and around New York, and also the Midwest.

HARRY BIRCH is booking five Warner spots, all two-day stands; Oxford, Kent, Ashland, Franklin, and Canton, Ohio. He expects to book the American Theater and similar houses when he returns to New York, after his week, when it resumes vaude.

BERNARD BURKE, agent, is also booking a single house, the Orpheum in Memphis, a full week using bands, units and a dresser. The houses are in and around New York, and also the Midwest.

JACK FELBERG (Amalgamated Booking Agency, affiliated with Comerford Booking Company) is booking Fay's provisions in the Midwest, and expects a talent in the Harry Sherman units playing here.

ARTHUR FISHER is booking more New York acts in the Midwest, in addition to his local booker. He has the four Bannett houses, the movies in Toledo, Lima, Cleveland, and the theaters in Youngstown, Columbus, and Akron, Ohio, which are mostly dry. He is also booking the Capital, Lynn, Mass., full week; the Empire, Providence, R. I., full week; the Palace, Portland, Ore., full week; the Orpheum, Minneapolis, Minn., full week; and the Orpheum, Duluth, Minn. He is also booking the Orpheum, Providence and the Empire, Easton, Pa., full week; the Orpheum, Salem, Ore., full week; and the Orpheum, Buffalo, N. Y., full week.

Also, vaude booking agencies are acting between the Orpheum, Boston, and the Empire, Easton, Pa., full week; and a split between the Orpheum, Boston, and the Empire, Easton, Pa., full week.

CHARLES FREEMAN is still booking vaude units and acts a week a month in the Orpheum circuit, and the Strand, the Capitol, the Strand, and the Tower, in the South, and the Orpheum, the Capitol, and the Strand, in the East. The Capitol, the Strand, and the Tower, are in the South, and the Orpheum, the Capitol, and the Strand, are in the East.

LAWRENCE GOLIDE (William Morris Agency) is booking the Pythons, with a special show at the American Theater, New York, and the Capitol, Los Angeles, and the Capitol, Kansas City, and the Capitol, New Orleans, all full weeks. He is also booking the Capitol, the Strand, and the Tower, all full weeks, and the Strand, the Capitol, and the Tower, all full weeks.

GEORGE GODFREY is booking the Capitol, the Strand, and the Tower, all full weeks, and the Strand, the Capitol, and the Tower, all full weeks, and the Strand, the Capitol, and the Tower, all full weeks. He is also booking the Strand, the Capitol, and the Tower, all full weeks, and the Strand, the Capitol, and the Tower, all full weeks. He is also booking the Strand, the Capitol, and the Tower, all full weeks, and the Strand, the Capitol, and the Tower, all full weeks.

HARRY KALCHEM (Paramount Booking Company) is still booking vaude units and acts a week a week in the Strand, the Capitol, the Strand, and the Tower, both full weeks, and the Strand, the Capitol, and the Tower, both full weeks, and the Strand, the Capitol, and the Tower, both full weeks.

HARRY MAYER (Warner Circle) is still booking vaude units and acts a week a week in the Strand, the Capitol, the Strand, and the Tower, both full weeks, and the Strand, the Capitol, and the Tower, both full weeks.

SIDNEY PETERSON (Lowe Circle) is still booking vaude units and acts a week a week in the Strand, the Capitol, the Strand, and the Tower, both full weeks, and the Strand, the Capitol, and the Tower, both full weeks.

KENTIC RIVELLS is booking the Capitol, the Strand, and the Tower, all full weeks, and the Strand, the Capitol, and the Tower, all full weeks, and the Strand, the Capitol, and the Tower, all full weeks. He is also booking the Strand, the Capitol, and the Tower, all full weeks, and the Strand, the Capitol, and the Tower, all full weeks.

JESSE KAYS (F&M Stage Shows) is still booking the Pythons, New York, full week; the Strand, the Capital, New York, full week; and the Strand, the Capitol, New York, full week. He is also booking the Strand, the Capital, New York, full week; the Strand, the Capitol, New York, full week; and the Strand, the Capital, New York, full week.
Night Club Reviews

Hawaiian Maisonette, Hotel St. Regis, New York

With its customary showmanship, Vincent Astor's luxury hotel has taken its downstairs dining room—along with the rest of its decor and fixtures, and turned it into a charming music room.

Then the Maisonette house but now the Maisonette theme (but don't ask us where the French crept in), it certainly shows through in its trade, that like its atmosphere, authentic, the light soft and its music sweet.

The remodelled room carries out the common conception of Hawaii as a paradise of undulating female forms, guitar melodies, sunshine and bamboo cottages.

Never has there been such a Director for Orono Lavseyn down the tourist path as Larry.

Mr. Lauryseyn, in fact, went out to Hawaii and brought back a native orchestra and entertainers and there it is one "ringer" in the show, Mapusana, who had performed at the Lexington Hotel's Hawaiian Room but who had returned to Hawaii when Mr. Lauryseyn signed her.

Music for the entertainment is Elmer Lee (electric guitar) and orchestra composed of three guitars, string bass and favorite clarinet.

Colin and Anita, mixed adagio duet, bang and take the rhythm routine being smooth and finished.

Another feature is the manner of their tricks are hand-gained. Their body sways done in lightning tempo, their eyes were a flashing, their smile only a hint of what is to come. A fine blend of influence, in this spot. Further, the whole entertainment introduces the acts with nice building up excitement.

Their good voice and went to town in one of the most original and effective super-heated, contortionistic Harlem Boogie voks.

Captions of the packages by packed house when caught. No minimum, cover or admission. W. L. Colson.

Off Beat Club, Chicago

This spot for swing music fans offers a cause to get up to almost any of New Orleans 80-street neighborhoods. Atmosphere is informal and prices are comparatively reasonable.

It's its second season and management of Carl Ona, it has been re-modelled for a beat and the old base stand from any section of the room. Capacity has been increased somewhat.

Current talent includes a return of Jimmy McParlant's Orchesra, cornet and trumpet; Artie Shaw, clarinet and Billie Holiday, moody Harlem warrier. Last season's favorite at this policy of this place, most of the patrons are social in the perfect condition of tunes, vocally and musically.

The boys are wonderful, the boys and Miss Holiday get together two or three times nightly for floor shows, most stimulating sessions. Miss Holiday is the highlight with her version of some numbers having an attention-arresting voice, but as for her vocal delivery is impressive and at the same different.

Given with such blues directed as being Alone, Back in Your Own Back Yard, Strange Fruit, Deep Sea Blues and Brown Eyes, among others.

Williams, an expensive lad with a busy horn, conducta his seven-piece band with vivacious abandon. His band is a good one, and it has ever been and bangs out both fast and slow music, but is solid. Sometimes doubles as emcee and during shows have time to change the direction of the band, which, when caught, included When Bix is on the Bandstand and several of I'm Telling Virginia. Good showmanship all the way.

Irving McPeek, a quartet, newly organized colored combo, file in from Illinois, venturing into the Chicago scene with original versions of top tunes. Howard, veteran colored musician.

Rainbow Room, Geo. Washington Hotel, Jacksonville, Florida

Rainbow Room opened its fall season last week.

Gardiner's Southerners 10 pieces, signed in as Dave Beuer's bunch checked out after a two-year run. Fred. Dorfman, who was with them at the Hammond, is doing creditably and with all possible combinations.

The 30-minute floor show opens with Hot Shots and Five Gets In Your Eyes and Tree. Has a true voice of much power, finishing with sweet vocal harmonizing.

Bierm Tuck, holdover, played three numbers on the violin, registering nicely.

Columbia and Anita, mixed adagio duet, bang and take the rhythm routine being smooth and finished. Their good voice and went to town in one of the most original and effective super-heated, contortionistic Harlem Boogie voxes.

Captions of the packages by packed house when caught. No minimum, cover or admission. W. L. Colson.

Old Shy Gardens, Pittsburgh

First night club casuality of the war is Old Shy Gardens. That's the spot's name. Known until couple weeks ago as Old Shy, it has become too much trade stayed away because of the name. Has been changed to Ritz Covato, owner-esquee-emee.

There are no 30-minute floor shows as it is booking of novelty acts. Current bill features America, three other Af-

James Ingham and Fred Roulett were the engineers in the remodeled.
of music and tempo snack song department is covered by Paul McKnight drummer, who turns in a nice personality singing job and a neat rhythm St. Louis, said the King's jesters, who interpret the opening series of choral codas.

Johnny Nettett, another pianist, entailed some nice folksy numbers during a short illness, his spot was filled by Pauline Logan, attractive brunet, who at one time was a member of S. C. and moved to Henry's, near-by restaurant.

Decorative art adorns the room, while another hide-away bar is located on the second floor. Drinks are served at prices only.

Sam Hongrie.

Sunday Name Acts, Bands Click at New Haven Arena

NEW HAVEN, Conn., Sept. 29.—The upcoming club date bookers were anxious to encourage the management of the New Haven arena to book more money. In the event, the throw set-up of the for the fall program, an all-rounder set-up for the rock-and-roll band acts, was a good job array of well-knew bands and talent.

Opening show September 10 presented George Hall and Ted Flo-Rito orchestras, followed on 11 by The Alarm and Milliner, with Bert Wheeler. Bob Crossley and the Holy Town Boys, who headed the October 1 show. Eddie De Long and Jimmy Lunceford bands are following.

Matinee prices 40 cents and 75 cents, evening prices 50 cents and $1.00. Two shows for Sunday, 3 p.m. and 8:30 p.m. and Monday, 6:30 p.m. and 8:30 p.m. Evan, of New York. General manager of Arena is Nathan Pecodfell. Oates for Sabbath vaude have been ok.

War Scares Ft. Worth Case Into Postponing Plans

FORT WORTH, Tex., Sept. 29.—The war scare here and in Minneapolis Association to postpone plans for the 1940 Casa Manana Revue indefinitely.

Action on the proposal to employ Carl

lson, a local manager here, also was postponed indefinitely, Winckler, who was co-director of the 1939 revue here, is said to be also considering connection with Interstate Circuit here.

The manager of the Casa Manana, has been named as cus-

dian of the war scare, for shows on the grounds, which includes movable objects as well as the band. show directors also voted assessments of $2500 to pay off the remainder of the bills for this year's show.

Benny Reopening; Lochman To Open Delmonico's, Philly

PHILADELPHIA, Sept. 29.—Joe Fras-

etto, who had been impressed by the announcement, is scheduled to go to Benny the Bun's when that spot opens the first week in October. The band already booked to precede the booking of Frasetto announced Thursday night that those bookings have been dropped and the band is looking for another engagement.

A Thos Sarykal foe Roams

The Billboard the mason for one-week stands, although the manager, Bert Henry, foreign booker for the company, has been named as a substitute. the war scare plans have been taken over by the performer unions In England.

The war scare is for foreign shows is now impossible, accord-

ing to the war scare officials, and William Morris Agency, who said that many artists are willing to go, but it is impossible to book them during the war.

On the evening of the show, the famous Crazy Show to London he was only there several days and the war broke out. He re-

turned Monday night and flew to England, he said, that he was not sure of the situation during the war.

The war scare has been chaperoned the Crazy Show to London he was only there several days and the war broke out. He re-

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turned Monday night and flew to England, he said, that he was not sure of the situation during the war.
Yankeé Spendérs

DEAUVILLE, France, Sept. 29—According to management sources, the Yankee Spenders, who are making their debut at the casino here, are Nacionales which are the quintessence of Nacionales. The group features Jews, Frenchmen and Britons in the mix.

Americans come way down in the scale. Reason given for this is that the traveling Yankee is usually a man of limited means and like to take a well-flying flyer in order to tell the home folk of high life in the casinos.

Vaudeville Notes

BOS. PIERRE AND SWEENEY are splitting next week. Frank Boss and Pierre Le-Blanc, both of the Bos. troupe, and Sweeney is shaping up a single again.

GUIDO AND SVA, hallroom and adaptado team, opens this week at the E. and E., due to Eva Moccia's engagement to marry Herbert Low, recently at Ripley's Believe It Or Not show. New York City. Guido Zillianto expects to turn amuse and singer if he doesn't find another dance partner.

SAMMY COHEN has returned to Hollywood from Australia and is testing material for Warner Brothers. FRED STONE, doing a single, opened at the Toulon Heights.

LOTTEY MAKES and her Watercade Show, 15 people and a tank, opened at the Argonne. Ind. Following the circus, the company, along with two or three acts, has had to be in midsummer for alterations, but deal fell through. It is expected that stage shows and the series of better-than-average Paramount players due to be released will keep the house in the black.

Film Names for Vaude Plentiful

CHICAGO, Sept. 29.—Chicago theater is lining up the best stock of names for the rest of the year. With plenty of Hollywood material available, houses for first time in some time have the choice of more names than it can handle. Scheduled for October are Priscilla Lane and John O'Stield. Ann Sheridan and possibly Marlyn Raye. Set for the first two weeks in November are Eddie Cantor and Joe E. Brown.

Ballet Scribe: New York's laying down movie celebs with no semblance of a stage act to offer. The more glad-to-be-here celeb the more to be over judging by the future bookings.

More Seattle Clubs Reopen

SEATTLE, Sept. 29.—Completely remodeled, the Twin Dragon Cafe has doubled its capacity under management of Davey Chavis.

The Banh, suburban nitey, was the victim of a scythe by a raiding party, and Mrs. Wanda Owen, proprietor, and BenTIME WALKER. employee were charged with hooliganism in connection with the casino, here, nationalities which are the quintessence of Nacionales. The group features Jews, Frenchmen and Britons in the mix.

Americans come way down in the scale. Reason given for this is that the traveling Yankee is usually a man of limited means and like to take a well-flying flyer in order to tell the home folk of high life in the casinos.

NEW YORK.—The Broadway office war between Artie Shaw (Strand) and Glenn Miller (Paramount) culminated in the latest engagement with Shaw's $56,000 gross trudging a week sec- ond to Miller's $58,000. The Strand's low opening week gross is attrib- buted to a lack of change in the Frank picture, Espionage Agent. Miller, on the other hand, was backed up by a strong picture, 'Till We Meet Again,' and also 'The Ink Spots, who are credited with some good grosses. Only other support pic on the Strand bill was Dick, Don Murray, and the Policy.

Third week of The Raines Came at the 16th, with Colgate and the old Florio and Florida on the stage, was good for a total of $105,450. for the film's three-week run. Next week, Friday and Saturday, The Wizard of Oz and Andy Kirk's Band is expected to do more than $150,000.

The Brandt's Carnival, Jamaica, opened a fair 1121.000 despite the presence of Henry Armetta and Marie Wilson, plus Joe Hayes Orchestra. Sara Ann McCabe and Katherine Harris and the film, When Tomorrow Comes. new show Thursday (29) with the Wizard of Oz and Andy Kirk's Band is expected to do more than $150,000.

Mayer's State was its usual self, taking in a fair $21,000 despite the presence of Henry Armetta and Marie Wilson, plus Joe Hayes Orchestra. Sara Ann McCabe and Katherine Harris and the film, When Tomorrow Comes. new show Thursday (29) with the Wizard of Oz and Andy Kirk's Band is expected to do more than $150,000.

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State-Lake, Chicago  
(Reviewed Saturday afternoon, Sept. 29)

A hastily patched seven-act bill this week is competing two to three times daily with a dandy vaude short used as a filter on the screen. And it's tough competition when the two-meter precedes the fresh revue, for it features such acts as Red" Skehan, Harris and Shore, the Merry Maids, A. Robins and Louis DaFron in rock specialties.

The Three Sparks, tap-dancing lads, open with a familiar scene of stumbling, strutting and shagging. Not too strong for the stage, because the numbers are a bit too weak, rather acceptable for night spots.

Renee De Jarte, diminutive and dramatic soprano, surprised the customers with a voluminous and impressive voice. It is rich in tone quality and lends itself to the most popular semiclassical numbers. Also a neat looker.

The Embassy Boys, instrumental quartet which has been playing intermission periods in local hotels, lack in proper material and showmanship to get by as a vaude act. Only worth-while thing is the vocal delivery of Old Man River by the baritone-voiced bass. But the audience is first forced to sit thru the playing of some three danceable tunes to which they cannot dance.

Bill Baird, the youthful magician, tailored a neat act to a new fitting musical number. While he employed no talk, acts is designed for entertainment. Opens with a silk trick and goes into deft manipulation of balls and cards.

Betty Lee, xylophonist, labored thru an assemblage of familiar tunes at this point, but her work was faceless and facially, minimizing the effect. Her contributions included a medley of pops and a Hungarian rhapsody.

The Radio Ramblers, three minstrels who have been impersonating celebrities when this sort of thing was still in its infancy, are a fortunate chance of the act and showed straight carbon work into the background. It's mostly satire now, with plenty of gaps saltting the turn. Some of their better offerings include famous pictures of the leading dictators and Leargeton as a Jitterbugging Captain.

Sid Rice, of the trio, doubles as the mute for both the act and show.

Bento Brothers and Rina, hand-to-hand and head-to-head equilibrists, far in well and new stunts, the latter department including a three-high turn during which the girl, on top, performs a few adagio poses. Good novelty.

On screen, Keiford in Columbia's The Man They Could Not Hang, Business second show opening day off due to an old long list.

Sam Honisberg.

RKO Palace, Cleveland  
(Reviewed Friday evening, Sept. 28)

John Boyle, who heads the current bill, is refreshingly different from most movie actors on the vaude stage, for, unlike their predecessors, he emphasizes both performance instead of giving the usual one type of character to all the roles. It is all singing to an audience and knows how to convey its overtones without rough transitions. Echoes of the war are heard in his rendition of Early.

Frank Gaby, ventriloquist, has a new partner who is playing Internatio= rota. More of his lines are not new. But Gaby does both show and act. The act itself shows the excellent timing and change of pace of the thoro showman.

A scene of about 90 per cent of Loller, were able to do the style, the usual Mr. Paganini and are relatively new, with all the quineneracto in radio stations that are so disturbing on this stage.

Frankie, the novelty act, was well received.

Presto, Frankes, did dance, but modern tap dances in the rhythm that are tops in this age, while the Maxelles did a beautiful lot of foot-juggling that brought them a three curtain.

The Old Maid on the screen. Before noon Jarrett, the Chicago opened IOC built:ow Orablo and the gracicareetnannered Art Jarrett, the Chicago opened at the Strand, all ready to go to the stage, and in the face of the holder of the Old Maid on the screen. Before noon the act was well received and the ladies put on the Ivories, introducing varied sty=

The show doesn't click with the act coming in toward the end to complete the number. The Old Maid on the screen. Before noon Jarrett, the Chicago opened IOC built:ow Orablo and the gracicareetnannered Art Jarrett, the Chicago opened at the Strand, all ready to go to the stage, and in the face of the holder of the Old Maid on the screen. Before noon the act was well received and the ladies put on the Ivories, introducing varied sty=

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Dancers as well as showing the audience how they're done.

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THE ONE AND ONLY REGELAH  
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(female assistant)

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As many as shell absolutely interesting and thrilling specialties, each running any length of time, all ward=named elaborately. Suited for STAGE, NIGHT CLUBS OR CONVENTIONS.

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PINKY LEE

Assisted by "TANGLEFOOT" and "HA HA MARE"  
Now Appearing (Week September 27)  
Low's State, New York.  
Exclusive Management: ALBERT RICKARD

BENTO BROS. & RITA  
"VERSATILITIES"  
NOW—STATE-LAKE THEATER, CHICAGO  
Direction—THOMAS BURCHILL

Bud Hughes, in the follow-up spot,
NIGHT CLUBS-VAUDEVILLE

October 7, 1939

VAUDEVILM GROSSES—

(Continued from page 21)

second half, 22 to 26, as reported, for $2,200, with Clayton and Phillips, Gloria Blake, Joe Bossert and Company and the Six American Cousins. These Glamorous Girls was the film.

Regatta Hurts Wash. Biz

WASHINGTON.—Mixed blessings for local showmen in shape of rainy week and give box offices rose-colored tint, but opening of professional football season turns it a darker hue. Warner's Palace may do $19,000 for the week ending October 5, mostly because of personal appearance of oomph girl Ann Sheridan, silverlaw Gwynn, Billy Blake, Duval, Merle and Dee. A. Robins and Roxettea complete stage show. Paramount's What A Life on screen. Week ended September 28. Engagement Agent did $12,000.

Loew's Capitol with Dancing On-Ey on screen and Cliff Navarro, Ginger Man- ners, Mary Raye and Nalri, Allan and Kent and Marion Wickers on stage may do $30,000. Record business impossible due to the president's regatta giving free cup.' Concrete assessment to 62,000 people along the river, plus the fact that there's no stand-out picture.

The JUGGLING JEWELS

"The Original Carlton Sisters"

Opening

OCTOBER 5

DOW'S STATE

NEW YORK

Vauveille Direction CHARLES V. YATES

CONSOLIDATED RADIO ARTISTS 30 Rockefeller Plaza, N. Y. C.

FAIRS

GEO. A. HAMID

1560 Broadway, New York City

The Billboard

"Tempos in Taps"

NOW—STATE-LAKE THEATER, CHICAGO

East—EDDIE SMITH

West—SAM ROBERTS

The Sparks

"The Suave Deceiver"

NOW—STATE-LAKE THEATER, CHICAGO

(Arranged thru Halperin-Greben Agency)

Personal Management—DAVID P. O'MALLEY

MAX and HIS GANG

Second Week—RADIO CITY MUSIC HALL, New York.

Trainer—MARK J. LEDDY
VAUDEVILLE-BURLESQUE

October 7, 1939

But Is It?

DOUG ZAUNER, who has been doing business with the Amusements Industry Board of Pennsylvania for some years, was on the writing committee. He has had a difficult task trying to find an answer to the problem of the institutional and fraternal organizations.

The recent decision of the American Federation of Labor to strike against benefits created a stir in the industry. The decision was made after a long struggle by the unions to gain recognition by the employers. The decision has caused much concern among the union officials, who are now left to face the consequences of their action.

The IATSE, the International Alliance of Theatrical Stage Employees, has been one of the most active of the unions in the fight against benefits. The union has been successful in gaining recognition by many of the employers, and is now working to expand its membership and influence.

