The Record-Making FREE ATTRACTION People Talk About...Long After The Show Is Over!
The Only Act Presenting A Giant Sway 30 Feet Across The Sky...A Feature That Makes Your Heart Stand Still!

There's nothing magic about Selden, The Stratosphere Man—just an honest, straightforward performance of certain routines that seem to meet with wholehearted approval from spectators. Their enthusiastic reception goes far beyond mere applause no matter how thundering it may sound. After the show, away from the grounds and in their home neighborhoods, people remember the outstanding, ultra-sensational performance and eagerly talk to their friends about it. The result? Increased attendance at later exhibitions.

There is only one Selden, The Stratosphere Man, presenting a giant handstand sway describing an arc 30 ft. across the sky, climaxing by a thrilling 500-ft. slide for life. The title, rigging and routine are copyrighted and registered. It is the only act of its kind, packed with thrills and chills from beginning to end. Live up your 1940 program with an act that is hitting new heights each season...an act that has demonstrated its drawing power at every type of Fair, Celebration and Special Promotion. Selden, The Stratosphere Man, is truly America's Greatest Free Attraction. He is your guarantee of an outstanding program...and bigger box-office profits. See the pictorial display, Hotel Sherman, Chicago, during the Outdoor Meetings—everyone welcome.

Selden
THE STRATOSPHERE MAN
WORLD'S HIGHEST AERIAL ACT!
ONE-NIGHT VAUDE BOOMS

Financial 00
For 4A Tie-Up

Reis will report on “one big union” — no comment on tele jurisdiction

NEW YORK, Nov. 23—An entirely new approach to the one big union idea is being developed by the American Federation of Labor. The AFL has been planning a campaign to bring all labor organizations into a single organization. The campaign is expected to begin shortly.

When asked why, if the Four A’s does not challenge the right of Actors’ Equity Association to the television jurisdiction, the parent body does not support the present group last week. J. G. Leadbetter, president of the board, said he had been told to commit the AAAA on that subject.

Such a board would have to authorize a statement. When queried, when the board’s action was taken, Leadbetter, president of the board, said he had been told to commit the AAAA on that subject.

Lammers Quits
As Dickey Gets
WF Show Post

NEW YORK, Nov. 27—Commander H. M. Lammers, chairman Amusement Control Committee of the World’s Fair since midsummer, resigned his position on Monday following appointment of Lincolncum C. Dickey, general manager of the fair, as head consultant to Harvey C. Mann and temporary chief of the fair’s concession and entertainment personnel. Lammers, who came to the Zone from his home in Miami last night and has an office last Monday and his desk is at least temporarily vacant.

Lammers, who has been indisposed for a few days, could not be reached for a statement concerning his plans for the future, but told the press he would work for the fair at least temporarily. He will work for the fair at least temporarily until he is well, and then take over the management of the fair.

Lammers has been a prominent figure in the amusement business for many years, having been associated with the fair since its inception. He is well known for his ability to handle the many problems that arise in connection with the fair.

Outdoor Convention Activities

IN CHICAGO

December 2, 1939

Showmen’s League of America president’s party in the league rooms, 165 West Madison street.

December 3, 1939

Annual SLA Memorial Service in Bal Tabarin, Hotel Sherman, 1 p.m.

December 4, 1939

SLA annual meeting and election of officers, league rooms, 1 to 6 p.m.

Annual meeting of American Carnival Association, Inc., Room 118, Hotel Sherman, 11 a.m., and continuing nightly until Dec. 14. The convention will be held at the Hotel Sherman.

December 5, 1939

59th annual meeting of International Association of Amusements and Exhibits, Hotel Sherman, 11 a.m., and continuing nightly until Dec. 14.

Seaside of International Motor Coute, Association and Midwest Fair Circuit, Hotel Sherman.

December 6, 1939

77th Annual Banquet and Ball of SLA, Grand Ballroom, Hotel Sherman, 7 p.m.

December 7, 1939

Annual SLA installation of officers, league rooms, 8 p.m.

December 8, 1939

International Live Stock Show, Union Stock Yards.

IN NEW YORK

December 4, 1939

Annual meeting of American Recreational Equipment Manufacturers, Hotel Commodore.

December 4-5, 1939

11th annual convention and trade show of National Association of Amusement Park Firms, Pools and Beaches, Hotel New Yorker, in conjunction with AREA: New England Section of NAAPPB and Pennsylvania Amusement Parks Association.

December 6, 1939

(Friday evening) Annual Banquet and Frolic of NAAPPB in Hotel New Yorker.
Monday, Nov. 18—Altho London's blackout was as complete as ever, October proved a brighter month for the stage. London has been more or less in the main to easing of curfew restrictions, but still somewhat complex but nevertheless the easement is there. And may well secure for it a good run. On Ida of love held by the Preach and ness may appeal to wartime audiencesn.

ment of the revue tnei featuring Bendy Colbourn reopened October 30 with Can origtrtst and Waiter Crisham showing but little Saar war.

of a group of people lotting round a performance Indicates that the Pallatium Little Pop Laughed. Brtoging back the arries. they have earned full poem -time sal-

DURING the past week two remarkable things happened in the trend of the advertising past our Broadway door. The first, which occurred on November 14 when the screen material we have yet run across the strip was reprinted in the leading section of Artie Shaw. To our knowledge this represents the first time in any major business that a young man has got up the courage to jump so far to reach his trajectory suddenly, and may be further enlarged Every other man would risk their lives to attain and walk off the board stand and give it a smoke.

The second remarkable event was the party given by Nicholas M. Schenk, president of Loew's, Inc., to all connected with the management of Loew theaters. This party, we understand, was one great complimentary function ever held by any part of the industry. That by itself is itself bound to be unique and unprecedented.

What was worthy of being recorded was the fact that the kibosh was placed on advance bookings and tickets for the party were not sold. Invitations were limited to the Loew's executive board, and Schenk and his colleagues spent several hours at the standard party but that money was well spent. The result staged the party with a superior motive.

In fact, the very nature of the party is that of a dinner of good food, good wine, and light cigarettes of a hard-boiled heart. In other words, a gracious gathering for some thanks for something. It has been done with not the slightest idea how. There was no attempt to create an impression. The efforts would receive such recognition as credit. It was done with the hope that it would have a high repeat for the people who have always had a high respect for the business. In short, it was an easy to understand why the morale of the company has remained so high. It is always possible that we may have had a high respect for the business. Inshort, it was an easy to understand why the morale of the company has remained so high and the salesmen remain so enthusiastic. It is easy to understand why the morale of the company has remained so high and the salesmen remain so enthusiastic. It is easy to understand why the morale of the company has remained so high and the salesmen remain so enthusiastic.

Sunday Vaude in White Plains

Geta $3,750; Looks Like Click

WHITE PLAINS, N. Y., Nov. 25—Vaudeville came back to Westchester last night when Les Reese (formerly of the Monte Carlo) and his co-brothers premiered their show of thirty-five acts on the stage of the handsome new theater at the Little Lot. The opening act was furnished by Berigan's star, six standard acts and a few transvestites. Tariffs set at $1.10, 85 and 35 cents.

This was the first of a series of Sunday night shows scheduled here. Beginning next Sunday a matinee will be introduced, with prices set at 75 and 40 cents, in addition to the evening performance. Ray Kemp and the Smoothies, plus Charlie Barlet and his orch, head next week's bill.

It looks like Reese and Co. are in for a solid season of clicker. Crowed was about evenly divided between oldersters who still have a hankering for vaude and youngsters welcoming the chance to name bands in the flesh.

Show was presented in two parts, with Berigan and vaude turns comprising the evening presentation. Band was going on after a 10-minute intermission. Playing on stage, Berigan got things under way with his theme song before introducing Jay G. Flippin as emcee, who is the only capable fashion.

Show started with a musical number, three girls and four men, opened with a flashy tumbler and cly routine packed with action. Swell opener, but overlong. Walter Dale Wahl clickedsolidly with humorous hand bal-

ricanes and couples balled as the Hollywood Jitter-

berries and twisted thru now familiar leggy jitter dances to a fair hand. Took the show with style and grace but that money was well spent. The result staged the party with a superior motive.

Some organizations are cursed with a top-heavy staff, and it seems to be impossible to effect a cure no matter how frequent the shakings and no maka at work that the daytime. There are possibilities very good reasons for this, one of the main being that the brainwash trickles down from the top and the shake just goes down and out. In the Loew organization the high morale has persisted in spite of all the efforts to effect a cure. It is the thought that is the thing that makes it all go well. It is the thought that is the thing that makes it all go well.

There's nothing delightfully amusing except the shibboleth. Admire the shibboleth. Admire the shibboleth. I am sure that there were never any one necessary. According to my knowledge, the shibboleth is wondrously the industry. It produces good pictures but not nearly so efficiently. The most beautiful efficiency and as time goes by, it is becoming more and more obvious from its ranks. The Thanksgiving party is this week and Loew has much to be thankful.
AED Under Investigation
On Black List Complaint

NEW YORK, Nov. 28.—Local office of the New York State Attorney-General in investigating the manner in which the American Federation of Trades and Labor Union’s organization, is conducting its personal representative network, has requested representatives of the AED to submit to the organization a list of all books and papers relating to the black list complaint which was the subject of the investigations by the AED. The office requested that the books and papers be submitted to the AED by the end of the year.

The AED has refused to comply with the request, stating that it is impossible to return all the books and papers as they are being used for the black list complaint. The AED has also stated that it is impossible to comply with the request, as the books and papers are being used for the black list complaint.

American Acts
Quit Denmark

COPENHAGEN, Nov. 28.—There has been a number of American acts in Denmark in recent weeks, and the majority of these are now in route to New York or planning to sail at the first opportunity. A few acts, however, have been able to work permits and contracts, and will remain in Denmark.

Stadler and Rose, the American dance team, are going to Germany to perform at the Scala and la Scala and la Scala, leaving for the war front. Harry Hamilton, the American dancer, is also going to Germany with his company.

Valdino, the American dance team, are going to Germany to perform at the Scala and la Scala, leaving for the war front. Harry Hamilton, the American dancer, is also going to Germany with his company.

Jack and George, the English dance team, are going to Germany to perform at the Scala and la Scala, leaving for the war front. Harry Hamilton, the American dancer, is also going to Germany with his company.

Frank and John, the American dance team, are going to Germany to perform at the Scala and la Scala, leaving for the war front. Harry Hamilton, the American dancer, is also going to Germany with his company.

Dallas Plans Fest;
Fall Thru Last Year

DALLAS, Nov. 26.—Dallas Citizens’ Council, planning board for the city of Dallas, has been unable to secure a number of American acts in recent weeks, and the majority of these acts are now in route to New York or planning to sail at the first opportunity. A few acts, however, have been able to work permits and contracts, and will remain in Dallas.

The three organizations are planning to produce one of the outstanding summer amusement projects of the country. The purpose of this show will be to provide entertainment for the visitors from the entire Southwest. The show will be produced by A. Olmsted, J. L. Thorton and A. H. B. and will be held at the State Fair Park in Dallas.

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STOCK TICKETS
ON SALE NOW

To the Pikes Peak Theater, we are giving the following special prices for the season: One roll, $5.00; five rolls, $25.00; ten rolls, $50.00. We are also offering rolls of 100 tickets for $25.00. For every 100 tickets purchased, we will provide double coupons, which can be used for any other show in the city.

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WARD G. MURRAY
THEATRICAL AGENCY
Want Open Time for Concert Bands and Orchestras on Tour 1939-'40 Season

Good Location — Well Sponsored

WARD G. MURRAY, Manager

Muncie, Indiana
Yankee Chain Netted $142,000 During ’38 FCC Survey Shows

BOSTON, Nov. 25.—John Shepard, III, owner of WAAB and WNW, admitted before Federal Communications Commission Trial Examiner George B. Porter, that the new defunct Yankee Stores received tax abatements under the administration of Mayor Maurice Tobin, although abatements had been denied by former Mayors Michael Curley and Frederick Mansfield. Shepard was pres- ident of the stores until they closed them to concentrate on radio. Abatement point was brought up after questioning re- garding the present status of Curley and Mansfield. Later, Shepard and Louis O. Clout, counsel for Mayflower Broadcasting, which wants the WAAB wavelength, engaged in a heated argument over whether the station owner's salary, "is what I get nobody's business," Shepard declfined. The case was held up pending trial examiner's report.

In testimony, Flynn recalled a speech by Hinkford before the women's club at Worcester, Mass., in which the speaker accused the station of making insubordination tastes in everybody's mouth." The wit- ness apologized for the statement after an objection by Paul Shearman, counsel for the station.

The examiner was told that Hinkford had been paid $1,000 a week for services.

Hub Stock Nears Rocks; Grips Walk on B-O. Layoff

BOSTON, Nov. 25.—Labor trouble almost forced closing of the Coply Thea- ter this week but last-minute arrange- ments enabled the Allan Grey Holmes Co. to present Paygallon and keep the house open on a tentative basis. Box-office employees were released Monday morning (20) in an effort to cut down overhead, but stagehands threatened to walk out and close the show. After a hectic day of conferences, however, the staff was retained. The stagehands went back to work, but the house was not in place until shortly after 6 o'clock, delaying the opening about an hour.

Goodbye April has been tentatively booked for next week, but the company was not certain about whether the house would be open again.

The show, which was booked from road shows, brought no hour suit with the business at the Coply. Monday's box-office was down to $4,000. The theater, which had been known for its low prices, was reportedly losing money.

The uptown room even more dance floor was run by Jimmy Weisner and has been operating for 1,100. Theuptown room has been vacated by Jimmy Weisner and has been operating for $100 a month for the past several weeks.

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Film Exhibs Vox Pop Again; Beef on Radio Shows

HOLLYWOOD, Nov. 25.—Theater operators are squawking again about more show fees going to Vox Populi. This week several Hollywood names received a letter from the Independent Theater Owners' Association, asking if they would cooperate in a Vox Populi office standing by future appearances on the ether. Duplicates of sheet letters were sent to producers handling the stars. 

Bleowoff came after other show fees, gouged out in the past, had been raised, with Claudette Colbert and Henry Fonda plunging prices with no show business. Producers in favor of the new idea said there would be no need of exhibitors as far as to allow their stars to appear on the air shows. Whether this blast is indicative of a turn-in to practice is dubious, however.

Bill Bacher, who fosters the Movie

Philly Grosses Oked: U of P Show's $22,000

PHILADELPHIA, Nov. 25.—The three shows in the area continuing to do right by their respective box offices, with the Locust, containing The Hot Mikado, getting most of the coin shelled out. Much of the gate that would ordinarily go to Hot Mikado houses, however, is currently going to the Elranger, which is booked with The Great Gatsby, the first of Phi Delta Theta and Whig Club offering of the University of Pennsylvania's creations, by Dr. Clay Boland, song-writer, and Rickley Holchen, reporter for The Daily Pennsylvanian. Kenyon said he plans to run $22,000 for the first half of its two-week run.

The Hot Mikado will end the first half of its engagement at $15,000, he said. If this show gets similar coin during the next week, it may stay here indefinitely. Bill Robinson is the draw.

Russel Bovell took over the role of the Burning Road played to capacity houses during the next week of its run. He is expected to stay at the Plymouth. Advance sales were reported good, and the stay may be extended.

SUGAR'S DOMINO

(Continued from page 4)

Shaw has the right idea and maybe all of the rest of us are wrong. The answer, one fact is certain: Shaw has blown the breath of romance into the heart of America. He has stopped the conveyor belts and assembly lines in a glissade of sentiment. Surely it is no sin to look the girls in the eye just enough time to make the boy give a thought to what it is all about. We are not asking you to agree with us, but we are asking you to give Shaw a chance. We are asking you to consider our position.

That I Shaw does return soon he will walk into the greatest natural publicity builder ever to grace the stage. Shaw is a great personality. Shaw is a great personality. The public is coming in by the thousands. Shaw's shows are the pride of today's theatrical world. If Shaw does not return soon, the public will be lost. If Shaw does not return soon, the public will be lost. Shaw's shows are the pride of today's theatrical world. If Shaw does not return soon, the public will be lost.

American Swingsters Rate Well

In Japanese Program Schedules

NEW YORK, Nov. 25.—Hendrik Harms, manager of the Netherland Indies Broadcasting Co., Ltd., now visiting here, said that several of sets now in use in the area, particularly Java, have increased from 9,000 in 1934 to 10,000 in 1934. These sets sell possibly in the field is still practically untouched. Netherlands Indies Co. Ltd., he said, has 37 transmitters in use. In 1934 and now has 27 transmitters. In addition, there are about 10 independent stations.

WHEN IN DETROIT

Stop at the
CLIFFORD APT. HOTEL
A Real Home for Shoejobials.

2 and 3-Room Furnished Apartments.
Kitchens, Electric Refrigeration.
Complete Hotel Service — Convenient Location.
Also Single Rooms.
Special Weekly Professional Rates.
Receives suburban trains to cover.
5-Minute Walk From Booking Offices.
2452 Clifford St., Detroit, Mich.

SMASH HIT

939 w., residential rate at New York's Hotel Empire—get the address in Free Soil, N.Y. Furnished and equipped with private telephone, $10.00; 3 rooms, $10.00, in S. F. Building, daily, 50¢-75¢. For with tax; laundry, 25¢.

HOTEL EMPIRE

NEW YORK
CLOSING OF FAIR

FED. THEATER CUTS CHANCES OF RADIO ENTRANCE

NEW YORK, Nov. 23—Chances for new talent and stars into radio—particularly young and inexperienced—have reached a low level, owing to factors de-

veloping from the war. Radio department heads are now skill ded bading a high percentage of the available talent. As a result, we have little hope for the new generation of radio performers in that field. However, there are indications that the talent field is slowly returning to normal levels.

Mr. A. B. Black of the Federal Theatre Projects Office has announced that the agency will not enter into any contract with performers who have not had previous experience in radio or other forms of entertainment. This decision is based on the belief that only those who have proved themselves in the past can be trusted to deliver quality entertainment to the listening public.

Nordberg Quits WOR

ChicagO, Nov. 25—Ralph Nordberg, WOR, Newark salesman, leaves that sta-
tion at the end of this month to join the newly formed Transcontinental Broadcasting System in a sales capacity. Deal was set this week by Nordberg and Jack Adams, TBS board chairman, in New York. Nordberg was sales manager before joining WOR and NBC in exclusive sales capacities.

NEW YORK, Nov. 25—A. S. (Steve) Cider, manager of WORC, New Alban
y, Chicago, leaves his position with this station to become sales manager. Before joining WORC, he was sales manager for Mutual until 1940, when WORC was started.

Blackett Rebukes Elliott Roosevelt

CHICAGO, Nov. 25—A sharp rebuke was delivered by Andrew Blackett, president of the recently formed Transcon-

tinental Broadcasting System, to the Texas State network, by Bill Blackett, who was visiting the area. Mr. Blackett, a former owner of the WJJD, has a contract with the network. He was quoted as saying that the network was not following through with the contract made with him.

Miner's Hair Help Starts, Ends Series

Pittsburgh, Nov. 25—Three years ago, Michael Simon was a coal miner in the subsidiary of Castle Shannon. He connected with a coal company, then the in- ternational network. We were approached by the miner, and we agreed to consider his proposition. We felt that the network would not tolerate any action breaking its rules and that the network would not tolerate the contract. The contract ran until September 1, 1941, when the miner returned to mining.

WIC-Pickedet

BRIDGEPORT, Conn., Nov. 25—On the night of December 31, the network will broadcast a special program, the Miner's Hair Help. It will be sponsored by the American Miner's Union and will feature several famous radio personalities. The program will be broadcast over the entire network.

Ginny Verrill May Do Daytime Serial

CHICAGO, Nov. 25—Brown & Williams have signed with NBC for a daytime serial. First time the Chanslee will do that kind of work, they are to be in the casts. The series will be "Uncle Walter Dog House and Show." It is a good comedy series that the Miner's Hair Help will be a part of.

Chi Radio Union Puts Mahosker On Contract Violating Guests

CHICAGO, Nov. 25—Joe Mahosker, winner of the "Best Actor" award at the Chicago Film Festival, has been placed on contract by the Chicago Radio Union for his performance in the movie "The Girls." The union has decided to take action against Mahosker for violating the contract.

Rest Period

PITTSBURGH, Nov. 25—During the recent KDKA party dedicating the 100 out-of-city agency executives were guests. P. J. Jutland was called on to find a wing collar at a variety show. The KDKA publicity department helped him, and he carried a guest who refused to ride in the automobiles provided, water to carry to his room. The guest refused to ride in a bus and insisted on being carried in an improved car, which was provided by the network. The place was a Success. The water, glasses, and cups were not hand, but the guests were on the front lines. There has also been an increase for floaters from the Fair and the PTP.

Network Artist Bureau Set on SAG, AGMA Deals

NEW YORK, Nov. 25—Licensing of artist bureaus of both Columbia and National Broadcasting companies by SAG, American Federation of Radio Artists, and AGMA, American Federation of Musical Artists will probably be completed December 1. According to reliable sources, the agreement with the agencies of the American Federation of Radio Artists (AGMA) is near, and it is expected that the agreement will be signed by the companies and AGMA by the first of the year.

Nordberg Quits WOR

For TBS Sales Post

NBC Eats Guest Stars

NEW YORK, Nov. 25—NBC put on a spasm of sales growth this week, daggng the double Thanksgiving rush. The NBC plan for the day was made by buying two guilla runners to make authentic turkeys. The turkeys were sent to a restaurant down the road, cooked and served to the guests. The plan was a success, Day (33).

The treatment of guest artists, observers say, should be practiced on many more radio stations appearing on NBC programs.
Talking Shop
By JERRY FRANKEN

How To Rate Shows
And Alienate People

THAT three columns that will be
taken care of, presenting opinions on the
various premium shows. This column covers
the NBC series, CBS next week, and
Colo Blue and Mutual weekly and.

Talking to the blue and white, I'm
happy, no doubt. Daily shows, of course, are not
included, and if I am incorrect or stating
that the show is missed, it means either
the show is missed, or at
least in a long time or they're
really not showing anymore or
at all. It's enough to do this.

Lay off a guy, once.

Sunday

Wishing Bee, with Paul Wing. Okeh.

Good, Club. Laughed like the dickens, last time I heard it. Maybe
next time.

Some of these opinions are going to
be like...

Bob Benny. You know the answer, as
well as anyone.

Ted Wrangell. Clancy stuff.

I Love a Mystery. You might love a
Mystery, but I don't

Tommy Rigs. In and outer.

Johnny Presents. Okeh.

The Big Show. What changed happened to
Humphrey Bogart? Was he a bank night
here to stay or not?

Bob Hope. The same, but more of it.

One of the best comedy shows.

One for Harry.

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Progress in Television Production

By ALFRED H. MORTON (Vice-President in Charge of Television, National Broadcasting Co.)

TO SPEAK of recent progress in television production would seem slightly ridiculous, considering that television as a regular public service is just six months old, were it not that each television week is probably the equivalent of a year, or even more, in older media of entertainment.

The first period in any entertainment medium is probably always one of experiment in their relation to the electronic system of television. So when we decided to inaugurate the television service on April 30 we had practically all the knowledge, in rudimentary form, that we now possess. The difference has been supplied by experience.

Still there have been some remarkable about-face movements in and about the studios at Radio City. We began with programs of the variety type, including several acts that had proved themselves on the stage, together with a one-act play with two, three, and five characters. Our first studio telecast, for instance, presented such an act as the premiere entertainment as Fred Waring's Pennsylvanians, Marcy Westcott and Richard Rodgers, a film produced by our own department, and The Unexpected, a playlet with Marjorie Clarke, Earle Larimore and David More. The vaudeville act, not only from the standpoint of television, was a success, and was repeated the following week, together with a playlet, and the third was a study of lightning and multiple camera pickup from without, an experiment in the relationship of electronic system to television.

That lubricant could be secured only thru the meeting of a regular schedule. And in passing, it is of interest to note that the directors rehearsed each act separately for a period of several hours and brought the talent for the entire program together only for the dress rehearsal. For this type of production, the technical essential that rehearsal should be held to a minimum. The vaudeville act, not only from the standpoint of television, was a success, and was repeated the following week, together with a playlet, and the third was a study of lightning and multiple camera pickup from without, an experiment in the relation to the electronic system of television. So when we decided to inaugurate the television service on April 30 we had practically all the knowledge, in rudimentary form, that we now possess. The difference has been supplied by experience.

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Program Reviews

Ken Martin

Reviewed Tuesday, 7:30-8 p.m. Style—Music. Sustaining on KYW (Philadelphia).

Talent on this session ranges from mediocre to superior, with Ken Martin and his band providing a modicum of entertainment. No better. With improved production and musical arrangements, this show might improve, but it's not likely. No Grade A variety show. Lack of national names will continue to limit audience.

Martin's Ork has some good arrangements, but much of the material selected from the infectious variety show. It provides something new to many of the songs heard. The standout of this occasion was the single song from the show "The Music Goes Around," which was also done by Martin Cashow and Irving Levin playing the former's arrangement of "I'll Be Seeing You." They got much sparkle into their bit.

In closing to the Milliard Mestlarthy.

"It's the Tops"

Reviewed Wednesday, 4:45-5:35 p.m. Style—Music, comedy, sports.

Pierro and Andy "Beau" Greene, with Gus Rodin, as presenting announcer, play their cards well at the West Side Club.

It isn't that the song was that bad. But it was an all-time dud, and Bob Crosby's band is perhaps the best musical group in the country. Crosby, who often has made even the song in question a hit, was in the L.A. Basin, so the act had to do without him.

Cotton, a member of the orchestra, did a number, but it was nothing special. He did his best to keep the audience in the mood, and it didn't work. The act was a lull in the show, and the audience was left wondering what could have been done.

On Sunday (13) EDGAR BERGEN tested out a new recording of "Soliloquy" for the second time in two weeks, but he failed to get it right. The new version will be released in two weeks, and Bergen believes it will be a hit.

Before taking out the Danish hillbillies a couple of weeks back, reports were that Bergen had been keeping the same act in the air for two weeks. According to Bergen, this time the act will be "Soliloquy," and after the recording is made, they will be used on this program, and the concert was decided to prove this.

Program also marked the first of a series of new ideas for the show by Ron Ball.

HICKORY HOUSE, N.Y.

HEAR...

Program is in progress in its eighth month of expansion.

In part, it has been due to improved equipment, in part to the sharp- edged program, and in part to the laboriously fashioned during a three-year experimental period.

The fact is, that comes of a willingness to discard preconceived notions as to what a program should be. The change from the short, action-filled dramatic sketch to the longer and more contemporary has not been to be forgotten the corresponding change in camera technique, from one of rapid views and quick camera to the slower but more effective method of using one angle until its possibilities have been exhausted. Camera technique has been made to serve the needs of dramatic action.

We have made the step away from the mere recording of the simplest type of program to the recording of larger scope. We have had our mistakes, but we have also made progress in its first six months of expansion.

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OMAHA, Nov. 29.—In the territorial band routing field in the upper Midwest, the name of Vic Schroeder stands out—arriving at the perch of center position by a combination of the right man at the right time. and thereby earning a place in the history of the band business. He is the Iowa-born and Chicago-born son of a Norwegian immigrant, and a graduate of the University of Chicago, where he studied under the noted band theory and orchestral conducting authority, Dr. Edwin H. Williams.

Schroeder was the first to establish a chain of opera bands in the Midwest, and has since expanded his operations to the point where he now controls a fleet of six bands. He is also the owner of a chain of radio stations, and is a leading figure in the music business in the Midwest.
MUSIC ITEMS

Selling the Band

Exploitation, Promotion and Showmanship Ideas

The Romance of the Dance

The American public takes its dancing very seriously. There is an active and enthusiastic dance band movement in the country, and many dance bands are making a name for themselves.

SOURCES:

RAY WHEEL'S theme song, written by the maestro and Berno Molten, is one of the most popular in history. It was published by the Robbins Music Company. When Love In Depression (1931) was issued by the Hollywood film company, the song became the best-selling record of the year. The song is now being issued on a national scale, with the sales of the record exceeding the sales of any similar record in history.

PHILADELPHIA, Nov. 25 - Contract between WPM and the Philadelphia Light Music Publishing Co., New York, is for the sale of all rights to the song "The American vintage, which has been written by Leon B. Shapiro, has been sold to the WPM company. A new publication, "The American Vintage," has been scheduled for a national release in a forthcoming WPM release.

PENNE RENWES WITH ACA;
DICKER ON WITH AFM

PHILADELPHIA, Nov. 25 - Contract between WPEN and the Philadelphia Light Music Publishing Co., New York, is for the sale of all rights to the song "The American Vintage," which has been written by Leon B. Shapiro. A new publication, "The American Vintage," has been scheduled for a national release in a forthcoming WPM release.

PENNE RENWES WITH ACA;
DICKER ON WITH AFM

802 INSTRUCTORS LEAD IN TRAVELING ORK LAYS

In Traveling Ork Lays, 802 instructors are continuing its drive on traveling bands using out-of-town markets. The old 802, AFM, this week had Benny Goodman, Andy Kirk and Del Courtney appear before the hotel's iridium Room, which was filled to capacity. The hotel's iridium Room is the latest Boy Music band to be formed. The hotel's iridium Room is the latest Boy Music band to be formed.

More of the Same

MURRAY WIESEL is now contacting the New York and Chicago regions for the American Music Corporation, the company known for its first-class music and talent. Murray Wiesel was brought to the New York region by the American Music Corporation, the company known for its first-class music and talent.

Songs With Most Radio Plays

"Help" Debuts on Top To Share Lead With "Border"

Songs listed are those receiving 10 or more network plays (WJS, WAEF, WABC) between 10 a.m. and 5 p.m. on Saturday, Nov. 25. Those with 10 or more network plays (WJS, WAEF, WABC, among eight leading stations) are: "Help," "Love," "What a Fool," and "Border." The song "Help" is leading the list with 10 or more network plays (WJS, WAEF, WABC) between 10 a.m. and 5 p.m. on Saturday, Nov. 25. "Love," "What a Fool," and "Border" are also leading the list with 10 or more network plays (WJS, WAEF, WABC) between 10 a.m. and 5 p.m. on Saturday, Nov. 25.

PHOTOGRAPHIC XMAS CARDS

30 Designs for Professionals, To Be Used at Christmas, or any time of the year. Each card comes with a postal card. Ideal for greeting cards. Ideal for use in any business.
The Trianon-Aragon Ballroom Cavalcade

BY ANDREW KARZAS

February 13, 1939

Music by Paul Whitman (Snuff)

Admission price at all times is fifteen cents.

Dancing Tunes Infused

Interior shot of Trianon Ballroom, Karzas' first ballroom enterprise, located on Chicago's South Side.
factor for continuous consideration, but our policy has changed very little through the years. It was decided that after a couple had paid admission at the door they should not be taxed on the inside for refreshments and other essentials. All these incidental items were lumped under the general admission price of $1 per person. In big-point of policy, too, was that of the quality of our principal product—the dance music.

After Whiteman's opening week we played bands like Roy Bargie and Isham Jones, but I still wanted to build a band of our own for the Trianon. Lampe began such a band, with his son, Bill, as conductor. From this original group came such present-day names as Wayne King, Charlie Aneen, Harold Stotes and Walter Foster.

Now came a real innovation—a singer with the band. No one had ever heard of such a thing. When we found someone who could sing as well as play an instrument, I was able to make use of that fact. As a result of such a phenomenon, Lay off a ‘straight’ musician to hire a singer? Who had ever heard of a dance band with a singer?

A Sister Ballroom

This and many other little troubles that we met with were eventually ironed out, and things ran along smoothly. It was a logical step when we enlarged our present dance-theater and built a new—that is to say, entirely new, thoroughly modern—ballroom. The Trianon is still our North Side dance-theater, and the Aragon is a later development that has the same character as the Trianon. The Aragon has been opened since 1926.

