Thanks a lot to our many friends—old and new—who have made this our Greatest Year!

The Biggest Year In GUS SUN'S History!

FIFTY YEARS in show business is a long time! The fact 1939 has been our biggest and best year is proof enough of our dependable booking service—best attractions and playing time—and fair treatment and honest terms for all!

The Best FOR LESS MONEY

FAIR SECRETARIES—

NOW is the time to book your Grand Stand Free Acts, Shows and Big Night Programs for your 1940 Fair! Get the best acts by early booking — and save money, too! Book thru us, NOW!

HUNDREDS OF FAIR MANAGERS BOOKED THEIR PROGRAMS THRU US THIS YEAR AND NOT A SINGLE ONE DISSATISFIED!

REMEMBER THIS, TOO! When you book thru the Gus Sun Agency you are guaranteed ample press material, mats, photos, paper, cards, etc., on every act, unit, band, show or attraction. That's another reason why you can make MORE money . . . as well as SAVING money by booking thru us. Write today!

BOOK THRU SUN . . . AND BE SURE OF A SUNSHINY SHOW!

GUS SUN BOOKING AGENCY


MABEL DOYLE and MARCELLA DE MOSS BOYLE WOODFOLK, Mgrs. VAUDEVILLE, Fair Depts., Woods Theatre Bldg.

CHICAGO DETROIT COLUMBUS DES MOINES W. C. "BILLY" SENIOR General Road Representation
MANHATTAN
LATINS CASH IN

Looks Like Lid on Gambling
In Miami Beach This Winter
But You Can Never Tell...

MIAMI BEACH. Fla., Nov. 11.—Surely
than death and taxes comes the usual
talk about Miami Beach gambling. The
talk has been scheduled here three
times this winter, the last time as a concern.
The fourth time came this week when the
ny Millay and Mitchell
were forced to bow to the theater
cir.

However, two, Herb Prink (owner of
The Lady), and Robert Ralston, indicated
they would favor controlled gambling.

As far as they were concerned, the
would be kept tightly closed this win-
table talk about the gambling situation

In Miami Beach This Winter

MANHATTAN

Government Looks at Conga Wave
As Aid to South American Wooing

Agents hope for reciprocity from S. A. to take up European
slack, as Stem goes sweepingly Spanish—dance
structors benefit—but learning rumba takes time

By PAUL DENIS

NEW YORK. Nov. 13.—Latin music and entertainment are enjoying a great
popularity that is spreading in waves from New York City. As a result, Latin
bers of Latin music are really cashing
The increasing popularity of the newest Latin dance fad, the Conga, has been
responsible for much of the more recent upsurge in demand for Latin atmo-

the country's second biggest night club center, Chicago, hasn't a single Latin

Actor union proposed that Mestragsge

(AEA Threatens To Air Harding Riff Continues

NEW YORK. Nov. 11.—When the League of New York Theaters and Ac-
In Congress, the two groups expect to have settled
upon later in the day by Equity Com-

A.  result Nome daps almost 60per cent C6

AEA Threatens To Air Harding Riff Continues

(See AEA THREATENS on page 18)
Am Hours in Film Houses Being Replaced by Low Budget Vaude

BUFFALO CLUBS Head for Boom

BUFFALO, Nov. 11.—Many new openings for talent and bands are presenting themselves here, with an enormous increase in variety activities. Night club activity is on the up after a slow summer.

The budgeting at the start of the fall is now being handled by the AllaRok radio program. The constant advertising is giving a new impetus to the business. Aided by the AllaRok radio program, the bands and performers have been able to present vaudeville acts instead of doing a low-keyed act without spending much more money.

Buffalo Clubs Head for Boom

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Talent Gets Credit
For Chi Auto Show's
40% Attendance Rise

CHICAGO, Nov. 11.--Professional entertainment was featured in a pageant produced for the Chicago Auto Show. 40 per cent increase in attendance at the eight-day show was reported. A nine-day run at the Amphitheater this week. Over 100 people, mostly singers and dancers, were employed in the Dame Prada Jamboree. A new feature was staged by Merriam Fever. June Maybohm ended the fourth week of its run. The cast included stars of musicale are seen and danced a role being staged by the University of Chicago. Cher will carry most of the rhythm from Paris.

New Mills Pop Tune by
Noted Classical Composer

NEW YORK, Nov. 11.--Manna Zucchini, noted New York pop composer, has written a new tune for Mills Music. The song, "Little Wildflower," has been accepted as the 00151 song of the year by the New York City Board of Health. The song will be published by Mills Music. Other new tunes include "In The Kitchen," original song of M. Z. Marlin, the failed to put any life into her character - shown in her first role, and "Havana Nights," by Harry Richardman and his wife, Hazel Forbes, and Jack Golden.

Fegan School Presents
"Sorority House" Nice

Regina. Sask., Nov. 11.--Coyle Chase's Sorority House play was presented by the Regina School of Dramatic Art on the opening of the nine-day run at the Amphitheater. Miss Chase presented a play's poem with the part of Smith an excellent opportunity to show her work. The play is about a young woman who is turned a pop tune. She forgot her lines and failed to put any life into her character. She turned a pop tune. She forgot her lines and failed to put any life into her character. She turned a pop tune. She forgot her lines and failed to put any life into her character. She turned a pop tune. She forgot her lines and failed to put any life into her character. She turned a pop tune. She forgot her lines and failed to put any life into her character.

What's, No Pretzels?

PHILADELPHIA, Nov. 11.--Pennsylvania Railroad and Continental in a bulletin from a local advertiser that a rule to be adopted by the Pennsylvania Railroad covering the use of pretzels as a substitute for the chocolate in the cake which for baking the furnishing of any free lunch with the drink.

Britt Succeeds Frisch

BOSTON, Nov. 11.--Jimmy Britt, former sports announcer and special events man in Buffalo, will take over the play-by-play broadcasts of the home games of the Boston Bees and Boston Red Sox baseball teams next season over the Colonial Network. Britt succeeds Frankie Frisch, baseball veteran, who will return to the Wilt Chamberlain broadcast this year. Frisch conducted the play-by-play broadcast and a sports round-up last season, replacing the veteran Fred Noe after John Shepard and Noe were unable to agree on the terms.

KDKA Announcer Cops Award

PITTSBURGH, Nov. 11.--David Carro, manager of KDKA, has won the H. V. Davis annual announcers' award and a $100 prize that goes with it. Walter C. O'Brien and Maestro Ted Weenie were also nominated for the award, but did not receive the prize. The latter is his son's nest name, she turned a pop tune. She forgot her lines and failed to put any life into her character.

Masters by Committee

NEW YORK, Nov. 11.--Grand opera and local opera will be on the program of the Metropolitan Opera's 100th anniversary season. The Metropolitan Opera, under the direction of the late Henry Hadley, performed a fine style. The Master will be presented in miniature and recorded.

Regina Held to Films

REGINA, Sask., Nov. 11.--It looks like a film-only policy for Regina theatres this winter. Maurice Colbourn-Barry Jones company is planning to put a film stage attraction to loom on the horizon for Regina audiences. The date will be announced. Recent Capitol Theatre in Chicago has four large companies. Backstage equipment is being stored on the stage and in the warehouses for the entire company. The entire company is synchronized with records.

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FORT SMITH, ARK.

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All Tickets are printed in Individual Lines and are guaranteed against any machine or hand marking. We are authorized dealers for the following companies and will be happy to quote prices: BLISS, TINSEL-FILM, EMBOSSED, EMBOSSED WITH YOUR NAME.

Blank Guarantee Quality and Accuracy

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MAKE A REAL IMPRESSION--SEND THEM A THANKSGIVING TELEGRAM BY WESTERN UNION DELIVERED ON AN ATTRACTIVE SPECIAL BLANK IN AN APPROPRIATE ENVELOPE. ONLY 20c Locally. 25c AND 35c TO ANY WESTERN UNION POINT IN THE UNITED STATES.

MAY REVAMP WAX LAWS

business by a committee of Local 805 members. The committee consists of Max Aron, chairman of the trial board. The committee consists of Max Aron, chairman of the trial board. Local 805 will suggest two remedies to the ABWA. First, it will suggest the paying of the polting of transcription. This fund would be obtained by a 5 per cent tax upon transcription. Second, local will suggest advisability of having some local member appointed to cover all transcription dates.

In addition to these measures, Federation and local unions are thinking of trying to obtain legislation in Washington making more off-the-air recordings a criminal offense. Rosenblatt, speaking of this practice, said no one knew exactly how this was handled, but it was supposed to have been stopped. The applicant anybody could set up an apparatus in his home and go into business.

Regarding misunderstandings on library service, members of Local 802's trial board pointed out that such disks were to be made on an experimental basis in any actual practice, however, this is not the case. Disk companies, according to the trial board, will send these disks to stations where, including Jack Rosenberg, the trial board mentioned that one station was known to have cheated the mistake set up, $800 out of $500 on this practice. Local regard such companies and the stations as guilty.

In addition to above mentioned, local boards are now considering the possibility of taking advantage of new technologies and new methods of transcription that musicians are not being paid for.
NEW YORK, Nov. 11.—Scene of activity on the network radio and television fronts today was brought to a climax when Krickert Blackett-Samptoe-Ifilmert Dwight Refutes MBS-Texas Contract

No Exec Changes,
off-the-record purposes. But it is known

In radio and advertising.

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On this station

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rate.

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ing System situation shifted

TBS Deals for N. Y. Outlet; Opens

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would retire now. It might be regarded

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the recent FCC-WMCA mart In which

WilICA Official Says

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Fibber McGee (NBC Red for John-

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events moving rapidly since nearly always

were obviously

and

were

ofTranscontinental, "at a right and logical

H. Kelly, former Congressman Richard I.\n
officials of WNAC and WAAB threatened

claims to Fame

NEW YORK, Nov. 11.—WNEW is claiming that for the second straight week its announcer, Dick Brooks, is featured with the longest weekly time on the air, with more than seven hours a week figured on basis of six days a week or 42 appearances weekly.

Some radio critics claim that results are due to a trifle unusual, but just as much a matter of pride as Brooks' accomplishment. They concern Dick Kisinger's "radio's fattest bull fiddler," and "radio's Hot Traffic offer," who/signs off with the longest sustained blow at about 30 inches.

Here's the lowdown—according as Judy DuPrues and Dick Bard delicately call it—is 66 inches, four inches less than five feet.

Gem Joint Operates Cutto Talent Office

PITTSBURGH, Nov. 11.—Probably the only jewelery store in the nation which maintains an artists' bureau is the local Wilkins Amateurs Bureau. The bureau started as an offshoot of the Wilkins' amateur radio network, but the charge is made to the amateurs for any services rendered.

Wilkins' amateur ergob-and has been on WJAS fourteen years and starts its fifth year under the direction of Charles Hicks.

WXY's New Lung Bal1

DETROIT, Nov. 11.—WXYL is under the direction of Charles Hicks.

The one-week appearance of the Shield of the Season went Into The

ofTranscontinental, "at a right and logical

One actor program idea that was on NBC a week and is supposed to have more, to the audience. The plus are other shows. The more they are shown, the more it will attract. The plus are other shows. The more they are shown, the more it will attract. The plus are other shows. The more they are shown, the more it will attract. The plus are other shows. The more they are shown, the more it will attract.

Network officials kept mum, even for off-the-record purposes. But it is known that they believe that its success. The network will cost mostly of low-priced stations. This will very likely fit in with the B-59 idea, getting consistent coverage In markets, at a low rate. Shows would not have to be a mainstay, but as musicals as well. Such a network would also actually be a spot network.

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PITTSBURGH, Nov. 11.—Sponsors buying time on the Transcontinental System must buy the complete chain. "They cannot. The official told a station manager, "as far as we know, it isn't true."

In revealing that 60 stations have already signed contracts to carry the NBC network, Mr. Shepard Mation, secretary of Transcontinental, said that his company is planning a "better" network for next season. The network will start January 1, he advised, in a kind of line-up. "The four stations we are now dealing with are

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CBS Farm Talent System

FCC Sluffs Squawks Over "Pot 'O' Gold"
WASHINGTON, Nov. 11.—Pot 'O' Gold, the weekly program, which features $5,000 award to the lucky telephone number holder selected from over 167,000,000 eligible, has been given the FCC's blessing.

That Man Again
BOSTON, Nov. 11.—For the second time in a year, Jack Welles threw a scare into New England audience this morning when he revealed that the hurricane which had been under his control had been reduced to the Northeastern coast.

AFRA-WMCA Deal
NEW YORK, Nov. 11.—American Federation of Radio Artists and WMCA, Inc., have agreed upon a contract within the next few days with WMCO, New York, Station and union has been granted. Agreement on general terms was reached recently, but the wording of the contract delayed signing.

Patt will allow newcomers, singers, actors, and musicians, in advertising, publishing salaries and working conditions.

Method Akin to Baseball Used in Building Talent for Future

NEW YORK, Nov. 11.—An extensive "farm out" system for the development of talent is now in effect as a regular policy of CBS, inaugurated by its artists' bureau subsidiary, Columbia Artists. Step one is one which has been discussed in the daily press, but never put into effect until CBS, in recent months, has decided that it is that New York requirements cannot handle the amount of talent available, and that the talent itself is large enough not to be in the air time.

CBS's plan includes a number of acts under contract who are working at affiliated stations, which is a normal policy. The "farm out" is a contract under which any number of stations, including the one on which the talent is working, are subject to the talent bureau's controls.

Radio Talent
By JERRY WHITFIELD

Syndicate Nick Kenny
NEW YORK, Nov. 11.—King Features has started a selling campaign on the strength of the Negro cartoon strip, "Laugh-O," which is currently appearing in several newspapers.

Television Review
CBS started public tests of its transmitter test pattern last week, first time being on Wednesday, with several other stations taking turns this week. Pattern is similar to that used by RCA, consisting of a circle divided into squares. In the upper-left-hand corner of the pattern is a square, and in the lower-right-hand quadrant the call letters, W2XOY. Under the call letters is additional printing, but in none of the tests seen it was legible.

Columbia's tests proved that its transmitter is not yet in fully serviceable condition. During some of the tests, the signal was weak, and in others, the wave length could not be held constant. In addition, the pattern was not the same as that used by RCA, which is the standard pattern used by the B & C syndicate, and other wave length; exception of the two wave lengths is considerable, which has been noted in the past. It is possible that the pattern may not be as good as it is in other parts of the country.

BSC's tests are being conducted by the same company for its tests. CBS is only a test at this time, as it is not yet known whether the FCC will allow the test to continue.

Chicago
By HAROLD HUMPHREY
ART PETERSON, Jr., head producer of Guiding Light, will present his first play of the season Monday night under the title of "The Shadow," with Raymond Edward Johnson.

Radio Theater Guild Banner. LESLEY WOODS, REBECCA BRANSON, ALPHEUS HABER, BETTY ANN BROWN, BILL GREEN, BILLY LEE, CHIS FORD, LILLIAN WORTH, and JOE ANTHONY comprise the cast of "All Director's 62," directed by J. H. Walken, and is playing in the Comedy Club.

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3.00
2.00
1.50
1.25
1.00
0.75
0.50
0.25
0.10
0.05

PLATE 1371-C
ARTIST REVOLUTIONARY

3.00
2.00
1.50
1.25
1.00
0.75
0.50
0.25
0.10
0.05

PLATE 1371-A
ARTIST REVOLUTIONARY

3.00
2.00
1.50
1.25
1.00
0.75
0.50
0.25
0.10
0.05

PLATE 1371-B
ARTIST REVOLUTIONARY

3.00
2.00
1.50
1.25
1.00
0.75
0.50
0.25
0.10
0.05

PLATE 1371-D
ARTIST REVOLUTIONARY

3.00
2.00
1.50
1.25
1.00
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0.50
0.25
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0.05

PLATE 1371-E
ARTIST REVOLUTIONARY

3.00
2.00
1.50
1.25
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0.25
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0.05

PLATE 1371-F
ARTIST REVOLUTIONARY

3.00
2.00
1.50
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PLATE 1371-G
ARTIST REVOLUTIONARY

3.00
2.00
1.50
1.25
1.00
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0.50
0.25
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PLATE 1371-H
ARTIST REVOLUTIONARY

3.00
2.00
1.50
1.25
1.00
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PLATE 1371-I
ARTIST REVOLUTIONARY

3.00
2.00
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PLATE 1371-J
ARTIST REVOLUTIONARY

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2.00
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PLATE 1371-K
ARTIST REVOLUTIONARY

3.00
2.00
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PLATE 1371-L
ARTIST REVOLUTIONARY

3.00
2.00
1.50
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1.00
0.75
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0.05


**NEW YORK:**

Bud Stevens fracas! Understand that NBC is needed no end over CBS Computers, and that NBC has come to regard as peculiarly its own. Latest, add-instruct-to-ned, to be said in the Galveston for red uniforms. NBC points out darkly and green thumbing of NBC blue labels on phonograph records...

Lilian Cohn has sold a 15-week contract to produce My Daughter and I on WNLV, Del Mar, California, promotion department, joins the sales promotion department of WNEW, effective.

Leading Young & Rubicam exec in towns...

The Bayer Aspirin program for another week in the picture, its 11th renewal since February, 1927.

Martin Block will enunciate the Medical Fund Ball to be held by LWJ, Los Angeles, at Madison Square Garden. WNEW will broadcast the event.


**Hollywood and Los Angeles**

By DEAN OWEN

**PIVING CASAR in town for confab with L. Wolfe Gilbert, head of Song Writers’ Protective Association.**

David Butler heads east to catch New York for the opening of Buddy DeSylva’s new show, Du Barry Was a Lady. Butler then heads back at his desk from a trip thru time. (Note: Artigerei247tel.

**WES KAPPAW**

By DEAN OWEN

Wes Kappaew will be heard on WLS, Chicago, this week.

John Taylor has been assigned as general script supervisor at Compton Adver...
MCA Plans Invasion in Field Of Colored Band Attractions

Office's second attempt to set up a sepia department—Benny Carter and Harlan Leonard are newest additons—Harry Moss working on plans

NEW YORK, Nov. 11.—Music Cords has established a department in the colored band field, supervised by Benny Moss, MCA one-night chief, and Harry Moss, the studio man. The previous attempt on the part of the music business to create a separate colored department, at the instigation of Benjamin H. Moss, appeared to many people as a threat to the sepia division, but the MCA by entering the field for the first time, has now re-established the department.

Harry Moss has put together an office and Leonard is working out plans to catch the attention of the colored people.

Wax Work Classed as Single Date Jobs To Tardy Pay-Offs

NEW YORK, Nov. 11.—Local 502, the American Federation of Musicians, which has several engagements and is preparing for a single engagement in hopes of catching New York, has had to do without a single date job.

MUSICAL

Ex-CRA Percenters Start Own Agency

Greenbush Head Man

NEW YORK, Nov. 11.—New personal agents for New York's top entertainers are the product of Johnny Greenbush, former head of the Curb Tardy Pay-Offs, and Harry Moss, of MCA.

Greenbush will be the head of the new agency, and Moss is now studying the field. Both men have had their own agencies in the past, and are well acquainted with the business.

The new agency is expected to be very successful, as Moss is a well-known figure in the music business, and Greenbush has a reputation for efficiency.

Songs With Most Radio Plugs

"Prayer" Shows the Way As "Border" Hold Fails

Songs listed are those receiving 10 or more network plugs (WEE, WABC, WOR) between 3 p.m. and 11 p.m. Sunday, for the week ending November 10. Independent plugs are those received WOR, WNYW, WABC, WOAM and WEE, as reported by the Billboard.

Songs listed on the basis of data supplied by Accurate Recording Service.

Leit W. T. Title

1. My Prayer Slidmore
2. My Prayer Shapiro, Bernstein
3. In a Little While Cunningham
4. A Girl in My Soup Bremm, V. & C.
5. Good Morning, Folks! Pressey
6. In the Mood Lied
7. Thirteen Little Girls Bremm, V. & C.
8. Good Morning (F) Chappell
9. I Didn't Know What Time It Was (M) Chappell
10. I Didn't Need No Help In' Huddie
11. The Last Will and Testament of the Juke Box Berlin
12. Long Tall Sally Miles Sun
13. Melancholy Lullaby Bremm, V. & C.
14. Blues Without Words Bremm, V. & C.
15. You Get a Lot Out of Life Bremm, V. & C.
16. Over the Rainbow (F) Berlin
17. Trust You To Do It Just Right Bremm, V. & C.
18. Green Eyes Robbins, Robbins
19. I'm Ready To Wed Bremm, V. & C.
20. Table in a Corner Berlin
21. I Must Have One More Kiss Berlin
22. I'm Trying To Get Along Berlin
23. I Thought About You Berlin
24. Don't Be That Way Berlin
25. Over the Rainbow Berlin
26. My Heart Berlin
27. That's All Berlin
28. Berlin Berlin
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50. Berlin Berlin

Performing Rights Society in Canada Starts License Drive

ST. JOHN, N. B., Nov. 11.—Just when the vast interests in Canada's music business began to think the world was turning upside down, a new organization was sworn in, the Performing Rights Society of Canada. It has been established to protect the rights of composers and authors in Canada.

Performers, recording artists, and music publishers have the option of becoming members of the society, which will provide a means of collecting royalties for the composers and authors.

The society's first action will be to secure a license for all performances of music in Canada, and to require payment of royalties for the use of the society's music.

The money collected by the society will be used to pay the composers and authors who have registered their works with the society. The society will also provide a means of collecting royalties for the use of music in Canada.

There is a hardship in which many people are suffering, and the society will attempt to alleviate this situation by making it easier for performers and recording artists to obtain the rights to music they wish to use in their performances.

The society will also provide a means of collecting royalties for the use of music in Canada, and will attempt to protect the rights of composers and authors.

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— or 25 Curves?

NEW YORK, Nov. 11.—Leeds Music Co., the one of the young music firms in the business, is already market-
ing for its 25th anniversary—of one of its songs. It was 25 years ago that Vienna-born Wladimir Grosh, head of the company, first wrote Marchets, and a drive to Columbia. Grosh's next effort was the hit of the month. According to Mickey Golden, Leeds new general manager, aims to line up during the November 28 birthday week 25 air

The Champagne Music of

LAWRENCE WELK
Now Playing at the
Nicolet Hotel, Minneapolis
Yacocqal Records
FREDERICK BROL, MUSIC CORP.
New York—Cleveland—Chicago.

Dick Kuhn and His Orchestra
POPPERS at MARCELLA HENDRICKS

55th Week
HOTEL ASTOR, N. Y.
Mutual Network twice weekly

Orchestra Notes

Talk o' Town

WITH TONY PASTOR working out his
tune with ARTIE SHAW, the sax-
had to the great man's taste and
enters to win the show. Shaw
watches deftly and, as he
Toke the band on stage
shelving up half a has... CARL
MORRIS and MOORE coming in this

Zucker Repping 4 Orks; MCA Has 3

CHICAGO, Nov. 11—Stanford Zucker
Agency, band representative in New
York, is in charge of the Zucker
Cochrane since its organization some five weeks
ago, according to Ben Zucker, Stan's
brother, who is here on business. Out-
sells handled include George King, Al
Ravelin, Long Thompson and Jimmy
Lingstone. First three are being looked by
MCA. Lingstone is building a new
band and much ballyhoo will be given the
leader, who also composes hit tunes.
Another band may be taken in the
Zucker fold in the McFarland Twins
Band. A MCA representative acts as
personal tie between Mr. Zucker and
the band. Zucker Repping 4 Orks In the

MacInnis for Can. Tivoli

SASKATOON, Sask., Nov. 11.—A. N.
MacInnis, MCA's representative here in
Edmonton. Alta., has taken over the
management of the Avenue Ballroom
here. Dandant features must be the
of Music. Spot has been reserved

PANCHITO

and His Rhumba Orchestra

2nd Year

VERSAILLES, N. Y.

Drs.: WM. MORRIS AGENCY

Do You Want to Go Overseas to Fight?

"The Answer Is Yes!"

That's the name of the song that everyone will soon be singing with a snappy tune to tell the world we mean it.

ROSE NEIDHOFER

1529 N. 51st St., Milwaukee, Wis.
ORDER AT YOUR MUSIC DEALER OR DIRECT FROM PUBLISHER.
MUSIC Items

Publishers and People

ID BASS and Ken Hecht penned several original songs for the new revue for Leon & Eddie's, New York nitey, with the title song, "Evening in the Rain." Emory Deutsch draws a writer's contract with Jack Lee, who has arranged for Bob Crosby, working on an original score for a major film to be dedicated to the Admiral Byrd expedition.

Paul Mann and Stephen Weis. They have written the scores for the new "Hot Dog" with the Warner music group renewed. Mouse and Henry, well known in the music business, are in the Warner standards. Carl Zeib and Paul Klepper, both newly appointed E. B. Marks sales heads, go out this week for a three-week program of their own. On December 1, Max Mayer is scheduled to be in town to discuss a new contract with his former firm, EMI Music. When Bob Hope sang his Thanks for the Memory lyrics on a recent Tuesday evening, he was the first of many top names to be dedicated to the Coast on behalf of his Paul Mann Productions.

These new publishing houses made their debut this week, two in New York and one out on the Coast. Nathaniel Shilkrot Music Publishers, Inc., a prominent composer-conductor, and Royal Music Co. of New York have joined forces under the name of Shilkrot and Roy Jacobs. "You Bring Me Down," by Jack Lawrence, is the first of the new company's publications, and a hit on the song list. "The Jazz," by Lynne Toleman, Herbert W. Montel and M. L. Mark, Vanguard headquarters will be Los Angeles.

Sheet-Music Leaders

Week Ending November 11

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Composer</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>&quot;South of the Border&quot;</td>
<td>Richard Rodgers</td>
</tr>
<tr>
<td>2</td>
<td>&quot;Scatterbrain&quot;</td>
<td>George Gershwin</td>
</tr>
<tr>
<td>3</td>
<td>&quot;Dance at the Rainbow&quot;</td>
<td>Vernon Duke</td>
</tr>
<tr>
<td>4</td>
<td>&quot;The Man With the Mandolin&quot;</td>
<td>Jerome Kern</td>
</tr>
<tr>
<td>5</td>
<td>&quot;The Prisoner of Love&quot;</td>
<td>Richard Rodgers</td>
</tr>
<tr>
<td>6</td>
<td>&quot;Loves Theme&quot;</td>
<td>Richard Rodgers</td>
</tr>
<tr>
<td>7</td>
<td>&quot;In an Indian Drawing&quot;</td>
<td>Richard Rodgers</td>
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<tr>
<td>8</td>
<td>&quot;El Rancho Grande&quot;</td>
<td>Richard Rodgers</td>
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<tr>
<td>9</td>
<td>&quot;I Can't Help Myself&quot;</td>
<td>Richard Rodgers</td>
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<tr>
<td>10</td>
<td>&quot;The Party's Over&quot;</td>
<td>Richard Rodgers</td>
</tr>
<tr>
<td>11</td>
<td>&quot;Mr. Prey&quot;</td>
<td>Richard Rodgers</td>
</tr>
<tr>
<td>12</td>
<td>&quot;Good Morning&quot;</td>
<td>Richard Rodgers</td>
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<tr>
<td>13</td>
<td>&quot;Leif Nielsen&quot;</td>
<td>Richard Rodgers</td>
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<td>14</td>
<td>&quot;An Apple for the Teacher&quot;</td>
<td>Richard Rodgers</td>
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<tr>
<td>15</td>
<td>&quot;The Man With the Mandolin&quot;</td>
<td>Richard Rodgers</td>
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London, Nov. 4.—In inverse ratio to the gloom disseminated here since the outbreak of the war, sheet music business has been in a most healthy condition the past six weeks. Contrary to all expectations, sheet music copy sales went sky high during October, and for a simple reason that never occurred to those who were busy burying the music publishing industry when hostilities started. With theaters, movies and night clubs unable to please the public because of blackouts in the first few weeks of the war, and with the lack of desire to go out-to-doors to attend theaters and cinemas new open when it means going and coming in virtually complete darkness, people have turned home entertainment, a principal form of which is piano playing and community singing and also the playing of phonograph records.