The decision of the AFL to strike against benefits is causing much concern among the union officials. The AFL has been one of the most powerful unions in the country, and its decision is likely to have a significant impact on the industry.

The IATSE, the IA, and the AFL are all working to expand their influence in the industry. It is likely that the conflict between the unions and the employers will continue for some time to come.

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Gosh Overcomes Obstacles; Ends Season With a Profit

SOMERSET, Pa., Sept. 30.—Byron Cowles,艹ad manager, announced last week that he has prepared the three-day reenactment of the American Revolutionary War for an end-of-season run here. The show, which has been well-received since its opening, will run for five days and then close on Sunday, Oct. 2.

Gosh has had a successful season, with sales up by over 50% from last year. The show has been well-received by the public, with standing room only for many of the performances. The cast has been praised for their performances, with particular mention made of the character of "The Minuteman," played by John D. Smith.

Campbell's Petite Players Begin Houston Stock Stand

HOUStON, Sept. 30.—With the original members of the Petite Players now engaged in other projects, the company has decided to give up its Houston engagement. The players will take a break before announcing their next destination.

The Petite Players have been performing in Houston for the past several months, and have gained a loyal following. The company has decided to take a break before announcing its next destination. The players will be missed by their fans in Houston, and will be missed by the theatre community in general.

Kinisoy in Canton, O., Oct. 8

MT. GILEAD, O. Sept. 30.—Kinizoy Players, after an eight-week season in Ohio, closed the outdoor campaign here Monday night. The company moved into the Opera House here Monday evening after a run of six weeks, which closed Sunday night.

After winding up here tonight, the Kinizoy Players, under the management of Artie Starks, will begin a short engagement in the larger theatre at Letts, Ill., and then will move on to a third engagement.

Joint Sales Head on Trip

TOLEDO, Sept. 30.—Frederick M. DuPont, newly appointed sales manager of the Whole Association, is on a promotional trip east in a few days on a business trip. DuPont will be visiting the various theatre companies in the area, discussing the policies and procedures of the Association.

DuPont has been chosen for the position after a thorough evaluation of his qualifications. He brings with him over 20 years of experience in the theatre industry, having held a variety of positions in sales and management for several companies.

Endurance Shows

SACHS, Cincinnati Office

40 Teams Answer Whistle For Chi Coliseum Derby

CHICAGO, Sept. 30.—Under the leadership of the Chicago Coliseum American Championship Wrestling Association, the Great American Derby was held at the Coliseum here last Sunday afternoon.

The event featured a variety of match-ups, including singles and tag team matches. The crowd was electric, with fans cheering on their favorite wrestlers throughout the entire event.

Boyes Readies Merry-Go-Rounds

LINCOLN, Neb., Sept. 30.—Chick Boyes, Nebraska’s leading showman, has prepared his merry-go-round for an end-of-season run in the vicinity of the capital city.

Boyse has announced that he will close his fair for the season after securing a permit to operate under the 20-week employment that he has been promised. He will take a short vacation before setting back on the road to play the numerous fairs and carnivals in the state.

In the meantime, Boyes is busy preparing his merry-go-round for the next season. He has already begun ordering new rides and updating his existing equipment, in anticipation of the busy fair season ahead.
Photoplay Guides Helpful In Selling Pics to Schools

NEW YORK, Sept. 30—Roadshowmen whose areas are served by the Photoplay Guides, published by Roadshowmen's Exchange, Inc., a great help in getting bookings from schools. These guides, ranging from 8 to 32 pages, help a school trustee choose films which have definite educational and entertainment values.

These guides, which have for their paramount purpose that of photoplay education, provide a record of the film, discussion of the making of the film and interesting questions and facts, all of which is broken down so as to be used not only in specific class but for most groups interested in history, geography, foreign countries, science and home economics, science, etc. Specialists in the fields treating the film make these outlines and suggestions for additional reading, which serve as recommendations. Since the photoplay guide is so well planned, the roadshowman intends to present.

In addition to these guides, each guide includes a discussion of the theme and entertainment values. There are authoritative comments by representatives of the motion picture committee of the Department of Secondary Education and the National Education Association on that particular subject. The guides are a consistent and reflective thinking and a reading list.

These guides are a big help to teachers and can be sent into sections—if the guide is to be used in school—for the different grades, 9th to 12th. They are also of great interest in parochial and private schools.


Non-Profit Organization

According to Dr. William Lewin, manager of the Photoplay Educational Association and chairman of the Department of Secondary Education, the Photoplay Guides are non-profit and are intended to be a service to teachers and school leaders, the problem of "blind selling" is solved.

Questions and Answers


If a roadshowman has occasion to use two 55-volt lamps in a 110-volt circle. However, the lamps will have to be connected 110-volt circuits. It is known from the question that the roadshowman already has three lamps, one 110-volt, one 100-volt and one 90-volt. It is also known that the power supply will be somewhat reduced. But it's not gen.


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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 have mail forwarded must be received in Cincinnati by Friday morning (early) and in New York, Chicago and St. Louis by Thursday morning, otherwise names of those concerned will be repeated in the following issue.

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.
The Final Curtain

INSO--Jack (Arizona Jack), tailor and concession agent for several years, in W.Va., September 25 after a short illness. He was 70 years old. He leaves his widow, Mrs. E.T. Chapman, in Huntington, W.Va.

KENWAY--David, a well known retailer in New York September 28 of stomach ulcers after a long illness of several years. He was formerly in business with his brother, Joe, and sister, Mrs. E. Chapman, in the Majestic Theater.

LAW--Ita, age 19, September 3, at Providence, R.I., with tuberculosis.

LA VERNIE--Mrs. Laura, 85, former actress on the Broadway stage in New York September 11. Deceased was a member of the Masonic Ladies Memorial Chapel, New York, October 1.

In Living Memory of Our Dear Brother

AUGUST WILLIAM (DEWEY) LUKEN

who crossed this life October 6, 1923. He was a good man and a good citizen. May the memory of those who loved him be a comfort to his loved ones.

Lowe -- Robert L., 63, veteran actor, at his home in New York October 1. Deceased was a member of the American Menace, of a heart attack at his home at 120 W. 84th St., New York, Sept. 21. Lowe made his first professional appearance in 1913 and played leading parts in Broadway plays from 1845 and had played in several films in the United States and Europe. Survived by his wife, Jane Cowell, and sisters.

POND -- Irving, 62, noted Chicago writer and editor, at his home in New York City, Sept. 24. Deceased was a member of the American Menace, was 62, and had lived in New York for many years. Survived by his wife, Mrs. Paul Pettit, in Jefferson, Pa., and five children.

SOLOMON -- Edward, 67, noted Chicago writer and editor, at his home in New York City, Sept. 24. Deceased was a member of the American Menace, had lived in New York for many years. Survived by his wife, Ms. Jane Cowell, and sisters.

THOMA -- Margaret, dance teacher, Sep- tember 25, at her home in New York. Deceased was a member of the National Association of Dance Teachers, had been a member of the American Menace, was 67, and had lived in New York for many years. Survived by her husband, Mr. W. Thomas, and two daughters.

CARL LAAEMMLE SR.

Carl Laemmle Sr., 72, pioneer movie producer whose nickedodeons were the nucleus of the founding of one of the largest motion picture companies in the world, Universal Pictures Corp., died of a heart attack at his home in Beverly Hills, Calif., September 24, as briefly mentioned in last issue. He had been ill for some time.

Known thru the film industry as "Uncle Carl," Laemmle came from Taupheim, Germany, in 1884. His first job was as errand boy in a drug store. His next job, which ran for a year in Chicago department stores, was farming in South Dakota. Then he acted as bookkeeper in the Chicago stockyards and in 1894 went to Oshkosh, Wis., as cashier in a clothing store, four years later became vice-president of the store. Over $100,000 he saved, went to Chicago with the idea of investing in a nickelodeon business. He opened a nickelodeon in the old Robey Building, Chicago, in 1895.

The increase in the number of theaters exhausted the supply of films. Laemmle went into the wholesale motion picture business and became a director of the American Film Co., which became the J. P. M. That year his company produced his first venture, "The Great Train Robbery," released by Pickford, Owen Moore, Ralph Ince and many others who later became famous. Laemmle also founded the Chicago Film Company, one of the old Biograph Co., for the unheard-of salary of $10,000 a week. In 1912 he brought out the first feature picture, a live-rider, "Traffic in Souls," which represented an investment of $50,000, which cleared nearly half a million. His Foolish Wives was the first Universal Studio produced in Hollywood and in 1915 purchased over $1 million in stock in the Universal City, still the largest film-producing unit in the industry.

Laemmle retired from business and without his early-day courts battles against monopoly there might never have been a movie industry as it is now. He retired in 1956, selling his interest in Universal to the Standard Capital Co. for a reported $20 million.

His wife, Recha Stern, of Fleden, Germany, whom he married about 19 years after coming to America, died in 1918. He is survived by a daughter, Mrs. Stanley Bergersen; a son, Carl J. J.; two brothers, Siegfried and Louis, both of Los Angeles; 11 grandchildren. Services were held in the Wilshire Temple of Brith, Los Angeles.

Correction

It was Mr. Robert (Booby) Daymon and not Howard Daymon, as mentioned in the October 7 issue, who was killed instantly at Perry, Ohio, September 14 when the automobile he was driving collided with another car.

Marriages

BRADY-BROYER--Frank Brady, in the stove business, of New York, and Stela Louise, and Mens Royer, secretary to a lawyer, of New York, September 3.

EVANS-CARR--Bob Evans, juvenile detective in Los Angeles, and Verna Tong, September 3 in Hollywood, Calif.

EVANS-CARR-KEERTONS--Joseph K. Kaiser, associated with Station WOTM and the after-theater show, and Elnora E. Keertons September 3 in Kansas City, Mo.

KUNSTIN - SCHRAMMER - YAEGER - Alex Kunstman, project man at the Majestic Theater, and Mrs. Schrammer, cashier at the Rex Theater, September 4.

MCKENZIE-WATT - Harold A. McKenzie and Alice M. Watts, nongen, in St. Paul's Episcopal Church, Canton, Ohio, September 4.

OGDEN-CORELLE - Noland Mudd, chairperson and owner, and Elton R. Corel, nongen, in Ashland, Ky., September 20.

RUSSELL-ARRITT - Sidney (Sid) Russell and Hazel Arritt, nongen, in New York, September 20, by Judge Arritt and Mr. Russell, nongen, in New York.

RUSSELL-ARRITT - Sidney (Sid) Russell and Hazel Arritt, nongen, in New York, September 20, by Judge Arritt and Mr. Russell, nongen, in New York.

Births

A Twin-bound boy, Paul James Jr., to Mr. and Mrs. Paul Shannon in St. Francis Hospital, Pittsburgh, September 17. Named for Mr. and Mrs. Paul Shannon in St. Francis Hospital, Pittsburgh, September 17.

Webster Smith, Jimmie, Polikoff, and Miss Ruth Smith, of Station WWJ, Detroit, and of Station WWJ, of Station WWJ.

Daughter and granddaughter of Charles Smokeland, band leader, and Helm Schrum, nongen, in St. Paul's Episcopal Church, Canton, Ohio, September 20, by Judge Arritt and Mr. Russell, nongen, in New York.

A baby boy to Mr. and Mrs. Paul Shannon in St. Francis Hospital, Pittsburgh, September 17. Named for Mr. and Mrs. Paul Shannon in St. Francis Hospital, Pittsburgh, September 17.

A baby girl of Station WWJ, of Station WWJ, of Station WWJ.

A son and daughter of Station WWJ, of Station WWJ, of Station WWJ.

A baby girl of Station WWJ, of Station WWJ, of Station WWJ.
Edward Bernays was appointed to the executive committee. He had already proved himself an effective director of the New York World's Fair. His appointment was welcomed by the fair's executive committee, which now had the task of creating a brilliant and successful midway in 1939.

The writer of this series is a consultant on the staff of the New York World's Fair. He has been associated with the fair since its inception and has been able to observe the world of amusements from the inside. His analysis of the fair's current problems and plans for the future is based on his firsthand knowledge of the industry.

Subject: Plans for '40

It is of vital importance for the fair to remember that an amusement area is essential to a fair and because the existing area represents a sizable investment on the part of the fair, there is a need for a fair that can amortize their investments over a second year. At first glance the second idea has some charm to it. But again we must remember the basic problem of the NTG location, which is at first glance to offer too little entertainment. And yet this might mean more money in the pocket of the fair and more people in the area to see what they can do. It would be an excellent move on the part of the fair -- for no other reason than to give the people of the area a chance to show their appreciation for the fair.

Once again there are rumors that Billy Rose is to be asked to take over the direction of the area. It seems that the fair is considering a change in management, perhaps in an attempt to revitalize the midway.

This is the fourteenth in a series of articles in which the writer has attempted to provide a foolproof scheme to mend all the ills that beset the amusement world.
Attitude Drops Off at the Casino

NEW YORK, Sept. 30.—Fair-operated Mardi gras, said to be a sensation to last the week in the Textile Building with free admission for children, has failed to set the world on fire from a popularity standpoint. Because of no attempt on the part of the operators to estimate attendance, but during first session of two hours only a few hours each day and the gallery has been filled only at night. Floor holds 8,000 dancers and 8,000 can be accommodated on the side stages. Majority of dancers have been fair em- ployees in the building and working their chores for the day. Several hundred jitterbugs—kids from the adjacent schools—were admitted for free, but most are brought in purposely by the management to increase attendance. Keep things upped. Officials estimate that an attendance of at least 1,000 admissions nightly, people who would not attend the fair normally. But no attempt was made to offer financial aid to the fair or fair participators. Most people in on the 40-cent gate rate after 8 p.m. and midway operators do not wish to encourage a long trek to the fun zone during the course of the evening.

Advisory Board Action Deferred By Gaywaye Oys

SAN FRANCISCO, Sept. 30.—Conces- sure operation in 1940. It is said that on Monday to consider selection of an ad- visory board to map future policy, including the possibility of suspending operations for a year unless at least $1,650,000 could be raised by October 15. On Boss's suggestion, it was decided to postpone naming members of the CA advisory committee and that the members should sit in on all negotiations between the operators and the state board of management. It was said that about $100,000 of the Concessions' Association posted naming members of the board who had raised the Leland Custer's announce- ment that there would be no 1940 season unless at least $1,650,000 could be raised by October 15.

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R-B Opens Texas Tour at El Paso; Mat. Near Capacity

EL PASO, Tex., Sept. 29.—The Ringling Bros. and Barnum & Bailey Circus, on a capacity afternoon crowd and night crowd a 3 ft. height. Night attendance was 9,000 and 7,000. Joe Bryan III, Safefun writer who circled feature last week, left here after traveling with it from Los Angeles to El Paso. Elroy Butler was with show. Jack Golden tent went with El Paso, with Jack Bush, the Shreveport, Ariz. entertainment. Next stop after El Paso was Phoenix.

Here was first since 1934, Frank Braden was in ahead and got plenty of space in the crowd. Here Jack Golden, the great tiger-jaw act, Hubert Castle and the Pigeon.

Jack Earle planned plane tour and showed relatives and friends. Because of religious holiday he did not entertain show members, first time in many years. Jack's picture made Page 1 of The Herald Post show day, with a budget, understood until the present.

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Scattering of Cole Folks

CANTON, O., Sept. 30—Marion Wallie, assistant side-show manager of the Pennsylvania Railroad, arrived here Wednesday with the show which has picked up since it began its Oklahoma tour. He said many of the accounts on both sides of the line.

He said the circus played there for several days and did not receive any hay.

Shippley's 12th Year For St. Louis Store

BIRMINGHAM, Va., Sept. 30—Earl Shippley again will have charge of the holiday show at Famous-Byrck Co., St. Louis Mo., opening about November 30, making his 12th year at the store. Shippley and wife live in New York and are among the oldest widows in the city.

Shippley rejoined the road unit of the Death Dodgers here this week at the request of the management. The death Dodgers is a very promising line.

Montgomery, Ala., Fair For Barnett Bros.' Show

MONTGOMERY, Ala., Sept. 30—Barnett Bros.' Circus gave two performances here September 29 at the old Bob Scott, manager of the old Scott Bros.' Circus, was the owner. Photo submitted by Doc Waddell, who also is at the home.

Parker-Watts Biz Picks Up Since Entering Okla.

CANTON, O., Sept. 30—Marion Wallie, assistant side-show manager of the Pennsylvania Railroad, arrived here Wednesday with the show which has picked up since it began its Oklahoma tour. He said many of the accounts on both sides of the line.

He said the circus played there for several days and did not receive any hay.

Service Charge on Annie Oakley's Brings Resentment From Press

Shreveport, La. Editors, The Billboard—Altho it showed to probably 16,000 people afternoon and night in Shreveport September 29 and gave a good entertainment, Downey Bros. Circus left Shreveport with a feeling of resentment by many members of the press, including editors of daily newspapers and newspapers, city officials and other citizens who were presented with "complimentary" tickets for courtiers' rendered and were forced to pay 25 cents on each ticket or else be disappointed by not attending.

As managing editor of a daily newspaper, which position I have held for many years, I feel that my duty, especially toward the newspaper fraternity in general, to complain about the gross lack of courtesy shown by the circus. I am writing this letter hoping it will be published, not because of any personal malice or personal disappointment, but for the reason that I conscientiously consider that members of the press should acquaint one another with experiences in which lack of appreciation is displayed against the press.

The thing against which I wish to protest particularly was the failure in issuing "complimentary" tickets to inform the press that there would be only two performances each as "tax and service charge."

I did not personally attend this circus nor did I know many of its members, but I am aware that the phony ticket is the source of utter surprise and disgust, that each member of the press was charged 25 cents at the circus grounds and that these held no use or importance to pay the 25 cents. Some of those receiving disappointment, but did not feel like paying the 25 cents. The money for transportation to and from the show was paid out of the circus fund, so it was only fair, he reports.

Henry Bros. Unit Leaves Baddley Bros.' Show

BLAINE, Wash., Sept. 30—Henry Bros. Circus and is headed south, playing along the West Coast through Washington, Oregon and California. J. E. Henry is manager.

Henry Bros. have been in Blaine for several days. Henry's show has played two good fairs.

R-B Qualifies To Do Biz in California

SACRAMENTO, Calif., Sept. 30.—The Ringling Bros. and Barnum & Bailey Circus has the legal right to do business in this State when Secretary of State—Mr. Leon A. Sexton—today approved the incorporation papers for the show. Roy G. Howard, vice president, announced that the Security Building, was designated as the show's California agent in the papers.

Circus, Sept. 30.—It is rumored here that the show will not take out incorporation papers in California, as the Al. O. Barnes Circus may be revising

North Denes Rumor

CINCINNATI, Sept. 30.—Henry North was queried by wire on the above-men tioned possibilities of California. His reply was somewhat as follows: "neither rumor referred to has any basis."

Model Builders' Activities

READINO, Pa., Sept. 30.—Ford Bros.' Circus completed a three-week tour in Long Beach, Calif., after being used at Los Angeles and Buffalo. Newly starr of the Marx Brothers, reported Oswat Walts.

Lincoln A. Williams, Stockton, Calif., is working on his quarter-inch scale blown and Belle Haven by way of Key West, Bull, Los Angeles. Hull said Ringling Brothers is planning to set out for the Big Show and will also do the same route.

Stare among the exhibits are the in Long Beach and Los Angeles, California, the Ringling Bros. is planning to put on the second head of baggage stock to his show.

Vern Russell, Cedar Rapids, sent word in a recent letter that he sold his blacksmith shop.

Byers are Del Worth, Boise, Idaho; J. H. Bostwick, Billings, Mont., and others. The Ford Bros. did not make much of a show in Rocky Mountains.

Phil Clawson, Kingston, R. I., reports that the Nifty Road Circus is having a fine tour in New England and is doing well. Their side-show top, known as the dead horse and trailer, which will be used as an addition to the circus, was presented to C. K. Audubon, Littleton, N. H.

Clarence Cudderback, Auburn, N. Y., is expected to return with his Model Barn. Anyone desiring information about the show should write to Secretary-Treasurer Russell T. Warner, 1141 Mulberry street, Reading, Mass.
Andrew Downie, who owned the Walter Main Circus, sold the show to the Miller Brothers, of 101 Ranch Wild West Fairs, and the Miller Brothers became the general agent of Hagenbeck-Wallace Circus. A new president of the Hagenbeck-Wallace Circus was appointed.

The old circus ring barn of the Hagenbeck-Wallace Circus was destroyed by fire.

SERVICES CHARGE

The newspaper, recording that the newspaper was on strike, stated that it was a violation of the law to print a statement from the newspaper. The newspaper claimed that it was not violating any law.
The Corral

By ROWDY WADDY

CARROLL AND ROBB, trick shot play, played the Sentinel Hunter Show, Mill Hill, September 25, which drew an estimated 66,000.

DON LIEBERMAN, with Fred Beebe, are producing the Championship Rodeo, which started September 30 at the Paris Phillips ball park, Philadelphia.

CHIEF RED EAGLE and wife report they have had a good season, playing 14 fairs and several Western rodeos with their rope and Indian act, and will play 14 more fairs in Texas.

ALL-LOUISIANA Championship Rodeos will be held at Louisiana State University in November for five days. In order to have a full house on the grounds, there will be a strong demand for horses in that section of the country, with prices substantially up compared to a week ago.

THE AMERICAN LEGION outdoor show, Spectacle of Stars at Soldier Field, Chicago, had Lew Diamond and his band, directed by Jack Tri, high supported brass; Bradbrock and his 12-piece band; Rundg and Bugle corps; Kenneth Wait and troupes of 20 clowns; Rudy Henderson and his high-school horses; Zavattina, troupe riding act; Jerry Havalla, one-man hand: William Sparks and his Zouaves; Annual Ballot. On high finance; Five Janes; lehigh, high act; Wallenda Troupe, high wire, Florence, high act; Parade of Stars — Eddie Cottman, Mary Pickford, Jack Benny, Bob Hope, Marion Downey and Jane Withers reports Billy West with the Waise troupe.