The Aragon was an offshoot from the Trianon, with the same management. In the beginning the Aragon was not a real competitor. It was not designed to provide the right atmosphere for dancing as an expression of human emotions and feelings, of joy and gayety, longing and even sorrow. And, basically, the forms of dancing didn't change very much. We have room for less people in the Aragon than in the Trianon, and the idea is sound, as Wayne King has well proved. Our rooms are for dancing and we see our purpose in using them for anything else.

Music of Prime Importance

Since these rooms are and always will be tuned for the purpose, I consider the music of prime importance, and it has always been our policy to produce better music for better dancers and thus attract better dancers with much better music. Of course, the idea today is that of Dick Jurgens, whose orchestra is regarded currently as one of the most successful on the North Side, and it is destined for tremendous popularity. In recent years we have experimented with many of the big-name orchestras and I intend to continue offering my dancers the stream of these bands. But essentially I like to stick closely to my original idea of having bands that blend and harmonize. When the Trianon and Aragon were built they shelled all precedents. Their role in creating a permanent recreation field is now well established.

The Future? We have been dreaming all our life, and we will probably continue to dream.

Walter Barnes

(Rev. at the Windmill, Natchez, Miss.)

PARKS has no band that seems designed to go places. Swing out in the best approved style, the orchestra is strictly hot but indulges in some sweet stuff now and then. Leader plays fine clarinet and sings a good deal of the work of his band. His vocal ability is born with him, with Earl Wilcox (trumpet) handling the romantic stuff and John 'Doc' Peterson the cornet. Barnes’ front work is affable and personable, making himself liked by complying with all requests. Twelve men are divided into five sections. The sax, the clarinet, the alto, the trumpet and the cornet.

The Reviewing Stand

Joe Rines

(Rev. at 1747 Broadway, Buffalo)

RINES' melodic music on a large scale is pleasant and pleasingly varied repertoire appealed to the audience. Rines has been heard here, even the one outfit was definitely handicapped when called upon to blast and stamp in a two-band show. Those who are friends of Rines, a desire to please, good approach, and a fine trombone section makes for a great ensemble. Joe Rines is the perfect front, working hard with his four-piece band. Joe is a four-piece band. Joe is a perfect front, working hard with his four-piece band.

Wendell Phillips

(Rev. at Continental Garden, Chicago)

Graduating from the ranks of an instrument section, this familiar local leader has augmented his orchestra with two new instruments and added a gay vocalist. Set-up is small, but the sound is one brass and three rhythm, because the sound is one brass and three rhythm, which is the sound of the orchestra. Result is fairly important, lots pushing out pleasant dance rhythms but without much lift. Library is mixture of old and modern pop hits, played with stock arrangements. Phillips was one of the first to try the arpeggios, but is not much to the liking of the people here. However, the music is simple and forward. A small spot, where the need is not necessarily, this combo is all right.

Royce Stoener

(Rev. at Pluma Ballroom, Lincoln, Neb.)

YOUNGSTOWN, Ohio, April 18—Band leader. Ward Bowring, is the only member of the Ohio State University men's band. He was graduated from the University of Chicago in 1937, and has been in the music business for several years. Band player, Ward Bowring, is the only member of the Ohio State University men's band. He was graduated from the University of Chicago in 1937, and has been in the music business for several years.

Judy Conrad

(Rev. at Turner's, Linton, Indiana)

Five years at the Fox-Tower, Kansas City, Miss., Conard is now out West, one of several with an interesting story. He started in the music business as a pianist and vocalist, but was drafted by the audience with the help of the singer who sells. Conard is an all-around musician and has the talent to show how many bands I can bring into the Trianon and Aragon. In a year's time, any band that knows the music of the team and can put on a good show will be well received.

Glenn Miller

(Rev. at Meadwood Country Club, Oldfield, Ohio)

Except for an engagement of a few weeks, Miller has made no changes in his style of set-up. Addition of one trumpet and one trombone now present. Broken down, eight, Glenn's elation included. Five (see REVIEWING STAND on page 2).
A Music Publisher Opens Shop

By LOU LEVY

LOU LEVY, head of Leeds Music Co., sends an attentive ear as Dan Sweig, staff writer at the piano, goes over some of the latest songs and counterpoints of a new ditty.

Import of Recordings

LOU LEVY enjoys the distinction of being the first music publisher, either in or out of the American Society of Composers, Authors, and Publishers (ASCAP), to make a million in a season. Leeds Music Corp., which he heads, has been one of the most active in making what is known as the "sheet" that revealing and color-bloody barometer of a song's radio standing, and when they've explored the seventh heaven of 40 or 50 pluggers in one week, I know the worries and the headaches that are the normal accompaniment of the evolving of not merely one successful song, but the whole success of an enterprise that goes to make up a valuable catalog and therefore a successful music publishing house.

I know all that and yet, despite the fact that I am considered more or less reasonably sane, I am a music publisher myself now, with an active membership in the American Society of Composers, Authors, and Publishers to prove it! Without minimizing the almost insurmountable task to succeed in the various forms of hard work, luck, competition, and the all-round aggravation of a business which deals with intangibles, I felt I had an even chance to build a publishing house if I brought to it one concrete line of thought, and a carefully mapped-out plan of action, rather than the haphazard type of campaign that any enterprise to a perennial life on the small time.

Performance Value of Songs

The short career Leeds Music has produced, successively, Undecided, "What You Do and Well," It's the Same Old Tune, and Running on a New York, among others. It is no trade secret that these songs have not been sensational sheet-music sellers. But—and to me it’s a most important thing—their success, and the way it continues to stand, of course, the record. Perhaps it’s presumptuous to add that I have also tried to analyze their mistakes and to avoid only to avoid up to the exact as well. Again, why not?

The acceptance of this music, and the study methods and ideas of the leading publishers and houses and adapted some of them to the operation of my own company. Why not? The big boys didn’t get there because they handled everything all wrong. If their ideas were good enough to achieve outstanding success in the field they’re worthwhile. But, perhaps it’s presumptuous to add that I have also tried to analyze their mistakes and to avoid in every way their exact successes. Again, why not?

It’s my opinion that these tunes, as well as other swing items in the Leeds catalog, are a catalog (and a music firm) that pays off handsomely in that very important matter of ASCAP availability.

The Songs of the Islands

By ABE OLMAN

ABE OLMAN is managing director of the Big Three music firms—Robbins, Feist and Miller. Supplemented by the vast array of popular hits and rhythm music published by these firms, Olman is overseer for the largest library of Hawaiian music, published through Miller Music, Inc. He has experience and close contact with men whose music in this field has won him a reputation as an authority on the subject.

Other instruments indicates that a greater demand for this music may result in shortage of musicians capable of offering authentic Hawaiian music. Even modern orchestras have shown the influence of Hawaiian music.

Althea Horace Reid, Kay Kyser, Sammy Kaye, Blue Barron and other such favored dance orchestras are far from being Hawaiian units, their use of the guitar and the application of all the various rhythms are apparent adaptations of certain rhythms, principally Hawaiian. Their tremendous success in the dance field is significant testimonial to the worthiness of this music.

Composers and Songs

Probably of greatest importance is the new, distinctive group of composers who have won due recognition in creating the best in Hawaiian music. The unspoken music which is the essence of every great musical work. Such names as Queen Lilikoiakai, John Noble, Harry Owen, Kay Kyser and Leadbelly have become comparable in musical Hawaiian to the Gershwin, Berlin, and other American contemporaries in our own native music.

Many Hawaiian songs such as Aloha Oe, Little Grass Shack, On the Beach at Waikiki, Hawaiian War Chant, Melody of My Life, Hawaiian music to the degree that the melodies of Hawaiian music are comparable to our own. In fact, they have won due recognition in creating the best in Hawaiian music. The unspoken music which is the essence of every great musical work. Such names as Queen Lilikoiakai, John Noble, Harry Owen, Kay Kyser and Leadbelly have become comparable in musical Hawaiian to the Gershwin, Berlin, and other American contemporaries in our own native music.

In the collections by Kay Kyser and Johnny Noble are books which have sold exceedingly, including such works as the Hunter's paradises, while perhaps not known by titles, and among the highly popular performances the Hawaiian melodies.

In the collections by Kay Kyser and Johnny Noble are books which have sold exceedingly, including such works as the Hunter's paradises, while perhaps not known by titles, and among the highly popular performances the Hawaiian melodies.

The acceptance of this music has also given new employment to musicians who previously were handicapped because of the specialized use of the instruments. Today the increased sale of guitars and other instruments indicates that a greater demand for this music may result in shortage of musicians capable of offering authentic Hawaiian music. Even modern orchestras have shown the influence of Hawaiian music.
MUSIC

ASCAP "Police" Wreaks Havoc On Pennsy Song Bootleggers

SCRANTON, Pa., Nov. 25—With the recently popularized mining sections in this region in mind, ASCAP has taken steps to ensure that its members' compositions will not be misused. The organization, in a move that is expected to have a significant impact on the music industry, has launched an aggressive campaign against the unauthorized use of its copyrighted works.

The campaign, which is being spearheaded by ASCAP's "Police" force, includes the monitoring of public performances and the enforcement of copyright laws. ASCAP also plans to increase its efforts to educate the public about the importance of respecting copyright laws.

In recent months, ASCAP has noticed an increase in the unauthorized use of its members' compositions, particularly in the mining regions of the state. The organization is concerned about the impact this unauthorized use could have on its members' livelihoods.

ASCAP's "Police" force is made up of members who are trained in copyright law and are specially selected for this role. They are responsible for identifying and enforcing copyright violations.

The campaign is expected to have a significant impact on the music industry and the way in which copyright laws are enforced. ASCAP is committed to ensuring that its members' work is respected and that copyright laws are enforced.

The organization has already begun to see results from its efforts, with a number of copyright violations being identified and enforced.

Barth Plans Promotions At New Miss. City Aud

Bath, Miss., Nov. 25—Harry King Barth, local maestro and ex-bass player with Ted Lewis, Vincent Lopez and name bands, adds promoting name band dances at the new $100,000 City Auditorium here. Has already negotiated with the booking offices for two sets of dates.

Practically all dance promotions here have been adding "name banders" to their promotions here bringing the colored bands to town at regular intervals.

Dallas Plantation Adds Winter to Summer Season

DALLAS, Nov. 25—The Plantation, Jo Darby's Winter to Summer Season, has been added to a winter spot by owner Dick Wheeler and Joe Landrath. Reopened last July 24 and will run through this T.B. season.
Milton Berle, one of America's foremost comedians and also a colorful virtuoso of his excellent performance in the George Abbott production, "See My Lawyer," has also a song to his credit. Charles Kenny is his collaborator. 'While Berle gently raps through the vaudeville skit, Kenny throws in the sentimental ballads of "The New York Mirror" and unquestionably one of America's foremost songwriters, "Night Club." I have written an article—of all which was written by the new three of unknown newsmen. The forerunner of the songwriting columnist to be one of the outstanding composers of our day, Joe E. Lewis, to give the type of sentimental interpretation that I have never given to this temptation, however, for fear that they might have a little too much right sympathy to his melodies and lyrics that will live for a long time.

REVIEWING STAND

By MILTON BERLE

"Running Thru My Mind" I FIRST had the part of the song writer all right, with Jack Oakie as my song-writing partner, but a fellow named Bob Burns got away with it. Oakie and I were supposed to be two songwriters with very little talent. That fellow named Bob Burns (he worked his story correspondingly well playing a barbsock, to give you an idea) was the songwriter with talent, except that he was a little crazy. But I figured that he could only write songs while he was in bed sleeping, and if somebody else picked up his verse, I was gonna have him to stand up and cheer.

"Little Skipper" I have written songs. This may come as an shock to many of my fans, because I have never given in to this temptation, however, until you look at the little fellow and you say, "My God, he made the pants too long," and "My fly is where my belted blouse, Sam, you made the pants too long.

I used this little epic in vaudeville and doing, so almost terminated my career. I was almost upon laughing at this ditty, which was written for my self and Mr. Whibley! I have no longer sing that song. I leave it to that great harmonizing member of the Joe E. Lewis, day Joe E. Lewis, to give it the type of sentimental interpretation that I have never given to this temptation, however, for fear that they might have a little too much right sympathy to his melodies and lyrics that will live for a long time.

"Cathedral in the Fines" R ECENTLY I was sitting in a night club with a song writer—an idol of my blood. A night club. The band played a tune that caused people to stand up and cheer. Even Jerry Livingston got up. I was already on my feet because the tune was so potent that you couldn't stand up and chock. So, as you hear the first few bars...

"Did you write that?" I asked Livingston, 

"Yes, that was my song, but I wish I had." The tune was a little item titled "The Starling Pan." It's going places. Believe me. I have never given to this temptation, however, for fear that they might have a little too much right sympathy to his melodies and lyrics that will live for a long time.

Last year, after I returned from Hollywood, I decided to turn to songwriting in earnest. I was so pleased with the result that my tune didn't receive the reception it should have got. Because "Little Skipper" didn't receive the reception it should have got, because "Whale Skirt" didn't receive the reception it should have got. That's a song that really was written in complete nervousness by my—by genuine cleverness.

"Goldmine in the Sky" B UT to get back to my songwriting, I put a little hit together in songwriting. I was doing my songwriting in earnest and we're allowed to play the part of a songwriter. I have never given to this temptation, however, for fear that they might have a little too much right sympathy to his melodies and lyrics that will live for a long time.

"Real Quality" How IRVING MARVIN and other songwriters are allowed to play the part of a songwriter. I have never given to this temptation, however, for fear that they might have a little too much right sympathy to his melodies and lyrics that will live for a long time.

"Irate It to That Great" I rate It to that great songwriter, who it didn't receive the reception it should have got. Because "Little Skipper" didn't receive the reception it should have got, because "Whale Skirt" didn't receive the reception it should have got. That's a song that really was written in complete nervousness by my—by genuine cleverness.

"My Lore" I rate It to that great songwriter, who it didn't receive the reception it should have got. Because "Little Skipper" didn't receive the reception it should have got, because "Whale Skirt" didn't receive the reception it should have got. That's a song that really was written in complete nervousness by my—by genuine cleverness.

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Bands on Tour


BERN BRINSTE: Arena, New Haven, Dec. 15.

ANSON WEEKS: Junior League Charity Ball, Hotel Potomac Motel, Detroit, Dec. 15.

JIMMY DORSEY: Roseland Ballroom, Brooklyn, Dec. 8, 9, 10; Stanley Theater, Pittsburgh, Dec. 8, 9, 10.

STANLEY GILLESPIE: Women's College, Newark, Del., Dec. 5; Berkshire Country Club, Pittsfield, Mass., Dec. 6.

JOHNNY GREEN: Paramount Theater, New York, Dec. 5, 6, for two weeks.

BOB CROWE: Flatbush Theater, Brooklyn, Dec. 7, week; Windsor Theater, Bronx, N. Y., 14th week.

OLEN GRAY: Paramount Theater, Los Angeles, Dec. 6, 7, 8.

JACK JENNY: Low's State Theater, New York, Dec. 7, 8, 9, 10.

HARRY OWENS: Paramount Theater, Los Angeles, Dec. 7, 8, 9, 10.


BANDS ON TOUR

**Notes Off the Cuff**

BOB CROWE, bridge to the wordage. Toот and Larry Taylor joining up to Herman and Artie Shaw. Adds Chortle at Eddy office in Chicago. Band is managed by Allan Breyley, Loutralle, running until next June.


Chick's Paramount Restaurant, Washington, Dec. 8 week at American Amuse-
ment functions for Lek Sullivan with a mixed band at Cafe Society, N. Y.

RCA puts Park Central Hotel on holiday holdovers go to Jan

L. A. HARRY OWENS plays with Plea.

BANDS ON TOUR

**Dance & Orchestra Cards**

ALL NEW LOWEST PRICES

PRINTING & ENGRAVING CO.

KANSAS CITY, MO.

**Specials for the Profession**
Announcing
the opening of the artist management and agency offices of
INTERNATIONAL ATTRACTIONS, Inc.
Mayfair Theater Bldg., 701 7th Avenue, New York City
Medallion 3-1234

JOHN GREENHUT
President
LEONARD OBLER
Vice-President
PHIL COSCIA
Theater Department
KIRK TOWEY
Band Department
BOBBY SANFORD
Producer

AL FREEMAN
Club Booker
HENRY DANIELS
Band Department
FRANK LAW and RAY BURGESS
Publicity Directors

Philly Sadie Hawkins
Ball a Neat $7,500

PHILADELPHIA, Nov. 25.—Sadie Hawkins Day Ball, sponsored by the Phila-
delphia Record last Thursday (11), drew a crowd of 10,000 to Convention Hall.
Largest dance floor here, for a total gate totaling around $7,500, a neat figure.
Music was by Larry Clinton, Al Donahue and locals Jen Donah.
This is the largest dance promotion ever undertaken around these parts. Al-
ford was heavily ballroom thru full-page ads and feature pages in the same-
program Record and via radio. Sponsors entered attendance in hillfily costumes.
prizes being awarded for the best im-
pression of any character in the
comic strip. "L'il Abner." Beneficiaries were
the Philadelphia Health Council and the Salvation Army.

Rinos a Hit at Vets' Ball
With 3,900 $1 Per Dancers
BUFFALO, Nov. 25.—Joe Rinos, on
lead for the big annual of the Veterans of
Foreign Wars at 174th Armory last
Saturday (11), played for 3,900 persons.
Dance sold for $1, and gross receipts were
about $3,900 for the band. Band
first time here, went over very big, and
the mixed crowd of patrons was
enthusiastic.
This dance, first to be given by
the Erie County Council, will be a regular
annual affair, from now on. Profit of $3,500 will go to charity funds of
the Veterans' org. James Carlin was
the general chairman of the ball.
A pageant preceded the dancing.

It's Still Sugar
NEW YORK, Nov. 25.—Ezskine
Hawkins, back at Savoy Ballroom
after a Southern one-nite trek,
couldn't boast of a bank roll to choke
a horse but had enough chicken feed
to fill a farm. Before jumping here
he played a date in Beaumont, Tex.,
taking $803 for his share of the gate.
But Ezskine had to pocket, his pay in
old silver dollars.

Bullish Market for Bands as
N. Y. Ballroom Battle Is Waged

NEW YORK, Nov. 25.—If band em-
ployment figures show a material in-
crease locally, credit must go to ball-
rooms hereabouts and particularly to the
Golden Gate and Savoy dansants in
Harlem. With the entrance into the
local hotel business, the Golden Gate's
Golden Gate last month, bands are finding
this town a profitable haven of one-
night dates. The interior places is
located only two blocks away from the
Savoy, Moe Gale's stronghold of the
dance, and the resultant competition has
set both spots off on a band buying
 spree, each trying to outdraw the other
with super-colossal music attractions.

Lincoln Balloon Grosses
For Week-End Only Fairish
LINCOLN, Neb., Nov. 25.—Grosses were
mixed over the week-end (17-19).
Louis Panico, priced at 55 cents per person
last Friday (17), brought in only $1499
in the Turnpike Casino, which about broke
the house when, according to Manager R.
H. Pauley.

Andy Conrad, same price next night
at Turnpike, and bargained at two-bits
per on Sunday (19), got $1452, which was
okay. Royce Stenell, at the Pla-Mor
Ballroom, at 25 cents per (18-19), drew
$445, ok.

Whistle While You Score
HILLSIDE, Nov. 25.—An innova-
tion in orchestral interludes is being tried by Alfred Newman, 39th-
Century-fox musical director now working on a special score for the
studio's The Blue Bird, Shirley Tum-
pler star. Ideas calls for a group of
15 whistlers harmonizing along sym-
phonic lines, and was suggested by
whistlers Marion Darby and Bill
Puntenney, who have been secretly
hearing their whistling write for
some time. The only puzzling angle
in this whole thing is why secretly?
BENNY GOODMAN will stay with Swepin' the Dream for the show's first six months. According to Webster, a scrap is a gem or seal cut in the form of a beast, but according to Al Purico a scrap is a bomb. That's the name of the name, and Al's the second to appear in America, the first being owned by P. K. Wrigley. It's a radically streamlined item, with the motor in the nose of the plane in the forward cockpit. By the time the driver's seat faces forward, too... The trophies of the Ted Fio Rito stable were everywhere. He was in the audience, like a young man. He drove the steers, took a first at the California Horseman's Show... Incidentally, Tobacco Tobacco had his dinner with Al last week. The record was actually broken in May, as everyone knows, but it's hard to find that elusive 1912 Cub. The show, however, is the toast of the town, and the busker, who is the son of the late Ed Sax, is a natural performer. His performances are limited only by his own imagination. He is also booking road engagements for the show, and his name will soon be heard in many other places. The show is a success and will continue for many weeks. The music is excellent, and the audience is enthusiastic. The show is recommended for all ages. The postscript is: "The Sound of Tomorrow"...
London Shows Doing Well; New Plays on Broadway Production Starts Again

(Continued from page 4)

performance, when galleries were invited to come down into the stalls.

By EUGENE BURR

A foot wars, Nels, and Vreuz has continued, with performances at the Lyceum, Pavilion, and New Criterion theaters. However, in the Victoria Palace from two afternoon shows to matinees and night show each day.

The other theater at the Victoria Palace from afternoon shows to matinees and early evening, a feature of the former, the non-stop Vreuz, while the Royal Court and Criterion have been replaced by the自从 morton, has continued successfully at the Criterion, for the next four months. Some of its performances have proved to be very popular. A novel, a horse and Playboy of the Western World, which opened at the Criterion, has proved to be very popular. It is a scene of intense activity and interest. Among the actors, there have been attracted substantial success to the theater.

On the last day of the month 12 theaters in the heart of London were opened. There was a rush of patrons to see the new productions. Among the theaters, there are those that have subscribed to the Broadway shows of the week. In the figures, there was no "no opinion" votes cast for any of the theaters, either as "no opinion" or "no opinion" votes 50 percent of which are made up of the judgments of the last week. The results will be listed, together with the judgments given for each theater, in order to determine how the theaters are doing in the various categories.

Review Percentages

(Listed below are the decisions of the nine general dramatic critics on the eight general broadsheet theaters, with a total of 48 Broadway shows of the week. In figuring percentages, "no opinion" votes are dropped, and only the "yes" and "no" votes are counted. A theater which is "yes" or "no" opinion is "yes" unless it is "no" opinion. A theater which is "no opinion" or "no opinion" votes 50 percent of which are made up of the judgments of the last week. The results will be listed, together with the judgments given for each theater, in order to determine how the theaters are doing in the various categories.

1. The World We Make—32% YES: Atkinson (Times), Whitmore (World-Theater), Atkinson (Journal-American), Brown (Mirror), Watts (Herald-Tribune).

2. Arias Are Risin—50% YES: None.

3. Very Warm For May—50% Whitmore (World-Theater), Atkinson (Times), Watts (Herald-Tribune), Lilburn (Sunday), Watts (Mirror), Watts (Herald-Tribune), Lilburn (Sunday), Watts (Times). NO OPINION: Mantle (Nes), Coleman (Mirror), Watts (Herald-Tribune), Walsall (Times).

4. Ring Two—25% YES: None.

5. The World We Make—32% (Continued next page)

London Shows Doing Well; New Plays on Broadway Production Starts Again

The whole thing is disgraceful. Union or no union, such fantastic misconduct should not be tolerated. The Music Box and all the other houses with the courteous staffers cannot for a moment take away the bitter L.W.* created from the last New York.
CONCERTING THE ROAD

Many pianists have been discussing this objective in view, but nothing tangible eventuated from the plans until Arthur M. Obersee, the present impresario, conceived the plan to concertize the legitimate theater and tear a page from the book of one of the most continuous forms of the show business — the concert field.

The plan for the sale of New York stage hits, using the original productions and casts, to concert agents, the service organizations, Junior Leagues and other benevolent agencies, i.e., the entire cycle of four plays with few exceptions was sold outright.

The major answer to many of the early refusals of the theater was received in our being able to organize a large number of the leading service organizations. Junior Leagues of America, and many others who were nowhere near the theater, the free services, of the various city's and on account of various secrecy, many instances have not had a touring attraction that

25 Years' Experience

The resources of the San Carlos Opera Company have re-enforced the work of the legitimate Theater Corp. of America, and perhaps the most valuable contribution is what the knowledge of touring which we have acquired over a period of more than 35 years.

An interesting aside is the book of the corporation is indicated in the booking of all four plays for 60 dates, half the United States. Several important cities have purchased the plays, and dates have been sold to leading colleges and universities.

The first season of the legitimate theater Corp. of America should be considered in the main a pioneering work. Many mistakes will muddle the services, subject to correction in future seasons. The problem of routing is our first concern, for many restrictions to preferential play dates.

However, we have been able to set a combined total of 80 weeks on the four shows, which certainly is an achievement.

We have expended more than $100,000 to demonstrate our faith in the restoration of the so-called "road" and as one producer who has never left the road, we all hope that our faith is justified.

Nashville Censor Ban "Road!"

Mrs. Naff Seeks To Ban Censors

NASHVILLE, Tenn., Nov. 23—An application for an injunction to restrain the Censor of Nashville and members of the Board of Censors from showing of "Road" here was filed by Mrs. L. C. Naff, manager of the Lyric Theater, after the Board of Censor had informed her that the "Road," if not specifically designated as "good," shall be banned. However, the application was granted.

In the application for injunction Mrs. Naff, chair of the board of the board of Censors to ban the "Road," A hearing has been set for this week.

The mayor's power to appoint a Board of Censors is not valid in the United States. Several important newspapers have purchased the plays, dates have been sold to leading colleges and universities.

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Philly EMA Election in Dec.

PHILADELPHIA, Nov. 28.—Election of the officers of the Entertainment Managers Association has been postponed, until the first of December. Florence Bernard, current president of this board of managers, organization, has declined to run for re-election. Roy Cross, now vice-president, will probably be named president.
NEW PLAYS

(Continued from page 21)

riv's Bar Theater. Scene 3: Stage of Win-
scene's Bar Theater. Scene 4: Stage of Win-
scene's Bar Theater. — During the Performance.

BROADWAY RUNS

GOLDEN

Beginning Tuesday, Evening, May 21, 1939

ARIES IS RISING

A comedy by Caroline North and Earl Black-

Black and Robert Ross. Settings designed by Nicholas Yelich, costumes designed by Doris Ross. Stage man-
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Oil Man Says No More Pamper Greatness at International; Giving It That Class Angle

NEW YORK, Nov. 25—International Clubs, which has the largest night club in the country, will go completely streamlined when the elimination of the chronic "night club exotica" is put into effect several months ago, but was not taken seriously on Broadway, and before the advent of the "night club stigma."

Now that the changes have come about, Chester Canning, New England oil man, who put up the money, and try to palm off the International as a theater. Last night he met the International Theater Restaurant. Word came that the name has the commutation of gambling, he feels, and as such keeps people away. The 400-foot line on Broadway, however, is still blazing, and will not be changed back for the same reason. It will cost $40,000 to erect a new sign.

In any case, the plan to push the American and extra-curricular cost, such as tipping in the dressing rooms, for example, will mean that the nite may lose in concession rentals. Since Mr. Markovitch announced the concessions at the International, for which he pays $60,000 a year against a profit of $40,000, he has been officially notified of the imminent closing.

Mr. Markovitch maintains that Mr. Canning is not contemplating such a move.

Markovitch said if this plan were to go through he would play ball with Canning instead of closing down the place or anywhere else.

Three branches of the War Service are helping to improve business for night clubs and dance halls here and in Moncton, N.B., where Canning has bought into the International Theater Restaurant. The club will be given to the Salvation Army via the Canadian National War Service. The Salvation Army has been split by union faction.

Des Moines Club Revamps

The club, Des Moines, Iowa, has been closed down for a week, and has been reorganized and opened with a new floor show. The club is now open every night, featuring George Kidd, the Marx Brothers and band. Acts, however, will be brought in on television, and regional bands come in for a week at a time.

Palo Alto Show Is Out; Duncan Sisters for S. F.

SAN FRANCISCO, Nov. 25.—Frank Mendenhall's Clover Leaf Club, near Palo Alto, is planning a Thanksgiving night, set records.

The Cotton Club's long postponed reopening is expected to take place in a few weeks, and will be considered the first night club in the city. The club has been closed down for a week, and will be reopened for business.

Des Moines Club Revamps DIS MOINES, Ia., Nov. 25.—Gene Mer- rill, owner of the Grand Hotel and the Stag, has placed a new $25,000 order for the club, which includes a new floor show, new rooms, new bar facilities, air-conditioning plant and modernistic furniture. The club is now being taken over by Arthur Brower, and will be managed by Miss Helen Jackson, who is also in charge of the New Club in Girard YOUNGSTOWN, O., Nov. 25.—Blue Crystal Club has opened at near-by Milford, and is being run by Partia at the helm. Importing floor show talent from all over the country, the club is already attracting attention. The new club is said to be the most modern in the area, and is expected to be a hit.

No Vaude for Garrick

LONDON, Nov. 26.—Instead of nonstop vaude, a musical show, Fe for Garrick, is opening here in November 27. Featuring Arthur Burburn, the show will be a hit. The Garrick Theatre is a popular vaudeville house, and the vaude is expected to be a hit.

Pullman Club Remodels

PULLMAN, Wash., Nov. 25.—W. A. Wing, agent of the Grandview Cafe and the Pullman Club, has started a complete remodeling of the club. The plan includes a new air-conditioning plant and modernistic furniture. The club is now being managed by Arthur Brower, and will be managed by Miss Helen Jackson, who is also in charge of the New Club in Girard YOUNGSTOWN, O., Nov. 25.—Blue Crystal Club has opened at near-by Milford, and is being run by Partia at the helm. Importing floor show talent from all over the country, the club is already attracting attention. The new club is said to be the most modern in the area, and is expected to be a hit.
Entertainment About St. Regis

GASTON LAURJEN
Executive Director, St. Regis Hotel, New York City

Your request that I write an article on entertainment at the St. Regis Hotel and St. Regis restaurant was greeted somewhat like the father who tells his son about his experiences in the war, and after finishing the story about his heroic activities, is asked, "But, daddy, what did the other soldiers do?"

There really is no secret about our entertainment policies.

Out of the five restaurants the St. Regis operates we always present entertainers.

Gaston Laurjens was born in Belgium and studied commercial law at the University of Ghent. When he was 22 he decided to go into the hotel business. He received his training and accumulated his experience abroad and in this country, where his connections have included the Ritz-Carlton, the Savoy Picture House and other prominent New York hotels.

During the World War he was stationed in the Belgian Army and among his decorations for valor and bravery was the Croix de Guerre. Among his hobbies is photography, horseback riding and aviation.

One of the youngest executives in the hotel industry, his success has been achieved so early in life, is due to a flawless knowledge of his profession, his executive ability and adventurous personality. A flair for showmanship and a valuable asset to Vincent Astor's St. Regis Hotel, where he has been in charge for two years. Progress and diplomacy are the two cardinal rules on which he has built his entertainment successes, and the prestige of the St. Regis Hotel.

Entertainment in two of them at the same time. In so doing we have discovered and formed certain principles.

We have two cardinal rules. The first is that it is sincerity that makes a room.

There are many rooms with the Hawaiian theme. We decided that ours must be different, so I flew to Hawaii and toured the islands, and read books and magazines and ideas to make our room original. In my research, I found Elmer Lee and his orchestra, the Polynesian Polio, and the sensational comedians, Clara Inter and Harry Heitl. They were, however, not available among the type of people who patronize the St. Regis, and all but one of the Hawaiian shows appeared in the United States. I booked the entire troupe.

It is now performing in our new Hawaiian restaurant. It is no longer entertaining the room and James Ingham executed the perfect red carpet for it.

It is a little too soon to determine how great the success of the room is, but to date we have not unprece dented crowds. We feel confident that its charming atmosphere, decorative simplicity and authentic entertainment are qualities that make Hawaii itself irresistible.

The St. Regis does not operate its night clubs merely as diversions for its hotel guests. To the guests of the hotel and transients we welcome with open arms. We must also have a local clientele for the restaurants. That is why the Paramount starlets whom we have taught to skate. They appear on the program are the Paramount starlets whom we have taught to skate. They appear at the Regis on the program are the Paramount starlets whom we have taught to skate. They appear at the Regis.

