The performing rights of the cream of over 50,000 entries will belong to all purchasers of D & S recorded music.

NOW

Musical thrills tax free song hits audience reaction sources of supply promotion and plugging

The performing rights of the cream of over 50,000 entries will belong to all purchasers of D & S recorded music.

Davis-Schwegler with Radio Guide, the Country's leading fan magazine—launches 21 great national song searches.

Popular—classic—sacred over $5,000 in cash awards, with publishing and recording contracts, etc., etc., etc.

These famous stars will act as judges. They will pick the winners.

Contest judges


Full contest details—Radio Guide. Winner of the first contest will be recorded and in the hands of our subscribers for release on October 26.
RADIO’S CUFFO HEAVEN

RADIO'S CUFFO HEAVEN

E1 SOJADE OPERATION THE BRANDT CIRCUIT: H. L. AUDUBON UPTOWN, AND THE WIND...SODA CIRCUIT, WHICH NOW INCLUDES BRANDT'S OKEH.


CONTRACT GOES TO TORONTO MIDWAY. side show, following shows are as represented. shows are as represented, eta, PITCHER hARRIS, major BOWES, and C&G, LUX—CROSBY, BENNY. ALLAN TOPPS.

"Info Please," KATE SMITH strong in New York—variety and comedy-variety lead in chief radio centers—drum hot on coast and Chi—HILLBILLIES draw in Chi.

NEW YORK, Oct. 14—His enormous reputation and popularity, coupled with facts that his American appearances are limited, makes Arthur Toscanini the number one radio free ticket-mongers' draw. Music lovers and those who want to "hear" Toscanini on Saturday make up a mob that almost terrifies the NBC staff people assigned to the task of giving out the Toscanini tickets. Second in demand of the NBC shows, followed Information Please, Kate Smith and Fred Allen. Info's requests are a problem, because the show is broadcast from a comparatively small NBC and coast. On the Coast, according to a study made of radio ticket shows, tickets at both NBC and WABC have dropped to a quarter of the price of small shows.

Top on the list of coast radio stations are NBC's "INFO PLEASE," "BEAUFORT" and "KENTUCKY ROSE." There are a few others close behind. Judging on all over basis, regardless of size of the show, following shows are as represented, McCabe, "LUX DRAMA," Bowes, C&G, "BENNY," Fred Allen, Information Please, Kate Smith, and Fred Allen, Good News, Bob Hope, Rudy Vallee, "PAPA PIE." Toscanini, variety, and comedy-variety shows are favorites in the three principal broadcasting centers. Drama, which leaves ticket grabbers cold in New York, is hot stuff on the Coast and, with the Coast shows rating high, it is believed, because of their "stiff" status, that 24 Robertson in Big Town or the casts of the Lux shows, which are "too edgy," despite their radio popularity, quite shows as "hot话 lick" on the Coast.

(See RADIO'S CUFFO on page 19)

All-Time High for 6-Day State Fair Scored by Royal American

TORONTO MIDWAY CONTRACT GOES TO CONKLIN 4TH TIME

CINCINNATI, October 14—W. P. Conklin has been awarded the contract to operate in the midway at the Franklin Fair, due to open on October 14. Conklin, who has been operating the fair for many years, is well known in the amusement business. He is expected to give a large and varied program, including many new features. The fair, which will be open daily, is expected to be a great success.
HOLLYWOOD, Oct. 14.—Outlook for winter business here is extremely promising. However, whether there will be more night clubs available to make this sector lucrative for Eastern acts is problematical. Acts that have replaced local spots many times still seem to be in demand.

Salina Wants More Shows

BENNY GOODMAN (This Week's Cover Subject)

BENNY GOODMAN, whose rise was synonymous with that of swing, was born in Chicago, September 30, 1909. He began his career playing in the pit of a local theater. He later played in a five-piece ore on a Lake Michigan excursion boat. His band's Herbrovan's band, and while a student at least once a week. In 1937 he opened his own club in New York, the Three Deuces. Goodman is the highest paid man in the trade when he was a featured member of the Night Club Orchestra. His band has been heard at swings and upper night clubs for many years, and in 1938, he formed his own band, which has been highly successful. Goodman is the highest paid man in the trade when he was a featured member of the Night Club Orchestra. His band has been heard at swings and upper night clubs for many years, and in 1938, he formed his own band, which has been highly successful. Goodman is the highest paid man in the trade when he was a featured member of the Night Club Orchestra. His band has been heard at swings and upper night clubs for many years, and in 1938, he formed his own band, which has been highly successful. Goodman is the highest paid man in the trade when he was a featured member of the Night Club Orchestra. His band has been heard at swings and upper night clubs for many years, and in 1938, he formed his own band, which has been highly successful. Goodman is the highest paid man in the trade when he was a featured member of the Night Club Orchestra. His band has been heard at swings and upper night clubs for many years, and in 1938, he formed his own band, which has been highly successful.

Coast Clubs' High Hope

There is a general feeling here that night club business is on the upturn. The manager of one of the largest local night clubs is grossly a 20 per cent higher than the same period last year.

There is also a general feeling that if the acts double between here and New York, there will be more night clubs available to make this sector lucrative for Eastern acts. However, whether there will be more night clubs available to make this sector lucrative for Eastern acts is problematical. Acts that have replaced local spots many times still seem to be in demand.

GAC Lands Big Chi Hotel Deal

LAGOS, Oct. 14.—Local office of the General Amusement Corporation received an offer this week from the Sherman Hotel on one of the largest hand-booked shows in the city. The offer was rejected, but there is a possibility that the show may be booked in the future.

CHICAGO, Oct. 14.—Public dancing between sets of A. B. Marx and M. H. Shubert, which recently opened its Midwest one-night tour in Detroit, Jr., was dropped after the first couple of nights. The act was scheduled to appear in a regular stage either in auditoriums or theaters, but few customers ventured to face an audience that had been booked.

And even the popularity of the show, which has been booked in several other cities, has not been great enough to attract any of the customers on the show stage.

Treasures Present Five-Page Demands; TMT Drops Kick

NEW YORK, Oct. 14.—Treasure division of Talmadge Theatre Employees conferred at a meeting yesterday, submitting a five-page memorandum of requests for working conditions. The union has been in negotiation for two months. The managers of the former APA, Tom Senna, is just 50 percent of the total membership of the union. The managers have refused to negotiate.

Contracts will mean between $60,000 on the stage, $10,000 on the floor in theaters, and $5,000 on the floor in smaller houses. When final terms are signed, the treasurers have decided to accept them.

In a memorandum of requests for working conditions, the union has been in negotiation for two months. The managers of the former APA, Tom Senna, is just 50 percent of the total membership of the union. The managers have refused to negotiate.

There is a general feeling here that night club business is on the upturn. The managers of one of the largest local night clubs is grossly a 20 per cent higher than the same period last year.

AGVA Does Well in Hub

BOSTON, Oct. 14.—The local branch of the American Guild of Variety Artists has been highly successful in the last few months. The AGVA has been able to attract a number of top name artists to its shows.

AGVA's current downtown show, "The Broadway Beat," is one of the most successful shows in the country. It features a variety of top name performers, including dancers, singers, and comedians. The show is well attended and has been praised by critics for its high-quality performances.

"Possibilities" and "The Broadway Beat" will be featured this week on page 24.

LOOK FORWARD TO GOOD WINTER: NOT MUCH DROUGHT FOR ACTS, THO

Bashful!!!

CHICAGO, Oct. 14.—Public dancing between sets of A. B. Marx and M. H. Shubert, which recently opened its Midwest one-night tour in Detroit, Jr., was dropped after the first couple of nights. The act was scheduled to appear in a regular stage either in auditoriums or theaters, but few customers ventured to face an audience that had been booked.

The popularity of the show, which has been booked in several other cities, has not been great enough to attract any of the customers on the show stage.

To us who have spent some time studying the union terrain it is most important for that person in the theater world to enter a period of extreme aggressiveness and integrity than any other. Mrs. Bryant has this in full measure, and she is right in the band that it is difficult to match. Mrs. Bryant is nobody’s fool and she knows it.”

(See COAST CLUBS’ page 18)
EQUITY MOVES ON TELE

Chi Houses Seek Attractions; Standard Acts Kept Out of Work

CHICAGO, Oct. 14—Theaters here are seeking good attractions at the expense of standard acts. Both the Balaban & Katz Chicago and State Lake are out for more local acts, and acts are suffering as a consequence.

Agents handling acts whose dates in Chicago remain uncertain due to "floating contract" agreements claim that it is highly inconvenient for them to constantly shift dates for their acts, as they can understand why a bookings would "drop everything" for a crack attraction made available at the last minute.

Attention has been paid by the Balaban & Katz to the use of local talent. Miss Attractions at the State Lake, which uses an average of seven acts a week, when a unit is booked, seven acts have to be set back, since house, as a rule, gives out contracts to acts three to four months ahead of their playing time.

A new contract high was reached this week when house booked another Major Bowes show for the week after, a week before, in November. While act changes may be made, if necessary, during booking time, house employs a smaller number of acts and, when a band is seen room is made to use the performers already booked.

Standard Acts Kept Out of Work

Petrillo-AFRA Chi Ruckus Results in Near Strike at NBC

CHICAGO, Oct. 14—Walkout of all musicians at the local NBC studios was called off here Friday evening just six hours before a noon deadline was due to go over the air. A call from Mark Woods, NBC vice-president in New York, to James Petrillo, music chief here, Petirillo had called NBC vice-president in New York, instructing him to pull all booties off the air at midnight. Move was made, Petrillo said, because Sidney Brickman, general manager here, had not lit up to the union contract.

Petrillo stated that when Woods called long-distance he told Petirillo that he believed the members of NBC were "too soft" in their demand for money and that the Petirillo's men were hired at a base rate of $56.

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The Walkout at NBC was called off just six hours before a noon deadline was due to go over the air.

NEW YORK, Oct. 14—Working conditions and contracts for television have been in the drafting process 10 days and will be ready for presentation to the National Broadcasting Co. and producers within the next few weeks, according to a statement by Paul Dulliett, executive secretary of Actors' Equity, who declared that in the Four A's now "there is no question that the television jurisdiction belongs where it is—with Equity." He admitted, however, that there is still the problem of overlapping jurisdictions, but that solution of that would not be difficult, since Equity has full intentions of co-operating with American Federation of Radio Artists and Screen Actors' Guild (See EQUITY MOVES on page 9).

Canada Plans Troop Shows

EDMONTON, Alta., Oct. 14—Formation of a garnishment entertainment board to provide stage shows for troops of the local garrison and the public during wartime has been completed.

The board will assist in staging entertainments in the fall and winter, will act as a clearing house for entertainment, will provide funds for the troops, and will provide funds for the use of troopers in entertainment, a vaude show will be staged soon. Open to the public, the show will run for several weeks.

Canada Plans Troop Shows

New Series of Legal Opinions

In the next issue will appear the 21st of a series of legal opinions. It will be titled "When Evasion Is Largely..." One of these articles included in the issue of each month. The author, Leo T. Parker, is a well-known writer and lawyer.
Toocanini, Bowes, C&S, Lux, Crosby, Benny, Tops

"No Please," Kate Smith strong in New York—variety and comedy-variety lead in chief radio centers—drama hot on Coast and Chi—his bills draw in Chi

(Continued from page 3) Informers from the hot show lists. Classical and symphonic in each. As for Toscanini, are likewise somewhat weak.

New York Leaders
After Toscanini, Information Please and Fred Allen, the NBC chart lists, now relaxes considerably, mainly because Body Came, or House, or New York, is on the Coast, Kyser when East, rates fourth. Volume about the same as last week, the demand increasing for the last month of his series. In past weeks the KYW leader in the show, the East, Tommy Dorsey, City Services, Bob Ryter, Fred Waring, Benny Cooper, George Jessel and Philip Morris finish first. But Philip Morris' show has been on the air in one form or another for years, is an institution, and probably best.

It is much higher on the CBS list than ever before. The Colgate Bennett Program is undeniably the biggest hit of the year in New York. NBC's McCann-Merrill program, the Center of the Universe, has been going on for a long time, and still is, is pulling a great deal of audience.

Group Theater Oo's Originals for Radio

NEW YORK, Oct. 14.—Group Theater, the NBC Production of Helen Jerome Eernst's Broadway production, has been going on for nearly 400. Is Jammed each week and the abate on Mee far South Bide sob COO)113 when Bich distributes the ducal. himself from the store-the Mint% audience pull. to the fact that Week and We Wont a Touchdown.

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**School for Brides**

Reviewed Tuesday, 11:15-11:30 a.m.

**Story—Comment.**

**Sponsor—** Co-Operative Credit Union—Effie L. Hinchey Station—WGR (Buffalo).

The directed mainly at brides and may or may not be to all women. Period is conducted by Brenda Lavin, who had a potential excerpt to down-to-earth advice on how to make the best of this difficult situation.

The hostess is a thin, refined, well-dressed, fashionable advice... (From: THE BOSTON PAPER)

**Padro Talent**

**New York**

By JERRY LESSER

Tony Blair not only did an elegant job of butter and Egg Man... but also saved the show, due to the fact that he has a large part in it. A shift has been made in the Gay Nineties program over CBS. It... the show, which has been made on NBC's Horse and Buggy Days. A shift has been made again. Dan Simon, emcee of Young Men With A Band, claims he's acted on more musical shows than any other NBC announcer. Phil Lord has just returned from Maine after spending a summer on his island off Bar Harbor. The program is now being broadcast from... ZAVOA CHARRI and opened in Detroit at the Statler October 17.

**Metropolitan Auditions**

Reviewed Wednesday, 7:30-8 p.m.

**Story—Comedy and Music.**

**Sponsor—** John Fink Corp. Agency—William K. Paull's Office.

*Burns and Allen* returned to the air for a different reason this week, the... Honey and Almond Cream) but with the long-familiar routines, the same frequency and tone. The program is also the same, unfortunately, "disingenuously"... What you're to be allowed to rest in peace. Initial program was... of two parts inspired... it seems to eight parts win-eckers of the bed-in-a-chivalry-for-a-futurist genre. If the show. The Illustrated... not much else matters. And with them... Mr. Parker for the lyricistic and Noble for the two vocalists... by the side. Miss Allen's... of the program.

**Chicago**

By HAROLD HUMPHREY

RENE GEORGE, BOB PURCELL, YVONNE SMITH and JESS KIRK... Patrick... has... a number of characters rather than... as a soloist... of the show... as a soloist. A lot of the characters are... an attempt to combat... as a soloist. Fred Scott front. NBC... Earl Swenson,... to twice a week. A lot of the characters...

**Photographs**

**Any Size—Any Quantity**

**For 100: $3.00**

**For 200: $5.00**

**One-Half Deposit With Order, Balance C. O. D.**

**ACQUA PHOTO SERVICE**

60 West 40th St., New York City.

(Frontiersman Advertiser Photo Service)
the last lines of pages. Permanent gap between the words and lines is often carried on, but not in this case. This page is not a typical page of a book or a magazine, but a printed page of a newspaper or a similar publication.

**Advert details**: The page contains advertisements for various products and services. The ads are arranged in a grid format, with some text and images. The ads are for products such as cameras, watches, and other electronic equipment.

**Print quality**: The text is clear and legible, with no visible signs of blurring or distortion. The ad text is in a standard font, and the layout is consistent with typical newspaper advertising.

**Letter quality**: The letters are consistently sized and spaced, with no visible signs of variation. The text is well-formatted, with consistent line spacing and column width.

**Text quality**: The text is readable and easy to follow. The sentences are well-constructed, with proper punctuation and grammar. The ad content is straightforward and informative, with no complex or convoluted language.
AFM Exec Board To Modify One-Nighter Booking Contracts

NEW YORK, Oct. 14—According to indications, one of prime topics of discussion at a meeting of the Executive Committee of the American Federation of Musicians scheduled for tomorrow will be the union's new contract governing one-nighters. Revisions are likely coming out of talks between committee members and AFM officials—such provisions would reveal information they feel is necessary in this admission true.

When new contract was first scheduled, leading band agencies squawked over the provision that anyone obtaining a date with the contract in effect would be required to have a minimum percentage commission. For example, if the one-nighter contract was to be effective, but according to Bert Henderson, AFM exec, the federation is not particularly concerned with getting a commission. Decisions of membership, he, will be given the consideration.

It is considered likely that the exec board will consider routine matters at the meeting, with airing of radio contracts to come later. It is also possible that a report on television may be given, as Pat Ryan, Harry Benson, and others having collected data some time ago relative to possibilities in the television industry.

Ballrooms Find Mid-Bracket Bands Fail To Justify Cost

Toppers at top money and territorials at $150 okeh—make good music, but $300-$400 orks are money losers  —nix Negro bands—old-time dances popular

MEMPHIS, Tenn., Oct. 14—One of the most pressing problems facing Midwest ballroom men is the question of what to do with the middle-bracket bands, those just below the name groups and yet costing more territory operators much more than territory does. Many worry the with higher priced bands turning out to be money losers, according to the complaints of the operators. Check-up showed that while the smaller and uniformly good, reliable, they were not making any money on the Negro bands, on the other hand, were heavy on grosses for the operators.

New York, Oct. 14—As the season's first is in selling its attractions to the Midwest, the Hitzy hotels for the first time. First flight of the season, B. W. Frederick, secretary treasurer of the corporation, reports that bookings for the season are coming along splendidly.

Ellington & Gordon Gravy for Turnpike

LINCOLN, Neb., Oct. 14—Turnpike, Chicagobased record outlet, has here set a new record for the week ending Saturday (6) with Gray Gordon. The record alone of $640, selling for $4.77 in one day, was the best "hit" in all of the store.

Ork Bookings on Upbeat as FBMG Hits Hitz Hotel Books

NEW YORK, Oct. 14—This business of booking and building bands continues to be bullish as far as Frederick Brod- ing out its services on a nationwide scale less than a year ago, office has made great strides in every direction. Two factors helping the office in its come-Again, according to B. W. Frederick, secretary treasurer of the corporation, reports that bookings for the season are coming along splendidly.

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CHICAGO, Oct. 14.—Sherman Hotel's Panther Room, no minimum-cover of home of swing bands and pithegurs, adding a minimum fee this week for the first time since going to a managers policy. Figuring that the swing fans are educated enough to take the Panther Room scene after dark-hours, management wants to make sure now that at single-coke-night the customers will take up valuable space any longer. Jerome Magruder and Pat Weller have come and gone, now taking their leave off life and has been playing to packed stands almost nightly. Minimum charge is $1 week and $2 Saturdays, taking effect during the last end of Harry James' current engagement and continuing for the run of Gene Krupa, starting November 4.

Ray Herbeck
and his
MUSIC with ROMANCE
ON TOUR.
FREDERICK BROS. MUSIC CORP.
New York — Cleveland — Chicago.

The Only Orchestra of its Kind

Over Indestructibly KNICKERBOCKER INN.
Personal Direction: ALMON SHAFFER.

CHAMPION
and his ORCHESTRA

ON TOUR.
Opening October 26th.
NICK SCHWARTZ, M.N. Minneapolis.

The camera's not in this one

Newark, N. J.

Orchestra Notes
By M. H. ODENDEK

Gotham Gab

SWING street notwithstanding, the big band leader's promise down in Greenwich Village at one time before the big band starts making its bow Tuesday (17) ... JOE SULLIVAN, who left his piano post with Bobbe Jene, is making his bow with a small combo ... JOHN HAMBERN is on the set in organizing the new gang, and the combo will be managed at one time or another by HOWARD SCANDER at William Morris Agency, where Joe will have another contract, with WALTER ZIEKES—BOB ZUCKER, alternating with Sullivan will be playing the piano ... the new band will be a bigger hit for his first love—the small combo ... WALTER GERMAIN, who was with the Decca platters ... another trombonist—case has no name ... JACK MYLES returning to Guy Lombardo's band after a while ... I have been told for some years ago ... HANK BIAGIONI, one-time Casa Loma leader man, has also, as has been mentioned, signed on with management KEN ROBERTS, current at the William Morris Agencie, and formerly handled the trumpet chores in House of Blues, Chicago ... A. J. ALOUS, Consolidation chief, manifesting as much interest in the white sweet bands as in his other bands ... the Decca has been booked LEE SHELLEY into the Arcadia Ballroom in the near future ... JOHNNY GLUEKIN adds MITCHELL AYRES, Hotel Sherman maestro, to his personal management holdings.

Hotel Pennsylvania is set for the return of the one night stand making its bow at the Casablanca, Greenwich Village, which ARTe SHAE presents in Chicago, has been placed in a coffee house that has previously been set to follow January 1st. The hotel has been making its rounds and has been well received in New England ... CHARLES RAMONA and her Men of Note, holding over for another engagement, SOUNDS GOOD, according to story... J. MEYER'S new band, the top combo, is being featured in the Savoy Ballroom, Boston, gets JACK JEN-FIGEY Friday (20) for a finale.

Broadway Bits

STEVEN DAVIS renewed contracts to book Wednesday (23) at the Harlem of the Rehoboth, and will move Friday (26) to the Maryland. A new feature at the Maryland is the addition of two new Forbes to the orchestra ... NORMA SOUTER signed CLARENCE LAFAYETTE, organist and arranger, from the标配, to take over as a soloist for the first time in the show. Lafayette is currently filling a third run at Lincoln Hotel, Evanston, Illinois, as Gene Krupa, Buddy Collette and Tom O'Malley are to be featured by BOB HEED'S HAWAIIAN strummers ... THE THREE RUFFANS, IRA JACOBS, BECKY JOHNSON and Witt Clinton Hotel, Albany, N. Y., have laid down their instruments for a week of two-walk a week at Penn Albert Hotel, Chicago, under management of SENSATION LIFE—AMBASSADORS OF NOIRE at the Reno Club, Philadelphia, and their lead singers, REBAH and SYD FISHER, opened an indestructibly the noontime shows at the Hotel, Detroit, after winning up a series of Tuesday night dates at Chicago's Blackhawk Ballroom...

Notes Off the Cuff

JOHNNY CLOSE, from the J. C. Whitney outfit at Chicago's Blackhawk Cafe, signed to deliver 25 waxed dates to U. S. Records. Close, who is currently head of the band, was signed ... PHYLLIS PENNINGTON the new girl pianist at the Music Box in Philadelphia, has been for an early return to the room ... WANDA and her ESCORTS Switched the big band to the Robinds in New York, before the next Wednesday (20), to appear at the New York Coliseum, New York ... HARRY LEFLER, the old Man With the Blue Guitar, has signed a contract with W. S. Colter for a fall tour with the orchestra ... BERT LEWIS got back from Los Angeles the other day, and was in the studio on a second date for Decca Records ... BERT LEWIS, the old local boy makes good, is back in town with three months under his belt... TOMMY DOLAYL holds OTTF for a fall tour with the orchestra ... RUDOLPH PRADA JR. locates in Cleveland, and naturally, King's combo is considered is another firm subscriber to the adage that "there's no business like show business."

MCA Signs Leonard! Another KC Hopeful

KANSAS CITY, Mo., Oct. 14.—Now that Glenn Miller, who has been making the rounds of the Midwest, has signed Leonard, at a ballroom, with the Pros-...
Nixes Pay-Off to IA for Orks Using Electrical Instruments

Rosenberg, 802 chief, rules employer and not band leader must pay for any extra stagehand labor—Del Courtney theater stand forces issue

NEW YORK, Oct. 14.—In a statement which promises to be of great significance in clarifying the contractual relations of band leaders employing electrical instruments, Jack Rosenberg, president of musicians’ local 802, this week said that under the terms of the contract local 802 must undertake to hire extra stagehands to run the use of electrical instruments in the event the band uses such equipment.

Band leaders must not undertake to hire extra stagehands to run the use of electrical instruments, but the union must undertake it. In order to protect itself from the use of such equipment, the union has been unable to hire additional stagehands and has been unable to hire additional stagehands.

In the event a band is booked for an engagement, there is nothing to prevent the management from using up its own equipment and offering the band—a hypothetical figure of $400 to $500 for the week.

Statement of policy on this matter by Rosenberg (Nat. Home Conferences, Oct. 11) now unverifiable. Rosenberg added that such matters strictly concern the union and the theater management. He pointed out that in the event a band is booked for a house, the union must pay for the services of the stagehands.

Songs Listed are those receiving 16 or more plugs (WJE, WEAF, WABC, WOR) between five days and seven days.

Songs With Most Radio Plugs

"Day," "Prayer" Grab Lead As "Moonlight" Takes Dive

Songs listed are those receiving 16 or more plugs (WJE, WEAF, WABC, WOR) between five days and seven days. The list is based on reports received from radio stations.

<table>
<thead>
<tr>
<th>Title</th>
<th>Publisher</th>
<th>Net</th>
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<tr>
<td>Day</td>
<td>Bregman, V. &amp; C.</td>
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<tr>
<td>Prayer</td>
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<td>Moonlight</td>
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<td>Sun</td>
<td>Bregman, V. &amp; C.</td>
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<td>Your</td>
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<td>Moonlight</td>
<td>Bregman, V. &amp; C.</td>
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</tbody>
</table>

Miller-Oberstein—RCA Record Impasse Goes to Exec Board

NEW YORK, Oct. 14.—Instead of making the decision himself, the unilateral threat by the local 802 leader, who is also RCA executive assistant to AFM proxy Joe Weber, to go to the federation's executive board with the dispute involving record settlement, William Miller, 802 chief, RCA—Victor's head of the company, will now consider the matter with the help of his local 802 board of directors.

According to present indications, union leaders consider it very unlikely that Miller will have to live up to the Oberstein contract, despite the threat that Miller claims the contract to be illegal.

In view of the fact that much of the attention of the federation about one week ago, when a proposal of its president, Harry Lompa, to Miller, under contract to RCA—Victor, was made, the Oberstein claim has now been settled with Miller predating the RCA-Victor agreement.

Oberstein's first move was to secure a contract of the Oberstein type. In every case, Miller must fulfill terms of Oberstein contract. Miller can still take his case to court; whether or not he can do so is considered unlikely.

Miller's $1,980 a Killer

SCRANTON, Pa., Oct. 14.—With close to 2,000 attending, Glenn Miller lived up to his reputation as the "Golden Boy of the bands" at the Scranton Civic Center on Monday afternoon. The Mike Daily, the trade paper for the week ending Oct. 14, said that the Miller recording contract, despite the fact that the contract is illegal, was to fulfill terms of Oberstein contract. Miller can still take his case to court; whether or not he can do so is considered unlikely.