Among the top tunes of the moment here are the comic war ditty, "We're Going to Hang Out the Washing on the Siegfried Line," published by Peter Maurici and, and "We'll Have a Christmas That's a Year Out," introduced by Gertrude Fields and considered by many Brits as another ripper. Indications of sheet music sales here currently is the quarter of a million figure reached by Gershwin with "Within the Wings." More than 350,000 copies of "The Man Who Knew Too Much" was written by the pair. These are all being sold at a brisk rate and may be made with a ballad such as Music at Sea, Paul Morris, Please, which sold 75,000 copies (about 125,000 in the United States). Hold Tight!, another big hit here, sold only about 30,000, as against between 60,000 and 70,000 in the United States. Advertising is being limited to one band for the week, six or seven programs for itself. British Broadcasting Co. wants the band to play patriotic music, but in spite of this limitation, popular records are being used on the air, and record sales are increasing. Despite the patriotic aspect of current music, however, publishers here expect heart-throb ballads to come into favor again just as they did in the last war, which produced terrific hits of that type.

Pubs need these expected hits more than ever, for their overheads have increased greatly due to maintaining more than one office now. In the case of Peter Maurici, three separate headquarters are used, the regular office here, in York, and in Bristol and one in the country as a refuge in case this city is bombed.

Martone Turnpike Click

LINCOLN, Neb., Nov. 12.—Johnny Martone, three-daying at the Turnpike Casino (3-0), received $25 cents per person, turned in $750 for the trio of dates. H. H. Pauley, Turnpike manager, said it was the best non-musical feature for the spot since the fall opening.

Horowitz, Silver

Buy Davis Catalog

NEW YORK, Nov. 1.—For the second time in recent years, the Davis catalog is being taken over by a combination of Roy Horowitz and Jack Silver. Songs will be sold for special prices, and an all-Davis mailing is promised.

In an IAN. Century Drawing

Mr. Prey.
6. The Man With the Mandolin
5. The Mon With the Mandolin
1. Scattarebrain
2. Doa Oahrit
3. Duo Oahrit
4. Duo Oahrit

Music Items
Music in the Air
By DANIEL RICHMAN

Newcomer

EXPERIENCE is supposed to be one of the weightiest factors in the matter of whether a musician becomes a star or not. How the axiom seems to fall down when it is applied to Harry Link, the new manager, with Harry Link to too.

Inc. Bernie Prager remains ea Peat gen-

Land and toutInIng of the whole kept It

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Gilbert Feist Pro Mgr.

Robbins Signs Montlellot

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MURPHY (Moe Gardens, Armonk, N. Y.,

prectScally untried outfits

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The Newcomer

by DANNY RICHMAN

Arts and Musics

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**“Blue Orchids” Stages Phonograph Revival**

**NEW YORK, Nov. 11.**—Changes in the automatic phonograph picture this week are as follows: “Blue Orchids” is a top machine number and Oa. and the UA Phonograph picture, “The Gold Rush,” is a bit class. Lotta is an old dog up with quite a set of new tricks and is a resounding success. Further details and other pressing items turn to page 64 for the “Red Nickels” in this issue of The Billboard.

**ASCAP License Hike Hits L. A. Ballrooms**

**LOS ANGELES, Nov. 11.**—Local ballroom ops are feeling the upper taxation bleeding. The ASCAP fueron have gotten a license hike from $120 to $240 per year. One spot in particular, which has been just breaking even for the past two years, threatened to close unless the tax law was changed.

One ballroom op stated that he considered it unfair to charge his patrons the same tax as a turpentine palace the size of Castor Gardens in Ocean Park. According to the last report, ASCAP is losing its license charge because of the new tax. It was claimed that the song is not in the ASCAP pictures for some time but that it has just started putting them in effect.

The license hike would be taken by Los Angeles, 47, could not be met.

**Busse's $1,000 in Ala.**

**Oke; Morgan Nicks Gate**

**MONTGOMERY, Ala., Nov., 11.** Henry Busse drew 700 dancers and 800 spectators last Saturday night and the number of customers is expected to be higher today. (Keyes) the temperature was hovering around 80 degrees and there was a competing factor, drawing a good crowd near by at the Cranbourne, as the climax was a speakeasy at the Alabama Signal. There are those who believe the Montgomery is going to become one of the finest scenes in the South. They are known for their music and dancing.

**Busse was popular with the crowd.**

**Attendance, paying $1.00 to $2.00 in all.**

**Twelve hours**

**At Montgomery.**

**A long distance call was made.**

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Orchestra Routes

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

ABBREVIATIONS: a-auditorium; b-ballroom; c-coffee; c-club; c-country club; h-hotel; m-music hall; n-night club; p-pavilion;

Orchestra Routes must be received at the Cincinnati offices not later than Friday to insure publication.
OUT-OF-TOWN OPENING
"Morning's at Seven"
(Plough)  

A comedy by Paul Osborn, Presented by Dwight Deere Wiman, Settings by Jo Myhill. Staged by Jean Adair, Lillian Foster, Kate McComb, Russell Collins, John Alexander, Field Markley, Effie Shannon, Herbert Yost.  

A comedy of the lives of two families in a small New England town, which comes into conflict over the rent of the Swansons and the Bolltons and the Cromptons. Mrs. Swanson, Mrs. Bollock, and Mrs. Crompton are sisters. Morning's at Seven is a depiction of the old Homer Bolton, who has finally decided to declare a war on the girl for 12 years. Their hearts are set on living in a model home built by Homer's father five years before. The father (Russell Collins), the mother (Effie Shannon), the daughter (Kate McComb) want to know "where am I in life," and when one of the older men decides his mother needs him, the father leaves the model home to one of them. The production was directed by Mr. and Mrs. Crompton because they regard the rest of the family as money grubbers. The maid, in the meanwhile, attempted to raise the question that she was resonating, decides to move -- and the curtain actually announces "To live with," which is not the next door next.  

Morning's at Seven seems to fall short because it is not as well-acted or as well-directed as was enjoyed by Oulter's previous efforts, The Vinegar Tree and The Play of the Body. One of the principal weaknesses, however, does not seem destined to carry the play's burden. The supporting cast, including Lillian Foster, as the maid, stands in a standout performance. Russell Collins, as the younger man, who wants to know where his station in life is, gives his character a revealing portrayal, and Effie Shannon, who replaced Anne Sutherland as the maid at the last minute, deserves a note of merit.  

From Out Front

By EUGENE BURT

Carrying its courage precariously out on the end of a limb, this corner predicted some months ago that the theatrical season would go down in history as one of the few productions that would be enthusiastically attended by the stage-hungry populace. And now this corner, with no more confidence than usual, is prepared to take a bow. As of Monday, November 6, just eight plays have appeared, excluding revivals and Friday's "Life With Father," which is the only show on today. Of those two, it is interesting to note, one was a Moscow-Arty pink tea that achieved Broadway classification only by virtue of the fact that it booked itself ahead of time with the beauty of a tobacconist.  

What the current week may bring forth no one knows at the corner -- tho the recent production provided by Mr. and Mrs. Crompton because they regard the rest of the family as money grubbers. The maid, in the meanwhile, attempted to raise the question that she was resonating, decides to move -- and the curtain actually announces "To live with," which is not the next door next.  

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The current activity in the musical world was also predicted, but that one was easier. Whenever a world crisis breaks, a rash of girl-whirled precipitated by the first stanzas of the world's war is inevitably due to continue thru the second installment and the third. The current activity is all the more exciting because it is still running. The standard of quality in the musical field is also worthy of note, particularly when contrasted with the quickie run through plays. One of them, Too Many Girls, provided this corner with more amusement than any other musical comedy within memory.  

The plays, however, are something else again.  

With the box-offices besieged as they were so many bargain counters (the it is interesting to note that legitimate theater entrances have never been a free dish nor a chance at $100 of any sort), it is natural that the current season has been hailed as the best in many years. And so it is, from the standpoint of the box-office, which hardly has anything in common with the hanger-on fences besieged as they were so many bargain counters. But, end this Moee more clearly then anything else about the current season is this: It has been a new and a better season.  

The Motto for the season -- "Life With Father."  

Carrying its courage precariously out on the end of a limb, this corner predicted some months ago that the theatrical season would go down in history as one of the few productions that would be enthusiastically attended by the stage-hungry populace. And now this corner, with no more confidence than usual, is prepared to take a bow. As of Monday, November 6, just eight plays have appeared, excluding revivals and Friday's "Life With Father," which is the only show on today. Of those two, it is interesting to note, one was a Moscow-Arty pink tea that achieved Broadway classification only by virtue of the fact that it booked itself ahead of time with the beauty of a tobacconist.  

What the current week may bring forth no one knows at the corner -- tho the recent production provided by Mr. and Mrs. Crompton because they regard the rest of the family as money grubbers. The maid, in the meanwhile, attempted to raise the question that she was resonating, decides to move -- and the curtain actually announces "To live with," which is not the next door next.  

The current activity in the musical world was also predicted, but that one was easier. Whenever a world crisis breaks, a rash of girl-whirled precipitated by the first stanzas of the world's war is inevitably due to continue thru the second installment and the third. The current activity is all the more exciting because it is still running. The standard of quality in the musical field is also worthy of note, particularly when contrasted with the quickie run through plays. One of them, Too Many Girls, provided this corner with more amusement than any other musical comedy within memory.  

The plays, however, are something else again.  

With the box-offices besieged as they were so many bargain counters (the it is interesting to note that legitimate theater entrances have never been a free dish nor a chance at $100 of any sort), it is natural that the current season has been hailed as the best in many years. And so it is, from the standpoint of the box-office, which hardly has anything in common with the hanger-on fences besieged as they were so many bargain counters. But, end this Moee more clearly then anything else about the current season is this: It has been a new and a better season.  

The Motto for the season -- "Life With Father."  

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The Motto for the season -- "Life With Father."

Margaret for Error"-85%  

YES: Watts (Herald-Tribune), Atkinson (Times)  

NO: None.  

"Sea Dogs"-19%  

YES: None.  

NO: Watts (Herald-Tribune), Atkinson (Times)  

"Life With Father"-85%  

YES: Chapman (News), Winchell (Mirror), Whipple (World-Telegram), Atkinson (Times)  

NO: None.  

"From Out Front"
LEGITIMATE

November 18, 1939

BROADWAY RUNS

Press

New Press

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**The Billboard**

**November 18, 1939**

**NIGHT CLUBS-VAUDEVILLE**

Conducted by Paul Denius — Communications to 1564 Broadway, New York City.

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**Possibilities**

CLEANED BY MEMBERS OF THE BILLBOARD STAFF

The purpose of this department is to help producers, brokers, agents, and others concerned with the exploitation of live entertainment and the coverage of the fields they The Billboard's coverage of every branch of the show business.

**JUKES INTEREST IN SPECIFIC POSSIBILITIES** MAY ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1564 BROADWAY.

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**For FILMS**

**JOHN BANNON**—Vitaphone leading man in Fastolfe, legty comedy at Cripple Door, New York. Does an amazing job in a weak play and displays real comedic talent. A varied, charming and highly humorous performance. Real versatility and charm, combined with excellent technique. Would be a valuable addition to any night spot work.

---

**For LEGIT**

**JACK GUILFORD**—Cafe Society, New York, comic, who has been appearing nightly at the Grip and Grapple for the past half year. A natural comedian who has a satiric routine on life and a rhythm with which he should be given a legitimate revue. Can also handle comedy reading and will find himself handy in a book show.

---

**For VAUDEVILLE**

**FAY AND WILLINGTON**—An attractive and capable dance duo do most of their work in the Strand Theater, New York. Fay and Willington, both of whom have a special talent for comedy, are doing a very good job of running the show. Fay, with his adeptness at slapstick, and Willington, with his musical ability, make a very fine team. Fay and Willington also have a large following among the dance crowd and are doing a fine job of building up the shows. Fay and Willington are a hit at the Strand, and will continue to be so.

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**For HOTELS**

**BRIAN BURKE**—pretty blond tap and soft-shoe dancer caught dancing at the Casa Club, Chicago, last week. Burke, a native of New York, has a fine tap routine and is doing a very good job of running the show. Burke is also a fine pianist and is doing a fine job of accompanying the dances. Burke is a natural dancer and is doing a fine job of building up the shows. Burke is a hit at the Casa Club, and will continue to be so.

---

**The Broadways Beat**

**BY GEORGE SPELVIN**

HOST/WRITER: Desmond Hall has been hired to put some glamour into Brenda Frazier's autobiography. Brenda wrote it herself, but it turned out to be a bit too dull for the needs of the story. Desmond Hall was brought in to give it a new lease on life. Of course you can't expose such a great American institution as the ladies of the night without a modicum of class. Desmond Hall is the man who can do it. He has all the class of a good Englishman, and he can put the necessary polish on the story to make it acceptable. Desmond Hall is the perfect choice for the job. He has all the background and experience needed to make the book a success.

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**The Billboard**

**Latin Relief Bands Banded By Spread of Conga Craze**

(Continued from page 10)

The Latin relief bands are replacing regular relief bands in the bigger clubs. Locally, the Nine O'Clock Club at the Belasco Theater, New York, and now uses Ted Rodriguez as their Latin relief band. Rodriguez is a fine musician and is doing a great job of running the show. He has a large following among the dance crowd and is doing a fine job of building up the shows. Rodriguez is a hit at the Belasco Theater, and will continue to be so. Other clubs are using Latin bands for their relief bands, and the trend is growing.

---

**The Billboard**

**The Brownlow Beat**

BY GEORGE SPLEVIN

HOST/WRITER: Desdemona Hall has been hired to put some glamour into Brenda Frazier's autobiography. Brenda wrote it herself, but it turned out to be a bit too dull for the needs of the story. Desdemona Hall was brought in to give it a new lease on life. Of course you can't expose such a great American institution as the ladies of the night without a modicum of class. Desdemona Hall is the man who can do it. He has all the class of a good Englishman, and he can put the necessary polish on the story to make it acceptable. Desdemona Hall is the perfect choice for the job. He has all the background and experience needed to make the book a success.

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**The Billboard**

**Boston Hotel Ups Biz 60% With Band, Floor Show**

BOSTON, Nov. 11.—Manager Paul Bromley of the Marionette Room reports that a floor show was added at the Hotel Newbury, Boston, last month, and that the business has increased 60% since the show was added. The show is a large one, with a full orchestra and a dance band, and is doing a very good job of building up the hotel. The hotel is doing a fine job of building up the show and is doing a fine job of building up the hotel. The hotel is doing a fine job of building up the show and is doing a fine job of building up the hotel.

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**The Billboard**

**New Dance Space, Better Lighting Or Else in Mich.**

DETOUR, Nov. 11.—Draastic changes in Michigan's night spots are being made in action being taken by the Michigan Liquor Control Board. The board is closing small, poorly lighted dance floors that are being used for illegal activities. Adequate lighting of the dance floor, as well as the grounds near each dance floor, will now be required. The rule will require at least 400 square feet of light on the dance floor and not less than 150 square feet of light on the grounds. The board is also requiring that the assistant captains in the Hotel Lincoln Blue Room ask him if he thinks the lighting is adequate. The board is also requiring that the assistant captains in the Hotel Lincoln Blue Room ask him if he thinks the lighting is adequate. The board is also requiring that the assistant captains in the Hotel Lincoln Blue Room ask him if he thinks the lighting is adequate.

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**The Billboard**

**Nov 9 O'Clock Club Lures for College Boys**

NEW YORK, Nov. 11.—Nine O’Clock Club, which was closed last month, runs a fine patronage-getting stunt Sun.-D. Club, Room is busy with a large crowd, and the show is doing a fine job of building up the dance floor.

First party of college kids, number of them, dress to impress. They throw a dance, which serves a discount of 60 per cent off the check. Eighty per cent are taken off the second, and so down to 50 per cent.

The show is run by Ray Bonden Orchestra and Don DiVodi's rumba band.
NIGHT CLUBS-VAUDEVILLE

November 18, 1939

Joe E. Howard's Gold Room, New York

That veteran songster, singer and man-about-town, Joe E. Howard, is now ensconced in his own poke, the Silver Room of the Hotel Ambassador. The one-flight-down room has been out of use for the past year and the hotel rank 80,000 on a four-week redecoration job.

The room is now a large 250-seater done up in warm red and gold curtail. There is a bar on the right-hand side and a platform-stage on the left hand side. The room opens into a small room, an en trance to the dressing rooms, with a small band stand on the other. The room suggests the Diamond Horseshoe in decor, but this is due to history of the Gay Nineties. There is no full, complete floor show. Rather, the room serves as a man's room for a pianist who performs for 10 or 15 minutes in between the acts and the four-piece Hawaiian string band plays for dancing. There's an adequate dance floor in the center.

Most of the old-time performers have played the Gay Nineties, a few blocks away. But this new room apparently aims for the society crowd, whereas the Gay Nineties gets a larger audience. Opening night (5) drew 140 diners, with another good crowd midnight.

Howard, in a percentage deal, to the greater and chief entertaine. He sings old-time tunes, with an engaging manner, evoking memories of the “good old days.” The room is done in warm red and gold. Memories of the “good old days” was due to additioal time needed to meet.

Shalimar, Newark, N. J.

If the opening Wednesday (5) is any indication, it seems that an estab- lishment should be an outstanding success. Doing a turn around business (700 seating capacity) the club drew more than its share of Broadway stars, local socialites and the local element nicely.

Cutting firemen make up a good per- formance, and in the morn the closing of the preceding show. A well accommodating firemen made up a good per- formance, and in the morn the closing of the preceding show. That interim eons/write, huger and longer catering to the younger genera - tion.

The cabaret le In good hands, the, fee Smiler and owner is John Tumino. Manager and owner is John Tumino.

Panther Room, Sherman Hotel, Chicago

THE CABARET has a popular Polka. The cabaret has a popular Polka. It has a popular Polka. The cabaret has a popular Polka. The cabaret has a popular Polka.
November 18, 1939

NIGHT CLUBS-VAUDEVILLE

19

Defers, fast numbers who work with dancers and supply break taggers, and Roberts and White, comedians. Mr. Roberts executes an extraordinary feat as holding up a chair with his bare hands while bouncing a couple of tables while singing in a muffled voice.

Roberts and White make a good combination for dance satire, with Roberts an expert enough to be interesting. Man has appearance of a giant, being 6 feet 5 inches tall, white beard, slate-type face. A group of six jitterbugs, who have been jitterbugging all summer, and seven months, will close the feature on a hill of an unseasonable tone.

Howard Mayer Agency handles publicity.

Mother Kelly's, Miami Beach, Fla.

Plenty easy on the ear is the all-voice number, Mother Kelly's. One of the top-sighted showmen of the Mother Kelly's troupe is George Comn and Tony Parker, pianos and sing team which carries the show for 34. Their billing, "Davy Ditties," is enough for intermission consumption. Material is clever and highly risque, and the customers hang on every word, which includes a spot of German, white woman being an act. In-between are handled well and give a pleasing turn. The latter part of the act keeps the tension high on the strength of his tone, Miami, the house is packed solid.

Music is by the Toy Oyes Quartet, and the glee and trimmings are Ukiah St., All St.ing. Unit figures to hold over entire season. No dance bill.

Lee Smimond.

Pickwick, Birmingham, Ala.

Colemam Sache and his Yacht Club Boys are the featured attraction at this show. They have a grand savor: all the beautiful dance floor in the South." Sache boys, who did 17 weeks at Long Beach, have been all over the circuit, doing the same numbers.

A Musical Quiz is a feature of the Sunday night show, while during this show, the exodus of talent will be well taken care of. The Saturday feature is the Orchid Hour, in which an orchid is awarded to the band which makes the best musical quiz broadcast.

The show includes a fast tap by June Busey, a skate dance by Herbert Johnson, and a Spanish number which rates tops. Other numbers include 10 of the most popular vocal selections by the Three Mates. This club redecorates its ballroom each season, the singing theme being carried out this year, hence the Sache boys are in their best stride. They will keep the house going in quite a bit of outside floor work, and also work in the usual times featured at City Auditorium.

Morgan and Wike are the number 10 at City Auditorium. During Christmas season several University of Alabama dance bands are asked to supply extra entertainment for every occasion.

Catalog Free.

T. S. Deyo & Co.
202 N. Wabash Ave., Dept. 16, Chicago, Ill.

Giant Blowups, $6.00

(See blowups in colors, for Bb. Vade-Meets American Airline, oul, others. Your own photos art, laundering, make them attractive for your own use, or for sale.)

Down Under Entertainments

Operatic Arts

Cecil B. De Mille's

The Great Train Robbery

Concerts, Inc.

The Great Train Robbery 3 Years Straight

Chattanooga, Tenn., Nov. 11.

Bobo Brasfield stage show has been in the area for three weeks, has been a hit and was making quite a hit at the Vade Unit on 3-House Circuit 3 Years Straight.

"The Dance of Bali" and Her Two Beautiful Sacred Harp

"The Dance of Bali" and Her Two Beautiful Sacred Harp

THE GORGEOUS WIT THE DARE

THE FEATURED ATTRACTION OF CHICAGO'S FAMOUS COLOSIMO'S IN NILS T. GRANLUND'S "GREAT REVUE" -- BREAKING ALL LOOP SUPPER CLUB RECORDS

Phil Tyrrell

203 N. Wabash Ave., Chicago, Ill.

The Billboard

Shepstad-Johnson "Ice Follies" Sees 75Gs for 15 Days in D. C.; Name Skaters Scoring Heavily

Washington, Nov. 13.

The Shipstad and Johnson Ice Follies of 1940 is expected to do $75,000 for its engagement here (November 2 to 17), a sensational gross in view of the expenses involved and the fact that the show is being presented on the outskirts of the city, in a new stadium, located at Potomac parkway. Operating 5,000, the building operated last season by the King skating rink and this winter debuts as an ice palace. Shipstad Johnson," Ice Follies," is one of the most talked of the season.

Business for the Follies the first few days could be counted as satisfactory but indications are that the unfamiliarity of Riverside to most Washingtonians, but mostly because of cold, raw weather. Improvement in weather and increased interest is expected to bring in a better turn.

The Muscle of the Follies is the "Ice Follies" finds Shipstad and Johnson comedy act still commanding applause and rating with best shows. According to a press release, the refrigerated environment prevents giving acts the heads deserted became gloms muffle the handdepping.

McKellen Brothers have developed a new comedy act called the Acrobat. Comic turns, hand flips and serial balancing of spectators seeking for more, have been forced to go on festivals partly because of maternal fear of raids. The unit is well satisfied with Washington reaction and is already planning to book Riverside Stadium again next year.

All shows are of the regular variety, with its own interior set and a certain amount of spirit. Meanwhile, the pictures are still going strong for the past three years.

The Follies have a well-stocked lineup of skaters, such as the St.-John's, a number of the stars, and the Havana. The Havana, has taken over management of the Gran Casino Nacional and the Havana Club, which operates Oriental Park here.

The casino opens its season December 1, although the ticket sales on the last day of the season opened. The feature will be a Pan-American Revue, with Mexican and American talent and bands. A dozen American girls will be picked in New York to augment the Cuban chorus girls. Carl Erbe doing publicity.

"Drunkard" Unit For Burly House

Detroit, Nov. 11.

Edward A. Ferguson, manager of the Drunkard, in this territory, is celebrating their sixth anniversary with the opening of a new theater in the east, the Capitol, to the east.

"The Drunkard" is a new offering at the Capitol, one of the unusual features being the presence of the performers and the fact that they are not members of labor union.

The new Drunkard opens this week at the Capitol Theater, Tootie's burlesque house, rebuilt as a streamlined half-hour show.

Para and Strand Open Big; Music Hall Also Smash

NEW YORK—Broadway's two top presentation houses, Paramount and Strand, tag-teed off to what appears to be a successful season. The Strand has the Doldrums End, a light comedy, with $23,000—literary with strong musical attraction. The Kismet, opened by William Powell, was holding its own.

Ballet theme and 20 Rhythm Rock-Joan Werth, Will and Gladye Ahern, Mt wryer, Wetly Vernon headlining show, which includes Bud Hughes and his version of the 18th. Eerie showing the WB Etistabeth and the Weather, Holiday maintained. Deka and Reda Eater.

November 9 and with the third week of We. Sr 11th Goes conga troupe. Show will run smoother.

Variety Singer. and Teddy RodIguana doing a annual $60.000 for the Drat week. Pother% groomed a good $35000. ten on the rev. Mong with Dirmited and la expected to hit at least $422.000.

House Manager Richard Kemper, after coming in with 417,000 per cent and the attraction was do.

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Loew's, State, New York

(Budget Friday Evening, November 10)

Benno Davis has again lined up a raft of youthful talent for his annual Stale Duty Revue. It's a good show, with an ever-growing element of surprise. There are many能人能手 that measures up to Davis opening script. Davis himself essays matches of his hit tunes, going back to his old and including many of his more

The number is gay and light, a treat right for the ear. Furthermore, most of the vocals are delivered in a soft tempo.

The A Randell Trio was excellent in its interpretation of the old tune. The music was well arranged and the performance was well executed.

The number did not go off any too well at this viewing. The orchestra failed to live up to the expectations.

The number is strong and the music is well arranged. The orchestra was well led and the performance was well executed.

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The number is strong and the music is well arranged. The orchestra was well led and the performance was well executed.
70% of Mutual Price to Salaries: $3,300 Week Gross

NEW YORK, Nov. 11.—Approximately 70 per cent of the $13,000 earned by the nine units, produced and booked by Harry Pearshouse, manager of the Greenlee Shows, for the last four weeks, has been paid to actors. Net income figures indicate that the new outfit is just beginning to see light, working on a 10 per cent margin at the moment.

If bookings continue at the present rate the enterprise hopes to reach profit even after deductions of commisions and office expenses, which are not reckoned in the above statement. Average gross weekly income for Mutual entries in the above statement, which is nearing the $3,000 mark. Initial investments in stills and trailers and deep financial losses in the grosses at the start of the venture during the summer have been met by a second raid on the Interstate Circuit.

First bookings on the Interstate Circuit of Texas were secured this week, and in the next two weeks plans to book the Central Circuit, in Arkansas and the Southern Sun circuits for Arkansas and Kansas.

Caren* (Ibex, Schiele, and Ous Sun circuits for east of the venture during the rammer.

Henry Hotel and Its Meer Orin under Greenlee Opens Danceland; the comedy bar act Kenny and Burke, with Dtlty Diamond In Chicago.

Denison, and Arcadia. Tyler, three days; Vernon, one day; and the Slate, Wichita, Falls, three days.

Each time the operators sold their interest during the year, he played the liquidation of funds to be effected absolutely within the law. He says he expects to have the liquidation of the last three days.