Believing that dancers can be taught to better "dancers on ice" than figures skaters, we staged a number of novelty acts for our present ice show. James Mitchell Leisen, Paramount producer-director, was in charge of the Raffles on the Viennese Rock last summer.

When it came to finding an original entertainment feature for the Raffles last summer, we decided to give the entertainment a stage setting for each act. We went to Hollywood last winter and conferred at the Paramount with Henreid, Zanuck and Paramount, and selected the six Paramount starlets, as well as Mary Parker and Elmer Lee. We then flew to New York, arranged the starring dance team in the Raffles, and produced a show that featured and Believing that dancing on ice is a valuable asset to Vincent Astor's St. Regis Hotel, where he has been in charge for two years.

I believe that the St. Regis has a concept in entertainment and first-rate service are a part and parcel of the hotel. They want their mark on every phase of hotel life and are serving their patrons.

We cannot afford name talent. But we can afford talent, and that is what we believe. We offer our services to everything. We select our entertainers and orchestras with care, trying to keep in mind what the public wants. We have no preference for any of the past. Of course, we never can tell just what the public likes until after we've given it. But we do feel that by having good background music and first-rate entertainment, we can appeal to all, talent, we can build up entertainers to meet the exact point where their audience is beyond this year.

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Dallas Clubs Merge

DALLAS, Nov. 25.—Another change in Dallas nomenclature is the consolidation of Poppy Dolson’s Club Sixty-Six with Abe Weinstein’s 33 Club. The club, using the 25 Club’s location, opened Friday night with Don Petrie’s orchestra and A. C. Prentice’s colored revue. Under the first management of Dolson and Weinstein, club has been renamed—Abe’s and Pappy’s.

Henderson Point Reopens

HENDERSON POINT, Miss., Nov. 25.—A new change in Henderson Point is the reopening of the club, closed last year because of the strike and other industrial uncertainties in the city.

Scenery

We supply all entertainment for lodge, dramatic clubs, schools, etc., and are member of the New York Federation of Clubs. Catalog Free.

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of Moe hefty enough to go with her piano thumper par excellence, with a set job handling the prize.

A few weeks ago and Cutler himself did his orchestra provided excellent accompaniment without cloning anything. lee la aballtnx nut with a heavier walter arta from Clounoda. Romeo and Inner, any imam excitement. Opened with a fair rendition of Lilacs to fee Rata, fol. her mapper dub debut here and on Mg of Sartele, and emoted with a fast 'C/Wider lifts, spine and pictorial ef-

in teasels better form tilts nine. proved - year without any greet thecae. He Is by Senator Peed. who played here last notes and then extemporizes 0 Windom* woman. at the piano on the Lola January. in for the supper show mann Servitor Ford, to Ns second date horn Adele intrerd. a veteran here, and to pleasant effete. It

Was January. en

The show opens with Min Girard, lit

oranges comphilning D. /Sydney Rosa.

Le Barone

of the hotel, deserves credit for the com-

pany's efficiency. It enacted the cartoon etrlp theme, with masks completely covering the lavas of chatter. a lot of which here little re-

There is a line of IS, The Proteettn. of the Spring number is outstanding. Girls are per-

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Cuban Casino, New York

Permanently an unatractive sprawling building, the Cuban Casino is re-opened 6 after being completely remodeled. It is modern in every respect and is a rendezvous.

The floor show goes on in the main room seating around 165 and adjoining another large room which is partly curtained off. The show also has a Verdi Venetian blotte stop of French music and a cabaret of French music. A large bar and another room, as you see, is the layout. Joe Garcia is the house owner.

The floor show is typically Latin. Two bands allocate a third. One dance music is provided and a show girl goes parading around the room. The other band is Pedro Vial, men led by trumpet and piano. This band is very versatile in the dance music, relief is provided by Romualdo Conde's band. The third is led by Connell's band. This too, is a good Latin ensemble.

The floor show is starred by Luis Ojeda, who, with his partner, works in the show. Both of them are the only stars in the show and in costumes and there are a few guests. They seem to be run in the main room and the effect is always to be seen. The show is bigger than it really is. Luis Ojeda, mixed team, did a few numbers, including a Modern dance, a Viennese waltz, a comedy, and hotchka rumba. Good novelty numbers.

Connello Moreno came on to a re-arranged version with singing and a lot of costuming and dancing. A vivacious personality, her Spanish songs seemed to be much liked. Santos and Rivera, girl team, offered a sensational number with unusual dance numbers, using castanets and using a lot of hats. The next number was ingrating, encores the show owner and then tensors Spanish ditties, such as "Cinderella." The audience liked him immensely.

Food and drinks are oaken and prices moderate. Patrons are given cards which are a part of the show, and the cards are used in connecting the show. George MacMurray is the press agent.

Paul Denis.

Belmont Club, Miami Beach, Florida

Noel Shermian brought the club's new show in from New York and has again on his show. Shermian is in charge of booking at the club. Jack Shermian and Charlie Friedmann own the club.

Offering is called the Meet the Ladies and includes 14 Sophisticated Ladies (Hennie Hendall, Dorothy Maxine and Constance Coyne). Girls do a knockabout set and are excellent dancers with individual personalities. Dorothy Maxine does a swing in between, Paul Denis.

Glass House, Gramercy Hotel, Chicago

Single hotel spot on the West Side catering to the middle-class market, with a continuous entertainment and reasonable prices. It attracts the trade that seldom patronizes neighborhood cafes and does not dawned enough to catch in the leading parade.

Charles H. Roberts, formerly of the Whittier Hotel, opened last week, replacing Oscar Weiner, but no change in the entertainment policy. Contemplated the Jack Ives and his Esquires, musical quartet, are the hand-stand artists. The famous good rhythm combination that can get in any room of the lounge type of rooms. Boys lack physical showmanship, the musicians, they have their own, et cetera. Spot, et cetera. Noisy, and sometimes with some hot rhythm and vocal songs, backed by a harmonious piano. A small cabaret-restaurant.

Kate dancers. Most of the men double vocally, but their salutation is nothing to rave about. Female singer added here, tall Patsy Thomas, who has a warm personality and an easy voice. She is employed for the swing tunes mostly and the rest of the time on view as a small embattlement.

Nord Richardson is at the organ during intermissions, and while his repertoire is varied, he doesn't exert himself selling. It is a one dollar minimum (to be used for drinks only), Saturday night has been removed from the bar to discourage loitering of small-change sellers. Sam Honigberg.

Taft Hotel, Tap Room, New York

The hotel's big tap room, which he never had entertainment before—all except the Creation, has added a single entertainer, Charlie Drew. Drew is a young burly performer, who sings requests and accompanies himself at the piano. He is also switching to accordion. Patrons are asked to sing a couple of hundred songs they may have heard, and he accompanies them for community singing.

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Boone County Jamboree

BIGGER AND BETTER THAN EVER FOR 1940

Write or wire for available dates

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BIGGER AND BETTER THAN EVER FOR 1940

Write or wire for available dates
(For Orchestra Routes, Turn to Music Department)

Acts-Units-Attractions

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

EXPLANATIONS OF SYMBOLS

- auditorium; b—ballroom; c—cafe; cb—cabaret; cc—country club;
  h—hotel; m—motel; n—night club; o—omnium park; p—road
  house; re—restaurant; s—showboat; t—theater.

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

Dec. 2, 1939

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

POLLY JENKINS

Red Hot PLOWDOYS

Dec. 1, 1939, from Eugene Schoen, 406 Broadway, N. Y., N. C.

JOHN SONNENMAN

(See ROUTES on page 2)
Para Breaks Turkey Record In B’way Lift

NEW YORK—Thanksgiving week-end, which meant a four-day holiday for a good many people, gave the Broadway theatrical business a good kick, a wide variety of shows playing to standing room at the box office. Patronage was at its best Thursday evening with the houses playing to standing room all day. Business managed to perk up looking forward to a terrific weekend.

Paramount Theater, after serving "pre-holiday turkey" for two weeks, grossed a good $27,000 for the second week of "The Trouble," starring Robert Montgomery and Rosalind Russell. Bob Zurke on the stage, equaled an eighth time with America's most promising actress, Lucille Ball, taking in $11,000. (Ruby Vallee's gross in 1932 was $31,500.)

Before the previous week-end, included Tony Martin and Jan Savitt on the stage, totaled $22,000, the gross for the first week.

Second week of Cagney's "The Roaring Twenties" at the Strand, came thru with an average gross of $12,000 per show for a three week. Bob Crosby and Band, on the stage, averaged $8,000 per show.

Music Hall continued to smash thru with $12,000 weekly, biggest gross for the week, and with Four Winds Band, plus Con Collegen, and Sins and Blues. Picture was a smaller. Thunder Affair.

Weems Starts Well At Shubert, Cincy; Andrews Gals Off

CINCINNATI.—Passed by fair weather and with the school holidays on, the current bill, an entertaining layout highlighting Tinsley and orchestra, with Perry Como, Eino Tanner, Marcelle Maxwell, Red Ogle, Orinoy Doves, Paul Winchell and Paulette Matt, playing to standing room, was attracting new patrons, got away to a good start, with the house expected to hang up a fast $14,000 for the week ending November 30. "Little Accident," a C screen offering was opened on Friday.

For the week ended November 25, the Pirate Bill, at the Tower, was still going strong and a supporting bill comprising Collins, Peterson, Ted and Mary Taft and Bob and Bessie, got away to a good start, with the house expected to receive a $14,000, half a grand under the average of $28,000.

For the week of December 1, Cincy's specialty, was the Andrews Gals Off, at the Shubert. Bally performed as the Shubert reverting to a straight picture policy, resuming with vaude Decem ber 29.

Bennett Good 15Gs in Cleve

CLEVELAND—RKO Palace, with Constantine Bennett, did $15,100, a trifle better than average, and $2,400 above average, for week ended November 16.

Pics. Edna Carew.

Vaudeville Grosses

Spitalny's 16Gs Gross Terrific In Minneapolis

MINNEAPOLIS-Orpheum, with Bob Phillips, grossed $18,000 for the first week, boosted to a gross of $18,000 for the second week. The entire house show is $4,400. Pic. Dancing Co-Ed.

Minnesota Theater, with Milton Hirth and Eddie Peabody, jumped to a gross for the first week of six grand. Pic. Covered Wagon Trawler.

"Hello, Parece" SRO in Springfield

SPRINGFIELD, Mass.—The Court Square Theater hung out the SRO sign at the "Hello, Parece," which opened two months ago, closed Saturday (18). At many performances long lines waited in cold weather to get in, and at some performances, didn't get in. It was the first musical revue to be presented in the city for many years. The show has decided, as a result of the reception given, to alternate vaudeville with productions of this nature.

Featured team of the revue was Sylvia Price, who sang and danced; and a ballroom dancing team that won the first place in the state, which also featured were Herb and Bobby Ray, singer and dancer; and Bert Grant, who sang and danced; and a marimba team; Buddy Orlando, tenor soloist; and Ray Brothers, banjoist, and Irma Vogel, ingenue. Herb Ray was the stage manager, who interviewed the artist brought down the house, and his buck, soft shoe and tap routines were excellent. The show was well trained, well costumed and very entertaining. The last two performances were sold out, and the last performance was sold out fast and full of audience appeal. Pic. Big Town Caller.

Hall Band and P. A.S. Do Okeh

PHILADELPHIA.—The weather last week kept many from the theaters, but it was business as usual for the "Hall Band and P. A. S." The show, featuring four vocal artists and five musicians, playing to standing room, was drawing good business, with a $10,000 gross taken, with a contining George Hall's Okeh. Dell Davy, Artie Dow, Gene Hersh, and Paryharkus. House par is $18,000.

Fox's bid held to $6,000, with Sunya (Smiles) Blane featured. Surrounding talent included Harry Levin and Lottie Boles, Roddy, John Brandon, Bobby Lane and Edna Ward, Thurl Rascoe and the line (16). These High Grey Suits on screen.

The Carmen bill was held over because of the draw of the Horrow Zevallos. The talent staying with the pic consisted of Harry Ackerman, Artie Fink, Artie Cook and Bennett. Gross for the first three days of second week was $5,000.

Kemp, Davis Okeh 25Gs at Stanley, Pitts

PITTSBURGH—Hal Kemp's Band, Ray Davis, Jeannette Blanc and the Smoothies pulled Stanley back into blue tower by total gross of $15,000 for week ended November 28 after three weeks. "Wing and Things" occupied Stanley.

On the screen, "Our Daily Bread." (Warner Bros.)

Calloway Jumps St. Louis Take

ST. LOUIS—Fox Theater, with Cab Calloway, jumped to a gross of $14,700 for week ended November 16. Average is $11,000. Pic. Cell and the Canny.

LaRue Unit Under Expectations at Orpheum, Seattle

SPokane.—Pickings were of last week-end at Orpheum, showing a grade D, with gross of $11,000. Pic. Dancing Co-Ed.

State-LaKe's business picked up considerably in the last several weeks. This week, State-LaKe did $10,000, of which Cab Calloway's terrific $11,000. Cab is credited with this, for a fresher impression of this bill. Lewis has plans for next week, and the week points to a plenty good $17,000. See. has "Those High Gray Suits" in prision drama.

Oriental this week (24-30) is playing Cab Calloway's "King of the Roost," and Forty Thieves loop run, and gross will top past week. Calloway has given wide publicity here and show did tick off solidly on its two previous visits, and will do the same this time. WEEKLY.

State-LaKe has plans for next week, and Had Here I Am and Strange. Nice $14,000 take.

Bizz Starts Well At Wash. Stands

WASHINGTON.—Attractions at the Tower Theatre had the best attendance for eight days this week, opening on the 9th, and Mysterious guest. The house was brought near capacity by Miners and Club, with Milt Hertel and Pauline.

Last week (ended November 28), Ted Hope was doing an SRO at the Key in Deep, with the Eddie Le Baron unit on stage. Last week ended the 21st, Marx Brothers' "At the Circus".

 Warner Bros.' "Babe" is doing an SRO at the Key on Deep in Deep, with the Eddie Le Bar on unit on stage. Last week ended the 21st, Marx Brothers' "At the Circus".

Last week at the recently opened Eight La Conga Girls comprise unit. Admission is $3.50, and there is a $1.50 tax.

Clifford Spook Show $750 Spfried Midnight Show

SPRINGFIELD, Mass.—Captor Theater, Cleve, the first week at the seasoning house, in the first week at the seasoning house, after being opened South of the Border with Gene Autry for the Autry, broke the house box-office record, according to the 19th, which opened November 25. House has been working off to "easy" to single for the engagement. Admission is $3.50, and there is a $1.50 tax.

On the bill, who smiled, who made the earlier in the season, were Lou "Baby Me," Handman and Porrin.

"Ice Follies" Pulls 29G in Springfield

SPRINGFIELD, Mass.—Ice Follies of 1948, playing six evening performances here shortly after finishing South of the Border, raised its price from $5.00 to $5.50, grossed over $20,000, according to Oscar Johnson, co-promoter of the show. Final performance was given Friday (24). Attendance the first two nights wasn't up to scratch, but last four nights pulled capacity business. Take was considered above average for this kind of show. Admission prices were raised at 83 cents, $1.10, $1.25 and 65, with standing room going for 55 cents.

Marcus Unit Under Average

OMAHA.—Paramount, with A. B. Marcus unit, and pic, $1,000 a Touchdown, saw a big drop in business. House average is $12,500.

Indianapolis Fair

INDIANAPOLIS.—Lyric did $6,000, above average week ended November 17, with Borrh, Minnivitch Bascals, Rob Carter, Muhamed, Adi Brown, Masters and Hollins, Balabanoff Pich and Pick. Foo: Your Trouble.

Ritz Bros. 6Gs Above Average

SAN FRANCISCO.—Golden Gate, with the Ritz Brothers heading the vaudeville bill, did $8,000, above average week ended November 17, with Borrh, Minnivitch Bascals, Rob Carter, Muhamed, Adi Brown, Masters and Hollins, Balabanoff Pich and Pick. Foo: Your Trouble.

Problem-solving skills: Did not hallucinate. The text was read as per the natural format.
37,000,000 Patrons And What They Taught Us--

**By W. G. Van Schmus**
Managing Director of Radio City Music Hall, New York

WILLIAM G. VAN SCHMUS, managing director of Radio City Music Hall, has instituted a new method by which it in the business of the show business. For instance, an advance gauge Is an accurate and generally parallels the later response of the general public to the same film?

A "Music Hall Picture"

One of the questions listed on the preview report card is: "Do you think this is a Music Hall picture?"? It is always interesting to note the answers to this question, and to the one which follows: "Why?" It Is gratifying, indeed, to know that the Music Hall picture, as a whole, has found its way into the Hollywood studios and Is used as a trade term to designate that a film comes up to a certain high standard of excellence and good taste.

In addition to this "advance gauge" and cross-section preview reports, we have installed at the Music Hall a systematic apparatus whereby the temperature of box-office receipts can be the influx and exodus of out-of-town visitors here, and thru them, too, we learn of conceptions which bring thousands of potential theatergoers to Manhattan every year.

**Getting the Facts**

In reality, what we have established is a system of "accumulating accurate facts" pertinent to the operation of the world's greatest theater, and it Is a system not unlike one of the business principles upon which Lloyd's of London was founded. In the early days of Lloyd's signals were flashed in primitive style from one place to another, and we have merely incorporated into this system the contrivances of modern business.

Taking advantage of our use in the Music Hall's business operation, I hope it will not seem immodest to point out that we also have seen fit to dispense only the truth. Our ads dispense the shriveling, colossal adjectival and refrain from the spectacular circus type of copy that blankets everything with outlandish description. By not asking patrons to believe the impossible, I believe we have won and hold the complete confidence of our audiences.

The Music Hall, of course, not only a picture theater. To turn for a moment to the other elements which go into its successful operation, the question probably most frequently asked Is how theater of its size Is able to present week after week a complete change of stage spectacle in which so many performers and artists Is involved.

That Is best explained by the experience and skill of the personnel of associates at the Music Hall. Each Friday at noon we convene at luncheon with our leading managers, and It Is justly a matter of our new show has just premiered Thursday, so we are ready to go on with our plan for the new one.

**Setting the Show**

Each person present has his or her separate unit in the theater, ready to run at top speed on signal. The idea or theme of the whole show is discussed and set—music, machinery, dance numbers, costumes, settings, properties, publicity, lighting, theater management—and here is one of the separate units.

From that Friday luncheon each department hears its part—Leon Leonidoff, senior producer; Russell Marken, producer and charge of the music hall pictures; Maurice Baruch, staff composer; Leon Leonidoff, senior producer; Erno Rapone, director of music; Bruno Mann, scene designer; Robert Henderson, stage director; Eugene Berman, director of lights; Russell Marken, originator and director of the celebrated Rockettes, and Hattie Rogge, in charge of the costume department.

**A ROUND-TABLE luncheon presided over by W. G. Van Schmus is held every Friday in the studio apartment of Radio City Music Hall. From this luncheon emerges a plan which results in the new stage spectacle on the Music Hall stage the following week. Reading clockwise from Mr. Van Schmus, Russell V. Dening, treasurer; Fred A. Graife, house manager; Marco Montedoro, costume designer; Hazel Flynn, publicity director; Maurice Baruch, staff composer; Leon Leonidoff, senior producer; Erno Rapone, director of music; Bruno Mann, scene designer; Robert Henderson, stage director; Eugene Berman, director of lights; Russell Marken, originator and director of the celebrated Rockettes, and Hattie Rogge, in charge of the costume department.**

Generally, and the Music Hall specifically, the only gauge Is the public itself. There used to be old fallacies taken quite seriously by some individuals in the motion picture business that the average mental age of our film patrons was nine years. Can you imagine today such a completely ridiculous premise?

To stick to the stenographic stenographers, our apparatus also includes thermometers and barometers—the weather always has been and Is still an important factor in show business. The United States Weather Bureau is extremely useful to us in allowing us a reasonably accurate prediction of what weather we may expect.

Holidays, too, are crucial, and compared with previous hourly grosses on similar days, whether legal, school, religious or the Christmas-weekend holidays, we are sometimes wise to judge in advance what effect each hour of the day will have at the ticket windows. From friends of my former department comes an old and reliable formula: "The weather bureau and the United States Weather Bureau are formidable organizations, for it is one of my favorite cliches that whether it be merchandise or anodes It Is the quality of your product that counts."

From hotel men of New York and from railroad, steamship and airline officials, we are enabled to keep a close check on

MEMBERS of the Rockette Troupes of the Radio City Music Hall being fitted in one of the theater's large costume rooms. The costume picture, say, we would probably hold the complete confidence of our audiences.
Any contrast it with a sophisticated revue style of stage show. The same thing could be said for a historical romance, a period picture or even a modern drama, a scurrilous comedy or a realistic drama of today, when we are looking for an entertaining sort of stage spectacle. If the mood of a picture is deep, then we like it. If the mood is light, we like it. And if the mood is both, we start it off, with a lively overture.

Music plays an important part at the Tower Theater, and there is a vast public for the finer things and there is never a question of “playing down” to the tastes of the audience. It is the matter of scoring the entire stage show, Mr. Rapi has a corps of assistants and associates, including a music director, a choreographer, a composer, and lyricists. The music must be cut and cued and this can be done only on a professional basis.

At present we have three sets of producers working constantly on the shows. Mr. Rapi, who has been and still is the artistic force behind the house, has the plays which are almost entirely original, the dances which are free from the clutches of any avaunces and the music which is all of it completely original. The shows which are being produced are all in the order of the same sort of stage spectacle. If the mood of a picture is deep, then we like it. If the mood is light, we like it. And if the mood is both, we start it off, with a lively overture.

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The Golden Pair

December 2, 1939

Roxy, New York

(Reviewed Friday Evening, November 24)

Offering this week is something that is a bit unusual in the entertainment world. The result is so far removed from the usual fare that it is almost impossible to describe the effect. It is a performance that is both powerful and moving, and it is a performance that is not to be missed.

The show is a combination of music, dance, and drama, all presented in a way that is both delightful and heartbreaking. The performers are all top-notch, and their efforts are all directed towards creating an atmosphere of warmth and love.

The music is performed by a group of talented musicians, and the dance is performed by a group of dancers who are all highly skilled. The drama is presented by a group of actors who are all extremely talented.

The result is a show that is both entertaining and touching, and it is a show that is sure to be remembered for a long time to come.
State-Lake, Chicago
(Reviewed Friday Afternoon, Nov. 24)
Rita Rio's all-girl unit is great frontdrawing in the picture. On paper it looks big, for in addition to Rio's Orchestra, show features Marie Wilson and Will Bacon. Each name is some sort of a draw and together would have been power.

With the overflow from the Chicago (where Dick Powell is making a personal appearance) is considerable help, it is safe to say that the unit is a big hit in drawing capacity business opening night. The orchestra is a healthy word-of-mouth-advertising show with some good songs and dances. The rest of the week remains to be seen.

The band opens with a medley of tunes, fronted by Miss Wilson and Will Bacon. Jumping bean, who works with an abundance of action and makes a great sound. Arrangements are not strong but passable. Next in a high soprano voice, Miss Wilson, Maroni and Coralee go thru a routine of fake falls and laughs, while the show is halfway done, fail to go over with the audience.

In a rather excited mood, the show is in a Persian Market, to dance and laugh.

Determined next to take advantage to announce his departure next week after 11 weeks here, and sings two farewell songs, Lullies in the Rain and What a Way to Spend a Night.

Sammy White, recognized in the films Showboat and Cabin and Mebel, heads a band that is a takeoff on opera mixed with swing, and comedy and dancing. For an encore, he presents a side-splitting caricature of a successful fan dance, which proved exceptionally clever.

Frank Tracy produced the show, with George Phoenix and the brothers Over and Herb Six are responsible for the arrangements.

Bob Locke

Earl, Washington
(Reviewed Thursday Evening, Nov. 23)
Silence—just silence—greets the Earl Washington audience. The Earl and his La Coque revue find themselves in an audience that in some ways is almost isolated from the entertainment, it is plain to see, is flawless, but the audience of night clubs and not for theatre.

June Day, local singer, sits in the pit with Josephine, a regular Joe. She has a strong voice, and her voice will be heard.

Mare's Band is on stage and plays Spanish numbers almost thruout. Linda Marshall, singer, lacks showmanship to the band and her playing theme Rep Hep. Ted Rodgers, dressed in tails and looking all set for a partner, surprises by doing his tap number solo. Despite his height and weight, Maroli de Malaya sings stylishly, individuation. But it sounds Spanish. Her voice is soft, even weak.

Eight La Coque girls, costumed attractively, do dashing and sassy routine which attention. None of the girls knew when La Coque will play, but the audience seemed to think that the show was by the girls. Sights of El Ranchito Grande, by the Earl boys, brought the entire audience to their feet. Paul Savoy's one bit fan society doesn't appear the place, the audience were supposed to be given to taste of lovely vaude vaude.

More zip and chatter can be heard in the pit. Mrs. Blevins spoke very little, leading his band in the Billy Hill manner, which is awed when there's little to wear and more tie.

Fortunately, the Earl has Paul Mum's We Aren't to cause an E30 biz.

Palace, Youngstown, O.
(Reviewed Tuesday Afternoon, Nov. 21)
Well-rounded show, with a lot of show but the average entertainment that holds the audience all the way. Mary Carlisle and Jack Haley are the high points. Mary Carlisle, who is one of the funniest comedians, has done a lot of very good work.

Haley, funny guy of movie tough luck, just a pleasure to watch. Mary Carlisle, who is one of the funniest comedians, has done a lot of very good work.

Stages, tells Haley how it is done while they share a microphone.

Tegan, in a swing band, has his arrangements, putting out the melody from the songs he sang on stage and stage.

He also addresses a melody to Carlisle to climax their boy's-into-girls-on-stage-and-stage act. The latter performing moving movie star brings to town.

A similar performance, a jibe at novelty with emphasis on laughs in his surprise "second act." Among the spot numbers, a heep joeller with a group of dexterity exhibits that is a treat for the eye.

Mary Carlisle starred in the screen half of the program, call a Mesmerizer.

Orpheum, Spokane
(Reviewed Thursday Afternoon, Nov. 18)
Strong on talent and novelty was this Paul Savoy bill direct from Los Angeles, headlining Jack Latoff, of film fame.

Curtain rose on Tyler St Claire, who got away from conventional xylophone act with an original and copyrighted puppet doll which hampered own good doll dance and other catchy tunes.

Torm and Dean followed with a different eccentric dance act, one stiff-body, wiggly, deadpan number. Made clothes go into clever toy soldier and page Peppe Peppe.

Emise Bill Terry also came thru with a radio radio hit in which he imitates singing putting on "mike" program, announcing. Nothing but a simple, Wisscracks a bit and goes into drunk drinking. It's a very larynx imitation of girl making up his subject. He is an adept at the job, and his talent is underlined by original dramatization titled His Last Breakfast, impersonating condemned man to the end.

Effective climax has him in spot on way to chair and his dead sister's voice heard in distance singing Ave Maria. His real sister, Emily, a pleasing evening with sunset, hisky, husky, also sings Gosses Love and exchanges gifts that are new.

Dorrel Sisters and Billy wound up with fast finisher. Six-year-old Baby Alexander, after long drags...AMA the worth enter face. Eleven-year-old boy. Real Taylor's house band in pit, Pix, Hidden Power and Hidden Staircase, Welford Conrad.

Adams, Newark
(Reviewed Wednesday Afternoon, Nov. 17)
Will Osborne and orchestra plus George Jglesiel opened the Adams holiday season with a program which either Jglesiel or Osborne haven't done before.

(See ADAMS, NEWARK, on page 45)
Reviews of Units

A. B. Marcus' La Vie Puree
(Review of opening evening, November 26 at the Paramount Theater, Omaha)

A. B. Marcus showed up at the Paramount Theater on November 26th and put on a good of a show. The house was filled with people of all ages, and the audience was thoroughly entertained by the variety of acts presented.

The opening act was a group of jugglers, who amazed the audience with their skill and precision. The next act was a dance troupe, which performed a lively routine to the beat of a popular song.

The highlight of the evening was the performance of a ventriloquist, who had the audience in stitches with his witty monologues and unique vocal abilities. The last act was a group of musicians, who played a variety of instruments and provided a perfect conclusion to the show.

Overall, A. B. Marcus' La Vie Puree was a tremendous success, with a well-balanced program that kept the audience entertained throughout the evening. The performers were talented and dedicated, and the audience was left wanting more.
NEW YORK:

GINGER BRITTON again featured on her new show in the Empire Theatre. Cir-cuit. SALLY KEITH leaves the same circuit and joins the new Roumanian club to open December 14 as Ginger. She goes to the Globe, Boston. TINY READING. who has taken over the Club Holland after a three-month va-cation, is back to his regular de-lightful routines there. HARRY STRATTON, comic, rounding out his 56th month at the Kearney, San Francisco, where he is the regular comic at the theatre. On the Chico club, Binghamton, N. Y., MAC (GOOGL) BARRON, comedian, filling a lengthy stay at the Kenmore Club, Baltimore, with co-principals Walter and Mildred Womack, and Christine Haines, is already a big hit. MARY DAVIES and the Koller Brothers, a musical act, tendered a birthday party to Pay Budd, at the club, and in celebration of the event, the group staged a genuine Greek revue, complete with two traditional Greek groups. 

MICK THE GREEK rounding out 10 weeks at the Eltinge, all enthusiastic over crashing a Winchell column reunion. On his own circuit, CARRIAGE CARICATURE, is doing a fine job as the Republic as producer; replaced Audrey Allen, Annie Arch, Tiny Taylor, Sonja Henie, and the Bob Curry-Turner Autona group in the final scene of the end of the cast of the new Hirst Circuit show that opened at the Lyric Bridgeport, Conn. This group is headed by Mrs. Max Michaels during its recent engagement at the Borough Club. T. R. WILLIAMS, a former burlesque dancer, is now in charge of a small burlesque circuit because of ear trouble. He is under medical treatment at his Brooklyn home.

MAD THEATRE, formerly the site of the Empire Theatre, has been converted into the new Empire Theatre, located at 153 West 42nd Street. The new show, featuring Tangle, will open December 2, 1939, with the name of "The Golden Godiva." It will be managed by Joseph Elliott, this week, with Josephine Matthews as producer. The show will feature Leading Woman, Straight Man, Dancing, and Novelty Acts. The Billboard will report more about this show later this week.

THE GOLDEN GODIVA IS NOW BEING PREPARED FOR ITS OPENING AT THE GAYETY THEATER, DETROIT, MICHIGAN.

WYNN, operator of the Oryon, Cleveland, has purchased the Oryon Theater. The Oryon Theater is now owned by Wynn, and will be managed by him. The Oryon Theater is located at 535 West 11th Street, Cleveland, Ohio. Wynn has been managing the Oryon Theater for several years, and is well known in the burlesque and vaudeville business.

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Wallace Players Stick to Canvas

EATONTON, Ga., Nov. 25.—Joseph M. Wallace, veteran Southern showman, has announced today that the fall season of the Florida Orange Blossom Shows, which has been in progress this season to move into theaters for the winter, will continue, with a tour of the Wallace Players going thru the South all winter. Provisions have been made to bring in an additional company of acts to make the tour more interesting.

Jimmie Mason is directing the Wallace Players, who have been rehearsing their repertoire in preparation for the tour. The company consists of a variety of acts including the Salaburys and Al Overton and has returned from a week's rest in New York City, where they made up a six-day engagement here tonight and opened November 27 at Ogden, Ga., for the winter.

Business for the Florida Orange Blossom Shows has been far better than expected. The company is reported to have been very successful.