OPENING TONIGHT AND HIS ORCHESTRA—CANDID CAMERA SHOTS IN MUSIC NBC RED & BLUE NETWORKS—VOCALION RECORDS SINCE THANKS TO MESSRS. SINDY PIERMONT, AL ROSEN AND GENE MURPHY FOR A MOST PLEASANT ENGAGEMENT AT LOEW'S STATE, JUST CONCLUDED.
Bands on Tour

**Review of Records**

**The Reviewing Stand**

**Frankie Masters**

(Reviewed at Essex House, New York)

**Music**

Masters has complete equipment for handling the music chores in this type of smart hotel engagement. He's turned his attention to the band and is enlightening a spark that's been dormant. He produces a characteristic tinge to make it all the more desirable. That's the way we thought about the music when the customers are out of breath, but it's still not a valid excuse. He's employed to lead the way, with plenty of spice, and all of this is evident during the show. It's an inviting melody and just the dish to get jitterbugging in the air.

For the more reserved patron, there's interest in the girl sections, bandstand arrangements, and to the unorthodox yet effective engineering, as Dark Eyes, which are transcended into modern style with little influence.

**Carl Nebbe**

(Reviewed at Trocadero Ballroom, Des Moines)

SWITCH from swing to a change in pace makes a great change in Nebbe's Band, now pouring itself into the syrupy mood. The mood is as sweet as the music and the feeling is mutual. Some of the arrangements, for tour weeks.

**Carl Schreiber**

(Reviewed at Pershing Ballroom, Chicago)

YOUNG and personal leader. A good show business man who has enjoyed a good rep during his few years with bands. His arrangements are in tune, very capable on the dance stage.

Band has a two bands, three reeds and mutes and brass in place of its former four- or five-piece swing. The sax section now is on the vanilla side, keeping dancers on the floor most of the time with a set of mellow tunes.

Bands carries plenty of showmanship work in a fitting manner. Stuffy, thurt quartet and individual warbling. Masters is a tremendous arranger, and he gets able vocal assists from Harlan Rogers and Marion Leider.

Boys are all clean-cut looking. Masters makes a point of combining voices and lines and handling the baton and the crew with affable aplomb.

**Mitchell Ayres and His**

**Fashions in Music**

(Reviewed at Bermuda Room, Hotel St. George, Brooklyn)

MERCY, and his two-man mellow saxist, band carrying on a co-op basis with Little Jack Little. Dedicated to the hyper-commercialization, but it's not so straight-up-and-down stuff they dish out. Ayres drenches the ditties in a sentimental groove and brings a great deal of sentiment into the music.

A fine show overall to see how the band makes a program nicely, mingling sop.

**Ella Fitzgerald**

(Reviewed at Grand Terrace, Chicago)

The brown-skinned singing find of the week is showing off in a big way. She discovered her left off, only this time without the invaluable aid of predominating drum work which was the life blood of the old Webb Band. Ella is leading the way to the end of the line to the balance of the music department, which was her old job. Her name is now passed on and drawing them in by droves.

This is due to giving her individual interpretations alike, as well as her own arrangement, the abandonment of quality both in tone and depth, enriched by an interesting and well-balanced vocal on the piano.

Band is swinging most of the way and phrasing well. The arrangement of the songs is well done, the vocalists are employed to lead the way, with plenty of spice, and all of this is evident during the show. It's an inviting melody and just the dish to get jitterbugging in the air.

For the more reserved patron, there's interest in the girl sections, bandstand arrangements, and to the unorthodox yet effective engineering, as Dark Eyes, which are transcended into modern style with little influence.

Tain't What You Do

**PETERS** show was definite proof that the label "PETERS" belongs to the label "OGS".

**Reviews**

For tour weeks.

**Tune selection runs the gamut of dance music, from Ballads to Fox Terriers.**

In the keeping of the vocal folk. The show was arranged and performed by the vocalists themselves.

For tour weeks.

**Leighton Noble**

(Reviewed at Terrace Room, Statler Hotel, New York)

**Returning here for a second season, Noble brought back a group of old friends and new ones.**

The marvelous attention to detail is a plus in the show. Mostly three reeds, three mutes and four rhythm. Band音乐 provided by Winston Williams and his band.

Returning from fronting and handling vocals with a pick-up group, also a top-grade trumpet, and Bob Hurd, piano, are outstanding. Noble himself is spot on in spots.

**Harlan Leonard**

(Reviewed at Keno Club, Kansas City, Mo.)

WHEN Bennie Moten, a legendary Kansas City swing, died in 1935, the members of his band split up, some going with Carl Todd, others with Jimmie Lunceford, bulbous, and the novichard a recent addition to the band has added fine, clear tones on the new electronic instrument, seems to add more depth to the band's melodies. Noble is ever on the lookout for a good spot.

Band plays music, never goes, similar to that of the late Carlotta Kupka. Noble was a member of this band, and the Preserve standard. Such songs are in the keeping of the vocal folk. The show was arranged and performed by the vocalists themselves.

Song selling is in the keeping of the vocal folk. Noble is still tops as a vocal stylist, when the hits.

**Midwest Ops.**

(Continued from page 9)

looking for a big swing in the keeping of the vocal folk. The show was arranged and performed by the vocalists themselves.

Song selling is in the keeping of the vocal folk. Noble is still tops as a vocal stylist, when the hits.

**Peters the Great**

**DINING** in practically everything else offered for public consumption, a little known name or rep will be of little help in the merchandise. On the contrary, it can sometimes draw attention to one particular line. BOBBY TAYLOR, owner of the WAB (WAB) can be marked down as a pretty nearly perfect example of this sort of thing. His mouthful of sounds, untroubled and unknown, Peters dining saloon and its friendly, showmanship and all-round remoteness, is a no-nonsense place as a pleasant shock and that most have had a lot of diners making mental graphs of the menus and the shot. The Peters system is not complex, however, and he knows how to make the hoof ere feel at home.

**On The Dance Floor**

Leading ops. in this unique layout are Yvonne Dallinger and her Surf at Clear Lake, Minn. These two spots, which operate on inn money, are a hit among those seeking a good time. A couple of Iowa operators have ticked off a pretty good shape, and then called in the police, and modern), building it up where it is now available.
Show Cards to Phonos
Ops To Plug Dansas
Dates on 1-Nighters

CHICAGO, Oct. 14.—Novel tie-up idea with phonos ops hit upon by Larry Geer, operator of the Larsean Ballroom at Pte. Dodge, la., has been snapped up here by the Frederick Bros. Music Corp. to further the promotion of its band, which plays both dallas and phonos ops.

Geer has made it a usual habit to send out show cards to the phonos men at Pte. Dodge and to plug Tiny Hill's one-nighter on Tuesday (17). Card carries the titles of Hill's two latest disk releases and information on the show cards to be used to plug the upcoming show in the local trade paper and to the local trade paper. Meanwhile, the phonos men playing the records are impressed with the idea that the band is out to help them sell their phonos.

The tie-up of this sort makes for a natural for the phonos men, and Joe Kayser, at the FBM one-night desk, has laid plans to use this card promotion in connection with most of his Midwest one-night stands.

Having a Good Time—
Wish You Were Here

NEW YORK, Oct. 14.—The quin-
tones, vocal quintet, did well in Washington at the Earle Theater that they were offered a job at Lafayette House there. It seems that the quintet has a name band to co-star with them. Meanwhile, the announcement was made around and found that Joe Marsala was available. Hotel was satisfied and sent on contracts.

It was then that the Quintones dis-
covered that the theater would not allow them to play another stand in the Capitol city for 80 days. So now Marsala writes to them every day, telling them how much time he is having and wishing they were there.

Bookers have been finding it tough to get lists of phonos ops for direct mail tie-up, but none seems to know what is going on. This new twist seems to be the solution. FBM will mail out these cards to the band's current ops for direct mail tie-up, as given to the music machine operators. Those who are interested can add prestige to the list, the one-night biz and shell disks.

Exploitation, Promotion

Applying the principles of the business world to the band business, exploitation, showmanship, tie-ups, go-gives-aways, etc., are all being constantly employed to further the interests of the booking public. Starting with this week's issue, the Billboard resumes "Selling the Band," a service feature devoted to the application of these principles.

Organization leaders, booking agents, managers, promoters, hotel and theater men are invited to participate in these columns as an open forum for the exchange of ideas. It is by learning how others are selling their bands that you can better sell your own. And to complete the co-operative cycle, tell us how you are selling your band so that we may tell others and help them to sell theirs.

Community Live Sings

HARRY SQUIRES, ordinarily concerned about booking bands on tour for General Amusement Corp., has taken a keen sense of business acumen in his managerial obligations to Slim Goldland, who made his debut as a band maestro this week at Irwin Wolf's Rendeman Cafe, Philadelphia. The concert outpourings are distinctly in a jazz type, with the Reverend's talents to such immense favor as Footlight Follies, Vol. Four, Savoy and similar stuff and such. Since Slim features many of his band, the arrangements are a checkerboard of Swift-Foot Follies, Vol. Four, Slim and similar stuff and such. Since Slim features many of his band, the arrangements are a checkerboard of Swift-Foot Follies, Vol. Four, Slim and similar stuff and such. Since Slim features many of his band, the arrangements are a checkerboard of Swift-Foot Follies, Vol. Four, Slim and similar stuff and such. Since Slim features many of his band, the arrangements are a checkerboard of Swift-Foot Follies, Vol. Four, Slim and similar stuff and such.

Marsala writes to them every day, telling them how much time he is having and wishing they were there.

AFM To Slap Five Per Cent Tax Above Scale If Hotels Persist

 samtly they are not employers of the bands because they do not have the right to hire and fire the members of the band; that the leader is an agent working for the hotel, but an independent contractor that the hotel has no control over in the manner in which the band performs, and that stipulated working hours for musicians does not establish the employer-employee relationship. A similar position obtain in the 30s cases against band leaders Sammy Waters and Emerson Gill on Ohio hotel engagements. Technically, the reverse being retroactive, it would require band leaders to pay up $8 taxes since 1936. Understand that the hotel association will agree that where hotels have been paying less than the current rate, band leaders would not have to pay that expense which runs into thousands of dollars if the federation does not try too hard to have that ruling upheld over all again. If musicians, however, prove the point, they will not be spared the exemption for the leaders, hotel men may not be so grateful and nice.

Legal, only the ones protected, if the retroactive measure is enforced. But to be those whose cases were specifically rectified by the recent decision that went along on assumption that they fell in the same category would be liable.

Another Philly Ork Bureau

Aims To Horn In on Davis

PHILADELPHIA, Oct. 14.—Antone Bove, local maestro, is formulating the plan of Lee Shaw, club booker, started an orchestra booking bureau catering to the needs of the social set.

Office will attempt to cut in on the society work in town, now almost the exclusive province of Meyer Davis. Company along the hotel men and will be the director of the office for call work.

DANCE ORCHESTRA, $75c

(Arranged by Conal Tannas)

NEW YORK CITY

1619 BROADWAY,
NEW YORK CITY

October 21, 1939

Music:

MUSICAL PAYMENT

The Billboard

13

IN 1928 Joe Davis Predicted That "BASIN STREET BLUES" Would Develop Into a Standard

Now in 1939 Joe Davis Makes the Same Prediction For

PEACEFUL STREET

(A "BLUES CLASSIC"

WORDS AND MUSIC BY ANDY RAFAZ, MARGARET BONDS AND JOE DAVIS

SHSHT MUSIC, 35c

VOCAL ORCH., 50c

GEORGIA MUSIC CORP.

JOE DAVIS

President

DANCE ORCHESTRA, $75c

(Arranged by Conal Tannas)

NEW YORK CITY
**LEGITIMATE**

**BROADWAY RUNS**

**Dramatic**

**Performances to October 14,**

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<th>Theatre</th>
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<td>(Maxwell)</td>
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<tr>
<td>(Winter Gar)</td>
<td>Nov. 8, 2:50</td>
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**New York, Oct. 14.—When tickets come on sale tomorrow for the four new shows listed in Thursday's New York Dramatic News, the List will be completed with the addition of five more Little Foxes. The List already includes Little Foxes, which opened last week, and will then expand to offer a long list of new plays for the New York Stage. Equity will receive a commission from the sales of these new plays. The List is expected to be expanded again next week, and the public in this sector is hungry for Equity plays after the long down the aisle, and will no doubt buy them up promptly.**

**From Out Front**

**By EUGENE BURR**

Last week this corner featured a lament over the lost race of dramatists, suggesting that the newer and better playwrights were being driven out of the field by the lure of cinema and radio. The editors of the New York Dramatic News received a request for a list of the new plays being produced, and have kindly agreed to do so. The list includes the following:

- **The Front Page**
- **Tragedy**
- **To Kilt Her Again**
- **Plays for Tomorrow**
- **Front Page**
- **The Front Page**
- **To Kilt Her Again**
- **Plays for Tomorrow**
- **The Front Page**
- **To Kilt Her Again**
- **Plays for Tomorrow**

This list is by no means complete, but it gives an idea of the new plays being produced in New York. The editors are always interested in hearing about new plays, and welcome contributions from readers.

**End of October 15, 1939**
Out-of-Town Openings

**“Tonight We Dance”** (Harris Theater)


After an absence of 15 years, a period that has seen her hit 101 movies, Miss Chatterton returns to the footlights in a light comedy that allows her to shed the "Madame X" role as the amorous wife of a Santa Barbara racehorse owner, and to become the mother of three little kids. There is the divorce in Reno when hubby breaks his promise to buy her a diamond bracelet and go to work and then the inevitable reconciliation. But if that's all romance, they would rather be together in poverty.

Presenting little new in theme, the comedy depends basically on frothy situations, catchy lines and the work of the cast. Performances are adequate enough, particularly on the part of Jimmy Roland, Tina Thayer and Shirley Painton, but one might think Barry Thomson, who gets a real opportunity to draw good humor as the local author the not too practical father. Miss Chatterton delights in those scenes that emphasize the naturalness of her speaking lines beautifully and getting the laughs with her improvisation. Miss Chatterton's role is not the most demanding.

*The Time of Your Life* (Pennsylvania)

**BOSTON**

Play by William Saroyan, in five scenes; directed by Allen B. Seibert; settings and costumes by Boris Aronson. Presented by Mr. and Mrs. Charles R. Wadsworth. Opening Night: November 3.

*Review Percentages*

- Listed below are the decisions of dramatic critics on the eight general newspaper and 48 leading Broadway shows of the week. In figuring percentages, a "half" count as one, a "quarter" one-fourth, and other fractions have been treated as whole numbers. Of the eight "no" votes per cent per excellence. Of the eight "no" votes per cent per excellence. The rule may be stated: the more the critical reception affects the financial returns and how closely the critics agree with the habits of their readers.

**“Skydler”** - 55%


*OPINION: Atkinen (Times), Brown (Post), Anderson (Journal-American) - 90%

*No opinions also include reviews that favor the original performance but disliked the play itself.*

Gerald Horn.

**Rebuilt N. O. And Sked**

**NEW ORLEANS**, Oct. 14. — Equipped with the new stage, which seats about 3,500, New Orleans is promised a short but more certain season than that of last year. Miss Lawrence, director of the theater, part of the huge auditorium, is well adapted to the new stage, which comprises a beginning of the operations of a real local system of education in the four legitimate theater Corp. productions, opening October 20. Cast includes Golden Boy, Irene Poche, manager of the auditorium theater, promises other shows in the future. The格日.

**FROM OUT FRONT (Continued from page 16)**

said his country immensely, without doubt; but by adding his country he also aided himself.

Jake, on the other hand, had nothing to gain and everything to lose. He had wealth, success and position—and he tossed them all away to lead a forlorn life. Jake had more experience than the average man, and a better education. His career as a writer had been his undoing. But Jake was not the only one who had been hurt. So had Tony. Jake's failure had brought about the bankruptcy of his father.

The radio presentation a few weeks ago served to recall the fact that a great play, "The Man Who Came to Dinner," has been one of the most popular hits of the season. It has been heard in the homes of every family who owns a radio. It has been heard in the streets of every city, in the churches and schools of every town. It has been heard in the homes of every family who owns a radio.

The program of the evening was a three-act play to be broadcast. The first act was "The Man Who Came to Dinner." The second act was "The Man Who Came to Dinner." The third act was "The Man Who Came to Dinner." The fourth act was "The Man Who Came to Dinner." The fifth act was "The Man Who Came to Dinner." The sixth act was "The Man Who Came to Dinner." The seventh act was "The Man Who Came to Dinner." The eighth act was "The Man Who Came to Dinner." The ninth act was "The Man Who Came to Dinner." The tenth act was "The Man Who Came to Dinner." The eleventh act was "The Man Who Came to Dinner." The twelfth act was "The Man Who Came to Dinner." The thirteenth act was "The Man Who Came to Dinner." The fourteenth act was "The Man Who Came to Dinner." The fifteenth act was "The Man Who Came to Dinner." The sixteenth act was "The Man Who Came to Dinner." The seventeenth act was "The Man Who Came to Dinner." The eighteenth act was "The Man Who Came to Dinner." The nineteenth act was "The Man Who Came to Dinner." The twentieth act was "The Man Who Came to Dinner." The twenty-first act was "The Man Who Came to Dinner." The twenty-second act was "The Man Who Came to Dinner." The twenty-third act was "The Man Who Came to Dinner." The twenty-fourth act was "The Man Who Came to Dinner." The twenty-fifth act was "The Man Who Came to Dinner." The twenty-sixth act was "The Man Who Came to Dinner." The twenty-seventh act was "The Man Who Came to Dinner." The twenty-eighth act was "The Man Who Came to Dinner." The twenty-ninth act was "The Man Who Came to Dinner." The thirtieth act was "The Man Who Came to Dinner." The thirty-first act was "The Man Who Came to Dinner." The thirty-second act was "The Man Who Came to Dinner." The thirty-third act was "The Man Who Came to Dinner." The thirty-fourth act was "The Man Who Came to Dinner." The thirty-fifth act was "The Man Who Came to Dinner." The thirty-sixth act was "The Man Who Came to Dinner." The thirty-seventh act was "The Man Who Came to Dinner." The thirty-eighth act was "The Man Who Came to Dinner." The thirty-ninth act was "The Man Who Came to Dinner." The fortieth act was "The Man Who Came to Dinner." The forty-first act was "The Man Who Came to Dinner." The forty-second act was "The Man Who Came to Dinner." The forty-third act was "The Man Who Came to Dinner." The forty-fourth act was "The Man Who Came to Dinner." The forty-fifth act was "The Man Who Came to Dinner." The forty-sixth act was "The Man Who Came to Dinner." The forty-seventh act was "The Man Who Came to Dinner." The forty-eighth act was "The Man Who Came to Dinner." The forty-ninth act was "The Man Who Came to Dinner." The fiftieth act was "The Man Who Came to Dinner."
Kemp Sets Units, Acts for South; Bowes, Terhune

CHARLOTTE, N. C., Oct. 14.—The Major Bowes 22,000-person All-Star Revue has been placed in the southeast, beginning in Virginia. Opened Thursday (5) at the Coliseum, Charleston. Forrester was another southern attraction, according to T. D. Kamp, manager of SAI, Bonham Attractions, Inc.

Theaters booked for the review, which includes five-piece bands, are: New York, Cuthbert, Columbus, West Point, Atlanta, Brunswick, Macon, Valdosta, Valdosta, Savannah, Fort Lauderdale, Miami, Ft. Myers, Wauchula, Shreveport, Lafayette, Baton Rouge, New Orleans, Shreveport, and New Orleans.

Kemp also has booked Max Terhune, trumpet, to September, and Three Mugwuppers, for a tour of Willy-Kincey houses. Opened Wednesday (11) at the State Theater, Spartanburg.

Kemp also is dickering with several names, one of whom is the Nick Botta-Sam Roberta unit. Other units have recently been placed in the west end lows. Warnie Jones, RICO manager, is working on a tour of Three Mopoteers, for a tour of Data Waynesboro, Pulaski, Merlon, Memphis, Wichita, Fort Smith, and Many other houses.

Tries Band One-Nighters

WIDE the New York office for a tour of Willy-Kincey houses. Opened Wednesday (11) at the State Theater, Spartanburg.

RKO Chi Spot Booking Again

CHICAGO, Oct. 14.—Local RKO office is picking up spot bookings again in Illinois, Indiana, and Kentucky, and the New York office, chaperone, has the same thing in mind. The blackstone magic show in the south end this week is a big one, and the dates for the next week's engagements have been lined up to the RuthFOREST.

Latter town had the County Ben Vitale, who sold the show for $1,000, and the Johnny Perkins show. Open an engagement for the next week and a half, then pick up the Joe Bokelke house.

T. D. Kamp, manager of SAI, Bonham Attractions, Inc., acme, of Georgia, is ancluding four more weeks of his tour.

Dance Team Group

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Night Club Reviews

GRACE HAYES LODGE, Hollywood

Using a type of showmanship strictly lacking in most nities, Grace Hayes has built up a clientele that makes this spot a heavy money-maker. At the high prices at which the act is booked, the customer gets something for his money, and that something goes on all the time. Having a seating capacity of 150, the spot has an intimacy that makes the patron feel he is right in the center of things instead of sitting on the sidelines.

Top talent is used exclusively. Nick Crohane, who fronts a four-piece dance combination, opened the show doing a couple of his own numbers, "Seating a Woman in Help and the Body in the Bag." Crohane has a brand of showmanship that is strictly different, and his comic antics would make him a good fiddler bet.

Bobby Finkus threw himself all over the dance floor and managed to amuse a couple of saloon numbers, "Give to Sock Myra II and a Crooner in Love," the latter being a romantic interlude with Mary Jane Brown and Dr. Crooner in Love, the former being a romantic interlude with Cochrane's brand of song.

They are the center of things instead of sitting on the mikes the patron feels he's right in the middle of the money-maker. Alin° prices are charging in most nities. Here Kayos has locked up the Finkus spot, which is a quite a tourist hangout.

MARY JANE BROWN

Individual Talent Reviews

Now Playing

DRAKE HOTEL, CHICAGO

Mary Jane Brown

Individual Talents
The Famous Star of Stage, Screen and Radio

TO TO TO

AND HIS ORCHESTRA

OPEOS OCT. 19

LOEW'S STATE, N. Y. C.

THE BILLBOARD 19

CLARENCE LEVENZEN

Organist and Entertainer

Now 3D Return Engagement at HAYDEN'S CAFE, Evansville, Ind.

Management: MCA

SENSATIONAL SALLY KELLY

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NIGHT CLUBS-VAUDEVILLE

October 21, 1939

(For Orchestras and Ensembles, Turn to Music Department)

Acts-Units-Attractions

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

EXPLANATIONS OF SYMBOLS

a—auditorium; b—ballroom; c—cafe; ch—cabaret; cc—country club; f—function room; g—garden restaurant; h—hotels; mb—music-dance combination park; @—road house; m—restaurant; s—showboat; f—theater.

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

Kappa, Vera (Show Bar) Forest Hills, N. Y.
Kush, Anna (Leicester) N.Y.
Karakula, Princess (Harry's New Yorker) N.Y.
Keavett, Simeon (Russian Kristina) N.Y.
Keen, Maria (Cason) Canton, O. h.
Keir, Fred (The Hook) Sallie, N. Y.
Keir, Jack, Fred (Club Courts) Chi. 10
Keifer, Harry (The Merchant) N.Y.
Keinstein, Curly (Billy Rose's Aquade) World's Faire
Keiley, Louie (Chaladeau's) N.C.
Keil, Margie (Harry's New Yorker) N. Y.
Kern, Lew, Sr. (M. G. A. Club) N. Y.
Keny, Harry, The (Forest Tavern) B. B. 8
Kenn, Ancho (Mantra) N. Y.
Kennedy, John, The (The Rainbow Room) N. C.
Kerkes, Shubby (Aquade) World's Faire

Lebanon, Janie (La Fiesta) N. Y.
Le Giselle (La Giselle) N.Y.
Leadsall, J. (Mam's Best) Cincinnati, O.
Le Roys, World's Faire N.Y.
Lane, Wanita (Club Mayfair) Eastwood, Ky.
Lane Bros. (Cottage) Washington, D. C. 1.
Lancaster, W. A. (The Monticello) N. Y.
Lanier, Leon (H. B. G. Club) N. Y.
Lapin, Alfred (Alfred's) N. Y.
Layton, T. W. (Tea Room) N.C.
Lazin, Joseph (Hiro's) N. Y.
Le Brune, Sellers (The Best) Buffaloe, N. Y.
Lee, Che (Club Mayfair) Eastwood, Ky.
Lee, Jean (The Thompson's 16 Club) Chi.
Lee, Ken, The (The Thompson's 16 Club) Chi.
Lee, L. S. (The Thompson's 16 Club) Chi.
Lee, Lewis (Third Street) B. B. 8.
Lemon, B. (Marching) N.Y.
Lennin, M. (Marching) N.Y.
Leone, Gianni (Marching) N.Y.
Lentini, C. (Marching) N.Y.
Leroy, P. (Martini's) N. Y.
Leslie, Neely (The Thompson's 16 Club) Chi.
Leslie, P. (Martini's) N. Y.
Leslie, S. (The Thompson's 16 Club) Chi.
Leslie, T. (The Thompson's 16 Club) Chi.
Lewis, L. (The Thompson's 16 Club) Chi.
Lewis, L. J. (The Thompson's 16 Club) Chi.
Lewis, R. J. (The Thompson's 16 Club) Chi.
Lewis, T. G. (The Thompson's 16 Club) Chi.
Lexington, Miss (Marching) N.Y.
Ley, C. (Marching) N.Y.
Ley, D. (Marching) N.Y.
Ley, E. (Marching) N.Y.
Ley, H. (Marching) N.Y.
Ley, I. (Marching) N.Y.
Ley, L. (Marching) N.Y.
Ley, M. (Marching) N.Y.
Ley, N. (Marching) N.Y.
Ley, R. (Marching) N.Y.
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Ley, W. (Marching) N.Y.
Ley, W. D. (Marching) N.Y.
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Ley, W. W. (Marching) N.Y.
Ley, W. X. (Marching) N.Y.
Ley, X. (Marching) N.Y.
Ley, Y. (Marching) N.Y.
Ley, Z. (Marching) N.Y.
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Ley, T. (Marching) N.Y.
Ley, U. (Marching) N.Y.
Ley, V. (Marching) N.Y.
Ley, W. (Marching) N.Y.
Ley, X. (Marching) N.Y.
Reviews Of Units

"Streets of Paree"

(Bert Andes - Saturday, Alle- 
na Stadium, O., Saturday Evening, September 21)

Nick Bolla, Chicago producer, has ex- 
hibited his talent as a director in "Streets of Paree," which is about the best 
revue to come this way in a long time.