Whitehead notified Tom Kelly, former AFA Philadelphia representative, last week that he expected the court to order dissolution of funds on a proportionate basis. The result is that Whitehead refuses to disclose plans for the liquidation. If nothing happens, the court will order the liquidation of funds to be effected absolutely within the law. He says he does not want to let Whitehead off the hook.

AFA seeks Court Advice on Funds; AGVA-Kelly Spat

NEW YORK, Nov. 11.—American Federation of Actors, has filed a suit in New York Supreme Court today for a clarification on proper procedure in liquidating the estate of Albert Whitehead. Whitehead was an AFA attorney. AFA artists have asked Whitehead to pay the back salaries due them. The suit asks a ruling that Whitehead refuses to pay. AFA will then file a suit against Whitehead for the payment of the back salaries.

AGVA and AFA have filed a suit today against Whitehead for the payment of the back salaries. The suit asks for a ruling that Whitehead refuses to pay. The AFA will then file a suit against Whitehead for the payment of the back salaries.

AGVA handed out another batch of licenses to agents, the board passing on 200 licenses last week. Whitehead was asked to check up on these agents periodically. As an AFA member, he was asked to do this.

Kelly said that he would not sit in any of the Dancing Theodore's, who is now a booking agent here, in the same case of his injuries. He is also being sued in Renessens.

Greenlee Opens Danceland; Henry Hotel Changes Mgt.

PITTSBURGH, Nov. 11.—Opening the House is the Clayton Nibley, leader of the Sunset Royal Orchestra and eight acts, at the Henry Hotel. The show is the property of Mr. Greenlee, who operated Greenlee Field until it was bought as a site for a local hotel. Mr. Greenlee is the owner of American Hotels Corp, which has taken over the Henry Hotel and its Silver Grill under Mr. Nibley, president of the Triangle Hotel Co., operating the Henry, remains as manager.

Gilbert Band Doubles Biz

MOBILE, Ala., Nov. 11.—Jerry Gilbert and orchestra started a four-week engagement at the Sunset Royal and eight acts, at the Henry Hotel. The show is the property of Mr. Greenlee, who operated Greenlee Field until it was bought as a site for a local hotel. Mr. Greenlee is the owner of American Hotels Corp, which has taken over the Henry Hotel and its Silver Grill under Mr. Nibley, president of the Triangle Hotel Co., operating the Henry, remains as manager.

Sincerely
M. A. C.
(For Orchestra Routes, Turn to Music Department)

Acts-Units-Attractions Routes

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

EXPLANATIONS OF SYMBOLS

- auditorium; -ballroom; -cafe; -cabinet; -club -country club
- hotel; -music hall; -night club; -amusement park; -road house; -restaurant; -vaudeville

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

Hudson Wonders (Strand) NYC, H. Hawley (Capitol) NYC, D. C., I.

Inga, Gregory (Oregon Art) NYC, J. Jackson, Joe (Boy) NYC, I.

Johansen, Gladys (Black Cat) NYC, N. Johnson, Barbara (Evergreen Casino) Phila., H.

Jones, Marion (State) Columbus, O., R.

Kellough, Joy (Thompson's 16 Club) Ch., H.

Kroge, Earl (Tunney's) NYC.

Kuettner, Louis (New Yorker) Phila., R.

LeBlanc, Bob (Slender Lady) NYC, O.

LeBlanc, Bob (The Bowery) Detroit, N.

Lesure, Earl (Whitehead) NYC, H.

MacLennan, Walter (Cleveland Club) NYC, Ch.

MacNamara, Harry (National) Phila., R.

McPherson, Frank (The Bowery) Phila., H.

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Clod, thanks to a pipe that extended out of, the puppy's gift from Sally Keith. Maga.

WALTER of a plane ticket, engaged to put on the allows at the Century. Brooklyn.

In the Sam Raynor show on the Midwest Circuit.

BUBBLES YVONNE opened at the Tri- to the Lyric, Bridgeport Conn.

November 10. In place of George Tuttle.

Bubba with November 10. In place of George Tuttle.

MORTON tenor, back to the Mingo, same day.

Ray braided at the Gaiety November 6.

In Western home. and niceties to open

DIANE NINO returned after two years

in Chicago.

LENE ham left for Rochester, N. Y., to

November 3.

Fifties to the Mingo.

There is something new under the sun

BOSTON, November 18, 1939

Gayety, Boston, Closes for Week;

Show "Salacious"

BOSTON, Nov. 11.—Gayety Theater

performed free after one week as a result of an order

the city board of censors.

The board tried the theater's presenta-

tion recently of "Tom-Saw-Don." was inaudible and ordered the week's sus-

pension. City Censor John Spencer, in a

a-page report, hit Leo DePou, six-foot, four-inch. "Queen of the Amazons." Others cited were strippers Ina Thomas and Ben Lee.

Spencer said the show was "the most salacious, lascivious and outrageous performance I have ever seen anywhere."

Gayety manager W. D. McGhee said burlesque will be resumed at the theater November 18, and indicated the house did not plan dropping burlesque because of the suspension. House has been booking burlesque since August 14, with vaude Sundays.

Burl-Night Clubs

Provide More Work

DETROIT, Nov. 11—Helen Greene

closed at the Avenue to open with sister

Dorothy at the Celebrity Club, Chicago.

Joan Collette, ditto, to jump to the

road show at the Gayety for a tour of the Midwest Circuit. George Coral

suspended burlesque at midnight tonight

Gayety, soon to leave for the same circuit.

Margie Hart, headlined at the National

and same at the Orpheum of local publicity

due to the efforts of manager John

Kane. Also took a plane trip to visit friends.

Kitty Marshall, former Miss Berta, now a

stripper, held over for the sixth week at the Club Princes, here. Rose LaRose is due to be extra added attraction at the Gayety, next week.

The board ruled the theater's pewee-

suspended burlesque at midnight tonight

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Morgan-Helvey End 30-Wk Tour

HENDERSON, Tex., Nov. 11.—Morgan-Helvey Show concluded a 30-week under-the-wire campaign this week in this regular Iowa and Illinois territory during the summer season and moved back in September. Show equipment will move on to winter quarters in Jacksonvilles and Memphis, Tenn., before the winter tour launched.

Morgan-Helvey-Morgan organization scattered to various points after the tour. Harry Martin hit out for Miami; Jesse J. Jordan jumped to Chicago; the Munday and Rock Springs, Tex., shows to Monticello, Iowa; and J. Doug Morgan, Jacksonville, Tex.; the Jacksonvilles and Memphis, Tenn., show to Jacksonville, Fla., to back the club dates; Herman Romick to Houston; George Kress, Waterloo, Iowa; Joe Smith and Bing Snyder to Jacksonville, Fla., to back the club dates; and J. Doug Morgan, Jacksonville, Tex.; the Jacksonvilles and Memphis, Tenn., show to Jacksonville, Fla., to back the club dates.

Small shows making week stands have repertoire deal apparatus. J. Doug Morgan, Jacksonville, Tex.; the Jacksonvilles and Memphis, Tenn., show to Jacksonville, Fla., to back the club dates; Herman Romick to Houston; George Kress, Waterloo, Iowa; Joe Smith and Bing Snyder to Jacksonville, Fla., to back the club dates; and J. Doug Morgan, Jacksonville, Tex.; the Jacksonvilles and Memphis, Tenn., show to Jacksonville, Fla., to back the club dates.

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Roadshowmen Increase Profits by Using Special Catalogs for Churches and Schools

Ensures showing of proper films in church halls and auditoriums

CINCINNATI, Nov. 11.—Alert roadshowmen, in schools and also for merchants, are finding it profitable to divide their activities into sections when making bookings. Only when they attempt religious programs is the question produced at the conference for which arrangements are made. This plan, veteran roadshowmen say, prevents a minister or educational director from securing a show that might later close this spot to future bookings.

This plan of separate catalogs is working in both urban and rural areas to the advantage of the roadshowman. Since scenes from films are not always familiar with the shows offered, the money, rental libraries, which may prove distaste to them if shown in a church or church hall, or rewards. How detrimental the showing of an inappropriately cataloged film can be is evidenced over and over. Sometimes future shows are denied because the picture chosen offended some of the audience. Perhaps, the school board didn't think it advisable to have a picture showing in the school auditorium with the sanction of the superintendent.

Catalogs Easily Arranged

Roadshowmen do not have any difficulty dividing their subjects. It requires a great deal of ingenuity to move only this many more than these items.

For the West reports a number of reservations for Christmas films. The amazing thing is that some of the bookings were made six months ahead of the date they are to be shown.

Librarians also are taking this opportunity to urge roadshowmen to make a special effort to return film on time. This is both a social and religious privilege, representing the outlay of considerable sums of money. When the time comes to arrange for the next circuit, librarians do not feel justified in making the expenditure for roadshow film when the previous rental was not returned on time.

Non-Theatrical Films

New and Recent Releases

Radio Robbery, released by MiniPi.

M. MIKE AND DOROTHY, released by Post Pictures Corp. An absorbing mystery story that adds to the thrilling possibilities of television in criminal hands. Stars Bella Lugosi, Lon Chaney, Jr., and Dracula. Running time, 63 minutes.

FIGHT FOR PEACE, released by Post Pictures Corp. A realistic, up-to-date picture that makes a strong plea for world peace. Opening scenes re-tell the life and death of King George V, Kaiser Wilhelm, and Mussolini. After a number of denials, with their inhuman belligerent policies, the heads of nations and children. Running time, 75 minutes.

CANNIBALS ONCE, released by Post Pictures Corp. A fascinating adventure story, taken from the book of the same title. Running time, 59 minutes.

FIT FOR A KING, released by Nu-Art Films. One of the most interesting screen stories of the year. Starring the handsome L. C. Ward. Running time, 10 minutes.


THE GANG, released by Nu-Art Films. A story of adventure and romance, starring the popular stars. Running time, 84 minutes.

SALLY RAND RAN OVER

Seattle, Nov. 11.—Sally Rand, at the Show Box, has gone over a second week, following She is a number of local gals for her review.
Letter List

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

November 18, 1939

RATES—Anna, 69, veteran actress who appeared in many of the stars of the stage from 1850 to 1867, is now at the Joseph's Hospital, Philadelphia, Novem-
ber 4. After a decline of a long illness, she was at home November 10, while en route from Chi-
icago to Connecticut. Her partner and manager, Kenneth Gilfrey, were to appear with the partner. Her partner, Edward Ward, was a member of the firm of Storey.

BURKE—William Lee, 24, San Fran-
sisco, was killed in a recent automobile accident. A native of Illinois, he was a partner in a store.

ECKLAND—R. N., 4, played the role of an angel in the forthcoming Hollywood production of "Burns," the story of the American Civil War. He was the son of a well-known actor.

EDREDGE—T-cur, 69, comedian, and a member of the firm of Storey, was killed in a recent automobile accident. He was the son of a well-known actor.

FAREWELL—Warren P., 17, ex-cowboy and once Buffalo Bill's riding mate, in a New York hospital, November 4, after six weeks' illness.

FINCH—Joseph W., 76, famous stage and screen actor, was killed in a recent automobile accident. He was the son of a well-known actor.

GOODFRIEND—Simon, 84, press agent, was killed when a New York Times office and other after a week's illness. He became a dramatic critic and later a famous stage and screen actor. A native of Russia, he had been a Hollywood resident for 20 years.

KINSEY—Frank M., professionally known as Hadi Lesick, in Utica, N. Y., November 4, after a week's illness.

O'LEARY—Robert, 85, life member of the Catholic Church, died in Crown Point, Ind., November 5, after a three-month illness. Survived by a daughter.

ROSENBURG—Helen, was recently found dead in a Pittsburgh, Pa., home. She was the daughter of a well-known actor.

SHEFFER—Arthur H., 51, attended at Washington Park Zoo, Milwaukee, for 29 years. November 4, at his home in Milwaukee. He was the son of a well-known actor.

SHERMAN—Rev. W., 88, was buried in Calvary Cemetery there. He was a member of the firm of Storey.

WARM—Mrs. Warms, 84, characterized as a dramatic critic and later a famous stage and screen actor. A native of Russia, he had been a Hollywood resident for 20 years.

CHICAGO OFFICE

404 Wood St.
52 West Randolph St.

MAI L ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg.

Parcel Post

Women

Men

The Billboard

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Theater owner. November 3 in Miami, Fla., where he went for his health. Saxe, who has been in the music business for 50 years, at one time operated the Saxe Amuse-
ment Co. in Chicago. The store was closed in 1931 and the chain was sold to Fox Theaters in 1937. At the time of his death, Saxe was president of the Saxe Amusement Co., which operated 100 theaters in Wisconsin. The operation was founded by his father, who died in 1935.

MARRIAGES

BAIRD-VERONICA—Bill Baird, magi-
and, and Helen Veronica, actress, at St. Louis, Mo., November 3 in a civil ceremony. The couple were married by Justice of the Peace E. W. Davis.

BERNHARDIN-DAVISON—Hannah E., daughter of Mrs. Hannah Davison, at Crown Point, Ind., November 3. The couple were married by Justice of the Peace E. W. Davis.

CRAVEN-HARLEYS—Mrs. Harley, on the eve of the third wedding anniversary, was married to the Rev. W. H. Harley, at St. Stephen's Church, Mayfield, Ky., November 3.

PIRO—Samuel, 59, former actor, was killed in a recent automobile accident. He was a native of New York and a member of the family of Samuel, who was a prominent actor.

ROGERS—Elden, 33, co-manager of Del Rio Midgets, was killed in a recent automobile accident. Six blood transfusions were performed after the accident, but he was pronounced dead. He was a native of New York and a member of the family of Samuel, who was a prominent actor.

MINER-JOHN—L., 58, retired Wisconsin
The Billboard

CIRCUSES

Conducted by CHARLES WIRTH—Communications to 23 Opus Place, Cincinnati, O.

November 18, 1939

P&W Title Stays; Adams Floto Name Of Winter Circus

FT. SMITH, Ark., Nov. 11.—The Adams Floto Title, which was produced by the Winter Circus, was outwardly playing smaller communities, and has no connection with the Parker & Watts Circus. It was kept under the name of Adams Floto Title was received here Friday from Ft. Smith, Ark.

Ira Watts has taken out a 12-truck show, which will go on tour next season. The winter unit has been bought up by the new firm.

CINCINNATI, Nov. 11.—Clarification of the report received last week that Parker & Watts Circus will go out next season under the name of Adams Floto Title was received here Friday from Ft. Smith, Ark.

Ira Watts has taken out a 12-truck show, which will go on tour next season. The winter unit has been bought up by the new firm.

Mendelssohn Recovering

CINCINNATI, Nov. 11.—George J. Mendelssohn, former circus press agent, and for the last six years editor of his Cincinnati daily, has been kept in the hospital for the past month, and had not had any work done for a year.

Mendelssohn was not able to work because of illness, and has been confined to his home. He was operated on for an eye, and is now in charge at quarters here.

The Parker & Watts Circus will go out next season under the name of Adams Floto Title, according to an announcement received here Friday from Ft. Smith, Ark.

State Fails To Oust Norths; John North Delays Trip Abroad

SARASOTA, Fla., Nov. 11.—Following a suit brought by the attorney-general of the State of Florida for the appointment of a receiver over the Ringling circus fund, the court ordered that the receiver have possession of any assets of the Ringling circus fund, and that the receiver take steps to have the case heard in the court.

The court has refused to issue a temporary injunction restraining the Norths from disposing of any of the estate's assets. The receiver, however, has been appointed by the court to have the case heard in the court.

John North, who was directed by the court to have the case heard in the court, has been directed by the court to have the case heard in the court. He has been directed by the court to have the case heard in the court.

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November 18, 1939

With the Circus Fans

By THE RINGMASTER

President
WILLIAM R. JUDY

CIRCUSES

CIRCUS SAINTS
AND SINNERS' CLUB

By FRED P. FITZGERALD

(Stenarticle Secretary)

FRED P. FITZGERALD, National Secretary

NEW YORK, Nov. 11.—Deputy Pellers of the New York Department of Motor Vehicles has aneeded a number of autographs to use in their new motor vehicle safety campaign. "A Day in the Life of a Motorist," which is the theme of the campaign, will be used in the campaign.

Harry Miller, who has been a member of the campaign for several years, was present. "I am here to help bring the message home to the motorist," he said.

One of the most important messages to be brought home is the importance of wearing a seat belt. "Seat belts save lives," Miller said. "They are a safety measure that can be used by everyone, regardless of age or gender."

Miller also spoke about the importance of having a vehicle that is well-maintained.

"A vehicle that is well-maintained is a safe vehicle," he said. "It is important that motorists take the time to regularly check their vehicles for any potential problems."

Miller urged motorists to take the time to learn more about the importance of safety on the road.

"It is important to know and understand the rules of the road," he said. "This will help ensure that everyone is safe on the road."

Miller ended his speech by thanking the audience for their support.

"I am here because of the support of everyone here," he said. "Thank you for your support."

The audience then came forward to put their signatures on the petition.

The event was covered by the media.

Circus Band, Is organizing all orchestra skit, "The Land of Oz."

Circus Band, Is organizing all orchestra skit, "The Land of Oz."

The company is organizing an orchestra to perform skits, including "The Land of Oz."

The band is composed of skilled musicians who are dedicated to providing quality entertainment for audiences.

The skits are designed to engage and entertain audiences, providing a unique and memorable experience.

The company is looking forward to showcasing their talent and offering a fun and engaging performance for all to enjoy.

Peru Pick-Ups

PERU, Nov. 11.—A wrecking company has a dozen unique tattoo men, under management of John Trent, to do the pick-ups at the rate of one a day. Fifty-two two-axle boxcars are through and barging cars and barging cars.

Captain James Patton, in charge of Circus offices here, narrowly escaped a serious injury when a butcher at the main barn, his auto, badly damaging it.
POLACK BROS.’’ INDOOR CIRCUS
played last week for the Midian Shrine
Trotting Club and will return to this city
on February 9.

MIKE GUY, circus trombone player
and band leader, is musical director of
the J. M. Cole Indoor Circus.

ABRAHAM BENNETT is wintering in
Texas and will return to this city
in March.

SANDY MACK and William Veno are
resting at the latter’s home in Chicago.

WALTER KLINIG and his Mine
Family of high Wire walkers are wintering
in the south.

L. B. GREENSHAW, general agent
and traffic manager of Parker & Watts, is
at home in Portland, Ind.

BLACKIE BOWMAN, elephant man,
who became the first to make the trip
in a big store in Boston, is doing
clowning.

ED (MOUSE TRAP) CHAPMAN (So
the story goes), is back in town.

FRANK H. WEIS, candle butcher on
Main Street, is back from Florida. His
family is with him, and he says the
weather is grand.

FRANK H. WEBB, candle butcher on
Main Street, is back from Florida. His
family is with him, and he says the
weather is grand.

SILVER BROS.’ CIRCUS is still out,
writing H. R. Brison from Columbia.

BARNEY AND JIMMY ARMEN, clown
and wire comedy act, who have been
in the circus business for about ten
years, will be working with the J. M.
Cole Bros. circus, which is due here
this week.

J. RAYMOND MORRIS, circus bill-
poster for the company, has just arrived
in Brundage, Ala., and would like to hear
from friends.

P. B. BARNEY AND HANS HANSSEN,
actors of Barnum Bros. CIRCUS, are
still partners, regardless of reports to the
contrary. They are on their way back from
the winter’s engagement at the Chicago
Circus, where they have just completed
their engagement.

BURNELL BREGAS, of Pochucktonia,
La., last Monday met White Sturgill,
clown, at Athens, Ohio, and says: if more
billposters were like Sturgill there would be
more circus men.

FRED AND DOODLES DE MARRE,
after an excellent season playing parks
and private parties, are back in Chicago,
where they will be wintering.

SEVERAL RINGLING-BARNUM acts
are now being rehearsed at the
Memphis, Tenn., last week. Included
were the Walkways, Loyal Repeaky
Marchesa, the Loyal Marchesa, the
Arcadia, Miss Palmley, Bell Toro,
and the Miss Palmley.

EMBARGO against Western Canadian
horses being shipped to British Colum-
bia, and a sister, Franke Morris also had
her first go-around, as the season
opened.

The reason for the embargo was the
season opened.

FIRST ANNUAL LA CROSSE Rodeo
in La Crosse, Wis., was held October 22.

U.S. Navy, 11th bomb squadron, is
which is due here

CIRCUSES
By CIRCUS SOLLY

November 18, 1939

THE CORRAL

By ROWDY WADDY

BELL Towers, Tex Doyle and Sam Proctor, Bell Towers, Tex; John Howard and Eddie Smith, Finals, Ace
Bell Towers, Tex, GRACI
Bell Towers, Tex, GRACI

Bull Riding—First go-around, Char-
les Brothers, second and third; Jed
Hobert Flowers, third and fourth; Fred
Hobert Flowers, Sylvester Rooste and
Tack Bolton split fourth.

Buck Riding—First go-around, Char-
dale Davis, second and third; Jed
Hobert Flowers, third and fourth; Fred
Hobert Flowers, Sylvester Rooste and
Tack Bolton split fourth.

Buffalo Riding—First go-around, Char-
les Brothers, second and third; Jed
Hobert Flowers, third and fourth; Fred
Hobert Flowers, Sylvester Rooste and
Tack Bolton split fourth.

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Tack Bolton split fourth.
**Question: ARE FAIRS "BIG BUSINESS'?**

For the answer see special article in the Christmas Number Of The Billboard Dated December 2.

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**CALGARY Proceeds With Improvements**

CALGARY, Alta., Nov. 11-Calgary's 1939 show plans and Fantascope will show a surplus on operations despite expenditure of a substantial sum to complete the two-year improvement and building rehabilitation, said General Manager L. R. Herbert.

The plans are considered most thorough and ambitious undertaken by the city authorities here.

Despite the war, directors will plan a big and the livestock will be more sizable.

Attendance increase over 1938 was considerably, but revenue over the figures will not be available until the annual meeting.

Improvements in 1940 will include re-distribution in height of all indoor corrals and grounds. This year there will be no construction of wire-all vision fence to replace that fence in center field. Construction of all-vision fence in front of the grand stand of medium height and reduction of bicket and wire fence. 40 feet in front of portion of grand stand, including race saddock, installation of drainage system, and re-routing, painting and rehabilitation of numerous cattle and horse barns. Cattle shows and events will also be carried out.

Exhibits building will be taken over by the board, training camp, etc. and youths will take instruction to qualify them as technicians.

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**Second Deficit in Amarillo**

AMARILLO, Tex., Nov. 11-Tri-State Fair here on September 18-22 broke an all-time record attendance but reported the fair association as clearing only $3,300. Board meeting of October 6, 1939, final audit showed the deficit now nearly $47,000 for the two years. Remained in the red at $21,106 on November 1. Children's Day Opening day got off to a good start, but electric power kicked off as night approached and cut attendance to 8,500, said G. Hodges Bryant, executive manager of the fair.

James E. Strates Shows were on the midway, Jimmie Lynch and his Doomed Death were main grand stand attractions. Horse races, seldom seen in this section, attracted much attention on Sunday, October 19 and Thursday and Saturday. On Military and Governor's Day, Friday, bands from Savannah, High School, American Legion Post and Benie. (See SAVANNAH IS HIT on page 34)

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**Savannah Is Hit By Sour Weather**

SAVANNAH, Ga., Nov. 11-Officials of Georgia-Carolina Coastland Fair announced attendance of 46,458 for the run, October 28-November 5, despite cold rainy weather most of the time. Largest gate was 21,106 on November 1. Children's Day Opening day got off to a good start, but electric power kicked off as night approached and cut attendance to 8,500, said G. Hodges Bryant, executive manager of the fair.

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**Heavier IAFE Influx Is Seen**

CHICAGO, Nov. 11-Advance reservations for the 49th annual meeting of the International Association of Fairs and Expositions in the Hotel Sherman here on December 5 and 6 indicate that attendance will be large and may greatly exceed that of last year. Assured that topics of more than usual importance are to be discussed. Of the State Fair boards are planning to bring large delegations, and from Illinois, Iowa, Wisconsin, Minnesota and many counties and district fair men will be on hand. (See HEAVIER IAFE on page 34)

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**FLASH WILLIAMS and his Thrill Drivers, who recently closed a successful season after traveling 20,000 miles to play 67 dates in 16 States and four Canadian provinces, shown as they appeared at Brown County Fair, De Pere, Wis. Mechanics are now redoing repair of equipment and painting of new cars in orange and cream.**

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**CHRISTMAS NUMBER OF THE BILLBOARD DATED DECEMBER 2**

**YOUNG TO JOIN B-C Agencies in Chi In a New Set-Up**

Bookers announce deal to be effective December 1—M. H. Barnes goes East

CHICAGO, Nov. 11—A deal of importance consummated a few days ago when Ernie Young, Atlanta, five years, resigned his post at the Atlanta office of the Barne-Carruthers Fair Booking Association will go into effect December 1.

Barnes left for New York on Monday to close contracts for some European shows for next: season. Young also is to confer with George A. Nelson, who has been his territorial agent for a number of years, regarding the development of Barn-Carruthers business here. Barnes, who is with Barns-Carruthers during the past season, will continue that association.

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**Expansion Plan in Wake of Big Beaumont Gate**

BEAUMONT, Tex., Nov. 11—Plans for an expansion of the Beaumont Fair and Exposition 1940 annual, involving expenditure of several hundred thousand dollars and the appointment of several members of the Board of Directors of the fair. As the prides increase, the barns will be expanded to a new and larger amount of space. Terms of the contract for the expansion and repair of the building were not disclosed, but the contract will be awarded soon. (See EXPANSION PLAN on page 34)

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**Champlain Best in 10 Years**

BURLINGTON, Vt., Nov. 11—Champlain Valley Exposition of 1939, show June, was declared best in more than 10 years at the annual meeting here, when net operating profit of $19,600 was reported. Manager Harris R. Drury said that the fair cleared $10,000 in 1938 and that in the season previous to those fair had cleared $10,000. Manager Harris R. Drury said that the fair cleared $10,000 in 1938 and that in the season previous to those fair had cleared $10,000. Manager Harris R. Drury said that the fair cleared $10,000 in 1938 and that in the season previous to those fair had cleared $10,000. Manager Harris R. Drury said that the fair cleared $10,000 in 1938 and that in the season previous to those fair had cleared $10,000. Manager Harris R. Drury said that the fair cleared $10,000 in 1938 and that in the season previous to those fair had cleared $10,000. (See EXPANSION PLAN on page 34)

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**Ohio State Reports First Profit in Number of Years**

COLUMBUS, O., Nov. 11—For the first time in several years the Ohio State Fair has reported a profit. Agriculture Commissioner reported that the fair was in the red in 1939, but that this year the fair cleared $187,567 for a profit of $9,691. Department lacks definite information when the State Fair here last year yielded a profit, but believes it was in the thick of the World War.
NOW BOOKING 1940 DATES

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<tr>
<th>Thrills and Chills</th>
<th>The STRATOSPHERE MAN</th>
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<td>WORLD'S HIGHEST Aerial!</td>
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WILL PAY TOP SALARY

For the past seven years Southeaster Pair has grown by leaps and bounds until it is one of the most popular of the major Expositions. Many of the events sold out in advance. This season, in fact, the Presca has grown to an area of over 1,000,000 square feet. The Fair is held in the heart of Atlantic City, New Jersey, in beautiful weather during the month of September. The thermometer rarely goes over 80 degrees. The Fair is a great family attraction, with something for everyone. The main events include the Grandstand Shows, Ringling Bros. and Barnum & Bailey Circus, and the World's Famous Tivoli Gardens. Admission prices are reasonable, and the Fair offers a variety of food options, including hot dogs, fried chicken, and ice cream. The picturesque setting and the lively atmosphere make it a must-visit destination for anyone in the area.
Fairs-Expositions

MARSFIELD, Wis.—Altho the 1939 fair cleared about $3,500, Central Wisconsin State Fair has made a profit this year with a $1,400 deficit due to improvements made in the fair ground. President C. R. Bull, who moved the resolution that the fair be moved to a new site, has named the head of the fair-trade department of the State department of agriculture.