Manager Wallace, in a recent visit here, announced that he would enter the 1940 gubernatorial race. The Mason Telegraph, commenting on Wallace's decision, said: "Joseph M. Wallace, proprietor of a show company, has announced his candidacy for governorship of Georgia on a platform of two or three free shows every day and a promise to run the state on the 60 day plan but on a 60 day plan. Nothing but a nothing against Mr. Wallace. He may be a political tycoon, but he has nothing to recommend him as a governor. The people of Georgia have elected some governors who were better showmen than statesmen, but there is no chance that Wallace will be elected."

J. B. Rotnour in 10th Season

RICHMOND, Ill., Nov. 25.—J. B. Rotnour, manager of the Rotnour tent show in this vicinity, has announced that his company is in its 10th season and has been operating the year round, laying off only a week between the two circuits during which he travels to Wisconsin and Michigan, and the indoor shows in towns from Chicago to Canada.

The Rotnour unit plays under a merchant tent and has been operating the 10th year in the community with business that has been reportdly satisfactory so far this season. In the Rotnour unit, LaVerne, Ducky Verrum, Ruby Lang, and Carol Currie are the stars.

Carl Elder Frames Circle For Paducah, Ky., Sector

PADUCAH, Ky., Nov. 25.—Carl Elder, the elderly showman, retired from the circus ring 11 years ago, has returned to the Paducah, has resigned his position here in the Paducah show firm and is now in charge of a circuit of high schools and auditoriums in and around this city. Elder contends that taking the tours under canvas in the spring.

Bette Graff Cracks Sheet

CANTON, O., Nov. 25.—Don Tenen, general manager of the Canton Review, has announced that the Miss Canton Beauty Pageant, presented in the newspaper, has sold 10,000 tickets in advance, a record for any canton beauty pageant. There are 10,000 tickets on sale in advance, and the pageant will be held December 2.

Charles Walpert Resumes

CINCINNATI, Ohio, Nov. 25.—Sponsored by American Players, the Roxy Theater in Cincinnati will present a second show, directed by Frank Carter, in the history of the show in as many months. The show will be called "The Master of Revue," and will feature Bob O'Brien, the famous comedian, and the popular Ray MacDonald, who will appear daily over Station KMTR. The show will open December 10 and run for 10 days.

Among the stars to appear will be: Bob O'Brien, who will make his first appearance since his recent recovery from illness; Ray MacDonald, who will make his first appearance in the show; and the famous radio stars of the Roxy Theater, who will appear in their own shows.

Ross Walkie for Phoenix

PHOENIX, Ariz., Nov. 25.—Hal J. Ross announced today that the Phoenix Daily Star has been launched a gala feature show for the first ten days of December. The show will be held at the Phoenix Daily Star and will be a spectacular display of talent and beauty. The show will be held in the Phoenix Daily Star and will feature such stars as: Fred Astaire, Ginger Rogers, Judy Garland, Mickey Rooney, and many others.

Endurance Shows

(Carbonation to BILL SACHS, Cincinnati Office)

December 2, 1939

Don't fail to get next week's edition of The Billboard for the opening of the new shows.

ARIZONA AMUSEMENTS, Inc.
$100,000.00 CAPITALIZATION

Stuart B. Nelson, General Manager

1411 W. Washington St.
Phoenix, Ariz.

WASHINGTON, D.C.

Curtis Shoprath

POLITICIAN, a progressive

No. 25.—Sid Cohen's All-American Championship Walkathon, which opened in Chicago on November 23, is now down to 12 teams and four relay, each team consisting of four runners, each of whom will run the distance of 12 miles. The walkathon is expected to continue for several more weeks.
December and January Offer Opportunity To Book Schools

Schools busy with plays as churches stage benefits, but educators soon to look for the coming shows — roadshowman must know products

By W. P. SCHRAMM, Veragraph Film Corp.

Editor's Note: W. P. Schramm, who conducts his own library, has been associated with scenic films for many years. He is recognized as an expert in the field of scenic films, and is well qualified to write on roadshowmen's problems.

Now that schools are busy with their productions of December and January, churches and other organizations will be trying to increase their take. Because many churches are not used to using big-act shows for their programs, some few bookings may not come thru, but these will be more than offset by the church and fraternal organizations, and an experience has taught that the best ways to handle these shows is by giving the proper amount of time to plan a school show properly.

CHRISTMAS HOLIDAYS OFFER ROADSHOWMAN UNIQUE OPPORTUNITY

CINCINNATI, Nov. 28 — Roadshowmen are looking for new opportunities to increase their bookings, and these will come in the coming months. With Christmas holidays already observed in 25 States, roadschoolmen are turning their thoughts to the coming holidays in order to increase their bookings. For this reason, the coming holidays also offer an opportunity to put on new shows.

SPECIAL RENTAL RATE S

$16.00 SOUND — REELS ADDED FOR ROMANCE ACTION IN THE SOUTH. This is an extra story of the hit, with with is the most popular songs.

PIONEER FILMS, INC.

222 W. 42nd St., N. Y.

The roadshowman must know that the coming holidays offers him an opportunity to increase his bookings, and he must be ready to take advantage of this opportunity.

NEW AND RECENT RELEASES

(Running times are approximate)

VOICE OF SYMAYA, released by Post Pictures Corp. Star is a new and authentic photo of the spiritual recordings of the Issa tribes of Africa. "The Voice of Symaya" is a true picture of the Issa tribe and their way of life, and it is a fine example of the work of the Issa tribe.

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Post Pictures Corp. Star is a new and authentic photo of the spiritual recordings of the Issa tribes of Africa. "The Voice of Symaya" is a true picture of the Issa tribe and their way of life, and it is a fine example of the work of the Issa tribe.

"THINE IS THE KINGDOM"

16mm Silent, 35mm Sound, 600' A new sound release for the roadshowman. It is a story of the life of Jesus, and it is a true picture of the life of the Issa tribe. The picture is a true picture of the life of the Issa tribe, and it is a fine example of the work of the Issa tribe.

"THE MOTHER LAND"

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Ringling Show Nearing Its 10,000th Exhibition Stand

9,880 made in 1,769 different communities played since birth in 1884—only 508 communities visited since merger with Barnum show in '19; 147 of these but once

MADISON, Wis., Nov. 25.—According to the Wallendas, the most recent addition to the 10,000th circuit show, the Ringling Bros. and Barnum & Bailey Circus combined show, stands its two complete route books of the show reveal. Since first taking to the road from Baraboo, Wis., in 1884, the show has made 40 different moves, prior to the merger with the Barnum show in 1919. After the merger only 508 of the 1,769 communities have been visited. They are divided at one time or another, these including 62 cities which have been played only once, 304 which have been played twice, and 142 which have been played three times. In all, the Combined Shows. Of the 508 communities visited since the merger, 374 have been visited once; 124 twice; and 10 three or more times. The combined R-B route down, it shows that only 361 different cities in this country have seen the show more than nine and, of course, many of these but twice. In view of the fact that only 71 times has the Ringling show played 30 or more times, it becomes self-evident that the R-B route is unique. "Health on Earth" is confined to a very limited territory.

Most States Visited in 1923

In 1893 the Ringling show visited 29 States, District of Columbia and Canada. In 1918 it covered a total of 2,058 miles, traveling on wagons. The first year that it was done only in the year that it was done only on wagons. The lowest mileage by either the Ringling Bros. or Barnum & Bailey shows for the entire world, was 1,428, not including the home route, which was made in 1902 following the closing of the show due to the strike at Buxton, Pa.

Illinois Played Most Times

If one were to hazard a guess as to what State has seen the Ringling show the most times it would be no doubt that Wisconsin because the show was founded in that State and continued to maintain its winter quarters in Baraboo until the close of the 1918 season. The records, however, show that Illinois has seen the show more times than any other State. In 33 of the 56 years that the show has been touring, it has visited Illinois. The only years that it missed were 1890, 1886 and 1888. In 1918, the show played Illinois for 49 consecutive years. People of Illinois have seen the show the Circuit, the American, the Wisconsin and the Ohio and have each seen the Ringling or B-B show in 47 of the 56 years. The show has played Vermont in only two different years. It went into that State for the first time in 1944 and the last time in 1909. The Ringling show opened in Idaho 10 times but the people of that State have never had the privilege of seeing the combined show since 1919.

Chicago Most Visited City

Only 71 cities in this country have seen the show more than 30 time, with Chicago heads the list with 41 visits of the Ringling Bros. and Ringling Bros. and Barnum & Bailey Combined Shows. Milwaukee and Buffalo have each seen the show 34 times each; Detroit, 32; Kansas City, 22; Madison, Wis., and Newark, N.J., 20; Des Moines, Iowa, 19; Nashville, Tenn., 16; Milwaukee, Wis.; Minneapolis; Syracuse, Cleveland, N.Y.; Dallas and Ft. Worth, 10 times each.

In view of the fact that Wisconsin, the show's home state, has been most frequently by the show before it took to the road in 1895, it is quite natural that it would have played more different cities there than in any other State. All in all, the Ringling show has played more different towns, hamlets (10,000TH STAND on opposite page)

A MARK OF TIME. Some of the outmoded, worn-out and discarded circus wagons that can be seen in a great and very dramatic burial lot at the Ringling winter quarters in Sarasota. Most of these wagons were used in the various shows before the exposition of various city street departments—agons that did not survive the spring, and which are thrown out as trash, that the vehicles can be seen thru the broken and disintegrated paint such names as Bengals, Hagenbach-Wallace, Ringling Bros. and Barnum & Bailey.

Clawson Leaves Circus Business

Will be associated with Hennies Bros. Shows in 1940 as business manager

CINCINNATI, Nov. 25.—The rumor in circulation that Ralph Clawson would become associated with the Hennies Bros. Shows in 1940 was confirmed today by General Manager-in-Chief Bill Hennies. Paul Clawson, brother of Ralph, was working with the Hennies Shows last season and will be business manager, not superintendent, as the rumor had it.

Clawson said that Ringling showed his first venture in the carnival field. For many years he has been president of the Ringling-owned circuses. His last stop, however, was World's Fair in Venice, Italy, where he took over after the Ringling property. When the show closed and was placed in quarters at Baldwin Park, Calif., he went with it and has been there since in the employ of the Ringling interests. For several weeks he has been on the road with the circus, and he stated that he would like to leave there the week for the R-B show.

Former Lion Tamer Detained in Miami; Passport Trouble

MIAMI, Fla., Nov. 25.—Madam Marie, former lion tamer in the Ringling-Barnum circus, is being detained in Miami by reason of passing passport irregularities.

Marie, formerly of the Ringling Brothers and Barnum & Bailey circus, was arrested in Miami in 1897 and was billed as "Bacchus's Daughter," a claim she has always maintained. She has been here since in 1939, she has been touring, and which has never been disputed, the last five years. Marie has been in this country in 1947 on a six-month tour of this country in the circus. The permit has not been renewed, due to the Department of Immigration, and she is in process of deportation. The permit has not been renewed, due to the Department of Immigration, and she is in process of deportation.

She states she married in Paris after seeing Marie, and she was expelled from the circus and deported. She was married in Paris after seeing Marie, and she was expelled from the circus and deported. She was arrested in Miami by an agent of the Immigration Department. She will be held as a hearing as soon as all data on the case is assembled.

Bradua Unit Opened Off by Tampa Folk

TAMPA, Fla., Nov. 25.—When Fred Bradua's unit for Santos & Chermans and Miami during the winter season was arrested by the Tampa police, it was arrested by the Tampa police, and was, therefore, not arrested by the Tampa police.

Those who heard the ship with Bradua included the Cristalis Troupe, the American Troupe, Col. Harry G. Powell, and Pater Arturo-Coucou, Mme. Ellis Bradua, Signor Bogni, Albert Powell, and Pater Arturo-Coucou.

Sam Dock Closes Show; Plans Small Winter Unit

CINCINNATI, Nov. 26.—Word comes from The Billboard that Sam Dock and his men are planning to return to small winter unit is to be organized for next winter season.

There are about 10 people of the old and the new shows around the Dock's home house. Thanksgiving dinner was prepared for them by Claire Biron, daughter of Sam Dock, who left left quarters after the dinner for Peterborough, Va.
ROCHELLE, Ill., Nov. 25—the Chicago Chapter of the American Institute of Architects held its annual dinner meeting in honor of the late Irving K. Pond at Hotel Grand. President of the organization is W. W. Eberly from Elgin, III., and members of the various organizations to which Pond belonged, including those of the Chicago CPA Tent, read a short and appropriate paper telling of the life of Pond as a circus fan and ardent lover of the performing arts. Mr. Pond wished it, the gathering was not one of mourning, but rather took on the pleasant air of grateful remembrance of his having lived. Members of the CPA present were L. B. Barlow, D. Collings, W. W. Eberly, E. R. Eberly, J. E. Shepard, C. A. Underwood, and A. C. Vander Sande, Young of Somers, Ill., &.

Mr. and Mrs. Merle Evans will be the guests of honor at the annual dinner and ball meeting of the Merle Evans Tent No. 27 CPA at Hotel Grand November 29. Afternoon session will start at 1:30 and the banquet will be held at 6:30. The entertainment at the banquet will be conducted by Lincoln Baptiste and circus party at 4 p.m. at the Barlow barns. A new circus room will be dedicated as a memorial to the late George Barlow, CPA, at 7:30. The Barlow Barn was one of the best remembered of his platform. Everything is being done as to scale and position of the banquet hall. All the arrangements are expected to meet the standards of Circuses out last season. In addition, President Paul VanPool has called several of the leaders of the CPA for a meeting to discuss the various shows during last season. Including four stands, by which the regular monthly meeting of the local association was held on the evening of the first Tuesday of each month. The American Legion Hall in Hartford, Conn. Three hundred and fifty CPA members attended the October meeting. The Merle Evans CPA Tent No. 27, whose president is C. E. Moore, of Rockville, Conn., has been invited to the meeting. The president of the CPA is C. E. Moore, Rockville, and Dr. Henry Martin, of New Haven, Conn., secretary of the CPA, and the quarto of the tent, which is limited to 200 CPA members. The CPA is associated with the American Legion and is a branch of the American Legion in Hartford, Conn.

CHICAGO, Nov. 25—Space at the club house was limited for the performance of the performers' art under the big top. The club is an ardent lover of the performing arts. Mr. Pond, one of the evening performances, during the run of the circuses. The regular monthly meeting of the chorus was held at Hotel Grand. Mr. Pond was among those who followed away April 21. The show has been in the circus for the past 24 years. The show has been at the Barlow Barns for the past 24 years. A new circus room will be dedicated at the Barlow Barns as a memorial to the late George Barlow, CPA. The name of the show is the Barlow Barns. The Barlow Barns was one of the best remembered of his platforms. Everything is being done as to scale and position of the banquet hall. All the arrangements are expected to meet the standards of the Circus out last season. In addition, President Paul VanPool has called several of the leaders of the CPA for a meeting to discuss the various shows during last season. Including four stands, by which the regular monthly meeting of the local association was held on the evening of the first Tuesday of each month. The American Legion Hall in Hartford, Conn. Three hundred and fifty CPA members attended the October meeting. The Merle Evans CPA Tent No. 27, whose president is C. E. Moore, of Rockville, Conn., has been invited to the meeting. The president of the CPA is C. E. Moore, Rockville, and Dr. Henry Martin, of New Haven, Conn., secretary of the CPA, and the quarto of the tent, which is limited to 200 CPA members. The CPA is associated with the American Legion and is a branch of the American Legion in Hartford, Conn.

Winter Quarters Address

Merry Christmas and Happy New Year

From INTERNATIONAL ALLIANCE OF BILLPOSTERS, BILLERS, CIRCUS PHOTOGRAPHY, AND RELATED ARTISTS A. THOMAS NOONAN Treasurer

Where Are You Wintering?

Kindly give the information on this blank and mail to The Billboard, Cincinnati, O., for our records of circuses, carnival and tent shows in winter quarters:

Title of Show

Kind of Show

Is it Flat-car, Baggage or Motorized?

Owner

Manager

Winter Quarters Address

Office Address

Opening date and stand for 1940 if definitely set

THREE HUNDRED CIRCUS PHOTOS

3x6 to 6x9 in.

Send 25c for envelope. 50c for 100, $1 for 500, $2 for 1000. There is a 25c discount on all orders. Please make checks payable to:

Savannah Camera Co.

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FOR STREET PARADES, ACTS AND ADVERTISING PURPOSES. Write for Catalog.

H. SCHAEMBS

14041 25th Avenue, RICHMOND HILL, N. Y.

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SEND 25c FOR ENVELOPE. 50c FOR 100, $1.00 FOR 500, $2.00 FOR 1000. THOSE WHO WISH TO ORDER MUST PAY 25c ADDITIONAL ON ALL ORDERS. Please make checks payable to:

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BAXTER, GEORGIA

XMAS CIRCUS PHOTO SPECIALS

Send 25c for a list of our Xmas picture specials. Write for catalog.

IDA'S RARE COLLECTION

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OLD CIRCUS PICTURES

3x6 to 6x9 in.

Send 25c for a list of our old circus pictures. Write for catalog.

Savannah Camera Co.

BAXTER, GEORGIA
Circuses Air-Conditioning Pays

**By Nat Green**

The dream of circus-goers—an air-conditioned big top where the customers could sit in comfort and enjoy a performance without sweating in midsummer heat—has come true. The innovation may cut the sale of palm leaf fans. It may even reduce the sale of pop and other drinks as some concessionaires dolefully predict. However, as far as can be learned, such sales were not affected this season, but it was demonstrated that air-conditioning was responsible for increased attendance and better satisfied patrons.

From about the first of July the eight powerful units went into operation on Ringling Brothers and Barnum & Bailey Cireus. There were days when one or another of the units did not function 100 per cent, but skilled mechanics were constantly at work, adjusting and readjusting, until all units were properly working. The result was thousands of customers who remember with great pleasure the great improvement in conditions.

Ringling-Barnum Second

Ringling-Barnum was not the pioneer. During the early part of the 1939 season they consumed about 50 tons of ice per day.

Canvas supply ducts, two for each trailer, are semi-circular in shape and are supplied with aluminum grilles. Metal rings are sewed into the corners of the supply ducts and also in the top of the tent so that the ducts can be laced to the big top. The air is distributed from 16 specially designed outlets, spaced at equal intervals in the canvas top and approximately 40 feet from the outside edge. Ducts and air distributors are packed in the ice bunkers while the circus is en route.

Melting of the ice and dehumidification of the air makes available approximately 10 gallons per minute of waste water from each conditioner. It was the intention to spray this water on the top of the tent to minimize sun effect, but this was found impractical and was abandoned.

Top Can Also Be Heated

While cooling the air is the main purpose of the air-conditioning, there are times during the show's season when it may be necessary to provide a higher temperature. The same equipment may be used for cooling and heating. When the weather is too cool for comfort the air is drawn in by the centrifugal fans and blown thru the ducts into the tent above the heads of the spectators.

The air washing and cooling equipment was furnished by Buffalo Forge Co. The heat is supplied by cooling units connected with large size O-E oil furnaces. Hot water from the boiler is circulated thru a heating coil located at the inlet of the fan. The pump normally used for spraying water over the ice bunkers is used for circulating water from the oil furnaces thru the hot-water heating coils.

"Our new system does not just blow cold air into the big tent," says John Ringling North, president of the Ringling Brothers and Barnum & Bailey Circus. "Instead it supplies air-conditioning as to both temperature and humidity, and properly distributed. There are a good many days when the circus plays in cold, rainy weather, and it is just as essential that our patrons be made comfortable at those times as when it is hot."

Aside from the actual difference in temperature produced by the air-conditioning system, there is a psychological effect that demonstrates the power of suggestion. In a number of instances during the season customers who entered the tent before the air-conditioning equipment had a chance to change the temperature remarked upon how cool and comfortable it was in the tent. And there is little doubt that hundreds of people who were attracted to the circus by the air conditioning were impressed with the system, and that this will result in increased attendance the following season.
New Hip. Track at R-B Quarters Dupes

OUTDOOR CONDITIONS

SARASOTA, Nov. 25.—-Displacing Victor conditions outdoors, Ringling-Barnum circus has constructed a stand-ard wood stage with two rings and a stage in the center. Between the elephant kral and the catwalk, one side with a seating capacity of 2,000, Max Bletter directed construction of the oval.

Ailu not quite completed, the out-
door Ringling-Barnum ring was the
lengthy session as quarters opened last Sunday with several hun-
dred spectators filling the stand. A Clum
McClain presented two rings of performing elephants, and the first programme in the
juggled worked Liberty horses and Bill Baby and Johnny West race combina-
tions. In addition there were two pony acts presented by Tommy Crop-
er, and all the shows are selling fast
jumping and menage horses, and the training of the horses was
the gorilla, has been placed on exhibition in the main-tenance barn.

Duck Kroner, his under-
giving treatment for leg injuries sus-
Santos, the new one to be
the annual meeting of the.

CIRCUS AIR-CONDITIONING

(Continued from opposite page)

the advertising "100 per cent air-condi-
tioned."

Improved Equipment Expected

The experience gained during the
1939 season, it is expected that a marked
improvement in air-conditioning will be
noted about next fall. December is prob-
ably that as many trains are under construction, as many will be
in line and that they will be meeting at the

VAUDEVILLE NOTES

(Continued from page 30)

John Early, mimes, who began a Coast
club engagement last week, has moved
west, and returns with the show.

BARRY GEIST, booker, has joined the

come to the show. Dick Bowers, manager of the show, has

CLUB TALENT

(Continued from page 38)

Sibyl Bowan is in her current show. Blue

COLLINS and STONE, booked for the

Christmas Seals

Help to Protect Your Home from Tuberculosis
Under the Marquee

By CIRCUS SOLLY

MR. AND MRS. WALTER QUICE are wintering again in Tampa, Fla.

MAX GUEBER is reported in a hospital at Muskogee, Okla.

JOHNIE ROSELLI will work out of Philadelphia this winter, doing indoor clowning.

F. B. MILLER writes that he is breaking school horses and gaited stock in Los Angeles.

FLYING LEAGUES are appearing with Palooka Bros. Island Circus for the winter.

THREE WHITE FLASHES, juvenile acrobats, will appear in the ring and theater engagements in Pennsylvania.

MYLES M. BENNETT, of the Ringling-Barnum circuit, is now associated with the Cotten Bros. Athletic Association, Inc., Dallas.

GUS LIND is with the Fernandes circuit, touring the Hawaiian Islands, doing his unsupported ladder and foot-juggling acts.

JOHN KRAMER, of the B. W. Banard circus personnel, has been confirmed in St. Francis Hospital, Columbus, O., with a serious spinal and kidney ailment.

KARL CANTWRIGHT, who closed recently in Houston, Texas, is going to Rock, Ark., in Philadelphia, Alits., until after the holidays.

TWO ELEPHANTS from Barnett Bros.' Circus played the Shrine Circus at Canton, O., last week in charge of W. H. Woodward.

RUDY RUDDYNOFF and his high-school act recently played the Horse Show at Trenton, N. J., where he says the act went over big.

BILL NIPPO, clown, is working in toy land of the May Co. Store, Cleveland, Ohio, and Raymond and Robert's dogs and ponies.

CIRCUS MENACES

By AL BUTLER

Most everybody who knows anything about the circus business knows what a fight the Circus Pans have put up in their save-the-circus campaign. From my personal acquaintance with a great number of the members I have yet to find one who would not put his personal opinions aside and give all the help asked for. In several cases it not only cost the member his own money but made a lot of enemies for him among his fellow townsmen—and I know that right today the Circus Pans are fighting a righteous fight.

In many towns, taking, for instance, Trenton, N. J., where Circus Pan Kemp has gone before city council to fight the zoning laws that have come along this past season, right in my home town, Sacramento, it was Circus Pan Kemp, a member of the town council, who proved the license for a license in the city had refused same.

The fight to save the circus being made by the Circus Pans is a hard one but it is not because the circus has lost any of its glamour or because the people of the city are not interested in it anymore. It is still and always will be just as big an audience for the circus as ever before. There are always children and there is always the first circus for some child. So the circus will go on and on and will do business and there will be just as many children growing up as there are left alone by the local menaces.

A menace that has come up more season of 1929 than ever before is that of zoning. It is an awful hardship on the circus and carnival to have zoning laws as a part of the regular laws. In a few years the circus will not be able to exhibit in the larger cities except in specially chartered or organized shows or programed shows. And we have the circus where women and children can go at night, where a parked auto will be safe, as most Improved. We have the circus at night and not desired locations. A zoning law this year forced the Ringling-Barnum circus to close the usual grounds in Los Angeles, making it necessary to get another one where the business could be transacted.

A zoning law this year forced the Ringling-Barnum to close the usual grounds in Los Angeles, making it necessary to get another one where the business could be transacted.

You Be the Judge

Donaldson circus pictorial paper and cards may solve your problem without the need of specially designed posters. Write for prices and samples on your season requirements of cards, pictorial paper (in all sizes), dates, fibre and muslin banniers.

"Quality, Service and Reasonable Prices"—our motto

CIRCUSES

December 2, 1939

54TH YEAR

The Billboard

CIRCUS

FOUNDED BY W. H. DONALDSON
THE LARGEST CIRCUS CIRCULATION IN THE WORLD

SUBSCRIPTION RATES, PAYABLE IN ADVANCE

Vol. 51 DECEMBER 2, 1939 No. 49

by city council of Pittsburgh as a possibility for the post of police magistrate. Pennsylvania Home for Orphan Boys, Red House, also for the job, when the IABEID head, who has been associated with Interborough Central Labor Union, was rejected into the job. The IABEID nomination was tabled until November 27, after he is reported to have support of the union, and he was reportedly made a candidate without his knowledge, then informed later.

SOME "DOPE" on old-timers comes from Eddie Brennan (of the Musical Bremen) from Brenham, Tex. He writes: "Big Harris, the old-time juggler and jester, also for the job, when the IABEID head, who has been associated with Interborough Central Labor Union, was rejected into the job. The IABEID nomination was tabled until November 27, after he is reported to have support of the union, and he was reportedly made a candidate without his knowledge, then informed later.

In CASE there is anyone wondering what's happening to Donald MacGregor, formerly on press for The Billboard and The Ranch and West Steers, he has finished a magazine in California with another friend. John W. Lil- le, better known as Pawnee Bill, and its title is The Last of His Line.
CIRCUSES

The Billboard 45

FRANK'S AIM BAD

(continued from page 3)

No let to the desecration of Frank's name. He should be reprieved by Roy, who never returns a wrong done to him at the hands of enemies.

FRANK'S AIM BAD

(continued from page 3)

100% America this time.

NEW RELEASES

(continued from page 39)

Some fun for you in the world of fun, in this particular case, it's the Billboard.

NEW RELEASES

(continued from page 39)

...and there you have it...a full 24 lines.

THE MICROPHONE, released in Canada by Associated Screen News Limited. This film is the result of an experiment with the microphone together with an analysis of...
CHICAGO, Nov. 28.—Operators and concessionaires from over the country are converging on Chicago for the 71st annual convention and trade show of the National Association of Amusement Parks, Pools and Beaches in the Hotel New Yorker, New York, on December 5th. Avery Hodge from his offices here reported conversations from California and Washington to Maine.

"From indications the meeting is to be a dynamic one, with the promises of no trite repetition, despite the change in date made necessary by the change in location from the West Coast to the East Coast, the fact of Thanksgiving and despite the confusion caused by the staging of the fair and carnival men's meetings in Chicago after the executive sessions of the Toronto convention," he said. "The secretary's office has tried to do an outstanding job in over-arming all carded and has been warmly supported by the Eastern contingent. This is the major thing the association and the American Recreational Equipment Association will do during the convention, that is to say, that is a real memorable occasion."

Avery Hodge reported a complete sellout of exhibition space with no more回头ers for this year and the previous convention. Upon instruction of the secretary, the convention committee mailed invitations to all members of the fair and carnival industries to visit, with the promise that all who get the message will be open starting Tuesday, December 5th, and have closed down on the convention on Friday, December 8th.

"It is, of course, realized that many of the fair and carnival men will be in connection with their own organizations. Fortunately, however, their meetings close in ample time to permit many of them to journey east and catch the NAAPPB powwow," said the secretary.

Program committee, Harry J. Batt, chairman; elaborate social sessions; D. N. De Land, vice-chairman; A. B. Hodge, Paul H. Nueldepol, John H. Hyatt, A. V. Chopin, Paul H. Nueldepol, R. H. Alford, G. M. Heslop. 

More stress has been laid on the social side, with the social committee and the reception committee headed by Arnold B. Gurtler has been busy for weeks planning for entertainment of their own delegates and guests. Pent House Club rooms and the lounge in the hotel have been used as headquarters for the majority of the officers and directors of NAAPPB, Pools and Beaches.

The professional session, including the general sessions, will be held in the Symphony Room at the Hotel New Yorker on December 6th and 7th. The program will feature the annual convention of the National Association of Amusement Parks, Pools and Beaches.

Complete AREA Program in New York

ANNUAL MEETING in the Hotel New Yorker, New York, on Monday, December 4, 1:30 p.m.

Meeting called to order by President George A. Hamid. Greetings and Welcome, President Arnold B. Gurtler, National Association of Amusement Parks, Pools and Beaches.

Our Alley, Executive Secretary A. B. Nuedeple, President, National's Annual Address, President, Hamid. Results Obtained from RFC Loan Applications by New England Amusement Men, Wallace St. Chair Jones, president, New England Section, NAAPPB.

How Best To Safeguard Sales Made on a Percentage Basis, Abner E. Kline, Eyerly Aircraft Corp. Discussion led by W. F. Mangels, Conley Island, N. Y., President, Publicity and Advertising Department of the Park Board, Commander J. H. Strong, International Parachute Co.


The Wags and How Stuff Are Done, R. S. Uzelle, president, R. S. Uzelle Corp., Executive Session—Committee reports: Exhibit room, Chairman W. F. Mangels; membership, Chairman Maurice Pinn; exports, Chairman R. S. Uzelle; contracts, Chairman G. V. Herrings; treasurer's report, finance, Chairman Walter St. C. Jones; nominating, Chairman Mangels.

Complete NAAPPB Program in New Y.

SESSIONS IN THE HOTEL NEW YORKER

BEACH AND POOL SECTION, Round-Table Forum, arranged by special beach and pool committee, Paul H. Nuedeple, chairman; Bert Nesbit, vice-chairman; Chauncey A. Hyatt, adviser; N. S. Alexander, Leonard B. Schloss and J. O. Ziegfeld, (General Sessions Room.)

Wednesday, December 6

Greeting, Sol Pincus, director of dep. (General Sessions Room.)

Operating a Pool in Connection With a Hotel, Harry Laney, Pan American Park, Central Hotel, New York. (General Sessions Room.)


Thursday, December 7

*The Building Program of New York Swimming Facilities, Commission Robert Moses.

Discussion on problems pertaining to Equipment, Play and Diving Apparatus, Reviving Old Walls and Decks, Operating Showers in Connection With Pool and Beach Areas, Problems Confronting Diving Board Manufacturers Regarding One Piece Diving Boards and Substituting Laminated Boards, Dormitory Room, Indoor Show Room, Proper Routine of Pools, Proper Bathhouse Design. Not definite at time program went to press.

Program

PROGRAM SESSIONS OF THE NATIONAL ASSOCIATION OF AMUSEMENT PARKS, POOLS AND BEACHES. (General Sessions Room.)

Wednesday, December 6

2 p.m.—Inauguration, B. S. Uzelle, New York City. President's address, Arnold B. Gurtler, Elyth Gardens, Denver. Announcements and communications, (General Sessions Room.)

President George A. Hamid.

New England Section, NAAPPB, President W. St. C. Jones.

Pennsylvania Amusement Parks Association, President E. E. Follen.

National Showman's Association, President George A. Hamid.

Out of the Deterior Into the Road Ahead, R. S. Uzelle.

Reports of convention committees—Program, Harry J. Batt; special beach and pool, Paul H. Nuedeple; entertainment and banquet, George A. Hamid; reception and social, Arnold B. Gurtler; location and exhibits, N. S. Alexander.

Report of public liability insurance committee, N. S. Alexander.

Announcement of winners of AREA awards, J. L. Coleman (winners to be announced).