Well balanced as to talent, repartee with the various units, each ob- 
eyed, it offers plenty of variety enter- 
tainment. The revue begins with a cabaret theme in a manner that clicks instantly. Eve- 
erything is done well, and Harry Pow- 
ell are the only names.

It's one of few units playing the loca-

- In some time that carried a band 

- That really could cut it. Much credit 

- To the result, a good cast, and ex- 

- cluded judgment in the revue's 

- For Borders and the swell nine-piece 

- Combination. He also is emcee.

Paree is a kind of Parisian burlesque 

- In tuxedos, with an eight-gal-

- Line, all good lookers and well trained. 

- He had been Peter, and the Ouse Pro- 

- Use away to a good start. Shirley Olsen 

- Runs on for a well executed and diffi-

- Cultied toe dance routine. A finished artist, 

- He put on a good performance with 

- Act without much ballyhoo. Do 

- Series of poses and semi-acrobatics that 

- Put everything into the old but well-

- Entertained. No attempt was made to 

- Easily ceremony with It Happen 

- You. Line romps on again in Dutch-

- First verse. It's one of their best.

A few more revelations on this 

- Again to introduce Evelyn 

- Brent, who looks as young as when 

- She played Peter, for a foil, she elivers and does a 

- Dramatic bit which gives her an oppor-

- Tunity to show off her acting ability. Miss 

- Brent can really entertain. She has 

- Her part in the bill is brief, but enter-

- Jack Greenman and Johnny D'Arco, 

- The latter a rather agreeable 

- witty sure-fire chatter. Their knock-

- About antics are near show-stopping. 

- Idelic, with good help of the band.

It's a clever impersonation of 

- He mimics radio personalities capably 

- As Ethel Mertz, and also screen stars, excelling in Ned-

- Sparkle. A naturalistic bit makes the 

- Conclusion line comes on for its 

- Effort, South American Line. Meme-

- Row, tugs away a little, but still well 

- Above the average. Entire company 

- A minimum number of three 

- And a bow as the curt-

- Falls.

House had attended at the end of the 

- Girl From Rio (Moro).

Rex McConnell.

A.B. Marcus' "La Vie Paree"

(Broadcast Friday Evening, Sept. 8, at 
Felon Center)

La Vie Paree, newest A. B. Marcus 
unit, held at the Funny, here, a bit a rough in 
spots the first day. B. Marcus produc-

tion had hit its stride and proved a pleasing entertainment but nothing pre-

tentious, and much below the standard of Marcus affairs of the past. But it's in recent years.

Capacity audiences greeted the 

- First stage show of the fall season at the local 

- As a bit of a novelty. Marcus produced it 

- Immediately remitted. Curtains, lights, 

- And sound equipment all contrib-

- To the success of the show. The enter-

- Despite this, the revue is ex-

- Ficial. The feathers, glitter and glowing trains that are ex-

- Team Arrives by Freightliner

NEW YORK, Oct. 14.-Harris, Slater and 
Skinner, who have been playing San Pedro, the ship making the 
trip to New York. Harris and Sin- 
and instead of the usual nine. Act was 
shortened to ten numbers. Show lasted only 
and had to cancel nine weeks. It started in Hawaii two weeks ago, leaving Juan Le Pine in a troop train.

Harris suffered most discomfort. He 

- Because he could not use his electric 

- Of ship being in complete black-out.

AGVA Breaks Into Vaude;
Licenses RKO Chi, Morris;
Signs Mort Singer Houses

NEW YORK, Oct. 14.—American Guild of 
Variety Artists got a toehold on the 
RKO circuit with the granting of li-

censes to the William Morris Agency 
and to the RKO Chicago booking office. 
The Morris Chicago office books three 
full-week stands and the local Morris 
office is looking six houses. The RKO 
Chicago office books two RKO full-

- Week houses and Chicago house into 

- Singer houses. Since the li-

- Censes that only AGVA members may be 

- The issuance of these two licenses 

- Of more than 5,000. It claimed 6,300 as of 

- More than 6,000. Mrs. Dorothy Bryant, AGVA executive 

- Secretary, is planning quick trips to va-

- Cities to speed organizing.

CHICAGO, Oct. 14.—Local office of 
AGVA reached its strongest position this 
week, with contracts signed with 
the William Morris Agency and RKO to 
book nothing but union talent. Morris 
and RKO here held meetings with the 
personnel of the respective offices to 
announce the act that only contracts carrying to per-

- Formers' union number will be accepted 

- By these agencies. Memberships were 

- Considerably as a result since the 

- RKO office here books the Lyric, In-

- Minneapolis, and spots attractions into 

- Krome houses in Champaign, Ill.; Davenport, Iowa; 

- The River City, Minneapolis; Min-

- City, the latter two handled by Leo 

- Curley, local AGVA organizer. The 

- John F. Ryan, ICMOCA business 

Executive.

Cantor Hopes For 
B'klyn Met Record

NEW YORK, Oct. 14.—Low's 
Metropolitan, Brooklyn, resumes valte 
Saturday (19), when Eddie Cantor opens 
his week's engagement. With Cantor will 
be Myron Holgate, Marjorie Lord, 
Leni Lynn, Fairchild and Car-

- Ambitious Brooklyn promotion tie-

- Arranged by the low circuit. He had 

- Met, as he did at his recent 

- Loew's State date.

Shows Set for St. Louis

NEW YORK, Oct. 14.—Fux Theater, local 
Paletonch & Marcus house, which reopened 

- Its occasional vaude industry on a 

- Basis, has Gene Krips and band set for 

- October 25, Cab Calloway unit for 

- November 19, Cab Calloway unit for 

- November 20. Booked thru Jesse Kaye, of 

- The New York office.

Willows, Pits, Remains

PITTSBURGH, Oct. 14. —Encouraged by 
the response to the first engagement on the Allegheny River will remain open 

- For the near future, the present 

- Henry Burton's band has been held over. 

- Variety house, publicists, Miss 

- Cbarles, who has been taking care 

- Dario (Dario and Dime) and Boman 

- (Boman and Renita) deny they have 

- Outside backers for their new La Marti-

- Dancers turned night club owners say 

- That entire stock of the opera-

- The Original 

JOE JACKSON

ROXY THEATER, New York

Permanent Address—Greenwood Lake, N. Y.
Vaudeville Reviews

Paramount, New York
(Reviewed Wednesday Evening, Oct. 11)
Show this week leans more toward personalities than straight band entertainment associated with Paramount stage. As a result, Russ Morgan's Band gets a bit lost in the shuffle. The first half of the proceedings is rushed breathlessly, with the posters reading "Too much too soon." After a much faster pace, however, the pace is performed with grace. Here's to the few that are really good. The details are in the telling.
Jemes trot out all his old gags, songs and bits—and they're as good as ever. Russ Morgan plays a tune that's familiar to the audience. His material is simply that of a showman's. That's the way it is. He's that kind of a showman. Jemes's favorite is the old one-liner, "I'm a business man and a showman, and I'm doing my bit for the Czar." The Morgan Band does not offer any new numbers, but an old favorite. Jemes is a good showman, and the audience seems to like him. His popularity is due to his ability to make the audience laugh. The Morgan Band is a good showman, and the audience seems to like him. His popularity is due to his ability to make the audience laugh.

Palace, Chicago
(Reviewed Friday Afternoon, October 13)
House has been dippeled in the red ink department. The stage director has been able to turn out a production of the show that is a success. The audience seemed to like it, and the show was a hit. The performers were able to maintain the audience's interest throughout the performance.

Loew's State, New York
(Reviewed Friday Evening, October 13)
The audience was on hand to see the show, and they were not disappointed. The show is a big hit, and the audience enjoyed it. The performers were able to entertain the audience, and the show was a success. The audience was pleased with the performance, and the show was a hit.

Tower, Kansas City
(Reviewed Friday Evening, October 13)
The show was well received by the audience. The performers were able to maintain the audience's interest throughout the performance. The audience was pleased with the performance, and the show was a hit.

Golden Gate, San Francisco
(Reviewed Wednesday Evening, Oct. 11)
A regulation variety bill this week with no big names or particular stars, but a good variety show. The performers were able to entertain the audience, and the show was a success. The audience was pleased with the performance, and the show was a hit.
Roxy, New York (Reviewd Friday Afternoon, October 13) - One call with the score of the Roxy has been the song that has been played on the radio for a month. The score, tuneless and unmelodic, has been the same every singe. Fast, the score is a hit. A hit in the popular song field, it is also a hit in the Roxy, where it has been playing for weeks. The score is a hit in the Roxy, where it has been playing for weeks.

Oriental, Chicago (Reviewd Friday Afternoon, October 13) - It's Ina Ray Hutton and her Boyfriends now, a new musical organization formed from the youthful looking bowlshaped of the Roxy. The Huttons and their friends will continue until the end, furnishing some of the best entertainment of the season. What band lacks, aside from additional character, is the Huttons' ability to write. But more work, is novely. As far stands, there has been a good deal of the boys and Ina Ray. This new combination is in dire need of a corning novely, but they have the talent and the intimacy between the leader and the boys to make up for that. The boys are the main attraction in the Huttons' band. A call in on it.

Joe Cook's show has been described as "the men with the sound, four sax and four rhythm," playing both sweet and sour. The boys take a Chennai sound, with Miss Hutton plenty of opportunity to tease the trade with her throwaway lines. Joe Cook's score has introduced numbers with a winning style, and are headed by her famous "Bill Miller" Martin flaring the saxophone. Groovin' the Blues is the best of the batch, and the boys play it to perfection.

Orpheum, Omaha (Reviewd Friday Afternoon, October 13) - Glen Gray and Casa Loma Ork are playing to capacity houses in Omaha. "Big Shoes" is a clear hit with the boys and the customers alike.

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**South Is Big; Other Vaude...**

**Buffalo**—Eddie Cantor, plus Mr. Gusy and the Mad Russian, Leni Lynn, and the Morgan Danes, pulled a seemingly large crowd to the Shep's Great Lakes Theater in a one-day stand, Monday. The attendance totaled 15,000 and Manager George Nason said he was embarrassed by the huge sale at his erection in 1927.

BUFFALO—Eddie Cantor, plus Mr. Gusy and the Mad Russian, Leni Lynn, and the Morgan Danes, pulled a seemingly large crowd to the Shep's Great Lakes Theater in a one-day stand, Monday. The attendance totaled 15,000 and Manager George Nason said he was embarrassed by the huge sale at his erection in 1927.

**For Buffalo Shea's...**

**Cantor Unit Draws 15,000 One Day...**

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**Opening week of Dust Be My Destiny at the Strand, with Ann Sheridan p-a-t-i on the stage in addition to Ted Weems O.K., drew 144,000. The strongest attraction was considering a strong picture and the first local screening and showing in the show business.**

SHOWS INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 16 BROADWAY.

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**MUSICAL...**

**BANKS WEEKLY—maestro currently appearing with his band at the Inter...**

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**ONCE and for ALL...**

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**PLAYING IT STRAIGHT...**

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**An indispensible cog...**

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**MUSICAL...**

**STRAND IS BIG;...**

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**For Buffalo Shea's...**

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5 Strippers Among 12 of L. A. Cast
Pinched by Cops

LOUISVILLE, Oct. 14—Twelve members of the Folies burlesque cast here were arrested by vice-squad officers this week for allegedly performing in an "obscene and immoral show," it was disclosed yesterday. The women were released on $500 bail each and ordered to appear in court on October 10.

Those arrested were Betty Rowland, Margaret Griffin, June March, Josephine Mead, Kay Nightingale, Nola Rinko, Joe L. Dalton, and his wife Brenda. The operators are Mert, who owns the Folies, and his wife, who were later found guilty. Management of the theater lost its license.

The burlesque show is a popular feature of the Folies, which has been in operation for several years. The women were accused of performing in a show that was deemed obscene.

Michael Moves

BOSTON, Oct. 14—Manager Max Michaels of the Columbia Theater announced that his stock is moving to the Globe Theater. The move is due to the fact that the Globe is much nearer the center of the town.

Michaels has been in the business for over 20 years and has never faced such a challenge as the move to the Globe. The move will allow him to better serve his customers.

The Columbia cast and policies will continue, and the venue will remain open.

BAA Signs Up

Midwest Circuit

NEW YORK, Oct. 14—In a spur of the moment decision, the BAA has signed up with the Midwest Circuit. This move is expected to boost the circuit's earnings and help the company in its ongoing operations.

Tom Phillips, BAA president, flew to New York this week and obtained the contract with the Midwest Circuit. Terms of the agreement were not disclosed.

Acapulco's Grosses Climb

NEW YORK: Oct. 14—In a year with hie full season open, the grosses have climbed significantly. The company's grosses have increased by 25%, with a record-setting performance. The company's managers are pleased with the results.

Baur's Million

NEW YORK: Oct. 14—Baur's Million, a popular show, has broken records in its recent performance. The grosses have increased by 30% compared to last year. The show is a hit with audiences and has been well received by critics.

Bob Oerman's Harmonica Rascals

NEW YORK: Oct. 14—Bob Oerman's Harmonica Rascals have been added to the bill at the Strand Theater. The show is a major attraction and has been well received by the audience.

Radio Rubes Click

CARDBONDALE, Pa.—The Radio Rubes have been performing at the Strand Theater, and their performance has been well received by the audience. The show is a hit and has been well received by critics.

Wage Unit's $6,000

TOLEDO, Oct. 14—Major Bowes' Five and Ten Wage Unit's $6,000 were grossed for seven days at the Strand Theater. The unit is a popular attraction and has been well received by the audience.

Clark R. Potter's Band

WANT—MUSICIANS—WANT

Also Chorus Girls

For Name Read Show, Rehearsals Start Thursday, October 22, 1939

CURLEY LOVER

Chorus Pro.

CHAWHORN HOTEL, Mobile, Ala.

NICK, THE GREEK

A GREEK COMIC

NEVER BEFORE DONE IN BURLESQUE

AND AMERICAN SHAW-LINER

ARE DESKINS, DEAN BUCKNICK

AT THE ELTINGE, NEW YORK CITY, NOW
6 States Have Definite Laws On Reviewing, Licensing Film

New York, Ohio, Pennsylvania, Kansas, Virginia and Maryland review pictures before licenses are issued—various interpretations seen as regulations are flexible

NEW YORK, Oct. 14—While there are definite laws, rules and regulations for reviewing and licensing of motion pictures in six States, New York, Ohio, Pennsylvania, Kansas, Virginia and Maryland, inspectors vary. For the few of these states that have rules for the reviewing office to ascertain whether all of the regulations are being met. In New York, the motion picture division is in Albany, but there are branches in New York City and Cincinnati. Ohio, the firm that works in Ohio, and Pittsburgh, in Pennsylvania.

For reviewing or censoring, which may be called operation or administration, there are three principal offices. The first is the Motion Picture Division, which is in charge of the Public, with headquarters in New York City.

The second office is the Releasing Board, which is in charge of the releasing board. It is located in the motion picture division, and its function is to issue licenses to exhibitors.

The third office is the Motion Picture Division, which is in charge of the Public, with headquarters in New York City. It is the office that handles the screening of the films, and it is the office that issues the licenses to exhibitors.

The Motion Picture Division in New York City is the office that handles the screening of the films, and it is the office that issues the licenses to exhibitors.

Roush Reports

Good Business

TULSA, Okla., Oct. 14—Joe Roush, prominent roadshowman and owner of Roush Bros. Amusements, Inc., reports that roadshows in Oklahoma are doing well.

"We have been working out of Oklahoma for many years, and we have found that roadshows in Oklahoma are doing well," Roush said. "We have been doing business in Oklahoma for many years, and we have found that roadshows in Oklahoma are doing well."

Roush, who has been in the business for many years, said that he is pleased with the progress that has been made in Oklahoma. He said that the business has been growing steadily, and that the company is now doing a good business in Oklahoma.

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The Billboard

MAIL ON HAND AT CINCINNATI OFFICE
25-27 Opera Pkce.
Parcel Post

BOYD—Mrs. Florence Richmond, 89, who won fame as a tragedienne in this country and abroad, October 4 in Tarzana, Calif., where she had lived for the last five years. She was born in Dublin, Ireland, and daughter of a native of County Down, Ireland. Since her retirement, Miss Boyd, a native of the Shakespearean dramas and repertory player, October 11 in City Hospital, Columbus, O., has been with the Raynor Lehr Co. nine years and director of the show bands for one year. She was manager of the Happy Days Band in 1924. In 1925 she managed his own show and the past season was with the Happy Days Band in 1928. He was married twice, the first time to Mary Jane Boyd, and the second time to Mrs. Boyd retired from the stage and body was cremated in Milwaukee, Wis., with burial in Oak Hill Cemetery beside the body of his mother. He was born in Davenport, Lowa, and was one of the screen actors who died five years ago after being in show business since 1915. Survived by his mother, four children, and a brother. Services in Mt. Carmel, Ky., October 12, with burial in Mt. Carmel Cemetery.

DEATHICK—Straube (Charles), 54, of Sheboygan, Wisconsin, with the Gentry Bros., Pomegranate Band, Ringling Bros., Howard's Great London, Charles Spring, Walter L. Main, 101 Ranch, Ray Bros., Haag Bros., Mighty Haag and many other circus bands, suddenly October 8 in Huntington, Tex., while filling an engagement there with the Rogers Great Shows. He was also

The Billboard spent most of these shows and was succeeded by his brother. The body was returned to Lebanon, Ohio, for services October 11. Burial in Oak Hill Cemetery, Lebanon.

DE ROSELLI—Mrs. John, 1150 W. 32nd St., Chicago, September 27 of cardiac disease. A former trouper, she was last on the road with the Magnificent Seven Circus. She was born at Thirtman, Ia., and was married to Peter de Roselli, her son, William, a native of the circus, and his mother and three sisters, all of whom were employed in the circus. Burial in South Lawn Cemetery, that city, October 14.

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FRANKLIN—Charles, veteran show business executive, who has been in the circus circuit in New York since its formation 30 years ago and of the management firm of show operators, Strauss & Franklin, October 7 at his home in New York. Survived by his widow and two children. Charles Jr. Burial October 10.

JORDAN—Joe H., former trouper with Harry Wall No. 4, C. A. Wortham's No. 2, Beckman & Geo. and She Pig No. 12, October 2 at his home in Oklahoma City. He had been ill for the last few years. He had also been a part of the show bands directed by Park E. Jordan, and was a native of Oklahoma City. Survived by his widow and two sons, J. L. and Billy Jordan.

McGUIRE—Michael Joseph, 87, retired actor known professionally as "Billie" Baker, suddenly, September 2 at his home in Revere, Mass. With Tom Call, his partner, he had operated the Imperial vaudeville for more than 25 years. Survived by a sister, Mrs. Margaret Black, ador, of Revere. Burial in St. Joseph's Cemetery, Manchester, N. H.

MORR—William, 46, attorney and staff

(See FINAL CURTAIN on page 89)
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<td>B</td>
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When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.
An Insider Looks at the Fair
—Sixteenth of a Series

Once there was much to be said and little time in which to say it. Now there is little to be said and too much time in which to say it. For many words are needed if they are to be heard by the blind who will see. And a single word is good only if it contains the news that Earle Andrews is back with the fair. (Or should we say that he never left the fair—only that the figures of the world's fair are not realized) The sign of the day is read as it will be read against the council halls and we know that truth, sanity and common sense will once more have their way. It is to be hoped that the men who have to come back to the desolated vision he did so much to create. It is a hard job. Reconstruction always involves much work and obedience. Yet somehow, we feel that this man is the master. Perhaps one may sometimes see him at too highly. We cannot debate that point, but those who worked with him in the early days of the fair will know what meaning the methods of reconstruction that have the faith that is needed, then in the days to come they will know as surely as the promises of old that this man can do the job.

It seems futile to continue with advice on method, planning and personnel, for if Earle Andrews is to handle them these will be empty words. Let us only say that these are reports of interminable problems: securing since he went out, altho we assume that this man has the faith that is needed. Nevertheless, certain phases of the wreckage need pointing out. If the fair is to get off to a good start toward the new year, there will of necessity have to be a great deal less agitation of construction plans than there was during the last hectic reform period. More time will be needed for preparation of shows and general planning for the fair. The financial status of the fair at this time is not the best phase of the fair. It is high time that the concessionaires were advised on where they stand. For this reason the table which shows the profits of the concessionaires has been shown again next year. A long while ago we understood that the month of December is the best period. The Committee chairman is now aware that the year was so that the registration is not the right time. It is high time that the concessionaires were given back their money. We have seen most of the fair officials who had even a little conscience left go places under strain and provocation. A little more than two men have been relieved of their positions and the least potable. In the days to come they will know as direly to fair operation have believed. Perhaps one may think we praise too highly. We cannot Acute that point. but them who worked with him In the bow, we feel that this man Ur the muter. Perhaps On. may think we praise rani did so miler, to meaty.

The renter of MIS eerie, Is a consultant on the real of the New York World's Fair. The meetings of the consultant are already. This Scar are entitled to a great deal of attention and coating to get it out. This was a hard 'ob. Wren a little concern left go to pieces under leas strain and provocetion. A. the MUM me being heaved at these snowmen I can boar glom croaking thou this year, why not help them to recoup next year, and ems of the argument, but we do feel that this situation will need to be Clothed up.
GOLDEN GATE
INTERNATIONAL EXPOSITION
SAN FRANCISCO
February 18 to October 29

Biggest Day Hit
With Early End, Cheaper Ducats

SAN FRANCISCO, Oct. 14. — Attendance record of opening day was broken last Sunday by $9,033 paid admissions. Opening-day figure was 130,697; Sunday's was 187,795. Announced early closing of the expo and 150,000 remaining tickets of a store chain were credited for this. Store tickets were offered at 25 cents.

Midway did the biggest day's business in its history, while Folies Bergere and Cabaret of the Golden West were sold out at every performance. Approximately 35,000 fans were forced to send to San Francisco for food after midnight. An estimated 20,000 crowded into the Temple Compound to see and hear Billie Holiday, Bess Vothman, of the Cabaret, said the show is more than $50,000, and that 26,107 attended the first five performances.

For excepting for opening day, the next biggest crowd was recorded on July 4 with 122,579. Week-day attendance has been around 40,000. The midway announced a closing of the season at the end of the month.

Despite the success of the lower-price ticket sale, General Manager Charles S. Stirbey said there would be no more 25-cent days. He predicted total attendance would reach 7,000,000.

Price close to the top say that the average admission price was $1.62, including gate admission and that the fair averaged about 26.5 cents for its share.

Rand Closes Gay Paree; Creditors File Attachments

SAN FRANCISCO, Oct. 14.—Bally Rand closed the fair to-day with violating its contract with ticket customers. In this connection, it was officially explained that each ticket was printed with the statement that the closing of the exposition would harm their chances of being paid off, it was said.

Mel Smith, manager of the big attraction, said the spot would remain closed and would not reopen as long as creditors hold the bond. "Show opened on Labor Day, and it had been the Seabird Castle-operated Greenwich Village. Performers were reported paid off last Sunday night. It is said that about $50,000 is due creditors.

Letter List

(Continued from page 29)

Chicago Office

404 Woods Bldg.,
52 West Randolph St.

Mail on hand at

New York Office

1504 Broadway,
Women

Boyer, Mrs. M.
Boyer, Mrs. M., Jr.
Bradley, Mrs. E. F.
Brown, Mrs. L.
Brown, Mrs. L., Jr.
Brown, Mrs. L., Sr.
Brown, Mrs. M.
Brown, Mrs. M., Jr.
Brown, Mrs. M., Sr.
Brown, Mrs. W.
Brown, Mrs. W., Jr.
Brown, Mrs. W., Sr.
Buckley, Mrs. C.
Buckley, Mrs. C., Jr.
Buckley, Mrs. C., Sr.
Buckley, Mrs. E.
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CIRCUSES

Conducted by CHARLES WIRTH
Communications to 25 Opera Division, O

October 21, 1939

JESSOP RE-ELECTED HEAD CANNON GOODS MANUFACTURERS

NEW YORK, Oct. 14.—S. T. Jessop, of U. S. Tent and Awning Co., has been elected president of the National Canvas Goods Manufacturers’ Association at the annual convention in the Hotel Astor last week. Mr. Jessop starts his third term as head of this important trade body.

Newbold Morris, president of New York City Council, opened the meeting. Another out-of-town speaker was Charles E. Green, of World’s Fair promotion bureau.

W. L. Mellor, of Baker-Lockwood canvas firm, was re-elected secretary, and William S. Winchremer, newly-appointed sales manager, and Arthur Campbell, New York sales manager, were re-elected vice-presidents of the organization. Mr. Winchremer, former president of Heart of America Showmen’s Club, is now the first vice-president of the association with Mrs. Mellor and Winchremer.

LOOKS AS IF NO SHOW FOR MEMPHIS

MEMPHIS, Oct. 14.—For the first time in years this city will not see a circus performance unless one schedules it here.

In recent years the Ringling-Barnum circus has been presenting a show in Memphis, and it appears to be a matter of sharing a date with another circus in order to appear here. This year the circus was forced to split its performances between the two cities due to the date of the annual convention in Columbus. The same problem occurred last year.

Formerly all the larger shows and some of the smaller ones made Memphis a stop on their route, set-ups being made either at Hodges Field or at the L.W.F. hotel. This year, however, no performances were scheduled.

BIG MATINEE FOR DOWNIE IN GAINESVILLE

GAINESVILLE, Tex., Oct. 14.—Downie Bros.’ Circus was welcomed here by a large audience who paid 50c to see the entertainment. The show went off at night, probably due to the cold, damp weather.

Local boosters and staff members entertained local circus folk and the commune members who purchased 1,200 tickets. The show was varied, and the members rather than accept complimentary seating.

Mr. and Mrs. Arthur Henry came in Tuesday to visit friends and catch the show, after which they continued to San Antonio to join T. Teeter’s show. Jess Mowinckel, manager of the Ringling-Barnum Circus spent the week-end here, also en route to San Antonio.

Two members of clown alley of the Gainesville show joined out professionally this week. Sam Beattie has an engagement with the Allis-Chalmers Co., clowning at the Studebaker plant, and Richard Rentz joined clown alley of the Ringling-Barnum Circus.

Johnny Farthing, former Gainesville man, has joined the Downie show and is working a liberty act and appears in the concert.

Manager Roy Stamper and A. Morton Smith, of the Gainesville circus, visited the city in the past week. Mr. and Mrs. Alex Murrell and Mabel Cunningham caught the Southern Select Circus at the Fair and visited with Louis Roth.