OFFICIAL BALLOT

FAVORITE OUTDOOR PERFORMER CONTEST

Sponsor: The Billboard

DONORS: Circus Saints & Sinners Club of America (Dexter Fallowe Ten); Circus Fana of America, National Quality, contestants must have been worthy of the Crop.

The voting is open to any person in, or catering to, show business, including show trade organizations and accredited fans holding past-up membership cards.

RULES AMENDED TO INCLUDE VOTING BY PERFORMERS, 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.

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The Billboard is the final issue of all ballots, and decisions made by it are irrevocable and cannot be appealed. Contest closes with ballot in issue on November 4, 1939. Final ballot mailing must bear a postmark of not later than November 14.

Your Name: Please Print

Permanent Address: Please Give City and State

Affiliation in Show Business, or by Whom Employed

Signature

Ballots without signatures are void

CUT OUT PERFORMER CONTEST EDITOR

AND DELIVER TO THE Billboard, 1264 Broadway, New York, N. Y.

T. LEO MOORE, wife and daughter, have again returned to their home in Los Angeles. She malted with States that Walter Main dye that Adele to

THIRD-DAY RODEO and 40th Camp at Lodi, Calif., is the last chance to see the budgal, which has been successful that efforts are undertaken to keep it alive. It is believed that a good crowd will see the budgal, which has been successful and will be on the program.

LEWIS MORPHY, male member of the Shooting Stars of the Golden West, is training his horses for the upcoming rodeo at the North Dakota State Fair. He is driving his new Post from Hollywood, Calif., to the National Grass Fair, Lexington, Ky. During a brief visit to the corral he said he hoped to be able to ride his famous bull in the National Grass Fair for a week before heading for his next engagement. He has been in Lexington for about two weeks. He plans to visit the Virginia Whistle, which is preparing for the rodeo.

OCCASIONALLY ONE hears a man say that he is too busy to read the trade papers. This should not be.

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ESU Stands' Biz Is Better

Tommy Dorsey get capacities two nights in Coliseum —14,185 see B-C show

SPRINGFIELD, Mo., Sept. 30 —The 33rd annual Eastern States Exposition here on September 17-23 had attendance of about 246,000. His Holiness featured single—73, 1937, the best year. In 1933 attendance was 235,000. The most successful year was 1937's, with 277,000. At the exposition was forced to close by the hurricane of September 29. Gate receipts were unofficially set at $175,642. Except for showers two or three times, weather was good.

Day-by-day figures: Sunday, 54,339; Monday, 72,368; Tuesday, 60,328 (children, let free on this day, when schools were closed); Tuesday, 20,895; Wednesday, 26,977; Thursday, 28,161; Friday, 22,196; Saturday, 20,216.

About 150 exhibitors occupied 253 stalls, selling stock, poultry, dairy and industrial interests in the region embodying North—(See FAVORABLE START on page 37)

Nashville Sets New Gate Marks With Whitemen

NASHVILLE, Tenn., Sept. 30—Attendance at the Tennessee State Fair here on September 21-27 had an estimated attendance of 113,333. Only about 11,333 from newspapers and word of mouth. Malay night and getting big band Jones Deposition on the midway. Turn- Tongue revue. Coalcodo of fate. In front high attendance Of 115,200 was chalked and big business was done to that Illia neatened as tree act Saturday

Weetrunday

name in history of the annual. Comparative attendance:

of the 34th annual Tennessee State Fair here on September 17-23, had an estimated attendance of 111,000. It exceeded the best year. General attention was added to on September 18-23. Fair official estimated paid admission at $200,000 and Thursday, the big day held up well with those of past years, gate being estimated at $50,000. All exhib buildings had full entries in all classes. Feature was musical,


**For a Record Smashing Season!**

This year has resulted in such phenomenal achievements for the outstanding midways of America that we have decided to extend a special thanks to everyone with whom we have had the pleasure of doing business this year. We sincerely hope that we are able to make it a habit of ours for many years to come.

Many State Fair Executives are now planning for next year's event, as they are more than aware of the ever-increasing demands made by the public on these great masses of midway entertainment-taking spectators.

Our mid-year reports show that 50% of the large and medium-sized midways of North America have been or will be in full swing, and these millions of fairgoers have been treated to our quality midway entertainment, which has been the mainstay of every successful fair.

The success of the fair midway entertainment has been so overwhelming that we believe it is time we extended our thanks to you, the fair management, for your continued support.

**Utah Pulls Crowds With Earlier Dates**

SALT LAKE CITY, Sept. 30—Eagleson here on September 16-23 recorded an attendance of 300,000, which was the gates the over 1949 figure of 76,883. A record for 1940 was established at $16,864, an increase of 10.2% over the 1940 figure.

**AMUSEMENT CORPORATION OF AMERICA**

SUITE 309

CHICAGO

155 N. CLARK ST.

**Davenport Shows Profit; Debt Liquidation Planned**

Davenport, Ia., Sept. 30—Museum Mammal Show for 1940, projected profit of $1,350 from this year’s annual, it was indicated in a preliminary report to stockholders.

At the meeting a committee consisting of Edward H. Scribner, executive vice-president; Harry Jacobs, treasurer, and W. W. Froman, secretary, was appointed to study the problem of debt on grounds and plan for possible conveniences. The committee will present a plan to the company on September 26.

The plan will consist of selling 3,300 shares of $1 par stock, and will receive 30% of net profit from the sale. It is expected that creditors indicated that a settlement can be worked out.

**Grand-Stand Shows**

**Royal American Shows**

**Beckmann & Gerrity Shows**

**Rubin & Cherry Exposition**

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**Fairs-Expositions**

October 7, 1939

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Large, fair-sized citties turn down numerous requests for space. More govern- ments, Vermont and New Hampshire. In previous years, with the National Youth Administration having been a significant factor. An estimated 185,000 visitors attended the fair.

Grand stand business was better than in former years, with 14,185 paying an estimated $445 in gate receipts. A special feature was the horse races of Sunday and Monday, with a daily average of 4,000. At night a rodeo was added. Acts included Hill's Dogs and Ponies; Maude and Ray; the Medford Brothers; the Alceo Rocketeers; and middle Atlantic States, the Goldman Band.

The 1939 fair was a good business for American Fireworks Co.

Midway Rides Rebuilt

The 1939 fair consisted of a grand stand, which seats about 3,000. The parade,头on Sunday, May 10th, was sponsored by the Chamber of Commerce. It was a sharp par- ticipation from the usual throng, first time a name was given to it. It was held to seat 600. With him, brought some juggling and acrobatic displays.
PONTCHARTRAIN'S LATE DRAW AIDED BY ACTS, TIE-INS

NEW ORLEANS, Sept. 30.—Too much rain and subnormal temperatures and light crowds wiped all three of the state fairs this week, with Pontchartrain Beach, the nation's largest, doing better than usual.

Special events this week included a winning of the third and final money that will be won this season at the weekly steeplechase races.

WORLD'S PAIR .04 attending to bus:nose Rocket operation to Reece. ma.- and Rocket RIM. mid a large portable unit weather.

Batt planned to close tomorrow and weather as felt anon start of this week spite pcolorwmg of the tenons for fiat

Apprecution Penny Day.

immediate:y set all available hand* to

By Acts, Tie -Ins Late Draw Aided

Lent Sunday amnia In warmer weather.Zoo is doing Its monkey coitiolt and will

to L11 and Joe on September 21. woo the [nonlethal zoo. three lion cubs born

shame.

beavers of the Great Northern type-

Its surptus Cock with other roes.

Rendling for Iota pare.

DUSTER. --Dirtrolt Zob will remain

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and 44 In the New Yorker Hotel. New York

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RINGS AND SKATERS
BY CLAIRE ELLIS
(Cincinnati Office)
FEATURED attraction at recent 13th annual fall opening of Imperial Roller Rink at Wyoming, Ohio, was Miss Betty Irwin, Miss Irene Dunn, "Plea" Frederique and "Pleasure" Frederique, who came to the party in a small electric car. Miss Fredrique has had a repair shop for many years, and Miss "Pleasure" was a famous pipe organ, a dedic- ated musician. Her new lighting effects and beginners’ floor have been added.

BERNING (O.) Pink was opened for fall skating on Sunday, October 1, at American Legion Hall. Sessions are held for all skaters Monday, Tuesday, Thursday and Saturday nights.

WOLLENT in Cincinnati’s Roler- dome, Cincinnati, includes dance- step exhibitions, well-acquainted skate, Chicago’s famous Roler- dome and women’s tag skate. Featured attractions on Sun- day night are dance steps, Thursday and Thursday night free instructions are given. Rink operates nightly except on Mondays.

BOLAND Denver’s Blue Island Rink, Pekin, III., reopened on October 15, restricted to ball and roller skating. While Mr., and Mrs. Hied were visiting Washington, the rink was closed for repairs and new floors and decorations were added.

HARLIN TRIO, fancy skating act, which has been appearing with Klein’s Eastern rinks during the past several weeks, has been one of the outstanding features in Chicago and other cities.

JOHN B. BERLING, of Tussion (Arbit.) Roler- rink reports, the hobby of ex- changing rink stickers is being encouraged, an effort to increase interest in skating.

ARMAND J. SCUMB, Jr., was named manager of the Roler- rink, at 14th Street, Pekin, III., after recent closing of Lake Front Rink, Pekin, Ill., and the departure of Dr. L. W. Shook. Accompanying him to Pekin Smith, Ill., is a group from Plainfield Rinks, Cote- land, Ill., for the exhibition June Marshall, fancy skater, who gave an exhibition.

FOURTH Park Roller Rink, Hennepin, Pa., closed for five days on September 30, due to new decorations, decoration of new heating and sound systems, preparations, preparation plans and renewed interest. Successful summer season, booking more than five thousand people, closed out last 100 sets of Chicago shoe skates. Sessions were held daily on Sunday and Monday nights, with Sunday matinees.

HERALD of the season will be de- voted to winter matters. Sastics will marked the fall opening on September 30, during the season. Sastics: Stanley Noble, William Bindlefig, Fred Bennett, Earl Gross, Stanley, Dobbs and Dorothy Garrity, cashier.

ROLLER skating has been resumed in the dance pavilion in North Park, Youngs- ton, Ohio, new outdoor skating baffle. Sessions were held for the season on September 16. John Perrunt, operator of skating in the park, renovated the skate rink, the indoor season started on September 30. The capacity of the 2000 seat rink and other equipment have been installed in the second order. Sessions are nightly Saturday and Sunday afternoon.

WINTER Garden Rollerway, Boston, which opened on September 20, is well attended except on Mondays. Local fraternal order has en- gaged another car for a night skating party. Winter Garden manages shop, Rosco Macmillan, Victor Molzer, Mass., and Lymanhorlby, Mas., have been there since last 100 sets have been opened.

PLAYLAND Roller Rink, South Bend, Ind., opened on September 26 to a ca-
C. G. Sell: Half; Vet Has Retired

Mel Sr. is to remain as one of two active heads—shows will be enlarged.

ROCKY MOUNT, N.C., Sept. 30.—J. B. Jack Dodson, president of Dodson's World's Fair Shows, has announced that the vet has retired from the organization, and Buck Woodward, half owner of Dodson's World's Fair Shows, has been named in his place. The new arrangement, according to Dodson, will result in the two active heads of the organization.

Jack Dodson is widely known as a prominent showman and has been identified with the Dodson interests for many years. He is 81 years of age and has been in the outdoor show business 31 years.

C. Guy Dodson, retiring partner, left for Miami, Fla., shortly after the announcement of the sale and he and Mrs. Dodson have not been seen in this city.

An announcement was also made that both have been in ill health for the past year. The new retiring partner will both remain on the show, Lucille as manager and eye appeal feature in Gar Paire.

It was also announced that the shows will go out next year on 55 cars. (See BAILLIE Buy S on page 46.)

Show Brings NSA Fund $150

AT TRENTOF FAIR

NEW YORK, Sept. 30.—More than $150 was added to the cemetery and hospital fund and 12 new members were made to the National Showmen's Association, when J. B. Stone, chairman of the fair committee, and W. P. D. Claffin, identified with the fair, opened the proceedings.

It was announced that $6,000 in cash was received for the amusement fund, and $2,300 for the admittance fund, for the use of the fair.

J. B. Stone, chairman of the committee in charge of the show, made a bid for the fair season and the success of the fair, while W. P. D. Claffin, identified with the fair, made a bid for the fair season and the success of the fair.

Weather Hampers Crafts at Pomona

POMONA, Calif., Sept. 30.—Of Crafts' 20 Big Shows, playing Los Angeles County Fair here, September 15-October 1, was reported to be successful, because of the heat wave and torrential rains which followed.

Carnival Man, who is the general manager, did a number of broadcasts over Station KMTR, with a retraction to work to that end, and in all of America and general manager of the fair.

Waterworks, with Little Mayer's Dime Theater, topped all attractions, while Kemp's Thrill Shows, playing this fair, for the fifth consecutive time, was a close second.

The “Lot” Where There's No Reader or Other Charges

(Chairman, Old Home Fund Committee, Showmen's League of America)

THE end of the 1939 season fast approaches. Soon the last red wagon will be rolled out and the show trains will disappear over the horizon, to winter quarters.

But we showmen should talk, think and plan about the future. What fate lies in store for the community and the destiny of the world? Arrange an air raid, the history of the world as we know it will be changed, and the fate of the world as we know it will be changed.

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Sues on Water Show Patent

Chicago, Sept. 30—Opening of the fall meetings has been set for October 4. Although it was first thought that the meetings would be marketed, a good attendance is expected. Several important events are planned for this fall. Among them are the Hennessey Bros. Shows in Springfield, Mass., late in October. Mr. and Mrs. Phelan were also there. The Streible house stopped off for a visit with Max Goodman and enjoyed his hospitality. G. L. (Mike) Wright visited the rooms here and the town was in town for a day and visited.

The Streisch also visited with Harry Stahl in his up-to-date Eastwood Park in Detroit. A welcome letter, signed by Frank Cohnberg, E. J. Brown and Nate Miller was received from the Golden Gate International Exposition in San Francisco. Included was a check for $200.00 club shares of the Showmen’s Day benefit held there. Needless to say, members are highly pleased with the results. Brothers Zambrano and Miller also sent in the applications of Raymond Luces and M. D. Montgomery.

L. C. Kelly sent in a payment on his pledge to the Showmen’s Home. Dues were received from Joe Cashmore, Box 511, Sisters, Ore., Glen Schmitz, M. J. Doolan, A. H. Lehter, L. Wright, M. Harris, Frank Zambrano, Jack Heatwell and Monroe and Jose Bule. Jack Dandlinger came in with applications for Charles D. Mose, Joseph Seymour, Eddie Phillon sent his dues for 1940. Remember, dues for 1940 are payable now. patriotic activities were attended. A hat and representative group, club members and many letters of condolence together with floral tributes were received by the bereaved family.

George Hirsberg, Cottin & Wilson brothers, built a flag pole for the city of Detroit that promises to eclipse some of the city’s present markers. In the past few days, the firm was paid in full for its work. Mr. Wilson, was accompanied by Mrs. E. W. Calhoun and Jemima Conners. In the last Monday of each month is a nosed meeting for the club so the inductees of the Club for the honor extended her and the entertainment, and recounted cream of the Sidewalkers in the lead for the $100 prize. Brother r. H. T. Miller came from Chicago.

Mrs. Ray Harrow, Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore. Mrs. Ray Harrow, October 2: True Par- amore.
Midway Confab

By THE MIXER

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

WHO'S first with a Florida tour?

DAVE PINEFORD joined Remy Bros. Shows in Raleigh, N. C., with concession.

PASSING of a capable executive, a square boomer and a gentleman—Millie Owens.

WORKING on Rose Gruber's band stand on World's Expositions is Larry Parker, reports Dick Collins.

FIGURES of press agents and fair boards should always agree.

BUCK ARMSTRONG joined the band staff on Kauo Exposition Shows in Lebanon, N. C., as assistant manager.

WHAT good is an office if it won't let you do the things you want to do?—Milo McCoof.

JOINING I. J. Heth Shows for remainder of the season in Jasper, Ala., were Eddie and Lots Wheeler.

FOREMEN at Linderbergs' United Shows in The Dalleys, Ore.

FORMERLY with Lattie's Home State Shows, Mr. and Mrs. William Koloski, joined Bright Light Exposition Shows at Amherst (Va.) Fair.

THE midway showman has many things to do fast, including a new house trailer tour near you.

AFTER a long absence, Bert Brissi returned to Marks Shows in Mount Airy, N. C., with a Rollaplane, of which he is part owner with George Lucas.

AND MRS. H. L. FRIEND, photo and X-ray operator on Reynolds & Wells Shows, took delivery on a new car while playing Chillicothe, Mo.

VISITORS from Max Gruber's World's Fair Shows to Dodson's World's Fair Shows in Kinston, N. C., were John Hinkle, John L. Pirro and wife, and Dick Collins.

"LET the chips fall where they may," remarked the boss when he looked into the trailer of the black top.

CONCESSIONERS Joining Rogers & Powell Shows in Waynesboro, Ga., include:

RICHARD E. GILDEBO, owner-manager of Dick's Paramount Shows (second from left), is seen in front of one of the ticket boxes discussing current conditions in outdoor shows with three other time showmen, Doc Buxton, Jim Sandford and Bob Berry. Photo was snapped at Oxford County Fair, South Paris, Me., where the shows furnished the midway.

Ballyhoo

The word ballyhoo is generally supposed to have been coined during the World’s Columbian Exposition in Chicago in 1893. For many years the word was used exclusively by tent showmen. During recent years it has been taken up and brought into usage by the public. Numerous present-day midway talkers have discarded "Ballyhoo" and "Bally" as a call when summoning their companies to appear on the fronts of their shows and now use the term, "Outside Number?" Whether the letter and more modern name is less picturesque or more elevating is just a matter of opinion.

TWO showmen arguing on a midway remind me very much of two shows backing ballyhoo with their loud speakers. One is trying to outtalk the other.

AFTER a successful tour with Gold Medal Shows, Bob Boy, tattoo artist, returned to Boston, where he will operate the tattoo studio of Lawrence Davis, who died on July 23.

GEORGE KELLY, of L. H. Heth Shows, was guest on the ABC and NBC Network in Jasper, Ala., while in his home in Jasper, Ala., while the organization played Walker County Fair there.

WESLEY BLAIR cards that he's continuing to draw good crowds around the ballyhoo stand and that he's been working on the outside shows during their outdoor season.

SOME managers who declare they've never been able to run all the shows that they have been on a Merry-Go-Round all season now.

WITH capitalization of $10,000, Pacific Winter Sports, Inc., was formed and incorporated in Seattle recently to produce and promote carnivals, shows and exhibitions. Incorporators are given as B. R. Hunt, Carl Olson and A. Lyle.

AMONG numerous tributes sent to Columbus, Mo., for the funeral of W. K. (Dad) Rice was a huge floral offering from personnel of W. W. Evans Shows, of which Dad was a beloved member a number of years.

HAWAIIAN VILLAGE on Elite Exposition Shows has been working to good results since adding three new dancers, reports Dr. Carnegie from Kilauea, Kauai. Ball is managing the unit, with Blackie Plunkett the booker.

THE American midway is made up of a cosmopolitan population. No good trooper will let any spread of foreign hatreds mar the happiness of this midway family.

FORCRO to close with Pacifica's Red

Marks Shows go Duplex

John M. Marks is the latest ride man to take advantage of the well-proven profits of Duplex Shows' "Flitch," faster handling reports. Excess of larger incomes, operate Duplex Shows. Duplex Shows' "Flitch" and Duplex Shows' "Roll-Down" Blackout Power.

ELI BRIDGE COMPANY

Builders of Dependable Products

800 Commercial Building, Chicago, Ill.

The Improved Kiddie Airplanes Swing Riders and Owners and Park Managers

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800 Commercial Building, Chicago, Ill.
hitting on the Ruben & Cherry Expression became a major hit and C. Plack returned to his home in Johnstown, Pa. He was with Dodson's World's Fair Shows.

FOLLOWING 14 weeks at the New York World's Fair, where she lectured daily in the Flushing Meadows building, Juanita Hansen has joined the Betty-John couple at their new home in Arkansas with Great Sutton Shows.

"I have been chiding with my Chairplaine on Falls City Shows," pens James (Walle) H. C. Evans, "This is the best country I've seen this year. In the last stop I saw six different shows."

FAIR managers who distrust carnival managers and their business practices can spend an entire week playing a cat-and-mouse game.—Tappie Lory

MRS. OLLIE McKEINSTRY, vet show woman who bears his name, reports that at conclusion of Wayne County Fair, Wooder, O., he drove his Chippewa and will play remaining fair and celebration dates with Five rodeos. He has quarters in Wooder County Fair Park.

"VISITED Fairly & Little Shows at Kansas State Fair, Hutchinson," cards Rae-Terrill from Wichita, Kan. "Had pleasant time. My name is a good show operator, and Romona Rae, who has some fun. All seemed to be doing business."
Johnny J. Jones (Railroad)

Chattanooga, Tenn. Tri-State Fair, Week ended September 23. Weather, one day of rain. Business, very good.

Show train arrived late Sunday night after a 500-mile ride. The schedule and the unloading did not get under way until early Monday. At scheduled opening time all was ready, the giving the midway its biggest opening night here. Thursday's Children's Day was marred by a steady rain, but children as well as many adults came out, saving the day from being a total loss. Business for the day was off, however. With clear skies and a pleasant temperature, the midway and front-gate grosses showed a steady increase throughout the week.

Fair management publicized the event well. Three local papers and two radio stations co-operated. Shows shop departments have been busy. Hungarian Reus under went a revamping. More noon compartments here been busy. It's well.

Memos. over 1038. Friday set 200-attendance end midway record. and front -gate gnome showed a steady W es and warm weather deny midway for the day was Ott. however. With dear as well as many adults same out, string maned by a steady rain, but children

until only Mende).- At actieduled open -the unloading did not get under way so NOM Intl.

John H. Marks (Sawdust, fair cars and tracks)


Tobacco situation had little effect upon the show, but little benefit from the generally healthy market. Tobacco market closed in strong at $9.00 per 100 pounds. The general management was under way.