Grand-Stand Shows

LILA AVALON, of the Avalons, who recently finished a successful 12-week tour with Radio City Music Hall, will be winter training quarters for his troupe of Hell Drivers. After the first annual Baltimore State Fair, he revealed that he had bought a home and that the new home was to be made for his wife and Hell Drivers. Altho the track in Baltimore has operated only one season, the track is being relocated in the South. Tether said that the dual-purpose gardens are suited for his needs. It is associated with the MIAA, Inc., of Chicago, president and general manager, and Harrell Powell, secretary-and-treasurer, in connection with the Baltimore track.

HAVING finished the season at Rock Mount (N.C.) Fair, George D. Buchanan, lighting artist on a big show, went to Homestead, Fla., and is to exhibit his garden in seven weeks of Florida fairs and other events. He is making plans to open the Muscovy Tomato Festival in 1940.

HAVING returned after four years in Europe, Walter Powell, somme-saulting nice performer, has joined the troupe, reports Thomas White.

Fair Elections

ST. CLAIRSVILLE, 0. —William Butler, who was elected secretary of Belmont County Farmers' Union, will also be the county's delegate to the Ohio State Farmers' Union. The county's delegation for the Ohio State Farmers' Union includes D. A. Boud, president, and Ralph Henderson, vice-president.

MARSFIELD, Wis.—Central Wisconsin State Fair has elected J. C. Kivett, president, W. D. A. Drouillet, vice-president, and R. H. Williams, secretary.

BURLINGTON, Vt.—Champa Valley Exposition re-elected Paul D. Balmer, county commissioner, as chairman, James E. Bower, secretary-treasurer; Harry F. Harrell, secretary; Frank E. Williams, secretary-treasurer.

New Top Set in Houston

HOUSTON, Nov. 11—The 12th Annual South Texas Exposition here on October 27-November 6 was the most successful show in association's history. Record gate receipts of $50,000, total being over $100,000. Crowning the season was a single-day top, with about $8,000 in receipts. This was the largest single-day program of the season and grand-stand attractions, including Daisy Wheeler, juggling contests and clydesdale horses, were featured.

Agricultural Situation

Condensed Data From October Summary by U. S. Department of Agriculture, Washington, D. C.

Farms: The war was the big news of the month. Farm commodity prices advanced, but the weather was the greatest factor. The war continued to be followed closely as speculative demand subsided, nevertheless, extension of the speculation continued this month. Price of wheat in recent months is indicated during the fall and early winter. Thanksgiving Day falls on November 23 and 24, and affects most of the year. Farm cash income for the full year may exceed earlier estimates. Surveys indicate that supplies of livestock and fiber are sufficient to meet domestic and foreign demands. The carry-over is ample for the next several years.

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Krasner Has
Best in Denver
Lakeside Spot

DENVER, Nov. 11—Manager Benjamin Krasner, Lakeside Park, has been busy several weeks winding up affairs of the season and planning for new rides and other improvements for the 160-acre spot for next summer. Past season, in spite of a low tourist year locally, was best for attendance and gross business of any since Krasner assumed management five years ago. Staff this year included Charles Harris, advertising and publicity; Dave Haukengard, promotion; Al York, Al Driscoll, picnic promotion and arrangement; Will Schott, seafood manager; C. L. Davis, police chief.

Improvements included a new open front restaurant, Oasis Inn: $20,000 midget auto race track and new grand stand, fountain lounge room in 3rd floor ballroom, improvements to the Class A indoor swimming pool and locker room, new Rolloplast and extensive landscaping, painting and walk construction.

Varied Events Helped
Name band policy was continued, using MCA attractions. Season’s line-up comprised Jimmie Oriel, Dick Jurgens.

(See KRAISNER HAS BEST ON page 47)

Question:
Can an Amusement Pier Draw 2,000,000 People in a Season?
For the answer see special article by Frank P. Gravatt in the

Christmas Number
Of The Billboard
DATED DECEMBER 2

OPENED DURING THE 1939 SEASON in Lakeside Park, Denver, the $25,000 Oasis Inn is called one of the beauty spots of the city. The restaurant is air-conditioned and comfortable, with open front equipped with sliding doors, the structure is of modern design, featuring use of glass brick, fluorescent lighting and non-slip reception floor. Boats and tables of oak and mahogany are done in. Stainless steel equipment is used throughout fountain and serving tables.
The Billboard

American Recreational Equipment Association

By R. S. UZZELL

Stage for our national concourse is just being set for a good season. Our curbsides are all set, ready for the show. It is too much to expect the prompt service we get when railroads and auto trucks were not busy. It is just short of a calamity to wait for service to arrive when one should be setting it up for exhibit, and then it is difficult to get into the exhibit room once it's all set, ready for the show.

Current at the hotel is DC. The AC curbs set for service were in a pin and instructions sent out by the Chicago office are not getting through on our electrical requirements.

Better Days for Parks

Amusement manufacturing concerns in Europe are apt to be inactive for the duration of the war. While we cannot expect much business from over there shall we have an open field in Central America and South America. Operation has taken place for a long time, and we expect peace to be declared before our opening day, and most of us hope for peace before spring. At any rate the whole picture shows better days for amusement parks.

Rome, Italy, is launching the building campaign for her public park. Figures from Rome show a lot of construction work in progress. Pontine marshes, the exhibition site. The fair will it become model villages to relieve congestion in housing and show the people how to live. Expositions no longer snap everything into conclusion, but are all converting a mass of material into service to the community.

Mrs. C. W. Hull, who was here to see the New York World's Fair, had already been to the San Francisco Exposition. She still operates White City in Boise, completing its 28th year while the world was at war. Mrs. W. Hull spends 27 good years of his park experience, which she attributes to the ample management of her nephew, Russell L. Hull. It is the same brother, Russell L. Hull and Idaho.

Kenyon Convention Fan

Omer J. Kenyon again reported a successful convention held by the Kenyon Club of Erie, Pennsylvania. (See AREA on page 47)

Long Island

By ALFRED FRIEDMAN

The "World of Tomorrow" type of attraction is big with promoters up and down the coast. People are having fun at the fairs and想知道 have the same fun at the fairs. And the fair didn't seem to have the expected financial results, locally it has been a big success. It is a testament to the design, which will gain next year's visitation.

Tyrol and Persia expeditions are now men. There is a group of two towers or its own, which the not similar to the fair's exhibition with an air of its being a bit of a slight resemblance to it. Other shows have been trying to duplicate the fair's great copyright controls produce a lot of strife there. There should be a lot of restraints of the use of ideas that "hint" at the "World of Tomorrow.

The "World of Tomorrow" type of operation is favored by temporary crowds at the Pennsylvania Turnpike and Figure skate opening, open to children under the age of 18, the course in roller dancing members will enter a figure-skating class to prepare them for the senior figure-skating class.

Remodeling, including installation of new electrical system and new floor, has been completed at Al's Roller Rink, Hayward, Calif. Reporters Manager Charles Louie has been operating with Proprietor A. L. Lorimer and staff. The rink has a complete figure-skating program. Social functions, including prize nights, are planned. Oral, Erna and baby Lurie Keller were to give skating exhibitions in the rink on November 3. Rink operations are continued on Mondays, regular for private parties, and matinees also on Sundays. (See POOL WHIRL on page 47)

Midnight Armistice Day parties were held in Winter Garden Rollerway, Boston. One hundred couples attended a Mass, on November 11 with distribution of souvenirs. Irma Blake is Madison organist in Winter Garden and James N. Tapp, management. (See PARKS-RESORTS-POOLS-RINKS on page 11)

Champagne Producers chairman of the secretaries and treasurer of the Amateur After Skating Association of Canada, reports that arrangement the in the division had a good 1939 season. Arrangements may be made at the meeting so that all branches of national and international and roller skating will be handled thru the American Amateur Skating clubs of the division. Secretary Provencher said Canadian member of the Amateur Skating Association, has been given permission to invite skaters to take part in its annual carnival in connection with the Canadian Grand Prix. (See PARKS-RESORTS-POOLS-RINKS on page 11)

ANNOUNCEMENT was made of opening of remodeled rink and dance pavilion (Cincinnati Office) with Mass, of Clinton, 1A, floor manager; Doris Sullivan, cashier; Bob Monroe, cashier. Tickets, Wayne Nelson, Henry Hock, skate boy. Organist: Charles Johnson, ski boy. Organist: True Daniels, concessions, and Mrs. and Mr. Edith Sullivan, checkroom.

Tongue, and Mikey Hamlin, president, Betty Davis, secretary, and Betty Davis, treasurer. W. B. Pullman has received a permit to build a $12,000 roller-skating rink at Barry street and St. Louis avenue. Fort Worth, Tex. Structure will be 175 by 90 feet. He has been operating Pullman's Skate Club, North main Street, Fort Worth, as a permanent rink several years. (See AREA on page 34)

SKATING TOWNS

To Please You and Your Skaters

RS 171
Rink offers evening and Sunday skating, free of charge.

RS 172
Skating in South Bend, Ind.; all-night skating. (See AREA on page 47)

RS 173
Skating at the North Arena, Fort Worth, Tex. (See AREA on page 47)

RS 174
Rink skating in Creve Coeur, Mo. (See AREA on page 47)

RS 175
Skating in Stockton, Calif. (See AREA on page 47)

In Buckeye Lake Park, Newark, Ohio, new floor, ceiling, walls and heating system were added this season and it is now in operation to operate a concession during the winter. Skating sessions will be held nightly except on Saturdays and Sundays, when skating will be featured.

Leon Fiske reports he added 634.000. Plat. was organized recently and elected the vice president, Betty Davis, secretary, and Mike Carson, treasurer. (See AREA on page 47)

Sterling Skaters Club, Plattsburg, N. Y., was organized recently and elected the vice president, Betty Davis, secretary, and Mike Carson, treasurer. W. B. Pullman has received a permit to build a $12,000 roller-skating rink at Barry street and St. Louis avenue. Fort Worth, Tex. Structure will be 175 by 90 feet. He has been operating Pullman's Skate Club, North main Street, Fort Worth, as a permanent rink several years. (See AREA on page 34)

Capacity crowd attended a recent Hollywood, Calif., high school band in Meyers Bros' portable rink, Roosevelt, Conn. Merchants donated prizes at the party.

Are Successful There Is a Reason! The Answer Is—Satisfied Customers (See AREA on page 47)

Chicago Roller Skate Co.

4247 W. Lake St., CHICAGO, ILL.
New York, Nov. 11.—Henry Busse and his company, layout, one of the top namers in the country, have been engaged to play for show and dancing at the New York State Association Banquet and Ball, which will be staged in the Commodore Hotel, New York, Saturday, November 19. Mr. Busse and his Madison Square Band will show the public exactly how their sparkling red showmen led the processional to the dance and table with martial strains, continuous by nature of the rub-a-dub. After which the band was picked up by Busse, whose services have been secured to the entertainment committee.

Some of the officers, who, with President George A. Hamid, are active for the success of the annual banquet and ball of the National Showmen's Association in the Commodore Hotel, New York, on November 19. A color program has been arranged and the event will be attended by delegations representing fairs and parks in addition to the banquet. Left to right: Art Lewis, second vice-president of NSA; Max Linderman, first vice-president; O. C. Buck, third vice-president.

Irving Rosenbuhl chairman of board of World's Fair and Attractions Inc., who will attend the Army Fair here andNum: tient Art Lewis Shows shipped into quarters in Norfolk, Va.

Art Lewis Building Program Gets Under Way in Norfolk, Va.

Norfolk, Va., Nov. 11.—Closing the season as in previous years, Art Lewis Shows shipped into quarters in Norfolk, Va. A crew of 16 is assembling preliminary parts for the show, which had never been stored when work of building a new and modernized show for 1940 got under way. Plans call for construction of 44 wagons and 20 elephant cars, with rubber-tired wheels, are on hand. Organization's steel train is due soon and railroading is being planned.

See ART LEWIS on page 41

Carnivals November 18, 1939

R-C Finishes Well in Texas

Savannah, Ga., Nov. 11.—Cold weather curbed business of James E. Strates Shows' closing stand of the season at Georgia-Carolina Coastal Fair here. Fair Manager-Director G. Hodges Bryant worked hard to put the week's stand over, but he was hampered in his efforts. Equipment was placed in the fair buildings for winter. The Strates retained painters and builders to put equipment into winter quarters, and winter quarters for the popular organization. A number of the crew were needed for the winter quarters.

General Manager W. C. Fleming was on hand at the fair to see that the 1939 season was a success. Mr. and Mrs. James Gline left for Dayton, O., to spend the winter with their son, J. W. Gline, who is in the 1940 show. Fred J. Thomas took his rodeo to Jacksontown, Pa., and George Christoball, cookhouse operator, left for Chicago. Elvin Blackmon went to Owensboro, Ky. (See STRATES on page 41)

Endy Bros. Re-Sign Wilco

Clifton, S. C., Nov. 11.—David B. Endy, of the American Show Co. of Clifton, S. C., has announced the re-signing of Wilco Bros. for the 1940 show season. In the past, Wilco Bros. have been top non-attractions for the American Show Co. For this reason, they were re-signed for the 1940 season. The Endy Bros. plan to enlarge the show for 1940.

See MARKS SHOWS on page 41

weather Cuts Into Wallace Bros.'39 Biz in Miss.

Vicksburg, Miss., Nov. 11.—Continuing a 33-week season, Wallace Bros. ended the 1939 tour here last Saturday and immediately departed for Jackson, Miss., where they will winter on the color fairgrounds. Shows were able to remain only a few hours. All rides did well, with the Skooter and the Wildcat being the leaders. (See VICKSBURG on page 41)

Question:

Is Latin America Good Territory Now for Amusements and Merchandise?

For the answer see special article by Rob and Teresa Ortiz de Suyter in the Christmas Number Of The Billboard Dated December 2

Numerous RAS Winners Score; Season Is Shortest in a Decade

Tampa, Fla., Nov. 11.—The 1939 season, which saw Royal American Shows roll up the best year in their history and the National Association of midway midway record, has come to a close. Numerous RAS winners were scored in the past season, with Dick experiencing hard luck in the beginning of the season which drove up his efforts throughout the year. Astatula's Beautiful Hawaii, however, wound up in third place. It got off to an excellent early-season start and lacked weekly. A new sound system and amplification, with an electrified instrument assembly, gave it the edge. With the season over, the organization was able to take a well-deserved rest. A great number of RAS winners in the past season, including outstanding business chalked by Royal (See RAS WINNERS on page 41)

R-C Finishes Well in Texas

BRAEMONT, Wyo., Nov. 11.—Closing a successful season here with a 10-day tour at South Texas State Fair last Saturday, Ruby & Cherry Exposition shipped equipment into quarters in San Antonio, Tex. With good weather here, the stand resulted in good business, real good in business, real good in business.

However, the show received little cooperation from the public. The public was on hand on Children's Day. As it turned out, a few customers were satisfied with the various shows that were able to remain only a few hours. All rides did well, with the Shooter and the Wildcat being the leaders. (See VICKSBURG on page 41)

R-C Finishes Well in Texas

Cold Hurts Strat's In Savannah Finale; Winter Work Starts

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G. H. Messmore, left, and Joseph Damon, this year celebrated 30 years as partners in creating and designing Old New York World's Fair, Expos are old stuff to Messmore & Damon, who have created, designed, produced and operated from Coast to Coast. Among their better-known projects have been New York World's Fair, Expos of 1940 and 1941, and the 1933 Chicago's Century of Progress and the Paris Exposition of 1937. At present the partners are working plans for possible attractions at the New York fair next season.
PACIFIC COAST
Showmen's Assn.
623½ South Grand Ave., at Wilshire
Los Angeles

CARNIVAL ACTIVITIES

Showmen's League of America
165 W. Madison St.
Chicago, Ill.

CHICAGO, Nov. 11.—A pleasant smile wreathed the face of President J. C. Dunn, chairman of the showmen's committee, when he announced that the showmen's committee was on their way to the peak of success. Among the committee members present were C. A. LePora, treasurer, and E. L. Roth, secretary.

NEW YORK, Nov. 11.—November 8 saw the first meeting of the New York showmen's committee, held at the Palace Theater Building, New York. The committee is working at top speed and plans for the future are being formulated.

The showmen's committee presented applications of David M. Schwartz, Samuel Spielberg, Russell E. Lewis, David Maynard, and Milton Stipanovich, and they were elected to membership. A letter from John H. F. Fishlock was also received from the committee.

While plans were made to take care of 1,000 at the banquet, with a reserve accommodation for 200, it was decided to hold a special meeting on November 13 at the Hotel New York, and to hold a special meeting on November 18 at the Hotel New York, and to hold a special meeting on November 18 at the Hotel New York. A banquet will be held in the afternoon of the 18th at the New York Athletic Club.

Brother Dave Petard assumed a new position as chairman of the board of directors of the order of Brothers Harry Burt, F. A. Boudinot, and A. S. Kline, and he has been transferred to the position of chairman of the board of directors of the order of Brothers Harry Burt, F. A. Boudinot, and A. S. Kline, and he has been transferred to the position of chairman of the board of directors at the New York Athletic Club.

Among those present were Mrs. Lillian Sheppard, Mrs. Emily Miller, and Mrs. Alice Deane, and they served.

Heart of America
Showmen's Club
Red Hotel
KANSAS CITY, Nov. 11.—Second regular meeting was held at the Heart of America. The following officers were elected: President, Mrs. Charles T. Goss; vice-president, Mrs. John W. Allen; secretary, Mrs. Charles B. Hanks; treasurer, Mrs. Charles B. Hanks; and member-at-large, Mrs. Virginia Miller. The minutes of the last meeting were read and approved and the secretaries report revealed the club was in good standing.

Brother Nell Walters was host to his committee for the Alto Meeting on November 14 at the Alto Hotel. The following officers were elected: President, Mrs. Charles T. Goss; vice-president, Mrs. John W. Allen; secretary, Mrs. Charles B. Hanks; treasurer, Mrs. Charles B. Hanks; and member-at-large, Mrs. Virginia Miller. The minutes of the last meeting were read and approved and the secretaries report revealed the club was in good standing.

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The Heart of America Showmen's Club, an organization of showmen, was held in good standing.

Missouri Show
Women's Club
Maryland Hotel
ST. LOUIS, Nov. 11.—Club's first fall meeting was held in the Heart of America Showmen's Club, and the members were taken more interest in the meetings than has been the rule in the past. Cards, bridge and prizeo were given and a buffet supper was served.

Among those present were Mrs. Charles T. Goss, Mrs. Charles T. Goss, Mrs. Virginia Miller, and Mrs. Virginia Miller. The minutes of the last meeting were read and approved and the secretaries report revealed the club was in good standing.

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CARNIVALS

Midway Confab

BY THE MIXER

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

November 18, 1939

Down Yonder

TWO RIDE BOYS who had been buddies all season wound up broke. Came their parting hour. Said the first, "I might go to a town I've never seen. If I locate a job I'll send for you," said the second, "not till the last train, or all the highways south. If I get set I'll send for you."

"Sky! If we're both hitting highways in opposite directions how will one know where the other is?"

"I've got it," declared the second. This is a super idea. I feel that if we get anything we'll meet at the Flori- 

TOWN.

FOR THE past few years with Ripley's Oldsmobile, Charles W. All cards that he has closed his organization recently in California and plans to return to Morris Miller's Museum for the winter.

ARCADE cavedwelling: "Hey! Don't hit the punching bag while it's up. Put a penny in the slot. And don't knock that machine! Drop something in it."

GEORGE MEYER! cards from Bashful, Fl., that Mr. and Mrs. Ernie Woodward have joined his organization. There will be in charge of all concessions for their show in 1940.

TINY GOULDSHERRY, outdoor showman, in Warren's hospital, in San- 

Vampa, O., suffering from asthma, high temperature, and pleurisy. Mildred Gouldsherry. She adds that he'd like to read letters from friends.

DURING Wallace Bros.' shows' final stand of the season in Vicksburg, Miss., Abe Frank, corn game operator, was admitted to the hospital. The act was just at his left hand, which required medical treatment five times in two days.

ROBERT PARKER, field manager for Bill Davis in Slaton, Texas, a few times in the same location and has a return engagement of "this winter." The lamp for a showman is "I'll be around."

WITH Mighty Sheehan Midway eighth year, but lately with O. C. Buck Shows, J. A. Robert Parker, and a few shows in other locations, he will be moving to Florida for winter.

TRAVELING stick to owner of Great West Shows, "If you don't want to go to the Big- 

grounds I will have a bigger show next spring that you will unless you tie everything to the ground and leave it.

CLOSING his third successful season as foreman of the Speedway and mechanical department, Mr. Harry M. Held, has moved to Newark, N. J., where he will remain for awhile to take care of his garage and truck work.

Big or Little

Where you go is not as important as what you do. In your wheel to make a success of your career. For larger audiences, buy a $50 or $75 Wheel to suit your needs. For smaller audiences, the $20 or $25 Wheel is available. Buy a $30 Wheel for winter shows, and a $10 Wheel for small town shows.

ELI BRIDGE COMPANY

Builders of Dependable Products.

500 Grove Ave., JACKSONVILLE, ILL.

THE IMPROVED CHAIRPLANE

CARRYING 24 PASSENGERS.

The Chairplane can be had in two heights with wheels to suit your needs. The operator can be used in small towns and cities, and can be operated by a single man. The cost of the operator is $250. It can be operated by hand, and it can be operated by a small wheel. The operator is completely automatic and can be operated by the operator himself. The operator is equipped with a small wheel.
Ballyhoo Bros. Circulating Expo.

A Profit Show Exposed

By STARR DEBELLE

Mildew, Ark.

Week ended Nov. 11, 1939

Dear Miner:

The show train’s arrival here created considerable excitement. As described by The Ballyhoo Daily Parade, the train consisted of railroad cars giving late evening passenger excursion and an extra addition of a number of lorries, buggies, monkey carts and vans immediately. The crew members of our temporary private temporary shelter for the personnel of the night. Many evening papers were sold on the grounds upon their arrival, proving that people lead a normal life, are interested in the news of the day and are able to read.

 Naturally, a story like this having the advantage of the press, we invite the editor to the office at a convenient time for a paragraph-dinner in our circus-style courthouse.

Of course, the temporary shelter was too short to score heavily with the press by getting a page-one story that was finally located in the classification columns. A sleek, well-kept number of showmen, joined in a highway parade, always believed that they lived out of tin canna lodges to provide the audience with pompano poisoning. I was surprised to see the local four-wheel drives, forks and spoons, proving that they are members of the human race.

A natural story having the advantage of the press, the showmen had the day in the park. How kind of them to come here but it was kept dark because the office of the local papers was not ready to open. When the press turned sour, we decided to tear downtown and blow the town. The citizens of Mildew were genuinely knowing that if we didn’t buy the stuff we wanted, they would miss our fun.

We tore downtown and loaded our vehicles with the aid of several charter busmen, the show enjoyed the largest attendance of the year.

Daylight found the show train well on the Texas Avenue route.

Miller and wife purchased a new semi-truck-trailer.

TO DISBELIEF rumors that Joseph J. Turner, owner-manager of the late Rock City Shows, had passed away, J. (Blackie) Wilson reports that Joe is in fine condition. He was visiting Vinita, Okla., where he has been for the past three years. Resident physical therapist of Vinita, Joe Turner’s mental condition has not improved significantly as his physical condition is excellent.

ART LEWIS

(Continued from page 38)

quarterback for the New York Giants, F. Percy Morency said that the organization will be rebuilt from the ground up by “highly motivated personnel, trained in the way quite a circus atmosphere as well as the standard of our players’ lifetimes.” – Duke & Shilling’s Elderly Mirror

SINCE closing with Monte Young and Charlie Cohen, the showmen have been traveling the world, booking engagements in various parts of the country. The show is currently in Paris, France, where they will play eight more schools before starting a seven-week show tour in the area.

BARNEY O’DARK, better known as The Dachshund, prances from Quapaw, Okla.

"Play the fair under Future Parades," said Barney O’DARK. "I’m doing my best and dancing as free attraction in addition to my usual appeal to the street bally. I will also play American Legion, Carson City, La., and then Jack- sonville (Fla.) again.

VISITED Furlong’s United Shows at Stamps, Ark., Art’s Fairground here and then via the Missouri Pacific Railroad from Prescott, Ariz. "March credit is due Tom Furlong and Conversion Manu- facturing Co. for the show they have established during the past year, but I am in no way on my memory.

PUNLAND SHOWS’ NOTES by Ted C. Taylor

Good weather but poor business prevailed for the shows at Marion County Fair, Rehna Vista, Okla., and little cooperation from the county fair authorities. Mr. and Mrs. Dick Harris have a new top on their Merry-Go-Round. Mrs. Harris’s parents and two brothers will be put on a strict watch for the winter in the Lower Rio Grande Valley.

WHEN Texas Longhorn Shows wound up their tour in Durant, Okla., last week, the entire gang was going to work for and adds that plans to spend the winter in the Lower Rio Grande Valley.

JIMMY HELFER, electrician, closed with Hildebrand’s United Shows in Santa Rosa, Calif., and left for Los Angeles, where he will open up his own shop in Kansas City, Mo., for winter.

JOINING staff of Karl McCallen’s Side Show on Hildebrand’s United Shows is November 12 and headed for Winter Haven, Fla., where they will remain until January 1 before making several Florida stops.

FINISHING the season with Dick Shows in Coral Gables, Calif., was Ed Pugnetti, and I came to Tampa, Fla., for the winter, Wesley Louis-Louis Longhorn, in 1948.

AFTER CLOSE of a successful three-month trek with Liddle Bros., glimpsed from a Los Angeles exhibitor, who decided to Indianapo- lis, and Carla Navarro.

The Vallee general representative was then with Miller’s Modern Museum as a bath Magmas to mentos why It should be a success.

By A. It. Campbell: Can’t wait until the put 15 months, the latter report. The Middlen has been under a doctor’s care Ice mother is Improving.

of the lesions in her mother’s breast were called to Indianapolis because of the nature of the case. It is expected that her mother will make a complete recovery.

A winter location for the United Show and North American shows is in Meadville, Pa., where they will remain as long as possible.

-from November 18, 1939

WHILE Texas Longhorn Shows wound up their tour in Montana, Reid from Prescott, Ariz., the fair was held in the local city. The local exhibitors played an important role in the fair, proving that they were numbers one in the state.

FAIR AND MIDDLE showmen played a waiting game, knowing that if they didn’t buy the stuff they wanted, they would miss their fun.

DEAD-TERRILL scribbles from Wichita, Kan. A letter was received here on November 6 with a new story that is making the rounds.

AMONG visitors to Hildebrand’s United Shows in Coral Gables, Calif., were Ed Walh, Joe Oakey, Mr. and Mrs. Charles Babcock, John Holaday’s mother and Babcock, and Bob Olen, who joins the organi- zation as his father’s partner at Los Angeles, and his patented machine gun.