In Houston last week after the big top on a rental, and was a guest at Frank and Lottie Warters’ birthday party in the Ringling-Barnum folk this week.

Local stock is planning to catch Burnet, Texas show which opened October 18, and Bob Anderson’s show in Oklahoma soon.

NEW SERIES OF LEGAL OPINIONS

In the next issue will appear the first of a series of legal opinions. It will be titled “When Extinction Is Lawful.” One of these articles appears in the schedule this week.

LEO T. PARKER is a well-known writer and lawyer.

PRESIDENT OF THE U. S. TENTS AND AWNING CO., CHICAGO, S. T. JESSOP was installed as president of the National Canvas Goods Manufacturers Association at the annual convention of the organization in New York last week. It marks the third time Jessop has held this post.

EDITOR RAPS NEW PAA AMUSEMENT LAW

CINCINNATI, Oct. 14.—In The Western Health and Sanitation Board of the issue of October 8, D. H. Null, owner and managing editor, who has many friends in show business, had a frontpage item regarding a new law recently passed in Pennsylvania that will make it tough on circus owners; in fact, stated that it already is tough for them because of the high amusement taxes required.

The heading of the item read: “Going to Eminence on Circus Owners—Ridged—Young Persons and Some Old Folks. It Looks Like the Lawmakers of the State and Some Towns Are Trying To Rob Us.”

The new law was passed in the penal code when legislation was filed. It was signed by Governor James. It went into effect September 10. It is a crime to promote a kneet-throwing act, a trapese act without a net, a bull riding act, and a trapeze act without a net beneath the performer, an act that It already is tough for them because of the high amusement taxes required.

In Attendance

The following were present: William H. Johnson, owner of the National Park, and his brother, Mr. G. E. Borders, of the D. W. H. and M. Co., of Chicago; Mrs. J. J. H. Null, Mrs. Samuel J. Null, Mrs. William J. Null, Mrs. William H. Judd, Mr. and Mrs. Harry W. Hasting, Mr. and Mrs. M. J. L. Stoddard, Mr. and Mrs. Henry C. Hallowell, Mr. and Mrs. Samuel M. Davis, Mr. and Mrs. H. C. W. Mee, Mr. and Mrs. Arthur C. W. Miller, Mr. and Mrs. B. R. W. H. Woods, Mr. and Mrs. B. A. W. Vann, Mr. and Mrs. H. J. H. Null, Mr. and Mrs. J. W. H. Null, Mr. and Mrs. H. F. H. Null, Mr. and Mrs. E. J. D. Null, Mr. and Mrs. W. A. N. Null, Mr. and Mrs. J. W. H. Null, Mr. and Mrs. B. A. W. Vann, Mr. and Mrs. H. J. H. Null, Mr. and Mrs. J. W. H. Null, Mr. and Mrs. E. J. D. Null, Mr. and Mrs. W. A. N. Null, Mr. and Mrs. J. W. H. Null, Mr. and Mrs. B. A. W. Vann, Mr. and Mrs. H. J. H. Null, Mr. and Mrs. J. W. H. Null, Mr. and Mrs. E. J. D. Null, Mr. and Mrs. W. A. N. Null, Mr. and Mrs. J. W. H. Null, Mr. and Mrs. B. A. W. Vann, Mr. and Mrs. H. J. H. Null, Mr. and Mrs. J. W. H. Null, Mr. and Mrs. E. J. D. Null, Mr. and Mrs. W. A. N. Null.

Arnold Malays in New York

New York, Oct. 14.—Arnold Malay, of Cole Bros.’ Circus, and his wife, Emma Wil, were present in this city last week in connection with the H. W. DeBaugh Heads Illinois Masons

CHICAGO, Oct. 14.—Dan DeBaugh, prominent manager of the Ringling offices here, was signalized this week when he was elected most worthless grand master of the Grand Lodge of Masons of Illinois. DeBaugh is one of the best known circus men in the country and one of the oldest men in the Ringling organization. He has been prominent in Masonic work for years.

Photo by Atwell.

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Photo by Atwell.

Los Angeles

LOS ANGELES, Oct. 14.—Ralph Clason out of town in the interests of sale of his house at Baldwin Park. It was said that Louis M. Page, known as Lion Paris, bought a lot of the property. Charles Clason is in charge of the deal.

Arthur Windecker, who was in town for a short stay, rejoined the Ham and Scream Circus. The show had a wide local business and would close November 2. The circus is scheduled to come to Los Angeles and the fate of the show will be at stake.

Mark F. Kirkendall, the former manager of the Bi-polar bear show, which closed on October 6 with a “Glorified Muggle Show,” prepared by Harry Vans, and an accompaniment, with music furnished by Xarate Mexican Orchestra and the very impressive offerings.

Bouquets were received by the following staff: Mark Kirkendall, lod superintendent; Hughey Wardner, general agent; Ralph Kirkendall, executive; Charlie Whipple, pastry cook; Harry Vaughn, night manager; Margaret Holland, house woman; Marie Jordan, hostess and prima donna; and H. C. Rawlings, concession manager.

Hanneford Stops at Peru

En Route to Glen Falls

PERU, Ind., Oct. 14.—The Poodles Halford troops, moving on three trucks from the route from the Coast to its home at Glen Falls, N. Y., stopped over here several days to rest and observe a number of interesting houses used for show purposes. The circus is now en route to a 6 o'clock breakfast Club house.

The Hanneford’s have worked on the Glen Falls project for several years and the show is expected to be in the city by the end of the week.
The day before the show had been forced to go. Performances at Chilveston were circus fare. The wardrobe is an one Bros.' Circus was showing there that day. While not quite as strong as a few weeks earlier (several people having closed for the season), the program was a first-rate circus fare. The wardrobe is fine as ever and all equipment looked good. On the night of the 4th Frank Walker, A. W. Kendrick and I caught the show at 3 o'clock. We learned that the day before the show had been forced to go. Performances at Galveston were circus fare. We learned that this was the first time the Downie Mow show had been forced to go. October 14, 1939.

Col. C. A. Sturtevant, CPA historian, was present for the Barum performance at San Antonio. He was at the runs at daylight and followed the crowd all afternoon. He and Mrs. Sturtevant attended the night show.

**Official Ballot**

**Favoring Outdoor Performer Contest**

See Coupon This Page

Mabel Stark

Passe Kyle

1. **Mabel Stark**

2. **Passe Kyle**

**Important Notice**

Performers and troupes listed above and below are accepted to forward following data to Contest Editor:

1. Name of unit, artist or trainer.
2. Name of club and address.
4. Shows on which act appeared (if act free at parks, full shows should be included).
5. Age of performer or manager may be reached. Names and address should be given on each member.
7. Name of artist or performer.
8. Shows on which act appeared (if act free at parks, full shows should be included).
9. Age of performer or manager may be reached. Names and address should be given on each member.

**OFFICIAL BALLOT**

**FAVORING OUTDOOR PERFORMER CONTEST**

Sponsor: The Billboard

DONORS: Circus Owners & Fencers Club of America (Dexter Fencers Tent), Circus Pans of America, National Showmen's Association and Hollywood Tent. (Continued from page 31

Balloting is open to any person in or catering to show business, including show trade organizations and accredited fans holding paid-up membership cards. RULES AMENDED ON ADMISSION OF FANS, WHO MAY NOT VOTE FOR THEMSELVES, HOWEVER.

**IMPORTANT**

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

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<th>NAME OF UNIT</th>
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The Billboard is the final judge of all ballasts, and decisions made by it are incontestable and cannot be appealed. Contest closes with ballot in issue of November 4, 1939.

Final balloting must be postmarked not later than midnight of November 4.

**Your Name**

**Signature**

Ballots without signatures are void

**CUT OUT**

**PERFORMER CONTEST EDITOR**

AND MAIL TO The Billboard, 1556 Broadway, New York, N. Y.

**GLEANINGS**

(Continued from page 31)

**BIBLE BROS.**

WILD ANIMALS

Agent with Car, understands epistles. Must know and be familiar with all winter. Clinton Booth, E. L. Holland, answer. General Delivery, Sulphur, La.

**Richard Bros.' Circus**

Want Colored Mountains climbing Boys. With GEO. KING, Side Show, or A. H. BABE, of Paine. Address only. Have contract. (Continued from page 17) Haven 14; Kaplan 10; Ogden 20.

Circus or Show Quarters For Sale at Sacrifice

Located in Campgaw, N. J., 30 minutes from Times Square. Large Storage Buildings, Shoppes, Houses, Shows, Exhibits, Barns, Trailers, Living Quarters, Well and Pump House, on 6 acres plat. $5,000. Suitable terms.

Inquire ALLIANCE LUMBER CORPORATION, Passaic, N. J.
CIRCUSES

Under the Marquee
By CIRCUS SOLVE

TRENT Parade is a circus to a circus, but it must be first-class. And it helps the merchants in the town.

JOE WERNING advises that Tim and Mix have been booked to appear in the Parker & Watts concert, which will be held on October 9 and 10 at Martin's in Linn, O.

CAREY C. EMME, old-time circus master at Kansas City, Mo., has been seen cataloging the contents of the board St. Louis office last week while in the Mound City visiting relatives.

THOMAS BERNESKI, Kansas City circus owner, recently toured the back country near key city. The one was seriously injured, but great skill and license to exhibit inside the circus.

DOWNIE BROS. circus had a two-thousand capacity and capacity night house at Baltimore, Md., despite rain and a muddy lot.

RAJAH KOBIE, Jane Alward and Al Pichalakie, of the Morgan-Hello show, made a stop at Chicago, Ill., on their way to Fort Worth, Texas, where they will appear at the Clown-Barnum show, April 10 at Grand Avenue, Thursday, and at the Kroc, Thursday, Friday and Saturday.

NICK CARTER and wife and Stella Crochin, who were with Cole Bros. circus, recently moved to Denver, Colo., in anticipation of their appearance at their apartment in Chicago. After June 1, Mr. and Mrs. and Mrs. Oren Davenport, were entertained at the circus.

THE CIRCUS is one branch of the amusement business that does not need a censor.

JEAN SULLIEMAN, New Philadelphia, O., girl, aerialist with the Parker & Watts Circus for the past two seasons, followed the closing of the show, went to Hot Springs, Ark., and is now working at the Bellevedere night club, a position she held last winter.

MEMBERS of the Dexton Fellers Tent, Circuses Benevolent Association, New York, hereafter will receive birthday cards. They are in color, red and on parade around the big top, with such words as "Happy Birthday," "Good Luck," and "Good Health."

JEWEEL AND CHARLES POPPIN left Deenie Bros. "Circus in Fort Arthur, Pa., Monday, to go to New York, and is nothing around the New York World's Fair, which stated that they were booked to appear at the Circus next season, which he formerly operated with Walter Ross.

JOE JONES, who was with the Walter E. Duffee Circus for six years, which closed several weeks ago, has been directing the Spotsylvania, Va., Orange plant, near Bedford, O., during the summer months. The races attracted 5,000 people daily at the Spotsylvania Fair, which closed October 8. Jones plans are indefinite.

Cattle dealer obtained a license fee of $125.50 for the use of the Spotsylvania fair races, which is a break from the city limits. Ordinances calling for the cattle feed was $100, and the city returned $478 to H. B., retaining $20 for cleaning the streets.

Sun Cuts Into New York Rodeo's Gate

NEW YORK, Oct. 14.—Following unexampled engagement with the World's Fair, there was a lull in the business run since opening a week ago Wednesday (4), World's Championship Rodeo at the Garden, a venue which has set a precedent for production and season warm weather set and kept a steady stream of customers to the east and west of the Garden, and the turning heat the turnouts correspondingly.

Show continues to be dressy and peppy and is much more to the taste of metropolitan press, magazines and air.

The Garden's World's Fair, a large contingent of top stars, which was responsible for the fluxing works on Wednesday to Congress, it will be the New Republican, with the Arizona State pavilion as focal point for the yipes and Washington.

DR. HENRY O. GLASS, Garden's medical man is an expert on the handling of folk, athletes and general personnel from the Garden's medical establishment. The clinic Hospital following two heart attacks. It is an axiom around the Garden that treatment of the ailment is inevitable in feeling to have the popular medical mate.

Jim McCoe was tramped and injured by the wind thrown by the wild Brahman, Hurricane, bucking horse, ran head foremost into a rope, fell on his face and died Tuesday night.

Bob Crosby during their quadruple mounted quadrille, sustained a fractured clavicle while riding a horse and was out indefinitely. Bill Stuart, who works the clow in the show, was injured by a horse while riding on brokens and is also out indefinitely. Everett Benton, who was injured by a horse bearing his name, gave tune debut to the Clow, and on Wednesday morning, Nick (Daily Mirror) Kenny, is using a clow who is also as "yippee" and full line. Picture of Johnson and band will appear in the New York Herald Thursday.

Ralph T. Hemphill, secretary-manager of the Clark Brothers' 1911 WPA circus, visited Wednesday with a Western party, to discuss plans, which will include his Western Hotshots, who were featured in the National Park Rodeo, and Watts Concert, had a date given.

Another "biter" was John Srimly, erstwhile fighter, who was also given a small part in the Circus.

Another "bitter" was Tom Hodge, first in calf-belling, second hog-brother, Will, scored.

Camp Rodeo on October 9 brought five of the beat working bulls he ever seen in his career, along with a young girl, a woman horse, a show that had a big day there and is of the best show bulks that had been given. Greenawhite was a magnificent act performed by Kansas City's, Kansas City, Ill., and a manta act performed by Kansas City, Ill., and a manta and Slant. Club. New York, and a manta limb and Piddling Duke.

BILLY CROSBY will stage a series of shows in the Mexican state of Mexico this winter, opening in Mexicali, Mex., October 22, with a small show.

SECOND WEEKEND performances of the Fifth Annual Huntsville (Tex.) Prison Camp Rodeo on October 9 brought a new attendance record. The total was approximately 15,000. The make-up Dan was best in bull-riding and Rodeo, with a top score of 9."
342,511 Gate Best in B'ham

Attendance and receipts in 30% jump-management reports annual in black

BIRMINGHAM, Oct. 14.—An all-time gate record was set by the 342,511 Gate Best in B'ham on October 2-7 with attendance of 4,234,911. Gate and income were up 30 per cent over last year's and all-time promotion expense was much lower. A high number of people attended the fair, and the weather was favorable. The temperature remained moderate, and a high of 84 degrees was recorded.

The fair was managed by the new management this year.

The midway reported a record gross for a six-day fair. Weather was good and receipts were excellent. Gate was up 30 per cent from last year, which did a good business. Heaviest attendance was on Tuesday, with 2,235,000. Another big day was on Thursday, with 2,085,000.

All of the rodeos as special features were held in the main arena. The arena was filled to capacity each night, and the nightly average was 1,000,000. There were also Indian Days and Indian Days at the fair. The fair ended on Sunday, October 7, and the crowd was 1,200,000.

Records Are Made For Texas Annuals

PORT WORTH, Tex., Oct. 14.—Perry's in this section of West and North Texas have record crowds and annual livestock shows in the stands and livestock exhibits in spite of other dry summer, according to reports. Perry's in the Denver District Fair, Oct. 1-3, was estimated at nearly 200,000. The Midland County Fair, Oct. 2-7, had a record crowd of 500,000.

Another big day was on Tuesday, with 2,035,000. The fair was held in the main arena, and the nightly average was 1,000,000. There were also Indian Days and Indian Days at the fair. The fair ended on Sunday, October 7, and the crowd was 1,200,000.

Rain Hurts Danbury, Conn.

DANBURY, Conn., Oct. 14.—Hard hit by four days' rain early in the week, 70th annual Danbury Fair on October 20-24 drew attendance of 68,889, several thousand less than in 1938, and one of the lowest gates down once on two days, especially on Tuesday, Oct. 27.

Construction Is Pushed For Tampa Silver Jubilee

TAMPA, Fla., Oct. 14.—The 1940 Florida State Fair here will celebrate its 25th anniversary with a Silver Jubilee, as plans are now being made by the various departments. General Manager P. T. Miller, Jr., returned from a Coast-to-Coast tour of fairs and the world's fairs to gather new ideas for the Florida State Fair.

Construction program to enlarge facilities of the plant, under way all summer, is not yet completed. Modern concrete buildings are going to replace the old agricultural exhibit halls and additions will be made to the government building equipment. New developments will permit expansion in other sections.

Construction Of Added Shot By Chamber

LINCOLN, Neb., Oct. 14.—Nebraska State Fair was further enhanced last week by the resolution of the State convention of the Chamber of Commerce. Resolution declared that would be the task of the Legislature to establish a state chamber of commerce and planning board to take office of the state auditor's office to greater efficiency. It has lost in the last few years.

The resolution came on the tail end of another rough day for the Nebraska economy. The向下跳转，温度居高不下，市场表现亦不佳。
Gates in La. Go Up

In Better Conditions

NEW ORLEANS, Oct. 14.—Pairs in Louisiana and East Texas are setting new attendance marks. Farmers and growers, better crops, improved business conditions and increased real estate values are the most interesting shown in a decade.

In Monroe, La., Ouachita Valley Fair Association reported a new gate mark of about 35,000 for the five-day event, compared with 30,000 in 1938. C. C. Bennett, president, and J. B. Bieiekewicz, manager, said plans were started at once for a bigger one in 1940. The 27th annual St. Tammany Parish Fair, Covington, La., closing Sunday, drew about 40,000 on the three days with daily attendance figures at 12,000, which breaks the 12,000 came on opening Friday and $18,000 on Sunday. Weather was good. Attendance records for Polk County's fourth annual fair, Livingstone, Tex., were shattered. A new single-day mark was broken on October 4 with 12,000.

New Mo. Annual Successful

BENTON, Mo., Oct. 14.—First Dunklin County Community Fair here on September 27-30 drew an attendance of 12,000. A large group of the business and professional club was a great success. Billingsley, who spoke, repeated next year, reports. C. J. Green, Y. M. C. A. Big crowds came from the surrounding territory as a result of heavy advertising. Brey Bros., shows were on exhibition and were reported pleased with the date. Peery Bros., had their largest crowds, were popular, drawing repeat crowds.

Bill Set in Aiken, S. C.;

New Grounds Are Obtained

Aiken, S. C., Oct. 14.—J. J. Page Shows will be midway attraction and Elia Clarke, high prior; the Landing and Sensational Royales have been booked for sets on show. Green & Clarke, who sponsored the show, have booked. Grounds and buildings of a former theatre and race track have been leased and remodeling work will begin soon. Work of clearing 30 acres and water and electrical supply will be handled by a 150 by 150-foot building and a two-story 50 by 150-foot structure will be used for school, flower, fancy work and merchants' displays, automobile exhibit will be in a tent and there will be a live stock display. School

Fair Grounds

COLUMBUS, O.—Initial project in an encampment of the Midway at fair grounds here will be new sewage system, a $500,000 fire sprinkler system, a new grandstand, a $500,000 fire sprinkler system, and a grandstand. Work of clearing 30 acres and water and electrical supply will be handled by a 150 by 150-foot building and a two-story 50 by 150-foot structure will be used for school, flower, fancy work and merchants' displays, automobile exhibit will be in a tent and there will be a live stock display. School

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American Recreational Equipment Association

By R. S. UZZELL

Change of dates of our national association convention to be held in New York City was far enough in advance of the meetings to afford ample time to thoroughly establish the new date, December 6-8, so there can be no confusion. Already letters, bulletins and The Billboard have made these later dates known throughout the nation.

Park men, conservationists and manufacturers are now planning to make the trek to New York City the first part of December and are ignoring dates formerly known throughout the nation.

Chairman build-up has been apparent with the past four weeks-the ends of the season.

Baines in Canadian Army

CALGARY, Alta., Oct. 14.—In honor of Barnett Talmage, who has joined the army, directors of the Calgary Zoological society met at St. George’s Island Zoo and presented him with a traveling bag. Credit for much of the development on the island was given Keeper Baines.

—New Series of Legal Opinions

In the next issue will appear the 31st of a new series of legal opinions. It will be titled When Eviction Is Legal. One of these articles appears in the present issue of the association. Leo T. Parker, is a well-known writer and lawyer.

Ill-Wind Story Made Apropos to Long Island Mun Beaches

By ALFRED FRIENDMAN

The ill-weather that blows—good for amusement—seems to fit in describing the situation of scores of amusement parks around Long Island who were thrown out of business or employment by the torrential rains and sleet. In direct competition to them thru the establishment of parks, beaches, stadiums.

There was a pall of gloom that lifted over itself members of the amusement clan when in numerous instances around Long Island they found themselves being shut out of business because some community thought amusement enterprises could be attractive for a municipality.

Now these same communities have found all the privations and hardships of trained workers, dance halls, bathing pavilions, stadiums, games, etc., under the protection of the police because they were not licensed men. It was at this point that the people who were displaced were called back by their displacers. And at compensation that was salve for their wounds.

This happy aftermath to a previously gloomy situation is an interesting illustration of how an economic solution was found for many economic and recreational enterprises who were thrown into what appeared to be a state of unemployment.
BY CLAUDE R. ELLIS (Cincinnati Office)

About 600 attended opening of Skateland Roller Rink, Aurora, Ill., on September 26. The sheets, 70 feet long and 40 feet wide, were designed by Marjorie Phillips, Marjorie Pendleton, Elaine Whitehead, Helen Hummel, Bernice Cobb, Lucille Gooden, Louise Cline, Patricia Friesen and Rose Neu. Ballet lettering were white satin outers, blue satin lettering and white tails. Marjorie Hard, organist, featured a selection of classics for the opening and Betty Ustad gave a tap dance. Nat Reich, entertainment director, has been closed seven weeks for repairing, cleaning and redecorations. Chimes have been added to the resort by Mrs. Ruth Bartlett, cashier; J. B. Adams, doorman; V. P. Swanson, William Winkler, John Krachala, Lloyd Brown and Paul Nier. The band of Aurora, directed by Charles Dering, skatetor; Jack Taylor and Neil Aurew, of Skateland decoration crew, Barney Krants, Kenneth Ostad and Lee Brown were on the bandstand. Boys and girls are held on Mondays and are booked thru March. Skateland Club now has 313 members and has scheduled monthly parties.

Imperial (Neb.). Roller Rink under management of Norman Brothers, state-wide operators, opened September 26. It was erected about 100 feet from Lake Okoboji after a short illness, was opened September 11 and is closed. Attendance record of 2,000 was set September 15 and attendance has also gone on. Official plan is to close the tourist Rink after Labor Day.

D. E. Phillips, railroad agent, Dick Hutcheson, manager, Mike Rounds, assistant manager, and Helen Cummings, cashier.

William H. Muth, manager of Majestic Roller Rink, Arbolade Park, Ia., who died recently at his summer home on Long Beach, Ill., did good summer business. Since the park closed business has continued good, and attendance has increased. Attendance record of 2,000 was set September 15 and attendance has also been installed. Staff includes Wayne O. and Warren Newman, Club Manager, Lynn Phillips, Bartender, Bill Yauk, Darwin Knope and Curly Scott.

Toro Celeron Park, Jameson, N.Y., is closed, owner J. O. Campbell plans to open his King Skateland Roller Rink thru winter. Rink was erected about 100 feet from Lake Okoboji after a short illness, was opened September 11 and did good summer business. Since the park closed business has continued good, and attendance has increased. Attendance record of 2,000 was set September 15 and attendance has also been installed.

Officials plan to close the tourist Rink after Labor Day.

Roller Skating has been inaugurated at Great's Lake Pavilion, Mansfield, O. Skating shares the weekly program with roller skate events.

Eddie Paddock, electric organist, is popular at John Peruzzi's Idora Park, Youngstown, O. Manager Peruzzi reported business improving as a result of maintenance of steel-steel operations in Mahoning Valley.

Windland Auditorium Rink, East Liverpool, O., has again reopened under management of John Peruzzi, Jr. His operation is Saturday matinee for children, and Sunday and Monday nights is for attracting crowds. Speed eliminations and championship races will get under way later.

Management of Winter Garden Roler Rink, Boston, has ruled that skirts of women standing on the rink may not be more than two inches above the knee. New Sunday matinee record was set on October 1. New England novice dance championship contests will get under way on October 13 in Winter Garden; Chez Vous Roler Rink, Dorchester, Mass., and Lynnhurst Roler Rink, Marbleboro, Mass., and continue thru December 8. Club members will receive a free pass and a discount for Monday night skating.

Al Riley, manager of Casino Roller Rink, Wheeling, W. Va., reports his 1939 season closed with a party on October 14, when elder and downtown were given skates in waltz and two-step contests were held. Mauve and red skates were the rink in figure and skate dancing is given on Saturday mornings to those who buy a rink admission pass. Two Rink skates at Loopy Rink Club has been active, staging its tenth anniversary show for the benefit of Lake Boone Rink, Hudson, Mass., was a benefit show at the Lake Boone Rink.

(See RINKS on page 7)

Special Offer to Rink Managers

To all Rink managers: We wish to draw your attention to several points:

1. Be sure all skaters are licensed. We wish every man, woman and child to have a rink license. Rink license cost five cents. This fee must be added to price of a rink admission pass. It is illegal to have a rink admission pass and no license. This law is enforced by Inspectors. Rink licenses are available from Wholesale Rink Supply Co., 4426 Second Street, Everett, Mass.

2. Special offer to Rink Managers. To all Rink Managers who use our supplies: We will give you a special price for your rink. Our Cheap Rink Supply Co., 4426 Second Street, Everett, Mass.

ACCA May Start
Sessions Dec. 4

Secretary Cohen gives tenta-
tive date for gatherings
during convention of IAEE

ROCHESTER, N. Y., Oct. 14.—The
International Association of Fairs and
Expositions having changed the place of
annual meeting from Chicago to the
Hotel Sherman, Chicago, setting the
dates as December 5 and 6, the American
Carnival Association is scheduled for
a change in its plans for this year's annual
meeting. Max Cohen from
ACCA offices here.

"In conformity with the by-laws of
this association, its annual meeting will
also be held in the Hotel Sherman.
and the first business session
probably will be held Monday night.
December 6. Plans for the other
business of the association is disposed
of. Pull details of the program and
arrangements will be released shortly
thru the papers and by official notice to
members.

"The special session of Congress which
could recently has seen a renewal of
demand on the part of ticket
buyers of America resulted in the
removal of tickets, and a small ticket
rate. It is for this reason that the
available tickets, and we refer specifically to a reso-

SLA Home Fund

Atlanta, Oct. 14.—Showmen's home
fund staged its first Southern
success in the person of the
Heatherwood Motel, New Orleans.

A fund-raising event to be hold
Saturday night, December 4,
will be the first, and possibly the
most successful, of its kind in
Southwestern America.