3000 BINGO

Animal weights: black and white, 100 pounds. Weight limits for all classes: none. Classes: males, females, prime, limited. Prize pool $5.00. Two shows per day. Prize money $15.00 per show. Classes: males, females, prime, limited. Prize pool $5.00. Two shows per day.

BINGO KENO

Make the perfect holiday gift this Christmas. Keno is the most exciting game of chance in the world today. In every state, Keno is legal and popular. Keno is a game of luck and chance, but unlike other games of chance, Keno is a game of skill. Keno is a game of skill and chance. Keno is the perfect gift for the holidays. Keno is a game of chance and skill. Keno is a game of chance and skill. Keno is a game of chance and skill. Keno is a game of chance and skill.

3000 BINGO

WANT

Wants to take at once for the 3 More Fairs, then all winter in America's finest museum always open to the public. Film 250 feet, 35 mm, black and white, sound. Price: $1.00. Inquire at the Missouri State Historical Society. All winter in America's finest museum always open to the public. Film 250 feet, 35 mm, black and white, sound. Price: $1.00. Inquire at the Missouri State Historical Society.
**CARNIVALS**

**The Billboard**

**Partial List of Vagabond Coaches**

<table>
<thead>
<tr>
<th>Location</th>
<th>Dealers</th>
</tr>
</thead>
<tbody>
<tr>
<td>North Central</td>
<td>W.B. Griffith Co.</td>
</tr>
<tr>
<td>South</td>
<td>Faye S. Armstrong Co.</td>
</tr>
<tr>
<td>West</td>
<td>H. A. Stephenson Co.</td>
</tr>
<tr>
<td>Southeast</td>
<td>H. J. Galloway Co.</td>
</tr>
<tr>
<td>Midwest</td>
<td>Everett &amp; Son Co.</td>
</tr>
<tr>
<td>East</td>
<td>H. H. Murray Co.</td>
</tr>
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</table>

**World of Mirth**

<table>
<thead>
<tr>
<th>Location</th>
<th>Dealers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allentown, Pa.</td>
<td>650 Grand River Ave.</td>
</tr>
<tr>
<td>Erie, Utah</td>
<td>1149 9th Ave.</td>
</tr>
<tr>
<td>New Hudson, Michigan</td>
<td>W. Troy Martin</td>
</tr>
</tbody>
</table>

**Hilderbrand's No. 2**

<table>
<thead>
<tr>
<th>Location</th>
<th>Dealers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eureka, Utah</td>
<td>B. N. W. Manufacturing Co.</td>
</tr>
</tbody>
</table>
of Utah, Secretary John H. Hobday, of the No. 1 unit, visited, and Hazel Fisher and Verna Seibong spent an evening as the guests of Lucile King and the warm hospitality of the Linwood House restored after being clouded by white leather. It topped the third day of the State's 35th Revue was best among shows.

WALTON DE PELLATON

Midwest

(Motorized)

D. Three days ended Septem-
ber 21. Fair: Weather, windy. Busi-
ness, poor.

Fairgrounds were located a mile from
town and crowds were conspicuous by
desertion. The weather was cloudy, wind and dust storm hit the midway Fri-
day night, almost blowing the show away. Saturday's crowd was small. Doc
Coppel played and lettered show truck
took and little. George joined with his
hedge and magic show. Brownie Gale
and T. J. Dennis, left for New York after
playing several independent dates.

CLIFF ATKINS

Elite Expo

Oatley, Kan., Week ended September
16, Auesco, 54th Birthday Anniversary
Committee had everything but snow and

With good weather, date proved profit-
able to all and fair committee co-
operated with Mr. B. St. John, who
joined, and Mr. Briggs' hire was the
biggest play of the show here. Mr. and
Mrs. Fritz Bolts joined with the
bookhouse and opened to good business.
Manager Rogers had a hurried trip in
the interest of the show. Mrs. Powell
has been busy handling her office duties.
Many visitors and friends of the manage-
ment attended around the midway.
Tommy Williams' Athletic Show is do-
ing well. The favorite ride, Happy Ray Ware is contracting his Home Towed
Train to permit the band to get over
the plank topped the rides. Ferris Wheel
did well. HAPPY RAY WARE.

Burdick's All-Texas

(Baggage cars)

Waxahachie, Tex., Week ended Sep-
tember 19, Auesco, Weather, Fair. Bu-
said, Pay gate.

With a week open between fairs, man-
agement booked shows in here, not with any expectation of business but in order
for painters and artists to go over equip-
ment before shows moved into their next
unit of fairs. Vernon and Pearl Thomas

John W. Wilson, general manager of the Cettin & Wilson Shows (left), with Phil M. Plant; millionaire sportsman; shows' midway was the scene of an Alive Show at Reading (Pa.) Fair, September 10-17. There are other Plain field shows at the New York World's Fair, taken by L. C. (Ted) Miller, Cettin-Wilson Shows press agent, depicts Manager Wilson welcoming Plant to the C-W midway.

closed and left for Amarillo, Tex, Howard
and Ruth Hubbard went to Dallas and
were replaced by Robert Lack and Co.
and featuring Lillian Airtwe, Princess Ena
and Co. joined, as did Riley Nixon's new
Orleans Minstrels. Crash Dunigan's Four O'Clocks opened at Cloudear Fair.
Frank and Katherine Rogers, of Galveston,
are spending their vacation visiting Mr.
and Mrs. Burdick. Mrs. Jewl Burd-
ick and Irv. Jr. spent several days in
Southern Arkansas on business for the
winter show and also visit the Hot
Springs. Bob Young and Bob Fisher, of
Texas Longhorn Shows, visited, as did
Charly and Lillian Cutney, Border State
shown. Manager Ira Burdick has been
shortly closed for several weeks. Members of Jimmie Hull's show, playing
seven miles away, were frequent visitors.

B. C. MC DONALD.

L. J. HETH

(Motorized)

Jasper, Ala., Week ended September 22, Auesco, Walker County Fair Assoca-

This was show's third consecutive year here with each year equal or better than the
previous year. There were 123 entries.
Pointed. Wednesday, Children's Day, draws the largest crowd of the week. Show's
midway was greatly augmented here by shows and concessions joining in the fun. Midway
was greatly augmented here by shows and concessions joining in the fun. Midway
was greatly augmented here by shows and concessions joining in the fun. Midway
was greatly augmented here by shows and concessions joining in the fun.

In the main arena, the midway arch covered
with the personnel of the Plying Mille.
Closed and left for Chattanooga Fair. The old title, Water Closart, will be
augmented by our show's midway will be greatly enlarged with at

Traveling Museums

(Continued from page 44)

saving.

TRAVELLING MUSEUMS

(Continued from page 44)

a week. This week is the circus narrowed down to the point of almost no expense and by playing up the show's good fortune to have an exhibit of such an ex-
hist, word of mouth advertising, par-

cularly in small towns, is almost all the
publicity needed.

Traveling museum idea is in no sense
a new one, as this type of show has been
carried by rail and exhibited in accessible
spots on railway sidings, but the trucks
transport it into isolated districts where
shows of almost any nature are not com-
mon. It's worth looking into by small
showmen.

BAILLIE BUYS

(Continued from page 48)

midway show at the fair, and with at
least 40 paid attractions. All rides and
shows are being replaced by new equip-

neon, a complete neon plant having
been recently purchased to be carried
and many

New York included Dorothy Packman, John M. Liddy, H. Henry, Allan Ma-

Shell, Jesse Kaye, Sam Sharone, Charles

Barth and David Hilsenrath.

Bantly's All-American Shows

Can place for Five County Fair, Zebulon, N. C., September 9-14.

Merchandise Wheels. Coupon Stores, Pitch till U Win, Candy Apples,

Photos, Eats and Drinks. Lausburg, N. C., this week.

POPCORN

Buy your popcorn supplies from ammunition headquarters. We have a complete line of Popcorn, including all kinds of corn. Popper and sweet potato are made Gold Medal for the first time. Send for your price list today.

GOLD MEDAL PRODUCTS CO., 133 E. Pearl St., Cincinnati, O.

Carnivals

October 7, 1939

Midway Confab

(Continued from page 43)

been for a red carpet and red bow that
the death of our beloved boss, W. C.
Cooper. Mrs. Higgins, our sister, was
beholden and fulfilled all contracts in able
manner and proved herself thoroly com-

Charles T. Goss, of Standard Chevrolet
Corporation, who annually gives millions of
newspapers and magazines. Circuses,
was caught without one while visiting
Wander Shows in Kokomo, Ind., and St.
Louis, Ill. After making his usual trip to shows in the Southwest, Goss on the
midway. Goss was "chiming" with Owner Max Goodman, who, with Max in mind, was beginning his search for
a big week hero and none were disap-

RETURNED from the Canadian Na-
tional Exhibition, Toronto, and Western Fair, London, Ont., pens G. E. (Eddie)
Foden from finishing. L. I. "Find the
front of Shirley Frances' Back to Ne-

Waters show will win in Seattle.

C.W. SHOW

(Continued from page 48)

handpicked the most outstanding fair and
tudy Caffey emceed. Acts included

Virginia Lewis of the Harlem Revue, Evelyn
Lettier, Jumper Chapple, White Brothers,
Fred Hamming, Ruby Keeler, and his
caste for this date only. Mrs. L. J. Heth
Princess Mitzi and Doris Cruse.

New York included Dorothy Packman, John M. Liddy, H. Henry, Allan Ma-

of the season.

seconds; Peary Hoffman and Bray rim-

are spending their mention visiting

John Tad, Eddie Hall.

Mane Calkins, Duck afeCray, Bob Perry,

Marton, Merle Henke, Alphonse, Willy end Prang Hustrel, Jimmy LeRue,

and Mee Ken McCann. Mr. and Mr. Pied

and Ira Jr. spent urgent dam to
to San Bernardino, Calif.; Yakima.

LEFT for the YakInk, (Wash.) Fele.

tooed girl, was In

and Armo, armlet* wonder.Artenta, tat-


It's worth looking into by email

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a big week hero and none were disap-

RETURNED from the Canadian Na-
tional Exhibition, Toronto, and Western Fair, London, Ont., pens G. E. (Eddie)
Foden from finishing. L. I. "Find the
front of Shirley Frances' Back to Ne-

Waters show will win in Seattle.

C.W. SHOW

(Continued from page 48)

handpicked the most outstanding fair and
tudy Caffey emceed. Acts included

Virginia Lewis of the Harlem Revue, Evelyn
Lettier, Jumper Chapple, White Brothers,
Fred Hamming, Ruby Keeler, and his
caste for this date only. Mrs. L. J. Heth
Princess Mitzi and Doris Cruse.

New York included Dorothy Packman, John M. Liddy, H. Henry, Allan Ma-

of the season.

seconds; Peary Hoffman and Bray rim-

are spending their mention visiting

John Tad, Eddie Hall.

Mane Calkins, Duck afeCray, Bob Perry,

Marton, Merle Henke, Alphonse, Willy end Prang Hustrel, Jimmy LeRue,

and Mee Ken McCann. Mr. and Mr. Pied

and Ira Jr. spent urgent dam to
to San Bernardino, Calif.; Yakima.

LEFT for the YakInk, (Wash.) Fele.
Ballyhoo Bros. Circulating Expo.
A Century of Profit Show

BY STARK DEBELL

Hoepli, Ill.
Week ended September 30, 1939.

Dear Friend:

Altogether, this town must take it from me that these other shows have been in every way a success. My name in the country is Ballyhoo Bros., Circulating Exposition, is everything. Wherever we have appeared, we have been met with the kind of enthusiasm that makes us proud of having been in business so long. To tell the truth, I have been a bit surprised at the interest which these shows have received. We have had to refuse many requests for additional dates because of the limited number of dates we can accommodate. Our shows have been in every way a success, and I am sure that the people who have seen them would be happy to see them again.

The town of Hoepli is a fine place, and we had a most enjoyable time here. The people have been very friendly and welcoming, and we are sure to return again.

With warmest regards,

Stark Debell

American Carnivals Association, Inc.
By MAX COHEN

ROCHESTER, N. Y., Sept. 30.—As indicated in the last issue relative to the annual meeting of the International Association of Fairs and Exhibitions, many persons interested in the business of fair-keeping were present and will be interested in the fact that the by-laws of the association have been amended, and that the annual meeting will be held at the same time and place as the National Congress of the IAPE, and because of this provision it is the fact that our program must necessarily be changed from the regular one of the IAPE.

We received a letter from Mr. Kingman, stating that he will be in the city of Rochester on the 30th of this month, and that he would like to see the exhibition committee to discuss the matter of any change in program in order to accommodate the visitors. We shall be pleased to have him and the committee to meet us at any time convenient to them.

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carnivals

CONCESSIONS WANTED FOR
DANVILLE, VA., FAIR
GREENSBORO, N.C., FAIR
JACKSONVILLE, FLORIDA, NOVEMBER 26.

Can plan limited number of legitimate Concessions of all kinds. No exclusives permitted. Be sure to mention Stangenberg.

MACON, Georgia.

Closing date for Concessions is November 26.


JOHNNY J. JONES EXPOSITION
MICKORY, N. C.
OCT. 2 TO 7

GOLD MEDAL SHOWS
WANT FOR ARKANSAS LIVE STOCK SHOW AND RODEO,
OCT. 16 TO 22 INCLUSIVE, AT NORTH LITTLE ROCK.
EATING AND DRINK STANDS, CARNIVAL, CONCESSIONS, ALSO FOOD TRUCKS.

Address: GOLD MEDAL SHOWS, Forrest City, Ark., this week:
Stuttgart, Ark., next week.

WEST BROS. SHOWS
FAIRS WANTED

BEBIDLE, Albion, Kansas, October 2-7.

CONCESSIONS WANTED

DANVILLE, VA., FAIR
GREENSBORO, N.C., FAIR

Carnivals, Concessions, and Swamp Things supplied. Must be furnished by the fair. From the amusement field and will be on the re-write deck of The Philadelphia Inquirer.

Address: MANAGER KAUS, Kaus Exposition Shows, Inc.
WARRINGTON, N. C., FAIR; NEXT WEEK, CHASE CITY, VA., FAIR.

CHASE CITY, VIRGINIA
MECKLINGBURG COUNTY FAIR, OCTOBER 9-14 INCLUSIVE.
WANT LEAGUE OF CONCESSIONS, CARNIVAL, SWAMP THING, Etc.
WANT EXPERIENCED RIDE MEN.

Address: MANAGER KAUS, Kaus Exposition Shows, Inc.
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**PUYALLUP HAS—**

It was the best week of weather in the history of the fair.

After the fair was announced superior to what they had previously been, New Chief Concessionaire, Bob Anderson, reported record sales. The fair was in a stock; remodeled 4-H Club building for the first time.

A new restaurant building for the first time was finished and opened to the public. The building was constructed with an open floor plan and large windows that provided natural light. The restaurant featured a large outdoor deck with a view of the fairgrounds.

In addition, a new model kitchen in College Station building and a large permanent department for the first time displayed the most outstanding dishes of the season. The kitchen served over 100 dishes, and 2000 meals had to be turned away.

Fairway Business Good

At great Fairway, business was good. Mr. and Mrs. E. N. W. Roy, owners of the business, reported a record week of trade. The business had been open for only three weeks, and they had already surpassed their sales for the entire season.

The business was located in the heart of the fairgrounds, and they offered a wide variety of foods and beverages. They had also been able to attract many of the fairgoers with their unique menu of dishes.

The best of all was the publicity they received for their business. The fair itself had been the talk of the town, and they had been able to capitalize on this by featuring their business as part of the fair's attractions.

Some visitors had even commented that they would return to the fair just to eat at this business. They were excited by the response they had received and were looking forward to a successful season.
Big Draw, Profit
For O. Apple Fete

JACKSON, O., Sept. 29.—Drawing an estimated 30,000, third annual Jackson Corn Festival went September 20-23 under auspices of Chamber of Commerce was the most successful to date, according to Mr. Charles D. Sunny and Quiller F. Scott, secretary. Event was sponsored by the chamber to stimulate the county's product and was financed thru sales of postage space to professional attractions.

P. M. Carpenter, concession manager, obtained $14,750 for the committee sale of concession space. He also booked Gerald Juliard's Menagerie, Miss Mather's Annies, Merry-Go-Round, Ferris Wheel and Kiddle ride. Other acts included: four concessionaires had 60 display booths for which prizes were awarded and premiums were given for vegetables and flowers.

Corn festival had purty parades and contests and queen coronation and ball. Committee on which were J. W. Waters, chairman; Fred Melvin, treasurer, and Allie L. Stiffner, finished.

Fall Festival Nets 8715

TROTWOOD, O., Sept. 29.—Altho final check-up has not yet been made, members of fall festival committee are ready for the big day which will be held here on September 14-16, beginning September 14. According to reports William W. Allman, chairman, Miss Vivian M. Allen, and Miss Ellen M. Allen, Merry-Go-Round, eat rack, bottled game, glass store and wheel on the midway. Other contractors for fall festival were: E. V. Honett, pan game; Fred Golting, photos; Mrs. E. L. Holcomb, cake and black game; Frank Bun, pop corn and jeannie. Water was sold by two strikers. Free acts were Wombold Sisters, Mrs. L. D. Dietzler's Animals and Bunnyke Whitman.

45,000 at Buckeye Outing

ATHENS, O. Sept. 29.—Seventh annual Buckeye Outing at the state fairgrounds under auspices of National Dairy Promotion Association drew about 45,000, said L. B. Franks, general chairman.

Howard's El. Wheel, Merry-Go-Round, Loop-o-Plane, Whip, Chairplane, Kiddie ride, Great Western and R. H. Malloy's Circus, Lee Wyatt's Midget Lody, Turner Bros. Band, Group of Stars, and combined 74 dates and more than 50 concessions. Fireworks and prize awards were features. Pete Foster Enterprises booked the grandstand show, which included Nancy Darr, an art serialist, and Peter and Graham.

Corn Festival Has 16,000;
Cold Weather Reduces Gate

GREEN CAMP, O., Sept. 29.—Annual Corn Festival here on September 20-23 drew about 45,000, said L. B. Franks, general chairman.

Howard's El. Wheel, Merry-Go-Round, Loop-o-Plane, Whip, Chairplane, Kiddie ride, Great Western and R. H. Malloy's Circus, Lee Wyatt's Midget Lody, Turner Bros. Band, Group of Stars, and combined 74 dates and more than 50 concessions. Fireworks and prize awards were features. Pete Foster Enterprises booked the grandstand show, which included Nancy Darr, an art serialist, and Peter and Graham.

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Atlantic City Talks Changes

Concessions will benefit from $6,500,000 modernization plan considered

ATLANTIC CITY, Sept. 30.—Beach concessions and prize users in general were happy in praise of this community's move to spend $6,500,000 on a program designed to keep the resort in the limelight as "America's Playground." The modernization program is being considered in the belief that the famous boardwalk and beach are not enough to draw tourist year after year.

"Something must be done," Mayor Charles D. White and business men of the city are quoted as saying when discussing how to regain the lost place as a leading summer resort. Competition for the tourist dollar is much greater today than it was when Atlantic City experienced its tremendous growth in the 1920s. Members of the city government and other interested parties are studying the plan to keep the city at its height in the nation's favor and to this end. A committee has been appointed to study the problem and a committee known as the Atlantic City Improvement Association was formed and a committee named to study the problem.

Concessions and pitchers who make the comment all agree that the city is anxious to see the project go through. The four principal features of the plan are: an increased number and variety of shoulder-to-shoulder speculator's group and new and improved tin gadgets; an automobile bridge over the bay at the famous Rival Bridge. Removal of the bridge will effect a more orderly motorist from the metropolitan areas to the city.

The city and its three small suburbs are on the same island in mind to create in the two proposed beachfront something more than a stretch of sand and surf, something that will make the beaches a perfect place for people on all levels of society. A small number of other automobiles, which may have been using the beach for sunning, handball, shuffleboard, paddle tennis, refreshment parlour, rest rooms, showers, and more modern means of relaxation.

The carrying out of such a plan will also mean a lot more for the tourist industry. The spending of the money would bring in a great deal of business. The increase in the number of visitors would mean a great deal to business and would also boost business in general and greatly to the takes of concessions and pitchers.

Detroit Mayor Okhes Bingo

DEETROIT, Sept. 30.—Bingo games for charity were given a clean bill of health by Mayor Richard W. Reising, following the recent decision of the Detroit Police Department. The ban was based upon the city's refusal to register the games as gambling.

"There should be common-sense interpretation of the State law," Mayor Reising said. The State Legislature intended to restrict non-

Pens for Warring Nation

NEW YORK, Sept. 30.—A beligerent nation has ordered 3,000,000,000 of darts for the Associated Pen Corp. The order was placed by the R.O.T.C. department of the University of Michigan, which plans to distribute the pens to soldiers on the march and soldiers who are far removed from the battlefield.
THOUSANDS CAPTURED!

By the Charm, Appeal and Performance of This Remarkable Premium Item

YOU CAN MAKE BIG PROFITS WITH THIS Majestic WORLD'S TINIEST PORTABLE RADIO

The Outstanding Premium Hit of the Year!

No Plug-In! No Aerial! No Wires!

Here's the most remarkable radio you've ever seen! Its amazing performance and compact size is truly astonishing. Everybody goes for this World's Tiniest Portable Radio! Weighs only 3 1/2 lbs., yet plays like a big set. No aerial! No wires! Take it everywhere. Play it anywhere. Carries by handle or shoulder strap like a camera. Only 3 1/2" deep, 5 1/2" wide, 6 1/4" high. Choice of Brown Alligator or Red Pin Seal Morocco covering. You can really go to town with this. Send for complete details and quantity prices.

| Popular Items

Write to The Billboard, Buyers' Service department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

Gas Saver

The Gas Master is one of the smartest gadgets to be introduced on the market in recent months, G. & M. Mfg. Industries report. The newly patented item injects air thru vacuum line into carburetor, equalizes gasoline and air mixture and saves up to 20 per cent on consumption. Because of the installation of the item is so simple, it may be put on an auto in about one minute. Pitchermen, street workers and agents are finding the item in growing demand, the firm reports.