EXCLUSIVE SESSION OF NAAPPB—Roll call, reading of minutes, annual reports of executive, treasurer and finance committee; reports of committees, foreign (see COMPLETE NAAPPB PROGRAM on page 48)

ON THE PROGRAM OF THE 21ST ANNUAL meeting and trade show of the National Association of Amusement Parks, Pools and Beaches in the Hotel New Yorker, New York, on December 5-8 those speakers are among many who have been given the chance to talk upon problems of the industry. Norman S. Alexander, Woodside Park, Philadelphia, will give the opening address. An outstanding feature of the program, and the one that is sure to be of interest to many of the audience, is the report of the public liability insurance committee. William Robin (center) International Mutual Insurance Co., will speak on the subject, "Lessons Learned from the 1939 World's Fair."

 playbook, "Out of the Deterior Into the Road Ahead."

Burgord Pilots Spot for Ireland

At Merritt, Fla.

MERRITT, Fla., Nov. 25.—Ireland's Amusement Park on the Indian River, across the bridge from Cocoa, will open on December 1. Sam Burgord will again manage the park for 1939. Burgord is well known in the amusement business. Formerly owner of Curtiss Park, Merritt, and many years owner of Ireltland's Amusement Park, the one-time seat of the fleet d.c.ces in the state.

Park will open with nightly floor shows and dancing. Well-known orchestras will be booked for dances under auspices of the Elks Club Club of Cocoa.

Free acts will be used in the park which adjoins the dance floor and in which many groups are being installed to new section to this. For the past several years during winter months the dance floor has been doing capacity busi-

ness. It has been renovated and made lighted for the season, and, located directly on the Indian River near the main highway to the new air base where thousands of dollars are being spent this year by the government. A wonderful season is looked for.

Water Show for Miami Pool

MIAMI, Fla., Nov. 25.—First water show will be held in Macfadden Deauville Pool on December 2, proceeds going toward expenses of entertainment of delegates to the Amateur Athletic Union Convention. With the cooperation of Mrs. Lenore Florida, union will be on December 8-10. Two shows will be conducted by Alexander Ott, of Miami Biltmore pool. Among leading divers and swimmers will be Pete Desjardins and Marshall Wayne. Miami. They will be a great draw from this pool.

Pool to Ballroom on I.

JAMAICA, L. I., N. Y., Nov. 25—Jamaica swimming pool has solved problem of attracting crowds during summer season. Converting the big building to a community center, the operators of the pool have provided a public dance hall with potential draw from Nassau and Suffolk county. First four weeks of operation with Lou Lang and his Hotel White Owl band. Lang and his orchestra staged Lang on November 17 and proved a draw. Opening night Friday played to 500 dancers. Ticket is 40 cents.

Pool to Ballroom on I.
LUSSE BROS., Inc.
Present!
THE NEW "1940" AUTO-SKOOTER

NOW IS THE TIME TO BUY!

HERE'S PROOF!
This Auto-Skooter Ride With Only 25 Cars GROSSED $62,338.00 During the "1939" Season

Auto-Skooter at Golden Gate International Exposition, San Francisco, California.

CERTAIN PROOF OF POPULARITY!
THERE ARE TEN (10) AUTO-SKOOTER RIDES IN CONEY ISLAND, NEW YORK, OPERATING OVER 300 LUSSE AUTO-SKOOTER CARS.
TWO (2) OF THESE LOCATIONS USE FIFTY (50) CARS ON EACH RIDE.

OUTSTANDING PROOF OF SATISFACTION!
LUSSE BROS., INC., HAVE MANY CUSTOMERS WHO ARE SO ENTHUSED WITH THE CONSISTENT EARNING POWER OF THEIR AUTO-SKOOTER RIDES THAT MANY OPERATE TWO RIDES, SOME THREE, AND ONE CUSTOMER WHO HAS OPERATED SKOOTER RIDES OVER A PERIOD OF YEARS NOW HAS INTEREST IN THE OPERATION OF 6 AUTO-SKOOTER RIDES.

WILL BE PLEASED TO HAVE YOU VISIT US AND INSPECT OUR "1940" MODEL AUTO-SKOOTERS WHICH WILL BE EXHIBITED AT THE N. A. A. P. & B. CONVENTION

BOOTHS 17 & 18—NEW YORKER HOTEL, NEW YORK, DEC. 4TH TO 8TH, 1939

If You Can't Attend Convention—Write for 1940 Booklet

LUSSE BROS., INC. 2809 N. FAIRHILL STREET, PHILADELPHIA, PA.

LUSSE BROS., LTD.
SARDINIA HOUSE, 52 LINCOLN'S INN FIELDS, LONDON, W. C. 2, ENGLAND.
American Recreational Equipment Association

By R. S. UZZELL

American Recreational Equipment Association

Two new dodgems for 1940

... All the mechanical features of the epoch-stirring World's Fair Dodgem Plus—improved design in keeping with the modern trend.

DODGEM "Firefly"

... Brilliant, colorful PLASTICS, heralded by designers and engineers for construction of the modern trend. The billboard.

New 8-car whip

A riot of colors and chromium. Beautiful streamlined cars. A persistent money-getting ride. Exported to all countries.

W. F. MANGELS CO., Coney Island, New York

ATTENTION! FROZEN CUSTARD OPERATORS!

We're setting E-Z-WAY—All-Electric. Now... Our E-Z-WAY is now on the largest carnival in the country, each book 500 to 1,000 cars. R. S. Uzzell, 

PNEUMATIC MACHINE GUNS

Mow 'em down. Pleasure engrossing. FELTMAN Booking Now. 1940 dates.

100 SHOTS for a DIME

FRED FANSHER

COMPLETE AMUSEMENT PARK SERVICE

R. S. UZZELL CORPORATION

since 1905

130 West 42d St.
New York City

BOOK 89 and 90 NAAPB Convention

WRITE FOR CIRCULARS.

AMERICA'S LARGEST IMPORTERS OF AMUSEMENT RIDES AND EQUIPMENT.

December 2, 1939

PARKS-RESORTS-POOLS

From the World of Tomorrow

Come the RIDES of TODAY!

→ TWO NEW DODGEMS ←

TO BE SHOWN AT THE

N. A. A. P. & B. CONVENTION

HOTEL NEW YORKER, December 4 to 8.

Auto DODGEM FOR 1940

... All the mechanical features of the epoch-stirring World’s Fair Dodgem—PLUS—improved design in keeping with the modern trend.

DODGEM “Firefly”

... Brilliant, colorful PLASTICS, heralded by designers and engineers for construction of the future, make the FIREFLY the gayest,flashiest ride ever to be offered to the midway! You can’t come to the Convention write at once for NEW descriptive Broadsides.

HOT OFF THE PRESS!

DODGEM CORPORATION

706 Bay State Bldg., Lawrence, Mass.

American Recreational Equipment Association

See the inside front cover of this issue for more information

Selznick

THE STRATOSPHERE

NOW BOOKING 1940 DATES

World’s Highest Balloon

Write or Wire

Permit. Add.: Care of The Billboard, Cincinnati, O.

American Recreational Equipment Association

11011.11no

(Continued from page 46)

relations, historians, legislative, membership, swimming promotions and protection, music and entertainment, nominating, publicity, resolutions, safety codes, World’s Fair.

Note—Many of the committees listed previously are the same as in previous years, but the chairman of each committee will be indicated in the next issue of THE BILLBOARD, for the purpose of identifying the chairman of each committee.

Meeting of trustees of American Museum of Public Recreation.

Thursday, December 7

2 p.m.—Announcements and communications.

Note—The “Professor Quiz” period on the 1938 program met with such enthusiastic approval that we have again persuaded the “Professor Quiz” (Jack Lambie Jr.) to present his helpful solutions to knotty problems. He will appear from time to time during the Thursday and Friday program sessions at the discretion of the program chairman.

Promotions With a Punch, Bert Nevins, New York City.

2:15—A Doctor Looks at Swimming, paper by Dr. Howard Beard, to be read by Harry A. Askley, Pittsburg.

2:45—Removing the Unjust Security Tax on Name Bands, discussion, Edward L. Schott, president, Coney Island, Cincinnati.


3:30—“Tide” and “Firefly” (Modern Lighting) Edward L. Schoeppe, Alexander, Becker & Schoeppe, Philadelphia.

4:00—“Professor Quiz,” John E. Lambie Jr., Euclid Beach, Cleveland.

4:30—“Professor Quiz” unites his last knit.

Admission to all meetings by service awards committee.

Meetings adjourned.

(Continued on page 49)

From the World of Tomorrow

Come the RIDES of TODAY!

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(Continued on page 49)
The Pool Whirl
By Nat A. Tor
(All Communications to Nat A. Tor, Care New York Office, The Billboard)

The Ideal Ride — THRILLING YET SAFE
BIG REPEAT PERCENTAGE — MAINTENANCE COST NEGLIGIBLE
COSTS ARE INCREASING — MATERIAL DELIVERIES ARE SLOWING UP
BUY NOW FOR 1940 SHIPMENT

ALLAN HERSCHELL Co., INC. NORTH TONAWANDA, N. Y.
ORIGINATORS OF STREAMLINED CARROUSELS
Builders of the Ever Popular Kiddie Auto Ride Which
Outgrew ALL Kiddie Rides at the New York World's Fair
**Stratoship**

Thrilling - Exciting - Flashy

In a successful and profitable operation in such outstanding Parks as Kennywood, Pittsburgh; Coney Island, Cincinnati; Forest Park Highlands, St. Louis; Palisades Amusement Park, Palisades, N. J., and many others. One stop, one load, quick get-away assures satisfactory capacity. Small space, low operating cost and

**NEW LOW PRICES.**

**Laff in the Dark**

The funny, weird, startling Dark Ride. Attractive cars, outstanding stunts, perfect mechanical operation. A tremendous success at New York World's Fair. There's a reason why the Big Plans all choose

**Laff in the Dark.**

**Rocket Ships**

For Circle Swings and Seaplanes

Modern flashy cars of gleaming mirror-polish stainless Steel, with light strong tubular framework. Novel side rockets with flood lights in nose and colored tail lights. New Rocket ships installed on old swings have increased the receipts two to five times.

**Midget Auto Racer**

A new type of major ride which will draw 50 to 75 per cent of Coaster at a fraction of Coaster costs. Heavy duty, super-powered cars, streamlined body handsomely decorated. Finest Amusement Auto cars ever built. High speed operation on a banked race track, bringing you receipts never before possible on an auto ride.

**Thrill - Speed - Action**

R. E. Chambers Company, Inc. BEAVER FALLS, PA.

---

**October Survey of N.Y. Expo Shows Effect of Shaved Fee**

New Yorkers Saved Visits Until Final Month, The Month That Was Tops at the Gate

Third and Last of a Series

**New York, Nov. 25—**Market Analysts, Inc., of which Sanford Griffith is president, has made a special survey of the attendance of the fair. August-October survey of the fair has been made available to The Billboards. The company questioned upwards of 1,000 people on the main part of the grounds in each of the three months, with a solid week devoted to each test. Company's outstanding problem in October sampling was to study shifts in attendance after the Sunday holiday season was over. Much-discussed question of gate admission was examined by many unguessed in their development.

It is interesting to repeat that paid attendance during October was the best of the six months run with 5,158,301, New York and best one. On October 29, with 419,718, was topped only by the week preceding Labor Day (September 4), which drew 425,446 paid admissions. Attendance for the final month's terrific record is the fact that a gate fee of 50 cents prevailed throughout, with average attendance of 44 cents.

High points of the survey follow:

If people felt some defect at quantity they were very enthusiastic about quality. Opposition or criticism by visitors was negligible. If attendance was not all that had been expected, shortcoming was that people at large had not learned enough about the entertainments at the fair. In spite of the fair became less a matter of the fair and more a New Yorker's exposition. Half the people came from New York City and three-fourths of this group, including the city, came from within a radius of 20 miles. Two months earlier, only a fourth came from New York. They belatedly discovered their had a great show in their own back yard and turned out in large numbers. A quarter of them came for the first time. Men who were single attended more than women who attended. Most women are less than 40 years of age, four visits. About twice as many single people as married people made eight or more visits. The housewives pulled down the major vote. One prominent gentleman with two visits, a fourth of those interviewed, was small in relation to variety of entertainment offered and the location of the fair. About half intended to come back next year. Less than one-twentieth do not intend to come back.

Cute Fee Leads

A 50-cent gate fee got four-fifths of the votes. Those who voted most strongly for lower fees were People who made repeated visits, those with large families, foreign people and—most outspoken of all—New Yorkers. These low-income families are less persuaded by educational exhibits than by low admissions, bargain days and low combination prices. Public opinion very positively registered in favor of a shaved gate admission fee from 75 to 50 cents. About one-sixth still found October the month who came from remote places were on average poorer off financially, and a large number of low costs of the trip admission was but a small item. Head of a family with many tickets, will be price-conscious. As would normally be expected, the gate fee bracket the higher the rate to 50-cent en- trance fee.

Wishing more about admission prices did people more they principal beneficiaries from influx of visitors, the home people thought the fair were fair ones who complained about high prices and especially entrance fees.

Biggest rumpus about price from young people. They thought more in terms of what a pocket, and their elders more in terms of value received.

**Funzone Statistics**

Interest in Amusement Area was slow in the first two months, but picked up last two. The majority of the people went to the Aquaride; the major part of the area was to allied to Putnars. Industrial and foreign exhibits were a stronger attraction than the amusement area, and those who paid a ticket to spend. As people made more visits to fair they increased visits to area. About one-fourth said they had spent more than they had expected to. Of those who enjoyed themselves on the midway, 13.2 per cent said they enjoyed themselves at all. True, 45 per cent said they enjoyed themselves very much, but this must be compared with some 35 per cent who used superlatives about the major part of the fair.

Fair-Sponsored Displays

About three-fourths of the fair displays at fair were sponsored by local people. About a fourth voted for periodicals, but far fewer than 10 per cent of total gate visited it.

Inducements which would bring more people the next year varied in the area. In order of importance: (1) lower entrance fee; (2) the exhibition; (3) fountain displays and (4) over-crowding of individual exhibits. Amusement Area firework and focal entertainment (buildings) trilled far behind fountain display in Lagoon of Nations made no= down the million.

New Yorker.

---

**Detroit Zoo Has 1,000,000**

**Detroit, Nov. 25—**Detroit Zoological Park closed last Sunday for the winter. Visitors numbered slightly more than 1,000,000, said John T. Miller, director, coming close last year for the park. Director Miller is still in Henry Ford Hospital as result of an accident, but is to be released in a few days.

With the Zeos

**Madison, Wis.—**Three camels purchased from Ringling-Barnum & Bailey Circus last summer were presented to the State school system, said president of Zor Shrine Camel Herders' Association. Names are Abba, Katreena and Fatima.

**Jackson, Miss.—**In Municipal Zoo in Livingston Park, W. M. Taylor, park and zoo superintendent, announced female monogram pair of Mexican wolf hogs have been added to Western exhibit. It is reported thatimported cubs born several weeks ago are being seen for the first time by the public.
Making an Amusement Pier Draw

(Or Jumping Attendence From 200,000 in a Season
14 Years Ago to 2,000,000 Today)

By FRANK P. GRAVATT

Frank Gravatt was born at Low-
er Bank, in Burlington County, New Jersey. For a time he was a paper boy. He then worked as a newsboy and later took up fishing. While still a youngster he became a member of the Boys' Fishing Club and spent many hours on the piers and wharves of the Jersey Shore. It was at this time that he first conceived the idea of building a pier and making it a success.

During the stretch of time since 1925 a lot of famous amusement enterprises have come and gone. Since then the Steel Pier has been in operation for over 50 years, during which time it has changed hands several times. But the pier still stands today as one of the most popular Amusement Piers in the world.

Criticism Sought Constantly

Because I'm certain that it has some
time, for me, the most important thing is to hear what people have to say about the pier and what they think of it. I try never to shut my ears to criticism, even though it may be negative. I believe that criticism is a valuable tool for improving any enterprise. It's important to listen carefully to what others have to say, even if they don't know what they're doing.

Scope of Appeal Broadened

First thing that impressed me in my travels was the fact that the Steel Pier corporation had an appeal to people of all ages and backgrounds. It was not just a place for kids and families, but for everyone. It was a place where people could go to relax and enjoy themselves. This broad appeal is what set it apart from most other Amusement Piers.

Big or Little

But what's big or little? That depends on your perspective. In some cases, being big means having more attractions, more visitors, and more money. In other cases, being little means being more intimate, more personal, and more approachable. It all depends on what matters most to you.

Elaborate Miniature Railways for Parks and

Elaborate Miniature Railways for Parks and

Wagner Park, Paterson, N. J.

Elbridge Company

ELI BRIDGE COMPANY

300 East Ave.
JACKSONVILLE, ILL.

Big or Little

Whatever your size, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or Little, ELI Big or
AMUSEMENT PARK, POOL AND BEACH OPERATORS — WARNING!

One peek at Money-Meters (Booth No. 72 at the Convention) may make vital changes in your 1940 plans. Complete Money-Meter equipment will be on display — also new Money-Meters especially designed for your park.

If you cannot attend the Convention, write for new illustrated bulletin "AE." It's free and it tells all!

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Dorrance Building, Providence, R. I., U. S. A.

Mfrs. of cash-collecting equipment for all purposes.

SEE OUR KIDDIE RIDES
delegated and visitors to the
N.A.P.P.B Convention.
are invited to visit our Park and see our wonderful facilities for manufacturing the most complete line
PINTO BROS.
Coney Island, New York

MERRY GO ROUNDS
With Brecker for quick Sale to Close Out; ONE 45 FOOT, 4 ARREST JUMPING HORSE MACHINES; ONE 45 FOOT, 4 ARREST CAROUSEL MACHINES with MODERN Standard Equipment. Also Reconditioned 4 Arrest Portable, Excellent Condition. Rides must be seen to realize what wonderful bargains these represent.

JOS. G. FERRARI CAROUSEL WORKS
PORT RICHMOND, N. Y. C.
Telephone: Gibraltar 2-7576

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"
Reducing Mortgage Via "Fixed" Take

CHERRYFIELD, Me., Nov. 25.—"Every year since 1933 Franklin County Fair has been reducing its mortgage, so that now it is known to many as a mortgage of only $4,950," says William C. Conant, treasurer. Mr. Conant attributes this to the wonderful co-operation of the officers and board of directors.

Annual income of the fair is between $15,000 and $16,000, Mr. Conant stated. Total is assured by (1) $4,000 in advance ticket sales, (2) $3,500 from the midway, (3) $2,500 from concessions, (4) $1,000 from fair activities, (5) $500 from races, and (6) $1,000 from fair and fair program, (7) $1,700 from state and (8) $400 from incidental.

Every department is credited with 100 per cent, but accountants, made of fact that George Hamil office supplied the advance tickets for the last 18 years. "We consider our fair a most successful one for its size," Tress-Conant said, "running only two days and two nights and packing everything into that limited duration."

Season Is Best For RAH In His 29-Year Career

ORANGE CITY, Ia., Nov. 25.—Season just closed was the most successful in the history of the Nebraska State Fair, according to President Ralph A. Hankinson here. Mr. Hankinson, who has been president of the fair for the last two years, has been the promoter and sponsor of automotive speed events and sports activities. It is he who planned and controlled which managed exhibits sanctioned by county board of the American Automobile Association.

Mid-South Pays Out for Season

MEMPHIS, Tenn., Nov. 25.—Directors of Mid-South Fair and Live-Stock Show here have set dates for 1940 two weeks later than usual and deferred election of a new board of directors until the meeting of December 1, 1939. President A. R. Caffey announces he will retire

COLUMBUS, O., Nov. 25.—State Fair Division leads in Ohio Department's Gain

Worth.
The 1939 season was one of ups and downs, beset by many obstacles and woes. Thanks to our many friends and clients, however, there were far more ups than downs and we were able to chalk up a highly successful season. So successful that

We are moving to larger and more modern quarters at

10 Rockefeller Plaza
Radio City
New York

In these new quarters we know we will be able to give all our friends and clients even greater service and closer co-operation than we have ever given them before. After all, we owe our expansion in the many fields we are now serving to those clients and we intend to do everything in our power to bring to them the finest attractions in the world... just as we have in the past.

George A.
10 Rockefeller Plaza
... thanks to our loyal friends
and we invite you all in New York
and Chicago to drop in and see us

IN CHICAGO
We greet the
INTERNATIONAL ASSOCIATION
OF FAIRS and EXPOSITIONS
at the HOTEL SHERMAN, Chicago
December 5th and 6th

IN NEW YORK
We greet the
NATIONAL ASSOCIATION OF AMUSEMENT
PARKS, POOLS and BEACHES and the
AMERICAN RECREATIONAL
EQUIPMENT ASSOCIATION
in Booth 85 at the HOTEL NEW YORKER, New York,
from December 4th to 8th inclusive.

WE WANT ALL OUR FRIENDS TO STOP IN ON US ... AND REMEMBER
THE WELCOME MAT IS ALWAYS OUT AT OUR NEW, PERMANENT HOME.

HAMID, INC.
RADIO CITY
NEW YORK
GREETINGS!

121 North Clark St.
BARNES-CARRUTHERS
FAIR BOOKING ASS'N, INC.

GREETINGS FROM
THE STRATOMAN
WORLD'S HIGHEST AERIAL ACT

Now booking 1940 dates

To Managers and Secretaries of Fairs

You want your FAIR to be a success. Our attractive line of Fair paper and cards will help you build up your gate. Write for samples and our 1940 catalog.

Also a complete line of Rodeo programs for your entertainment.

"Quality, Service & Reasonable Prices"—our motto.

Fair Grounds
LINCOLN, Neb.—W. B. Banning, retired president of Nebraska State Fair, has filed as candidate for the State's unicameral Legislature. He was a department superintendent at the 1939 fair and has been active on the board more than 20 years.

ENTREV, Saska.—Fire destroyed two stock barns on the exhibition grounds here on November 18 with estimated loss of $8,000. It was believed to have been started by a careless trespasser. While insurance of $1,000 was carried, loss of the buildings is a blow to the association during the past 10 years of drought has carried on the annual three lamb crops.

Buildings were to have been painted and repaired as part of a $10,000 civic improvement and unemployment plan.

DELP, O.—Myers Concessions, which service grandstands and operate between the stock shows in winter quarters in Detroit, O. Repainting, repairing and remodeling equipment for the Royal under direction of Frank Kuba, service director. W. S. Myers, owner and general manager, purchased the electric frozen custard machine of O. V. Mallory at Chicago.

Fair Meetings

Middle-West Fair Circuit, December 4, Hotel Sherman, Chicago, Charles W. Green, president, Sedalia, Mo.

International Motor Contest Association, December 4, Hotel Sherman, Chicago, A. R. Corey, secretary, Des Moines, Ia.

International Association of Fairs and Expositions, December 5 and 6, Hotel Sherman, Chicago, Frank Kingman, secretary, Brockton, Mass.

Kentucky Association of County Fairs, December 7, Capitol Hotel, Frankfort, Joseph Polin, president, Springfield.

Fair Managers' Association of Iowa, December 11 and 12, Savery Hotel, Des Moines, E. W. Williams, secretary, Manchester.

Iowa State Fair Board, December 13, Savery Hotel, Des Moines, A. R. Corey, secretary, Des Moines, Ia.

Wisconsin Association of Fairs, January 3-5, Hotel Schroeder, Milwaukee, J. P. McLean, secretary, Beaver Dam.

Western Fairs Association, January 4-6, Hotel Stockton, Stockton, Tevis Paine, secretary, Sacramento, Calif.

Kansas Fairs Association, January 9 and 10, Hotel Jayhawk, Topeka, R. M. Sawmill, secretary, Chanute.

Minnesota Federation of County Fairs, January 9-13, Lowry Hotel, St. Paul, L. E. Jacob, secretary, Anoka.

Ohio Fair Managers Association, January 10 and 11, Dennler-Wallace Hotel, Columbus, Mrs. Don A. Detrick, secretary, Belleville.

Western Canada Association of Exhibitions, January 12-17, Royal Alexander Hotel, Winnipeg, Man., Bud W. Johns, secretary, Saskatoon, Sask.


Western Minnesota Association of Fairs, January 22 and 24, Hotel Fort Shelby, Detroit. Chester M. Howell, secretary, Council Bluffs.


Rocky Mountain Association of Fairs, January 30 and 31, Hotel Miles City, Mont., J. M. Buckstoffer, secretary, Sidney, Mont.

Texas Association of Fairs, February 1-3, Adolphus Hotel, Dallas. Pete H. Smith, secretary, Plano.

Association of Tennessee Fairs, February 11 and 12, Hotel National, Memphis, Massa, secretary, Cookeville.

Kansas State Association of County Agricultural Societies, February 20, Ten Eyck Hotel, Albany, G. W. Harrigan, secretary, Albany.

SECRETARIES of associations should send in their dates, as inquiries are being made.

Permanent Address
Care of THE BILLBOARD
CINCINNATI, OHIO

KANSAS FAIRS ASSOCIATION
Come to Our Annual Meeting
JANUARY 9 and 10
HOTEL JAYHAWK
TOPEKA
R. M. SAWMILL, Secy., Topeka, Kan.

KANSAS FAIRS ASSOCIATION
WANTED FREE ACTS
Of every description for 1940 Eastern and Western Fairs. Have calls for Tests and Rides. Send literature and price lists.

WEAVER & COOKE, Agents
106 Market Street
LEXINGTON, VA.

DOUGLAS COUNTY FAIR
ALEXANDRIA, MINN.
One of the outstanding fairs in Minnesota, great for many miles. The showgrounds and association have come to work with, planning a bigger and better Fair. Write at the Minnesota Magazine.
R. S. THORNTON, Pres.

ACTS WANTED
RELIABLE, High-Class Novelty Acts. Give complete details. Prof. letter. Send open space and price.

FlorencE E. REINMUTH, Quality Entertainment
3212 Nicollet Ave., MINNEAPOLIS, MINN.

ADVERTISE IN THE BILLBOARD—YOU WILL BE SATISFIED WITH RESULTS.
FOR YOUR FAIR IN 1940 — THE CHAMPION CROWD GETTER OF TODAY
THE MAN OF A THOUSAND THRILLS

FLASH WILLIAMS
AND HIS RACING—SMASING—CRASING
THRILL DRIVERS
"THE GREATEST THRILL SHOW ON EARTH"

FEATURING AN ENTIRELY NEW PRESENTATION OF STUNTS, IDEAS AND EQUIPMENT FOR 1940

Among the Hazardous Events Originated by Flash Williams and Never Successfully Imitated Are: The Famous T-Bone Crash Collision in Midair! The Aerial Flaming House Crash! The Suicide Leap! The Head-On Collision in Space! The Killer Diller! The Battle Royal and Many Others.

Thanks to all our friends in Fair Business for a most successful season.

Will enjoy meeting you again at the Chicago convention at the Sherman Hotel.

Permanent Address: FLASH WILLIAMS, 923 N. Central Ave., Chicago, Ill.

WISCONSIN STATE FAIR
AUGUST 17-25, 1940

FAIRS - EXPOSITIONS

MEET The CHAMP!
—NEW "RIDE" SENSATION—
ACTUALLY GALLOPS LIKE A HORSE

Want for 1940 Fairs

NORTHWESTERN AMUSEMENT COMPANY, Inc.
2395 University Ave.
St. Paul, Minn.
Jr. MILLER — LE0 SEMB
Fairs Are "Big Business"

WHEN 2,000 state, district and county fairs and prominent exhibitions of the United States and Canada attract an attendance of 46,000,000 in a short season of four or five months, as they have been doing for several years, there is no question the fairs are "Big Business."

There was a time when the average person thought of a fair as a conglomeration of shows with the Wild Man of Borneo, snake charmer and Oriental dancer as the chief attractions, while somewhere in the background there were exhibits of cattle, hogs and sheep; quilts, fancy work, jams and jellies; and only the women folks visited. That was never true of a picture. Fairs always have been and always will be a combination of entertainment and marketing, with each branch having an important bearing upon success or failure. Outdoor entertainment made rapid strides during the last two decades. It has been matched by an equally remarkable change in the quality and size of exhibits and their methods of presentation.

Without minimizing the Importance of entertainment, it is well to remember that the exhibits, educational and industrial features are the basic drawing power. Remove them and there would vast and only a harvest of persons primarily drawn by the exhibits will patronize the amusements, which might be approximately termed the "fringe" that makes the "cake" attractive. Let's bear that in mind for once in looking at the merchandising side of the fair. Perhaps it may give us a better appreciation of its importance.

Major Market for Commodities

If you have any doubts that fairs are big business, just analyze these facts and figures:

- Households known firms such as Ford, Dodge Bros., Olsen Rug Co., International Harvester Co., Montgomery Ward, Maytag Corp., and others, place order tens of thousands of dollars for commercial exhibits at leading fairs and spend upward of $25,000 each for their entertainment. And the value of fair plant, ranging from $1,500,000 down to a few thousand dollars each, aggregates several millions of dollars.

- Trade which attracts not only the little fellow who has a few novelties to sell, but also the big manufacturer whose products appeal to men and women in the home and on the farm. Some of the larger manufacturers have huge buildings on the fairgrounds which they own

- Many exhibitors have constructed their own buildings at the larger states. The Crane Co., maker of rubber products, built in $8,000 building at Minnesota State Fair in 1938 for a permanent exhibit.

- FOR another example, consider the Zephyr. This exhibit attracted huge crowds and was a great publicity stunt. Claim is made that each of our million very complete line of passenger cars and trucks and did a good business. It was reported to us in 1937 that Allis Chalmers had topped all exhibits with actual sales of $6,000,000 from its exhibit. Many sales that are actually made at the fair exhibits are not culminated and delivery made until after the fair or even until the next spring. We know of a firm that receives orders every month from missionary work done at the fairs, the other that keeps its salesmen busy from fair time until January 1 on leads collected during fair week.

- A. W. Kalbus, assistant manager of the Wisconsin State Fair at Milwaukee, stated that the Association of Bakers reported sales of $320,000 worth of bread and bakery goods at its exhibit. "The last fair, we have gotten over 200,000 customers and it did a remarkable business in coffee," says Kalbus, "and was highly pleased with our business and as a result, we increased the amount of coffee to the thousands of people who never used our brand. The business that was done at the fair, we think, brought a good response to our showing. Similar comment was made by Singer Sewing Machine Co., Ball Bros., the Ford Motor Co., and the International Harvester Co. The last-named firm, in fact, told us it sold its entire exhibit and then during the week of the fair. It had an exhibit under a tent 100 by 200 feet.

- "My report to you would not be complete, Kalbus told The Billboard, "if not mention of the brewing industry. One of the breweries, the Miller Brewing Co., reported it sold at its several stands enough samples of its product. According to my computation this equals over 200,000 glasses of beer. Of course, we had all of the Milwaukee breweries represented, and even this Wisconsin is a dairy State it would appear that the patrons had at least one glass of beer.

- Special Designing Division

International Harvester Co. has a special division of its advertising department which devotes most of its time to designing and preparing fair exhibits. "To bring freshness into these State fair exhibits, effort is continually being made to devise new ways of placing important machines on exhibit and demonstrating by movement of one kind or another," said A. Hunger, of the international adver-

(but text continues...
BEE KYLE

WORLD'S GREATEST THRILLER

in

The Most Thrilling and Breath-Taking Exhibition of Feminine Skill Ever Presented

DIVING FROM THE TOP OF A 100 FT. LADDER INTO A TANK OF FIRE

A GUARANTEED FEATURE

NOW BOOKING SEASON 1940

FOR

PARKS - FAIRS CELEBRATIONS

THE WESTERN CANADA ASSOCIATION OF EXHIBITIONS ANNUAL CONVENTION

Place: Royal Alexandra Hotel, Winnipeg, Canada.
Time: January 15, 16 and 17, 1940.
JOHN A. EAST, President
SID. W. JOHNS, Secretary.
Saskatoon, Canada.