THERE is a number of showmen who are no longer in the show business.

AMONG the front-runners of the showmen are suspen
den fur coat of a number of showmen in front of the office, and the front runs of their show are not getting any money.

ROB (DOC) SEYFER cards from Fort Smith, Ark., that he has accepted a position with Miller’s Modern Museum, as a general press representative. His wife, a native of New York, N. C., has been returned to the United States, and he is looking for work to add that plans to spend the winter in the Lower Rio Grande Valley.

Texas Longhorn Shows wound up their tour in Durant, Okla., last week, and the entire gang was going to work for and adds that plans to spend the winter in the Lower Rio Grande Valley.

"We hope to have a brand-new crop of shows by next spring."
The Billboard

November 18, 1939

CARNIVALS

FULL-DAY CARNIVAL SHOW LETTERS

Dec Lang's (Motorized)


This was show's first stand here and it was quite successful. Weather was cold, with maximum temperature 65 and minimum 42. Deep saws and flex saws exhibited. The best of the saws were those of the Patrifieon County Fair association, which included a large display of the best of the best.

Hilderbrand's (Motorized)


This was show's second successful show, and it was quite successful. Weather was cold, with maximum temperature 65 and minimum 42. Deep saws and flex saws exhibited. The best of the saws were those of the Hilderbrand's association, which included a large display of the best of the best.

Crystal Expo (Motorized)


Shows' fifth day here showed an appreciable increase over last season and, in the same show. Their good day, was show's best so far. All chalked good or better than-average results, with the Minstrel Show leading the way. Turning down Friday night instead of Saturday as in previous years, because Saturday is not so much here. The run to Marion, S. C., shows' next and last stand, made the turning down practical. Owner Bunts was signed to play here in 1940 and preparations are under way for new buildings and a 45,000 expenditure for improving the present fairgrounds. Meets, Hawaii and Australia, and several other shows, are scheduled to operate on the fair, co-operated.

Every Employer and Employee Should Know When Eviction Is Lawful

It is very unpleasant to become involved in a damage suit when eviction is concerned, but it is still more unpleasant when the chances of winning such a suit are zero. Be on the safe side by thoroughly familiarizing not only yourself but your employees with the procedure of obtaining a stay.

Reprints of the article, When Eviction is Lawful, which appeared in The Billboard of October 28, can be had by sending postage to cover the cost of them.

Brown & Dyer Winter Show was in the South, having headed out of New York quarters with three rides, seven shows and a half year's worth of concessions. Brown & Dyer Shows closed their tour in Nitro, W. Va., and went into southeast Texas as a special agent with Bernard Greater Sheely. Pecan merchants and farmers got a break from the showfolk, as many shipped this native nut to their folks and friends all across the state. O. P. Johnson and Mrs. Johnson had Joe and Jean Fontana as guests for dinner Monday night. Johnson is an old-time showman and now owns a prosperous pecan processing plant here. He is recovering from an infected arm.

H. B. SHIVL

15 Years Ago

(From The Billboard Dated November 15, 1924)

Brown & Dyer Winter Show was in the South, having headed out of New York quarters with three rides, seven shows and a half year's worth of concessions. Brown & Dyer Shows closed their tour in Nitro, W. Va., and went into southeast Texas as a special agent with Bernard Greater Sheely. Pecan merchants and farmers got a break from the showfolk, as many shipped this native nut to their folks and friends all across the state. O. P. Johnson and Mrs. Johnson had Joe and Jean Fontana as guests for dinner Monday night. Johnson is an old-time showman and now owns a prosperous pecan processing plant here. He is recovering from an infected arm.

H. B. SHIVL

J. M. SIMMONS & CO.

19 W. Jackson Blvd., Chicago

INSURANCE

Special on House Trailers

Charles A. Lenz

ATIS Insurance Exchange, CHICAGO

EXTENSIVE AND NOVEL BINGO BAYOU as operated by Ben Weiss at recent Orangeburg (S. C.) Fair. The widely known BINGO BAYOU as operated by Ben Weiss at recent Orangeburg (S. C.) Fair. The widely known

... or more days. They will return in the spring.

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Charles A. Lenz

ATIS Insurance Exchange, CHICAGO

EXTENSIVE AND NOVEL BINGO BAYOU as operated by Ben Weiss at recent Orangeburg (S. C.) Fair. The widely known

Los Angeles, Nov. 11—This week marked the close of almost all carnivals which winter in Southern California. The last of the Coast American exhibits, which was closed early in the week, and the Los Angeles Ocean Society's exhibit, which closed today, mark the end of the season. The last of the exhibits to close will be the Los Angeles Ocean Society's exhibit, which will close on Nov. 15.

McIntire Is with Mickey Rooney. Matt Heston is at Pier. and lit home in Venice. Calif. apartment. A brief visit and then Cam. damn trout Perterville. co, detect briefly and left for Portland. Nutle. the close of Omni al.

Madies. performer. Jimmy Durant, anistom the beaches and sailed for Honolulu. closed his candy Dom Unita and returned non on Ocean Pier. Orestalg. Is out of temporary retirement and will return to his usual work in the near future. Opened his act at the International Hotel.

Museum business continues satisfactory. south Street Museum has Walter Smith. Chicago. Revue; Jesse H nugay, armless performer; Jimmy Durante, and Harry Smith, magic, and Mrs. Camille, mentalist, in the new season's performances. Harry has horses and girls. Eighth Street Museum has Ed Cyril and Betty,апет counselors. Ed, a large crowd attended and beautiful pictures were awarded. Party was a huge success and the opening event for the New Year. Nov. 30 until December 6. Installation banquet will be held in the Hall of Honor on December 7th.

Many activities are being formulated for the coming season. The club invites all to visit. November 16 will be a regular bi-weekly meeting.

The Tablet
Show Family Album

HERE are some members of the K. G. Barkoot Shows, both back with the show and in advance, photographed season of 1939. Show is now operated as Barkoot Bros.' Shows, Inc. From left to right are K. G. Barkoot, owner-manager; Isaac Benenaker, Mike I. and Ralph Smith, Zebbie Fisher, Charles Williams, Sam Rich, K. M. Nasser, "Jew" Murphy, Abdo Abdenor, Mrs. Zebbie Fisher, Mrs. Babe Barkoot and Babe Barkoot.

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data, no photos are preferred, but pictures of individuals who are still living until be submitted. Photos will be returned if so desired.

Address Show Family Album Editor, The Billboard, 23-27 Opera place, Cincinnati, O.

FOR SALE—SECOND-HAND GOODS

CARNELLIUM OUTFITS—COPPER KETTLES, Furnaces, Rotary Poppers, all electrics; Burn- ing equipment; for sale. Send for price list. NORTHSHADE CO., Indianapolis, Ind.

CAMEO REDUCING GLASS LATHE. Measures 4½ in. dia. for use in reducing cameo blanks. CHICAGO SALVAGE, 509 S. State St., Chicago.

FOR ARCADE—ALL ELECTRIC PICTURE MACHINES. Punching Bag, complete with mechanism. All runs well. Complete unit takes all. Wire deposit to P. O. BOX 331, BILO BO FAUSS House, 500 S. St., new sound system.

FOR SALE—SECOND-HAND SHOW PROPERTY

CHAIRPLANE—ADULTS SEATS, 30.00 each; KID'S SEATS, 20.00. FRANK DURDEN, General Delivery, East Liver- more, Cal. 

FOR SALE—TUMBLE BUG, 50-F. PARK Merry-Go-Round, Ocean Wave. Want used Pedal Boat or Lift in the Dark. A. KARET, Forest Park, Hanover, Pa.

FOR SALE—THEATRICAL CURTAINS—Various sizes, colors and designs, used. Price $5.00 each. PAUL TAYLOR, 612 Lincoln Bldg., Columbus, O.

THE XMAS SPECIAL ISSUE OF THE BILL- BOARD WILL BE DATED DECEMBER 15. CLASIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 22, INCREASED CIRCULATION, MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

WALKING CHARLIE—EIGHT FIGURES. Also eight decorative pieces, without tent. E. COPELAND, 1-90 Oak St., New York, N. Y.

MISCELLANEOUS

$560 NEW 35MM UNICINE $55.00 ALSO TAN- DERM, WILSON, Winter Garden, Broadway between 55th and 55th St., New York.

RUBBER STAMP OUTFIT, VALUE $100.00, Trade for P. A. Sound System. COVINGTON MANUFACTURING CO., Box 181, RONSON, St. Louis, Mo.

SPECIAL RATES FOR THEATRICALS—Trailer Meadows Camp, Dania, Fla., Highway No. 1, near Miami. Beautiful beaches, near ocean.

M. P. ACCESSORIES & FILMS

OPERATE ROAD SHOWS — WE RENT AND SELL OUTFIT, PROJECTORS AND PROJECTING. SOUTHERN VISUAL, Box 2404, Memphis, Tenn.

THE XMAS SPECIAL ISSUE OF THE BILL- BOARD WILL BE DATED DECEMBER 15. CLASIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 22, INCREASED CIRCULATION, MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

SENSATIONAL PICTURES—WESTERNS, A.C. WEST, Roadshow, Short Subjects, 35MM only. Offered for first time to roadshow. STANDARD, Box 72, Charleston, W. Va.

SPECIAL LATE SOUND 35MM WESTERNS, features, like new, $35.00; Shorts, $3.00 up. Programs rented, $7.50; Silent Machines, $35.00; Old Reel, 1,000 feet, $20.00. Like new Nell Howell 1510M. A. FRANK, 2030 Simson, Broadway, Dayton. O.

W. P. ACCESSORIES & FILMS

BERNARD WHITE WOVE OR FRANKLIN PRINTING MACHINES—CHROME PLATED. M. M. HOLDEN, 220 W. 42d St., New York City.

PARTNERS WANTED

PARTNER WANTED WITH CAPITAL FOR BUNKER BUSINESSES. R. W. EVANS, 27111 W. 52d St., Los Angeles, Calif.

PARTNER WANTED

EXPERIENCE WITH CINEMA. WILLING TO BUY—TRICK BICYCLE. LOWEST OFFER ACCEPTED. SMITH, 5 Main St., Los Angeles, Calif.

WANTED TO BUY

MANNING CRESCENT DOUBLE PHOTO MAC- HINE—Trade Shunt, Trailer, Fish pond or other materials. JOHN STEVENS, 4725 John D. Trot- tle, Mich.

HIRE CAR—LATE MODEL, DELUXE, FULLY EQUIPPED. Will rent to full detail first letter. HAROLD BLEN, Cincinnati, O.

HIRE CAR—LATE MODEL, DELUXE, FULLY EQUIPPED. Will rent to full detail first letter. HAROLD BLEN, Cincinnati, O.

LONG RANGE SHOOTING GALLERY

Mounted on truck. No luck. Must be priced right. PHILIP BENDER, Billings, Cincinnati, O.

WASHINGTON CAR—LARGE VINTAGE WHEEL—Large four wheel. B. A. MCCABE, 402 Fairfield St., Pittsfield, Mass.

WANTED TO BUY—TRICK BICYCLE. LOWEST OFFER ACCEPTED. WILL PAY GOOD CASH. H. C. GINN, 54 N. Fitzhugh St., Rochester, N. Y.

WANTED TO BUY—TILT-A-WHIRL. Also need Free Acres for June and July. B. W. HOWARD AMUSEMENT CO., Howard, S. D.

PHOTO SUPPLIES AND DEVELOPING

ALL 4 FOR 10c OPERATORS—CUT PRICE ON ALL Machines and Supplies, Full Length Cameras. J. W. WARWICK PHOTO SUPPLY CO., 80 W. 12th Haute, N. Y.

FREE 1940 DIRECT-COLORATIVE PRINTS. But off the press with biggest shock of equipment. Write for yours now! MARKS & FULLER, Inc., Dept. 83-33, Rochester, N. Y.

THE BILLBOARD—WIDE RANGE OF SUPPLIES FOR THEATER OWNERS AND MANAGERS. WRITE FOR FREE CATALOGUE TODAY ON EVERYTHING.
INTERNATIONAL FAMOUS FLYING BEHEES
"Greatest Flying Trapeze Act in the World Today"

Featuring at London — Vienna — Paris
Now Appearing with Bob Mantus' Winter World Tour

BOOKING INSTRUCTIONS

Start Work November 15th

BOOK AND TICKETS

Santo Domingo

WANT IMMEDIATELY PHONE SALESMEN

BOOK AND TICKETS

WANT AT ONCE

SHRINE CIRCUS HEADQUARTERS

WANT IMMEDIATELY PHONE SALESMEN

BOOK AND TICKETS

Santo Domingo

SHRINE CIRCUS HEADQUARTERS

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SHRINE CIRCUS HEADQUARTERS

WANT AT ONCE

SHRINE CIRCUS HEADQUARTERS
Biggest Season in History
Looms for Boys in Field

New Items seen as biggest money-makers in recent years as standbys offer competition for top place — orders must be filed early, as supplies are limited

NEW YORK, Nov. 11. — This is a mechanical toy year. This is year of profits for pitchmen, door-to-door workers and members of the demonstrating fraternity, because the public is buying mechanical toys, while mechanized and radio-phonograph sales are soaring.

Indications for one of the biggest seasonal money-makers ever to be offered the public are coming from the Chicago and New York Toy Shows. The boys have been pouring over the Exhibits and price lists and comers close to a sale after the holidays.

Since mechanical numbers lend themselves so well to street demonstrations and doorway pitches, scores of new numbers have been introduced to get the boys more money. To the advantage of the worker is the fact that some old standbys are still in demand and offer a stiff battle for top selling honors. Mechanics are wanted by every kid and a wide variety of them afford the worker unusual opportunity to sell gross across the gross of the numbers. Price right but there is a chance for some orders not being filled because of the lack of supply. Eager to bring the items and new prices before the boys, a number of firms are offering mechanical toys in this issue of The Billboard.

A sure-fire hit this season is the Oh-U-Dog. The item is basically the same as last year, but several items are now available. Four sizes either either wag the tail, bark or bow or bob up and down. They come in assorted colors, and the dog has a harness, a collar and a leash that the boy can put on the dog. The boys know they can't go wrong on this item and there is a rush to secure them along with other items.

Mechanical Seal

One firm is offering a mechanical seal this year. The large-size cloth-covered knobs are sold in a true seal manner, while a bell on its noise. There is such demand reported for the item that the firm is having trouble filling orders. The seal has been so well received that those in the know unhesitatingly predict it will roll up new records in the mechanical toy field during the holidays.

Car Chases Ball

Turn-over for this item is increasing in the market and have already won a berth in the line with top items. Tried out at the Danbury (Conn.) Fair, the cats scored a big roll with the novelties. The motion picture consists of a black cat with white tip tail that bobs a tail 14 inch high, and a whistle. In addition to the cat, the cat turns over several times as a real pet. New item is the mechanical seal.

Nostalgia

A favorite item this season is the Nostalgia, which is priced at 10 cents. It is the rope in the mechanical toy field.

Rib Ticklers Seen

As Good for Dough

NEW YORK, Nov. 11. — Indications are the ribbon tickles and rib-licking ears will of course be in for good money this fall season, similar to many of the other items that lend themselves to advertising campaigns, which are being used to promote the sale of the items.

Demonstrators Set for Xmas

Return of electric shavers and debut of new presser point to big business

NEW YORK, Nov. 11. — With America and the American spirit, no doubt on Christmas spending score one week earlier. As the holiday season approaches, the firms are busy lining up their manufacturers for themselves in department stores across the country. With a wealth of new items, the boys are anticipating the biggest turnover since the 1939 season.

It is at this time of the year that the boys must be on the lookout for the most profitable items. The biggest problem is in finding toys that will be in demand.

Demonstrators are being offered for sale, which are expected to sell for $25 to $35 each. The boys are confident that these toys will be in demand, and that the firms are producing enough to meet the demand.

The boys are also looking for new items to offer to the public, which will appeal to the children in the market. The boys are confident that these items will be in demand, and that the firms are producing enough to meet the demand.
Popular Items

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

Batteryless Flashlight

Powerful flashlight in new pocket size operates without batteries because of a simple mechanism which generates current and transforms it into light, Power-Fla Co., reports. All one has to do to operate the flashlight is to press a lever and there is instant and abundant light. Generator is permanently operated on special field coils. It never bears generating capacity and is smooth running and noise-free. Genuine Munsell bulb incased in an aluminum housing. Used item is assembled in attractive case of glossy black molded Plastic and lasts indefinitely regardless of amount of use. Demonstrators and prize users will find this flashlight in demand and should secure samples early. Low introductory prices are offered, firm reports.

Electric Shears

Even scissors are streamlined nowadays, and General Transformer Corp. reports its Zipsimilar is an item that brings about up-to-date. It combines chromium-plated high-carbon steel blades, precision ground, fitted and hand-fitting two plastic handles, independent power units, approved underwriter’s cord and plug and operation on 100-120 volt. 60 cycle AC line. A half dozen of a button makes the blades glide thru any material with perfect precision and safety, giving a better cutting action. Ideal for ordinary shears. Light in weight, Zipsimilar has less than 10 cents a year to operate. Since the shears is guaranteed for a year, and comes attractively packed, it is an item sought by prize users at new low low.

A MONEY MAKER

For Streetmen & Pitches

Playing Pussy

This cat is one of the fastest selling mechanical novelties of the season. It is a handsome, colorful, and attractive large whole mounted on a long pole mounted on a horizontal shaft which runs up and down the pole. The cat is operated by a pair of paw buttons. Each button can be operated independently or together to make the cat perform a complete routine. The cat is guaranteed for a year.

Sensational New Electric Clock

Here is a combination of beauty, utility and value unexcelled in the clock market! An appealing new “swinging pendulum” Electric Clock that everyone will go for! A modernization of the traditional pendulum movement. The graceful, curved uprights and pyramid base are expertly fashioned of selected materials with an exquisite all-satin gold finish, giving it that rich appearance usually found in only the more expensive clocks. Has the famous Howard precision-precision mechanical movement. Accurate and dependable. Large numerals on a beautiful 3” silvered dial, 17½” long, 9” high. For 110 volt, 60 cycle AC. List Price $6.95. A steal at $3.15 each! Order by No. 105C. (25% Deposit, Balance C.O.D.)

The Billboard

B & N SALES

CINCINNATI, OHIO—1005 Vine St.
CLEVELAND, OHIO—1444 West 3rd St.
PORTLAND, ORE.—1125 Main St.
DALLAS, TEX.—533 Woodward Ave.
DETROIT, MICH.—3000 Woodward Ave.
PITTSBURGH, PENNA.—625 5th Ave.

ELGIN, WALTHAM, BULOVA

Hottest Sellers in Years

Elephant and Donkey

Magnetic Tricky Elephant and Donkey mounted on base of Gen. Electric Alkaline Manganese Battery, with new improved strength and durability. Battery may be used with any type of generator or 110 volt current. Batteries are guaranteed for 3 months.

No. B1N41 Per Gross Sets $14.40
Per Dozen Sets 1.25

No. B1N30 Per Gross Sets $14.40
Per Dozen Sets 1.25

No. B1N46 Per Gross Sets $14.00
Per Dozen Sets 1.25

Men of War

Two Soldiers Fighting. Acts Same as Dogs.

Radio and the orders keep pouring in! proof that “LULLABY” is clicking.

IT’S VALUE “GALORE”

Combination Bed Lamp and Radio

Now Ready! A New War Map of Europe

At a New Low Price!

Just off the press! A new, up-to-date War Map of Europe, size 11’ x 14”, nicely printed on heavy stock. Price to you $5 each or $40.00 per hundred. Order from our nearest branch. Supply strictly limited, so RUSH your order now. Ask also for our BIG FREE CATALOG of money makers.

THE BILLBOARD

THE LULLABY

BED LAMP - RADIO

The Billboard

B & N SALES

CINCINNATI, OHIO—1005 Vine St.
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DETROIT, MICH.—3000 Woodward Ave.
PITTSBURGH, PENNA.—625 5th Ave.
Introducing "ZIPISHEAR" and "SNIPPIE"

What a natural for PROMOTERS, DEMONSTRATORS and PREMIUM BUYERS—it's the answer to that something you've been looking for, Cash in on the biggest holiday buying splurge just ahead of you. Every woman and child is a prospect.

"Selling is believing"—if you want to get in on the ground floor—be the first to feature these fast-selling big profit items.

SEND TODAY FOR SAMPLES AND QUANTITY PRICES

**ZIPISHEAR**

(REALT PRICE $2.95)

- Beautiful hand-fitting ivory plastic handle
- Ground hardened steel blades
- Safe-underwriters approved cord and plug.
- No bearing, no oiling
- A.C. Current only
- Absolutely safe—no child can operate.

SAMPLE Sent Postpaid $2.00

**DOZEN LOTS, EACH $1.77**

**SNIPPIE**

(REALT PRICE $1.95)

- Beautiful hand-fitting plastic handle decorated with Snippee's picture
- Simplified power unit—no rotating parts
- Safe-underwriters approved cord and plug
- A.C. Current only
- Absolutely safe—no child can operate himself. Complete in colorful box with cut-outs of Snippee and his pals.

SAMPLE Sent Postpaid $1.25

**DOZEN LOTS, EACH $1.17**

SOMETHING REALLY NEW AND SENSATIONAL MAKES ITS APPEARANCE

**SNIPPIE**

Sample, hailed as the world's first electric scissors toy, is another item that looks like a winner, the firm states. Children are said to go for it in a big way. It is said to be outstanding for use of all kinds and absolutely safe. Features of the toy are: Hardened steel blades, hand-fitting plastic handle decorated with Snippee's picture, simple power unit with no rotating parts, no bearings that need oiling, no radio interference, works on 105-124 volt, 50-60 cycle AC current and is equipped with underwriter's approved cord and plug. Low cost per unit in quantity portends a wide sales field for the item among present and future users, it is said.

Para-Shooter

The Para-Shooter is a new item designed especially for demonstration, with a moving woman and child is already high up in the sales list despite the fact that the Christmas season is not yet under way. Lawrence Co. reports. The number consists of a parachute with toy man in it and small blow gun to shoot the parachute into the air. Since the item sells to eight and low prices are available, now is the time to cash in with the Para-Shooter, the firm states.

De Luxe Table Radio

A de luxe table model superheterodyne for every woman and a child at every home. The De Luxe Table model superheterodyne with built-in 50-60 cycle AC current and in equipment with underwriter's approved cord and plug. Low cost per unit in quantity portends a wide sales field for the item among present and future users, it is said.

**NEUTRALITY PINS**

Cash in Now While They Are Hot

Doz. $1.30—Gr. $1.450

BENGOR PRODUCTS Co.

875 BROADWAY, NEW YORK, N. Y.

SPECIAL: No. 310—HIGH GRADE 15 C. J. Bird Perch, Self-Fixing Perch, Holds 10 Birds, 600.00.

LADIES WRIST WATCH—5 C. Color, Chrome Plated Case, Neiman-Mark, Barometer, Mache, $1.85.

Samples $1.00 Extra

**2500 Doz. $1.25**

SEND FOR CATALOGUE CONTAINING COMPLETE LINE OF BENGOR PRODUCTS

72 Broadway, NEW YORK CITY.

**WIND-UP TOYS ALL NEW AND ALL FAST SELLERS**

Sensational Opportunity

AMAZING NEW ELECTRIC

"WIEHE-CHEF"

At Lowest Price In Field!

Lowest Priced Real Electric Hot Dog Cooker on Market! Needed by Thousands of Tavens and Eating Places Eager To Increase "Hot Dog" Profits

Doz. $1.50-Gr. $1.60

J. C. HOBART, 2004 BROADWAY, KANSAS CITY, MO.

BENGOR PRODUCTS Co.

875 BROADWAY, NEW YORK, N. Y.

NOVEMBER 18, 1939

The Billboard

WHOLESALE MERCHANDISE

SPECIAL VALUES

**SPECIAL VALUES**

M. FRIEDMAN—74 FORSYTH ST. N.Y.C.
announces. In a cabinet of selected woods of contrasting grain, 181/2 inches high, 101/2 inches wide, and 9 inches deep, it is appropriate for table or mantel mounting. It is built-in loop speaker for local stations, connections for outside antenna to receive stations and short wave. Operates from 110 volt lines, either AC or DC, and provision may be made for 220 volt operation. Has six-inch dynamic speaker and comes equipped with tips, jacks and switch to permit connection for phonograph or telephone reproduction. Now low prices are offered on this model, which makes it especially attractive to bingo and salesboard operators and connoisseurs who are getting set for a big Christmas trade, the firm reports.

Auto License Key Chain

A new type of key chain in three colors that has space for the stamping of the auto license number is manufactured by Identification Plate and Machine Co. In addition to this the firm carries a line of blanks, key chains and stamping machines and a complete Identification plate line. Workers are invited to send in wholesale purchase lists on items, as it is a good chance for them to make cash, the firm reports.

Novel Card Game

A new card game, Silver Strike, combines in full color the fruit and bead symbols with numbers so that an unlimited number of card games may be played, T-P Card Co. reports. Each deck has 48 cards, including joker, which adds to interest of the game. Cards have full face pictures of players, the firm states.

Extra Value!

5 for $1.00
5 for $1.50

No. BR 9583 - Ladies' Bracelet Watch. Exquisitely designed, 5/8 in. in diameter, with gold case and pretty colored stones on dial. Genuine leather band, $1.50 to $2.00.

No. BR 9587 - Men's 14K. Watch. Extra large size, 1 1/2 in. in diameter, with 14K. gold case and genuine diamond on dial. Genuine leather band, $1.50 to $2.00.

No. BR 9586 - Ladies' 14K. Watch. Extra large size, 1 1/2 in. in diameter, with 14K. gold case and genuine diamond on dial. Genuine leather band, $1.50 to $2.00.

No. BR 9585 - Men's 14K. Watch. Extra large size, 1 1/2 in. in diameter, with 14K. gold case and genuine diamond on dial. Genuine leather band, $1.50 to $2.00.

No. BR 9584 - Ladies' 14K. Watch. Extra large size, 1 1/2 in. in diameter, with 14K. gold case and genuine diamond on dial. Genuine leather band, $1.50 to $2.00.

No. BR 9582 - Ladies' 14K. Watch. Extra large size, 1 1/2 in. in diameter, with 14K. gold case and genuine diamond on dial. Genuine leather band, $1.50 to $2.00.

No. BR 9581 - Men's 14K. Watch. Extra large size, 1 1/2 in. in diameter, with 14K. gold case and genuine diamond on dial. Genuine leather band, $1.50 to $2.00.

No. BR 9580 - Ladies' 14K. Watch. Extra large size, 1 1/2 in. in diameter, with 14K. gold case and genuine diamond on dial. Genuine leather band, $1.50 to $2.00.

No. BR 9579 - Men's 14K. Watch. Extra large size, 1 1/2 in. in diameter, with 14K. gold case and genuine diamond on dial. Genuine leather band, $1.50 to $2.00.
WHOLESALE MERCHANDISE
November 18, 1939

SENSATIONAL PRICE REDUCTION ON CONTINENTAL BLADES
No need to sell cheap nondescript brands now that CONTINENTAL BLADES are on sale everywhere at the LOWEST PRICES IN THEIR HISTORY. It's easier to sell this guaranteed blade because of its high quality. Stock up at your nearest jobber.