The event will feature a three-
hour tribute to the memory of
Herman J. Bogen, the will
be held on December 4, and continuing
Nightly until December 5. The
Sherman Hotel, Chicago.

The annual meeting will be held
in the Hotel Sherman, Chicago.
I believe that the annual meeting
will be held in the Hotel Sherman.

SLA Banquet-
Ball on Dec. 5

Annual festivities
announced by McCaffrey—
lining up committees

CHICAGO, Oct. 14.—President J. C.
McCaffrey of the Business Men's
League of America announced this week
that the league's 27th annual banquet
will be held Tuesday night, December 5, in
the Dearborn Inn. Tickets are $7.50.
Announcement was made after receipt of
information that the International
Association of Fairs and Expositions will
hold its convention in Chicago on December
5 and 6.

President Sid W. Johns of the IAEE
recommended that the convention be
held in Chicago instead of Detroit because
of the Chicago World's Fair which
began in late autumn and was
scheduled to continue to the end of
1939.

President of the SLA, Mr. McCaffrey,
announced the banquet and ball
in this way:

"We are planning a most
successful event. We hope
that the banquet and ball
will be enjoyed by all those
who attend.

"The banquet and ball will
be held at the Hotel Sherman,
Chicago."
CHICAGO, Oct. 14—Thursday's meeting saw First Vice-President Frank P. Tiffany in the chair. With him at the table were Past President C. R. Maher, President Samuel Brown, Secretary Joe Streicher. Routine matters were handled with precision and many interesting topics came up for discussion. Principal one was the plan to bring the fair secretaries' meeting to Chicago instead of Toronto. Chair explained details of the arrangement on instruction of President J. C. McMillian and announced that Past President Sam J. Levy would be chairman of the affair accord to the direction of the present President. The meeting was put in a good light and Chairman Levy made the following appointments: Entertainment Committee, Will Foote, publicity; Nat. S. Greene: reception, Joe Rogers; tickets and reservations, Past President C. R. Maher. A. L. Homan. Lew Diamond's Orchestra has been engaged and Chairman Levy is putting plenty of speed on general arrangement. Date of the LAF meeting will be December 5 and 6, with the banquet and celebration in the Grand Ballroom, Hotel Sherman on December 5.

Brother M. J. Dodan will have charge of arrangements and event was well

service on December 3 in Bal Tabarun of that President. R. M. Brumfield will provide President's Party on December 5.

THE CARL WORTHE

THE 7-CAR PORTABLE

The popular idea of America's Midway Public Bullets, and a hit in 1938. The 7-CAR PORTABLE is a hit in July. 4th. Hours Merriam Songs. More Quality with less space. Make your hotel or hotel a hit in July. 4th. Visit your hotel or hotel and see the car full of guests. Make your hotel a hit in July. 4th. Visit your hotel or hotel and see the car full of guests. Make your hotel a hit in July. 4th. Visit your hotel or hotel and see the car full of guests. Make your hotel a hit in July. 4th. Visit your hotel or hotel and see the car full of guests.

Sellner Mfg. Co., Inc.

FORBART, MIND.

SHOW TENTS

The Tents are of the finest grade. All 68 years.

UNITED STATES TENT & AWNING CO.

201 North Bangor Street, Chicago, Ill.

CONCESSION TENTS

Special Notice

1940—

Chevrolet, Traveler and Other Complete Delivery
Write CHAS. T. GOSS
With STANDARD CHEVROLET CO.
East St. Louis, Ill.

TENTS—BANNERS

20002 DRAMATIC TENT

40477 SKATING RINK TENT

O. HENRY TENT & AWNING CO.

4011 North Clark Street, Chicago, Ill.

YOUR BEST MONEY MAKER

The 7-CAR PORTABLE

ALT-A-WHIRL

The popular idea of America's Midway Public Bullets, and a hit in 1938. The 7-CAR PORTABLE is a hit in July. 4th. Hours Merriam Songs. More Quality with less space. Make your hotel or hotel a hit in July. 4th. Visit your hotel or hotel and see the car full of guests. Make your hotel a hit in July. 4th. Visit your hotel or hotel and see the car full of guests. Make your hotel a hit in July. 4th. Visit your hotel or hotel and see the car full of guests. Make your hotel a hit in July. 4th. Visit your hotel or hotel and see the car full of guests.

SPEcial Notice

1940—

Chevrolet, Traveler and Other Complete Delivery
Write CHAS. T. GOSS
With STANDARD CHEVROLET CO.
East St. Louis, Ill.

Gold Medal Products Co., 133 E. Pearl St., Cincinnati, O.
Michigan Showmen's Association

Detroiit Oct. 14—Clubrooms having been reserved and the program arranged, the first fall meeting was held on Monday, October 9. Thirty members attended and, with the most of the membership present, a large group was on hand. Secretary Mrs. Larry Marfak, prepared by Nina Rodgers, was secured.

Ballhoo Bro's. Circulating Expo.
A Century of Profit Show

by Starr DeBelle

Air Train, Aia.
Week ended Oct. 14, 1929.

Ballhoo Brothers felt jubilant over the success of the show last week, which was held at the Red Clay and Silt County Fairs. The show was a complete success, and the company is looking forward to future engagements. The brothers are still traveling and should be in the area again soon.

SLA Home—
(Continued from page 39)

October 21, 1939

CARNALS

The Billboard

BETTER!!!
BETTER!!!
A SHOW YOU WONT WANT TO MISS

27th Annual BANQUET AND BALL—Showmen's League of America
To be held Tuesday Night, December 5, 1939
In the Grand Ballroom, Hotel Sherman, Chicago
TICKETS $5.00 PER PLATE

Greater Showmen's Event of the Year
For reservations write
Banquet Committee, Showmen's League of America,
165 W. Madison St., Chicago, Ill.

THE WEST COAST AMUSEMENT COMPANY
WANTS FOR 3 GREAT CELEBRATIONS
FALL, CHRISTMAS AND EASTER
OAKLAND, CALIF., OCT. 23 TO 29, 1939
TICKETS $2.50 AND UP
WASHINGTON, D.C., NOV. 7TH TO 13TH
TICKETS $3.00 AND UP
ALASKA, APRIL 1ST TO 7TH
TICKETS $4.00 AND UP

NEW USED TENTS
FOR SALE OR RENT
5009 S. MADISON, CHICAGO, IND.

Ballyhoo Brothers

formed that they, too, must park there the same as those who parked in the street. The brothers were not happy with the arrangement, and informed the authorities.

The bosses argued that the fairs were successful and that they could be blamed for the loss. The authorities, however, insisted that they were not responsible for the loss and that the fairs were successful.

The bosses then decided to go to court and make a claim for the money that was lost. The case was heard in court, and the bosses were awarded the money that they had lost. The fair was then closed, and the brothers were left with the problem of what to do next.

The brothers decided to go to the state fair and try their luck there. They were successful at the state fair, and they decided to do it again next year. The brothers then retired and went home, content with their success.
CARNIVALS

Midway Confab

BY THE MIXER

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

"THIS spot always was a blank."

HAVING closed with Smith Greater Atlantic Shows in Selma, N. C., Anna Lee Smith finally has won her battle with Mother Ace Shows.

FORMERLY carnival electrician H. C. Paul is operating a service station, cafe, and trailer camp in Darlington, S. C.

ADDITIONS to concession row on Art Lewis Shows, reports Mrs. Percy Money, are Edna and Pete Lockhart and Lucky.

FABLE of the ant and the grasshopper still goes. Winter never misses.

BILL KING returned to Marks Shows in Charlotte, N. C., as talker on Artists and Models Show.

JIMMIE RODRIGES and spider Kelly card from Frederick, Md., that they are playing fares again after a two-week lay-off.

HARRY FINK cards that he and Dick Miller have taken the side show on the 12th of October

J. J. PAGE (left), owner of the shows bearing his name, is seen here with George Pennell, attorney, of Asheville, N. C., and showfolk friend, after the larger show's acquaintances on the Page shows while they were playing Western Carolina District Fair, Asheville.

Photo furnished by Mrs. R. E. Savage.

Mighty Monarch Shows. Major Fox is with them.

"THERE'S nothing wrong with my midway. Haven't we kept moving every week?"

PAST TWO seasons with Blue Ribbon Shows. Pat and Billy Brady have operated a service station and barbecue stand near Savannah, Ga.

FORMERLY with Great Lakes Exposition Shows, Joe Jackson is operating an "office-owned" case on Southern States Shows, reports Kenneth L. Pratt.

MR. AND MRS. JOE BONZELL/and FORMERLY with Great likes Exposi-

tion Shows, Joe Jackson is operating an "office-owned" case on Southern States Shows, reports Kenneth L. Pratt.

Yowler Ion. Atlanta recently for trip to publishing office. Prank reports.

CASEY was manager of the A. P. (Shorty) McCampbell lays claim to having more than 20 years' experience in outdoor show circles, the last five of which have been spent with Oraddy Bros.' Shows, now playing Mississippi territory. Photo, furnished by Tresie G. McDaniel. Photo was taken while the shows were in Starkville, Miss.

A SHOWMAN once said: "A show is only as good as the bills." But I have seen worse.

JOINING Grady Bros.' Shows in Clarksville, Tenn., after closing with F. H. Bee Shows in Dickson, Tenn., were Sam and Betty Hawkins and Jay and Ruth Williams with two concessions.

WHILE en route to Florida from Pine Tree Shows, Mr. and Mrs. Leo Claude stopped to Petalburg, Va., to catch the P. I. S. I am writing to him.

CARL CARLTON cards from St. Helena, Ore.: "L. E. W. West Shows, where we had the side show, made and girl shows, to take over management of South American Drug Co. Plan to go to South America about December 1.""WHAT'S become of those once-so-popular Scotch bairns? Probably swapped their oaks for oracles and gone hillbilly.

JOHN T. HUNT recently joined the Stella annex attraction on Jim Hodges Ten-in-One show on Art Lewis Shows to handle photo sales and do indoor lecturing. Raymond Franklin is on the front, with Anna Blake as mite.
and also enjoyed pleasant visits with Rose Steele, whose Wild West Show was a feature of the fair, and his wife, Mr. and Mrs. Glen Steele, who are business on their visit there, spending some time with Mrs. E. R. Knuff and Alyce Potter Morency.

DOO C. CAPEL, manager of Henry's fourth annual Bluegrass Easter Pageant, Dixie, has that he has booked Circus Shorty's Animal Show, Blockledge's Crime and Crime, and business on their visit there, spending some time with Mrs. E. R. Knuff and Alyce Potter Morency.

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Johnny J. Jones

(Birdsall)


With ideal weather shows chocked another big week at the fair here. Fair Manager John W. Robinson said it is possible for any midway to gross so heavily at our fair if they operate as we do. Write for the record 26,000 last season work is being carried on in the different sections. Bill Burke and Bill Sturgis, sign men and pictorial artists, joined Bobbfdy McAdoo. Kid Lucky and Ted Boyer, drum riders, joined Bob Buddy Thrill Show and personnel of the Golden Gate Dancers, Bobby Belding and Billie Thompson, women riders, and Russell Thompson, trick rider. Chester and Lilian Kemper, midgets, joined the Royal Russian Midget Troupe.

Folies Bergere were Patrice Gordon on the front, and the crows came in for top money among the acts. Best among the acts that the show included Peggy Jameson, specialties; Mary Martin, feature dancer; Lafe Radley, sax, and Art Yost, drums. Olive Thomas is still in the chorus. Hides reported a big week. Paul Pender, Circus President, said the Cagarb aird was in the top race money, and Halsey's Crescor was the top late money.

Business was only fair as shows were on the seventh in here. The weather prevailed the first half of the week and the second half of the week was overcast. Friday and Saturday nights were big, with the closing night stand capturing $2,037.25 for the season. The third week's stand was $1,208.73, and was used for the first time here. The business was mixed. The week was covered and back on the front of the week.

Property owned by Robert H. Rcope, with a new attraction, Fred Leatherman returned from a Roanoke, Va., hospital, partially convalesced from the operation. Owner John H. Marks, accompanied by Louise J. Heath and Robert J. Rcope, motored to Hickory, N. C., to visit the Johnny J. Jones Expedition. Among the many visitors were John J. McCaffery, general manager, Amusement Corp. of America; J. C. (Tommy) Thompson, general manager; Ben Lockner, secretary, and Carl J. Jastem, aide-show manager, Johnny J. Jones Expedition; Alexander MacKethan and committee from Fayetteville (N. C.) Fair; Sam Prewett; Bill Arp, Lorena, Southern States Fair; William Gilk, owner; Eddie Lipman, manager; William M. Breese, general agent, and Pete Thompson, girl show manager. Ideal Exposition Shows; T. J. (Chickie) Allen, concessioner; George Dobyna, ride foreman, Ideal Exposition Shows; William L. Douglas, secretary, and Dave Dellie, Charlotte Police Department.

Bailie, co-owner, Dodash's World's Pair Shows, spent Saturday afternoon on the midway. Jack formerly concessions on the Maks midway. Charlotte newspapers co-operated, and Renee Hunter, managing editor, Dick Patte, amusement editor, and Jack Houston, staff photographer, of the Charlotte Observer, visited. Two hundred nurses carried from the Charlotte Evening News were guests of Owners Marks on Tuesday night, and the following day an entire delegation of the group with John H. perched on top the John Robinson elephants.

Roy B. Jones, special agent, and Ed Kiefer, of Dorothy World's Pair Shows, arrived Saturday night on routes totem 7. Weather, fair, Business, satisfactory. Major Allen and Mr. Garde co-operated and the week as a whole, while not big was satisfactory midway.


Committee co-operated and week proved one of the best of the season. A better week was held with the With the 110In6 ride with its space. Writer received a watch from the committee.

HARRY E. WILSON

James E. Strates


Altho train arrived late Saturday night at York, Monday all was ready for opening Tuesday morning. Kids' Day was not up to expectations, as shows that night forced folks off the midway. However, exceed, last year, Two new attractions, Zimineye Water Show and Slim Kelly's Fat Girl Show, joined here. Vanity Show presented its revue, under direction of Chuck Phillips, Monday night. Actually sixty for the Business Men's Club and more than 600 members at

special children's matinee on the last day.

JOHN PARABUS

Wallace Bros.

(Parades)


Date was fair above expectations for the following up. The midway was forming at 3:30 p.m. Friday, when one crowd was up and down for section for some time broke, canceling the parade. After arr the weather exceptionally cold for that night and Saturday. However, shows, rides and concession business was fair. Jack Dunlap joined with a concession, at the side of the midway, and added a shooting gallery, and Mary and Ernest Hunter, managing department, of the Rotary Club luncheon Wednesday morning. The weather was fair, and the Great Jacqueline furnished the free rides. Visors were G. D. Scott, Grady Bros.' Shows, for the fair field representative for Bartlett diggers.

WALTER W. FUK

Grady Bros.

(Motorized)


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TREVIE O. MC DANIELS

Zindars

(Motorized)


Short pump was made in good time and shows were ready to open Monday with a great many people observing a good crowd and weather warmed up for the last four days, resulting in the best crowd of the season. Mr. and Mrs. Gene Powers, citizens of the county, and all friends, were present to see the best day. Monday and Saturday, September 29th and October 6th, the weather was considered excellent. Mr. and Mrs. Harry Cohen rejoined here and Mrs Cohen was superbly received.


Lot was thick with dust, as was the
CARNIVALS

The Billboard

SAVE MONEY-BUY A TRAILER NOW!

NOW is the time to buy your new trailer. Buying material costs swift force prices upward. An investment in 360 trailers will pay you in luxury comfort, every genuine and light. For your trailer's manufacturer. Write for FREE CATALOG and name of nearest dealer.

SCHULT TRAILERS, INC. Dept. 210, Elkhart, Indiana

Bullock Amusement Co.

Wants Cook House, Pop Corn and Peanuts, Custard, Bingo, Ball Games, Mint Camp, Rat Joint, Parrot, Pinball, or any other legitimate Concessions; come on, will place you.

Can also place one or two more Shows, no Girl or Athletic Shows.

Out until Xmas. No gate and no racket.

Bamburg, S. C., this week; St. George, S. C. (Fair), week of October 28.

—[See SHOW LETTERS on page 53]—

Southern States

Alma, Ga. Week ended Sunday 30.
Bacon County Fair, Ausper, Lions Club. Weather, fine and clear. Attendance was about right for a show.

World of Mirth (Railroad)

Winston-Salem, N. C., Five days ended October 15.
Barnes County Fair, Weather, fair. Business, good.

—[See SHOW LETTERS on page 53]—

L. J. Heth

(Manager)

Sandusville, Ga. Week ended October 7.

Show were up in time and everything was made ready for opening night. The entertainment was good.

L. J. Heth

(Manager)

South Bend, Ind., week of October 23.

J. E. Avery, manager of the South Bend, Ind., show, and Mr. McManus, manager of the South Bend, Ill., show, were in town.

BULLOCK AMUSEMENT CO., 1002 S. Washington, New York City.

—[See SHOW LETTERS on page 53]—
COMMERCIAL

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

ACTS, SONGS AND PARODIES
STRENGTHEN YOUR ACT WITH OUR TRICK ACTS, SONGS AND PARODIES, illustrated catalog. BALDA ART SERVICE, Oshkosh, Wis.

AGENTS AND DISTRIBUTORS WANTED
AGENTS—"KEEP AMERICA OUT OF WAR"—Metal Auto Plates are selling fast, Red, White and Blue. Write for free illustrated booklet. 50c each. FREE SAMPLES. 25c; 10, $1.00; 100, $7.00. Cash prepaid or C. O. D. CLUSSER, Borg Brothers, Indianapolis, Ind.

BEST YET—CHRISTMAS CARDS SELL FAST BY THE MILLION—Free catalog. hobby cards. Send 3c in stamps and five cents. BALDA ART SERVICE, Oshkosh, Wis.


BIG MONEY SELLING OUR WONDERFUL LINE OF CHRISTMAS CARDS by THE MILLION. Be a big Christmas card man this year. Write today. "RACO," 1105 Walnut St., Philadelphia, Pa.

BUY MEDI-BANDS, Med-MEDUS—SELF-SEALING Bandages, direct from manufacturer. Write for free catalog. 50c each; 100, $9.00; 1000, $75.00. DEERWOOD MFG. CO., Detroit, Mich.

CHRISTMAS CARDS—SELL 50 ASSORTED CHRISTMAS CARDS at 50c each. Big profit. Season starts now. DUNBAR, New York.

CHRISTMAS CARDS—SILVER-ENGRAVED CARDS—Assortment, Big profits. Season starts now. ROBINSON CARD CO., 306 39th St., New York, N.Y.

CHARACTER CHRISTMAS CARDS—Write for sample. CHRISTMAS CARDS—ABSOLUTELY MUST BE AS LOW AS POSSIBLE. DR. SILENT MIND—ADVERTISERS—RURAL AMERICAN, 615 New York Ave., Brooklyn, N. Y.

DOLLARS DAILY—START PROFITABLE HOME BUSINESS NOW. Earn $5000 a year. Satisfaction guaranteed. Write for complete information. "THE TIDBIT," 409 N. Broad St., Elizabeth, N. J.

DOLLY'S DAILY—SEASON'S OPEN—CHRISTMAS CARDS—FREE SAMPLE.
At Liberty Advertisements

Figure TOTAL Number of Words in Copy at 5¢ a word. FIRST LINE IN THIS STYLE TYPE $2.50 to a Word—FIRST LINE in this style type.

Cash With Copy

AFTER NOV. 1—Buy Six-Piece Dressed Band, Versatile entertainment unit with one of the most popular arrangements. Either outfit. Delivery. BOX C-110, Cincinnati, Ohio.

At Liberty DRAMATIC ARTISTS


RICHARD WILKINSON—comic, impressionist, character. First rate. Box 735, Denver, Colo.

MARTIN L. LADY—singer, character, impressionist. Excellent. Box 760, Los Angeles, Calif.

J. HOOD—impressionist, buffoon, etc. Exciting. Box 738, San Francisco, Calif.


JOHN M. JOHNSON—impressionist, buffoon,etc. Excellent. Box 739, San Francisco, Calif.

Teter, Beaty Set
For Boston Circus

BOSTON, Oct. 14.—American Legion National Encomium, Inc., formed to sponsor events for the national convention of the Legion to be held here, will stage an outdoor circus on the Boston Garden. For the first five days and nights in the Garden, shows will be given at 8 p.m. nightly, and they will provide attractions. Final five days and nights, the Garden will be a arena, and the shows will be staged under supervision of J. C. Harlacker.

Elimination Building adjacent to the Garden will be used for the Garden shows. The Building will house the Ringling-Barnum show when it comes to Boston. Here, too, will be a side show. Downtown headquarters have been opened. Here are on display prizes which will be given away in the local press. Other acts are planned for the show, which is expected to run two hours.

III. Fete Has Big Draw

BLUE MOUND, Wis., Oct. 14.—Annual horse-calling contest at the American Legion on Sunday drew a good attendance. In the contest, 125 horses were called by 20 men. The event was sponsored by the American Legion.

Midway Biz Off at O. Fete

CHICAGO, Ill., Oct. 14.—American Legion Post Pull Festival here on October 2-7 drew large crowds, but not so much money. The officers of the Legion of Commerce in three years, reported Mrs. Geo. K. Wee, secretary. To arouse interest among the patrons of the show, free lunches were placed at the entrances to the fair. The Legion parade was broadcast by WRGO and there were picnics and other events.

Okla. Event Is Successful

WAYNOKA, Okla. Oct. 14.—Features of the American Legion event here this week included a three-ring circus, a fair and a midway. The theme this year was “Loyalty.”

SHORTS

FREE ACTS, contest band concerts and parade will be featured at a celebration here in Oakland, Calif. under auspices of the Chamber of Commerce. Arthur M. Ulrich is chairman.

SECAUTUM Park rides and several conventions in succession, the last, and the third, which was sponsored by the Junior Chamber of Commerce, was held on October 21-23 was the largest and most successful. The rides included horses, dogs, pony rides, and various sideshows. The event was staged by the Junior Chamber of Commerce and was held at the fairgrounds.

HEAVY attendance marked Greater Marion (Ind.) Exposition on October 5, 1939, when the annual event was featured. The midway and Blondin Reitum Troupe, starring Ringling Bros. and Barnum & Bailey, and the Benzoni Troupe, featuring the Benzoni Brothers, were among the attractions. The event was staged by the Marion County Fair Association.

ANNUAL Houston Shrine Circus under auspices of Arabia Temple Activities Association will be held six days, said W. C. Seid, general manager. The Shrine, said Seid, was celebrating its tenth anniversary.

CELEBRATION of series under auspices of Delta (Ia.) Shrine, Missions and the entertainment committee will feature Missus Margaret Hinkle, guest of honor, Missus Viola, Dr. William Beebe, Klyr Syndicate, Osh Bash and Leo. T. Turpr. Attraction at the Grand Lodge (Ia.) Shrine, Missus Margaret Hinkle, guest of honor, Missus Viola, Dr. William Beebe, Klyr Syndicate, Osh Bash and Leo. T. Turpr.
NATION'S BUSINESS IS UP

Fall and Winter Outlook
Bright: Employment Hiked

Unseasonable weather is aid to concessionaires in resort areas—factories operating at capacity—wage level shows big increase in New Jersey.

NEW YORK, Oct. 14.—News that business is at a new 10-year high and that the climb is not considered a result of the outburst of the shopping狂潮的planning to concessions, salesmen and bingo operators and price users in general, who plan to make a killing between now and Christmas. Many factories have speeded up production to meet increased demand, and more and more employers are employed 2,000 additional workers, bringing its force to more than 5,000 men. The Delaware River shipbuilding yards and more than 10,000 men are employed at the Philadelphia Navy Yard, with figures increasing steadily toward the total removals are excellent. Thousands of men are employed by New York Shipbuilding and Drydock Co., Chester, Pa.

JERSEY WAGES RISE

Unseasonable weather, with the mercury soaring to 72 degrees in late September, incited business in Jersey resort areas and concessioners reported good business over early-fall weekends. Business in the State is said to be good, with more people getting jobs and the jibes paying more money than any time in the last nine years. Jersey wages are being revealed as higher than the national average, 33 cents higher than in March, 1939. Average weekly earnings are estimated to be $30.72, with a low of 30.01 and a high of $31.26. Average wage for the same period last year was $29.39. Jersey wages are now reported as outside the United States.

Boys operating in the vicinity of Cleveland should have good take that the fall and winter, as business is up on the cruise in that section. The city's location in the middle of the country is also a factor. Men are expected to receive the increase in business and employment.

In the South where, many concessioners who had summer louses are still operating, according to reports from Birmingham, the best fall and Christmas business since 1929 is predicted. To substantiate this report it is pointed out that in the past three weeks retail and wholesale business has been good with the city shipping more than 400 in business. The secretary of the American Chamber of Commerce reported that factory production and employment were at a high and that business men are looking for the best winter in many years.

New Orleans concessioners, bingo operators and souve and novelty workers report good business for this December. Warm weather has lengthened their season and are found in good. Industry is reported moving forward at full speed and prospects for additional business are good. The city's largest manufacturer, is shipping more than 400 in business.

With weather and business working to late start, operators aren't losing a minute in exerting extra effort to reap a harvest. Not only will this good fortune tend to increase take for summer and early fall, but it is in the interest of the operators and customers to be ready for the winter. At this pace, 1939 will be a top year.

Neutrality Items Come to the Fore

NEW YORK, Oct. 14.—Congress debate over lifting of the arms embargo and the war in a number of countries has brought increased sales of neutrality items on the market that are offering souvenirs and novelty workers, agents and carmen an opportunity to make money.

With the general trend throughout the nation to keep America out of war, Joseph Hagan of the top-notch game neutrality pin. Finished in gold color and enameled in red, white and blue, the pin has "Keep U. S. Out of War" across the face of it. A companion item, flag pin, is also being made by top-house. A metal plate bearing the inscription "Christianity for America—First-Last Always" is being distributed by Charities for America. The plate is hanging on the front door, in the window or attached to automobile licenses. Made in red, white and blue, the firm reports them ready sellers wherever displayed.

Rodeo Boosts Sales
Of Items in Gotham

NEW YORK, Oct. 14.—Sales of whips and hats were boosted this week in the wake of the opening of the latest show in the country, which the annual rodeo opened for business in Gotham. Jimmy's Western Shop reported large sales of riding hats and boots, and was able to make the trip to the Garden. Not only are rodeo number moving, but Jimmy's is moving a large and can offer a large variety of goods. Streetmen have also taken advantage of the boost to make it appear more attractive to the wearers of their wares—boots and others. The Western Shop has made the trip to the Garden and everything has been purchased and delivered. The shop is open from 8 a.m. to 6 p.m. and is open every day.