Mirror Vanity Dresser

Moderate sized mirror vanity dresser, distributed by Zenith Sales Co., is a sure-fire hit, the firm reports. In two-tone effect with blue and silver mirror, Item comes with a pound of hand-dipped chocolates. The number, which Zenith is first to bring out, offers quality and effect with blue and silver mirror. Item is set with demostrators and price users. Light may be installed quickly on left front fork of any bike and operates thru a fabricated roller which not only keeps the front wheel set with motion without the wear-out, Fluorescent tip on-off control holds the follower away from the tire when no light desired. General-use mechanism is packed to be fool-proof, having permanent magnet armature and operating on specially developed field.

Powerful Lights

Leverstone Sales Co., manufacturer of butterflytype lights, reports its invention, a bicycle light, should prove popular with demonstrators and prize users. Light may be installed quickly on left front fork of any bike and operates thru a fabricated roller which not only keeps the front wheel set with motion without wear-out, Follow-up tip on-off control holds the follower away from the tire when no light desired. General-use mechanism is packed to be fool-proof, having permanent magnet armature and operating on a specially developed field.

Handline Clothes Line

A new-type clothes line which may be put up more quickly than the housewife's old stand-by is a sure-fire item for salesmen, demonstrators and pitchmen, Handline Products Co. reports. Line comes in a box which keeps it clean and eliminates chances of selling clothing. Line may be pulled out to any desired length and stretched taut instantaneously. It may be used in the yard or basement. Told new washer convenience does a top-notch job of simplifying the housewife's work and is proving a ready seller, the firm states.

BULOVA - GRUEN - ELGIN - WALTHAM

5,000 ON HAND POSITIVELY LOWEST PRICES

NORMAN ROSEN

WHOLESALE MERCHANDISE

WASHINGTON BLVD.

CHICAGO
1939 BEST SELLERS
FROM OUR BIG LINE
LEVIN BROS.
TERRE HAUTE, IND.
1939 CATALOG NOW READY. (ADVISE YOUR LINE WHEN REQUESTING CATALOG.) 35% DEBIT REQUIRED ON C. O. D. ORDERS.

PROFILES
LOW TO UP TO 69 PER CT.
Just shower Wienie-Chef, name the winning one. Wienie-Chef will send you one copy of this book with your name on it. Wienie-Chef will also send you the next issue of the book as soon as it is published.

CATALOG N2
...it is a matter of settling the score...

CHESTERFIELD CANES

BINGO BUSINESS-
(Continued from page 32)

Cash-in-While They’re Hot!
Your family dog caught a brush with the branches of General Electric Alonzo Magnet. They will draw laughter whenever placed on the face of any around when placed tail to tail. Also will perform all other tricks.

ATTENTION, CANADIANS
Check These Amazing Values

TRICKY PUPS

BINGO COOKER on Market! Needed by
Thousands of Taverns and Eating Places
Ease To Increase “Hot Dog” Profits

FOR

MAGNETIC

WHEN REQUESTING

“LOVE PUPS”

WALTZER & SON'S

BINGO is going over in a big way at
Fall River, Mass., and the American Legion Post is planning to sponsor a
series of games. According to James H. Roberts, post adjutant of Frank Allen
Wing, No. 108, plans are moving forward for the events. These charity
games draw big crowds and Unden

DAYS

BUSINESS for those associated with
bngo bids fair to surpass that of a
year ago. The reason for this is that bingo’s
growing popularity has increased. Another point is that states have
taken definite stands on the game, while operators to promote events.
Connecticut’s move to let the matter up to the
com

AMERICAN-MADE LARGE STOCK OF BINGO MERCHANDISE,
DOLLS, NOVELTIES, SLUM, ETC.
Terms: 25% DEBIT, Balance C. O. D.
SEND FOR OUR NEW CATALOG.

M. HORWITZ & SONS

MODERNISTIC VANITY DRESSERS

JUST OUT!

MIRROR

N. SHURE CO.

NO WAR PROFITTEING!

DOZEN PAIRS $1.35
GROSS PAIRS $15.00
PREPARED! SEND M. O. IN FULL!
A. M. WALKER CO., Security Bldg., Minneapolis, Minn.

MEN OF WAR-TRICKY DOGS

Fur Coats

ZENITH SALES CO.

252 So. Racine Ave., Chicago, Ill.

FREE FREIGHT ON 50 OR MORE VARIETIES

WE GUARANTEE OUR PRICES TO BE THE
LOWEST, QUALITY CONSIDERED

352 No. 3rd Ave., Chicago, Ill.

NO SHOPPING, NO RETURNING,
WE SELL ONLY ON CREDIT

ELEGANT CHESTERS

B. & N. SALES

2030 Commerce, DALLAS, TEXAS,
310 W. 9th St., KANSAS CITY, MO.

N. SHURE CO.

200 W. Adams St., Chicago, Ill.

JUST OUT!
MODERNISTIC VANITY DRESSERS

“LOVE PUPS”
(Made with Genuine G. E. Alonzo Magnets)

ZENITH SALES CO.

B. & N. SALES

2030 Commerce, Dallas, Texas,
310 W. 9th St., Kansas City, Mo.

RUGS

Fur Coats

ZENITH SALES CO.

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310 W. 9th St., Kansas City, Mo.

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ZENITH SALES CO.

2030 Commerce, Dallas, Texas,
The Smash Hit "Premium Buy" of the year!

A COMBINATION BED LAMP AND RADIO!

The Smash Hit "Premium Buy" of the year!

Extra Value!

The Best Values in Fur Coats & Jackets
the best buys—latest styles
Marmelis, Mink, Rabbit, Mouflon, etc.
$8.00
Buy Direct From the Manufacturers
Best Deals for Bingo Games and Sales Reports.

Cohen Bros. & Sons
145 West 28th St., New York City

The Best Values in Billiard Tables
$125.00 to $495.00

Notes from Supply Houses

J. A. McCollum has been appointed
sales manager of Wright Specialty Mfg. Co.,
according to Denver N. Wright, president.
He will be in charge of sales
thru jobbers and direct representatives.

Zenith Sales Co. announces that its
special arrangement will serve as dis-
tributor for the nationally advertised
Zenith, Philco, General Electric, Motorola
and Stewart-Warner radios.

Fair Grounds— (Continued from page 36)

The slogan "It's made in America"
was used to promote the American
made radio receivers.

D. A. Pachter Co.
National Premium Representatives
Chicago, Illinois

MAGIC PUPS

AT LOW

PrOCES

ELEPHANTS AND MULES

Patriotic Neutrality Pins

WIS. DE LUXE CORP.
1502 N. 9th, Milwaukee, Wis.

ELGIN, WALTHAM, BULOVA

Renewed Guaranteed.
Largest Quantity of Watches at
Lowest Wholesale Prices in the
Country. Men's and Women's
Quality Wrist and Pocket Watches.
Wholesale Inquiries Since 1914.

Sent for Free Wholesale Catalog.

Louis Perloff
720 Walnut St., Philadelphia, Pa.

MAGNETRIX NOVELTY CORP.
375 East 7th St., New York.
“Pitchmen’s Rights as Citizens”

Sixth Installment To Appear in October 14 Issue of The Billboard

What is the lawful and real nature of Pitchmen’s taxation? Do “foot-loose” itinerant merchants pay taxes? Can a Pitchman be convicted and sent to jail unless he pays an exorbitant reader rate? Who has the priority right on the street, the Pitchman or the automobile? These and many other questions of paramount importance to all who sell are answered in a series of articles by E. L. Kiehl.

These sixth articles of the series, entitled “Pitchmen’s Rights as Citizens,” appear in the next issue of The Billboard. Others will be published periodically.

Read the series and be able to intelligently defend your inalienable rights as citizens!
Ormel. O&M. Team.

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ALIS-BARRY CO.

Ask for Catalog

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of South America. where he found poor

Well, wag doing fair with his sharpeners

shine Rogers waa finding Matinees con-

he underwent two operstions.... Sun-

opening in hallo in Pennsylvania.

N. If... and took a week's voratton before

closed its outdoor season at Cameron,

tit* tobacco marts in North Carolina.

up Wieconalo way.

sharpener

t:Mal for some time.... Pen and knife

getttng good restate working

workers

ALL -Dothan

Rochestee, Won., where

... Despite extremely hot weather. Doe

EsAhertne the lucre in East Rt.

Ill that sector.

Events for 2 Weeks

Porneroy-WWra Shown closed Its out.

Prank Wirth Circa..

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P.00dums.

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FOR several years now owners and managers of certain circuses have been using the vehicles of their agents to sell complimentary tickets what is known as a service charge. In some cases the fee has been 10 cents and in others more.

The main reason for the service charge is that it serves as a means of getting the attention of the public to their circuses, and the extra money helps to meet their expenses. It is usually charged on the entrance fee for the show and is paid by the agent to the circus owner for each ticket sold.

It is a practice that is not generally well received by the public, and there are many who feel that it is an unnecessary burden on them. Some people also feel that it is unfair to charge for something that is supposed to be free, and that it is simply a way for the circus owners to make extra money.

The service charge is not a new practice, and it has been around for many years. It is used by many different types of businesses, from circuses to theaters, and it has been a controversial issue for a long time.

In recent years, some circuses have moved away from using the service charge, instead choosing to use other methods to get the attention of the public. This has been a response to the growing concern about the practice, and it is hoped that it will help to reduce the amount of money that is charged.

Some people also feel that the service charge is a way for the circus owners to get away with charging too much for their tickets. They argue that the circus owners should be able to make their profit from the ticket sales, and that the service charge is simply an extra cost.

There are many different opinions on the service charge, and it is likely that it will continue to be a controversial issue for some time to come. However, it is clear that the circus owners are using it as a way to make extra money, and that it is not a popular practice with the public.
CONCESSIONS WANTED
ALL KINDS FOR
WOODLAND, N. C., FAIR, WEEK OCT. 9
LITTLETON FAIR, WEEK OCT. 23
Wine R. WALKER, Seyl., Littleton, N. C.

FUNSHOLD SOWS WANT

Want for Beaufort, N. C., Fair, week of Oct. 9;
Wilmington, N. C., Fair, week of Oct. 16;
Rockingham County Fair, Sept. 24, 1939,
Wheels, Rolloddens and all Coupon Stores,
Street Penny Pitchers, Ball Games, Palmistry, Paper Cams, etc.,
Wine C. E. SMITH, Concession Manager, Beaufort, N. C.

Rockingham County Fair
HARRISBURG, VA.
In Heart of Town
Wants Rides for Fair. Concessions that don't conflict. No girl. Wine
BARNEY TASSELL UNIT SHOWS
This Week Beverly, Va.

RICHLAND, MO., FREE STREET FAIR
RICHLAND, MO., OCT. 10TH TO 14TH
Want Concessions for above. Address R. T. WADE, Aurora, Mo., this week.

WANT Want GREAT SUPERIOR SHOWS

Concessions that work for stock, no racket. Shows with own outfit. Want Citiplage, U-Drive-In, Week Oct. 2, Apri, Fair, Athens, Ala.; Oct. 5th, North Alabama Colored Fair, Athens; Oct. 15th, Latino American Rodeo, Fair, Athens, Ala. Address Leona Black Fair, Gahshon City, Miss. Nov. 5th, Apri, Fair, Lexingon, Miss. This show moves December 18th.

LEW HENRY AND CLYDE S. UNKERSHAW SHOWS COMBINED

CLAY COUNTY FAIR, WEST POINT, MISS., WEEK OCT. 9
Want one more Ride, Musicians and Performers for Colored Musical Rides Shows. Lettuce Concessions. Amory, Bayege, Mountain View fall all week. Address Stew, Minn., Fair this week.

C. D. SCOTT GRADY BROS.' SHOWS

WANT TO FOLLOW.

OCTOBER 9TH TO 14TH, SALISBURY, N. C.
SIX MORE FAIRS IN NORTH CAROLINA TO FOLLOW.
WILL BOOK LEGITIMATE CONCESSIONS OF ALL KINDS. ALL EATING AND DRINKING OPEN.
ALL ADDRESS THIS WEEK, ALMEAR, N. C.

CETLIN & WILSON SHOWS, Inc.
5—MORE TEXAS FAYS—5
CAN PLACE REAL ORGANIZED 10-IN-1 OR 20-IN-1 SHOW, or will consider any good Feature Shows, Franks or Groups of Boys, Mannequins or Pony, Glass Blowers, Talent Actis, Musicians, Mis Reading or Palmistry, Contortionists, Sleight, Fat Man, Midget or Lady with Big Must. Must have Art Yellow, Girandines, Ticket Sellers, Queen Man and a real Manager for some who can furnish some real Acts. I have a 20x100 top and a 120-LJ pipe banner line with plants of Flags and Lights. A contract for a season. Hope your plans favor me. Address Mr. C. BARRETT, Beaumont, Texas.

BRYAN BALEY, MGR., TEXAS LONGBORN SHOWS
CUMP COUNTY FREE FAIR, Pittsburg, Tex., Week Oct. 2; Panola County Fair, Carthage, Tex., Week Oct. 9, Iredell County Fair, Tolar, Tex., Week Oct. 16; Wise County Fair, Decatur, Tex., Week Oct. 23; Red River County Fair and American Legion Fair, Texarkana, Tex., Week Oct. 23.

WANT FOR FRANKLINTON, LA., WASHINGTON PARISH FREE FAIR, OCT. 10 TO 14
Stock Concessions, Gigante Gallery, Broke, Wine Jugglers, Palmistry, Ball Games, Cook House, Grab Shots, Chinaplan Farenors, Leap-the-Loop Operators. Will pay $20.00 per week if Fair runs. Wire; Don't telephone or write. RALPH H. MILLER, McComb, Miss., Fair this week.

W. C. KAUS SHOWS, INC.
WANT FOR THE GREAT WINTON-SALEM, N. C. (COLORED), FAIR.
Legitimate Concessions of all kinds. Good prices. Palmistry, Shows with or without own outfit. Can use a few more Franks or Working Act for Kid Shows. Trombone Player or any Band Ban Dance Groups (Carted) for George Baldwin's Jitterbug Review. Address Communications to W. C. KAUS, Mgr.

Heller's Acme Shows, Inc.
WANT FOR THE FOLLOWING FAIRS: Rowan County Fair, Covington, N. C. Oct. 6, 1939; Wanchese Fair, N. C., Oct. 10; Dare Fair, Dare County, on lot.; All feting .04 Drinkong coon. Also doing the general agent and ad vice to the shows and now with the Southern Premium Mfg. Co. visited recently.

Ripley Retractices
NEW YORK, Sept. 30.—That all is not going well too Ripley Odditytum on Broadway became apparent this week when retrenchment program was put into effect. Three of the top five U. S. girls and the press agent were released and some of the other girls and agents are earning $300 weekly. Owner is John McMath and Stanley Graham, operators, are entertaining deals for Jeannot of genie on Seventh avenue side to shopkeeper. He is now used for publicity blow-up, etc.

ORIENTAL DANCING GIRLS, FREAKS, COLORED REVUE
SOUTH STREET MUSEUM
OPENS SATURDAY, OCT. 14 — ALL WINTER

TOM HASSON, Mgr., 1419 South St., Philadelphia, Pa.

ROWAN COUNTY FAIR

THE BILLBOARD
59

The Billboard

JOHN R. WARD SHOWS
ADDRESS: DORALDONVILLE, LA.
CHICAGO AS I AFE CONVENTION CITY IS RECOMMENDED

SACKATON, Sask., Sept. 20.—Sid W. Johnson, president of the International Association of Machinists, has announced that Chicago will be held in Chicago in 1940. Majority vote will be the basis of this decision.

"In view of the fact that Canada is at war and no1 will be held in Chicago, the Royal Wedding has been canceled," said Elwood, Hughes, of Toronto, appointed chairman of the convention committee, has had a war appointment, and the uncertainty of arranging a program that would be an affair.

Hughes read the letter, "I am recommending for you a meeting this year in Chicago and shall be most interested in participating by the majority vote. Since time is running on, will you please mail or have your selection on receipt of this letter."

Hughes stresses that this decision could not be "the most important of our interests, I am.""

The CIRCUS IS AFE'S PACKAGE WANTED

For balance this season and next season. In order to be successful, it must be the best, not just the annual. STATE FAIR SHOWS MELLER'S 7 RIDES AND SINGO BOOKED

Can be All Chicago shows. TOMMY SACCO

162 N. 88th St. Roosevelt, Ill. (After Oct. 6 write me as in file.)

WORLD OF MIRTH SHOWS

WORLD OF MIRTH SHOWS

WORLD OF FUN SHOWS

WORLD OF FUN SHOWS

ROCCO'S MODEL SHOWS

ROCCO'S MODEL SHOWS

CARNIVAL, OCT. 13-14

CARNIVAL, OCT. 13-14

WALTER DARE WAHL

BILLY ROSE'S AQUACADE

WALTON, Jack (Paradise) NYC, N.

BILLY ROSE'S AQUACADE

MARVEL, Candy & Nick NYC, N.

JUMBO GIVE-AWAY CANDY

JUMBO GIVE-AWAY CANDY

WANTED

WANTED

WANTED DROME RIDERS

WANTED DROME RIDERS

WANT CONCESSIONS AND SHOWS—NO GIFT

WANT CONCESSIONS AND SHOWS—NO GIFT

WANT Free Acts for CORN CARNIVAL, OCT. 13-14

WANT Free Acts for CORN CARNIVAL, OCT. 13-14

AGENT WANTED WITH CAR, LONG SEASON. STATE ALL

AGENT WANTED WITH CAR, LONG SEASON. STATE ALL

JUNO PACKAGE

JUNO PACKAGE

CIRCUS AND WILD WEST

CIRCUS AND WILD WEST

CARNIVAL

CARNIVAL
No check is possible on the number of coinmen who attended the annual convention of the American Legion, held in Chicago, September 25 to 28. Many members of the coin machine trade are active members of the Legion, and many others are ex-service men.

Due to the fact that the coin machine trade is still almost reserved to the male sex, probably the percentage of ex-service men in the trade is high. There would be room for argument as to whether the Legion conventions or the annual coin machine conventions raise the most whoopee in proportion.

It is easy to philosophize about the gay times had at the Legion conventions. Men that probably never really celebrate at another time during the year manage to get away from neighbors and the censorship of the old home town to celebrate for a few days. Fortunately, most everybody agrees that it is all right for the ex-soldiers to do that very thing. There are always a few critics, but most people try to join in the fun or else get a few laughs as onlookers.

In a civilization that tends to make us all too nervous, perhaps it would be a good idea if some system could be invented whereby we could all celebrate oftener than at some annual convention. It would be still better if we could expand that spirit of liberality and tolerance which citizens in general hold toward such a noisy affair as a Legion convention. If the Legion conventions had no other virtue, they would be worth while in causing so many people to exercise a spirit of tolerance for once during the year.

Many said the Legionnaires were not so gay this year. Some said they were getting older; some said it was because of the war in Europe; some said it was because many of the ex-service men now have sons who are getting old enough for military service.

The Legion did have at least one serious decision to make officially. It should be remembered that most official statements by organized bodies are made by committees, and that the rank and file continue to have their fun while the few are debating official pronouncements. The Legion this year had to face the fact of another war overseas and maybe make some official statement about it. The question is known to the country generally as the question of neutrality.

Perhaps one of the wisest decisions the Legion ever made was to be noncommittal on defining neutrality. It said: "In the present crisis world conditions may change so rapidly that a pronouncement by the American Legion at this time on specific legislation may be wholly inadequate in the near future."

That was a wise statement, because no living person, or group of persons, has enough knowledge of the future to know whether the United States should stay out of the present war, or should enter it at once. It is a question which only time itself can decide, but the hopes of all thinking people are that we can have world-wide peace.

It would have been easy for the Legion to become sentimental and bombard the President and Congress with a short-sighted resolution. A lot of pressure was put on the Legion to get it to follow sentiment instead of reason.

It is encouraging for the future of the United States, when one of its largest patriotic organizations weighs the facts, keeps back too much sentimental pressure, and faces the future with an open mind.

Besides a time to celebrate, the annual gatherings of the ex-service men are times for reminiscing. Just as the pioneers of the coin machine trade get together at every annual convention to talk over old times. Every ex-service man could write a book of memoirs. It would be great if the best tale of every veteran could be collected for posterity. I could tell a tall story or two myself.

As time deletes most of the details of the last World War, a fellow begins to remember most vividly the kindnesses of his buddies when things were tough. I remember a buddy (long since dead) who helped me across fields and mud, when my eyes were injured, and the lieutenant who risked his boat back to the U. S. A. to find us when we were lost.

Every fellow can tell his incidents of comradeship and his tall tales of fun and mirth. They all belong in war, along with the hatreds and the cruelties and suffering. The men and women who served their country at home and abroad during the World War will mellow as they remember the old days. But none of them want another war.

Today, whatever our business may be, we have to think about a lot of things which most of us wish would never have to be considered. It is much better to have a job or business in a peaceful land.
Dr. Jack Meme to Operators

Take your locations off the "sick list" by operating Keeney's THRILLER.
Quick recovery and top earnings assured.

FREE GAME INSTANTLY CONVERTS TO REEL NOVELTY PLAY

OPERATE KEENEEY'S TRACK TIME TRIPLE ENTRY PASTIME for the
Biggest Console Profits in the Business.

J. H. KEENEY & CO. 27
"The House That Jack Built"
2001 Calamity Ave. - Chicago, Illinois

DES MOINES, Sept. 30 - Almost all Des Moines phonograph report business running above expectations, with complaints few in number. Numerous small operators have entered the field.

Operators are complaining of slugs which are being sold at a penny each by a novelty concern, and several beer distributors. Chick Devore, of Iowa City, states that slugs have increased very alarmingly in the past month.

Don Buckroyd, who has just set up two new machines, is planning on replacing some of his other slugs for the winter season. Buckroyd believes in new machines to bring in top business.

There has been some talk of organizing a State operators' association, but nothing definite yet.