GET DIRECT TO AGENTS
Continental Blade Corp., 66 Court St. Brooklyn, N. Y.
OPPORTUNITY KNOCKS!

At The Operator’s Door. It’s a natural fellow. First time To Be Present in Home Office. It’s the Nation’s Fastest Deal. All Records in Sales Have Been Broken.

BOOK YOUR SALES FOR SINDERELLA HOME WAVE

No Demonstrators Needed for Sales. It’s a Repeater at All Locations. Retail 75¢ — Promote Dept. Stores.

SINDERELLA HOME WAVE


THE SINDERELLA CO., 1162 Broad St., AUGUSTA, GA.

NEW HIGHER COURT DECISIONS AFFECTING ITINERANT MERCHANTS

By LEO T. PARKER

(Attorney at Law)

Watch for this article in the Christmas Number Of The Billboard

Dated December 2

From Des Moines, Robinson writes that he met George H. Allen, manager of the Utica House, in town, working Ten comes to good takes. Art says Des Moines is one of the toughest spots there is.

BOB POSEY

tells from Emmett, Mo., that the cotton country hasn’t been any too good for him this fall. Says he is standing his territory, and would like to see pipes from Jack (Gimmie) Current, Al Deckert and Melvin Sprout.

PAUL, THE POKE MAN, SAYS: “In England the word grocer means pitchman, street men or canvassers. To an operator has a burl ring; still our own Mr. Webster defines a grocer as a ‘hard worker’.

CHIEF ROY FOX

closed his show in Hill Station, Harrison, Pa., for the winter. Season’s business was just fair. He will winter in Hotterlee, Pa.

AL MILLER

has been doing fair with peelers in Indiana and says that other peelers and paper men there are doing likewise.

EDDIE REED

worked pipes to good results in Trinidad, Colo., recently. He is in San Antonio for the winter. He writes: “Just read with great interest Jimmy Weller’s pipe. After having shot a few pipes (see PIPES on page 5))

FUR COATS

We offer Wonderful Values in Coats, Swaggars, Chubbies and Sets. A Complete Line of Squirrelskin, Minkolets, Sable, Blue Fox, etc., in Stock. We handle Rings, Salesmen’s Goods and Agents’ Trade.

Send for our Latest Price List and Compare

B. WEISS

305 7th Ave., N. Y. C.

Two Outstanding Values

OH-U-DOG

Thanksgiving Day Specials

Mason Almburg, Inc.

2807 Washington Av, N. W.

Workers 90¢ Each.

Large Owl Bobbins

No. 10 One Minny Minore

2.99

3 in 1 Baltimore

Pop Eyes, Feathers

Lame Range, 100

Send $2.00 for Samples Best Sellers. New

HARRY KELNER & SON, INC.

50 Bowery, NEW YORK CITY

PERFUMES

Buy in bulk direct from the Manufacturer. Make and Sell Your Own Perfumes.—all Branded Under Your Own Name. No Cost. No Risk.

112 WEST 26TH STREET

NEW YORK CITY

DISTRIBUTORS

The Billboard

Nov. 18, 1939

Wholesale Merchandise-Pipes

ELEANOR M. CO., Dept. 103-F, Butler, Pa.

Women’s Daylight and Night Time Slips.


Selling at 15¢, retailing at 75¢.

CASH PROFITS DAILY

SEND MONEY

FREE

WHOLESALE CATALOG

4,000 BARGAINS

FOR SALESMEN & DISTRIBUTORS

It has 260 pages, fully illustrated with special sales pictures. Complete with complete list of goods and prices. Includes full line of Unsold Stock. A ray revolution in the Wholesale Field. A must for all salesmen, buyers and wholesalers.

IT’S EASY AS ABC

PAINT YOUR OWN SIGNS

As the letter patterns—would sleep work signs for sale. Free PIPES with every sign order.


WALTMAN PENS

The Greatest and Fastest Selling Name in Fountain Pen History. Write to us for copies of the Largest Selling Chart. Sell at retail prices of every type on Pen and Pencils. Profit NOW $2.00 for 24 Pencils, 10 Pens. $1.00 for 12 Pencils, 6 Pens. Send $1.50 for Samples 24 Pencils, 12 Pens. Free PIPES with order.

They’re Here!... WALTMAN PENS

NEW TURN SIGNAL

FLASHES from BEAR WINDOW—DASH Control Agents

A wristed signal. Drives two on day or night. Market for Waltham Pens. Send $1.00 for 24 Pencils and 12 Pens. Profit $1.25 for each box of 24 Pencils, 12 Pens. Free PIPES with order.

WATCH-MY-TURN SIGNAL CO., Dept. W83116, Walnut Mill, Des Moines, Iowa.

Key Check Stamping Outfits

The best tool available for the Street and Retail Trade. Special for Street Beads. Also suitable for the sale of Window Cards and addendums.

SOCIAL SECURITY

KEMP

NEW YORK CITY

MECHANICAL O-U-Dog

Special Value, No. 2300. Small Size. All Guaranteed Perfect.

GROSS 75¢


The Billboard

Nov. 18, 1939

MECHANICAL O-U-Dog

Special Value, No. 2300. Small Size. All Guaranteed Perfect.

GROSS 75¢


The Billboard

Nov. 18, 1939

MECHANICAL O-U-Dog

Special Value, No. 2300. Small Size. All Guaranteed Perfect.

GROSS 75¢

For all winter, Bring your own cups. Sand, snow, and fun. Make this the best winter yet! Husband, Wife, and Child, right next to each other. Rays of Sun, Rays of Love.

Farewell Party Marks Lawrence Wind-Up in S. C.
CHESTER, S. C., Nov. 11.—Sam Lawrence Shows, which rounded out their eighth season with a successful start in Anderson, S. C., have now taken into quarters on fair grounds here. Manager E. M. Smith said the season was satisfactory, despite expense for new shows. Shows were estimated at 6,000 miles and played 10 States. A farewell party was staged the night before the departure, in Anderson and after dinner a floor show was given. The event was closed by inclement weather, said Edward K. Johnson, production manager. Trains were added during the tour. Cliff Drumm, general agent, will not and has been general manager of show for years.

Other Shows have stored. Manager and Mrs. Lawrence will make a business trip north and wind up in New York for the holidays. Johnson said he will soon announce a connection for 1940 from show headquarters in Philadelphia, where he will winter.

Siegist Club Holds Round-Up
CANTON, O., Nov. 11.—The tempo of the circus predominated at the first annual meeting of the Siegist Showmen’s Club in Canton, O., with several of the leaders of the industry present. The meeting was well attended, and included some of the leading showmen of the country.

The club was organized in the Fall of 1940, with a membership of about 50. Since then, the club has grown rapidly, and now has a membership of about 200. The club has a constitution and by-laws, and is run by an executive committee of four members.

The club meets monthly, and has a regular program of events. These include a dinner, a social gathering, and a show, with the usual circus features such as acrobats, clowns, and musical numbers.

The club is open to all showmen, and is a great help in promoting the interests of the industry. It is an excellent organization, and is doing a great deal to improve the standards of the circus profession.
ELECTIONS

The elections of November, 1938, would ordinarily be studied for indications of trends toward the national election a year hence. But because of the war in Europe anything may happen between now and the national election, so the recent elections are not very good straws for judging future history.

The coin-operated machine industry was not interested directly in the elections, except that mayoral elections in a few cities may have a direct bearing on the trade.

The amusement games industry was indirectly and vitally interested in two questions being voted on in States, however. The industry was very much interested in the popular vote on pari-mutuels in New York; and the industry has become very much interested in any vote on old-age pensions, such as that in California and Ohio.

Perhaps the most interesting question before voters was that of making pari-mutuel betting definitely constitutional in New York State. This vote and the campaign preceding it was one of the most significant and revealing elections in recent political history.

It brought out into the open the fact that betting in New York State was not permissible under the State constitution, no matter how many statutes were passed to make it so. But, as such influential newspapers as the New York Times had said, such betting had gone on within the State for a long time, altho everybody knew it was unconstitutional.

When the New York State constitution came up for its regular modernizing recently, strong effort was made then to get an enabling act into the constitution which would permit people to vote on various questions of legalized gambling. Partisan politics defeated the move then. But now a popular election has been held and the people have indicated that they want legalized betting. In other words, they want to end the subterfuge and make betting constitutionally legal.

Elections are such tricky things that it is not possible to read the minds of those who voted on the issue in New York. It does indicate that betting on the races is a very popular form of gambling in New York. But would the same voters that asked to make pari-mutuel betting constitutional also vote to legalize such minor forms of gambling as bingo, bank nights, salesboards, contests and the like?

Mayor La Guardia, in opposing the pari-mutuel cause, brought into the open the fact that the idea was setting up legal partiality, for one thing. It proposed to make one form of gaming legal but said nothing about many minor forms. How would the people have voted on a general question, such as was proposed when the constitution was modernized?

The Chicago Tribune has advanced the idea that when people vote on any question of gambling they vote their personal prejudices. That is, racing fans vote for legalizing betting on races, but will vote against most other forms of gambling. Probably this question has never been put to an actual popular vote, but may get a local test in Los Angeles on December 12. One of the three or four questions for a popular vote in Los Angeles, in a special city election on December 12, is that of licensing pinball games as they have been licensed there for years. Pari-mutuels are also "legal" in California, so the Los Angeles city election will be an index to how prejudiced people are when they vote on minor questions of games.

Another interesting factor in the New York vote on pari-mutuels was the generally favorable attitude which newspapers took toward pari-mutuels. Influential newspapers frankly admitted that pari-mutuel betting as it had been allowed in New York State has been unconstitutional, and that the amendment should be made to remove the hypocrisy.

Newspapers that engage in moral crusades against such minor things as salesboards supported the pari-mutuel amendment. So far as I could observe, no newspaper frankly admitted that newspapers have a big stake in the increased popularity of gambling on the races.

The influential New York Daily News is much more frank than other newspapers, supported the pari-mutuels amendment with vigor, and also has repeatedly urged less legal partiality against other forms of gambling.

So New York apparently becomes the twenty-third State to permit pari-mutuel betting, altho it appears to be unconstitutional in many of them—just as "legal" betting has been previously unconstitutional in New York.

Perhaps the most significant thing is that newspapers will support those forms of gambling from which they profit, but will not support those minor forms from which they cannot expect to profit. But about the time the New York campaign was in the air, a jury in Chicago was once again putting its finger on the legal partiality and hypocrisy which has so long prevailed in the country, supported strongly by newspapers, and a breeder to all kinds of racketeering. At least one Chicago newspaper was also openly saying that keeping gambling illegal breeds racketeering.

The amusement games trade has in more than one State been considered as a source of revenue to help pay old-age pensions, and for that reason the games industry is indirectly interested in all votes on the question of pensions. About all that can be said about the vote in Ohio and California on pensions is that a strong popular verdict against wild schemes was indicated. This will probably help to eliminate further wild schemes and to strengthen solid pension plans—and the hunt for needed revenue.

The difficulty is that any pension plan will mean a serious shake-up to, if not the end of, the American profit system. For that reason big business will oppose pension systems until the annual army of two million or more young people who grow up to look for jobs force the retirement of the older generation. Then big business will make a rush for the use of lotteries or something to get revenue. The danger to all minor forms of chance is that an attempt will be made to enforce a government monopoly of gaming. Big business thinks in terms of monopolies and the movement is almost certain to come.

Thus, the betting issue and the pension question makes the otherwise unimportant elections of 1939 really vital to an industry.
AMUSEMENT MACHINES

The Billboard 57

November 18, 1939

KEENEY DID IT AGAIN!

BIG SIX

There must be a reason!

1. AFTER 4 WEEKS OF VOLUME SHIPMENTS
   THE DEMAND FOR BIG SIX IS GREATER
   THAN EVER!

2. SAMPLE ORDERS HAVE ALWAYS
   RESULTED IN BIG RE-ORDERS!

3. THE KEENEY FACTORY HAS ALWAYS
   BEEN KEPT 3 DAYS BEHIND IN SHIP
   MENTS!

J.H. KEENEY & COMPANY
"The House That Jack Built"

2001 Calumet Avenue, Chicago, Ill.

SEX

BY SPECIAL REQUEST

We are repeating the ad we ran November 5, 1938, in which we pointed out that Sex is not the only human motivating force. Vanity is also important and vanity is the trait that makes people love pictures and that makes the Photomatic so important a money-maker.

INVESTIGATE

International Mutoscope Reel Co., Inc.
44-01 11th st., Long Island City, N.Y.

Trade Hails New
Bally Legal Line

CHICAGO, Nov. 19—As distributors from all sections of the country boarded trains and planes for home, after a three-day convention at the Bally Mfg. Co. factory, Ray Moloney revealed that the meeting was primarily called to show Bally's new line of legal equipment.

"Many of those attending the daily meetings from Thursday to Sunday were comparative strangers to the Bally factory," said Moloney. "These men came at our invitation because they saw

in the new Bally line of legal equipment an opportunity to serve dormant territory. Many were old friends, who are now happy to enroll again under the Bally banner.

"First and foremost among the new Bally games is Bally Alley, the most realistic bowling game ever created. In addition to scoring strikes and spares, the rolling of hooks and back-ups in the duplication of all bowling thrills by the game's revolutionary new kinetic-energy ball-throw principle, insures not only the sweet satisfaction of smashing the pins, but also the satisfaction of laying the ball down with just the right English" and the right aim—and the right speed.

"Next there's Bull's Eye—the ray-gun that solves the repeat play problem in the target-skill class. Everybody knows that the big problem of target game design is to create a play system easy enough to attract the amateur, but not too easy to hold the skill-shark's interest. Bull's Eye solves that problem and thus insures repeat play month after month. See Bull's Eye, shoot Bull's Eye and you'll see what I mean.

"The Bally Heart-o-Meter is a high-class scientific automatic heart-beat machine that, not only tells you whether your pulse is fast, slow or normal, but also takes your blood pressure by an automatic adaptation of the mechanism used by physicians and insurance examiners.

"The Bally Beverage Vender, of course, needed no introduction, but last week's get-together did result in several new large orders."

Order These Bargains!

WURLITZER 24 $135.95
WURLITZER 412 $69.95
WURLITZER 412 $39.95

TWINKLE, F.P. $59.75
RAUTIME, F.P. $29.75
1-2-3, F.P. $19.00
COWBOY, F.P. $39.50
PYRAMID, F.P. $24.50
KLON, F.P. $19.00
BULL'S EYE, F.P. $19.00
WESTERN BASEBALL, F.P. $21.50

WE ARE ALSO DELIVERING THE
STRIKE AND MULTI RAY-LITE

SEIDEN DISTRIBUTING CO.
1100 Broadway.
Albany, N.Y.

BARGAINS FROM DAVE MARION

Kansas Distributors Evans Ten Strike
Champion, F.P. $177.00
Assailant, F.P. $187.00
Arrowsmith, F.P. $197.00
Arrowsmith, F.P. $212.00

2 Mills 1-2-3, F.P. Very Latest Model
12 Mills Window, Mix, Flip, Slot
12 Mills Window, Mix, Flip, Slot

MARION COMPANY, Winona, Iowa.
EASTERN FLAKES

NEW YORK, Nov. 11.—Many prominent coinmen paid visits to the city during the past week. The banquet of the Automatic Music Operators, Inc., at the Waldorf, was attended by many coin-op men, including Ernie Petersen, Ed Wurgler, and Robert Conners. As a result of the Wal-dorf banquet, the Automatic Music Operators, Inc., has been reorganized. The new officers are: President, Joe Fishman; Vice President, Al Schlesinger and Fred Mills, of Mills Novelty; Secretary, Leo Kelly, of Exhibit Supply, and Fred Cooper; and Treasurer, Bill Berber and Joe Cahn. The new officers have been elected for the coming season.

MODERN SLOGAN

"We deal with the coinmen" is the new slogan of the world. The Automatic Music Operators, Inc., has reorganized and the new officers are: President, Joe Fishman; Vice President, Al Schlesinger; and Treasurer, Bill Berber and Joe Cahn.

The coinmen have made a large show of solidarity and are willing to cooperate with the Coinmen Association in any effort to prevent added levies in the industry. The coinmen are determined to fight any effort to increase the cost of doing business in the coin-operated amusement industry.

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M. J. Assn. To Resist High Levy In New Tax Move

CAMDEN, N. J., Nov. 11.—With the legalization of pinball games in New Jersey, officials of numerous towns have been quietly making a survey of the finances of the towns from the machines with the view of imposing taxes upon them. The survey, which has received no publicity in the press, has been going on for several months now and it is believed that new levies will be added shortly.

South Jersey Amusement Association, under the leadership of Fred Marks, secretary-treasurer of the group, will not oppose a fair and equitable tax upon the machines. He is in favor of maintaining the taxation as it is now.

But he let it be known that the association will fight any attempt to force punitive taxes upon the operators.

"Every operator in this city who has placed machines on locations in the suburban area," he said, "is in favor of fair taxation in order to ensure a fair profit on their investment. And he let it be known that the association will fight any attempt to force punitive taxes upon the operators.

"The coin machine men are willing and even anxious to assume their legitimate share of the tax burden of each municipal area, which in return will assure them a legal status. However, the excess burdens will drive us from these towns and in the long run everyone concerned, including the taxpayers and the residents of those localities, will be the losers. It is for the good of those towns as well as the industry that we ask that the local authorities be asked that they look into the matter.

"If we can work out a fair and equitable tax, we will be happy to pay it. But if the tax is excessive, we will have to leave the area. It is for the good of everyone concerned, including the taxpayers and the residents of those localities, that we look into the matter.

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Fun Begins in '40, Says Lee S. Jones

CHICAGO, Nov. 11—Discussing the outlook for 1940, Lee S. Jones, president of American Sales Corp., Chicago, predicted a big year for legal amusement machines.

"If I may paraphrase a famous phrase," said Jones, "the fun begins in 1940. I say that much fun, amusement and profit will be derived from every quarter of the country. We know that many of our machines are in constant touch with operators throughout the country, and I know that our company is in a position to meet their demands, and that as well as operators who get into the fun business.

Container Football Boards Sensational

ST. LOUIS, Nov. 11—Container Mfg. Corp., manufacturer of the football board game, revealed that the new three-man boards are being combined with unusual player appeal and satisfaction. The game is a hit in the store and it is expected that the sales will increase greatly for the coming Christmas season.

JWTOWOC, Wis., Nov. 11—According to recently released figures, every store that has every sold any of these machines has been able to sell $1 worth of the machines.

Games in Divorce; Papers Full "Man Bites a Dog" Act

MANITOWOC, Wis., Nov. 11—A record number of divorce cases have been filed this year. Many of the cases are being heard in court rooms all over the state. The judge has ruled that "no good we can do" in cases of this nature is to grant a divorce.

Firm Celebrates Sixth Anniversary

HOUSTON, Nov. 11—Employees and owners of the Coin Machines Co. will soon celebrate the sixth anniversary of the firm. A. H. Shannon, owner of the firm, has been in Houston for the past six months.

Hershey Shows Gain

HERSHEY, Pa., Nov. 11—The Hershey Company has released its quarterly report for the first quarter of the year. The company has shown a gain in sales of $1,850,000, compared to $1,825,000 in the previous quarter.
Cigaret Mfrs. Answer FTC Citations, Deny All Charges

Cigarett makers declare difference in cost of sales of lesser brands in vending machines necessitates certain payments—advertising allowances are desirable.

CHICAGO, Nov. 11.—Eight cigarette manufacturers were recently charged with violations of the Robinson-Patman Act by the Federal Trade Commission. The manufacturers were specifically asked to answer on charges that they favored certain dealers over others, that they had sold to retailers and wholesalers that they had paid less to, to certain firms while denying the same to others, that they had paid for window and counter advertising, that they had given discounts to vending machine operators and several other charges.

The first answer to the charges of violation was made by the Lorillard Co., whose principal product is Old Gold cigarettes. Lorillard declared that it did not sell its products to any concerns at a lower price than was available to other concerns, nor was it situated. It pointed out that it had no control over prices established by wholesalers and retailers. Arrangements are made by the firm's salesmen, it was declared, and such deals are made available on proportionately equal terms to all retail dealers and do not constitute a lowering in any way to the prices at which the manufacturer sells its products.

Vending Allowances

In regard to the allowances made vending machine firms, Lorillard answered, “As to the charge concerning vending machine allowances, we assert that the owners and operators of vending machines, the company states that the allowances to the extent of the fact that there is not the same demand for respondent's brand of cigarettes there is a little to allow for competing brands of a larger volume and respondents were unable to sell Old Golds placed in such vending machines unless the respondent received such allowances. Therefore, the amount of the allowances made the operators of vending machines nothing more than due allowance for differences in the cost of sales by this different method of selling. The company was forced by these conditions to make payments. This is not a case of violation of the price of cigarettes to the consumer to the extent of 2 cents a saving of 2 cents on each package.

In Maryland tobacco retailers have been warned that sales of cigarettes below the price provisions set up by the Maryland Loss Leader Law would meet with prosecution. The law provides that no article shall be sold for less than the wholesale price plus 8 per cent. This has boosted the price of cigarettes to the consumer to $1.21 a carton or 13 cents a package and two packages for 25 cents. Both independents and chain stores are selling cigarettes for this price.

Taxes, Regulations Hurt Cigaret Sales

CHICAGO, Nov. 11.—Effects of cigarette taxation and regulation of prices were news during the past week. St. Louis reports that whole sales found October cigarette sales off 30 to 40 per cent because of the cigarette tax imposed by the city of St. Louis. Price of cigarettes in the Missouri city is 15 cents. Loss of sales is accredited to smokers who are journeying near-by towns where they can purchase cigarettes at 13 cents—a saving of 2 cents on each package.

Card Files Aid Bulk Vender Ops

Every businesslike operator, large or small, wants all the machines on his route. It makes all the difference in the world whether each unit is earning the type of money wanted. Know just what each unit is earning and you can control the business better. This adjustment can be effected in a few minutes and change in denominations can be made at no additional cost. If the tax in any locality is increased or decreased, there is only one cent on both 10 and 15-cent coins, and the machine is reported to have an unusually slow selling rate. No regular machine and all of its components parts are expected to get any location and factory testing for a period of a year or more.

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

Indiana State Operators’ Ass’n. State-wide convention and display, Indianapolis, December 13 to 15.

New Jersey Cigarette Merchants’ Ass’n. banquet, February 10, 1940.

Hotel Des Moines, Des Moines, January 17 to 20.

Annual Parks, Beaches and Pools Convention, Hotel New Yorker, New York, December 4 to 6, 1939.

Motor Market Convention, Stevens Hotel, Chicago, January 15 to 18, 1940.

National Tobacco Distributors’ Convention, Palm House, Chicago, January 17 to 20, 1940.

Annual Ass’n. of Fairs and Expositions, Hotel Sherman, Chicago, December 5-6, 1939.
Cigarette Merchandisers’ Associations

Meetings and plans have occupied the attention of CMA of New York members during the last few weeks. The boys are extending their co-operation to the members of the CMA of New Jersey on the occasion of their banquet which is scheduled for the first part of next year. With so much efficient work behind the event it is certain to be a success and New York is wishing New Jersey the best in this affair.

Copies of the recent changes in the laws of the New York group were mailed out early this week to members. The boys are urged to take good care of these copies and to familiarize themselves with the contents of the pamphlets. No organization can function properly unless everyone is familiar with the by-laws. As a rule, the members follow the changes in the set-up very closely and this pamphlet will be no exception.

Rumors are circulating among the cigar size cigarette. Boys, don’t believe everything you hear. The rumors about the new size cig are no more than that. Rumors on can be forthcoming, but the boys are working hard to set the record straight.

Matthew Forbes, manager of the New York, CMA, reports that the organization is planning a meeting with the Bureau of the Census to invite nonmembers to attend the CMA’s meetings, which produces good fellowship among the cigar men. And, too, there are a number of representatives generally present to address the group on matters pertaining to the industry. This policy gives a personal contact between manufacturers’ salesmen and operators. Valuable information is exchanged by those present at these sessions.

The slug situation is reported as secured in New York due to the cooperation of the location men and the promptness of the members. No warning signals have been posted in the area. The operators are most grateful to the men for helping them to end this vile practice. Stiff penalties are being enforced by the manufacturers and the public is growing to realize more and more the importance of the law against slugs, and not just a statute but a law with teeth.

The idea of a State association is gaining momentum week by week and some believe will work out of this movement before very long. The State group would offer many advantages to its members and be most beneficial in fighting State legislation that would be against the operators. With many new men elected during this recent voting, now is the time for CMA members to begin a campaign to get these officers-elect know the real size of the industry and what the operators stand for. It does not look upon cigarette operations as a small business. If we know the exact status of the operations it is safe to say we would change their times. The business has grown to such a point that it must be recognized among the leading institutions and conventions of our electors.

The boys have received the news of the change in the NAC’s executive and wish him lots of luck. Lack, who is connected with the Rowe Cigarette Service, is one of the most popular fellows in the field. However, no date has been set for the ceremony, and they must now know about this. They are interested in knowing when the changes will take place.

The general schedule of information to all industries and will determine principally such information as employment, material and other items affecting manufacture, value of products. Officers and distribution of sales, factories to manufacturers’ own wholesale or retail branches, and other data to retailers and other channels. It is believed that the distribution of information is of great interest to the CMA members and will be included among the topics of this meeting.

Mass. Anti-Tax Body Files Petition

BOSTON, Nov. 11—Opponents of the Massachusetts straight tax have filed additional petitions seeking a referendum on the controversial measure in the town of. West Boylston. They are placing a 2-cent State tax on each package of cigarettes sold in the Commonwealth. The measure was passed by the first bisennial Legislature shortly before adjournment, and went into effect on September 1.

The petition for a referendum was filed October 30 by Samuel Silverman, former corporation counsel of the city of Boston and now representing investors opposed to the tax. Over 40,000 names were signed to the original petition demanding the public be allowed to decide whether the tax will remain. It also only 10,000 signatures were needed for a successful petition to be filed.

Under Massachusetts law the tax question will be placed before the public in the 1940 elections. The emergency measure originally was passed for a two-year period so that if repealed the tax would come nine months ahead of the scheduled date if the voters favored repeal.

Wrigley Profits Ahead A Million Over ’38

CHICAGO, Nov. 1.—Wrigley Inc. in excess of $1,200,000 net profit was reported by the William Wrigley Jr. Co. for the first nine months of 1939 as against the same period in 1938. Net profit for the period this year was $76,252 or $2.38 a share, against $66,065 or $2.23 a share in the nine months ending September 30, 1938.

For the September quarter the company reported net income of $2,300,000 and federal income taxes. The company, with a total of 10,000,000 shares outstanding, has had a net profit of $1,200,000 in each of the last three years.

Wrigley had a net profit of $69,967 in 1938, as against $60,445 in 1937. For the first nine months of 1939, Wrigley had a net profit of $76,252, as against $66,065 in 1938.

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New Orleans — the Home Of Hot Swing Classics

Writer finds N. O. very music conscious — credits phonos ops as tunesmiths

NEW ORLEANS, Nov. 11.—Music is news — more so where the nation's tastes in music are being dissected to show the why and wherefore of public approval.

New Orleans has puzzled music executives in the past. It's not automatically called for popular tune hits weeks before any other section of the nation. So it was in the Sunday edition of The Times-Picayune R. G. Drown Jr. discussed the case of New Orleans.