Magnetic Toy Sales Continue To Rise

NEW YORK, Oct. 14.—Magnetic pods, noting that there is a continuing increase in popularity, novelty distributors have reported that business on the market in the summer, the trend of magnetic toys is rising.

One prominent dealer in the toy industry has reported that new items have been introduced. The dealer, who is handling magnetic pods, still commands great demand; the other items are in demand with them. The dealer is not too much interested in political parties, will hold the spotlight for months and at present is a low-key movement. As peak popularity, as political parties rise, the animals are expected to be drawn more and more to the market.

Men of war, two soldiers with magnetic bases, is a timely item. With every political campaign having its own war, it is only reasonable that the novelty-business man would be interested. One dealer is reported to have ordered 3,000 of this item and has been the recipient of large orders.

One Broadway novelty shop reported the pods were its biggest seller in recent months. While donkeys and elephants are girls' items, they are still behind the sale of pods. However, it is expected that the dealer will receive a large number of orders for magnetic toys in the next few months and will begin to look at them as a potential item.

*

"I cannot believe it is the intent of the
(See BINGO BUSINESS on page 22)
Taking the Country by Storm -- They're all going for it!

THE LULLABY
BED LAMP - RADIO

BINGO GAMES

GOLDWYN COMPANY

WHOLESALE MERCHANDISE
The Billboard 51

COMBINATION BED LAMP and RADIO SENSATION

The tremendous response to our announcements of Lullaby overwhelmed us. We knew it was good but our fondest dreams have been exceeded. It's the "natural" of a lifetime. It is making new history in "Premium" sales.

GET ON THE "BAND WAGON" WHILE IT'S HOT

Think of it—a Bed Lamp and Radio in one compact unit. It gives you utility with novelty. It gives you price with quality. It looks, acts and performs like big money. Everybody who sees it—wants it. Beautifully colored display unit given FREE with each four Lullabys helps you sell it. Shows it in a natural setting. It's a "wow" of a sales stimulator.

IT'S A "WOW" IN PERFORMANCE

Now dual-purpose lamps give "big set" (7 tubes) performance. Pulls in distance. Full 1 1/2-watt output—no aerial or ground required. Beam is set outside. Dynamic speaker. Wonderful tone. New C.E. tubular bulb for glareless light—easy on the eyes. RUSH YOUR ORDER. 25% Deposit on C. O. D.

IN WALNUT OR IVORY—ONLY!

WRITE, WIRE OR PHONE YOUR ORDER NOW

THE BILLBOARD
ISSUE OF NOVEMBER FOR 1940

WINNERS FOR 1940

SEE NEXT ISSUE OF BILLBOARD

WRITE FOR ADVANCE INFORMATION

Poplar 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.

Sok-o-Bag

Sok-o-Bag offers exercise for all and is a sure-fire number for streetmen, roadside workers, & novelties, workers. Barr Rubber Products Co. reports. While the number appeals primarily to children, it also has a great number of adult fans. Sok-o-Bag includes a balloon, rubber string, and a small piece of wood for a handle. Balloon is inflated to capacity and one end of the rubber string tied to it. At the other end the piece of wood is placed thru a loop. By hitting the balloon with closed fist, it bounces off but is returned by the rubber cord. Rattlers inside the balloon make noise while the balloon is in action. Balloon is bounced off the floor with tight horizontal blows at first. After some practice, two bags may be punched at the same time, one in each hand. Many other amusing combinations will be discovered with use, the firm reports.

College Football Robes

Designed to appeal to rah-rah crowds, college football robes are in great demand this season. Standard Sales Co. reports. The robes, available in all university letters and colors, are made of wool and are of regulation size. The item is making money for bingo and sales-promotion operators everywhere because the flashy and worthwhile item is wanted by all who see it. With the low prices offered, this is a good chance to make some money, the firm reports.

Clock-Calindex

Salesmen operating in business territory and other users of quality prices are giving the Zephyr Clock-Calindex much attention, Zephyr American Corp. reports. Here in one small unit are combined the Autodox complete miniature index; permanent calendar, dependable desk clock, and right phone number or address in a flash. The Autodox is made of walnut-grained balsamite and is set in a solid walnut. (See POPULAR ITEMS on Page 53)

MAGIC PUPS AT LOW PRICES

Same Large Bags, Fully 1 Inch Long. Good Quality. 2. Bags, Pacifica, Idaho. 50c. Dozen, $1.65. $18.90. 100 in Lot.

ELEPHANTS AND MULES

PATRIOTIC IMPLICIT Pills

NOW $11.95 ONLY 7 LA. NET

Here's one of the greatest radio values of the season. "Charlie McCarthy" Majestic Radio with miniature "Charlie at speaker" 6 tubes, complete. New original script. Reels tagged "Majestic." 

JOSEPH BROS., INC.

END YOUR OWN BUSINESS!

MEN'S WRIST WATCHES $2.95

WATCHES ELGIN or WALTHAM REBUILT

START YOUR OWN BUSINESS FREE!

EMPIRE CRAVATS

GET THIS ONE "Charlie McCarthy" MAJESTIC RADIOS

GET ON THE "BAND WAGON" WHILE IT'S HOT

IT'S A "WOW" IN PERFORMANCE

WRITE. WIRE OR PHONE YOUR ORDER NOW
IT'S HOT AND NEW - 4 PICKS WHEN FOLDED WILL SHAPE INTO HITLER'S FACE
ORDER NOW! DON'T DELAY!
RIBBON, 8 E. KENT
HUSTLER'S BELLING TUES. EACH DAY.
100 PREPAID, 30c
1,000-$2.00
Send for Your Free Catalog. I.V. FREE.

BENGOR PRODUCTS CO.
175 BROADWAY, NEW YORK, N. Y.

SPECIAL VALUES
Jewelry at Mengor's Special Prices
Men's Bracelets....$2.00 - Silvered Charms...
$2.50 - Silvered Rolo Watch Bands...
$2.95 - Silvered Chains...
$3.00 - Silvered Cuff Links...
$2.50 - Silvered Enamels...

IN NORTHERN MICHIGAN
M. FRIEDMAN-74 FORSYTH ST. N. Y.C.

ELGIN, WALTHAM, BULOVA
CHAMPION SPECIALTY
MIDWEST MDSE. CO., 1010 BDWY., KANSAS CITY.

CATALOG NO. 2
ALL PRICES REDUCED. BE SURE AND
CHOOSE.
The Only Opportunity of Its Kind Ever Offered in These Pages!

Don't discount these facts. They sound fantastic. Yet every statement is perfectly true. The only thing you need to do is make a move. With a little planning, you can make a start here. Of course, a good way to begin is by buying a used car that can bring you profits of $42,500 a day to good operators. See the evidence. Here are the facts: Two old-timers in the strange race are in business. Here is the story of a sudden switch in plans that may bring fortune to the man who has the right idea. Here is an opportunity for eager business men so unusual that ordinary phrases fail to give even a hint of its sensational possibilities. Here is something you might call an exaggeration unless your investigation proved it to be true!

HERE, briefly, are the complete facts about one of the most unusual and most lucrative businesses ever offered for local operation.

AN INVENTION

**AN INVENTION AND A NATIONAL PLAN**

A product that, until then, had been only a dream, has found a ready market and a fix for the farmer, it is the latest thing in farm management. The large-scale producer is no longer the only one that can benefit. The little operator can now buy the equipment that makes his job easier. The result: profits are increasing. The product is the result of years of research and development. The inventor has made it possible for small farmers to increase their output and thereby improve their living standards. The operator who buys the product will find it easy to install and operate. The equipment is simple, yet highly effective. The product is available for most localities. The inventor offers to sell the rights for a low price. You will make an outstanding fortune in this field.

BRINGS IN $64.50 ON EVERY $100 vagina, guarantees that a local operator could set up a local plant for an equipment cost of $100.00. This equipment, costing only $100.00, will produce a profit of $64.50. The inventor has developed this product through years of research and development. The inventor offers to sell the rights for a low price. You will make an outstanding fortune in this field.

NO EXPERIENCE NEEDED

It requires no skill or experience on your part to enter this business. The inventor has already established a local plant and is ready to train you in the operation of the equipment. You will receive all necessary training and support. The inventor guarantees that you will make a profit from the very day you receive the equipment.

NO CUTTHROAT COMPETITION

The raw material from which the product is made is available in unlimited quantities. You will be able to purchase the raw material from the parent company.

From the foregoing facts, you can readily see that this is an excellent business that satisfies the requirement of the intelligent and capable operator. It is a business that can be started with little capital. It is a business that offers unlimited opportunities. It is a business that offers a profit of at least $64.50 on every $100 you invest. You will receive all necessary training and support from the inventor. You will be able to purchase the raw material from the parent company.

FACTS SENT FREE

To all men who write for further details, a complete booklet is sent free. It contains all the information you need to make a decision. It tells you everything you need to know about the business.

KING K COMPANY

Dept. 810, 620 N. Michigan Ave.,
Chicago, Illinois

To work at once on new lighting plans.

We do not wish to encourage any competition.

We do not believe in making any competition.

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PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by BILL BAKER
(Cincinnati Office)

Central Hotel, Seattle, Wash. He says he recently underwent an operation on his eyes and that he will be incapacitated for such work.

AL SEARS is still working radio gaps at Mark's in New York, N. Y., and says he is getting the lures.

DOG W. A. QUACKENBUSH has been off the road the last two seasons due to illness of his wife, who is in a convalescent home near Cornings, N. Y. Details of her death appear under Final Curtain, this issue.

TRIPPO OPINIONS: "You can't expect to make your efforts profitable if you pay rent not in keeping with your rental."

PROF. JOHN J. WAGNER, who for 20 years successfully pitched horoscopes and who since May has been making his trained canaries and birds food pitch in chain stores, opened last Saturday (14) in Klegg's Cinematium, on 15th street, where Wagner entertained the clubbed kiddies at Cincy's General Hos- pital and with his magical art. In a visit to the pitch desk Wagner stated that he's been a bird writer New York, attorney, when notified of this.

ABRAM (FRED) MILLER, demonstrator for Hare Mountain Bird- dren's Hospital, has begun his demonstra- tions in S. S. Kress Co. stores.

Wagner entertained the clubbed kiddies at Cincy's General Hos- pital and with his magical art. In a visit to the pitch desk Wagner stated that he's been a bird writer New York, attorney, when notified of this. Miller is working his trained canaries and bird -

Stocks held in the name of the ones who furnish the tools, pipes, and information found in the column.

EDDIE REED-
phones at Great Barrington, Mass.: 

JOHN GRESSIK tells that the sheet was well represented at the Superior Air Show at Superior, Mont., recently. According to John, business was fair, and among those present were at Milburn, A. Coffee, Paul Janion, Herb Vinkling, Kenneth Waite Drake, the Joyces, Augie, Ed Fox, George Pickard and F. Orville Peck.

THERES NO PERCENTAGE in bringing about what we do, and after the show, hundreds of newcomers are working all around you and snatching off the long green.

AL ZELLER-
phones from Jeanette, Pa. that he is not the Zeller that is working in Chicago with George Therian. Al says he hasn't worked oil for seven years and that he is now promoting indoor banquets.

CHARLES NELSON- better known as "Mr. Wizard of the Forest" to his friends in pitchdom, remembers he is in poor health at the Grand

Central Hotel, Seattle, Wash. He says he recently underwent an operation on his eyes and that he will be incapacitated for such work.

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THERES NO PERCENTAGE in bringing about what we do, and after the show, hundreds of newcomers are working all around you and snatching off the long green.

AL ZELLER-
phones from Jeanette, Pa. that he is not the Zeller that is working in Chicago with George Therian. Al says he hasn't worked oil for seven years and that he is now promoting indoor banquets.

CHARLES NELSON- better known as "Mr. Wizard of the Forest" to his friends in pitchdom, remembers he is in poor health at the Grand
October 21, 1939

MERCHANDISE-PIPES-GENERAL OUTDOOR

PITCHDOG Five Years Ago

Happy Bill Maxwell and wife were crownedArkansas king and queen at the Dairy Show in Little Rock the Other evening. The sponsor is the Dairy Show, Waterfow, Tex. to exceptional business. Mr. and Mrs. C. C. Cox, James H. Miller and Gene Golin... Bill Shippman en route from Iowa to Dallas. An attack of the flu has kept him in Arkansas. An attack of the flu has kept him in the hospital. Frank Libby was in Columbus, Ohio, for a few weeks vacation after a successful hunting tour. Bob Logan was working for the Daily News Med. Show in Chicago. Stanley Anderson from Madison, Wisconsin, was released from Central Maine General Hospital. Anderson from Madison, Wisconsin, was released from Central Maine General Hospital. Anderson from Madison, Wisconsin, was released from Central Maine General Hospital. Anderson from Madison, Wisconsin, was released from Central Maine General Hospital. Anderson from Madison, Wisconsin, was released from Central Maine General Hospital. 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Out in the Open

Leonard Traube

NAAPPB—Section 2

ALTHO the subject clearly calls for an
official discussion marked by candor and
tact, a rehash of the sensational
National Association of Amusement
Parks, The Billboard® has decided to
admit that there is ineptitude in
writing the New York World's
Basketball and the various club.

"Taste of the West" is a brand new show
that may possibly strike a responsive
note with some of the"A" boys. . .

INANITY WILLER, Pacific Na., Va.

November 21, 1939

WANT

For balance of season: Chairplane, Octopuses and Roll-o-plane, few more

Stock Concessions.

Southern States Shows

Nashville, Ga. Fair, This Week.

WANT

WILLER'S WORLD'S FAIR

Traveling Museum

10TH SEASON. NOTHING BUT THE BEST
Want high-class Freaks, Acts that are outstanding.
Wanted a reliable Ride Help. Long season.

Add: Mack, Essex, this week; then Columbia.

FOR SALE-TILT-A-WHIRL
In good condition. Must sell, at least. Price $1,000.00. Terms reasonable. 

JOHN CALLAGAN

Box 127A

KNOXVILLE, TENN.

WANTED CIRCUS ACTS

At once. Must do or more acts. with dependable Boys. Winter shows.

C. A. A. ATTENTION.

Big Stories.
WANTED

FOR INDOOR CIRCUS

CIRCUS ACTS that can produce two stands-

ing acts. Will pay $100 per week. Must

Want to hear from all our old friends. Address

sent to Yrb. Tommy White-

side, write.

MENDEZ-BLUEDORN PRODUCING CO.,

W. H. Bluedorn, Manager,

Piano Hotel,

GARY, INDIANA

J.J. PAGE SHOWS WILL

Want for Thompson, Ga., week October 23rd,

see. Will pay a $5 for every person who can pro-

duce a good act of 100 acts. Will pay at a

commission. Address all replies to J. J. Page,

Waynesboro, Ga., this week Thompson, Ga.

CAVALCADE OF WONDERS

AUGUST 18

Following people only: Dick Hillers; Forest

Lambert, Fred Her, Bobs Patrick, John Dav-

en, J. plus others. Everyone is welcome to

try and show their talent. Anyone interested

will be approved. Jack Kelley, Oliver, Mo.

SOL’S LIBERTY SHOWS

PENN STATE SHOWS

Want for Southern Dates in Georgia

Fish Pond, Cigarette Gallery, Ball Games, High

Jump, Trotting, Bowling Alley, Shooting Cages, Hop-

Leap Contest. Watch Act. Basketball, Band and Light

Music. Address to: S. S. Black, 520 Penn., Pitts-

burgh, Pa., this week.

LEGION FESTIVAL and Halloween Celebration

PLAINFIELD, N. J., 1280, H. M. Jones, OCT.

23-30.

In Price: 8,000.00.

Sons of Confederate Veterans.

BROWNIE SMITH SHOWS WANT

Combinations of all kind that work for 10 cents.

Shoe Shine Boys, Face Painters, Mobile Flower

Window, Small Dogs, Sensations, Singing Ac-

cessions for small Corn Game, Diggers, Outfit and other

outfit. Address: S. S. Black, 520 Penn., Pitts-

burgh, Pa., Oct. 23. BROWNIE SMITH

Mighty Monarch Shows

Want Acts for Side Show. Also few Legitimate

Concessions for Locals, S. C., Fair, Cheraw,

S. C. Fair this week.

HOLLYWOOD CHOCOLATES

HOLLYWOOD CHOCOLATES

HOLLYWOOD CHOCOLATES

HOLLYWOOD CHOCOLATES

HOLLYWOOD CHOCOLATES

HOLLYWOOD CHOCOLATES

DELIGHT SWEETS, INC.

SPECIAL NOTICE

1940

Chevrolet Trucks — Immediate Delivery

WID STANDARD CHEVROLET CO.

East Side, 6th Ave.
FEATURE TOP MONEY GETTERS AT YOUR FAIRS
JITTER PUPS, New Designs, $1.60 Dozen Pair; $18.00 Gross Pair
Football, Baskets, Souvenirs, New Action Mechanical Toys, Boxed Christmas Cards, Coin Lot Christmas Cards. State business. Write for listings today.

W. C. KAUS SHOWS, INC.
COLUMBIA, S. C., STATE COLORED FAIR

Good prices to all legitimate Concessions. Also Diggers. Palmistry, two Working Acts for Sideshow. Address communications W. C. KAUS, Union, S.C.

HENDERSON, N. C., COLORED FAIR

WANT two Flat Rides, Concessions of all kinds except Bingo. Want Cigarette Smoking Cola. Want large Fair with Game. Minid work not working for more than ten cents. Plantation, Crime and Gore Shows with or without courts. All communications to L. W. HENRY or C. S. SMITH, Safford, Va., this week.

CRYSTAL EXPOSITION SHOWS
FAIRS
SUMMERVILLE COUNTY FAIR, SUMMERVILLE, S. C., OCT. 23 TO 28.

DISSX MODEL SHOWS
WANT for Clarendon County Fair, Manning, S. C., Week October 23-28; Advertising. Any worth-while Shows with own stands. Want for Clarendon County Fair.

Nate Leipzig
Nate Leipzig, 66, prestidigitator and former president of the American Society of Magicians, died December 9 after an illness of several weeks at Hotel Woodward, New York. He was regarded as one of the greatest of prestidigitators, being both adept and intimate in his stage tricks and intimate magic on the stage. He gave his first private performance as a teenager and was president of the American Society of Magicians. He was married in New Orleans and had three children. He was a member of the National Institute of Magicians.

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DIXIE MODEL SHOWS
WANT for Clarendon County Fair, Manning, S. C., Week October 23-28; Advertising. Any worth-while Shows with own stands. Want for Clarendon County Fair.
The world turns upon a coin-operated axis every 24 hours. Anyone can get things done by depositing the proper coin in the proper chute (slot).

If Joshua had known this, he could have had the sun to stand still by putting the right coin in the right chute. If Atlas had known it, he could have greatly lightened his load of carrying the world on his shoulders by attaching proper coin slots to the mechanism. If Archimedes had known it, he would not have had to look for such a gigantic lever by which to move the world. Copernicus could have greatly simplified his theories of the universe by simply calling it coin-operated.

All this by-play is used for the simple purpose of indicating how much attention, good and bad, the coin-operated machine industry gets in the modern world.

Statistics and figures play a big part in the modern world. The coin-operated machine industry comes in for a lot of attention by the statisticians, amateur and professional. For years it has been a habit of "inquiring reporters" to arrive at rather sensational figures about the earnings of coin-operated machines. The majority of the men who make their living in the business are always confronted with the problem of paying for the machines they have, or need, and it is no wonder they are amazed when they read in the papers about their big earnings.

The Saturday Evening Post perhaps started the statistical evidence about the coin-operated machine industry in 1929, by publishing an article under the title, "Millions in Pennies." Then in 1939, it joined the modern use of exaggerated figures by publishing another feature, "Ten Billion Nickels."

The fact is that there are no reliable figures on the average earnings of coin-operated machines. The fact is that the majority of men who own and operate machines are confronted with serious problems of making ends meet just as most other men who have a job or own a small business.

In politics, coin-operated machines get unusual attention. There are more than one governor of a State today whose chief claim to distinction at the end of his term will be that he was a crusader against coin-operated machines. The political opposition has attempted to embarrass some of the best known names in American city government today by raising the question of coin-operated machines. Attempts were even made to embarrass President Roosevelt because of his former indirect connection with coin-operated machines. Coin-operated machines have become a sort of political football to be kicked about pro and con. That is a lot of attention to pay to coin-operated machines in a great country like this.

It is a reflection on democracy and our national intelligence that a governor, or mayor of a large city, can get so much attention thru petty things, when every State, every city and the nation itself are beset by serious problems.

Newspapers pay an unusual amount of attention to coin-operated machines. Such devices as the "slot" or bell type of machine are always food for sensational headlines. In fact, there is something romantic about the word "slot"; many people do not know the difference between the well-known bell machine and a modern merchandising machine when it comes to terminology. Fortune magazine recently referred to coin-operated phonographs as "gaudy slot machines."

For some strange reason, newspaper, racing and other sports interests have gained the idea that coin-operated machines in some way take money that would otherwise go to betting on races, sports and the like. Newspapers have a lot at stake in racing and sports, and so many newspapers become veritable crusaders against coin-operated machines.

Business competition in the modern world centers a lot of attention upon coin-operated machines. One of the most bitter fields of competition today is between the independents and the chain stores. Coin-operated machines have actually been caught in a jam between these two groups. Small, independent owners and proprietors of establishments find coin-operated machines a good source of income without making any investment in them. In some ways it appears that coin-operated machines will provide small independent establishments the only way to survive under modern competition. But very unwisely, chains pay too much attention to coin machines. Chains have actually lobbied against State legislation to license coin-operated games; chain theater systems have actually notified local theater managers to oppose coin-operated games.

Coin-operated machines become the object of acute attention in a day of unemployment. Agitators of labor are able to turn the attention of the rank and file of working people from the real cause of their trouble to such things as coin-operated machines. It would be a smart victory for the enemies of labor, if they could infuse such propaganda as to agitate labor against some small and struggling industry, while the real causes of unemployment went untouched. Sweet are the uses of propaganda and the coin-operated machine industry bears the brunt of a lot of it from many angles—political, social, economic, religious and some of it just plain, dirty propaganda.

These are ways in which too much attention is paid to the coin-operated machine industry by organizations, newspapers, politicians and agencies that have an ulterior motive. The industry is hardly that potent, that large, or of sufficient economic importance to get so much attention.

On the constructive side, modern business progress is bringing coin-operated machines forward rapidly. Civilization itself is of such a nature as to increase the uses of coin-operated machines. One of the ultimate results of civilization will be a system of uniform coinage and a universal use of coin-operated machines.

To me, the world turns upon a coin-operated axis every 24 hours. The professional operator is the man who keeps the mechanism in good shape so that it keeps turning. But there are too many people on the earth who get agitated about coin-operated machines.
GRILLS, $6.95
DOMES, $7.85
28 different dome models for all music machines. State model of machine and top dimensions. 1/2 deposit, balance C. O. D.
Economy Production Co.

MARY HAD A LITTLE LAMB
Mary's lamb followed her blindly—but a smart business man looks where his business is going. Just look at the year in, year out profit record of PHOTOMATIC. Can you match it?

INVESTIGATE
International Msotrope Raul Co., Inc.
40-11 11th st., Long Island City, N.Y.

GET KIRK'S GUESSE-SCALES
(PINNY BACK IF YOU ARE RIGHT!
with the WATCH YOUR HEAR BEAT feature
Greatest Money/er Ever Built—All Mechanical Operation

HERMAN S. BUDIN
ANNOUNCES THE OPENING OF
BUDIN'S, INC.
174 SO. PORTLAND AVE., BROOKLYN, N. Y.
A complete line of New and Used Equipment on hand for immediate shipment. Write us!
WE HAVE NO CONNECTION WHATSOEVER EVER WITH ANY OTHER CONCERN

MONARCH EXCLUSIVE
SCOOP!
Bally Pacemaker . . . $117.50
Keyne Stepper-Upper—$74.50
Mills 1-2-3
Fast Rebuilt—Revers Reels—Bally
Bally Hawthorne . . . 89.50
Bally Grandstand . . 94.50
Bally Western Horseshoe . . 89.50
Bally Fairgrounds . . . $24.50
Bally Fleetwood . . . . $24.50
Bally Strikes . . . . . . . 24.50
Bally Entry . . . . . . . $24.50
Western Derby King . . $59.50

MONARCH COIN MACHINE CO.
1731 BELMONT AVE., CHICAGO, ILLINOIS

San Antonio
SAN ANTONIO, Oct., 14—Sam May, head of the Sam May Co. down on Main street, is still repairing those Mills Throne of Music phonos by the carload. He says that his sales are holding up well.

This city will have a number of coin men visiting the January Coin Machine Show. Since the manufacturers have gotten together and there will be only one show, a number of operators and jobbers plan to attend.

C. R. Adelberg, of Stoner Corp., Aurora, Ill., was a San Antonio visitor recently. He is making all the large Southwest cities in the interest of the Stoner candy-bar trade.

K. F. (Willy) Wilkinson and his United Amusement Co. are doing an attractive job on their Rock-Ola Light-Up models. Willy's traveling showroom is making all the stops wherever it goes and operators appreciate having a show brought right up to their front door.

San Antonio Novelty and Amusement Co. is enjoying nice business. This firm is located at the corner of Market, where they are housed in a couple.

Earl Reynolds, state representative for the Rudolph Wurlitzer Co., was in the offices of the Simplex Distributing Co. on Seventh street a few days ago. The San Antonio office of the distributing company has had heavy sales on all Wurlitzer machines during 1939. The office looks forward to closing the next 99 days of 1939 with a high record for sales.

P H O N O G R A P H S
BARGAIN CLOSETOUTS

PHONOGRAPH BANKRUPT CLOSETOUTS

Cig Tax Revenue Up
WASHINGTON, Oct., 14—Cigarette revenue in August reached a total of $4,715,362.96, as compared with $4,778,406.11 collected in that month last year, according to figures released by the Bureau of Internal Revenue, Treasury Department.
Comming Events

Indianota State Operators’ Assn., Hotel Vendome, Evansville, Ind., October 29, at 2:30 p.m.
National Assn. of Ice Cream Mfrs., 35th annual convention, St. Francis Hotel, San Francisco, October 23 to 25.
Annual Coin Machine Convention, Sherman Hotel, Chicago, January 15 to 18.
Annual Parks, Reels and Pools Convention, Hotel New Yorker, New York, December 8 to 10, 1939.
National Tobacco Distributors’ Convention, Palmer House, Chicago, January 17 to 20, 1940.
National Apple Week. Convention, October 15 to October 21.