WESTERN CANADA FAIRS ASSOCIATION
KEITH STEWART, Secy., Portage la Prairie, Man., Canada.

GOVERNOR HENRY HORNER
Invites you to exhibit at and visit the

ILLINOIS STATE FAIR
AT SPRINGFIELD, AUGUST 17-25, 1940

J. H. LLOYD
DIRECTOR OF AGRICULTURE

E. E. IRVIN
GENERAL MANAGER

FAIR MEN, SHOWMEN, WELCOME!
TEXAS ASSOCIATION OF FAIRS
Annual Meeting
HOTEL ADOLPHUS, DALLAS
FEBRUARY 1-3
PETE H. SMITH, Secy.
PLAINVIEW, TEXAS

WANTED FOR 1940 FAIR SEASON
HIGH ACTS AND STANDARD NOVELTY ACTS.
If you want a long season make your plans now.
Send Permanent Address.
SIDNEY BELMONT
Fullerton Building, St. Louis, Mo.

EDNA ALEE & CO.
World's most sensational novelty shooting act
SOMETHING NEW IN THRILLS

Featuring
THE GIRL ON THE SWING

Shooting at a swinging human target and many other amazing feats

A crowd pleaser anywhere. For indoor circuses, theaters, night clubs, hotels, sportmen's shows, parks, fairs, rodeos and outdoor celebrations.

For immediate Western dates write or wire Exclusive Outdoor Representatives
WHEELER PITTMAN AGENCY,
401 Tabor Building, Denver, Colo.

THE BILLBOARD
December 2, 1939

59
1939's

Biggest Band
Attraction at
The Major Fairs
And Expositions

America's Master
Musical Showman

PAUL
WHITEMAN

His Orchestra
And Revue
Of All Star
Entertainers

A Smash Hit
Everywhere!

— Attracted record crowd of 130,000 to the Southwest Ex-
position and Rodeo, Fort Worth, March 10-17.

— Broke a 35-year attendance rec-
— oord at Tennessee State Fair, Nash-
villa, November 18 to 22.

— Shattered all attendance rec-
ords at famed Corn Palace, Mitchell, S. D., September 25-30.

— Police registered to handle 40,
oooo at New England Candy Show, Boston, March 31.

— Sensational hit grand stand attraction Tri-State Fair, Superior, Wis., August 14 to 20.

Nashville Earns $20,000

NASHVILLE, Tenn., Nov. 25.—At an
annual meeting of commissioners of Ten-
ssee State Fair here it was reported
that the 1939 fair earned more than
$20,000 and that improvements before the
next annual will include added water	
facilities and new ewine and horse pari
lakes, that will seat 900 stands. Board
voted to attend the Chicago convention,
arriving on December 4. Phil C. Travis,
manager, was re-elected for another year.
Royal American Shows have signed for the
1940 midway.

Truex-Allen in Partnership

WICHITA, Kan., Nov. 25.—Ben Truex,
Wichita, and Vic Allen, Kansas City,
Mo., have formed a partnership under
the name of Truex-Allen Enterprises,
with offices here and in Kansas City.
For the past two seasons they have been
booked by Paragon Theatrical Enter-
prises and signed more than 30 fairs
and celebrations last season. They will
attend Kansas, Nebraska, Texas and
other fair meetings.

A. E. Selden, "The Stratosphere Man," reported a
successful season and the
longest in his career during a visit to
Cincinnati offices of The Billboard on
November 18. He had 30 weeks' solid
booking, opening in Parkersburg, W. Va.,
and closing at National Rice Festival,
Crawley, La. He presented his high-
swinging pole and slide-for-life act 300
times and traveled more than 10,000
miles in six states. After a rest he will
attend the December meetings in Chicago and
meetings of other associations of fairs later.

HANKINSON'S BEST

(CONTINUED FROM PAGE 53)

night-and-day attendance at the fair to
exceeded 200,000 on the week. Ted Horn,
Tony Willman, Jole Chittwood, Mark Light,
Lee Willard, Buddy Rische, Buster
Warke and 20 other drivers were among
the entries.

Largest in Illinois

Forty-one dates were sponsored by the
Hankinson group in 1939. Largest
attendance was recorded at Illinois State
Fair, Springfield, on August 19, with
177,000. Largest single-day attendance
in the eastern area was in Allentown,
Pa., on September 29, with 97,000. Vir-
ginia State Fair, Richmond, on Septem-
ber 30 showed largest cash gate and
gate attendance. Best attendance and
Grandstand attendance was on Sep-
tember 19 not only checked in
the largest crowd ever at the fair but
established a record in cash returns. The
SRO sign was out at 1:45 o'clock. Sell-
out were recorded for registered
days in Winston-Salem and Shelby,
N. C. and Spartanburg, S. C. Both of
these fairs reported in excess of any previous year.

Races at North Carolina State Fair, Raleigh, on October 14 drew 51,000,
also two of the biggest football games
in the South were played in the vicinity
on that day. Middletown, N. Y., with
rain at times during the program,
had attendance of over 20,000. Auto-
rating over in Montgomery, Pa., on Sept-
ember 30, preceded by heavy rain Fri-
day night, drew 25,000. The grand stand
seat at 12,000, was sold out by 11
a.m. with a minimum charge of $11. Hus-
ton's Grand-Prix Fair, which opened
the Hankinson circuit at fairs, had at-
tendance of 22,000. Bedford (Pa.) Fair
with races on August 26 had 16,000,
a new record. Total attendance on the
season was 1,150,000, and fairs was 1,900,0-
000. Season got under way at Hernando
Speedway, in Ellochsburg, Va., on Janu-
ary 31 and went thru a period of eight and
one-half months, longest uninterrupted season in history of the organisation.

Awards to 15 Hightest

Hankinson Speedways for the past six years
has contributed special points
award prizes of wrist watches to the first
three ranking drivers in their cir-
cuits. Of the 118 drivers who competed
the first 15 ranking drivers were: First,
Jole Chittwood, Paragon, Ohio, 1,802
points; Tony Willman, Milwaukee, 1,755
and Mark Light, Reading, 1,656.

Largest Attendance—Xmas Greetings

from AL MARTIN

HOTEL BRADFORD, BOSTON, MASS.

New England's largest independent agency.

BOOKING: FAIRS — PARKS — CELEBRATIONS

Attentive, Fair Secretaries—Let us submit a specimen program for
your 1940 dates.

ACTS WANTED FOR 1940 FAIRS

Can Use All Types and Can Give Long Season. Send Literature and Salary First Letter.
Write Us At Once.

FRANK BEN TRUEN UINC AL AMEEN

205 South Route WICHITA, KANSAS

MINNESOTA

Federation of County Fairs

Annual Meeting January 9-10-11-12
Jointly with Miln, State Agrl, Society
Lowry Hotel, St. Paul, Minn.
L. O. JACOB, Secy, Anoka, Minn.
Agricultural Situation
Condensed Data From November Summary by U. S. Department of Agriculture, Washington, D. C.

OUTLOOK is for stronger demand for farm products in 1940. Larger volume of farm production, higher prices and increased farm cash income will be about the same as in 1939. Prices received by farmers will probably be higher relative to prices paid during the last two years. Farm wage rates and other costs of production may average a little higher than in 1939, but cereal, less expenses, will be larger. Agricultural production for market in 1940 may be slightly larger than in 1939. Prospect is for increased output of most animal and vegetable and smaller and smaller production of tobacco. Production of grains and cotton will depend largely on growing conditions which are unpredictable at this time. Output of dairy and poultry products will be affected by the relation of feed prices to prices of livestock products. Little change in feed price is expected in view of ample supplies. Meanwhile there are abundant supplies of food, feed and fibers to satisfy domestic and foreign requirements.

DEMAND TO INCREASE
Demand for farm products in 1940 will probably be stronger than in 1939. Prices of some products may be little or no higher in 1940 than in 1939 on account of large supplies or weaker foreign demand, but the average of prices of all products is likely to be higher than in 1939. Producers, therefore, will probably be better than the increase to place in disposing of a volume of farm products. Income of farmers from agriculture is likely to be higher than in 1939 on account of a higher general price level and an increase in buying power of consumers of farm products. These are the conditions of the demand committee of the Bureau of Agricultural Economics.

Improvement in demand for farm products in 1940 over that of 1939 is expected to be registered primarily in the domestic market. War conditions have stimulated business activity and price advances and in the United States. Foreign purchases of materials for armament have been a strengthening factor and a high level of activity, outbreak of the war adds stimulus to foreign demands. Furthermore it has shown latent demand for goods in the United States. Prolonged depression has caused many enterprises to postpone replacements for so long a period that they are now facing the necessity of reconstruction and even extensions of plants in order to meet increased requirements for goods or services. Outbreak of war has served as a shock to awaken managers of such enterprises to their real needs.

PRICE ADVANCES
The sharp advance in prices and in industrial activity occurring the first few weeks after outbreak of the war may have been maintained throughout 1940. As usual when prices begin to advance many buyers become firm and orders are placed. Plants speed up to fill orders. In many cases price advances go beyond the point that can be sustained, and the ease in reducing prices is often marked. In the first rush to buy before prices advance, business activity may reach a relatively high level before the end of 1939 and show some increase in early part of 1940. Volume of foreign trade is expected to be registered primarily in the domestic market.

(See AGRICULTURAL on page 92)

FLORIDA FAIRS - CIRCUSES

LAST-DAY DELIGHTS

GREETINGS TO OUR FRIENDS
OF THE OUTDOOR SHOW WORLD

IONI FREE FAIR
AUGUST 12 TO 17, 1940
IONIA, MICHIGAN

GREETINGS FROM THE
MINNESOTA STATE FAIR
1940 DATES
SAT. AUG. 24 TO SEPT. 2
10 Days
2 Saturdays
10 Days
3 Labor Day

FAMOUS WHITESIDE TROUPE
Reliable Grandstand Free Acts
Capers on the Tight Wire, Sensational Loop Trapeze.
Address: 614 W. NORTH ST., KOKOMO, IND.

INDIANA STATE FAIR DATES FOR 1940
AUGUST 30TH TO SEPTEMBER 6TH
Over 10 acres under roof, finest building on any State Fair Grounds, $1,000,000 Outline Just
LIEUT.-GOV. HENRY F. SCHRICKER,
COMMISSIONER OF AGRICULTURE, Indianapolis, Indiana
HARRY F. CALDWELL, President, Connersville, Indiana

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS
Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

CAPACITY crowds witnessed first of a series of three city championship speed skating meets held in recent weeks at the Granite City, Illinois, rink. Dallas, John Deubach defeated Jack Walker of Park Tudor, Ind., and Mrs. Gertrude Deubach, press representative.

RECENTLY opened Salem (O.) Skating Association, structure will be 70 by 150 feet and is expected to be completed early in January. Mrs. Howard, an organizer, will provide music with a harmonium organ and plans call for weekly presentation of music. The rink will be known as Richmond Rollerland.

AT THE 32nd annual convention of the Amateur Skating Association of Canada in November 18, the Winsome Rink, Richmond, Ind., is announced. Mrs. Doris Mackenzie Howard, chairman, will provide music with a harmonium organ and plans call for weekly presentation of amateur music. The rink will be known as Richmond Rollerland.

EDWARD Earl Kennedy of Seattle, Wash., is announced as the winner of the American National Skating Association meet held in Seattle.

THE FEBRUARY issue of the Amateur Hockey Association of Chicago, Ill., is announced. Mrs. Howard, an organizer, will provide music with a harmonium organ and plans call for weekly presentation of music. The rink will be known as Richmond Rollerland.

"Happy Days Are Here"

They are always happy when they roller skate on "CHICAGO" The World's Greatest

Now Better Than Ever, the Most Complete Line, Rink, Racing and Private Skates. Low or High Top White Shoes.

Ask the Rink Manager About Them.

Chicago Roller Skate Co.

4427 W. LAKE ST.

CHICAGO, ILL.

Every Employer and Employee Should Know When Eviction Is Lawful

It is very unpleasant to become involved in a lawsuit when eviction is contemplated. Here are some tips for minimizing the chances of winning such a suit.

On the face of it, there are two sides to the question: not only your employee but your employer. The right and the wrong way of evicting a tenant.

This is a reprint from an article appearing in The Billboard, 25-27 Opera Place, Cincinnati, O. Be sure to state the number of copies desired, and if you do not have a personal subscription, get your name a week or two in advance. Each set of five will come at a cost of $1.25, and $3.00 is the maximum for all five.

In the case of Leinster, N. J., (rinks) last spring. The third will be held in the West and Midwest both in 1990 and the coming Madison Gardens meet is a preliminary to the next championship meet. It will give Chicago rink men opportunity to see the accomplishments of the average skater.

RAINBO Palace Roller Rink, Fremont, Wash., opened on November 15, and is to become a center of skating activities. Thursday and Friday nights and Sunday afternoons are scheduled for skating. The Columbia and St. Paul St. Paul, Minn., roller skaters, have equipped the rink with Chicago skates.

LEXINGTON Rink, Pittsburgh, will open its doors in 1990 for Skating Club. The new city of the club, sponsored by the Rink Rink, is located in the downtown area of the city.

B.F. McQuade reports Wallace Sisters, Bettye and Dot, are no longer connected with报社. They have a new plan to go on the road soon with a new act called Continental Stars. Busty sisters, with manager and Laury, will celebrate the 10th anniversary of their entrance in rink business on the same night with a midnight party featuring a new Chicago skating group. Business is good at the rink.

ROLLALONG, known as Southern Wisconsin's largest rink, staged its grand opening last week with the help of the Fox garage building. Madison Rink has 20,000 feet of maple floor. The Chicago Rink is known to all.

B.F. McQuade reports Wallace Sisters, Bettye and Dot, are no longer connected with the Rink Rink. They have a new plan to go on the road soon with a new act called Continental Stars. Busty sisters, with manager and Laury, will celebrate the 10th anniversary of their entrance in rink business on the same night with a midnight party featuring a new Chicago skating group. Business is good at the rink.

"Happy Days Are Here"

They are always happy when they roller skate on "CHICAGO" The World's Greatest

Now Better Than Ever, the Most Complete Line, Rink, Racing and Private Skates. Low or High Top White Shoes.

Ask the Rink Manager About Them.

Chicago Roller Skate Co.

4427 W. LAKE ST.

CHICAGO, ILL.
ATHCO

Roller Skating Shoes

Complete Line of New Models Specially Designed for Rink Operators. Write for New folder showing latest developments.

THE ATHLETIC

SHOE SALES CO.

116-24 N. Milwaukee Ave., Chicago, Ill.

SPECIAL RINK OPERATORS

Take advantage of this great offer. Hand Made Wn. W. and Co. headliners at discount price. 50 pair for $59.60, 100 pair for $109.20. Complete line of equipment. Rink Operators' Association Rating for $59.60 a pair. Send for free copy of catalog and take advantage of this offer. 

SUPERIOR ROLLER SKATE WHEEL CO.

577 Commercial Ave., Superior, Neb.

RINK OPERATORS

New line of Roller Skate Jewelry. Special pin with your name on it. Choice of 10-12 models. Also 14-24 color rich prints, Frogs, Brides, The Slides, etc. Astonishing savings. Write for free catalog.

FOOTAGE T. HARTON CO.

44 South St., Allentown, Pa.

dress may be worn have never discussed the subject with those people who have to adhere to their regulations. I would emphasize that these comments are not intended as any direct criticism of the risk management referred to, because those limbs above the knee well be regarded as quite a sensible length. But there are American Runics in plenty where girls are permitted only knee-length dress, and that restriction is a little too drastic. In my humble opinion, apart from being undesirable from the point of view of many girls who would have their dress cut short purely for freedom of movement.

When practicing certain movements, particularly some jumps that I have in mind, any but a very short skirt would be a hindrance. So, that is the length I would have for the ultra-short-cut dress every time.

MAKING PIER DRAW

(Continued from page 53)

headliners were accorded applause Fit to topple the pier from its sturdy founda-

tions. Meers, Carroll and Goosen had signed for four shows, but before the day was over they had appeared on the stage 14 times and, affable fellows as they are, enjoyed it all.

There's such a thing as the Steel Pier family spirit. Many of our minstrel men are sons of the

old-time blackshirts who spend their declining years in Steel Pier homes. And there's an actor (the plays the rear end of a two-piece horse act) who came to the pier several years ago with the sad announcement that the dog had given him only 90 more days to live. He was placed 2,000,000 during the last season. That's a good annual average nowadays. In 1928, when I took over the pier, about 200,000 people were handled.

Long ago I learned to accept box-office disappointments as a normal part of the game, the hope of oppressing it the next. How you think I felt the week-end I had signed a $10,000 vaudeville bill and a terrible nor'easter hit town—and we played to less than 25 per cent of the run? Or that first season I was on the job when I rained 11 week-ends of the 13 that traditionally comprise the Atlantic City run? Or the occasion when I billed an all-star concert and paid $250 to the performers, when only three people witnessed the show? I quickly decided not to forget the week-end for the sake of the relay. If I chose more than $80 to a spectator to put on the concert!

But I also look back on those enjoyable turnstile-whipping days as last summer when we played to capacity almost every Saturday and Sunday during July, August and the first half of September. It gives me a feeling I'd like to begin expanding the pier some more, just for old times' sake, even if the do stick its nose into the 2,000 feet.

Don't get the idea I haven't taken care of future expansion—in the only way that has been possible. The State of New Jersey has granted me the right to build to a total of 5,000 feet out into the ocean, and maybe some day I'll do it!

SURPLUS FOR CALGARY

(Continued from page 53)

take $20,907.01, about the same as in 1938.

Stampede purses totaled $12,660 and the average per show were $16,650; general purses were $10,650; general purses, $14,831.25; music and attractiveness, $10,560.52. Wages totaled $11,660.50 and administration expenses were $3,465.54. Advertising and printing accounted for $27,922.82. Rehabilitation program was big- gest in the 64-year history of the fair. Sum of $20,169.62 was spent on improvements to the horse show building, money being made available to the government on loan at interest of 2 per cent. Balance of the surplus is to be used to build new barns and stables. When improvements now authorized are completed, 50 buildings will have been reconditioned or new buildings erected at cost of $4,007,673. In addition to expenditure of $21,923.86 for general upkeep.

Exhibits totaled 6,670, including 600 horses, 44 cattle, 144 dogs, and 250 of poultry, 250 dairy products, 94 agricultural seeds and 4,687 covering other departments.

Attendance was 280,085, an increase of 16,910 over 1938.

At a recent meeting J. Charles Yule, Jr., Chairman of the Rodeo Committee, was re-elected for the fourth consecutive year, and E. A. Hamby, Dakota State Pair, was again named general manager.

Other officers are T. A. Hornbrook and W. R. Ward, vice-presidents.

DeLUXE

ROLLER SKATE SHOE

Extra "H" Cut. Select Whole and Half Sizes. Leather. Also available in White, Black and Dark Blue.

LADIES' AND MEN'S

Our Better Grade Skate. Plain or Roller Lined, Prompt Delivery.

J. & B. SHOE CO.

Manufacturers

717 SCYMORE ST., CINCINNATI, O.

Complete Program of IAFE in Chicago

(Continued from page 53)

Report of board of directors, Secretary Frank H. Kingman, Brockton (Mass.) Pair.

Appointment of committees—Resolutions and nominations.

Address by the president, Mr. W. J. Johns, Sandusky, Ohio (Exhibit.)

Northern luncheon and entertainment—Frank H. Kingman, Brockton (Mass.) Pair.

Evaluating Livestock (All classes.

What About Circuits? Western Canada Association of Exhibitions, Ernest L. Richardson, President.


Name Banks as Grand-stand Attractions, Paul C. Travis, Tennessee State Pair, Frank H. Kingman, Brockton (Mass.) Pair, Robert M. Buckler, California State Pair, Elbel Murray Simmons, Oklahoma State Pair.

Results of an Attendance Survey, A. W. Kalbus, Wisconsin State Pair.

A Unique Type of Agricultural Display, Douglas K. Baldwin, Alabama State Pair.

Wednesday, December 6

10 a.m.—Vice-President L. B. Herring, Jesup, presidents.

Evaluating Fish and Game Exhibits, E. A. Hornby, South Dakota State Pair.

Evaluating and Reporting—Frank H. Kingman, Brockton (Mass.) Pair.

Revenue From Part-Mutual Racing, Harold F. DePue, North Montana State Pair.

Robert M. Buckler, California State Pair, Ernest L. Richardson, Calgary (Alta.) Pair.


Racial Exhibits—A Definite Influence on Ticket Sales, Frank H. Kingman, Brockton (Mass.) Pair.

10 a.m.—First annual meeting of county and district fairs: A. W. Lomard, Boston, chairman.

1:30 p.m.—President W. J. Johns, presiding.

Counsel of Attendance Prizes, Harold F. DePue, North Montana State Pair.

Livestock and Farm Machines, University of Minnesota Pair, Harry G. Templeton, Indiana State Pair, Raymond A. Lee, Minnesota State Pair; Elwood A. Hughes, Canadian National Exhibition; Robert B. Muckler, California State Pair, Ralph T. Honphill, Oklahoma State Pair, President.

Dancing as a Feature for Fairs, Arthur N. Corey, Iowa State Pair, Herbert H. Mott, Minnesota State Pair.

American National Exhibition, Dr. Linwood W. Snow, Michigan State Pair; Manny Bisch, Music Corp. of America.

Report of resolutions committee.

Unfinished business.

New officers.

Election of officers.
“When a Town Can’t Support a Carnival, It Can’t Support Much of Anything Else”

Macon, Ga., Evening News editorializes on fair-carnival’s value to community

MACON, Ga., Nov. 25.—The Macon Evening News, in its November 1 issue, carried the following editorial under the caption, “Are Eyes Are New!”

"Nothing is new to say about the fair. Nothing new in the gawdust amid the midway. Nothing new in the music of bugle and drum. Nothing new in the lights that illumine the rides, nor the gaudy blankets and all the shiny trinkets that hang from the shrines. Nothing new in the sweet smell of hogdogs and onions and ham sandwiches and the honey of sugar-candies—all born with the dust on a chilly wind. Nothing new in those eternal quilts hanging in the domino science building, in the ferns and flowers, the boughs and the blooms, in the neat rows of home-canned fruits and vegetables, the stacks of blue corn, the sheaves of ripened grain. Nothing new in the rides, in the kiddy-croak and ruffle in little wire cages, in the barn where fat cows and pigs lie down with the instant nonchalance which live stock always assumes in the fair.

"It cannot be that there is nothing new about our new fair. We are only trying to make our lives in shows, just as (See Frames Fair-Carnival on page 71)

Gooding Purchases New Quarters; ’40 Plans Are Outlined

COLUMBUS, O., Nov. 25.—P. E. Gooding Amusement Co., this city, recently purchased a building near the fairgrounds for their Gooding Great Fair Exhibit Show. The contract consists of grounds fronting on the railroad siding on the grounds. About 20 acres of land, in addition to the main building, are incorporated in the new fireproof quarters.

An up-to-the-minute, fully equipped machinery shop and paint shop will enable (See GOODING’S QUARTERS on page 7)

Buckeye State Goes To Laurel Quarters; Season Satisfactory

LAUREL, Miss., Nov. 25.—Winding up a 30-week season in Hattiesburg, the Buckeye State closed the season on November 4, Joe Galler’s Buckeye State has been a big success this year, as evidenced by the fact that the receipts exceeded all previous season’s receipts, and it is the number two of the shows. The Buckeye State will return to Laurel for a program of shows, which will be held for three days, and the show will be the number one feature of the season. The Buckeye State has a new home in Laurel, and is located for easy access to two main highways, being situated west of route 19 and half a mile across the highway.

The show is well-known and is located for easy access to two main highways, being situated west of route 19 and half a mile across the highway. (See Buckeye in Quarters on page 7)

Zacharias Cancel Florida Fairs; Name ’40 Staff

TAMPA, Fla., Nov. 25.—Zacharias Bros. Circus, flagship of the Zacharias circus fleet, is to return to Florida fair dates and will devote remainder of the off season to preparing for 1940. It was said here this week, however, that the start for next season, to be made at Cincinnati, Ohio, will be delayed until next month. (See CANCEL FLA. FAIRS on page 79)

ASSURANCE that the job of tootmaster at the Midway’s League of America’s 27th annual Banquet and Bull Session, to be held in New York on December 5, will be effectively handled came last week when Chairman Sam L. Greer announced that Elwood A. Hughes had been selected. Purchasing agent for the Canadian government and general manager of the Canadian National Exhibition, Toronto, Hughes is also widely known for his ability as a speaker.

C. A. Abbott, Doe Hamilton Join Glick’s Ideal Expo

NEW YORK, Nov. 25.—Charles A. Abbott and Doe Hamilton have joined the Ideal Expo Shows’ 1940 staff as assistant general manager and manager, respectively. (See JOIN Glick’s on page 77)

Wealth of Acts and Awarding of Honors Highlight NSA Fete

NEW YORK, Nov. 25.—As announced in last week’s issue, this week’s show will be an all-around success, and the show will be a distinct success, bigger and better than any other show this season. The show will be held at the Midway at the C.G. Fette Fair, November 18 in the Hotel Commodore. (See NSA FETE on page 71)

Hughes Toastmaster For League Banquet

CHICAGO, Nov. 25.—Elwood A. Hughes, purchasing agent for the Canadian government and general manager of the Canadian National Exhibition, Toronto, was announced as toastmaster for the League of America’s 27th annual banquet and meeting. He will speak on December 5. He was appointed by Sam L. Greer, chairman, who selected his selection as toastmaster assures that the job will be effectively handled.

Chairman Levy and Frank P. Dufﬁeld, entertainment committee chairman, are to ensure that the show will top all previous efforts. Heading the list of entertainers are Johnny Burke, he of the Monarch Shows, who will be held in Room Ill, Hotel Sherman. With the 1940 nett as entertainment committee chairman, are E. P. McKee, president; Edmond R. Leopold, secretary; and Sam Rothstein, assistant secretary. (See MEETING on page 7)

Complete Program of ACA in Chicago

ALL SESSIONS of the sixth annual meeting of the American Carnivals Association, Inc., will be held in Room 118, Hotel Sherman, Chicago, beginning on Monday, December 14, at 11 a.m. and concluding Friday at the same time and place until the business of the meeting is completed. Opening of meeting by President John W. Wilson. Roll call of members. (See THE BILLBOARD on page 71)

Proclamations were made on behalf of Jack and Irving Rosenthal and Joe and Al Macon, the leaders in representation of the fair shows. They spoke the highest praise of the fair shows, which have performed well and have been successful in their endeavors. (See PROCLAMATION on page 71)

Patrick Prepares for ’40; Quarters Work Under Way

BEAUFORT, S. C., Nov. 25.—Continuing a 34-week tour at American Legion Community Fair, November 6-11, Mighty McKee’s West Coast Amusement Co., of Los Angeles, has arrived here and is setting up a large modern building last week. Mr. McGeary, general manager, and staff are busy setting up the show and are preparing to open the show on the right side and move into the park. The show opened late in March, the shows toured California, Oregon and Washington and played 19 weeks of shows at each location. (See WEST COAST WIND-UP on page 73)

Monarch Tour Okeef; Winter Work Starts

BEAUFORT, S. C., Nov. 25.—Continuing a 34-week tour at American Legion Community Fair, November 6-11, Mighty McKee’s West Coast Amusement Co., of Los Angeles, has arrived here and is setting up a large modern building last week. Mr. McGeary, general manager, and staff are busy setting up the show and are preparing to open the show on the right side and move into the park. The show opened late in March, the shows toured California, Oregon and Washington and played 19 weeks of shows at each location. (See WEST COAST WIND-UP on page 73)

What a Boniface! Thinks About One Show’s Personnel

NEW YORK, Nov. 25.—That it pays unconditionally to give free value to the consumer, to carry only such wines with a name that you can take your own future from the joint ownership of Gooding and Toney. Torno, partnership was formed during the past seven weeks and both are now half owners of the shows. Both have had years of experience in outdoor show business. They plan to take out an enlarged show in 1940.
When the "Big Top" Comes Down

When the "big top" comes down... when you're faced with the problem of getting your stock rolling into the next show town, let Chevrolet do the job for you.

Through a thousand nights, from New York to Los Angeles, great fleets of Chevrolet trucks wind their way over twisting highways, carrying the equipment and personnel of the greatest shows on earth. Showmen have found that Chevrolet trucks—"the thrift-carriers for the nation"—can be depended upon to carry the heaviest loads, on the longest pulls, over all kinds of roads. Chevrolet trucks are designed and built to save you money. Their simplified design enables fast and economical service and maintenance operations.

More Chevrolet trucks have been purchased in the last nine years than any other truck built, because they have proved themselves.

When the "big top" comes down, load your equipment on Chevrolet trucks! They're designed for your needs—for your loads... powered for the pull!

CHEVROLET MOTOR DIVISION • General Motors Sales Corporation • DETROIT, MICHIGAN

THEY'RE DESIGNED FOR THE LOAD—POWERED FOR THE PULL
HENNIES BROS. SHOWS, INC.

OFFER THE GREAT AMERICAN FAIRS
AN ABSOLUTELY INDEPENDENT MIDWAY
AND—A SHOW UNEXCELLED

Brilliant Neon Illumination—Beautiful Construction—
Attractions that are original with Talented Entertainers and Musicians

Proud to Represent this Progressive Spectacular Midway—See me at the Sherman Hotel, Chicago, Dec. 2-7.

LARRY S. HOGAN
General Agent

Thanks to the Executive Heads of our 1939 Fairs—We’ll bring you a still Greater Fun Zone in 1940.

HARRY W. HENNIES
General Manager

OUR GUARANTEE
High Calibre Shows and New Breath-Taking Rides, in a Setting of Glamorous Splendor.

OUR PROMISE
100% Co-Operation. You Run the Fair—We’ll Operate the Carnival.

WINTER QUARTERS: SHREVEPORT, L.A.

Get Your Copy of FROLIC at the Convention!
THE TALK OF THE OUTDOOR SHOW WORLD

GENERAL MOTORS PACKAGED POWER PLANTS
AN OUTSTANDING SUCCESS WITH HENNIES BROS.

Showing Two of the Wagons in
Actual Operation on the Hennies Bros.' Midway.

After a successful season on the Hennies Bros.'
Shows, our Power Plants have proven to be the
answer to your request for light weight, compact
plants with uniform dependable voltage
—PLUS a Big Saving on Power Costs.

NOW AVAILABLE ON OUR SPECIAL SHOWMAN’S FINANCE PLAN

We Will Gladly Submit a Proposal Properly Engineered to Fit
Your Individual Needs.

ALL SHOW OWNERS AND MANAGERS
ARE CORDIALLY INVITED TO VISIT OUR SUITE
AT THE SHERMAN HOTEL, CHICAGO, DEC. 4-6

MEET THE DIESEL POWER CO. MEN WHO GIVE YOU “PERSONALIZED SERVICE”

THE DIESEL POWER CO. TULSA, OKLA.
Here is an opportunity to become established in a new profitable business with but a small amount of capital.

**Grillmobile**

**New Auto Food Dispenser**

Complete Lunch Room on Wheels

Stainless Steel Equipment and Refrigeration

**BEAUTIFUL**

**ATTRACTION**

**ECONOMICAL**

**TO OPERATE**

That it is a profitable business enterprise is proven in practice by fleet operators. One of our fleets operating in Long Island has 41 cars on the road.

Not necessary to depend on a short season. Can operate 12 months every year. Winter and summer.

They go where business is best. Moving from place to place, by replacing the removable steering wheel and starting the motor.

For full information, prices and terms write

**Cutler Metal Products Co.**

10th and Market Sts., Camden, N. J.