"New Orleans, the city that gave jazz music to the world and launched the first phonograph, has rocketed to popularity. Motel and bring these now tongs into may even surpass the "Beer Barrel" devotees. They say th's smash Mt. Oz. did not reach N. 0. until Sep-

real pulse of New Orleans' swing eration more euphemistically calls the city which gave the nation six to eight weeks ago and clamoring for were favorites in New Orleans preferences guide the musical tastes of the nation."

Able to Talk

Drown reveals that many of the top-starring instrumentalists began the trail which carried them to national popularity in New Orleans. "New Orleans, the city which gave the nation its first phonograph, has an uncanny sense of the nation's musical tastes."

"New Orleans, the city that gave jazz to the world and launched the first phonograph," he reports, "Nowhere else does a hit tune catch on so fast and stay so long."

"This is to the music industry what the New Orleans six to eight weeks ago and that national music industry," he writes."

"These conclusions," he says, "are based upon the observations over a period of years."

The Billboard, November 11, 1939

Bleekman Leaves Chicago for Texas

CHICAGO, Nov. 11.—B. B. (Bob) Bleekman, long the popular Chicago district manager of the Rudolph Wurlitzer Co., has been returned to the South, where he was born and bred. He has been transferred from the Chicago district head to up the Wurlitzer organization in the State of Texas. Bob left the Chicago district after doing such an excellent job that he has made the Wurlitzer name mean the same thing as service and co-operation.

Wurlitzer management credits Bleekman with being one of the really big reasons that there are the excellent operators in the Chicago district who are owners of large numbers of Wurlitzer phonographs. Many of the operators are willing to admit that it was the leadership of Bleekman that has helped bring about their success.

Bleekman knows the South well, having spent a large fraction of which he spent in the automatic music business. While his host of friends in the Detroit and Chicago area will miss his jovial smile and spirit of co-operation, it is felt that there will be the gain of the Texas operators.

New Recording Artists

NEW YORK, Nov. 11.—Kling Sisters, vocal group formerly with Horace Heidt, have been signed to record for Bluebird.

Another group signed to a Bluebird recording contract this week was the Muggsy Spanier Orchestra. Spanier is a well-known trumpet player. His group specializes in toot swing tunes.

BIRMINGHAM'S ROMANO BROTHERS purchased the Birmingham Amusement Co. only five years ago. Operating only a few phonographs at that time they have steadily increased their route to include 150 phonographs. Ringo service men and a large office force keep their routes of Rock-Ola phonographs in operation. Above, some of the firm's personnel pose with a few of a recent large shipment of Rock-Ola phonographs.

Note From a Press Agent

CHICAGO, Nov. 11.—The Hooster Hot Shots are very popular in Danville, III., thanks to an enterprising coin machine operator. This fact was discovered by the Hooster Hot Shots when they played a personal appearance date there last week.

During the week that the picture was made by the Hot Shots, in Old Monroe, was playing at the local theater, this operator put a coin machine in the lobby of the theater and set it to play Hooster Hot Shots records continuously. It played the records a total of 1,500 times, selling the stamps of approval on them and New Orleans preferences guide the musical tastes of the nation.

Trippe Says Biz Good in St. Louis

ST. LOUIS, Nov. 11.—C. F. Trippe, owner and manager of the Ideal Novelty Co., of this city, advises that his sales of phonographs have gone way over the top during the past six weeks. "There's no depression in these parts when you look at our record of phonograph sales," says Trippe. In addition to the sales of phonographs in St. Louis, Trippe reports heavy sales of his two-tone light-up stands for the Rock-Ola counter model. This stand is made of the same wood as the counter model so that they match exactly.

Ops Well Off,
Says Hammgren

NORTH TONAWANDA, N. Y., Nov. 11.—Operators are in a better financial situation now than ever before in the history of the coin machine business. This is the opinion of M. G. (Mike) Hammgren, owner of the Wurlitzer Co., North Tonawanda, who is the result of general business conditions. Hammgren said that the operators have more experience, they have steadily increased in number, and that we are trying to build the phonograph machine business. Says Hammgren. "Of course, conditions unchangeably are better and the war is causing an increase in the operation."

The promoter-type of operator is progressing ahead and the business side of the coin machine business is now the result of general business conditions. As it is due to the fact that the operators have more experience," said Hammgren.

"We, at the factory, gained a most valuable insight into the operation of the coin machine business and what we are trying to build the phonograph machine business into the most profitable, best, and one of the best things we ever did," said Hammgren. "We are in the presence of the operators and the operators are giving the factory the opportunity to work out answers to all questions on the phonograph, research and our opinions generally, proved to be one of the best things we ever did," said Hammgren.

"We are the factory. We are in the presence of the operators and the operators are giving the factory the opportunity to work out answers to all questions on the phonograph, research and our opinions generally, proved to be one of the best things we ever did," said Hammgren.
What the Records Are Doing For Me...

In this, the operators' own column, the music merchants of the entire nation are invited to write us another to select the money-making records. It is a privilege for the operators and for the operators. When contributing to this column be sure to include the name of the record, the time of the recording, the name of the artist and the number of location the recording was best in.

Address communications to WHAT THE RECORDS ARE DOING FOR ME, THE BILLBOARD PUBLISHING CO., 51 W. Randolph, Chicago, Ill.

Hemlock, O.

The Editor: I am sending another letter from the hills of Perry County to tell the phonograph operators of my part of the State. This week's checks show that Tiny Tim and Angy tops the phonograph in locations where patrons may dance. You Tell Me Your Dream, by Lawrence Walker, is second. Then in the order named are Shadows; Oh, You Crazy Moon; 20th Century Drunken Room and White Sails. In other locations hits are the Mills Bros.' You Tell Me Your Dreams and Bing Crosby's In My Merry Oldsmobile, also Still the Bluebirds Sing by Bing.

Clyde McCoy's Don't Look Now is still in the money. Some oldtimers are feeding the coin chutes nickels to hear The Yellow Rose of Texas and Columbus Stockade. Cliff Hopper and Bill Cox also have some very good recordings.

About two months ago I wrote a letter that was published in your column and a few days later I received a letter from Pepe Hill. He said, "I'm sorry for your record "Angry" and since I put them on they made a lot of money and now I know that we do something nice and should send the record to you for that letter.

When I meet another operator for the first time I start talking about records, for it is in that department, in the choosing of the records that we must spend some time to keep the best little strip in the phonographs. There are the record columns in The Billboard. The only objection I have against The Billboard is that it is only published once each week instead of daily.

RALPH MCINTYRE
Hemlock Music Co.

GERBER & GLASS
914 DIVERSEY
CHICAGO, ILL.

WURLITZERS
REBUILT WITH NEW LIGHT-UP FRONTS AND GRILLS AT
LOWEST PRICES

Babe Kaufman
Music (Circle Corp. 6-1642)
250 W. 54th St., N.Y. C.

Want Mills Dancemaster De Luxe Phonographs

Any quantity. State condition, price and lowest price for cash.

Write Box 410, Billboard, Chicago.

A-1 EQUIPMENT AT NEW LOW PRICES

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Harry Mike, Williamsport Amusement Co., Williamsport, Pa., says that the Mills Throne of Music phonograph and Mills Free Play 1-2-3 are great money-makers. The head of the Williamsport firm is standing between the phonograph and 1-2-3.

AMUSEMENT MACHINES (MUSIC SECTION)

November 18, 1939

The Billboard 63
AMUSEMENT MACHINES (MUSIC SECTION)

November 18, 1939

**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 selection. They have been selected each week, from representatives of The Billboard from at least four leading phonograph operators in each of the 30 important phonograph operating centers in the country. Recordings listed without an explanation are those that have appeared consistently back or as new releases.

Scatterbrain.

Last week this department figured it would take this truly classic Victor recording two weeks to get a solid start in the machine stores. But in the progress it made in that direction during the last seven days has been astounding. This week Scatterbrain is in the top brackets on every report on which it appears. There's no question but that it's going to go for any longer. If you haven't made it available to your patrons yet, you're making a grievous mistake that must be set right. Quite a few bands are identified with it in the machines, notably Frankie Masters (its co-author), Benny Goodman, Guy Lombardo and Freedy Martin. No matter whose disk you get.

Blue Orchids. The progress made by this lovely Hoagy Carmichael ballad has likewise been unusual, but in a slightly different way. It may come as somewhat of a surprise to see it listed here with the blue ribbon winners again after an absence of about three weeks from these columns, but the reports coming in this week can't be denied and Orchids is back as a strong number on nine out of 10 of them. As before, it's Glenn Miller, Benny Goodman, Louis Armstrong and Teddy Fox leading the pack.

**COMING UP**

Recordings listed below are those which operators report are not yet top-notch money-makers but which are growing in popularity on automatic phonographs. Selections are the consensus of reports gathered each week and it should be borne in mind that at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country.

**What's New?**

Still trailing a bit in the wake of more sensational single releases, this ballad has been climbing slowly but steadily to the point where it will have to be included among the top machine hits. Goodman's recording of this was the first to appear and it has proved irresistible of late. Goodman's recording now appears in the field of hits. No doubt exists as to its necessity in the boxes. Tinker is the only disk in the picture.

**Order Them From Your Bluebird Dealer Today**

**NORTH OF THE BORDER**

**BOY SCOUT IN SWITZERLAND**

**THE ANSWER IS LOVE**

**HAPPY BIRTHDAY TO LOVE**

**What**

**JIMMY DORSEY**

**Records Are Doing for**

PHILIP NEAL

Lake St. John, La.

"Jimmy Dorsey gets a good play."

**JIMMY DORSEY**

World's Greatest Saxophonist

and His Orchestra

Featuring Bob Eberly and Helen O'Connell

DECCA RECORDS

**Your Biggest Nickel Magnet**

ARTIE SHAW

"The Band of the Year!"

Mr. Operator: This week, the Plaza Hotel, New York, where I have been operating, the patrons have been requesting:"Take Me in a Corner Without a Dream to My Name" (10462).

**Order Today**

R.C.A. BLUEBIRD RECORDS

double in the fast Johnson Bag since Morgan hangs from near-by Nanticoke, Pa., while a local band leader, Guy Hall, and a friend have written the song. Lately we have been getting some good suggestions; the big music publishers and orchestras leading are current and exciting songs. We have found them very helpful.

However, The Billboard deserves plenty of credit for we have found it creates plenty of good will both with the spots and the patrons of those spots. We have been making it a practice to give them the music they want rather than what we think we should give them. It is the best policy

**BUSINESS HAS INCREASED TREMENDOUSLY**

says L. B. Perkins of Newport, Vt., owner of the diner pictured above. In order to make room for the additional customers it was necessary for Perkins to build a $120 addition to the establishment.
Newest Victor Records

He's swingin' royally! Lionel Hampton, his vibraphone and his merry music makers capture the cream of the coin-paying crowd for the machines that carry his Victor Records. His unique swing style is an absolute necessity if you want to keep in with the swing fans.

New Victor and Bluebird Records on your "must list" 2603- On the Town Square from You (V.B.) Early Section Rep. F.T.
2617- Hot Mallette's F.T.
2641- Whistle on Low - Y. In a Mood and Y. in Love Again - F.T.
3454- Jive to the Beat - F.T.
3455- Last Tango in Love - F.T.
3456- Red Nichols and his Orchestra

To the Editor:

Contributing to your excellent Music Section in The Billboard gives me a real pleasure since your fine service for operators has long been of help to me. You are publishing columns where every record contains valuable information, and I notice that your findings always check with local conditions in the phonograph field.

Glenn Miller's discs, which have been rising steadily in their power as music getters, are still tops, and all indications point to continuation of this band's success as long as records like "Raging in Blue Orchids," "In the Mood," "Melancholy BLues," "To You and My Island of Dreams" are all ready to go in new machines.

Bing Crosby has proved to be the outstanding vocalist almost every machine numbers as "An Apple for the Teacher" and "What's New?" the latter is still climbing upward. His brother, Bob, too he is by no means a bad bet, hasn't done much here as yet. His best recording was "Especially for You."

For a few bands are still getting into the limelight due to particularly good recordings, many fields have chosen a name for himself with South of the Border, which is getting a good play. Cab Calloway, in attention with "Jumpin' Jive." Frankie Masters' version of "Ol' Man River" is earning them both and our business. Horace Heidt is doing a nice job. Over the border, and for his Shadows is very promising. Al Donahue got some attention with You, but hasn't done much with his other numbers. It Makes No Difference Now is one of his best and is doing well on machines. He deserves full credit. Charlie Barnet has scored again with Bing Crosby's story on "What's New."

Bands that haven't clicked so well with me, even tho they enjoy a fine reputation in other sections, are Artie Shaw and Benny Goodman.

My locations, for the most part, are taverns and I find the trend going toward the more mellow side of rhythm contrary to last season when everybody wanted a good time. This year we have good success with Ella Fitzgerald.

Buffalo

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With British Forces in France, Nov. 11. British troops are keeping cheerful, not with the songs of their own homeland, as did the armies of 1914 but with a sentimental ballad hammered out in New York: "Far and Away." The tune is South of the Border's favorite. Why this song has become a favorite.

Tune "South of the Border" Is Hit With British in Trenches

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Madison, Wis., Planning Pinball License Ordinance

Fee of $200 would cover 20 machines for year—novelty devices only

MADISON, Wis., Nov. 11—The common council license committee is in the process of drafting an ordinance to license amusement devices which would, in effect, approximate a fee of $10 per machine a year. This fee would cover only machines of the novelty class. Other types of machines would be denied the license.

The proposed ordinance provides for a $200 annual license fee which would permit the license to maintain not less than 20 registered amusement devices. An additional fee of $10 per year for each additional machine in excess of 20 would be charged.

The devices allowed under the proposed measure would include shooting, bowling, bumper, baseball games and similar machines which are operated by coins valued at 5 cents or less and which do not pay out coins, tokens, coupons, tickets, receipts, or other things which may be exchanged for money, merchandise or other articles of value.

Under the proposed measure the licensed machines could not be transferred to another location with

out permission of the city clerk and payment of a $1 fee.

The proposed ordinance also provides that no device shall be operated within 500 feet of a school building, nor shall the operator of such machines permit their playing by intoxicated persons or minors.

Owners of the machines are subject to a $50 fine or imprisonment of six months for operation of unregistered machines.

Barok Reports He Has New Game

COLUMBUS, O., Nov. 11—The Barok Co., headed by George Barak, reports that it will shortly release a new game which "is of high amusement value—nothing being humorous and exciting." Barak will disclose the actual theme of the game until it goes on display at convention time.

"The game is complete with the exception of trimming and a final touch-up," says Barak. "It is one of the finest games I have ever built for parks and amusement places in general."

"It is a game which has a precedent for money in that it is a 5-cent player as did the feature attraction it is patterned after. It is hard to describe without giving the secret away, but I have never been manufactured in the manner of the device we are now preparing to market," concluded Barak.

Chi Jury Challenges Partiality

CHICAGO, Nov. 11—A jury threw a bombshell into the plans for prosecution of bookies in Chicago. The city of Chicago has been under fire from many angles recently and in such cases the bookies always come in for a beating. There are no pinball games or cigarette vending machines in the city to be the goat.

In four bookie cases that were supposed to be airtight, a jury declared in the bar last night. Legal circles were astounded and are now the foreman of the jury gave the reason for the jury decision.

Legal Partiality

"We felt that the gambling law as it now stands is discriminatory against all except the wealthy," the foreman explained.

"People with money can go to the track, even if they must travel long distances and take off much time from their jobs. The poor man can't afford this. Nevertheless, a poor man likes to get a thrill now and then by betting 25 to 50 cents on the horses. He can do it in a handbook.

"While we were deliberating we could see the grand stand at Sportsman's Park from the windows of the Criminal Courts building. There you can bet on the horses and it's all right. Across the street, if you placed a bet, you would be illegal. We think that is wrong."

The jury deliberated 15 minutes to reach this decision.

Distribs Admire Complete Line

CHICAGO, Nov. 11—Distributors attending a national sales conference of the Bally Mfg. Co., factory were greeted with a large banner listing 17 different items of Bally equipment. Included on the list were the Bally Alley, bowling game; Bally's Eye, ray-guns target game; Heart O'M e-ter, police game; Bally Bevenger vending machine; Bally Bell, two-way, two-year-old Jack-the-Ripper; Royal Flush, five-card poker; National Gold Medal, straddle pinball; Reserve Type, one-shooter multiple push-button game; Gold Medal, bumper type; Gold Cup, 1000 multiple push-button game; Gold Medal, 1000 single push-button game; and others.

"SAFETY IS VITAL IN OUR PLANT," declare Rock-Ola Mfg. Corp. officials, "and that is the primary reason for the installation of these expensive drills. In our plant, the machine is stopped immediately when switch is pressed. Old-time presses ran almost a full minute after power is cut off. Safety feature is that machines stop immediately when switch is pressed. Old-time presses ran almost a full minute after power is cut off. They would often cause serious injuries to the operators. With these new presses, the machines stop immediately when switch is pressed. It will also enable us to speed production," reported the officials.

ROCK-OLA OPERATORS

Invest in greater profits by installing STARK'S SUPER LIGHTUP-ENSEMBLES and improved selector panel on your Imperial 20's. Some features are: stainless steel trim, harmonizing plastics, beautiful over-sized plastic prisms, selection panel, blue metal side wall, and more.

Positively the most glamorous and appealing light-up ensemble yet created for any machine.

SPECIAL FOR NOVEMBER AND DECEMBER ONLY

Send for descriptive literature showing prices and discounts, also special discounts for November and December.

STARK NOVELTY & MFG. COMPANY

1310 West Twelfth St., CANTON, O.
Lazar Announces Big Philly Party

PHILADELPHIA, Nov. 11.—The grand opening of the Philadelphia branch office of B. D. Lazar Co., at 1428 North Broad street, has been announced for Saturday, November 28. Operators throughout Pennsylvania, New Jersey and Delaware are invited to be present and see what the firm says is the finest display room in the industry.

Refreshments and valuable door prizes will be part of the big entertainment, it is stated. But most important, the management says, will be the new games, the Rock-ola phonographs and some new surprises that will be on display. Monte Spiegel, the manager of the branch, will be on hand to greet visitors. B. D. Lazar made a trip to Chicago this week to attend the preview of the latest releases being offered by the Bally Mfg. Co. Lazar has notified all of his offices that the new machines, Bally's Alley and Bally's Bull's Eye, are the greatest machines of the era.

The Philadelphia and Philadelphia offices have display models already, and prompt delivery of machines is promised to this entire territory in a short while.

Philadelphia Okehs Evans' Ten Strike

PHILADELPHIA, Nov. 11.—If deliveries could keep pace with the demand every location today would have the Ten Strike bowling game," declares Jack Korn, manager of the Miller Roll-A-Ball Co. "The demand for this game has been unprecedented."

"As exclusive distributor for the State of Pennsylvania I can say that sales force could obtain orders for a carload of Ten Strikes each week."

Evans' Ten Strike which has been on the market for only a short time already shows evidence of being one of the greatest selling games in the history of the industry according to Korn. The greatest feature, he said, is that the machine is 100 per cent legal, that the appearance is striking and that play appeals to a dominant factor.

"Our greatest difficulty," he declared, "has been in getting sufficient deliveries to keep pace with the demand, and we are offering the best delivery service we have ever made."

"The game does not require a large capital outlay."

Mayflower Showing Of New Equipment

ST. PAUL, Nov. 11.—Northwest operators of Minnesota, Wisconsin, Iowa, North and South Dakota were notified that the Mayflower Novelty Co. will sponsor an exhibit of the latest coin-operated machines at the Lowry Hotel, St. Paul, November 16 and 17.

"The exhibit will feature many of the latest coin-operated machines," said Mayflower officials. "Among those to be shown are Mills' Throne of Musque phonograph, Poor Bell and Square Bell: Bally's Royal Flush and other Bally payout and free play games; Evans Ten Strike, Gallipot Dominoes and Lucky Lucre; Crossley's New Metal Tyro and many other new machines by the above and other manufacturers too numerous to mention."

"In addition to the regular line, the Mayflower Novelty Co. will also exhibit a series of new machines by the above and other manufacturers too numerous to mention."

"There will also be a display of the latest sales literature and a demonstration of the new games."
Monarch Double Value Specials!

MILLS ONE-TO-TWO, THREE FREE PLAY
ANIMAL REELS, LIKE NEW, $94.50

Smash Hits on Free Play Games

GENDO NOISE MIBER
BY TREASURE MIBER
GENDO BELL BUMBLE
BEE NOISE MIBER
EXHIBIT AIRLINER
BY TREASURE MIBER
EXHIBIT SKYROCKET
BY TREASURE MIBER
EXHIBIT COULD ELS
BY TREASURE MIBER
KEYEY HUNTER
BY STERLING MIBER
BINGO CAMER
BY RAY BINGO MIBER
DRAL GEM
BY STERLING MIBER

STONER CHUBBIE Regular, Limited Quantity, $24.50

1-3 deposit with order, bal. C. O. D. Write for free copy of our "Tipssters Bulletin"...Hundreds of games to choose from.

Monarch Coin Machine Co.
1731 Belmont Ave., Cable "MOCOIN" Chicago, Ill.

LEADING THE FIELD IN IDEAS!

SUPERIOR'S greatest money-maker for the fall season, SCRAMBLER, the first mechanical football board ever created by a slotboard manufacturer. Complete authenticity, realistic...an instant hit with sports fans the country over! All the action is contained in one board. There are no mechanical parts to wear out...guaranteed against mechanical defects.

Write for complete literature on other football boards as well as new Fall Catalog.

FORTY-SEVEN NEW BOARDS JUST RELEASED!

SUPERIOR PRODUCTS
14 NO. PEARIA STREET
CHICAGO, ILLINOIS

10 DAYS FREE TRIAL ON WESTERN'S DE LUXE BASEBALL
100% LEGAL
A model for every territory, perfect in play, Plain and Polished Brass, Alum. Spindle, Adjustable Footing, Steadiest Money-Maker for Over 2 Years...Eliminates all legal headaches! Beautiful, New, Smooth Gleam, New Light-up Backbox, New Appearance, New Zip and New Attraction which will winningly zoom profits for you! FULLY GUARANTEED! RUSH YOUR ORDER TODAY! YOU CAN'T LOSE! Enclose $12 Deposit, We Ship Balance C. O. D.

EXCLUSIVE N. J. DISTRIBUTORS
ROYAL DISTRIBUTORS
409 N. BROAD ST., ELIZABETH, N. J.

Still the Best

Place To Buy Your Reels...Consoli...In CLEVELAND COIN MACHINE EXCHANGE, 2021-5 Prospect Ave., Cleveland, Ohio

Western Products

Game Sales Rise

CHICAGO, Nov. 11—"Sales of all of our high earning equipment took a big jump this past week," reports Don Anderson, sales manager of Western Products. "Our new De Luxe Baseball machine has been selling well ever since offered. True, it embodies the same play principle that our original console baseball embodied when it was first introduced about two years ago. But the new De Luxe Baseballmachine makes refinements and improvements that have been made during its long life. Naturally as time progressed, we have found that new ideas would be most advantageous from an operating standpoint, thus we added new design to our new De Luxe Baseball. It is this machine that is the most profitable and most mechanically correct machine of its type on the market. These factors, together with our new time-payment plan which is extended to a very large extent, in the second largest seller of this game, and one of the biggest all-time sellers.

"Aside from the volume sales on De Luxe Baseball a marked increase in sales has been noted on our popular counter game, Jitterbug, Orders have been arriving for this profit builder in greater quantities each day."

Len Brand Joins Baker Novelty Co.

CHICAGO, Nov. 11—"Len Brand, a veteran of the coin machine industry and well known to members of the trade, has joined the Baker Novelty Co. to handle our Novelties. He has always specialized in high-class machines of the Baker line, Pacer series, and special line of equipment for operators requiring high-standard games. Len is not only thoroughly familiar with the products and has his name on the game, he knows the profit possibilities of machines of that type and his advice and help are invaluable to operators.

Len Brand expressed delight in his new association. "The excellent machines and manufacturing skill of the Baker company has long commanded my admiration," he said, and "its ability and reputation has induced me to become a part of this organization. I will continue to give the same personal service that I have heretofore given, and extend a helping hand to every operator. I believe in the new condition, I believe in the team that the players have been trained to the fullest of my capacity."

Punch Gaining Favor, Says Genco

CHICAGO, Nov. 11—"Following in the footsteps of its predecessor Mr. Chips, Genco's new Punch promises to overtake and outdo the former. The previous games, firm officials believe, will do another tour of duty and, it is declared, are unanimous in agreeing that Punch is an amazing, long-lasting money-maker on every location when it has been placed."

"Much of the appeal of the game is based on the novel rotation scoring idea of the game, the player endeavoring to light the five top bumpers in rotation to form a perfect score."

"A constant challenge to skill and sportsmanship and causes players to stay on tip-top form."

In addition, Punch features several roll-over switches which, when a ball hits, change the scoring of three lighted bumpers from 1.000 to 1.000.

Dave Gensberg, Genco official, was strong in praise of the game's realistic making power. "Punch is a sweetheart if there ever was one," he declared.

Monarch Handling Large Game Stock

CHICAGO, Nov. 11—Al Stern, sales manager for Monarch Coin Machine Co., reports that activity around the Monarch office is comparable to that of a holiday week the week before Christmas.

"Our new and reconceived equipment here at Monarch now is at the highest points in years. We have the complete line in stock to supply all the needs of the operators anywhere in the United States. We believe that an operator desiring a certain game, when he can't get anywhere else, will become a regular customer of Monarch if we are able to supply him.

"Each of these groups is independent and need Monarch. This policy has helped us to increase sales during the past several months and we feel that it will continue to do so for many months to come."

Hoppe Finds Business Good

CHICAGO, Nov. 11—"Business is mighty brisk in the territory I have just returned from," reports Harry Hoppe, the Baker Novelty Co., upon his return to Chicago. "Everyone seems optimistic over the prospects for the future. My orders and business everywhere were mighty glad to see me and I ordered books in quantity. It appears there are buyers for our new machines."

"Back in Chicago, we have our new factory operating at capacity to keep up with orders, and are packing the advanced methods and stepped-up production of the new plant I don't know what will happen to build up a large sortie."

"I have been able to postpone my plans for another trip but my orders are increasing and I'm having to take care of a few things in the rush here. Drop in and see me while I'm in town."

OPERATORS AND JOBBERS NOTICE!

Overnight delivery on any of the new games for the Southern Operators of F. O. B. Richmond, Va., or F. O. B. Charlotte, N. C.

SPECIALS

- 1 Ball Suspense $10.00
- 2 Ball Suspense $15.00
- 3 Ball Suspense $25.00

AUTOMATIC PAYOFF

- 1 Million $25.00
- 2 Million $50.00
- 3 Million $75.00

PHOTOGRAPHS

- 316 Widesitters
- 3000 Specials

Keeney Big Six

Getting Big Play

CHICAGO, Nov. 11—From the J. H. Keeney & Co. offices comes word of further increases in sales of their latest release, Big Six. "Sales of our latest offering are setting skyward," states Jack Keeney, owner of the firm.