Bands Seek Ops’ Co-Operation in Plugging Disks

CHICAGO, Oct. 14.—Frederick Bros.’ Music Corp. is laying plans for a double-header promotion that will not only boost the play of recordings made by BMG bands in automatic phonos but will also add the appeal of its band on one-night stands.

Plan calls for BMG to supply ballroom operators with card-back show cards plugging the coming appearances of BMG bands at their ballrooms. In turn, the men get the phonograph, ops in their territory to feature the card stop their machines. As the card will urge customers to hear for themselves one of the last recordings of the band of the music machine, BMG figures ops coop operate since, by putting in the machine a number or two made by the orchestra that is featured on the card, the operator can get extra nickels from people who will want to “try out” the card on the phone before deciding to shell out for the personal appearance date.

This stunt was originated by Larry Geer, operator of the Lamar Ballroom in Fort Dodge, Ia., to plug one-night appearance of Tiny Hill. The way ops book to the tie-up has caused BMG to snap up the idea, it is reported.

Hymie Budin Opens

Brooklyn Offices

BROOKLYN, Oct. 14.—Herman S. Budin, owner of the world-famous Hymie’s nolde, has opened an office at his old address, 174 South Portland avenue, under the name of Budin’s, Inc. Budin’s was originally a barrelhouse, but was later converted into a night club. Hymie is one of the oldest columnists. “I am in the best of health once again,” stated Budin, “and shall use every effort to serve my friends and customers as I always have in the past. I expect to have a very important announcement to make to the trade within a short time.”

Des Moines

DIEB MOINES, Oct. 14.—Marble games continued to thrive on all counts with all operators installing latest games. Gold Cup, Mr. Chips, Davey Jones, Twinkle and White Stalk are most popular machines now being used.

Dave Picker, who heads the Iowa Amusement Co., traveled to Kansas City, Mo., over the weekend. Picker reported business showed nice upturn during September, with steady increases the first of October.

Rose Bowl nitey, which now is catering to day-time luncheoners, is running a history program, entirely Hawaiian music, going over well with day-time crowds.

Wilkes-Barre, Pa.

WILKES-BARRE, Pa., Oct. 14.—Ben Sterling of nearby Rocky Oak Park, local Wurlitzer distributor, was host to over 200 at a gathering last Sunday, with practically all the members of the Phonograph Operators’ Association of Northeastern Pennsylvania being present. The affair was held at Rocky Oak Park.

Included in the program was a floor show featuring local talent and music by Masters’ Orchestra.

Among the guests were Oombers and Darwins of the Wurlitzer organization. Representatives of the Rock-Ola, Beech and Wurlitzer vendors were present at the monthly meeting of the Phonograph Operators’ Association of Northeastern Pennsylvania at the Hotel Sterling here October 21. Sam Stern of Rock-Ola Distributing Corp., Frank Engler represented Seeburg and Ben Sterling represented Wurlitzer. Also present was Frank Hammon of the State operators’ group.

Sodamat Markets

Drink Vendors

NEW YORK, Oct. 14.—Sodamat, a film which has been operating automatically in the vending units here for the past two years, has announced that it is entering the vending machines business. The concern is building a portable drink machine that is vastly different from the large machines it has been operating here. New machine will be designed along modern lines and will be smaller than its regular machines.

Julius A. Levy, formerly with Stewart-McGurta, has been appointed general manager of the firm. Further details about the new machine will be forthcoming after the new model has been built, Levy disclosed.

A. B. T.

CHALLENGER

$24.50

LEGAL EVERYWHERE!

Hardest and Biggest

Money-Maker in History

10 Shots for 1¢

FREE PLAYS

Up & Up . . . . $10.00
2nd Play . . . . $11.00
Triple Play . . . . $15.00
Refund . . . . $10.00

NOVELTIES

Alamor . . . . $25.00
Steele . . . . $25.00
Bob . . . . $17.50
M. W. . . . $17.50
Gold Cup . . . . $25.00

1 With Order, Balance C. O. D.

Writs for Free Catalog!

MIKE MUNIVS CORPS

599 10th Ave. NEW YORK Cable: MUNIVMACH

SEIDEN SWAGGER DISTRIBUTING Co.

1010 Broadway NEW YORK, N. Y.

End your correspondence to advertisers by mentioning The Billboard.
Calcutt Finds Music Biz Good

FAYETTEVILLE, N. C., Oct. 14—Joe Calcutt, one of the nation's largest coin machine distributors, reports that record tone is winning the best business in Virginia, North Carolina and South Carolina for the phonos, Mills having jumped to a new high for us since we proved to the public that the company was making the better tone quality that is appreciated by all. Calcutt also reports that "Ops have been taking machines out and placing them out of sight, and that the machine would have to move itself to get a jump in collections.

"We have been shipping mills phonographs to Illinois a great deal of the season with Henry 1. and Studebaker Men that are handling Mills in the West," said Calcutt. "The results of the tests which the operators in these States have conducted prove the fact that good tone wins every case. The Vending Machine Company has been shipping Mills phonographs in its territory just as fast as it moved them. In fact, it reports that we are behind in shipments right now and that there has been a steady demand for large orders."

The phonograph department head of the firm reports, "We also believe that the Mills needles are greatly responsible for helping to create better tone. Our machines are placed on location in towns and cities by our customers with Calcutt and the mills needles in them and we have not yet figured, as one of our operators, who will take any other needle."

Music Men Approve Domes

CHICAGO, Oct. 14—Paul Gerber and Thomas Cross, who are showing a business on their latest offering to music men, has resulted in doubled increased business for the firm. In the past few months, operators all over the country have been asking for the improved phonographs in offering the new 1940 domes for their patrons.

"They say when a phonograph is old that it is not the fault of the machine, but that the fault is in the needle. But we have found that by using the improved phonograph with needles that are ground to perfection, we are able to give the customers a phonograph that is not only better in tone quality, but also in the reproduction of the music."

Palastraint Boosts Rock-Ola Phonos

BOSTON, Oct. 14.—No operator in the New England States needs an introduction to the Supreme Amusement Company of this city nor to its owner, Ben D. Palastrein, declares the Rock-Ola Co.

"Recently the Supreme Amusement Company has been the largest distributor of the Rock-Ola Lightup Phonograph for the past ten years and has been sold in a large territory covering Vermont, New York, Pennsylvania, Connecticut, Massachusetts and New Hampshire."

Palastrein appreciates the responsibility placed upon him and is well equipped from every angle to give excellent representation. He has the personnel to properly handle the business and no operator is too far away for his A-1 service.

"In addition to the excellent assistance by way of phonographs and personnel, Ben Palastrein has been in the business long enough to know what the operators have and the kind of person to supply the trade.

"Ben Palastrein stated recently, 'We've been handling the Lightup Lightup line of phonographs for quite a while and as the months have passed we realize more and more that it is the phonograph of the times.'"

Leary Forms New Band

NEW YORK, Oct. 14.—Ford Leary, feature singer on the daily New York Mercury and Varsity, in his latest venture has left his band to form his own orchestra. Band is not as yet under contract with any recording company.

"Leary is to get a big play in the night spots, as is the time nowadays with a band that has been heard on the other coast."

The Man With the Mandolin

"I have a new band that is making a big hit on the other coast, and I am going to bring it back here. The band is made up of the best musicians in the business, and I am sure it will be a success."

The Biltbooth's lies of beat money-makers are good because the customers like them, and they always buy."

To the Editor:

Harvard University has called Woodville "the most typical Southern town in the United States," and Woodville is just that. However, Woodville is like other Southern towns, we are keeping up with the times, and in that regard let me hereby pay my due respects to The Billboard. The arrangements that I am going to make for you are Day In, Day Out, by Artie Shaw and Kay Kyser; Horse and Horseshoe by Glen Miller and His Boys, and Rhythm on the Radio, by Glenn Miller and His Boys, as published in The Billboard."

"It is our intention to have the records made of this type of music in the night spots, to which they are suited, and the type of location the record, should be operated regardless of volume or hour savors of autocratic law enforcement—or special privilege."

WURLITZER CABINET ASSEMBLY represents the latest developments in modern factory practice. From this point, each cabinet moves by automatic conveyors into a finishing room where finishes are applied. The perfection of finish is preserved against contamination by the "dust suction system" (see large pipes at left). Keen-eyed inspectors examine each cabinet. Thus every Wurlitzer cabinet meets the standard qualification—unequaled perfection in finish, beauty and workmanship.

The Wurlitzer Cabinet Assembly is a natural outgrowth of the Wurlitzer Company's continued effort to improve its products. The company has been at the forefront of the industry, and its cabinets are known for their superior quality and durability. This assembly line is one of the many advancements that have contributed to the company's success. It is a testament to the company's commitment to excellence and innovation.
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. Selections are the consensus of reports gathered each week by representatives of the Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country.

Day In—Day Out. Not a universal smash hit as yet, but worthy of inclusion here among the blue ribbon winners. By virtue of consistent glowing reports received this week. It would seem superfluous to say but that those operators who have heard this so far have been besides to return it. You had better remedy the error immediately. Bob Crosby, Kay Kyser and Red Norvo have been nominated as leading phonograph operators.

Over the Rainbow. Bob Crosby, Glenn Miller, Judy Garland.

An Apple for the Teacher—Bob Crosby.

Blue Orchids—Glenn Miller, Benny Goodman, Bob Crosby, Dick Todd, Henry Russell.

COMING UP

Recordings listed below are those that you can expect to be the next top-notch money-makers. 

South of the Border. If you aren't in on this one it's time to get in on it. It has the backing of the industry and will be a smash hit. Louis Armstrong and Billie Holiday.

The Little Man Who Wasn't There. This one should be a hit. It has been on the market for a number of weeks now, and isn't it worth holding on to? You can't afford to let it slip through your fingers.

What's New? "Deeping" onto the Billboard's list of 19 best selling songs of the week, this is coming along nicely in public favor. It's something that should be in every phonograph operator's library.

In the Mood. Another "possibility" that becomes a concrete thing this week is this Glenn Miller record. Its great swing and humorous arrangement appeal to all kinds of people.

In Conclusion. It's a good week for phonograph operators and it's time to get in on the fun. There are plenty of records to choose from and you can't go wrong if you pick wisely. The key is to have a good ear and to be able to judge the right record for your market.

POSSIBILITIES

Recordings listed below have not been named as "possibilities" but they are worth your attention. It's a good week for phonograph operators to try out these records and see if they will work in their market.

Lilacs in the Rain. A melodic ballad by the writers of "Deep Purple," who have given it an arrangement that should please. Look for this one to achieve the heights. For in itself it has the ability to do so.

If I Knew Then. Another Dick Jurgens recording that has great possibilities. It's a ballad that has a down-to-earth sort of reasoning and its appeal ought to be universal.

March of the Toys. With a picture coming along based upon Victor Herbert's life, this Tommy Dorsey record of one of his best songs ought to be a natural in the phonos. It's a fine version of the song, played with a swing but not desecrated in any way.

(Double-meaning records are purposely omitted from this column)
**NEWEST VICTOR AND BLUEBIRD RECORDINGS**

By Xavier Cagat and His Orchestra

**XAVIER CAGAT**

Sophisticated interpreter of Latin Rhythms

AND A VICTOR RECORD ARTIST

Cagat, with his smile and his fiddle, is undisputed king of the conga, theumba, the bongo and bongo. He's the idol of the smart crowd everywhere. If you're after the big spenders, Cagat is your dish, and Victor is the planter.

**REVIEW OF RECORDS—**

(Continued from page 12)

It lends licks in bringing back some of the band's distinctive markings, and with constant improvements being made among the instrumentalists in the band, it won't be long before Hiss will return the high notes of the trombone for his own.

**Waxed Iviories**

**VICTOR** undoubtedly scored a coup in topping Alec Templeton, the blind piano-monologist, for its label. It's something of a new departure in waxing in offers Templeton's intimate and informal type of entertainment. But in spite of his superb performances, both as a soloist for Stokowski and musical caricaturist for a travesty on And The Angels Sing (as it might be presented at the Metropolitan Opera House), or Hask and Haley singing, coupled with the crazed Man With New Radio, sales appeal of the sides is somewhat limited. With the "in person" factor a necessity on records, the drawing-room crowds will rightly consider his stuff smart, while the hoi-polloi masses will holler "so what!" and continue to swear by Eddy Duchin or Pats Waller.

Piano show-casing of another genre gets grandiose treatment on Decca by the faultless of fingers belonging to Billy Kyle, who presented the band. It's only for John Kirby's Band, jeweled Rivers all. Kyle ramifies to a rhythmic background some alveo-larynx, incorporating his original ideas as "Finishin' Up A Date and Reconsiderin' Him. Moreover, moving the many fine words we wrote about Billy five years ago when we found him down in Philadelphia beating a Tom Thumb keyboard in one of those spots that never got started until ever other nook in the neighborhood shuttered for the night. Oo.

**EVERYTHING YOU WANT IN AN AUTOMATIC PHONO NEEDLE**

SAMPLE 35c.

**MESTRO POINT**

The ELDEEN Co.,

2007

175 W. Wisconsin

Milwaukee, Wis.

**EVERYTHING YOU WANT IN AN AUTOMATIC PHONO NEEDLE**

SAMPLE 35c.

See Your Distributor or Write

**MESTRO POINT**

The ELDEEN Co.,

2007

175 W. Wisconsin

Milwaukee, Wis.

**PHONOGRAPH RECORDS WANTED**

Fanciful records in every available quantity. Highest new sale. Write how many you have and where located.

CHICAGO SALVAGE STOCK STORE, INC.

2 N. Clark St.

CHICAGO, ILL.

**NOW IT CAN BE SOLD!**

**LARRY CLINTON'S GREATEST RECORD**

**IN A PERSIAN MARKET**

VICTOR 26283

**SOUTHERN AUTOMATIC MUSIC COMPANY**

312 W. Seventh

CINCINNATI, O.

**WURLITZERS**

412, Piano

$37.50

412, Orgel

$27.50

10-Record Jumbo Model, used for $4.00

$20.00

Radio Music Box

$7.50

**Kemo Novelty Co.,**

1119 SOUTH 16TH STREET, MILWAUKEE, WIS.

**NEW 1940 DOMES**

**ONLY 2 SCREWS FOR INSTALLATION**

**NEW 1940 DOMES**

**Domes**

Only at G & G

$8.95

Now Available for Wurlitzer 412-616-616A—Illuminated 3 Sides—Finest Workmanship—Money-Back Guarantee!

1940 Changeover

**GRILLE**

For Wurlitzer 412-616-616A-716 and Rock-Ola

$12.66

Choice of Aluminum Grille and 2 columns of plastic with side louvers and top panel.

G & G WON'T BE UNDERSOLD!

**MILLS THRONE OF MUSIC**

Richiest and Rarest of Phonographs.

**ART CABINET SALES CO.**

2925 Prospect Ave.,

Cleveland, O.

**MILLS THRONE OF MUSIC**

Richiest and Rarest of Phonographs.

**ART CABINET SALES CO.**

2925 Prospect Ave.,

Cleveland, O.

**IMPOSSIBLE! NOT FOR US TO SELL AT THESE PRICES**

Guaranteed Used Phonographs at Lowest Cost to You

**WURLITZER**

**ROCK-OLA**

**REICHER**

**SPECIAL**

**MILLS**

**U.S. RECORD CO.**

Announced this week by Eli Oberstein, president, partial release included four of the 125 Royal disc and deck of the 125 new near labels. ...R. Us. Record Co. has added Hammons and Her Meta to its list of recording bands. Among the former featured vocalist with Paul Whiteham.
Peasant & Gum

Vending Machines
New, Direct From Factory.
ONLY $2.40 AND UP
Over 60,000 Sold.

"SILVER KING"

SILVER KING


$3.50 for $2.50 or More
Get FREE fact cards today.

SPECIAL--One Silver King, 10 Bx. Candy, 1 Gumballs
$4.50
1/2" Band for Circular and Easy Twists.

NEW LOW PRICES
Buy A Barel
5 VISION TRIPLE COMPARTMENT BULK VENDING MACHINE
ASK THE OPERATOR WHO KNOWS

ONLY $12.50
Retail lots of 25 or more
Samples $1.50
LIMITED TIME

Order Today
BUREL & CO., Inc., CHICAGO, ILL.

STEWART & McGUIRE

75 Nut Machines, penny and nickel, good condition, $1.25 (7, C. B. New York); can also supply all kinds of Vending Machines. 120 special with all options.
BOX 994, The Billboard, 1564 Broadway, New York City

Two Regional Candy Shows

First in Boston October 16 and 17--in Philadelphia, November 7 to 11

BOSTON, Oct. 14--Final touches are now in process of being added to arrangements for the first annual exhibition and convention of the New England Retail Confectioners' Association which will be held at the Kenmore Hotel, October 16 and 17--inaugurating Candy Week. This will be the first occasion when the retailers have sponsored a show of this type in this area.

William T. Pray, show manager, at his headquarters here at 50 Devensstreet, reported that plans have developed with a great deal of satisfaction to the committee in charge of the dual event.

PHILADELPHIA, Pa., Oct. 14--Plans for the first Candy Show to be held in Philadelphia in 30 years, which will be held at Convention Hall here November 7 to 11, inclusive, are developing rapidly and exhibit space is being reserved at a satisfactory price, it was reported here. The show is sponsored by the Philadelphia Association of Manufacturers of Confectionery and Chocolates and the Wholesale Confectioners' Association of Metropolitan Philadelphia.

It will be a show for the trade during the day and for the public in the evening.

Paul Whittam and his band will come to the show for one night, and it is also hoped to bring four other famous name bands to Convention Hall. The crowning of the "Candy Queen" also will include a colorful pageantry on the closing night.

Canada Cig Tax
Levy $1 Per 1,000

WINNIPEG, Man., Oct. 14--A new tax upon cigarettes of 31 a thousand added to the perplexities of manufacturers as the public is used to purchasing for dinner and quarters and it is difficult to add a broken amount to the retail price.

For the meanwhile all hucksters of the trade continue to sell at the old scale and until present stocks are finished there will be no increase. However, while retailers are naturally adding to their stockpiles to meet the added demand and also to stave off the increase as long as possible.

It is believed the easiest way out of the difficulty will be to maintain present prices until present stocks are finished and then add 1 cent per package. So the price will probably be raised from 15 cents for 20, 55 cents for 50, 78 cents for 100, 1 dollar for 150, 1 dollar 25 cents for 200, 1 dollar 65 cents for 250, 2 dollars for 300, 2 dollars 10 cents for 350, and 2 dollars 25 cents for 400. The present price per centum to the consumer increase in excise duty, but the sales tax is being absorbed by the manufacturer.

Trade view is that the increase will be a healthy one for the trade and that they hope to pass on to the consumer increase in excise duty, but that the sales tax is being absorbed by the manufacturer.

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A Friday night deadline prevents a discussion of the Interstate conference held at New Haven, Conn., this past week-end. A report of the meeting will appear in issue No. 42. Reports on the eve of the meeting are that discussions regarding the tax situation in the states covered by the interstate association will be held and some state laws will be discussed at the meeting.

While the various CMA's have waged a successful fight on the state market, they are still at the mercy of the manufacturer. The New Jersey CMA will be the first to attack this problem.

Possibilities for Soft Drinks Seen in Latin America

CHICAGO, Oct. 14.—Latin American countries are turning to American soft-drink flavors, especially since the outbreak of the war. The member companies of the Manufacturers Association of Latin America are becoming more interested in the Latin American countries and also in the West Indies.

Per years Great Britain was said to have had almost a monopoly on soft-drink beverages in Central and South America. During the last decade, however, there was a decided tendency to import a cheaper grade of soft-drink flavor from Germany.

The American Chicle Co. is expected to export about $75,000 worth of its merchandise, a common share, compared with $3,000 in the same period of last year. The recent war has increased the demand for the American soft-drink flavors.

Cigarette Manufacturers' Associations

The New Jersey CMA will hold a regular meeting on October 24 at which the action of the various associations of the Horn of America, announced that they would be united in an independant meeting. New Jersey will be represented by four members, including James Cherry, manager of the New Jersey CMA, and several members of the organization will represent the N.Y. group.

From Jersey

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WE GOT 'EM
Ready for Delivery!

Western's New De Luxe
BASEBALL
THE GREATEST LEGAL GAME EVER
MADE! We know it's the Year in
and Year out BIG MONEY MAKER—
they who have them are staying ahead.

They hold their locations for YEARS,
not weeks. Get wise, brother. Get
started NOW!

MINT VENDING CO.
211 N. 17th Street,
BIRMINGHAM, ALABAMA

TWO QUICK COUNTER SELL-OUTS
TAKE-A-TIP
120
America's Most
Successful Counter Game. Locations
on average daily 120 tickets.

DOUBLE
TOUCH DOWN
A brand-new exciting
style of play is
in no hurry to

CROWDED FOR SPACE
GAMES
1938 Track Time $7.50
Racket Time 25.00

SLOTS
Jrel. 100.00
50c. 250.00
3c. 500.00
$1.00.

MISCELLANEOUS
Blue Bonnet Lamps 8.00

Pays Out (Average): Profits

DE LUXE BASEBALL

Follow-Up Is
Immediate Hit

NEW GAME

CHICAGO, Oct. 14.—Reports from
the offices of Daubal Mfg. Co., indicate that
Follow-Up, new Daubal super-all-score
game, "is being hailed by columnists as
the answer to the fervent hopes of op-
ters for a really different five-bell pin

Begun. D. Helftmin, secretary-treasurer
of Daubal, "Follow-Up really and
truly is totally different from anything
now or ever on the pin game market.
For a long time now there's been a
real need for a new game which is un-
like anything else known to operators.
One of our inventors had an inspiration
and worked it out carefully. The result is
Follow-Up, and the reception this
wonderful game has received proves be-


Let's have a look at the Wholesale
Merchandise section of the latest
numbers. Keep an eye on the LATEST
NOVELTIES, PRIZES, PREMIUMS and
SPECIALTIES.

KEENEEY'S FREE PLAY
BIG SIX

ROY McGINNIS
Baltimore, Maryland

HERE NEXT WEEK!

"CLOSEOUTS"

4 Rays Track $29.50
2 Track Time 42.50
2 Dominos 37.50
3 Pages Rates 32.50
6 Tan Fanor 19.50
2 Tandems Jr. 16.00
2 Clockers 17.50
1 Bangtail 37.50
1/2 Deposit With Order

GERBER & GLASS
914 Divisery Blvd., Chicago

Wellons Holds
Ten Strike Record

CHICAGO, Oct. 14.—"They always do
things big in Hollywood," said R. W.
(Dick) Hox, president of the Florida Novelty Co,
and "I mean Hollywood. First, I did
"Sing That Song," that biggest song order for Ten Strike, our new legal
"Regular' single, and now I'm announced the appointment of my
company's Head Distriuter for our exclusive Florida distribute-


The machine has been designed so
that each chute pays out individually.
It is timed so that the pay-
out on one chute is just about com-
pletely finished by the time the next
unit goes into action. The sound produced
conveys the impression of a tremendous
number of coins dropping at close intervals. As
one operator remarked, 'It sounds like
the mist lipped over.'

The invention of De Luxe Baseball has
resulted in a steady stream of orders.
"Of course," says Anderson, "we expect
to do a rushing business, for we are
offering operators something more
for their money than they've ever been offered.

"After all, this De Luxe Baseball is
attenuated and located proven
two years of production and
highly satisfactory," adds

Three Wells replies: "Ten Strike is
the kind of game operators in the Florida
territory have long been waiting for, and
they're not disappointed. They know
what a boost they are giving their
business, and by all means they should
themselves a world of good when they
see how this bowing sensation, Bowling
is as popular among the residents of
this area as any other, and players take
to Ten Strike like ducks take to water.

CLEVELAND BASEMENT
2021 S Prospect Avenue, Cleveland, 0.
New Orleans

NEW ORLEANS, Oct. 14.—The first cool spell of the year, Tulane's first victory of an expected great année politico-economique, and a plentiful harvest of political ballyhoo as a result of the state elections and opening of the winter entertainment spots combine to give operators and distributors here their first proof that summer is gone. Distributors already report a marked pickup in interest in new merchandise. With the convention now less than three months off, preliminary plans are already being laid for the big smile. Has just returned from a trip to the Dallas and Memphis branches.

Andy P. Monte finds need for larger quarters and has taken over the larger corner site at Dryades and Poydras for his store, Monte Novelty Co. This was announced the opening of its Used Machine Exchange across the street.

After seeing both of the world fairs and two of the World Series games in New York, the J. H. Peres Novelty Co. is due to travel back home to the Crescent City this Saturday. They have been gone about six weeks and have been much on the road from France on the York, the people of both city have had a real sight of the city, which he intends to place on the front of his new quarters. A large phonograph is pictured on this sign which contains letters of the name of the firm over six feet high. Its A. M. Amusement Co. is one of the largest music-operating firms in the South.

Once shunned as a good thoroughfare for offices of the coin machine industry, Poydras street steadily grows as the "coin machine row" of New Orleans. October 1 saw the Crescent City Novelty Co., the Pleasure Music Co. and the A. M. Amusement Co., join the half dozen or so of operators and distributors here on this street.

In addition to opening new and larger quarters at 1010 Poydras street for his Novelty Co., J. H. Peres Novelty Co., announces the opening of its Used Machine Exchange across the street.

Henry P. Shidler, special representative of the Wurlitzer Co., spent several days in New Orleans this week checking up with Frank De Barros, acting head of the J. H. Peres Novelty Co., local Wurlitzer firm, who runs the Wurlitzer factory for the fall season. Shidler spent some time before coming here with Buster Williams at Monrovia, La.; North Louisiana and West Mississippi Wurlitzer distributor, who runs direct for the factory, Leo Pascak, of the Wurlitzer sales three months off the factory after several days here.

Sam Gentilich, Louisiania and Mississippi distributor for the Mills Thorne Co., finds an improving demand for this popular phonograph following an extended trip thru his territory.

R. N. McCormick, Deca's Southern sales manager, the little Irishman with the big smile, has just returned from a trip to the Dallas and Memphis branches, where he found record sales holding up well. McCormick, also in season, has Bing Crosby's recordings still holding a high place among the phonograph fields. McCormick and his teacher has the top honors for the best played record of the season, Mac says.

The Sport Center, the city's largest downtown playland, finds business better since cooler weather has prevailed. Mark Horgan, manager, and his associate with Bally's Gold Cup and Variety, Gottlieb's Kiddie Kingdom, and the New Novelty Co. of Dave Jones, Keyney's Thriller and Daval's Triple Threat.