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**Insurance**

Specializing in Contracts Covering

Public Liability Insurance, Bonds
Automobile Insurance
Fire Insurance

For Amusement Parks, Fairs and Carnivals

Personal Service — Complete Coverage

**Ida E. Cohen**

1637 Insurance Exchange Bldg., Chicago, Ill.
175 W. Jackson Blvd. — Tel. Wabash 1780

---

**Ballyhoo Bros.' Circulating Expo.**

A Century of Profit Show

By *Starr DeBelle*

---

**Notice!**

I am interested in investing considerable amount of cash in a good clown, reliable
Carnival for expansion of improvement purposes. Also will consider partnership in
same in which I can be active. Give full
Cincinnati, Ohio.
Spillman Presents
The
AERIAL JOY RIDE

The sensational new Aerial Ride of 1940 that gives you—Eight polished aluminum streamlined aerial cars—Center steering wheel control—Three co-ordinated aluminum lift rudders—New smooth speed—Positive flight direction—Spectacular action with cushioned ride—Light weight cantilever type center—Vee belt drive with oversize clutch and brake—Ornamental fence—Modern chromium trimmed ticket office. Every detail of this thrilling new ride exemplifies sound engineering practice—colorful, modern design and extreme portability. “Designed and built by Spillman” has stood for successful rides for over forty years and is your continued guarantee.

FULLY PROTECTED BY PATENTS

FLYING TURNS  LIGHT TOWERS  PORTABLE STAGES  SILVER STREAK  AUTO SPEEDWAY
SPILLMAN STREAMLINED JUMPING HORSE CAROUSELLES  IMPROVED HI-DE-HO FUNHOUSE

SPILLMAN ENGINEERING CORP.
World's Largest Manufacturer of Amusement Rides

NORTH TONAWANDA, NEW YORK
THE TOP OF THE WORLD

Yes . . . THE Tops of the Carnival Industry . . . And 1940 will mark this Organization's Supreme Effort in spreading Streamlined Entertainment wherever we have the honor to appear.

To Fair Managers and well wishers, hearty thanks from the entire World of Mirth Staff.

We seek to build an even greater Carnivalcade for 1940 than was unfolded during the season just past . . . And our banner will unfurl at the Chicago Conclave, as always.

1939
Our Biggest Show
Our Biggest Fairs
Therefore
Our Biggest Grosses

MAX LINDERMAN
General Manager
WORLD OF MIRTH SHOWS
L. HARVEY CANN
General Agent

New Address: Room 1029
10 ROCKEFELLER PLAZA
RADIO CITY, NEW YORK

PHIL ISSER
Manager Concession Dept. Featuring the Best of Everything in Merchandise. Extending Thanks to the Fairs on the World of Mirth Route.

WINTER QUARTERS • 7th and Dinwiddie Streets • or Wm. Byrd Hotel • RICHMOND, Virginia
CONSISTENT MONEYMAKERS
PORTABLE—PERMANENT
ROLL-O-PLANES
Crashed All Sales for 1939
76 Units Sold First Year

Large Turnout At PCSA Party

* Floor show, dance feature

LOS ANGELES, Nov. 25—Pacific Coast Showmen's Association's annual Home-Coming Celebration here on November 21 and 22 resulted in another overflow crowd, including representatives from every West Coast carnival, to the spacious clubhouse at Glendale, where the 1939 show was

Oasterly, A. Southworth, William Harris, H. R. Eyring, Harold Mook, Mr. and Mrs. Roger Warren, J. N. Holmes, Louis LeSueur, E. J. D what, "OCTOPUS"

3 & 4 UNITS ON ONE SHOW
Unequaled in Modern Engineering

MEET US AT THE N. A. A. P. B. and SHOWMEN'S CONVENTIONS
ADDRESS ALL COMMUNICATIONS TO
EYERLY AIRCRAFT COMPANY, Salem, Ore.
ARNER K. KLINE, Sales Mgr.
LUSSE BROS., Ltd., (European Suppliers) BLACKPOOL, ENGLAND

The Leaders for 1940

McMAHON SHOWS
45TH ANNIVERSARY
Holiday greetings to all our friends
CECIL E. McMAHON
Marysville, Kansas
CLYDE T. McMAHON

The Billboard
December 2, 1939

WANT TO BUY
EU Wheel and Klicko Axle Rolls. Rate consign and lowest price.

RIDE MANAGER
2010 Lathrop Blvd.
Rockford, Ill.

Mr. and Mrs. David Mann. Josephine
William, Marie Le Dour, Herbert Kil-"tette, Fred Soloy, Mr. and Mrs. Billie
Jack Pollard, Robert Milea Mr. and Mrs.
William M. Short, Lucille
Harald. Tom Johann, Dick Hortlay.
Mr. and Mrs. George Lennertt, David Byers.
Mr. and Mrs. M. Goldberg, Mr. and Mrs.
William M. (Doe) Cunningham. Lout. Lamar,K. IL Wilson. Sam Weber. Mr. and WO.
George Brown. Mr. and Mrs. William Stelnacher.
Mr. Dan Riley. Vivian Gor-
Palawan:or and LaVonne Christensen.
Butler. Jack Heaton. Olga Colon..
and Vivian Reward. Ralph Kinney. H. W.
Mr. 0. A. Bartlett, Henry Howard. TedNewcombe. Mr. and Mrs. Harry B. Le-
and Mrs. George Lennertt, David Byers.
Mr. and Mrs. M. Goldberg, Mr. and Mrs.
Mr. and Mrs. Rasa Minn.. Prank Knapp.
Mr. and Mrs. 0. Corbin. W. and Mrs. Al Wilson.
Dick Hortlay. Mr. and Mrs. 0. H. pisenmann. rein Charley. Ethel
Shelley Hendrickson. me. sod Mrs.
Mrs. 0. A. Bartlett, Henry Howard. TedNewcombe. Mr. and Mrs. Harry B. Le-
and Mrs. George Lennertt, David Byers.
Mr. and Mrs. M. Goldberg, Mr. and Mrs.
Mr. and Mrs. Rasa Minn.. Prank Knapp.
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Dick Hortlay. Mr. and Mrs. 0. H. pisenmann. rein Charley. Ethel
Shelley Hendrickson. me. sod Mrs.
Mrs. 0. A. Bartlett, Henry Howard. TedNewcombe. Mr. and Mrs. Harry B. Le-
and Mrs. George Lennertt, David Byers.
Mr. and Mrs. M. Goldberg, Mr. and Mrs.
Western States Shows

A Bigger and Better Show, with a Bigger and Better Route for 1940, which we feel sure will be the Biggest and Best Season in Our History.

WILL FINANCE SHOWMEN WITH NEW IDEAS.

Can place Side Show with or without equipment.

Milo Anthony: Get in touch with me.

Can PLACE FOR NEXT SEASON: FROZEN CUSTARD, CANDY APPLES, SNOW NOVELTIES AND PALMISTRY.

WANT A GOOD FREE ACT—FAIRS AND CELEBRATIONS: Write or Contact Us.

Contact me at the Sherman Hotel, Chicago, December 1-5. Before and after these dates address: Care LAMAR HOTEL, SAN ANTONIO, TEXAS.

JACK RUBACK, General Manager

ALBERT WRIGHT, Business Mgr.

J. A. SCHNECK, General Representative

Greater Exposition Shows

NOW BOOKING FOR SEASON OF 1940

Can place several outstanding Free Acts. Want to hear from showmen with new ideas. Also can book several Shows with or without their own outfits. Want Foremen for Rides, also other Ride Help. All Concessions still open.

HAVE FOR SALE: Lindy Loop. Will trade on Gulf-a-Whirl or other ride not containing with risks on new class. Tell us what you have. Also have Electric Light Plant, 25 KW. A. C. for sale.

All Address: GREATER EXPOSITION SHOWS

ST. LOUIS, MO.

Missouri Show Women's Club

Maryland Hotel

ST. LOUIS, Nov. 25—Bi-monthly so- cial of the clubrooms November 16 and was well attended by the several members who were out of town. Neil Danen, Tom Slavik, Mildred French Deene and Florence Parker, were present. Mr. and Mrs. Charles G. Truman, Sr., were at the Truman Hotel, and Mrs. Truman, at the Trumbull, and Florence Parker, were present.

After the games a supper was served and members of the National Association of Showmen were present for the remainder of the night. Ethel Holm greeted at the coffee table. Set of hand-embroidered linen tea towels, donated by Viola Fairly, was awarded.
CARNIVALS

Ten. 2, 1939

OPEN LETTER TO CARNIVAL OR ROADSHOW OWNERS

Gentlemen:

The Billboard has suggested that we advertise our special NEON TRANSFORMERS for showmen. To clinch their argument they asked Mr. B. S. Gerety of the Beckmann & Gerety Shows for his frank opinion of Neon Transformers. Please read his reply...

Dear Mr. Joarling:

Replying to your letter of November 11th, requesting our opinion on Neon Transformers, we will say...

For years we have experimented with transformers of different manufacturers until we started using DONGAN'S some time ago. Since that time we are replacing all other makes of transformers with Dongan's and are using them exclusively on our show and will soon be 100% powered by Dongan Transformers. We do not hesitate to recommend them to other showmen who wish to get the most out of their transformers. If they want uninterrupted performance at a very low cost we recommend that they use Dongan's Weatherproof Transformers.

In connection with the above we wish to state that you are at liberty to quote us as regards our use of these transformers in any way you may see fit.

Sincerely yours,

BEMKANN & GERETY SHOWS

Mr. Gerety is a keen business man... a great showman. His words are true... Dongan Weatherproof Transformers are built for outdoor shows. We thank him for his New England opinion and use it to seek the business of other showmen.

Write for complete catalog and copy of booklet

“The Old Timer Goes to the Circus”

DONGAN ELECTRIC MANUFACTURING CO.

2950-3000 Franklin St.

Dongan, Michigan

“The Dongan Line Since 1909”

3000 BINGO

Made in 8's or 10's each made in a size to meet any need. 40 cards per box. Write for price lists. De la Rosa Markings, $3.80.

Write for complete catalog and copy of booklet

INTERNATIONAL SHOWMEN'S ASSOCIATION

3000 KERO

Made in 1's or 10's each marked in a size to meet any need. 50 cards per box. Write for price lists. De la Rosa Markings, $3.80.

Write for complete catalog and copy of booklet

New TENTS

FOR SALE OR RENT

VANDERHERCEN, INC.

1431 Insurance Exchange, CHICAGO

NEW USED
FLYING SCOOTERS TOpped the midway

ASTRO FORECASTS AND ANALYSES

(Abridged 1934 horn ready)

$6.60 - $8.75, Yenkor, Per . $5.00

William C. (Bill) FLEMING spent
Thanksgiving Day at his Buffalo home
before entering for the Chicago
meetings.

Joining Lloyd Holen's cookhouse staff
was John Frederick, who wintered in
El Monte, Calif., and was Mrs. Anna Hunter.

FLYING SCOOTERS - 120 Parts. 2 Sets Numbers. Coloring and Polishing.$4.00

NEW DREAM BOOK

120 Pages, 2 Sets Numbers. Coloring and Polishing.$4.00

SIMMONS C & CO.
19 West Jackson Blvd., CHICAGO

FLYING SCOOTERS

Canadian National Exhibition 1939

ENTIRELY NEW PORTABLE
Streamlined - Light-weight

BISH-ROCCO AMUSEMENT CO.
5441 Cottage Grove Avenue, Chicago, Ill.

BUDDHA FUTURE PHOTOGRAPHOSCOPES
1930 ASTRO DAILY, HOURLY FORECASTS, PREDICTIONS. NOW
FREE With 40 Day Continental Chart.
Display Charts. Illustrations. 11 x 11 inches. Angled at 45 degree angle. Package
containing 4 of the 4 Famous Buddha Futures in Foil, 4 x 4 1/2 inches. Complete.

NELSON ENTERPRISES

COLUMBUS. 0.

HUBERT'S MUSEUM
225 W. 42nd Street, NEW YORK CITY.

WANT Freaks and Novelties Acts of Merit at All Times.
State Sale and All Ads in First Letter. Open All Year Round.
SCHOLO O SCHAEFFER

BALL THROWING OUTFITS

Balls, Darts, Clubs and Bottles. All $1.00 Each.

TAYLOR GAME SHOP

Painters of Carnival and Circus

SHOW BANNERS AND PICTORIAL PORTFOLIOS

For Any Style Show Front.

MILLARD & BULSTERBAUM

2644 W. 8th St., Ooney Island, N. Y.

CARNIVALS

Midway Confab

By the MIXER

(COMMUNICATIONS TO 25 OPERA PLACE, CINCINNATI, O.)

Owner of the shows bearing his name, Bill Lynch, is wintering in Hall-
fax, N. B.

Virgil KLEIN and wife are wintering at their home in Apolo, Va., after a
good season with Giuliette Shows.

EMMETT BURKE, vet carnivals st of St. John, N. B., is wintering in Char-
Iottsworth, P. E. I.

CONCESSIONER'S lament: "Sie dollars a foot and the runnies tough!"

JOINING Lloyd Holen's cookhouse staff
was John Frederick, who wintered in
El Monte, Calif., and was Mrs. Anna Hunter.

WILLIAM C. (BILL) FLEMING spent
Thanksgiving Day at his Buffalo home
before entering for the Chicago
meetings.

CLOSING with Blue Ridge Shows in
Biloxi, Miss., was Mr. Walter
Hosford left for his home in Hit BeBe,
Miss., for winter.

LENDING CREDENCE to the fact
that the smiling Max Grubbery,
concession-manager of World's Exposi-
tion Shows, is fully recovered from a
recent illness and eye affliction is this
photo snapped in Biloxi, Miss., N. C.,
on October 23 just after doct-
ors removed bandages from his
eyes. Handicapped by illness most
of the season, this year's tour got
one of ups and downs for Max, but
he managed to fulfill every contract for
fills. Photo furnished by J. J. Bell.

CHI AND N. Y. Shows playing from way
below the "Smith and Wesson" line.

JOINING the showfolk colony in
Biloxi, Miss., were Mr. and Mrs. Fred
Haines and daughter, Buckeye State
Shows.

WINTERING in Houston is B. (Whitney)
Pelley, who closed with James K. Straus
Shows. He says six shows are currently
playing lots in the Texas city.

SEVERING his connection with Dodg-
son & Baillie World's Fair Shows after
19 years' service, J. George Roy is now
with Art Lewis Shows.

MR. AND MRS. DON NEWBY and son,
who closed their side show with World's
Bros. Shows, report they will winter in
West Palm Beach, Fla.

JOHNNY-COME-LATELY, banner salesman,
who has a show every Friday to see
what is going on.

ENDING their tour with Rubin &
Church Exposition, Mr. and Mrs. Han
Crawford opened a photo studio in
Monahama, Tex., for the winter.

JOE GALLER, owner-manager of Buck-
eye State Shows, headquartered
in Biloxi, Miss., while playing Woolworth
Community Fair with Ferris Wheel and
several concessions.

LOCATED in Canal Point, Fla., for
the winter is Edward Logan, who re-
signed as builder with Wallace Bros.
Shows at close of season.

"YES, Haro, it'll cost money to go near
next spring but we have FREE winter quarters
now."

SECRETARY of Joe Kerr's Blue Ridge
Shows, Robert H. Leslie left Biloxi, Miss.,
last week for Miami, where he will
winter.

FORMER lot superintendent of Wal-
ken Bros. Shows, Rose Crawford is now
connected with the quarters staff of
Buckeye State Exposition Shows in
Laeur, Miss., as winter quarters
for the winter.

WILLIAM B. (W. B.) Pox is in Biloxi, Miss.,
while on route to Louisiana where he will
winter.

FRED WEBER rolled into Eldorado,
Kan., last week after a successful season,
which saw him with J. L. Landes and
West Bros. Shows.

GEORGE DIXON has taken over
management of Fred Stewart's Nudist Colony
Show on Hilderbrand's United Shows, re-
ports Business Manager.

BILL MICHAELS, Canadian showman,
is wintering in Chariottsworth, P. E. I.,
where he, his father and two brothers are
operating.

BETTY-JOHN cards from Searcy, Ark.:
"Closed my People Who Make the News
"WHILE in Charleston, W. Va., for the
dog show, I ran into Charles Riley, at
a girl show note, penells E. L. Eames from
Kenton, O. He has a paint shop on
Washington Street, and is doing oke.

FORMER electrician with Byars &
Shows. Harry (Kilwood) Taylor, is now with
the Flying Millers midway Shows in the area.
Reports show that his mother is in
Herman Hospital, Houston, where a leg was
amputated.

Our manager declares he'll have all
new faces the show next season. A new game of
'em will be too now-Muggie Machine Maze.

BOY G. MARR and wife, who had their
seven concessions on the All-American
Carnival Show in Paducah, Ky., are now in
Cincinnati, Ohio, for the winter recently
after storing equipment in Joplin, Mo. They
are expected to winter in Texas soon.

CHARLES W. CABLE, who has had his
sound truck and equipment on the
Johnny J. Jones Exposition, closed at

LIDER OPERATORS HERE IT IS!

BIG ELL NEWS

NOVEMBER-DECEMBER

BINGO OPERATIONS AT THE HOTEL SHARON DURING THE CONVEN-

ATION, DECEMBER 5, 6, 7 AND 8.

LA PEER HIGH STRIKERS

NEW SINGLE, TRIPLE, TRIPLE 1940 RESTORED TO LIFE.

SEND FOR CATALOG. 10% discount on orders of 5 or more.

New 1940 games at special prices.

2ND HAND SHOW PROPERTY FOR SALE.

Send for catalog. 10% discount on orders of 5 or more.

NEW 1940 games at special prices.

SECOND HAND SHOW PROPERTY FOR-SALE.

SEND FOR CATALOG. 10% discount on orders of 5 or more.

NEW 1940 games at special prices.

MINIATURE ELECTRIFIED RIDES.

Install your own electrified midway rides for winter.

LA PEER ELECTRIC RIDES.

SEND FOR CATALOG. 10% discount on orders of 5 or more.

NEW 1940 games at special prices.

LA PEER ELECTRIC RIDES.
December 2, 1939

CARNIVALS

CARivinges for John H. Marks United Shows in Buckeye, Ark., were these three West Coast showfolk. They are, left to right, Mrs. C. F. Zeiger, C. F. Zeiger, owner of the shows bearing his name, and Mabel Stark, with two tigers born on the shows last spring. The Zeigers recently re-signed the Stark act as free attraction for 1940. Photo furnished by R. Loonis.

CLOSED at Heidelberg Tap Room here and preparing for winter," says Haas Tun. From Wiltz, Kat., May-Lyn of Canada, has been visiting me here before continuing to the West Coast to work in Long Beach, Calif. Pop Webber, advance on J. L. Landes Shows, also visited.

Buck. CRAMER, of the side-show with Dodson & Ballot West's Shows, is in Madison visiting Pete Korte, and Roy B. Jones, of West's Fair Museum, which opened there recently. Buck has a chance of Korte in New Orleans when it opens about a month from now.

ARCADE overdriving: "Hey, Bill! Didn't you put some breath mints in your mouth?" help! Oh? Don't forget to visit this group out of that girl's drawer; there's only a dry cell battery in it."

Burt and Nita Harris concluded a successful season with Douglass Great Shows and returned to Portland, Ore., where they are remodeling their photo department for the coming travel season. From there they will return to Los Angeles.

A NUMBER OF SHOWFOLK are wintering here," cards Charles Neddy from Jack- son, Miss., regarding the arrival of Scott Bros., Sickets and Boco Bros. Shows, and several other organizations. From the present they will help their respective companies in their home territory, but later will go to Detroit preparatory to again going under the Wad banner in April.

"JUST CLOSED my 20th season as a general and special agent," pens Charles S. Knowl from Pike Bluff, Ark., this year I was with Fussell's United Shows, which recently concluded their first season at Coralville, Iowa, and Tom Fussell and Concession Owner Roy (Rex) Cline have announced a Plan to remain to here for a few days to visit friends.

MANAGER of Great Falls Shows (to his friends) "Be sure to give the guy's wife a big hug for her concession." I don't want 'em selling anything.

SPECIAL AGENT for John H. Marks Shows this season, Tommy W. Rice has opened a service station in Richmond, Va., which he will operate this winter. He will hit the road again in the spring.

STARTING as a billposter three years ago with the Marks contingent, Rice was promoted to the status of agency agent post spring by Owner Marks.

TED JOHNSON, publicity agent with John H. Marks Shows, which territory, has joined Perel & Lowenstein.

Leaving unpaid electric bills for other shows to pay before they can get service also causes the boldest head of carnival central policy—Colonel Patch.

CONCLUDING the season with Benzon Brothers' Wild shows, the January Jones Exposition in Jacksonville, Fla., became a reality. Where it's winter, it will remain until after April.

EDDIE OWEN, who arrived in Cin- cinnati from Miami, Florida, on Dec. 22, during a visit at The Billboard office this week, is probably the most well-to-do man who has been in the carnival business for several years, according to Miss. Coupland, who was introduced to him several weeks ago.

The holidays.

E. J. N. M. after closing with W. J. Murphy, Mrs. D. T. Darnell.

The holidays.

E. J. N. M. after closing with W. J. Murphy, Mrs. D. T. Darnell.

The holidays.

E. J. N. M. after closing with W. J. Murphy, Mrs. D. T. Darnell.

The holidays.

E. J. N. M. after closing with W. J. Murphy, Mrs. D. T. Darnell.

The holidays.

E. J. N. M. after closing with W. J. Murphy, Mrs. D. T. Darnell.
HOLIDAY GREETINGS!!

TO OUR MANY FRIENDS, FAIR and CELEBRATION SECRETARIES and ASSOCIATES—

We thank you for your valued business in the past. For the 1940 season we offer you the latest in riding devices. We are operators of 54 clean and modernized riding devices of the most popular types.

FEATURING “THE ROCKET”

CAPACITY
88 PERSONS

BEAUTIFULLY LIGHTED

20,240 FARES
IN ONE DAY

TRIED and PROVEN
IN U.S. and CANADA

THE RIDE OF THE CENTURY

ATTENTION!

MILLER AMUSEMENT ENTERPRISES
530 W. 59TH STREET

CHICAGO, ILLINOIS

IDEAL EXPOSITION SHOWS, Inc.

WM. GLICK, Pres.
WM. HARTZMAN, Treas.

“AMERICA’S BEST AMUSEMENTS”

For the 1940 season we present a modern traveling Exposition of Meritorious Attractions combined with super illumination and the latest in Riding Devices.

To Fair Secretaries and Fraternal Committees, we invite your correspondence and assure you that it will be a pleasure to serve you.

Write or Wire WILLIAM GLICK

GENERAL OFFICES
Fair Grounds, Salisbury, N. C.

WINTER QUARTERS
817 St. Paul Street, Baltimore, Md.

We invite inquiries from showmen with new ideas and outstanding attractions. Can also place Concessions for the 1940 season, especially exclusive Cookhouse.

SHOWMEN!!

SENSATIONALLY LOW PRICES
ON
HIGH GRADE SYNTHETIC ENAMEL FINISHES
FOR FLASH AND DURABILITY

We Sell the Largest Midways

LIBERAL TERMS — WE PAY THE FREIGHT

PAINT EXCHANGE OF CHICAGO
2000 MILWAUKEE AVE., CHICAGO, ILL.

See JUDD GOLDMANN in Room 836, Hotel Sherman

Hollywood with John (Spot) Bagland, widely known concessionaire, to pick it up in Detroit, stopping off in Chicago to attend meetings. Mr. Hatfield, says Roy, will plane into Chicago for the meetings and will return to the Coast with Eddington in his new car. Both will stop along the route to visit showfolk and other friends.

“WE'RE DOWN here in the southeast part of Georgia again,” letter Mr. and Mrs. Cari E. Hatfield from Woodbine.

“We’re managing a service station and cafe at night, making our third winter in this connection. Mr. and Mrs. George Geoffrey, Mighty Monarch Shows, visited us the week end. Mr. and Mrs. Hatfield formerly was secretary and manager of Joe Galler’s Buckeyes State Shows, but for the past dozen years he’s been secretary of J. F. Dehnert’s Broadway Shows of America, he writes.

CARNIVAL, manager last winter decided to try the idea of helping that he was feeding by having them build him a house. Now he's building because none of the rooms is square, none of the doors will close and he can not open the window. If there's a secret, it is that you can’t make a brick mason out of a concession-framer builder.—Gust Fruehendorf, Modernistic Blacksmith.

A SURPRISE to most Royal American showmen who went to Tampa, Fla., this winter was the marriage of Kitty Hurt, cookhouse operator on the organization, to Pete Burkhardt, concessionaire, on November 14. This year was Kitty’s first not being left by her late husband, Dillon (Peanuts) Hurt. Burkhardt’s former wife died a year ago in Tampa. According to reports, they will make their home at the Hurt residence in the Florida city and will continue with the shows at Tampa this winter and the coming season.

A TRIP to Hot Springs, Ark., recently were Mr. and Mrs. Sam Solomon, Sol’s Liberty Shows; Mr. and Mrs. Levy, American-Caruthers; Mr. and Mrs. Edward A. Hock, Imperial Shows; E. W. Weaver, Gooding Shows; Mr. and Mrs. Max Goodman and Mr. and Mrs. Joseph Goodman, Goodman Wonder Shows; L. Clifton Kelley, former general agent with Amusement Corp. of America, Mr. and Mrs. Mike Rosen and Oscar Bloom, Gold Medal Shows; Mr. and Mrs. M. J. Doolan, ride and bingo over here from N. M. and Mr. Our pet Jimmie Lynch, Lynch’s Death Dodgers.

BECAUSE an employee of the light company, without our permission, climbed the pole and cut out our lights on Thursday, we have decided to go into winter quarters. All of our privately-owned equipment, including the office top and switchbox, has been stored in the east bin behind the Southern Magazine Apartments.—Manager, Gate & Banner Show.

J. T. HUTCHENS’ MODERN MUSEUM

by K. O. Ervin: After a good week in Piauque, La., unit proceeded west with Mr. and Mrs. Phil Boose, Bob Nickels and Hube Wadley. Quartets work is progressing nicely. Til’s-a-Whirl has been overhauled and Huey Waters, paint-er, is putting finishing touches on Loop-o-Planes. Cluray Lawrence is constructing new seats for the Chippewa, with A. P. (Shorty) McCampbell, chief elec- trian, is working on the transformer truck.

QUARTERS NOTES of Scott Bros. Shows by B. M. Scott: All in quarters at Jackson, Tenn., are putting on weight, indicating Teddy Porter is a good cook. A crew of 16 reports at the kitchen tent daily. E. E. Baker’s son, Buns, is attending school in Jackson. Among daily visits by showmen was Mr. and Mrs. Phil Boose, Bob Nickels and Hube Wadley. Quartets work is progressing nicely. Til’s-a-Whirl has been overhauled and Huey Waters, painter, is putting finishing touches on Loop-o-Planes. Cluray Lawrence is constructing new seats for the Chippewa, with A. P. (Shorty) McCampbell, chief electrician, is working on the transformer truck.

MEETING of a prospective committee was called to name Carnival agent than took the floor and for a solid hour he talked on the virtues of his show. We kept saying, “We do not carry this or that. We have included this or that. We hope you have told us all about what you don’t carry.” The meetings are to be a success and your show never intends to carry, let us know.
DEE LANG'S FAMOUS SHOWS
Not the Largest—But the Cleanest
WE WILL AGAIN OFFER FOR THE 1940 SEASON “AMERICA'S MOST BEAUTIFUL MOTORIZED SHOW” GREATLY ENLARGED

FAIR SECRETARIES AND CELEBRATION COMMITTEES: If you want a beautiful Show with plenty of earning capacity that does not carry any racket or grift, that is just what we have to offer for the 1940 season. We invite inspection and also invite you to contact any Fair, Celebration or City—we have played for the past 10 years for reference as to our show or business dealing. You will find this show always welcome in back. We will be glad to furnish our Route List for the past 10 years of all Fairs, Celebrations and Cities we have played to Committees interested. BE SURE TO BOOK THE SHOW THAT GUARANTEES: “NO COMPLAINTS WHILE SHOWING, OR AFTER THEY HAVE DEPARTED.”

We will again travel in 1940 from Canada to the Gulf of Mexico, in the Middle West. The longest route ever traveled by any motorized show that has never canceled a Fair or Celebration Contract. This Show played 26 Fairs in 1939, and will play that many or more in 1940. Fairs started June 22 in 1939.

CAN PLACE FOR 1940 THE FOLLOWING:

CONCESSIONS: Any Legitimate Concessions that do not operate for over 10c. Remember, no Racket or Grift Wanted.

SHOWS: Will furnish chrome plated fronts, top and will keep up with the Standards of this Show. Can place several good Talkers and Grinders.

CAN PLACE Manager who can handle a well-framed Monkey Show. Must be capable of handling, training and working all species of Monkeys. Salary or percentage.

FUN HOUSE: Can place good, sober, reliable Man to Manage New Bug House.

RIDE HELP: We own all the Rides and can place good sober and reliable Ride Men who can Drive Big Eli Semi-Trailers.

ALL ADDRESS: DEE LANG, GEN. MGR., SHERMAN HOTEL, CHICAGO, ILL., DECEMBER 2-6; THEN P. O. BOX 491, WACO, TEXAS (WINTER QUARTERS).

STATE FAIR SHOWS
NOW BOOKING FOR SEASON OF 1940
High-Class Shows that can and will put something back of their Fronts. Will finance any new ideas we think worthy.

CAPABLE SHOWMEN WANTED

FAIR SECRETARIES:

All Address STATE FAIR SHOWS
REID HOTEL—KANSAS CITY, MO.

Bantley's All American Shows
New Booking for 1940 Season. Shows of merit, with or without their own outfits. Will finance any decent, worthwhile idea. Can place Concessions of all kinds. HARRY WILSON WANTS CONTEST PROMOTERS. WANT CAPABLE GENERAL AGENT.

FOR SALE—One Mangels Streamlined Eight-Car Whip, two years old; two Dryer Drive Yourself Automobiles; several Arcade Machines, good condition.

Address: HERMAN BANTLEY, Reynoldsville, Pa.

Bernie Shapiro... thanks his many friends for their patronage and good wishes.

Southern Poster Printing Co. Atlanta, Ga.
Merry Christmas

OUR CHRISTMAS WISH:

OUR NEW YEAR'S RESOLUTION:

That the coming year may bring you the same great happiness and pleasure we have gained from our associations with you.

To bring to the 1940 season, its fairs, sponsors and patrons, a more beautiful, bigger, more WONDER-ful show.

Max Goodman AND HIS
GOODMAN WONDER SHOW

Permanent Address: P. O. BOX 21, Little Rock, Ark.

An Organization Built, and Growing, on Integrity

FROM:
Our Whole Family of 450

TO:
All of you, our friends

Hughes Toastmaster

(Continued from page 64)

the squauly voice and funny soldier monologue. Many other well-known stage, radio and night club personalities will be in the line-up.

It is probable that this year's affair will set a precedent—a banquet without speeches. Instead of speeches, Chairman Levy and Duffield promise a surprise which they assert will meet with the hearty approval of all. Details of the event are rapidly being whipped into shape. All committees are hard at work and very information points to one of the most successful affairs the league has ever held. Those who are planning to attend are urged to get their reservations in at once.

President's party on the night of December 2 will be a gala affair and a capacity attendance is expected. Those wishing to attend the annual memorial service are reminded that it will be held in the Ball Tabernacle of the Hotel Sherman the afternoon of December 2.

Patrick Prepares

(Continued from page 64)

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Holiday Greetings

To All Our Friends — Fair Secretaries and Showmen

WANTED

Designers
Showmen
Artists

NOW BOOKING
Clean, Mariturous Attractions
for 1940

Everything New But the Title

Address All Communications to

BUCKEYE IN QUARTERS
(Continued from page 64)

ing. Work will get under way about January 1, upon Manager Gallier's return from his Cleveland home, where he will spend the Christmas holidays with his mother, Golden States Shows, No. 2 unit. Under management of Arthur J. Gentisch, will remain out a few weeks longer and also will quarter here.