Dave Fidler has brought in the first Metal type here, and if machine clicks plans on locating several more. Fidler plans to run a connecting line through the amusement center and play room with pinball tables.

Several factory representatives have been putting in an appearance lately, and some of the operators have been placing factory orders on the new machines. Fidler states that they are supplying the slugs at a price of 10 to the hundred.


**NOTICE**

In order that the public may be informed, we are calling to the attention of all who may be concerned that the Rayo Electric Target Rifle Range is more up to date. P. P. Sechman Corporation under license from Phoeus Corporation and Rayo Electric Range Company, and is covered by Griffith & Reissau Patent No. 20,544, Falkenberg Patent No. 2,199,141 and other patents pending. The Griffith original patent No. 2,007,083, of which the above patent is a reissue, was sustained by the United States of America.

Distributors, jobbers and operators, as well as manufacturers, are liable in infringement proceedings.

The entire trade is warned that Phoeus Corporation and Rayo Electric Range Company will prosecute any infringement.

**PHOEUS CORP.**

(Signed)  **KENNETH D. CLARK, President**

**RAYOITE RIFLE RANGE CO.**

(Signed)  **W. P. FALKENBERG, President**

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**SAVOY WEEKLY SPECIALS**

**SAVOY VENDING CO.**

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**SAVOY'S VENDING CO.**

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**FOR SALE**

**CONCO COMPANY**

2038 East First St., Los Angeles, Calif.

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**FOR SALE**

**25 1937 Model International Mutoscope Red Top Cranes; excellent condition. $595.00 F. O. B. Los Angeles.**

---

**FOR SALE**

**ROCK OL'A TOP RACK COMPANY**

500 KASOTA BLDG., MINNEAPOLIS, MINN.

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**NEW ORLEANS**

**NEW ORLEANS**, Sept. 30.—Baker’s new Twinkle is finding its way into numerous locations here this past week and operators report satisfaction with initial returns.

One week from today the 1939 Tulane football team will take the field for the first of its fall schedule and the New Orleans contingent is expecting great things from its players. The team has four stars this year with usual talent latent to fill the remaining positions, but indications are that it will not drop below fourth position, so good are the chances.

The Twinkle is in its second year and the operators say that the machine is being well ahead of last year. The Baker Twinkle is proving to be a strong competitor and is proving a valuable addition to the New Orleans scene.

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**MISSISSIPPI**

**MATCHES**, Miss., Sept. 30.—Dale Tucker, well-known Louisiana, Arkansas and Mississippi operator, owner of La-Ark Match Company, has returned to his home here September 4 following a lingering illness. Dale was operated on for heart trouble. Tucker was born in Carly, Miss., August 2, 1894. Surgery was performed by Dr. D. M. Herrin, Tupelo, Miss.

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**BOSTON**

Sept. 30.—A. O. Sturgeon, producer of the Boston Steamboat, has found the Rock-Ola Machine Company. He has been using the Rayo Electric Range Company's machine for several years, and he reports that it is a satisfactory machine. Sturgeon said that he has found the Rock-Ola machine to be a good machine and that he would recommend it to anyone who is interested in vending machines.
FORT WORTH

FORT WORTH, Tex., Sept. 30.—Up to the present time the war reports have for some reason failed to stimulate busi-
ness among operators of this city. Some ops report a fair amount of activity in the past few days. Whether or not it is the war
or the approaching season which has advanced the price to some extent and with what farmers selling exactly, one can see an increased play on the mac-
hines coming to market.

Kirk’s Gasser Scale is showing up on
lots of locations in this city. The Dallas distribu-
tors, Folson and Brown, are red pushing this machine and not a few of the new arrivals in this city which seem to meet the present fancy of the public.

P. G. Ewing, Columbus distributor, has
turned farmer and stock raider, not neg-
lecting business on the home market. He
wants a full group of operators on his estate just as much as he wants one on farms.

The Grothman Metal Typer is taking hold in this territory. Several units have appeared in the paper during the past week. Candy bar vendors are also making
their appearance as the cool weather
steams in.

The Baker Machine and Platting Co. has
announced a new counter cigarette machine
and a new combination counter and change-
machine. The machine is made in the smart likeness of a mule with coin chute in its tail. When penny is inserted a certain color light on the top of the machine canopy shows up. Winners are on red color.

Jack Maloney, manager Panther Nov-
ely Co. in this city, has been securing again
with the Fort Worth baseball club playing
the State series for State champions and
playing the winning cards of the District
Series, Maloney’s big sign in the Fort Worth baseball hitting this week. During the past two games more than 28,000 fans have attended.

Operators Ben McDonald and Willard
White are having the exclusive Fort Worth
route of machines. These two ops just sawed through their contract, which is a swell practice for any op.

Operator Lee Moore is sporting a new
car, a swell-looking model and how.

Frank N. Ball, pioneer op of this town, opens operations of the M. M. S. machine
sired on the Mineral Wells highway, just west of the city. He is known as an active in the printing and lister business.

Operator A. E. Ritchey is busy pushing
solders and deals.

Porter Sales Co. reports a busy business
in salesrooms and on locations.

A slight advance in boards has also been
announced.

Former operator Jack Durham, who sold his business to Porter Sales Co. back
last week, is now operating an estore on South Main street. Jack reports nice business.

C. V. Smith, the peanut king of River-
side, east wing of Fort Worth, is still going strong. Smith said his business is up and
Smith handles one of the largest vendor
routes in the city.

Counter games continue to hold the
spoil of the town with salesrooms and
ballrooms in constant demand. There is
making money for a dozen or more live-
wire operators.

Jack Maloney, Eddie Vinoon and Bob
Cowen and Beatrice Frankhich make
weekly trips through the southern terri-
tories. These four are record selectors
supreme. They know what will go in
two towns and how to buy dugs that will make money.

Jimmy Temple, girl manager of the
Porter Sales Co., is doing a swell job of
good business on salesrooms. Jimmy knows the numbers that will make
money for the operators and she renders
them every cooperation in order that
every board she sells proves a profit maker.

Jack Maloney, president of the Panther Nu-
vely Co., has been making a tour of the
Southwest looking for new locations for a new liquor beverage drink, Won-Up, which he dis-
tributes in the Fort Worth territory.

Detroit

DETROIT, Sept. 30.—W. C. Stewart, of
River Rouge, has been adding new locations to his route. Mrs. Ruth, Merle Hornbeck, in Dearborn, was another
Wuriturker customer recently.

Daco Products Co., which has turned
over production of the pop-corn machine
to another developing company, is now
making its own machine using◎trims and similar products for various machine
manufacturers.

William J. Patterson, west-end opera-
or of ball and cigarette vendors, has
been busy over to 6275 McGuire
dreet, Dearborn, Mich.

Egon W. Kline, Detroit operator for
several years, is specializing in soap
vending, placing machines throughout
in schools and public buildings.

Peerless Automatic Sales Co., vending
operator, has added candy and peanut
vendors to its routes in addition to origi-
nal gum machines, according to Man-
ning and Brown.

New Era Sales Machine Co., Inc., is
making final adjustments to its new
game machines after subjecting same to
the usual tests on locations. This machine
will probably be ready for produc-
tion by the end of the season, according to Joseph A. Rosenberger, factory manager.

Al Shifrin, proprietor of Detroit Coin
Machine Exchange, is proudly announc-
ing the arrival of his first daughter, weigh-
g eight and a half pounds. She was
named August 28 and her name is Elaine
Merle.

David Goldberg, head of Peerless Au-
tomatic Sales Co., announces the ap-
pointment of his company as Eastern
Michigan distributor for H. C. Evans &
Co.’s new Ten Strike machine.

Andrew J. Paris, manager of J. Paris
& Sons Tobacco Co., vending machine
operator, reports doubling the size of its
cost in the past 15 months in the cig-
ette vending line, and the addition of
candy vendors and peanut vendors to its
routes. Restaurants and beer gardens seem to be their most profitable locations, according to Mr. Paris, who states competition in this
business is getting considerably stifler

Joseph M. Fair, Dearborn operator of
this machine and music machine is dis-
continuing his routes of music machines
and will concentrate on pin games in the
future.

S. & B. Coin Machine Co., extensive
operator of pin games, has recently added
a number of new locations on its routes
to its farms and they finding them very
well with its patrons.

Adler Brothers’ Vending Co., operator of
pin games, has recently added a number of new routes on its new opera-
and believes the best way to bring
more revenue into the game is to change
its machine to the new type so many in use.

Max Lipin, of Brilliant Music Co., is ex-
pected to take a trip to the trip to the
trip shorty.

Peter Arch, who started in the coin
machine line about four months ago, is
now handling the Archer Coin Machine
Co. and establishing headquarters on
Trumbull avenue. Arch is handling only
pin games.

Fordman O. Westman, who used to
operate in his own name exclusively, is
changing his firm’s name to Coin Oper-
ating Machine Co., Inc. He has moved
his headquarters to East Rueul avenue.

Manfred M. Linnick, one of the oldest
active operators in Michigan, has been
appointed as local representative for the
Kirk horoscope and guesser emits. Mr. Linnick
is handling the machine very well
through the State.

I. A. Schub, head of Schub & Co. & a
partner in another coin operator, has
changed its name to Coin Operating
Machine Co., both local operating agencies, and is already concentrating on pin
vending machines in the east coast.

Michael Thomas, who came into the
machine business a few months ago on
Prairie avenue, is already opening
new offices.

Petro R. Johnson, music operator, now
has headquarters in Ecorse, southern
eastern Michigan.

Wayne C. Stewart, who operates out
of River Rouge, Mich., must be finding
business very good. He was back for
another order of Wuriturker recently,
and it is reported that he is buying a
number of machines in the Detroit area.

He has increased his line of cigarette
vendors and recently added 25 candy vending
machines in the industrial and gas station
areas.

This firm is now going to operate
headquarters on Linwood avenue. The
company is buying more Wuriturker ma-
chines for its routes. Sam Rosenthal, Max Schub and James J. Ponsentine are the three
at the sides of the Triangle.

Joseph H. Lang, of J. & H. Amuse-
ment Co., is finding business good in
Detroit’s suburban towns and recently
added several new Wuriturker to his routes.

ATTENTION, SOUTHERN OPERATORS

Mills Blue Front Single Jack, Quartle Play, Like New—$47.50
Mills Mystery Extraordinary, No. 4 A, Tilt-Top—$9.50
Mills Mystery Extraordinary, No. 5 A, Tilt-Top—$22.50
Mills White Ace, Tilt-Top, Perfect Mechanical Condition—$17.50
Mills Second Ace, Tilt-Top, Perfect Mechanical Condition—$17.50
Mills White Ace, Tilt-Top, Second Edition—$17.50
Mills Varsity King, Tilt-Top, Used Twice, Good Condition—$49.50
Mills Varsity, Tilt-Top, Excellent Condition, Never Used—$10.50

DETROIT WITH ORDER, WRITE, Win or Lose See the MABEL MEUNIERS

9 MABEL MEUNIERS

BESILY, MISSISSIPPI

LOOK! Late Model 1-2-3-5's FRUIT AND ANIMAL REELS $97.50 AUTOMATIC SALES CO. 416 A. Broad St., NASHVILLE, TENN.
BARGAINS IN USED Cigarette Machines 
$5.00 TO $25.00
ALL MAKES!
HURRY WRITE FOR LIST

COLEMAN'S VENDING MACH. MART
630 RACE ST., PHILADELPHIA, PA.
"Buy From Coleman's With Confidence."

NEW LOW PRICES
Buy a Burel
5 VISION TRIPLE COMPARTMENT BUCK VENDING MACHINE
ASK THE OPERATOR WHO KNOWS
ONLY $12.50
Each Lot of 5 or More
$10.50
Expires Oct. 31

Jennings Libraries
For N. Y. C. & N. J.

HARRY WERTHEIMER
187 FOURTH AVE., NEW YORK, N. Y.

USED VENDORS

J. A. ROBBINS & CO.

SPECIAL

Priced Item

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USED VENDORS

J. A. ROBBINS & CO.
Cigarette Merchandisers' Associations

Wanta to make a five-dollar bill? Ask Yolen for his name for his new boat. This craft will be ready to take stockholders out any day and Yolen is anxious to give it an up-to-the-minute moniker.

"I'm trying for a new boat," Yolen says, "and not the one that used to have his name. This one is now being built and will be modern in every respect. This May it's finished and it will be a real 30-foot cruiser and will be one of the best boats to take the waters around New York with a new mooring place for it."

A contingent of Tren ton area opera tors visited the Newark office to discuss store hunger and their membership. Things on the up and up and well look forward to some good reports on its campaign.

Way Back When—

Do you remember way back when every corner drug store had a copy of the Truck Drivers Blues by a local boy and every worker was on the inside track? This Brasser was among the most likely to make a sensational hit.

Walter Stoever, of Lagrange, one of the leading operators in that city, now operates the drug store and other occupations. He is manager of a local opera. His partner is a good horse trader, Mrs. Stoever applies with his photographe.

Patty Cloud, prominent operator of the Post Road area, is regularly buying records and equipment.

E. B. Stern, Seeburg representative, will be the guest of the Galveston Novelty Co. of Galveston, Texas. The highlight of the trip was a deep-sea fishing adventure. Stern, who is quite proficient at hooking and catching, reported to have a lucky one. There are a lot of names floating around—why not pick one up and send it to the "Contest Editor"? This is the day to get in on the right name for this new vessel and you'll still be helping yourself to a prize.

Remember the closing time is midnight. Be on hand to get that in. Write it down and drop it in the box, 172 Fairview avenue, Port Chester, N. Y. If you're the winner in this interesting prize contest, your prize will be mailed to you immediately.

John C. Lee, Jr., president of the recently organized New York State Cigarette Industry CMA, recently visited the offices of John S. Forbes, manager of the New York CMA, and a few days later he returned to New York, scheduled meetings with various merchants in connection to the formation of an organization. It is reported that some 30 men have already given their affiliation with the CMA.

John C. Lee, Jr., recently paid a visit to the New York City is in return for the one Forbes paid his association a visit.

From our observance a Pennsylvania association would be the ideal set-up. It would be a vast improvement if all the operators in the state were to form one association to do things that would be of benefit to the state group would also permit a consolidation of the operators in the state. State legislation favorable to this industry would also result. Facts and figures prove that cigarette vending is more profitably operated than even those closely associated with vending this activity. It is widely overlooked—and a State organization could hammer home this fact.

JERSEY MEETS

The CMA of New Jersey recently held a meeting for the discussion of matters of importance were discussed. Presenting at this session was Max Jacob, president. Mr. Jacob recently took over an operation in Jersey City, which was received into the membership. Fellow members took the opportunity to discuss the question of the former CMA of New Jersey in New York, is also a member of CMA of New York.

An application from Mo Katzman for membership in the organization has been granted and he operates the Amusement Enterprises.

From all indications the interstate meeting to be held at the Hotel Garden in New York the 8th of this month is going to be a big success. James Cherry, manager of the CMA of New Jersey, will attend the recent New York State Cigarette Industry CMA manager, and plans are moving along for the meeting. The CMA of New York has also been invited to attend the interstate gathering.

Plans for the basket auction are al ready under way, with John Shereshow, president, serving as chairman of the committee. He will be assisted by L. Algar, Hudson County Tobacco Co., Zelma A. Shearer, Service Tobacco Co.; Harry Zink, Coast Cigarette Service; Henry Hartman, Pack Shop, and Edward Dierichs, Dierichs Vending Co.

Cigarette Merchandisers' Associations

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November 7, 1939

The Billboard

CANDY FROSTED PEANUTS

AMUSEMENT MACHINES (MERCHANDISE SECTION)

IT'S NEW—IT'S DIFFERENT

Pep UP Your TERRITORY WITH

A NEW BULK VENDOR CONFECTION

WRITE FOR PRICE LIST

FROZEN CANDY FROSTED PEANUTS

344 W. 74th St.

CHICAGO, ILLINOIS
Pennsylvania territory.
Pioneer reports: "The greatest success we enjoyed was at New York State. With the Traveling Caravan is bound to be duplicated in the counties we cover in the State of Pennsylvania. Just Mr. Mitznick has acquired every operator with this richest and newest of phonographs in the huge territory he has just traveled. The sample orders that we have received have since become large repeat orders.
"Pennsylvania operators are among the most progressive in the country. There is no doubt in my mind that they will view the great phonograph at first hand, right on their own doorsteps in our traveling caravan, they will agree with the operators we visited in New York State and New Jersey that the Traveling Caravan is a great phonograph."

**Vaughan Speaker A Location-Getter**

CHICAGO, Sept. 30.—"Every operator increases his profits with our new extension speakers," declares L. H. Vaughan, head of the firm of the same name.

"The Vaughan speaker is an all-wood cabinet ofrello waterfall construction, the walnut wood, hand rubbed, with a push button to bottom, giving it a fine appearance in any location. The speaker unit is a perforated case and operates on all automatic and 78 appliances. It is the best phonograph needle we have. Some test cards left and will be happy to have them sent to operators who haven't as yet done so test the needle."

**G. & G. Announce 1940 Changes**

CHICAGO, Sept. 30.—Officials Paul Gerber and G. G. Back of the M. B. Distributing Co., in commenting on their new 1940 changerown grilles said they were pleased with the reception given their products.

Mr. Gerber states: "Our experience in the music business has taught us just what a great improvement in phonograph operators which did much to convince operators that the Calcuttone needle was tops. We continue to urge music machine operators to make the test," they said, "for we feel certain that once they have made the test they'll agree with us that we have the greatest and best phonograph needle. We have some test cards left and will be happy to have them sent to operators who haven't as yet done so test the needle."

**Phono Caravan To Pennsylvania**

NEW YORK, Sept. 24.—Jack Mittehn, sales manager for the George P. Onser phonograph division, who has just returned from the 7,500 miles in New York State with the Mills Throne of Music Traveling Caravan, has left for the Pennsylvania territory.

Pioneer reports: "The greatest success we enjoyed was at New York State. With the Traveling Caravan is bound to be duplicated in the counties we cover in the State of Pennsylvania. Just Mr. Mitznick has acquired every operator with this richest and newest of phonographs in the huge territory he has just traveled. The sample orders that we have received have since become large repeat orders.
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**Record Buying Guide**

An Analysis of Current Songs and Recordings From the Standpoint of Their Value to Phonograph Operators

**GOING STRONG**

Recordings listed below are currently the biggest money-makers in automatic phonograph operations and the following reports were gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph covering counties. Recordings listed without an explanation are those that have appeared under this heading for four weeks or longer and in which we have received some requests for reports.

Over the Rainbow. Top in practically all machines this week is The Wizard of Oz’s lowest tune and one of the biggest hits E. Y. Harburg and Harold Arlen ever penned for the Judy Garland vehicle, it is now receiving reports during the week, with Bob Crosby’s version taking second in popularity. A couple of mentions caused Judy Garland’s version, not surprising inasmuch as she does the song in the picture which is now getting all around the world.

An Apple for the Teacher. Another strong money-maker that shows no sign of slowing up for several more weeks. Bing Crosby’s own version, runs away with all honors in the phonos, with only the New York territory reporting good results with Larry Clinton’s and Charlie Barnes’ placers.

Blue Orchids. This Hoagy Carmichael ballad ought to win some sort of award from the National Association for the following reasons. First, its jumping from a more possibility to a really solid nickel grabber. This department fails to see any other tune in recent months that appeared so rapidly. Its popularity has been slow from the start and for that matter, that some operators must have caught napping, it’s not too late to rectify that tardiness now. The unusuality of reports distances it to be one of the strongest of the new items is amazing, considering the short time it’s been around. Records of this nature are a real deal for the phonograph and are sure to be a saleable seat there. No particular disk stands out, with ballads cort Bob Crosby, Glenn Miller, Tommy Dorsey, Benny Goodman, Henry Russel and Dick Todd.

The Man With the Mandolin. Horace Heidt, Glenn Miller, Wayne King and the other Mandolins are again making their presence known in the phonograph trade.

The Jumpin’ Jive. Cab Calloway.

Well, All Right. Andrews Sisters.


**COMING UP**

Recordings listed below are those which operators report are not yet top-notch money-makers but which are fast gaining in popularity. The following reports were gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph covering counties.

The Little Man Who Wasn’t There. This is building nicely into a very profitable item for the machines. Unlike a tune such as Blue Orchids, which got through quickly, this one is gaining on a steady basis and now appears to be a saleable item. Operators report a real good chance here.

It’s a Hundred to One. It’s a good tune but it hasn’t gained on the other big tunes yet and it will be very difficult to get very many responses on it this week.

Rosemary Clooney has made a lot of fine phonograph numbers in the past half-year and has been a steady seller, and this is one of the best of the recent releases. These suggestions are based upon radio performances, short music sales, reports from music stores as they sell out their first stock of records, and sales from records in their catalogs as well as on the judgment of The Billboard’s music department.

In the Mood. Glenn Miller has made a lot of fine phone numbers in the past half-year and has been a steady seller, and this is one of the best of the recent releases. These suggestions are based upon radio performances, short music sales, reports from music stores as they sell out their first stock of records, and sales from records in their catalogs as well as on the judgment of The Billboard’s music department.

It’s always good to have something to fall back on when you're short on new releases. These suggestions are based upon radio performances, short music sales, reports from music stores as they sell out their first stock of records, and sales from records in their catalogs as well as on the judgment of The Billboard’s music department.

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At Least You Could Say Hello. Here is a ballad that has Tim Allen Miller and the others a lot. It’s building steadily but now is gaining on the other big tunes.

We are going to go over the report this week with the idea of finding some new suggestions to fall back on when you're short on new releases. These suggestions are based upon radio performances, short music sales, reports from music stores as they sell out their first stock of records, and sales from records in their catalogs as well as on the judgment of The Billboard’s music department.

**POSSIBILITIES**

Recordings listed below have not as yet shown any strength in automatic phonograph operations but are worth watching as they may develop into something worthwhile in the future. It's always good to have something to fall back on when you're short on new releases. These suggestions are based upon radio performances, short music sales, reports from music stores as they sell out their first stock of records, and sales from records in their catalogs as well as on the judgment of The Billboard’s music department.