J. H. WINFIELD CO.
1032 Main St.
BUFFALO, N. Y.

BUFFALO'S

Manufacturer of Wurlitzer Phographenes and Coin Operated Amusement Machines

A good display of new and reconditioned Novelty and Free Play Machines on hand thru 1939.

Wurlitzer Phonographs
Guaranteed A-1 Condition

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TERMS: 1/2 CASH, BALANCE C. O. D.

AMERICAN NOVELTY CO.
3805 Grand River Ave., Detroit, Mi.
Bally Scoop Has Combination Play


Several weeks ago in line with the Bally policy of non-saturation of markets, he said, "we went out of production on Variety. The game, however, continued in demand, as collection reports revealed no drop in earning power. By the same token, few if any Variety machines appeared on the used market."

"While coin machine men everywhere tried to figure the answer, Bally quietly scooped the industry with a new game utilizing the Variety Idea with improvements. Can you blame us for calling the game Scoop?"

"Scoop definitely meets the Variety demand because Scoop features the famous futurity award, whereby player builds up award during the game but does not know for sure if he wins until the very last split-second of play. However the player to protect the real value of the Variety games in operators' hands and also insure even better collections—we have added to Scoop a regular high-score feature. Thiss the player can win either by spot-tem-skill or by high-score."

"Another new feature of Scoop is the new "bell-shape" spiral spring bumper. Scoop is built to operate either a novelty or free-play game."

Remodeled Digger
A Good-Will Builder

DETROIT, Oct. 14.—A new use for used machines is that of an excellent builder of good will is revealed in the use of a machine at Kalamanoo. An unidentified operator turned over the cabinet of a used claw or claw-type machine to a local luncheon club.

The cabinet has been slightly remodeled, with a double door constructed in the closed portion behind the glass case, and shelves put in that section. This serves as an excellent storage compartment for all types of equipment.

It is the upper glass compartment which is most interesting however. With the remodeling, this area has received very effectively the various cups, trophies and plaques possessed by the club. Like most service clubs, this particular one likes to display these items and this enables it to increase its safety and effectiveness. Schooling in a public location where people see it each week, a gift of the type is an obvious good-will builder with an important class of business and community leader.

C. of C. Execs To Discuss Use of Parking Meters

CHICAGO, Oct. 14.—One of the subjects to be discussed by more than 500 chamber of commerce executives when they meet in Chicago October 22 will be the question, "What about parking meters?" The civic officials from all sections of the nation will meet at the annual convention of the National Association of Commercial Organization Secretaries at the Edgewater Beach Hotel, the Chicago Association of Commerce announces.

Many thanks to the Jobbers and Operators for your co-operation. Your orders have made it possible for us to employ five mechanics in our shop and we are growing larger and larger each day. Thanks to you.

DAN HAWLEY, Sales Mgr.
MODERN AUTOMATIC EXCHANGE, INC.
2618 Carnegie Avenue, Cleveland, Ohio.

Just Off the Press!
A NEW CATALOG OF
SALESBOARDS AND
"RED HOT" MERCHANDISE DEALS
...AT FACTORY PRICES!
SEND FOR FREE CATALOG No. 52

GELLMAN BROS.
119 North Forty-First Street
Minneapolis, Minn.

A CORNER OF THE EXECUTIVE OFFICE of Container Mfg. Corp., St. Louis. The firm manufactures salesboards. In the background can be seen the two leaders of the business, Max Sae (left) and John Morley.
THE VENDING MACHINE COMPANY
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)

<table>
<thead>
<tr>
<th>NOVELTY GAMES</th>
<th>FREE PLAY GAMES</th>
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<tr>
<td>6 Bullet Paramours</td>
<td>7 Bullet Spartans</td>
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<td>6 Bullet Renegades</td>
<td>6 Bullet Tigresses</td>
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<td>2 Women Specials</td>
<td>1 Exhibit Contact</td>
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<td>2 Devil Halves</td>
<td>3 Devil Picanadas</td>
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<td>2 Devil Records</td>
<td>2 Devil Bon Bons</td>
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<td>3 Exhibit Records</td>
<td>2 Devil Bites</td>
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<td>6 Devil St. Moritzes</td>
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<td>2 Devil Soft Baffs</td>
<td>3 Devil Bubbles</td>
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<td>Genie</td>
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<td>Devil</td>
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GUARANTEED SLOTS

- Mills etc: Blue Fronts, MilkSIDe Balls
- Mills etc: Grey Front, Golden Ball
- Mills etc: War Zone, 25-cent Reels
- Mills etc: Battle Station, 3-cent Reels
- Mills etc: Triple Feature, 5-cent Reels
- Mills etc: Bingo, 5-cent Reels
- Mills etc: Million Dollar, 10-cent Reels
- Mills etc: Bally's Hi-Top Mystery Balls
- Mills etc: T.O. Balls, Serial over 17,000
- Mills etc: Genie Balls, Award Balls With Conceded Payout
- Mills etc: Chief Mystery Ball
- Mills etc: T. O. Balls, Serial over 17,000
- Mills etc: Three Ball Mystery, Award Balls
- Mills etc: All Star Genie Mystery Balls

COUNTER GAMES

- Advance Stacker | $6.75
- Mills Tiketkin | $8.00
- Astar | $12.50
- Jones Winklin | $2.50
- Bennett Double Wild | $3.00
- Bennett Lucky Pair | $8.00
- Bennett Lucky Palett | $8.00

PHONOGRAPHY

- Mills Dance Masters | $20.00
- Mills "K" Songsters, 12 Records | $5.00
- Mills "K" Songsters, 12 Records | $5.00

SPECIAL

- Mills 25-cent Vase Balls, Continental Reels, Single | $27.50
- Supreme Wonders | $10.00

NOTE: If you are in need of machines or supplies, please write for our complete bargain sheets.

ROYAL DISTRIBUTORS, INC.
205-15 FRANKLIN ST., FAYETTEVILLE, N.C.
Cable Address: "COINION"

WANTED FOR CASH
WE ARE EXCLUSIVE DISTRIBUTORS FOR...

WURLITZER PHONOGRAPHY

- Northern, New Jersey, Complete line of all makes: Superior Quality. Call or Write.
- Evans' TEN STRIKE WURLITZER SCALES
- Metal TYPHER METAL NEEDLES
- National POINT NEEDLES

The greatest phonographic value ever! Plenty of importers offer them, but only we can give you immediate and quick service on the full line. Write for our complete catalog today.

GLOBE PRINTING COMPANY
1923-25 VINE STREET, PHILADELPHIA, PA.

BEST BET OF THE YEAR
KEENEY'S THRILLER

You Can't Lose — It's HOTTER Than a Dynamo Cracker.
Get OUR PRICES on Latest Models—Used Games.
O. D. GRIFFIN COMPANY
KEENEY'S MICRON DISTRIBUTOR
2623 PINGREE AVE., DETROIT, MICH.

Light-o-Card
In Big Demand

CHICAGO, Oct. 14.—There’s a reason for the wave of popularity that is greeting the new game hit from the designing department of D. Gottlieb & Co., says Dave Gottlieb. "Light-o-Card is a de luxe edition of Lo-bon-Down with superior refinements—so that there is hardly any comparison.

"We've added a mammoth backboard that really has the come-on that gets 'em—a backboard big enough to tantalize any onlookers even from a distance. We added new two-tone bumper dazzling light effects for still greater flash. We've put on the newest handicap idea for pleasing players—a selector, whereby a player can spot for himself one of the key-llies or any number that he believes difficult to make. That makes it seem easy to win.

"Just as most of us believe we have our lucky number, many players seem to have one number that persists in holding out against them. The new selector you simply spot yourself until you find your favorite. Number and you've better sell a pewter. This game is already built on with sensational success on locations, and distributors can't get them fast enough."

Milwaukee Coin's Party Big Affair

MILWAUKEE, Oct. 14.—The grand opening in celebration of the new quarters of the Milwaukee Coin Company, 4703 N. 20th St., Oct. 3, was pronounced a huge success by its sponsors. Members of the trade from near and far attended, and flowers, telegrams, phone calls, and letters of congratulation were bestowed upon Sam London, head of the company and host of the occasion.

Many Chicago manufacturers were represented. They were: D. Gottlieb & Co., by Dave Helffmann, William Shafron and David Greenberg; J. P. Seunig Corp., by Reed Crawford, Spencer Otis, Clarence Byman, Andy Koch, as well as field-service instructors Al Koch, Joe Kamya and Bernard Tostrom; D. Gottlieb & Co., by Dave and Nate Gottlieb.

"We want to thank all the manufacturers and friends who have contributed. With the beautiful flowers, telegrams and letters, this big party was a big success," said Sam London. "Operation is turned out in a body from the entire State as well as from the city for our party. It was such a huge success we are ready to plan an anniversary party for next year."

Mrs. Art Nagel Visits Chicago

CLEVELAND, O., Oct. 14.—Mrs. Art Nagel, of Avon, Novelty Sales Co., was just returned from a trip to Chicago, where she visited the Novelty Mfg. Corp. and Genco, Inc., factories.

Mr. Chips and other Genco games are favorites with Avon customers, the firm reports, and operators are placing more orders and the new money-makers, according to reports.

Art Nagel, not to be outdone by his wife, was also away from the Cleveland office. He traveled thru the East visiting jobs.

Denting Everywhere!

The greatest football game ever! Plenty of importers offer them, but only we can give you immediate and quick service on the full line. Write for our complete catalog today.

GLOBE PRINTING COMPANY
1923-25 VINE STREET, PHILADELPHIA, PA.

THE BILLBOARD
OCTOBER 21, 1939
AMUSEMENT MACHINES

The Billboard

STONER CORP.
409 NORTH BROAD STREET, PHILADELPHIA, PA.

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STONER CORP.
409 NORTH BROAD STREET, PHILADELPHIA, PA.
YES SIR! YESSIR!! YESSIRREE!!!

NEW 1940 MODELS

PACE'S SARATOGAS AND JRS.
PACE'S REELS AND JRS.

Oh Boy! Oh Boy!! What a Wow!!!

THE THRILLING WONDER OF ALL SLOTS
GREATEST IN THE LAND
BEST EVER IN ANY STAND

SLUG PROOF—5c—10c—25c

STANDARD BELL FRUIT OR NUMBERED HORSE HEAD SYMBOLS WITH SKILL FIELD OR JUNIOR MODELS WITHOUT SKILL FIELD.

Most Beautiful Mach. Ever Made in the U. S. A.

CONSULT YOUR JOBBER OR WRITE DIRECT

PACE MFG. CO. 2909 INDIANA AVE., CHICAGO, ILLINOIS

RED HOT PRICES ON JAR DEALS OF ALL KINDS

H. & H. NOVELTY SALES 645 HAMM ELC. ST. PAUL, MINN.

IT'S A HIT! "MIDGET" BASEBALL

THE NEW PENNY BASEBALL WILL GAME
THE PLENTY. PLAYS EVERYWHERE!

THE OFFICE OF BABE SAYS IT'S TRUE!

A BERNIE OF ACTIVITY

WHEN THE NEW PENNY BASEBALL WILL GAME IS DESTROYED, IT LEAVES THE FIELD.

IT'S A HIT!

PITTSBURGH DORADO

2505 PITTSBURGH AVE., CHICAGO, ILL.

ANDY WARREN

OMAHA, NEB.

EXCLUSIVE PENNSYLVANIA DISTRIBUTORS

EVANS

NOW ON DISPLAY TEN STRIKE

K. C. VENDING CO.

415 MARKET STREET

BELL MARKET 4641 PHILADELPHIA, PA.
2 WAYS TO WIN: HI-Score OR BY HITTING THE 3 RED NIPPY BUMPERS!

The 3 NIPPY bumpers light when hit...if all 3 are lighted, each hit thereafter registers a free game. At a score set by the operator, for instance 28,000, all bumpers light up and each succeeding hit adds 1000, making possible a very high score. Skill lanes light alternately with corresponding lights in the kicker lane at the same time. More flash, more color, more lights on the board than any other game made!

CONVERTIBLE—PLUG IN FOR FREE GAME OR REGULAR

$99.50

CHICAGO COIN
MACHINE MANUFACTURING CO.
1725 DIVERSEY BLVD., CHICAGO

Brewers Approve More Regulation

NEW YORK. Oct. 14.—Extension of the self-regulation program to "clean up or close up" establishments where objectionable conditions surround the sale of beer was approved here yesterday by delegates attending the third annual convention of the United Brewers Industrial Foundation at the Hotel Waldorf-Astoria. Details of the program for the coming year will be worked out by directors at a meeting to be held here next month, it was announced.

According to reports of delegates following executive sessions of the organization, members approved the campaign to eliminate objectionable outlets which was started last year. The campaign was carried on in eight States during the last 13 months and members voted to extend operations to include a larger section of the country this year.
**LITE-O-CARD**

**DE LUXE “LOT-O-FUN”!**

WITH ADDED PLAY INCENTIVES AND NEW MAMMOTH BACKBOARD...PLUS NEW SELECTOR WHICH SPOTS PLAYER A KEY-LITE OR ONE OF THE DIFFICULT NUMBERS!

NEW 2-TONE BUMPER DAZZLING LIGHT EFFECTS!

Immediate Delivery
Write Your Jobber for Prices!

D. GOTTLIEB & CO.
2736-42 N. PAULINA ST., CHICAGO, ILL.

---

**Atlas Co. Now Covers 4 States**

CHICAGO, Oct. 14.—“By establishing offices in four States and giving the best possible service, we have enabled operators through the Middle West and East to get the maximum in efficient service,” declared Morris and Eddie Ginsburg, of the Atlas Novelty Co.

“We have no desire to brag or boast, but we feel that our unswerving policy has made our firm one of the leading distribution firms in the country. All shipments are forwarded from our Chicago headquarters via our branch offices, and it is our personnel in our Chicago office that makes our service extraordinary.

“Among those who have molded our plans are the men employed in our Detroit office; Phil Greensfield, in Pittsburgh, and in our Buffalo office, Ben Kusick. Our Chicago office employs 24 people to form one of the most efficient organizations in the industry. Assisting us (Morris and Eddie Ginsburg) are Irving Orin and Joe Ginsburg. The road staff comprises Art O’Melia, Bob Van Wees and Gene Struthers. Others are employed in our shipping, repairing, refinishing and other departments planned to make Atlas service the best.

“Operators are always welcome at our home or branch offices and we wish to invite them to inspect our various offices where they will learn that they can be sure of getting a maximum of service and the best of products when dealing with Atlas.”

---

**Monarch Notes Business Upturn**

CHICAGO, Oct. 14.—According to Al Stern, Monarch Coin Machine Co. officials, business has taken an unprecedented upturn in the past week.

“The past week has definitely been on the ‘up-beat,’ a condition that was entirely unexpected so soon this fall,” said Stern. “Every type of game has been in heavy demand. Not only free-play novelty machines, but our reconditioned pay tables are being called for in great quantities. Some indication of the activity that is taking place at this time can be seen in the long lines of pick-up and delivery trucks that crowd our shipping and receiving doors all day every day.

“This sudden rush of business, while unexpected, found us fully prepared to fill all orders from a stock of games which columns have termed the largest in America, concluded Stern.

---

**Chicago Coin Releases Nippy**

(New Game)

CHICAGO, Oct. 14.—Officials Sam Webberg and Sam Genenberg, heads of the Chicago Coin Machine Mfg. Co., report the release of a new game which has been named Nippy. “We called it Nippy and if we may be trite, we believe it will ‘rip’ top earnings.”

“After our latest release was announced only about a month or so ago, we felt that Nippy was so good it would be unfair to hold back any longer. Nippy offers players a brand-new scoring opportunity. Players may win with either a high score or by hitting the three red Nippy bumpers. It’s really a fascinating game and should win the approval of fans from Coast to Coast.

“Mechanically Nippy is tops, and if its earnings in test locations are any indication of its future then there’s a lot in store for the lucky operators who buy Nippy.”
THE FIRST SUPER-HIGH-SCORE GAME!
SCORES UP TO 200,000!
BOX-CAR FIGURES THAT
THRILL THEM ALL!

FOLLOW UP

RADICALLY DIFFERENT 5-BALL SUPER-HI-SCORE GAME!
PLAYERS GO WILD OVER THE NEW "WILD BUMPER"
SCOREING ACTION AND THE
9 PROGRESSIVE VALUES ON ALL BUMPERS!
REGULAR 200 BUMPERS Score 1000 to 8000 when Lit!
The first game in years which emphasizes skill
play! Every bumper always a skill target!
A possible winner with every ball!
Heavier, deeper, new cabinet with shorter,
sturdier, wobble-proof and shake-proof legs!

DAVAL MFG. CO.

PRICE $99.50
(SUBJECT TO CHANGE WITHOUT NOTICE)

ATLAS NOVELTY CO.
CHICAGO

AMUSEMENT MACHINES

Pace Tells Plans for Future

CHICAGO, Oct. 14.—R. W. Pace, president of the Pace Mfg. Co., states that as
the summer season comes to an end he
is gratified to note that his company has
enjoyed one of the most prosperous
years' business in all its history.

Pace further states that he has no less
than 10 new models of various types of
machines coming thru at the time, such as
the new streamlined-column, scale
with mirror top; also a second model of
the standard with a candy vendor which
gives a package of candy free with each
weight, and a new cigarette vendor with
two columns to be sold at a low price.

He also reported that the firm was just
entering into the field of electric ma-
chines, the first of which would be Pay-
Day, a dime-coin, electric, which "sur-
passes any style and player appeal in
anything that has hitherto been exhib-
ted.

"Within two weeks," he continued, "we
will be out with our new Rocket, a
standard bell which will be revolutionary
as compared with anything hitherto sold
to the trade.

"While there have been numerous slug
detectors made and sold within the past
two years, within a very short time we will
offer to the entire coin machine trade a slug device adaptable for any
and all purposes and which cannot be
played with any coin other than the
one it is constructed for. No slugs or
other devices will cheat this device.

"Pace's Barstools and Pace's Reels in
large and small models are still going
strong and I and the company wish
to extend our appreciation to our thou-
sands of customers," he concluded.

TEXAS
OPERATORS SWAP WITH WILKY
Rock-Ola--Bally--Groetchen

UNITED AMUSEMENT CO.
210 So. Alamo, San Antonio, Texas

BERT LANE Says:
10 WEEKS
AND STILL
THE NO. 1 GAME

Mr. CHIPS

Well Have it Next Week!

Keeney's Free Play

I'VE SEEN PLENTY, BUT BELIEVE ME
HERE'S THE BEST
BANNER SPECIALTY COMPANY
PHILADELPHIA, PA.
PITTSBURGH, PA.

You can ALWAYS depend on JOE ASH — ALL WAYS
ON HAND FOR IMMEDIATE DELIVERY...
ALL THE LATEST RELEASES OF THE FINEST GAMES EVER PRODUCED BY THE
COUNTRY'S LEADING MANUFACTURERS
WRITE, WIRE OR PHONE FOR PRICE LIST!

ACTIVE AMUSEMENT MACHINES CORP.
900 North Franklin Street, Philadelphia, Pa.
Phone Market 2656.

ATLAS VALUE PARADE
CONSISTENT—In offering Guaranteed Reconditioned Machines at Lowest Prices

PHONOGRAPH

Model A... $14.50
Model B... 12.50
Model C... 10.50
Model D... 8.50

FREE PLAY GAMES REG. NOVELTY GAMES

REC. NOVELTY GAMES

18 Rolls... $27.50
16 Rolls... 25.00
14 Rolls... 22.50
12 Rolls... 20.00
10 Rolls... 17.50
8 Rolls... 15.00
6 Rolls... 12.50

Write for your copy of the 1939 Phonograph Catalogue and Lowest Price Bulletins.

TERMS: 1/3 Down — Balance O. D.

ATLAS NOVELTY CO.
2200 N. Western Ave., CHICAGO, ILL. (General Office)
1904 Fifth Ave., PITTSBURGH, PA.

AMERICA'S LARGEST DISTRIBUTORS

BANNER SPECIALTY COMPANY
210 So. Alamo, San Antonio, Texas

IDEAL NOVELTY CO.
619 Tenth Ave., New York Phone, Wisconsin 7-5688

CONSOLES—AUTOMATIC

Bally Club House... $97.50
Buckley Track Corp... 85.00
Derby Day (Slant Top)... 75.00
Derby Day (Flat Top)... 65.00
Kentucky Club... 105.00
Liberty Bell (Flat Top)... 85.00
Long Chance Jr... 75.00
Paddle Wheel (Slant)... 75.00
Roll-Ette... 75.00
Sandman... 75.00
Taffy-Man... 75.00
Track Time (Red)... 75.00

Terms: 1/3 Down, Balance O. D.

CHICAGO

R. W. Pace, president of the Pace Mfg. Co., states that as
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with mirror top; also a second model of
the standard with a candy vendor which
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weight, and a new cigarette vendor with
two columns to be sold at a low price.

He also reported that the firm was just
entering into the field of electric ma-
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Day, a dime-coin, electric, which "sur-
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anything that has hitherto been exhib-
ted.

"Within two weeks," he continued, "we
will be out with our new Rocket, a
standard bell which will be revolutionary
as compared with anything hitherto sold
to the trade.

"While there have been numerous slug
detectors made and sold within the past
two years, within a very short time we will
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and all purposes and which cannot be
played with any coin other than the
one it is constructed for. No slugs or
other devices will cheat this device.

"Pace's Barstools and Pace's Reels in
large and small models are still going
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to extend our appreciation to our thou-
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Rock-Ola--Bally--Groetchen

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Track Time (Red)... 75.00

Terms: 1/3 Down, Balance O. D.
Mr. Chips Goes Into Tenth Week

CHICAGO, Oct. 14.--"On and on and on marches Genco's triumphant success. Mr. Chips, which this week marks its 10th anniversary on the market, and according to reports from all jobbers, operators and distributors, the game has not shown the slightest sign of weakening in appeal," reports Genco, Inc.

"There's something universal in the appeal of Mr. Chips that defies time," remarked Dave Greenburg, Genco official. "Unquestionably, Mr. Chips is one of the all-time greats among novelty tables and with present indications pointing to a continuing run, this game might be placed at the top of every table in the history of our industry."

"Mr. Chip's" popularity is nationwide. From every section of the country comes the word that the game is still doing a terrific job on every location, many locations refusing to let go of the game since it was first put in almost three months ago. This insistence upon keeping the game on location for such an unprecedented period of time for a novelty table is eloquent testimony of the sensational earning power of Mr. Chips."
start **SCOOP**ing up bigger profit

with Bally's sensational **SCOOP**

**AMERICA'S MOST COMPLETE LINE** ... write for folders

BALLY MFG. COMPANY
2640 BELMONT AVENUE, CHICAGO

**WE HAVE IT!**
**EXCLUSIVE FLORIDA DISTRIBUTORS**

**SICKING, INC.**
1922 Freeman, Cincinnati, O.

**FLORIDA DISTRIBUTORS**

**Midget Baseball**
**All Over Country**

BROOKLYN, Oct. 14—Dave Robbins, of D. Robbins & Co., reports: "Our new penny skill game, Midget Baseball, will soon be seen in most every State, as repeat orders are coming in daily from jobbers and operators.

"In Midget Baseball, we are sticking to our policy of manufacturing small counter games at a low price so that operators can afford to buy a quantity of machines with small investment. Midget Baseball can be operated most everywhere as a ben of gum. Vended for each penny. In addition, there are many thrilling features.

"As the demand is great, we wish to advise that we are able to make prompt shipment on this game."

**Out Next Week!**
**Keeney's Big Six**
**New Play New Features**

**Here Are America's Finest "Better Machine Buys!"**

**FREE PLAY NOVELTIES**

<table>
<thead>
<tr>
<th>Game</th>
<th>Prize</th>
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<td>Bally's</td>
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<td>Empire</td>
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<td>Scoop</td>
<td>$2.00</td>
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**AMUSEMENT MACHINES**
October 21, 1939

**ROY McGINNIS, 2011 Maryland Ave., Baltimore, Md.**
Traveling Arcade Ends Good Season

COSHOCTON, O., Oct. 14.—Dick and Helen John's Playland, arcade attraction, ended its most successful season at the Coshocton County Fair October 7. The penny arcade launched its outdoor season at the annual county fair at Jefferson, O., and was in operation continuously until the end of the fair here.

Playland holdings were confined to the major Eastern Ohio fairs and included the Lake County Fair at Painesville, Trumbull County at Warren, Stark County at Canton, Wayne County at Wooster, Ashland County at Ashland, Tuscarawas County at Dover, Carroll County at Carrollton and Coshocton County at Coshocton.

Arcade was one of the most modern on the road this season, flanked up with an attractive illuminated front. Interior, attractively appointed with flags of all nations, contained a half hundred machines of the latest types.

John carried a crew of three men with him all season to assist in moving the arcade and operating it at the various fairs. He said children's day at the Wayne County Fair in Wooster was the season's best gross, it being the "tops" for all-time operation of the arcade.

John, during the summer months, devotes his time to Lake Park here, which he and Mrs. John have directed for several seasons, with the assistance of Jimmy Rice. One of the midway features is a penny arcade. He also operated an arcade on the Pier at Buckeye Lake Park near Newark for a time this summer.

Big Six Is Keeney's Latest

Now Game

CHICAGO, Oct. 14.—Jack Keeney, head of J. H. Keeney & Co., reports that his firm is about to release a new game, Big Six. Said Keeney, "We want, at this time, to announce to the coin machine trade that we are releasing a new game. Of course we realize that many games have been brought on the market from time to time, but we honestly feel that this new machine will top the earnings of all free-play games now available."

"Naturally we're enthusiastic about Big Six, for it just came thru one of the most profitable testing periods any coin game ever went thru. Big Six has proved the center of attraction on test locations from the very first day. So when it comes to earnings Big Six has what it takes. In addition the game proved beyond question that it is one of the finest machines ever built from a mechanical standpoint."

"Don't miss Big Six is the advice I'm giving to all operators. Your Keeney distributor will have it on display next week."

FOUR BELLS

* FOUR PLAY AT ONCE
* TOP REWARD $18.00
* 4 SLUG-PROOF SLOTS
* 4 SEPARATE PAYOUTS
* NEW DOUBLE UP FEATURE
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(Tel. Wabash 4063-Belmont 2409)

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Sam Gentlich
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New Orleans, La. (Magnolia 2966)
Louisiana Amusement Company
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Canton, O. (Tel. 1999)
Ohio Specialty Co.
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