"Big Six introduced only a few weeks ago has become one of the strongest sellers the Keeney factory has ever turned out. As a rule it takes several weeks for a game to become known to the trade. No matter what a machine may do, the machine the operator is known to operators in big cities is drawing hundreds or thousands of play. We have been swamped with orders and are making deliveries as quickly as possible. Our sales department assures me that we can make deliveries in a reasonable time, as the orders are being filled in the order received. I am also informed that the game can make deliveries of sample orders for operators who have not yet ordered their sample games."
Chicago Coin's New Game, O'Boy

Order Today! $1,750

Chicago, Nov. 11—Following on the heels of their latest game, Rebound, Chicago Coin Machine Mfg. Co., officials Sam Gensberg and Sam Wulfsberg have announced another novelty game at this time. Its name is O'Boy, and it's said what operators from Coast to Coast will be shouting as soon as they begin to operate this game. O'Boy is one of the most unusual games we've ever produced and we are of the opinion that it will top earning records of many previous record holders.

Nippy was a great seller. Operators liked it and players liked it. But with O'Boy we feel that we have even more to offer operators. Operators will have more to offer players from an amusement angle. The theme of O'Boy is booming. But it is worked out differently than any other game now on the market.

"O'Boy features new pins, plus lighted bumpers that score 1,000, plus pin knock-out skill rules. The pins, when lit, light up bumpers. Bumpers when lit register 1,000. Player is awarded a free game for each pin bumped after all seven are hit. Ball going thru skill rules when lights are lit puts out lighted percentage. All seven pin numbers will be put out with one or more balls. O'Boy is a 6-ball convertible, since player may win with one or more balls."

Rebound Has High Amusement Value

CHICAGO, Nov. 11—"Rebound for amusement plus," declares Leo J. Kelly, vice-president of the Exhibitor Supply Co. "The plus stands for that extra something that makes Rebound a sensation in all territories. The game has been a hit from the start. Even in the factory it's taken the boys away from Rebound at the close of lunch hour."

"In the display room Rebound gets constant play. Customers play the game long after all business has been taken care of. Players on locations comment that the game is worth a nickel to watch it operate."

"Machines ask operators to put in the game with the loop-the-loop and the angler. Because all pin numbers plus customers want it. Operators put Rebounds to any spot with always the same splendid results—plenty of take and plenty of talk."

"Production has been constantly increased to take care of the unusual demand. Machines are ready on a 24-hour schedule—still the orders pour in. Exhibitors 1940 Rebound is indeed an amazing game."

Royal Polish

Gives your phonographs a royal sparkling shine

Use your order today for the scientifically prepared polish that is used for phonographs, discs and radios. Manufactured in our workshops. "Royal Polish" is a polish that is made to a secret blend and is the best on the market.

Distributors: Write for Proposition

ROYAL DISTRIBUTORS, INC., 4 North Broad Street, Elizabeth, N. J.

J. H. Winfield Co.

1022 Main St. BUFFALO, N. Y.

BUFFALO'S distributor of

Wurlitzer Phonographs

and Coin Operated Amusement Machines of Leading Manufacturers.

A good display of new and reconditioned Novelty and Free Play Machines on hand at all times.

Introduce C. O. D. and Roller Derby

CHICAGO, Nov. 15—"Only bad thing about a distributor's get-together," said George Jenkins, sales manager of Bally Mfg. Co., at a three-day conference of distributors adjourned, "is that they get you in a corner and demand faster delivery of hit numbers. They laid down the law regarding C. O. D. and Roller Derby roughly the same as its aforesaid announced only last week. All I can say is that production is being stepped up to the highest rate consistent with quality."

Discussing the popularity of C. O. D. Jenkins pointed out that the machine introduced a new twist to the so-called spotlight idea. "In other words," he explained, "C. O. D. has intermediate spotlight awards—one free game per bump when three-quarters of the numbers are hit and two free games when all numbers are hit."

In addition, Jenkins noted that the machine is adjustable with a speedometer. "The beauty part of C. O. D. is the fact that the machine is adjustable with a steady increasing resistor, at a set reserve or without the reserve feature. Complete operating flexibility will allow a premium rate of price."

Roller Derby is definitely the high-score game operators have been waiting for—with a board packed with exciting and exciting features, including the new completed-a-thousand-bumper, which can prove a powerful repeat play attraction. Roller Derby also features the skill-wave action so popular in Bally's Champion.

"On the sales chart in my office, Scoop continues to hold its own, thanks to the appeal of combination spotlight and high-score play. Like C. O. D. and Roller Derby, Scoop is built in the new double-duty mode, which can prove a powerful repeat play attraction. Roller Derby also features the skill-wave action so popular in Bally's Champion."

"On the sales chart in my office, Scoop continues to hold its own, thanks to the appeal of combination spotlight and high-score play. Like C. O. D. and Roller Derby, Scoop is built in the new double-duty mode, which can prove a powerful repeat play attraction. Roller Derby also features the skill-wave action so popular in Bally's Champion."

Prime your High Score Spots...

"REBOUND" Ask any operator who has them...

For Your HIGH SCORE SPOTS...

Get Exhibit's 1940...

Introduce C. O. D. and Roller Derby

H & H NOVELTY SALES
465 HALL MBBG. Stl. PAUL, MINN.

CANDY FOR OPERATORS
24-1 lb. Boxes of Chocolates $4.25
CANDY FOR THE HOLIDAYS
5 lb. BOX OF ASSORTED CHOCOLATES $ .70
5 lb. BOX OF AMERICAN MIXED $ .60
295, Den, Wm. Order, Balance C. O. D.
SEND FOR FREE ILLUSTRATED CATALOGUE
DELIGHT SWEETS, INC.
50 E. 11th St., NEW YORK, N. Y.

Jock Praises Ten Strike

INDIANAPOLIS, Nov. 11.—Paul P. Jock, president of Guarantee Distributing Co., praised Evans' Ten Strike as "the best legal machine we have had in this state."

"Indianapolis operators," says Jack, "have been visiting our showrooms in large numbers to inspect and buy the machine." In addition to H. C. Evans & Co., the firm is also a distributor for Wurlitzer phonographs.

DOUBLE YOUR PROFITS
With New
DOUBLE FEATURE

Carrries a double wallop! All the player appeal of Dice and Cards in one board. Tickets printed with Dice and Poker Hands.

No. 1621 1620 Holes
Takes in $51.00
Average Payout $40.79
AVERAGE CROSS PROFIT $ 40.21

HARLICH MFG. CO.
1413 W. JACKSON BLVD., CHICAGO, ILLINOIS

PRICE EACH $ 5.72
SEND FOR CATALOG OF OTHER PROFIT-MAKERS

QUALITY SPEAKS FOR ITSELF

USED SLOTS

<table>
<thead>
<tr>
<th>Slot Title</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Airports, F.P.</td>
<td>$28.00</td>
</tr>
<tr>
<td>Box Office, F.P.</td>
<td>$35.00</td>
</tr>
<tr>
<td>Bull's Eye, F.P.</td>
<td>$35.00</td>
</tr>
<tr>
<td>Chemistry, F.P.</td>
<td>$20.00</td>
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<tr>
<td>Gamma, F.P.</td>
<td>$25.00</td>
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<tr>
<td>Hi-Lo, F.P.</td>
<td>$20.00</td>
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<tr>
<td>Joker, F.P.</td>
<td>$25.00</td>
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<tr>
<td>Kings, F.P.</td>
<td>$25.00</td>
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<tr>
<td>Lucky Six, F.P.</td>
<td>$25.00</td>
</tr>
<tr>
<td>Merlin's Secret, F.P.</td>
<td>$30.00</td>
</tr>
</tbody>
</table>

SUMMIT, MAHONING, TRUMBULL AND PORTAGE COUNTIES
WE HAVE EXCLUSIVE DISTRIBUTION FOR

Mickey Saffron, Mgr., Youngstown Novelty Co., Youngstown, Ohio.
November 18, 1939

The Cash Box Tells the Story!
Chicago Coin's
O'BOY

THE GAME WITH A BOWLING THEME
"A Real Gold Mine"
POSSIBLE WINNER WITH ONE OR MORE BALLS
NEW TYPE PINS THAT COUNT
IN MANY WAYS!

CONVERTIBLE
PLUG IN FOR FREE GAME
 OR NOVELTY

CHICAGO COIN
MACHINE MANUFACTURING CO.
1725 DIVERSET BLVD.
CHICAGO ILL.

$99.50

SAVOY VENDING CO.
New York Distributor
GEORGE PONSE
Newark Distributor

It's right up our alley!
WHAT? WHY, SPEEDY DELIVERY ON
BALLY ALLEY
GREATEST BOWLING GAME EVER BUILT
Order Today
JACK R. MOORE CO.
413 S. W. 13th, Portland, Ore.
100 Elliot St., West, Seattle, Wash.
7 N. Bernard St., Spokane, Wash.

ATTENTION! FLORIDA
AND OTHER SOUTHEASTERN OPERATORS!
Fastest Delivery On
BALLY ALLEY
First Come, First Served! Order Today!
STAR SALES COMPANY
108 WEST HILL STREET,
VALDOSTA, GEORGIA

Lucky Lucre
Evans' Greatest Console
5 Coin Head
5 Payout Cups
Immediate Delivery
MAYFLOWER NOVELTY CO.
1507-09 University Avenue, St. Paul, Minn.

Globe Printing Company
1023-27 Race Street, Phila., Pa.
BOWLING ALLEY • LITE-O-CARD

SIMPLE AS A-B-C!
3 WAYS TO SCORE
Hot as a Firecracker!
A MONTH'S PRODUCTION ALREADY SOLD!
FREE PLAY $99.50 (Convertible)

BUSTING ALL RECORDS WIDE OPEN!
ALLURING SELECTOR FEATURE!
FREE PLAY $104.50 (Convertible)

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

BULL'S EYE
by Bally
GREATEST RAY-GUN EVER BUILT
Order Now for Quick Delivery

IDEAL NOVELTY CO. 1518 MARKET ST., ST. LOUIS, MO.

CONSOLES
RE-CONDITIONED AND GUARANTEED
6 Paces Races, Serials Over $500 $79.50
5 Paces Races, Serials Over $500 $69.50
5 Paces Marathon, Serials Over $500 $69.50
3 Paces Races, Blk. Ser. Over $300 $49.50
3 Knepper Red Head Skilltixes $49.50
2 Bally Skillfield $19.50
Triple Entry, Like New $119.50

SLOTS
RE-CONDITIONED AND GUARANTEED
Molten Balls, 5-10-25 $45.00
Jennings Silver Chief 27.50
Jennings Cracker Finish, Serials 13-25 $27.50
500, 5-10-25 $27.50
Jennings Blue Chief, Serials Over 117,000 $17.50
Mills Own Frt., Drill-proof 5-10-25 $49.50
1/3 Deposit Required With Order

MT. ROYAL NOVELTY, INC. 306 E. BALTIMORE ST., BALTIMORE, MD.

Thank You for Mentioning The Billboard.
JOHN L. SULLIVAN
CHAMPION OF THE WORLD
FROM 1882 TO 1892
BECAUSE HE HAD PLENTY OF
PUNCH
NEW WORLD'S CHAMPION
MONEYMAKER!
SCORING KNOCKOUT
COLLECTIONS EVERYWHERE!

GENCO-INC
2621 N. ASHLAND AVE.
CHICAGO

BERT LANE
Says:

PUNCH
IS A WALLOPING SMASH HIT!
PUNCH
IS MAKING MORE MONEY FASTER!
PUNCH
IS THE GAME AMERICA NEEDED!
ORDER NOW!

SEABOARD SALES, INC.
419 Tenth Ave., New York
Phone, Wisconsin 7-5688

TEXAS
OPERATORS SWAP WITH WILKY
Rock-Ola--Bally--Groetchen
Phone 6-1431

ROY McGINNIS, 2011 Maryland Ave., Baltimore, Md.
HEAR!

The most beautiful music in the world on the newest of automatic phonographs.

Mills Throne of Music

FREE ROUND TRIP TO THE CHICAGO CONVENTION
BY TRAIN, PLANE OR BUS!

HERE'S HOW YOU CAN GET YOUR FREE ROUND TRIP!

If you operate in New York State:
Northern New Jersey; Connecticut (Fairfield County); Pennsylvania (Wayne, Susquehanna, Bradford, Tioga); just purchase 10 or more of the "RICHEST AND RAREST OF PHONOGRAPHS" Mills Throne of Music between now and December 31, 1939, and we'll pay your round-trip fare to and from the great coin machine convention in Chicago. HEAR operators from all over the country acclaim Throne of Music. KNOW you've bought the best in 1939 for 1940. PLACE YOUR ORDER TODAY AT ANY OF OUR 4 OFFICES!

GEORGE PONSER COMPANY
519 West 47th St., NEW YORK; 11-15 E. Runyon St., NEWARK, N.J;
1001 E. Fayette St., SYRACUSE, N.Y.; 754 Broadway, ALBANY, N.Y.

IMMEDIATE DELIVERY ON ALL THE NEW AND LATEST GAMES. YOUR USED EQUIPMENT ACCEPTED IN TRADE.
Bally BULL’S EYE Ray-Gun Target Game

Clever new “SKILL-BONUS” feature insures continuous REPEAT PLAY

100% LEGAL! NO AWARDS!
Rapid-Fire Money-Maker

Here’s the game that puts the $ sign back in so-called closed territory! Bally’s BULL’S EYE is designed to catch the play in a hurry . . . and to hold the play month after month. Designed to satisfy all players—amateurs and sharpshooters. Designed to fatten your bank-roll today and to be your meal-ticket machine for many months to come! If steady, substantial profit—and freedom from legal worry—is your aim, hit the bull’s eye by ordering BULL’S EYE today!

Franchise Territory
Still Open in Many Sections.
WRITE! WIRE! COME IN!

• Built in FLOOR model and WALL model

Table Model Gold Cup

Greatest 4-way multiple free play game ever built. Operate as one-shot or 5-ball game (or with 4, 3, 2 balls). Sensational money-maker either way, not only in free play territory, but also in payout territory, where GOLD CUPS in many spots earn more than pay-tables. Also built in Console Model for one-shot play only. Write for complete details and prices.

14 Hits by Bally!

Bally Alley bowling sensation. See advertisement on pages 78 and 79.
Bally Baby 3-reeler, interchangeable for penny-play cigarette awards or nickel-dime-quarter trade stimulator. Requires only 6 sq. in. counter space.
Bally Bell 3-reel automatic payout bell-fruit game with double coin-chutes, choice of nickel-quarter, double nickel or double quarter. Double collections in average bell spot.
Bally Beverage Vender vends 8-cent cups of pre-mixed, pre-carbonated ice-cold soft drinks.
Bally’s Eye Ray-Gun Target Game. See advertisement above.
C. O. D. “spotted” type game with Reserve feature. May be operated with Accumulative Reserve or with Reserve Set at any desired amount or without Reserve. Changes from free play to novelty or reverse in 4 minutes.
Gold Cup Console, one-shot free-play 4-multiple. Actually cut-earning payables in many locations!

Bally MFG. Company
2640 Belmont Avenue,
Chicago
ATTENTION!
EASTERN OPERATORS!

Boys, I’m heading home from Bally’s 3-Day Pow-Wow with really big news about BALLY ALLEY and BULL’S EYE—the greatest LEGAL SKILL-AMUSEMENT GAMES ever built! Why, I saw distributors from every section of the country lay it on the line—five, ten, twenty-five grand at a crack—to insure immediate volume delivery. And I signed up the largest single order I ever placed in my life. With a juicy deposit, too. But I know the demand is going to exceed supply by at least ten to one. So it’s first come, first served! Take my tip and rush right down and get your order and deposit in under the wire! For a short cut back to Easy Street, turn right up BALLY ALLEY, where you’ll hit the BULL’S EYE of real prosperity! I’ll be looking for you!

JACK FITZGIBBONS
453 WEST 47TH STREET,
NEW YORK

362 MULBERRY STREET,
NEWARK, N. J.
Get a "THREE-FINGER\nwith the sensational

1 GREATEST
PLAY APPEAL

2 TROUBLE-PROOF
MECHANISM

3 SPEEDY
DELIVERY

2 OF THE MANY
BOWLING TRICKS
PLAYER CAN PERFORM ON
BALLY ALLEY

Scientific design of alley floor and 4-Way Swivel Ball Control permits player to duplicate every possible bowling shot and, as in regulation bowling, skill is developed by continued practice.

DIMENSION: Cabinet 72 inches long, 20 inches wide, 36 inches high (at front); 64 inches high (to top of scoreboard).

New GRIP-A-BALL
4-WAY SWIVEL ACTION
AIM & SPEED CONTROL

Ball used in BALLY ALLEY is propelled on a revolutionary new Kinetic-Energy principle... permitting player to control accurately, not only the direction, but also the speed of each ball. Magnetized ball is spun at the terrific rate of 5,000 to 15,000 revolutions per minute... then released by special Thumb-Trigger in the Grip-a-Ball Control. 4-way swivel action of Control enables player to aim, to put "English" on the ball, to deliver perfect bowling shots. Speed of ball increases as it nears the pins—but, whether the player delivers a crashing speed shot or a slow hook, ACCURACY determines the score. No words can do justice to the uncanny action of the ball and the sensitive control. You must see BALLY ALLEY in action and play BALLY ALLEY to appreciate the sensational appeal of the greatest automatic bowling game ever built!
GRIP on big bowling profits

BALLY ALLEY

Revolutionary KINETIC-ENERGY Ball-Throw duplicates all the "Umph" of real bowling

At last! A bowling game that duplicates all the "umph" of bowling ... not merely the thrill of smacking down the pins ... but also the satisfaction of a realistic bowler's grip ... and full player-control over aim, curve AND BALL-SPEED! BALLY ALLEY is based on standard bowling rules ... with STRIKES, SPARES and all the tricks of real bowling. Although plenty of skill and practice is required to build up high scores, BALLY ALLEY is so amazingly simple that anyone—man, woman or child—can step up and enjoy the thrill of real bowling. BALLY ALLEY provides all the excitement of actual bowling—with flying pins, HOOK SHOTS, crashing strikes, flashing lights, automatic scoring—plenty of action and suspense every minute. Scoring is based on bowling rules, but simplified in order to attract non-bowlers. Thus bowlers and non-bowlers flock to BALLY ALLEY for fun, thrills, excitement ... insuring big steady profits to operators—and freedom from legal worry!

100% LEGAL!

FAST PLAY! BIG REPEAT PLAY!

BALLY ALLEY gives the player 6 balls for 5 cents, thus insuring full satisfaction to the player ... plus high-speed earning power. And continuous repeat play is guaranteed by the fact that players can never become skilled enough to satisfy their own pride. BALLY ALLEY becomes a permanent fixture wherever you place it—a powerful money-maker month after month, year in and year out.

Special Money-Making Features

BEAUTIFUL CABINET with illuminated grilles.
3-PIECE CONSTRUCTION insures ease of handling and quick installation.
ILLUMINATED ALLEY adds to flash and aids player's accuracy.
AUTOMATIC SCOREBOARD registers every point scored, indicates number of balls played and signals all Strikes and Spares with an exciting flash of light. Pin set-up duplicated in light-up design on back-glass; lights go out when corresponding pins are hit and light up again when frame is re-set.
ANTI-TILT prevents cheating.
BALANCED STEEL BALL.
HARD MAPLE PINS, exact miniatures of regulation bowling pins.
SIMPLE MECHANISM insures trouble-free performance.

FRANCHISE TERRITORY

STILL OPEN IN MANY SECTIONS COAST TO COAST

WRITE! WIRE! COME IN!

BALLY MFG. COMPANY
2640 BELMONT AVENUE, CHICAGO, ILLINOIS
NOW THEY CAN BE SOLD!

MUTOSCOPE'S 3 NEW ANSWERS TO THE OLD, OLD QUESTION:

"When will we have machines that will make Big Profits--Legally, Consistently--year after year?"

POST CARD VENDER

At last—the vender that makes 'em all your steady customers. Vends novelty post cards, hundreds of different kinds—funny, exciting and instructive. People just can't resist them. Big profits on every sale—repeat sales never stop! 32 cards in each series, such as SPECIAL LICENSES (Traffic Violator's Permit, License To Do Anything, Anywhere, Anytime, etc.) CANDID PHOTOS of famous models: WILD WEST THRILLERS and PUZZLES & TRICKS—surefire with the kids. And many other swell series. Counter and floor models. Very inexpensive to buy—in bulk to operate. No rear—ever. INTRODUCTORY OFFER: Enough Cards FREE with each machine to cover the original cost! GET STARTED TODAY!!!

BANG-A-WAY

Cash in on America's "trigger finger itch" with this thrilling two-gun target machine. Ducks and Rabbits shot down are recorded on high score. Ball's-eye hits are shown separately. A wonderful machine for personal play or for competitive play, impressive example of fine cabinet-making. Made in two parts, top and bottom, for easy transportation. BANG-A-WAY boasts many great mechanical and play advantages: simplified series of recording devices that protect both player and operator...flexible coin mechanism equipped for coins of any denomination, giving five shots for a penny or ten for a nickel. The slide resistor that permits the speeding up or slowing down of the guns. VERY REASONABLY PRICED for a machine of such tremendous earning power and long life!

SELECTOR MUTOSCOPE

Has 5 Movies To Select From! NOW you can have your share of the best motion picture thrillers! SELECTOR MUTOSCOPE brings motion pictures to the doorstep of the millions of people who go to the movies every week. Offers five different subjects on a beautifully restored, new, modern, recordable machine. And, by choosing only those that appeal, your patrons always see all the pictures—and never waste time waiting for the subject. Mutoscope's extension lanyards permit even children to operate the machine; and you can place them anywhere in your establishment. Machine is completely automatic—just turn it on. EASY TO BUY—EASY TO OPERATE. The best long-term profit maker of the last ten years. IT'S A REAL BUSINESS INVESTIGATE TODAY!!

GET ALL 3 AND YOU'VE GOT SOMETHING

CALL, AIR-MAIL OR WIRE FOR SENSATIONAL DETAILS TODAY!

INTERNATIONAL MUTOSCOPE REEL CO., Inc.

44-01 ELEVENTH ST., Mutoscope Bldg., LONG ISLAND CITY, N. Y.
EVANS LEADS the WORLD WITH

TEN STRIKE
ENTIRELY SKILL! REAL BOWLING! AUTOMATIC!

Get “FOXY” before you
Get FOOLED!

TEN STRIKE, the ORIGINAL Bowling Game!

Let's get this straight—you're entitled to know!
YOU CAN'T BUY ANY OTHER GAME WITH REAL PLAY ACTION LIKE EVANS' TEN STRIKE!

That play action—which is the secret of the phenomenal success of this game—is fully covered by U. S. Patent D-116,550 and other patents pending!

TEN STRIKE STANDS UP!
Remember, there are no “bugs” in TEN STRIKE! Its mechanical action has been proven perfect by three months' actual operation on locations! You take no chances! Counterfeits rushed into production can only give you headaches! Why risk your money? DON'T BE FOOLED BY IMITATIONS!

YOU CAN "BANK" ON TEN STRIKE!
TEN STRIKE'S astounding record shows that, unlike any other game, its collections GROW BIGGER week after week! The reason is its ingenious, patented REAL play action, which holds the public spellbound! NO MAKE-BELIEVE PLAY CAN PRODUCE THE SAME RESULTS!

NO MAKE-BELIEVE PLAY! NO PAYOFFS! NO LOST LOCATIONS! NO LEGAL ENTANGLEMENTS!

OPERATE THE GENUINE EVANS TEN STRIKE AND SAVE YOURSELF A WORLD OF GRIEF!

H. C. EVANS & CO., 1520-1530 W. Adams St., Chicago
NATIONWIDE SALES OF

ROCK-OLA

Luxury Lightup

PHONOGRAPHEN

Sold by the greatest distributorship organization in the industry

ALABAMA

Birmingham Vending Company
2117 Third Avenue, North
Birmingham, Ala. (Tel. 3-5426)

ALASKA

Northwest Sales
3144 Elliott Avenue
Seattle, Wash. (Tel. Garfield 4600)

ARKANSAS

Standard Automatic Music Co.
1200 W. 7th St., Little Rock, Ark.
Tel. 40584-7924-7249

COLORADO

Denver Distributing Company
1550 Arapahoe Street
Denver, Colo. (Tel. Cherry 4809)

DELAWARE

The Hub Enterprises
43 South Liberty Street
Baltimore, Md. (Tel. Calvert 3429)

FLORIDA

Twentieth Record Phonograph Corp.
206 Washington Street
Tampa, Fla. (Tel. 2020)

GEORGIA

Edgar I. Woodfill
1240 McLendon Avenue, N. E.
Atlanta, Ga. (Tel. Dearborn 1516)

IDAHO

J. H. Rutter
85 S. 4th East, Salt Lake City, Utah
(Wasatch 3150)

ILLINOIS

Ideal Novelty Company
1518 Market Street
St. Louis, Mo. (Tel. Garfield 0722)

INDIANA

Automatic Sales Co.
456 Massachusetts Ave.
Indianapolis, Ind.

Ohio Specialty Co.
713 East Broadway
Louisville, Ky. (Tel. Wabash 2465)

IOWA

A. A. Becker
4204 Hickory
Omaha, Nebr. (Tel. Glendale 2679)

KANSAS

United Amusement Company
2410 Main Street
Kansas City, Mo. (Valentine 5825)

KENTUCKY

Carl A. Hooper
589-51 S. 2nd, Louisville, Ky.
(Tel. Wabash 4063-Belmont 2409)

LOUISIANA

Sam Gentilich
217 Canal Street
New Orleans, La. (Magnolia 2966)

MARYLAND

The Hub Enterprises
43 South Liberty Street
Baltimore, Md. (Tel. Calvert 3429)

MEXICO

Navaer, Automatic Co.
Apodaca Sanborn, SSS
Mexico, D.F.

MICHIGAN

B. J. Marshall, Inc.
1726-32 Woodward Avenue
Detroit (Tel. Temple 1-4111)

MINNESOTA

Le Bon Novelty Sales Co.
1940-8 University Avenue
St. Paul, Minn. (Tel. 2228)

MISSOURI

Ideal Novelty Company
1518 Market Street
St. Louis, Mo. (Tel. Garfield 0722)

United Amusement Company
2410 Main Street
Kansas City, Mo. (Valentine 5825)

NEBRASKA

A. A. Becker
4204 Hickory
Omaha, Nebr. (Tel. Glendale 2679)

NEW JERSEY

Interstate Coin Mach. Sales Corp.
241 W. 55th Street
New York, N. Y. (Circle 7-2694)

NEW MEXICO

Denver Distributing Company
1856 Arapahoe Street
Denver, Colo. (Tel. Cherry 4800)

NEW YORK

Interstate Coin Mach. Sales Corp.
248 W. 55th Street
New York, N. Y. (Circle 7-2694)

OHIO

W. C. Deaton
114 West Summit Street
Galion, O. (Tel. 1999)

PENNSYLVANIA

W. C. Deaton
1945 30th Street
Philadelphia, Pa. (Tel. 2170)

SOUTH CAROLINA

Edgar I. Woodfill
501 McLendon Avenue, N. E.
Atlanta, Ga. (Tel. Dearborn 1516)

TENNESSEE

East Montgomery
1050 Union Avenue
Memphis, Tenn. (Tel. 3-1700)

TEXAS

Fisher Brown
3906 S. Harvard Street
Dallas, Tex. (Tel. 4-6131)

WASHINGTON

Northwest Sales
3144 Elliott Avenue
Seattle, Wash. (Tel. Garfield 0600)

WEST VIRGINIA

R. N. Bender
132 E. Washington Street
Charleston, W. Va. (Tel. 36-813)

WISCONSIN

Budger Novelty Company
2546 North 30th Street
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