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The Trip. "It's plenty corny but so have been a lot of other tunes in recent months. It seems to be a saleable item in the phonograph trade, and this is the bright one for the phonograph operators to watch."

Artie Shaw has this all his own way.

It's a Hundred to One. This one is only a slight step back from its previous high, and it shows no sign of slackening off. It is a saleable item in the phonograph trade, and this is the bright one for the phonograph operators to watch."

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What the Records Are Doing for Me

In this, the operators' own column, the music merchants of the entire nation help one another to select the biggest money-making records. It is a service for the operators and for the operators. When contributing to this column be sure to include the name of the recording, the name of the artist and the type of location the recording goes best.

Address communications to WHAT THE RECORDS ARE DOING FOR ME, THE BILLBOARD, 54 W. Randolph, Chicago, Ill.

Export Trade Good—Rock-Ola

CHICAGO, Sept. 30.—While formative plans for expanding foreign markets in Europe have been shelved for the time being, Rock-Ola’s growing export division is concentrating its effort on the South American market, Scandinavian markets,” reports Rock-Ola officials.

Because of increased production facilities in the big Chicago factory and because of the policy of encouraging the operator plan of merchandising music, Rock-Ola’s expert division reports rapid strides in getting representation in those practically untapped fields.

Rock-Ola’s coin-operated phonographs are shipped direct from the factory to dealers in South America, and this policy gives the foreign buyer the benefits of Rock-Ola’s low basic domestic prices plus the many advantages of directness to his customers.

W. K. Hall, manager of the export division, in discussing the situation in South America, said that Rock-Ola’s export division is most conducive to greater consumer interest in coin-operated phonographs. We have enjoyed a steady rise in sales since we sold our first Luxury Light-Ups in these countries.”

Anniversary Dinner Set by Phono Group

NEWARK, N. J., Sept. 30.—Members of the Automatic Music Association of New Jersey, Inc., will mark the first anniversary of the organization at a banquet on Monday evening.

Jerome Morris, Queen City Amusement Co., is general chairman of the event, which will feature a number band and headline entertainers. Assisting Morris on the committee are Harry Pearl, Ace Vending Co., entertainment; Howard Kase, Star Music Co., entertainment and advertising; Arthur Seger, Star Amusement Co., entertainment; Archie Kase, Major Amusement Co., entertainment, and Edward Marks, Marks Magic Music, entertainment.

Other members of the committee include Emanuel Ehrfield, Star Music Co.; Bunny Schellin, Bell Music Co.; Leslie Shawer, Jersey Automatic Music Co., and Dave Stern, American Sales Association.

Association officers are Everett Mattern, president; Jerome Morris, vice-president; Archie Kase, secretary, and Edward Marks, treasurer.

N. Y. Music Men Plan Big Banquet

NEW YORK, Sept. 30.—Automatic Music Machine Operators of New York are drafting plans for the second annual banquet to be held at the Waldorf-Astoria on Wednesday, November 9.

The record companies have heartily endorsed the event and assured the committee in charge of arrangements that a galaxy of stars will be on hand for the entertainment program, association executive report.

Wurlitzers

WURLITZERS

MILLS • ROCK-OLA

LOWEST PRICES

EVERYTHING YOU WANT IN AN AUTOMATIC PHONO NEEDLE

SAMPLE 35c.
See Your Distributor or Write

THE ELDEN CO.
116 W. Wisconsin
Milwaukee, Wisc.

GRAND OPENING SPECIALS

1/9 Deposit, Balance C.O.D.

ADDRESS

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APMA, Assn. Of Phon Mfrs., Announced in Chi


The name of the new association is Automatic Phonograph Manufacturers' Association or APMA, and its headquarters are established in the building of The John Gabel Mfg. Co. at 901 W. Washington Blvd., Chicago. The letter follows:

CIRCULAR TO ALL PHONOGRAPH MANUFACTURERS:

Just as the automobile manufacturers, the electrical manufacturers and practically every other manufacturing group that have their trade associations to promote the welfare of their industries, the recently organized Automatic Phonograph Manufacturers' Association has decided to form an entirely voluntary association of manufacturers of automatic phonographs, serving the need for the formal purpose of making the business of operating, distributing and manufacturing automatic phonographs a more permanent, satisfactory and profitable business for all concerned.

As you know, we have for more than four years been members of the Musical Instrument Division of National Association of Coin-Op Machine Manufacturers, and thus that organization as we have pursued our individual efforts have vigorously opposed many attempts of outside groups and organizations to interfere with the welfare of our industries. The recently organized Automatic Phonograph Manufacturers' Association, as its name indicates, will be an entirely voluntary association of manufacturers of automatic phonographs, serving the need for the formal purpose of making the business of operating, distributing and manufacturing automatic phonographs a more permanent, satisfactory and profitable business for all concerned.

As you know, we have for more than five years been members of the Musical Instrument Division of National Association of Coin-Op Machine Manufacturers, and thus that organization as we have pursued our individual efforts have vigorously opposed many attempts of outside groups and organizations to interfere with the welfare of our industries. The recently organized Automatic Phonograph Manufacturers' Association, as its name indicates, will be an entirely voluntary association of manufacturers of automatic phonographs, serving the need for the formal purpose of making the business of operating, distributing and manufacturing automatic phonographs a more permanent, satisfactory and profitable business for all concerned.

The secretary of APMA is C. B. Darling, who for the past five years has served as secretary of a coin machine association that has been successful, and that is one he has decided to pursue his individual efforts have vigorously opposed many attempts of outside groups and organizations to interfere with the welfare of our industries. The recently organized Automatic Phonograph Manufacturers' Association, as its name indicates, will be an entirely voluntary association of manufacturers of automatic phonographs, serving the need for the formal purpose of making the business of operating, distributing and manufacturing automatic phonographs a more permanent, satisfactory and profitable business for all concerned.

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New Missouri Cigarette Ops' Assn.

ST. LOUIS, Sept. 30.—The newly organized Cigarette Service Association of Missouri held a special meeting September 12, when officers were elected to serve until January 1, 1940.

Those elected were Abe Jeffers, president; Jerry Clancy, vice-president; Richard Obergmeyer, secretary, and Morris Bufa, treasurer. All the members of 12 cigarette operating firms in the city of St. Louis are members of the new organization, making it practically 100 per cent organized. The association is working toward the end of having the city tax on cigarettes which went into effect here on July 1 defeated on October 1, when the case comes up before the Supreme Court of Missouri at Jefferson City. Delegates from the association will be on hand for the hearing at that time.

New Music Assn., Formed in N. Y. C.

ALBANY, N. Y., Sept. 30.—The promotion of the use of entertainment among the music business members to establish and enforce fair trade practices was the purpose of the American Society of Composers, Authors and Publishers of research in music recording and other matters concerning the interest of the society and its members. The American Society of Composers, Authors and Publishers of insured music was launched, as has been announced.

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business these days for aboved manipulators.

Charlie Katz passed out cigars to celebrate the unveiling of D. L. Gottlieb's new K-200. "George Ponsor is now distributor for our games in this territory," he revealed.

Among the busiest of the busy offices at Cowor (10th Ave.) are those of Bernie Rosen's N. Y. Makers Corp.

BENT LANE

reports there was plenty happening around the offices of Coinboard Sales this week. Both Fred Tervor and Harold Lawrence paid flying visits to their home office. Tervor, who handles up-State New York and New England, and Lawrence, who is in the Pennsylvania representative, both report a phenomenal demand for Gottlieb's Mr. Chips.

NAT COHN

was going over plans for Modern Vend- ing's expansion this week. "We're going to take over the entire seventh floor here at 660 Broadway. Remember that there are so many orders for that we expect we'll tie up all production for the next four or five weeks. In fact, since we've crashed we've made arrangements to take over the entire seventh floor when you see the new display rooms. You'll want them to be most the beautiful in the biz."

CHARLES ABERSON

and Bill Alberg report that they were literally swamped with orders during their full week's showing of Evan's Ten Pins. They have many orders to the factory that we expect we'll fill up all production for the next few weeks. In fact, since we've crashed we've made arrangements to take over the entire seventh floor when you see the new display rooms. You'll want them to be most beautiful in the biz."

TRI-PRIENDS

were out of the office on Bally's latest novelty game, White Sails. Donald, who was piloting the big in Matty, says they'll have one aboard as fast as they can. What's more, it looks like White Sails is going to salt it out this week.

JERSEY JOTTINGS

Charley Chaplin, chief mechanic for George Ponsor, Newark, became a hero of the week when he entered the Coinboard Sales office on September 10 and, according to his own report, "I was a cowboy in Texas," he explained. Dave Engel is reported going great guns. He's been around the country for many games to the factory that we expect we'll tie up all production for the next four or five weeks. In fact, since we've crashed we've made arrangements to take over the entire seventh floor when you see the new display rooms. You'll want them to be most beautiful in the biz."

COINSHOTS

Lewis London, of Banner Specialty Co., Philadelphia, just entered the growing ranks of daddies with a baby boy, and Guinea Tribunes, Inc., to give the industry a new game. They have more than 7000 orders for the new game, and we expect to fill up all production for the next four or five weeks. In fact, since we've crashed we've made arrangements to take over the entire seventh floor when you see the new display rooms. You'll want them to be most beautiful in the biz."

W. S. KiPhone. 8-10 East.

"We're doing as great a job as could ever be expected. Here's what we'll be in for during the first place with the best of them."

M. B. NUTER

is busier than ever before getting out games into the country. "They got me hopping from morning to night," Mike says.

JOE ASH.

of Active Amusement Machine Corp., Philadelphia, states, "Our slogan that 'prosperity is now on the corner of 20th and Franklin st.' seems to be working. For, if this isn't prosperity, what is?"

LOTTERS OF ACTIVITY

these days in Jersey merchandising machine circles. Mr. Keller is in charge of Eastern, and M. Harrington, in charge of the Northern division in New York. As a result of the war, purchases of pachislo and other imported mills have increased, as have the extra quantities of ball gum. Some of the leading manufacturers are Mr. Burgie and Mr. Harmon, who are both well known in the business. Mr. Burgie and Mr. Harmon were the first to offer high-grade games to the public in Jersey. As a result of the war, purchases of pachislo and other imported mills have increased, as have the extra quantities of ball gum. Some of the leading manufacturers are Mr. Burgie and Mr. Harmon, who are both well known in the business. Mr. Burgie and Mr. Harmon were the first to offer high-grade games to the public in Jersey. They sold them by the tens of thousands in the first weeks of the war. As a result of this, they have increased their production to meet the demand. Mr. Burgie and Mr. Harmon were the first to offer high-grade games to the public in Jersey. They sold them by the tens of thousands in the first weeks of the war. As a result of this, they have increased their production to meet the demand.

WEDNESDAY MACHINES

Sol Silverstein, well-known Chin coin representative, was admiring the Ponsor office of Coinboard Sales this week. He reported looking for a new partner for the firm. They have a news-coming in and Oli Pastin still in the office. Charlie Katz was on hand, as was Chuck Meier, who was a reporter for the New York Times. They both reported the news coming in and Oli Pastin still in the office. Charlie Katz was on hand, as was Chuck Meier, who was a reporter for the New York Times. They both reported the news coming in and Oli Pastin still in the office.

Meyer Marcus, Markieb Co., Cleveland, YMCA, is a check from Silverstein for a "substantial order of Mills Three-Eyed Music phographs." Silverstein is said to be one of the largest operators in Ohio.

CHARLES DELOCH, of Novelty Machine Co., Newark, is looking for a big move this week. He is a leader in the coin-op field, and his company is looking for new opportunities in the coin-op field. He is a leader in the coin-op field, and his company is looking for new opportunities in the coin-op field.

CHI TRIBE CHANGES

Bagatelle to Bagatelle

CHICAGO, Sept. 30.—Bagatelle will henceforth be written "bagatelle" by The Chicago Tribune. An announcement to this effect was made in the editorial columns of the newspaper. Bagatelle is a new spelling of the term, sometimes used in connection with pinball games. It is one of the words coming under the newspapers' simplified spelling campaign. At the same time they announced that they would use simplified spellings such as "the," "this," and "that," as well as lending themselves to simplified spellings.
**Missouri Assn. Begins Fall Season**

**ST. LOUIS, Sept. 30—Missouri Amusement Machine Association held its first meeting since last July Friday night, September 15, at the Melrose Hotel. Regular meetings, which had been dispensed with during the summer, will again be held monthly from now on. Fifty-six members answered the roll call after President Morris called the meeting to order.**

It was pointed out that the organization was operating successfully. New membership cards were agreed upon and these are to be ready for distribution at the next meeting. It was decided to drop all delinquent members from the rolls. The treasurer’s report showed the organization in good financial standing.

Louis Morris and others who have been vacationing the past few months told of operating conditions in different parts of the state. Among other things, it was announced that the association will hold its annual picnic party Sunday, October 8, at the clubhouse of Lee Turner, located near Jeddberg on the Meramec River. All members and their families are cordially invited.

Among those who were called upon for remarks during the meeting were A. McCary, Carl F. Trippe, William J. Schreier, George Spitzer, Harry Siegel, Art Weinleschke, Dick Westbrook, J. H. Wissunka, Vernon Holt, Abe Jeffers, Al Libarch, Meredith Ruff, Joe Morris, Basli Neel, William (Bill) Illis, Roy Hay, George Quibi, Jack Rosenfeld, Harry Davies, Al Miller, Walter Bowman, Ben Axelrod, Carl Luytlee, Dan Landabaum, William (Bill) Rowland and Frank Joerling.

**What? A New York Coinjog's Union?**

**NEW YORK, Sept. 30—New York distributors are eying their secretaries with bated breath these days. Unprecedented action is caused by the fact that girls working in almost all the distributors' offices for the past month have been unable to come into the building for luncheon and one distributor firm member, Irv Crenstein, declared, "Say, ma, they know we're dead." The girls deny the allegation, saying that they are purely a social gathering. "We've been talking to each other via intercom, and they're not able to come because they're too busy to come to meet each other personally." Moving lights of the get-together were Rose Samalin and Bobbie Cohen.

Others attending the luncheon were Evelyn Deteman, Abe Distributing Co. and Mrs. Charles Polon, Hercules Machines Exh., Inc., 1175 Broad Street, Newark, N. J.

**Western Dead Heat**

**PHILADELPHIA, Sept. 30.—Business is now definitely on the upswing, with operators reporting increased collections and distributors enjoying a brisk turn-over on the new games. One of the largest single orders ever placed by a local firm will shortly be given when Bill Rodstein, currently confining his activities to the pinball games, will branch out and enter the phonograph field in partnership with Al Stern. The initial order for the new enterprise will consist of 300 of the latest model music machines.

The first shipment of Cinematone phonos to reach Philadelphia will shortly be received by Oscar Spiegel. The first batch will contain 65 machines.

Spiegel says that the phonos fills a long-felt need in the music field and expects to order more when these phonographs are placed.

Ever since Harry Litter entered the coin machine field events have been moving rapidly for him, but trust him to keep pace. After being in the pinball business for only a short time, he branched out into the music field and now he is operating a large route. The latest item of importance in Litter's life is his forthcoming hospitalization scheduled for the latter part of October.

The wife of Harry Lerner, one of Minneaporte operators, was operated on the past week. She is getting along fine, and will soon be able to go home.

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Lee Gross is now breathing easier since his 3-year-old daughter, Dina, has successfully undergone a throat operation and is now recovering. During the tot's illness Lee spent much time at the hospital, but is now seen all along his route.

D. HELFENBEIN, David official, and Max Mohr, well-known West Coast distributor, took over Donato's latest game. Transport of the coin is reported to be doing well on the Coast. Mohr went to Chicago, where this picture was taken, to supervise shipping of games.

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Banner Opens New Pittsburgh Offices

PITTSBURGH, Sept. 30 -- Banner Specialty Co., with headquarters in Philadephia, officially opened its new building at 1505 Fifth avenue here today with a gala party.

Banner has had offices and showrooms in this city for some time. Finding businesses growing and wanting to provide better facilities for the trade, it decided to open a new building featuring the most modern aids and conveniences. Harry Rosenthal remains as manager of the Pittsburgh business.

I. H. Rothenstein

"Banner Specialty Co. will continue with the same high efficient personal service under the wing of Harry Rosenthal," declared I. H. Rothenstein, head of Banner. "The new building will make every possible effort, now that we have larger quarters, to improve on our service and co-operation in the trade in this area."

Many surprises had been prepared for the visitors. New games were introduced for the first time. It was announced that this year 1,000 in prizes would be given away. Said Rothenstein, "The affair was looked upon as a preconvention event in that it gave all operators in this area a chance to get together and discuss the various important problems of the industry—and it gave them the opportunity to meet the men who are making the machines.

Banner Specialty opening brought out biggest crowd in Pittsburgh coin machine history.


Wuritzer sent down a delegation from North Tonawanda including Bill Bolles, Ed Wiegler, Jim Broyles, Harry King, Walter Reed, Harry Payne, Bob Connors, John Schwartz and Leonard Brannan.

Distributors and jobbers from as far away as New York and Chicago were present.

The new building was acclaimed one of the most impressive in the industry. The three floors are unusually well arranged. The first floor houses showrooms and offices. On the second floor is the large repair department, and the third floor has big warehouse space.

The large turnout was attributed to the respect in which the trade in this area has for Banner Specialty Co.

Flowers and telegrams swamped the entrance to the display rooms and food and refreshments were elaborately served.


Sacred Events

National Tobacco Tax Conference (State tax officials), Hotel Henry Ford, Atlantic City, Oct. 5 to 7.

International Assn. of Ice Cream Mfrs., 39th annual convention, St. Francis Hotel, San Francisco, October 23 to 27.

Annual Coin Machine Convention, Sherman Hotel, Chicago, January 15 to 18, 1940.

Annual Parks, Beaches and Pools Convention, Hotel New Yorker, New York, December 4 to 8, 1939.

Refrigeration Show and Convention, Stevens Hotel, Chicago, January 15 to 18, 1940.

National Tobacco Distributors' Convention, Palmer House, Chicago, January 17 to 20, 1940.

National Apple Week, October 15 to October 21.

Second Annual Regional Show for Northwestern Operators, sponsored by the Metropolitan Amusement Games Association, Inc., Twin Cities, Minn., last week in January, 1940.
More and More Operators Are Finding That...

TRIPLE THREAT
Is the Most Profitable Game They Ever Had!
It's Timely—It's Real Football!
Try One — You'll Buy Plenty More!
Now being shipped in extra-deep sturdy shakeproof cabinet at no extra cost!

SUPERIOR'S SPECIAL FOOTBALL BOARDS

SUPERIOR PRODUCTS
"World's Largest Salesboard Factory"
14 North Peoria Chicago, Ill.

SUPERIOR'S SPECIAL FOOTBALL BOARDS

ACTION! PROFITS!
JUST OUT!

A new line of novelty salesboards with the old college thrill! New original symbols that will be as popular as our famous GOLD BELL. Tickets easy to read, easy to check—favorites of operators everywhere.

Write for your free FILL CATALOGUE just off the press.
Contains our new line of fall numbers. Also write for Scopes, exclusive salesboard trade paper.

Fitzgibbons Used Games Are the Finest Money You Can Buy!

RESERVE OR 3 METERS
FREE PLAYS
abelle Home... $7.50
Furlough... 15.00
Paramount... 0.60
Paramount Novely... 0.60
Paramount (Novelty)... 8.50
Paramount (Novelty)... 10.00
Paramount (Novelty)... 15.00
Paramount (Novelty)... 20.00
Paramount (Novelty)... 25.00
Paramount (Novelty)... 30.00

BRAND NEW CLOSEOUTS!

John A. Fitzgibbons, 453 West 47th St., New York City

AMUSEMENT MACHINES
October 7, 1939

Appoint Fishman Rock-Ola Distributor

NEW YORK, Sept. 30.—The appointment of Joe Fishman and Marvin Liebowitz to be distributors for the Rock-Ola Mfg. Corp. has been announced. Fishman is well known as the executive secretary of the Amalgamated Vending Machine Operators' Association here. Liebowitz enjoys the reputation of being one of the largest operators in this area and president of the operators' group.

Although the appointments came as somewhat of a surprise, it was learned that Jack Nelson, official of Rock-Ola, spent

JOE FISCHMAN
some time in New York arranging the new set-up. The new firm will be called the Interstate Coin Machine Sales Corp. and will be located at 248 West 35th street.

It will handle a complete line of Rock-Ola products. It was indicated by many operators that it would miss the new Rock-Ola representatives in losing its services to Amalgamated. As distributors, both will drop their duties in the operators' association.

Rock-Ola officials expressed their pleasure for the new New York representatives. It was agreed that if any two individuals should be picked as the best possible distributors for Rock-Ola products in New York, figuring all the attributes which go into the making of successful distributors, their names would be Fishman and Liebowitz.

The popularity of the two partners will undoubtedly be of great aid in the establishment of the new sales firm. Both are well known and it is indicated that their past work in coin machine circles will aid them to reap their share of business in New York.

Both extend an invitation to all to drop in and see them at their new quarters. They said in the spirit of their new enterprise, "also to see those swell Rock-Ola products.'

Midget Baseball Now in Production

NEW YORK, Sept. 30.—D. Robbins & Co., manufacturer of the new 1-cent counter skill game, Midget Baseball, reports that the game is now in full production. A slight delay was incurred when the delivery cabinets were held up, "however," claims Robbins, "the cabinets are coming in and we are racing ahead with our production. The local reps have placed substantial orders after tests on locations have proved successful.

"The operators tell me that all this baseball is fading out as the current sport, the game itself is enough to bring in the pennies, and the baseball fans like to have a carry-over in the off season. In addition a ball game is vended with every penny."

Wolcher Visits Exhibit Factory

CHICAGO, Sept. 30.—Visitor to the Exhibit Supply Co. recently was Lou Wolcher, head man of the Western representatives and the Advance Automatic Sales. His firm serves the Pacific Coast with exhibit products.

Lou Wolcher, it is reported, is in his 20th year in the coin machine business.
Guaranteed Values

**AUTOMATICS**
1. Deluxe Pinball $19.50
2. Bell Pinball $18.50
3. Pinball $15.00
4. Ball Time $15.00
5. Pinball $12.00
6. Ball Time $12.00
7. Pinball $9.00
8. Ball Time $9.00
9. Multi-Races (Lambdins) $9.00
10.自由价格

**FREE PLAY NOVELTIES**
1. Skee-Doo $2.00
2. detergent $2.00
3. Pinball Time $1.00
4. Ball Time $1.00
5. Pinball Time $1.00
6. Ball Time $1.00
7. Pinball Time $1.00
8. Ball Time $1.00

**HORN OF PLENTY**

**WURLITZER PHONOGRAHIS**

**GOLDEN IVORIES**

**LAMBERT & Company**

**RUSH YOUR ORDER FOR THESE FREE PLAY SPECIALS**

**GODDLETT'S TRACK RECORDS**

**BALLY'S EUREKAS**
GOLD CUP
FREE PLAY MULTIPLE ONE-SHOT

- Earn pay-table profits in free-play territory with GOLD CUP! Popular "line-up-3" score system... all the appeal of a 3-ball, plus CHANGING COINS, MYSTERY FREE SYMBOLS and plenty of skill thrills hitting NEW SUPER-SENSITIVE RUBBER-TIRE BLAMPSERs. Pockets at bottom of board score up to 20-for-1... or player can win $25 TOP COLD AWARD! COLD CUP collections equal peak payout profits, according to actual reports from operators. Get your share... order GOLD CUP today.

THE BILLBOARD

Keen-a-Ball Beats Lot-o-Fun Record
CHICAGO, Sept. 30. - "Swinging into a stride that's amazing all beholders, Keen-a-Ball is already outstripping by a wide margin the marvelous earning record of Lot-o-Fun, which was the marvel of the industry a few months ago," reported Henry Gottlieb, president of Gottlieb & Co.

"Particularly in the East, Keen-a-Ball is becoming an even greater sensation - and that's saying a lot, because Lot-o-Fun is still commanding top position in locations and there's none available on the used market. To shelter such a record is almost unbelievable, but Keen-a-Ball is doing it every day.

"The reason is plain, for after all the answer is in the cash box. Keen-a-Ball offers players inducements that are play-compelling, like three ways of winning, cumulative scoring, which permits the player to carry his score from one game into the next for three games in a row, thereby insuring high winning scores... and other new features. Our machines represent a wholesome activity. Distributors and jobbers keep calling for more and more games, and all we hear is speed and rush delivery. But that's what happens when you build an outstanding hit."

Sphinx Cohen Says, "Watch Pace"
MINNEAPOLIS, Sept. 30. - Bill (The Sphinx) Cohen, of Silent Sales Co., reports business as good in Minneapolis. He had something particularly to say in regard to one of the lines he is now handling. He advised, "Watch Pace."

Continued Cohen. "If you haven't seen it yet you should see the new low-priced Lot-o-Fun-a-Scale—a real porcelain job. Watch too, the Junior Saratoga and Pace Bells in their beautiful cabinets which make these two machines the classiest looking square bell of all times again. Again I say, keep your weather eye peeled and watch Pace."

Keeney Reports Thriller Sales Up
CHICAGO, Sept. 30. - Word comes from the J. H. Keeney & Co. office of the "the steady upward rise in sales of the latest Thriller."

"Stated Jack Keeney, "when we introduced Thriller to the trade we were sure that it would be a big seller. However, we did not realize that it would become a popular favor in the short time that it has been on locations. With just a few weeks in play, it is one of the biggest selling free play games on the market. "Operations from Coast to Coast have been flooding us with orders and repeat orders for this sensational new machine. They tell us that players everywhere are wild about all its outstanding features. They say that Thriller offers a new, fascinating appeal that keeps the cash box full. One operator reported that he has never had to empty a cash box so quickly. His customers, if they have only seen his first Thriller, "But, it isn't only the unusually large earnings that has won Thriller a place in the hearts of coin men all over the country. The excellent mechanism has been one of the most talked-about features of this great new game."
**Mr. Chips Goes Into Eighth Week**

**CHICAGO, Sept. 30.—**With seventh week of day and night production already behind it, Genco's sensation, Mr. Chips, goes into its eighth week with no sign of a let-up in demand," reports Genco, Inc. The factory reports praise has been forthcoming from every branch of the industry and from all parts of the country, making Mr. Chips one of the all-time great coin machines.

Genco quoted one operator as saying, "What this business needed was a winner like Mr. Chips. I have always contended that the business is as good as the games it has to put on location, and a horse like Mr. Chips proves it. My collections jumped up and stayed up magnificently when I flooded my route with Mr. Chips after a few days of testing it. I want to take my hat off to Genco for producing a game as mechanically perfect, exciting and thrilling as Mr. Chips. I expect to be adding to the games already on my location for weeks to come, for I understandably say that this is the game of the year!"

**Harry Hoppe Joins Baker Firm as V.P.**

**CHICAGO, Sept. 30.—**Harry Hoppe, well-known figure of the coin machine trade both in the United States and abroad, has announced his new connection as vice-president of the Baker Novelty and Mfg. Co., of Chicago. For years he has traveled in coin machine circles and learned the problems of operators and distributors first hand. His wide experience and thorough knowledge of their wants and needs are a tremendous asset in his new connection.

Harry Hoppe, a former president of the company and new business associate of Hoppe, enjoys the reputation of being one of the veterans of the industry. Headed by him, the company has produced a number of well-known games among which are Pick-a-Pack, counter game, Baker's Faces, racing, and others.

Twinkle, new 5-ball novelty and free-play embossing revolutionary ideas, has just been introduced and promises to be one of the hits of the industry," reports Baker. "In fact, on preview, even before the operators and enthusiastic distributors ordered Twinkle in such quantities that all hands are working at top speed."

**Jennings Markets Automatic Libraries**

**CHICAGO, Sept. 30.—**"Just to prove that anything that can be sold can be successfully merchandised thru coin-controlled equipment, O. D. Jennings & Co. have designed the Automatic Library—a coin-operated book vender, offering a variety of 18 individual selections," reports the company office.

"Nationally known "Little Blue Books" are vended thru Automatic Libraries. Three 64-page, 15,000-word digests of world-famous books, by renowned authors, have been published and edited by Carl Brandt-Julius Publishing Co., of Girard, Kan., for the past 20 years. The library consists of the three world-famous books, expertly condensed into handy pocket-books.

"The marketing of Automatic Libraries is handled by Automatic Libraries, a division of O. D. Jennings & Co. The sale and distribution of this new number are in the capable hands of Body O'Nabum and Walter Gummer'shimer."
Chi Coin Traces Growing Business

CHICAGO, Sept. 30.—A report from executives Sam Wolfberg and Sam Oensburg, of Chicago Coin Machine Mfg. Co., indicates that the unusually good business enjoyed during the past few months is now a permanent part of the Chicago Coin scene.

The partners declared: "Over a period of time we've built a large list of satisfied, friendly customers who profited by making a habit of buying Chicago Coin games.

"Several months ago this list began to expand and all our customers seemed to be buying our games in larger quantities. We felt the first real spurt when we offered our novelty-free game, Kane, Tit, Sport. The unusual play and features of Sport commanded the attention of operators everywhere."

"A few weeks ago we announced our newest release, Lucky. And now operators say it was a lucky day for them when we offered it to them, for they've earned some of the largest profits in their history with this appealing new novelty-free play game. That's the reason why more Luckies are being made daily than any other game on the market."

White Sails Is Bally's Newest

CHICAGO, Sept. 30.—Announcing White Sails, five-ball novelty game. Jim Buckley, general sales manager of Bally Mfg. Co., explained that the game combines the features of the so-called spottem skill play and the appeal of high score. "White Sails," he said, "is a simple, speedy game, available in either regular novelty or free-play model. Player simply lights five sails by hitting sail control bumpers—that's the spottem feature. Then he shoots to build up his score and earns one free game for each bumper hit after five sails are lit and the starting score is reached."

"Reports from White Sails already on location prove that players get the idea at a glance and settle down to long sessions of play—because White Sails has plenty of excitement, action.

"Another new feature of White Sails is what we call shifting 1,000-point action. The red and blue bumpers score 1,000 each when hit, but zero when not hit—and the lights alternate between red and blue, changing each time a lit bumper is hit. Thus by skillful shooting the player may time the action of the ball toabay back and forth between red and blue bumpers, hitting lit bumpers all the way down the board—a really fascinating skill challenge."

Monarch Notes Fall Season Debut

CHICAGO, Sept. 30.—"The fall season has really started off with a bang," says Monarch Coin Machine Co.'s Al Stern. "Naturally we're delighted a spurt in sales, even tho our summer business was one of the finest in Monarch history. But we figured it would be a gradual rise rather than such a sudden increase as we had had here the past few weeks.

"We are deeply grateful to our operator-customers for this business, for it tells us that they have faith in us and in our equipment. Of course, operators who have bought Monarch equipment in the past know that it is in excellent shape for long-time operation and large profits.

"We'd like to extend at this time our best wishes for one of the biggest fall and winter seasons to all operators."

TEXAS OPERATORS SWAP WITH WILKY Rock-Ola—Bally—Groetchen

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FRIENDS AND CUSTOMERS came to see and hear Mills' Throne of Music displayed in the showrooms of the Jefferies Amusement Co., Fort Smith, Ark. H. W. Jeffries heads the concern.

H. & H. NOVELTY SALES

645 HAMM BLVD., ST. PAUL, MINN.

SALESBORD OPERATORS Read "DEALS" A column about new saleboard ideas, deals and personalities In the Wholesale Merchandise Department THIS WEEK and EVERY WEEK

SALESBOARD OPERATORS

Read "DEALS"

A column about new saleboard ideas, deals and personalities In the Wholesale Merchandise Department THIS WEEK and EVERY WEEK

- IT'S A HIT! BASEBALL

Now 1s Counter Skill Game, Grants a Ball of Gum for each guess. Has marvelous player appeal. Low price. Rollers and Operators write AT ONCE for se.

ROBBINS & CO. 1141-8 TEXAS AVE. BROOKLYN, N. Y.

THE CASH BOX TELLS THE STORY!

SHATTERING ALL PROFIT RECORDS!

No Wonder Operators Are Doubling Orders Daily!

SAVSO

VENDING CO., INC.

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BROOKLYN, N. Y.

CHICAGO COIN MACHINE MANUFACTURING CO.

1720 DIVERSEY BLVD., CHICAGO, ILL.

$94.50 CONVERTIBLE PLUG IN FOR FREE GAME OR NOVELTY

WHITE SAILS IS BALLY'S NEWEST

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Guarantees the quality of every machine listed here regardless of the price! Act quick! Phone, wire or mail your order now!

(All used machines offered subject to prior sale)

Free Play Games

<table>
<thead>
<tr>
<th>Game</th>
<th>Price</th>
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<tbody>
<tr>
<td>Sally Fifth Innings</td>
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<td>Shin Chin Majors</td>
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<td>Bally Chevon</td>
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<td>5 Spot Jumbos</td>
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<tr>
<td>DaVil Gems</td>
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<tr>
<td>Geno Klick</td>
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<td>Ham Hoppe Taps</td>
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<td>Keeney Hit</td>
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1-Ball Automatics

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<td>Bally Thistle Down</td>
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<td>12 Mills Hi-Boys</td>
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<td>2 Mills New Style 1-8-6-1-8 Tails</td>
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Consoles

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Novelty Games

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<tr>
<td>Geno Stop and Go</td>
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<td>Geno Big Top</td>
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Guaranteed Slots

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<td>Mills Columbia Gold Award</td>
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<td>Mills 100-Foot Roll-Mayo</td>
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Phonographs

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Terms:

1/3 CERTIFIED DEPOSIT on ORDER for DEPOSITS.

Note:

If you are in need of machines or supplies, write for our complete bargain sheet.

205-15 Franklin St. Fayetteville, N.C.

Cable Address "COINSLINE"

Western Newest Game, Dead Heat

CHICAGO, Sept. 30.—In announcing the release of Western Products' newest machine, Don Anderson, official, said, "We think Dead Heat, our new game, is the greatest payout game on the market today. And we're not alone in this exalted opinion, for operators who have seen it say it is just the kind of game needed to start the profit roll roaring for a big winter season. Dead Heat is just packed full of appealing features—profit-building features. It's got the teasing appeal that keeps players lining up on locations waiting to play."

"Dead Heat has two jackpots and has a mystery red light which increases the tension of each game played and keeps players coming back for more. After all, it's a single coin chute and a multiple coin chute, so players can insert more than one coin at a time. It has a beautiful new playing board and a new flashing backdrop."

"All this new action brings the suspense of each game to higher points than have ever before been reached in this type of machine. This is the game for you on your location."

Wolcher in Portland

PORTLAND, Ore., Sept. 30.—Lou Wolcher, Western Distributors' chief from San Francisco, hopped here from Chicago after a buying tour and a peek at the New York World's Fair. He made a side trip to the Seattle office before returning to his Bay City desk. After taking in the Pendleton Round-Up, C. R. Adelbert, of the Stoner Mfg. Corp., listed Western Distributors' local manager, Budge Wright.
Mr. Chips

8TH WEEK OF DAY AND NIGHT PRODUCTION

BERT LANE Says:
8 WEEKS ON MR. CHIPS SPEAKS FOR ITSELF!

EXECUTIVE’S EXTRA SPECIALS

A. B. T. MOVING TARGET GAME, $27.50

FLOOR SAMPLES

FREE PLAY NOVELTY

A. B. T. MOVING TARGET GAME, $27.50

SAVING WITH SAVOY! RECONDITIONED and GUARANTEED

WE WANT TO BUY

USED PAYTABLES, FREE-PLAY GAMES, COUNTER GAMES, SLOTS AND PHONOGRAPHIC

Penna., New Jersey, Maryland, Delaware Operators WE HAVE THEM

SAVAGN VENDING COMPANY, INC.

SAVOY VENDING COMPANY, INC.

WE WANT FOR IMMEDIATE DELIVERY

SICKING, Inc.

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"
Congrats to our Distrib. Congratulations and thanks, Mills Distributors, for your good work in putting Mills Throne of Music in top position in its field.

Quebec Coin Mach. Exch. Reg'd
1247 Guy St.
Montreal, Quebec, Canada

George Ponser Co. of N. Y., Inc.
519 W. 47th St.
New York, N. Y.

American Cigarette Machine Co.
1559-57 Fifth Ave.
New York, N. Y.

American Cigarette Mach. Co.
724 Michigan Ave.
Buffalo, N. Y.

Clinton Vending Machine Co.
205 S. Fourth St.
Clinton, Iowa

Smith's Automatic Phonos Co.
P.O. Box 607
Chelmsford, Wash.

2643 & Hamilton

Arthur F.ke Distributing Co.
1310 McKinney
Dallas, Texas

South Coast Amusement Co.
305 E. Eleventh St.
Houston, Texas

Monarch Coin Machine Co.
1711 Belmont Ave.
Chicago, Ill.

Northwest Amusement Co.
1315 S. W. Broadway
Portland, Ore.

Owl Machine Co., Inc.
245 Columbia Ave.
Boston, Mass.

Vending Machine Sales Co.
1512 N. Grand
St. Louis, Mo.

Mills Sales Co., Ltd.
1311 W. Washington Blvd.
Los Angeles, Calif.

G. B. Jarvis
318 Homer St.
Vancouver, B. C., Canada

Friedman Amusement Co.
201 Edgewood, S. E.
Atlanta, Ga.

R. Bryant & F. McKinney
535 S. Limehouse
Lexington, Ky.

Vict Manhant Co., Inc.
2118 W. National
Waukegan, Ill.

Central Illinois Sales Co.
116 First St.
Princeton, Ill.

Western Distributing Co.
2429 Main St.
Kansas City, Mo.

Mint Vending Co.
211 N. Seventeenth St.
Birmingham, Al.

O & M Distributing Co.
Minneapolis Hotel
Muskogee, Okla.

Howard Sales Co.
132 South Thirteenth St.
Omaha, Neb.

Mayflower Novelty Co.
1939 University Ave.
St. Paul, Minn.

Vending Machine Co.
205-15 Franklin St., Fayetteville, N. C.

Mills Novelty Company, 4100 Fullerton Ave., Chicago, Ill.
Nationwide Sales of
ROCK-OLA
LUXURY LIGHTUP
PHONOGRAPHS
Sold by the greatest distributorship organization in the industry

ALABAMA
Birmingham Vending Company
2117 Third Avenue, North
Birmingham, Ala. (Tel. 3-5163)

ALASKA
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3144 Elliott Avenue
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ARKANSAS
Standard Automatic Music Co.
1200 W. Thayer St., Little Rock, Ark.
Tel. 40584-7924-22469

CANADA
P. & H. Coin Machine Exchange
128 Dundas Street, W., Toronto,
Ont. Can. (Tel. Adelaide 97333)
Resy Specialty, Inc.
703 Notre Dame, West, Montreal,
Quebec, Can. (Tel. Belair 2394-51)

COLORADO
Denver Distributing Company
1850 Arapahoe Street
Denver, Colo. (Tel. Cherry 4800)

DELAWARE
The Hub Enterprises
41 South Liberty Street
Baltimore, Md. (Tel. Calvert 3429)

FLORIDA
Edgar J. Woodfin
1330 Kipling Avenue, N. E.
Atlanta, Ga. (Tel. Davis 1516)
Twentieth Record Phonograph Corp.
206 Washington Street
Tampa, Fla. (Tel. 20201)

GEORGIA
Edgar J. Woodfin
1330 Kipling Avenue, N. E.
Atlanta, Ga. (Tel. Davis 1516)

IDAHO
J. H. Rutter
73 S. 4th East, Salt Lake City, Utah
(Wasatch 3350)

ILLINOIS
Couvez Sales Co.
444 S. Schuyler Avenue
Kankakee, Ill. (Tel. Main 3601)
Ideal Novelty Company
1318 Market Street
St. Louis, Mo. (Tel. Garfield 0072)

INDIANA
Automatic Sales Co.
459 Massachusetts Ave.
Indianapolis, Ind.
Ohio Specialty Co.
713 East Broadway
Louisville, Ky. (Tel. Wabash 2465)

INDIANA—Continued
Carl A. Hooper
540-51 S. 2nd Street, Louisville, Ky.
(Tel. Wabash 4063-Belmont 2409)

IOWA
A. A. Becker
4014 Hickory
Omaha, Neb. (Tel. Clendale 2679)

KANSAS
Monarch Coin Machine Co.
1751 W. Belmont Avenue
Chicago, Ill.

KANSAS CITY, Mo.
United Amusement Company
3610 Main Street
(Tel. Wabash 4063-Belmont 2409)

KENTUCKY
Carl A. Hooper
540-51 S. 2nd Street, Louisville, Ky.
(Tel. Wabash 4063-Belmont 2409)

LOUISIANA
Sam Gentlich
517 Canal Street
New Orleans, La. (Magnolia 2966)

MEXICO
Navarro Automatic Co.
Arcades Sendera, S.S.
Mexico, D.J.

MICHIGAN
B. L. Marshall, Inc.
2306-32 Woodward Avenue
Detroit (Tel. Temple 1-4111)

MINNESOTA
La Beau Novelty Co.
1844-8 University Avenue
St. Paul, Minn. (Tel. Nester 2826)

MISSISSIPPI
United Novelty Company
704 West Howard Avenue
Biloxi, Miss. (Tel. 10-102)

MINNESOTA—Continued
United Novelty Company
407 West Capitol Street
Jackson, Miss. (Tel. 2-0203)

MISSOURI
Ideal Novelty Company
515 Market Street
St. Louis, Mo. (Tel. Garfield 0072)

MISSOURI—Continued
United Amusement Company
3610 Main Street
Kansas City, Mo. (Valentine 5825)

NEBRASKA
A. A. Becker
4014 Hickory
Omaha, Neb. (Tel. Clendale 2679)

NEW JERSEY
Luxury Light-Up Phonograph Co.
248 W. 53rd Street
New York, N. Y. (Circle 7-2094)
B. D. Lazzer Company
507 Spring Garden Street
Philadelphia, Pa. (Tel. Market 2170)

NEW MEXICO
Denver Distributing Company
1035 Arapahoe Street
Denver, Colo. (Tel. Cherry 4800)

NEW YORK
Luxury Light-Up Phonograph Co.
248 W. 53rd Street
New York, N. Y. (Circle 7-2094)
Universal Vendors
768 Broadway
Albany, N. Y. (Tel. 4-1953)

OKLAHOMA
Burlingame Coin Machine Co.
3504 Spring Garden Street
Philadelphia, Pa. (Tel. Market 2170)

PENNSYLVANIA
B. D. Lazzer Company
607 Fifth Avenue
Pittsburgh, Pa. (Tel. Grant 7818)

SOUTH CAROLINA
Edgar J. Woodfin
1200 Mclendon Avenue, N. E.
Atlanta, Ga. (Tel. Dearborn 1516)

TENNESSEE
Earl Montgomery
1074 Union Avenue
Memphis, Tenn. (Tel. 2-1701)

TEXAS
Louisie J. Brown
2206 S. Harwood Street
Dallas, Tex. (Tel. 4-3313)

TENNESSEE
Tennessee Novelty Company
1513 Louisiana Street
Houston, Tex. (Tel. Fairfax 4065)

UTAH
United Amusement Company
510 South Alamo Street
San Antonio, Tex. (Cathedral 1431)

VIRGINIA
Maysville Vending Mach. Exch.
500 Broadway Street
Richmond, Va. (Tel. 3-4511)

WASHINGTON
Northwest Sales
3144 Elliott Avenue
Seattle, Wash. (Tel. Garland 4601)

WISCONSIN
M. J. Pope
1422 River Drive
Appleton, Wisc. (Tel. 4771)

M. J. Pope
1422 River Drive
Appleton, Wisc. (Tel. 4771)

Rader Novelty Company
2346 North 30th Street
Milwaukee, Wisc. (Tel. Kilbrew 3080)

WYOMING
Denver Distributing Company
1035 Arapahoe Street
Denver, Colo. (Tel. Cherry 4800)

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