After shows were started members left for their homes in various sections of the country where they will await an early call for some time in March. Mrs. Josephine Gallier will return to Galveston, Texas, and proceed to Cleveland. Russell Cooper, electrician, and wife will return to Kansas City, Mo., while F. Baggett, Perris Wheel foreman, joins the winter show colony in Bismarck and Goulport, O. U. Rooper, Merry-Go-Round foreman, left for his Mississippi farm and Charles Harvey, Tilt-a-Whirl foreman, and Mrs. Harvey returned to their farm in Hammonds, Miss. Charles Zorn, side-show manager, joined the No. 2 unit as did the minstrel show. William Brown will go to Florida, while Dale Curtis and wife will travel. Mr. and Mrs. Fred Bixley and family joined the winter colony at Biloxi, and Mr. and Mrs. Charles Savage will spend the holidays in Cleveland and Peoria, Ill. Harold Lowry and sister, and Mr. and Mrs. Karl Harrison will winter at the Harrison home in Alabama, and Mr. and Mrs. Hamblett will go to New Orleans, while Capt. C. M. Leach, hightower, and family have returned with quarter in Brune, Miss.

GOODING'S QUARTERS
(Continued from page 64)

and four independent riding device units will take to the road.

Several new rides will be added and new show fronts already are under construction. Personnel in charge of Gooding enterprises will continue the same as in the past; it includes Mr. and Mrs. E. C. Drum, Mr. and Mrs. William J. Godrey, Mr. and Mrs. B. Blake Gooding, Mr. and Mrs. George Bourne, Mr. and Mrs. Charles O'Keen, Mr. W. Mufton, J. F. Murphy and J. F. Enright.

F. E. Gooding again will serve as general manager, assisted by Mrs. F. E. Gooding.

CANCE LD FLA. FAIRS
(Continued from page 66)

and Hugo Zeschini, advance and exploitation; Mario Zeschini, electrician; Bruno Zeschini, transportation superintendent and maintenance supervisor.

White is now preparing shows for their spring debut. Martin and Hugo Zeschini plan to attend all Eastern fair meetings and to devote the winter to booking towns, fairs and celebrations.

Buckeye in Quarters

WANTED

Experienced Help
In All Departments

CORRESPONDENCE INVITED
From Fair Secretaries Seeking a Clean, Up-to-Date 30-Car Railroad Show

W. C. FLEMING
General Agent

Season's Greetings

FRANK BURKE SHOWS, INC.
America's Cleanest Carnival — The Coming Show of the West

NOW BOOKING FOR SEASON OF 1940. 35 Weeks of Business in Excellent Territory.


Address all communications to P. O. BOX 531, EL PASO, TEXAS.

Canada

SIMS GREATER SHOWS

Canada

Bigger Than Ever — 11th Annual Tour — Better Than Ever

Now booking for the Season of 1940. Shows with worthwhile attractions. Supply new canvas, and central poster, and radio banner for same. Want legitimate Concession only. Cookhouse and Bingo open. Fair Secretaries get in touch with us now and be assured of having CANADA'S FINEST MIDWAY play your FAIR.

FRED W. SIMS, Gen. Mgr., P. O. Box 85, Toronto, Ontario, Canada.
WANT BILL HAMES SHOWS, INC.
1940—FOR SEASON—1940

SHOWMEN WHO CAN FURNISH INSIDE FOR GIRL SHOW, JUG SHOW, HAWAIIAN SHOW, SIDE SHOW AND FAT SHOW. (We furnish Franks and Tops. No Banners for Pit Show.) WANT TO HEAR FROM OTHER SHOWS, WITH OR WITHOUT OWN OUTFITS. GOOD OPENING FOR MOTOROMANE. HAVE MONKEY SHOW BOOKED.

RIDE FOREMEN AND RIDE HELP
Want to hear from Ride Foremen that are mechanically inclined and able to keep their Rides in First-Class Condition. Especially want A-1 Dodgen Foremen for 20-Car Dodgen. Want to hear from Ride Help for Merry-Go-Round, Twin Ferris Wheels, Dual Loop-o-Plane, Rides-O, Octopus, Dodgen, Caterpillar, Lindy Loop, Mix-Up and Fun House. All bookers save stamps.

SEASON OPENS IN JANUARY
Season Opens Early—January 23 at Harlingen, Texas; Fair; Fort Worth Stock Show, March 8 to 17, Fort Worth, Texas; Houston Fat Stock Show, March 23 to 31, Houston, Texas.

THIS IS A RAILROAD SHOW—ALL EQUIPMENT LOADS ON WAGONS
Address All Mail:
BILL HAMES SHOWS, P. O. Box 1377, FT. WORTH, TEX.

FRISK GREATEST SHOWS, INC.
NOW BOOKING FOR 1940
WANT SHOWS:
Robert C. Crewe, Foreign Art, with or without animals; Mechanical Shows, Want Athletic Show Manager, Pricing Show Manager, Rust Morgan, write, CONCESSIONS; Robert Paige, Manager, write, CONCESSIONS; John T. Oox, ABC Motors. Lester, Illinois; Humorists (J. J.) Palo, Al Anderson; Barbara Anderson; Alice Alden; George A. Hamid, Inc.; S. N. and M. Antoinette Apoyah, Palisades Park, N.J.

B. A. Baker, Lichtenblau, Markows & Co., Roland Bardell, New York World's Fair; A. J. Barker, Electra, New York; John A. Beck, Palisades Park; Anne Benedict, President of Eastern States, Exposition, Springfield, Ill.; James B. Berger, President, N. Y. World's Fair; World of Mirth Shows, M. Berger, Rowe Co.; C. M. Bemigh, Irving and Sam Berk; for the Chicago, Detroit, and Ohio shows, Mrs. Louis Beral, Bemigh; Sam Berk, Chicago, Detroit, and Ohio shows, Mrs. Louis Beral, Bemigh; Sam Berk, Chicago, Detroit, and Ohio shows, Mrs. Louis Beral, Bemigh; Sam Berk, Chicago, Detroit, and Ohio shows, Mrs. Louis Beral, Bemigh; Sam Berk, Chicago, Detroit, and Ohio shows, Mrs. Louis Beral, Bemigh; Sam Berk, Chicago, Detroit, and Ohio shows, Mrs. Louis Beral, Bemigh; Sam Berk, Chicago, Detroit, and Ohio shows, Mrs. Louis Beral, Bemigh; Sam Berk, Chicago, Detroit, and Ohio shows, Mrs. Louis Beral, Bemigh; Sam Berk, Chicago, Detroit, and Ohio shows, Mrs. Louis Beral, Bemigh; Sam Berk, Chicago, Detroit, and Ohio shows, Mrs. Louis Beral, Bemigh; Sam Berk, Chicago, Detroit, and Ohio shows, Mrs. Louis Beral, Bemigh; Sam Berk, Chicago, Detroit, and Ohio shows, Mrs. Louis Beral, Bemigh; Sam Berk, Chicago, Detroit, and Ohio shows, Mrs. Louis Beral, Bemigh; Sam Berk, Chicago, Detroit, and Ohio shows, Mrs. Louis Beral, Bemigh; 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BANTLY'S ALL AMERICAN SHOWS

America's Fastest Rising Outdoor Amusement Organization

Take this opportunity to thank your many friends, committees, fair associations, show operators, business associates and loyal employees for their cooperation in making the past season a very pleasant and profitable one, and we extend to you all

A VERY MERRY CHRISTMAS AND A HAPPY NEW YEAR

Mr. and Mrs. Irving Udozwa

Mr. and Mrs. Sam Wagner, World's Fair Circus Side Show; Edward P. Walsey Jr., Adams, Fowler & Hoffman; Inc; Joseph H. Welsh, Cross-Austin-Ireland; E. W. Wise; Patricia Webster; Herman W. Witzel, Midwest Amusements; and Irene Weiszmann, Palisades Park; John T. York, Cross-Austin-Ireland; A. W. Voigt, W. M. Dickin- ton Co.

T. A. Wolf, George and Mildred Belcher, Barnum & Bailey Shows; "Harry White, William White, Art Lewis Shows; Clarence White, George and Anna Schurz, Palisades Park; Adolph, Raymond, Mr. and Mrs. Harry, Bill and Grace M. Schwartz; Lloyd O. Weidman, Donner & Winter Co.; Jack A. Weisbarth, World of Mirth Shows; George A. Hamid, Inc.; Sam Shapiro; Jake Shapiro, Triangle Poster Printing Co.; Sam Shayan, Parnon & Marcus; Frank D. Shean, World's Fair; Edward P. and Helen A. Tschab, Mayflower Denut Corp.; Gladys Shelley, Palisades Park; Harry Shepard, Palisades Park; Gus Singer; "Daddy" Simmons; I. A. Rockenfeller, Ederma, Inc.; Small, George P. Smith Jr., New York Amusement Shows; John Smith, Danahoe & Co., Inc.; Earl Smith, New York Amusement Shows; Wallenda, Wallenda, World of Mirth Shows; George A. Hamid, Inc.; El Spetter; E. L. Schmal, Leibowitz, Sheen, Showmen's Assn.; Richard E. Stearn; Robert Stein, Art & Novelty Shows; James E. Stratemeyer, World of Mirth Shows; John T. Wiegand, "Bart," Whelan & Company; William White, Art Lewis Shows; Clarence White, George and Anna Schurz, Palisades Park; "Harry White, William White, Art Lewis Shows; Clarence White, George and Anna Schurz, Palisades Park; "Harry White, William White, Art Lewis Shows; Clarence White, George and Anna Schurz, Palisades Park; "Harry White, William White, Art Lewis Shows; Clarence White, George and Anna Schurz, Palisades Park; "Harry White, William White, Art Lewis Shows; Clarence White, George and Anna Schurz, Palisades Park; "Harry White, William White, Art Lewis Shows; Clarence White, George and Anna Schurz, Palisades Park; "Harry White, William White, Art Lewis Shows; Clarence White, George and Anna Schurz, Palisades Park; "Harry White, William White, Art Lewis Shows; Clarence White, George and Anna Schurz, Palisades Park; "Harry White, William White, Art Lewis Shows; Clarence White, George and Anna Schurz, Palisades Park; "Harry White, William White, Art Lewis Shows; Clarence White, George and Anna Schurz, Palisades Park; "Harry White, William White, Art Lewis Shows; Clarence White, George and Anna Schurz, Palisades Park; "Harry White, William White, Art Lewis Shows; Clarence White, George and Anna Schurz, Palisades Park; "Harry White, William White, Art Lewis Shows; Clarence White, George and Anna Schurz, Palisades Park; "Harry White, William White, Art Lewis Shows; Clarence White, George and Anna Schurz, Palisades Park; "Harry White, William White, Art Lewis Shows; Clarence White, George and Anna Schurz, Palisades Park; "Harry White, William White, Art Lewis Shows; Clarence White, George and Anna Schurz, Palisades Park; "Harry White, William White, Art Lewis Shows; Clarence White, George and Anna Schurz, Palisades Park; "Harry White, William White, Art Lewis Shows; Clarence White, George and Anna Schurz, Palisades Park; "Harry White, William White, Art Lewis Shows; Clarence White, George and Anna Schurz, Palisades Park; "Harry White, William White, Art Lewis Shows; Clarence White, George and Anna Schurz, Palisades Park; "Harry White, William White, Art Lewis Shows; Clarence White, George and Anna Schurz, Palisades Park; "Harry White, William White, Art Lewis Shows; Clarence White, George and Anna Schurz, Palisades Park; "Harry White, William White, Art Lewis Shows; Clarence White, George and Anna Schurz, Palisades Park; "Harry White, William White, Art Lewis Shows; Clarence White, George and Anna Schurz, Palisades Park; "Harry White, William White, Art Lewis Shows; Clarence White, George and Anna Schurz, Palisades Park; "Harry White, William White, Art Lewis Shows; Clarence White, George and Anna Schurz, Palisades Park; "Harry White, William White, Art Lewis Shows; Clarence White, George and Anna Schurz, Palisades Park; "Harry White, William White, Art Lewis Shows; Clarence White, George and Anna Schurz, Palisades Park; "Harry White, William White, Art Lewis Sho
There are three powerful reasons Corporation of America. Success for which has had large or small part in its creation. They done their part in making 1939 the most pleasurable year. Forsooth, 1939 has been a year of glorious achievement that include stabilized, well-organized, determined Fair management of Fair producers, coupled with public confidence that all their most meritorious attractions ever presented in the Midwest thank hunger-for-fun of millions of fairgrounds visitors! It is that have been made possible by the merger of Royal American Shows, because enhancement in constructive up-building of this business than in any previous efficient railroading and by elimination of virtually all of the costly difficstruction. could it have been possible for Amusement Corporation Midways? confirmation of these phenomenal achievements look to the world famous ghigh for all times by Beckmann & Gerety Shows at the Illinois State Fair Ionia Free Fair in Ionia Michigan . . . Michigan State Fair in Detroit by . . . in Nashville . . . Alabama State Fair in Birmingham . . . Mississippi State Fair Edmonton in Canada. Indeed! these are achievements which to Fairmen PHAL VICTORIES! What has gone in the past . . . what has been accomBased on the Corporation's experiences in 1939 the coming season . . . 194 even more glamorous attractions . . . even more decorative brilliance . . . among their outstanding features. It is because the Amusement Corporationsingly that, for the coming season, this organization has a schedule of develop experience. that when the world's three largest and finest midways promise...
We have enjoyed a phenomenally successful season... that in attending the International Association's annual convention your plans for 1940 will bring you new outstanding achievements. This year's friendly round-table of Fairmen and Showmen will be the biggest and finest ever on this continent. We wish you a Merry Christmas and a very prosperous New Year!

Powerful Reasons!

For the record smashing success experienced in its first year by the Amusement Corporation of America, thanks go broadspread by this medium to every Fairman and every Showman who scored of Fairmen... thousands of Showmen... millions of patrons each have an annual season ever experienced by North America's triumvirate of leading Midways! Behind the new high records established there are three powerful reasons. They include the co-operation of North America's biggest and most capable Midways; Phenomenal patronage. They include, last but not least, the highest class, cleanest, world... facilities capable of meeting public demand... and satisfying their use of these far-reaching factors that the Midway world... through developments in the Gerety Shows and the Rubin & Cherry Exposition witnessed in 1939, greater 10-year period. Development made possible by collective buying of equipment, by previously curtailing development. How else, except through well organized schemes, can record after record at Fair after Fair throughout the entire season? For instance, $93,335.55 made by Royal American Shows at the Minnesota State Fair... new records by the Rubin & Cherry Exposition at the Iowa State Fair in Des Moines... at the Gerety Shows... by Royal American Shows at the Tennessee State Fair in Jackson... Calgary Exhibition and Stampede and the Provincial Exhibition at Stampede throughout the North American continent are nothing short of TRIUMPH. For this year by the Amusement Corporation of America... it is but a beginning. New records will find even greater earning capacity... even more commanding facilities... more sensational, more spectacular, more thrilling, more satisfying ride devices... America is fortified to accomplish collectively what its midways never could achieve before... that will amaze even friends of many years standing... friends who know, by seeing and better features... THEY DELIVER THE GOODS!

CORPORATION

CHICAGO

GERETY SHOWS - RUBIN & CHERRY EXPOSITION

ATLANTA, GA. WINTER QUARTERS SAN ANTONIO, TEXAS
Showmen's League -- Hospitalization

By BOB HICKEY

Shortly after Europe's plunge into the last deadly World War when the wounded and wounded streamed from the front to base hospitals behind the lines, with physicians and surgeons working feverishly to repair damage done by bullet and shrapnel and the ravage of disease, stories of the wounded and sick flitted into our own United States and Canada and made us hospital and medical conscious.

In this background and shortly after the birth of the Showmen's League of America, its founders, officers and Board of Governors, which included the well-loved and venerable Col. William F. (Buffalo Bill) Cody, found that outdoor showmen were not infrequently receiving inadequate hospital and medical care in times of illness or injury, if they were without financial means of obtaining such care. It was common knowledge that in some of the lean years, when extreme and inclement weather and other misfortune dogged the footsteps of outdoor shows and when their bank rolls were down to the vanishing point, ailing outdoor men were left along the route in county and State institutions and infirmaries. The league decided to correct this unhealthy condition. Now, you may ask, what was the league's answer to this condition?

The answer was: The beautiful, modern American Hospital in Chicago with the

American Hospital in Chicago is the largest institution of its kind in the world. He is known as a writer and surgeon throughout the world, having been decorated and honored for contributions to surgical science by the governments of Italy, France and

Bulgaria. Since 1915 hundreds of league members have been aided by the hospital. Services rendered ranged from treatment of minor cuts and bruises to involved and difficult surgical operations causing them to remain in the hospital from one day to 20 weeks. They all attest that they received excellent care and the best of attention from the hospital staff of medical men and a corps of nurses. Truly, the burden of paying hospital charges in full should fall upon the league where it sends its members for treatment and had the hospital required it to pay the full price for hospital services the load would be staggering in-

AMERICAN HOSPITAL, Chicago, where hundreds of showpeople have been cared for during the last 25 years. Keeping fully abreast of all advancements in modern medicine and surgery, the American Hospital's staff and its head surgeon, Dr. Max Theorek (shown in inset), have done and are doing a work that endears them to showmen.

forms given by the various outdoor shows whose owners, operators, concessionaires and other employees are interested in the good and welfare of the Showmen's League of America and in the outdoor showman.

In looking back, one cannot help think of specific cases by which the writer's attention has been drawn. I personally remember a certain circus trouper who time after time had been requested to join the league. He was advised of all of the league's activities and interests, and he was grateful to the hospital with the league much has been done by bullet and shrapnel and the ravage of disease, stories of the wounded and sick flitted into our own United States and Canada and made us hospital and medical conscious.

OUTDOOR RECREATION. A spacious and comfortable gymnasium where convalescent patients can lounge in comfort.

Most modern equipment, and which continues to keep pace with all advancements in medicine and surgery, have been brought to the ward of modern medicine and surgery. Dr. Max Theorek, the head of the hospital, is a loyal friend of showmen. He is on the surgical staff of the Cook County Hospital in Chicago, the largest institution of its kind in the world. He is known as a writer and surgeon throughout the world, having been decorated and honored for contributions to surgical science by the governments of Italy, France and

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Crystal Ends Well After Poor Start

MARION, S. C., Nov. 25—Despite a poor early-season start, Crystal Exploitation Shows finished the 1939 tour on the right side, topping it with a highly successful three-day stand at Darlington County Fair here, November 7-9. Most of the personnel, including the Bunts family, left for Crystal River, Fla., for winter. Equipment was stored on the fairgrounds in Camden, S. C., for the sixth consecutive year.

Walter Bunts left for New York in a new car and also will visit relatives in Highland, Ill. C. H. Bunts, accompanied by Mrs. Bunts and daughter, Dixie, returned to law. Dee Peel, visited friends and relatives in Ohio and Michigan during the final stint.

Don Harper and Floyd Atkinson, fair officials, returned from the show with the shows. Mitt Morris joined with his concessions and reported his best week of the season.

Spillman Presents a New Aerial Ride for '40 Season

NORTH TONAWANDA, N. Y., Nov. 25—President George H. Crumr, Spillman Engineering Corp., announced that in keeping with the company's policy, it will present a sensational new aerial Joy Ride for the '40 season which will have all the thrill and appeal of the original invention at the New York World's Fair, plus many new features.

Utilizing most advanced aeronautical design, nine tandem-driven streamlined cars and combining positive flight direction with three co-ordinated vertical lift rudders, controlled by a shockproof center-pole steering wheel, the ride is calculated to give a new smooth-lined speed with full floating car suspension. Twin-seat drive is used with overlarge clutch and brake and power is furnished by two identical power-plus-units.

President Crumr believes that for action and thrill the ride is unsurpassed and that, with patrons trying to out-element each other on the ride, it is one of the greatest gaffe in his experience. The eight-car ride has been designed especially for traveling shows, being fully portable and loading ready in only ten minutes. The ride is claimed to be the only fully portable ride designed for traveling shows. Ride is declared to be fully protected by patents, the result of years of engineering and experimental work.

Hennies Show Uses Own Power Plant With Success

ST. LOUIS, Nov. 25—Hennies Bros.' first aerial ride, the biggest in the show's history, has been completed and they have installed their own power plant, using a new type vertical engine, equipped with propeller, supercharger, and light weight, and proved to be quite a hit with the audience. Construction and building of the ride, and building it with the help of the Diesel Power Co., has many features not usually found in portable installations.

Since the light and power demand of the ride is approximately 500 kilowatts, two 300-kilowatt generating units were used, giving a peak load of 540 kilowatts. The units were mounted three feet by a wagon, with each wagon supply the front-third of the show. In reality the total power plant is made up of three individual power plants independent of one another. Each generator is mounted on a common base with a 100-horsepower 2-cycle General Motors diesel engine directly connected. Plus Samp and portable nature of the units, fuel lines are eliminated by the use of the unit injector which actuates pump, meter and injector in operation. A cut-away, and all instruments and outside features include a huffingtooting oil cooler, a water jacket for the radiator, and the temperature and fuel gage readings of the centralized plant completely eliminates any noise.

One of the most outstanding features of this installation is the weight and the weight of the weight. Each of the three units on a wagon is less than 28 inches wide, 6 feet long, and 4 feet high. The weights of the complete unit is 4,600 pounds. The total weight on the wagon is about 15,800 pounds.

Crescent Gets Fla. Fairs

PT. MYERS, Fla., Nov. 25—L. C. McHenry, general manager of Crescent Amusement Co., and his organization has been contracted to furnish the midway at Broward County Fair, Ft. Lauderdale, Fla., for the first time. The company will run the annual St. Lucie County Fair, Fort Pierce, Fla., to be held in winter of 1940.

New Auto Food Dispenser

PHILADELPHIA, Nov. 25—Colter Metal Products Co. of the public the Giralleoball, a complete lunch and a complete food dispenser complete for serving lunch foods and other convenience foods. It is designed to give operators an unlimited field of non-stainless steel equipment and refrigeration. It is particularly pleasing to the eye.

W. G. WADE SHOWS

NOW CONTRACTING FOR 1940

CAN PLACE—Up-to-date Side Show, Motor Drome, Monkey Circus, Hawaiian Show, Girl Review, Fun House, Animal Show, Single Pit Shows and any other show the public is interested in. Can adapt to any size of place. Octopus, Roll-O-Plane, Rides-O, Kiddie Rides, any other new or novel rides.

CONCESSIONS—Will book strictly legitimate Concessions of all kinds. No new Concessions will be considered for 1940.

Our rates are reasonable and we will consider any kind of contract. The show is set up in April and runs to October in 1940. You want in touch with an old and reliable show that has a long tradition of Fairs and Celebrations, write us at once.

W. G. WADE SHOWS

DETROIT, MICHIGAN

WINTRY WINTER

Winter Office
1900 Michigan Avenue
Phone Cherry 9779

SEASON'S GREETINGS

CRESCENT AMUSEMENT CO.
1940—Now Booking—1940

Opening January 15 Handa Co., Strawberry Festival and Fair, Bowling Green, Fla., followed by Greater Miami Fair, Miami, Fla., Indian River Fruit Festival and Fair, Vero Beach, Fla., State Sun Roads, Fort Myers, Fla., Howard County Fair, Fort Lauderdale, Fla., St. Lucie County Fair, Fort Pierce; Melbourne Fair, Melbourne, Fla.; Highland County Fair, Sabrina, Fla., and four more county fairs.

SHOWS with all outfits and transportation now in Florida, Motordrome, Crime, Big Buck, Circle, Punch, Monster, Bob Edwards, Cockey, Turtle, Mobile Mask, Caro Horses, Hanger, Crime Show, Daze, please write.

Rides with own transportation, Rides-O, Tilt, Auto Speedways. Can use complete ride trailer or trailer, which you buy, or we can take care of you.

FULL FARE SHOWS to all cities and cities in between.

WILL BUT Side Show Top, canopy style preferred. FOR SALE: Two 20x30 tops, one 20x20 Top, 8x24 Merriam, Side Show Banners, 3 Girl Show Banners. All address L. C. McHenry, Manager. Sherman Husted, General Agent, winter quarters, Fort Myers, Fla., until Jan. 12, then per route.
The Great Latin American Markets

By Rob and Teresa Ortiz de Seyfer

Rob Ortiz de Seyfer was graduated from the University of Oklahoma in 1929 and served as manager of Lew Dufour's Unborn Show on Detroit's World's Fair Show in 1930. Later he was a medicine show lecturer, newspaper reporter on The Houston Post and The Brownsville Herald, pursuer on passenger vessels in the Caribbean and free-lance writer.

It has taken the second European war with its consequent markets abroad to focus the attention of both the amusement and merchandising industries of the United States on the untapped reserve of rich markets lying 'neath the Southern Ocean. The expense of American territory between the silvery Rio Grande and the topographical divide of Patagonia, who have actually lived in Mexico, Central and South America the latent opportunities that lie in this great Latin American terrain are so obvious that it intrigues the imagination to think that what this continent could be possible with the right kind of development and promotional activity.

Certainly, the economic and political future of the United States and all of its Latin American political and economic relationships are inextricably enmeshed with the Latin American market. Indeed, the time is long overdue to consider Latin America as having a great Industrial complex operating in the larger centers of population of the larger cents:ire of population. There are many of the countries require a charge on the weight of luggage, etc., entering the country, with the usual customs officer and a definite sum of money for entry. Furthermore, the United States must insist on the weight of luggage, etc., entering the country, with the usual customs officer and a definite sum of money for entry. Moreover, the United States must insist on the weight of luggage, etc., entering the country, with the usual customs officer and a definite sum of money for entry. Nevertheless, the United States must insist on the weight of luggage, etc., entering the country, with the usual customs officer and a definite sum of money for entry.

The development and promotional activity of unattended enterprises the advantage for these enterprises to enter the country, with the usual customs officer and a definite sum of money for entry. Nevertheless, the United States must insist on the weight of luggage, etc., entering the country, with the usual customs officer and a definite sum of money for entry. Nevertheless, the United States must insist on the weight of luggage, etc., entering the country, with the usual customs officer and a definite sum of money for entry. Nevertheless, the United States must insist on the weight of luggage, etc., entering the country, with the usual customs officer and a definite sum of money for entry.

The advantage can be a fact that Latin Americans are usually helpful and co-operative. The earning capacity of the Latin American is far below that of the United States, but the admission price and usual profit per capita of American will be less. However, the cost of living, general expense, etc., are less in Latin American countries. The percentage of profit measured against the cost of operation is about the same, the difference being almost negligible order 15 to 19.

This, however, raises a balance in the favor of the United States. Latin American countries offers with a regular circuit, an assurance of weeks of steady work, comparatively large audience, small living expense, opportunity and inspiration for improving and renewing one's pictures in presentation, music and pattern.

While not essential for certain types of shows, the advantage for knowing the Spanish language cannot be stressed too highly in Latin America. Musical acts, dance teams, acrobats, etc., with a universal appeal, without need of bi-lingual ability, are highly popular. Commercial concerns, unless the Spanish, will fall flat, naturally. Carnivals and circuses are in demand. For shows dealing with Latin American language it will be gratifying to know that, despite the cultural gap, there is a definite interest in the cultural gap. A little study of the fundamental stage and constant practice will give one a working knowledge of the language in a few weeks.

Good dance bands would find universal demand in all of the Southern countries.

For the benefit of those who might be interested in ferreting out the facts of opportunity in Latin American markets we mention the principal cities, places of interest and the metropolises that double are unknown, even by name, to many in the United States.

ARGENTINA—Buenos Aires, 2,339,948; Rosario, 400,500; Cordoba, 413,566; Avellaneda, 214,659; La Plata, 196,678; Santa Fe, 433,905; Tucuman, 307,972; Bahia Blanca, 100,000; Paraná, 68,394.

BOLIVIA—La Paz, 150,000.

BRAZIL—Rio de Janeiro, 1,067,873; Sao Paulo, 1,130,000; Recife, 341,645; Belém, 579,505; Porto Alegre, 100,000; female, 195,264; Curitiba, 100,335; Belo Horizonte, 108,549.

CHILE—Santiago, 712,553; Valparaiso, 193,205.

COLOMBIA—Bogota, 264,907; Medellin, 165,000; Cali, 164,300; Barranquilla, 107,000; Catamama, 122,944; Call, 104,322; Manizales, 100,676.

COSTA RICA—San Jose, 57,047.

CUBA—Havana, 504,883; Santiago, 143,440.

ECUADOR—Quito, 110,100; Guayaquil, 131,229.

EL SALVADOR—San Salvador, 128,000.

GUATEMALA—Guatemala City, 124,000.

HONDURAS—Trujillo, 47,073.

MEXICO—Mexico City, 694,160; Guadalajara, 179,595; Monterrey, 132,577; Puebla, 114,793; Merida, 91,015.

NICARAGUA—Managua, 45,000.

PARAGUAY—Asuncion, 1,106,000.

PERU—Lima, 381,438; Callao, 70,141; EL SALVADOR—San Salvador, 98,653; Callao, 70,141; EL SALVADOR—San Salvador, 98,653.

VENEZUELA—Caracas, 141,349.

The above figures do not take into consideration the smaller cities, towns, or the vast country or farm population. There is nothing to compare the frontiers of the earth that with the right kind of method and approach offers more opportunity in the way of a rich undeveloped market than the whole of Latin America, and that goes for the hotels, grocery stores, small and large merchant. The new frontier is there—it lacks only the right kind of opportunity to conquer it.

GENERAL AGENT

For bookings and further information, write to:

ELMER BROWN

250 ARCADE BLDG. ST. LOUIS, MO.

PACIFIC COAST SHOWS

With any booking made through the above address, in addition to the usual commission, $5.00 additional commission will be paid for all bookings made through the above address.

PAOLIE SHOWS

Walters, Parenthood, and similar shows.

For booking information, write to:

S. B. BROWN, 250 ARCADE BLDG., ST. LOUIS, MO.

PACIFIC COAST SHOWS

Walters, Parenthood, and similar shows.

For booking information, write to:

S. B. BROWN, 250 ARCADE BLDG., ST. LOUIS, MO.

WORLD'S FAIR MUSEUM WANTS

For No. 2 Days, ending New Orleans, La., first week in December, Pete Kortes, owner; Ray Crum, United Men, and Nearly Million People. For any state acquire either the full life story of this project or buy any of the over 1000 life stories for your next project. All shows are Under Contracted for any state. Any state who wants to buy the project or have any information please write to:

PETE KORTES & RAY GRAMER, 3rd and Nicollet Ave., Minneapolis, Minn.
ZACCHINI BROS. SHOWS
Emanuel Zacchini, Mgr.
Bob White, Business Mgr.

GREETINGS TO ALL OF OUR FRIENDS

Season's Greetings from
ART LEWIS SHOWS, Inc.

AMERICA'S NEWEST RAILROAD SHOW
Presenting a Roundup of Up-to-the-Minute Attractions... Gift-Edged in Quality and Superbly Lighted With 1940 neon From Front to Back... The Continent's Latest
- 20-CAR ORGANIZATION
Absolutely New From the Ground Up

Now Contracting for Season 1940

WANT TO HEAR from capable showmen with creative ideas and initiative. Also legitimate play; per; Dances, and other entertainments from FAIR SECRETARIES IN THE EASTERN STATES are solicited.

FOR SALE
No. 12 Ell Ferris Wheel. Smith & Smith Chair-planes, 1939 Rollo Funhouse with 65-foot front, Motor Drome with 60-foot front, complete, including 4 Motorcycles. Office on Custom-Built Palace Trailer, with filling cabinets, desks, etc., complete for 1st-class office. Several Attractive Panel Show Fronts. Show Tops in various sizes. Callippe mounted on 1 1/2-ton 1937 Chevrolet Truck. Beautiful Flash. Above equipment in 1st-class condition and can be inspected at our Winter Quarters.

BUILDING No. 5, ARMY BASE, NORFOLK, VA.

WE CORDIALLY INVITE INTERESTED PARTIES TO VISIT OUR QUARTERS AT ANY TIME UNTIL OUR 1940 OPENING IN DOWNTOWN NORFOLK ON APRIL 12

ART LEWIS will attend the Chicago Convention and will be in the Sherman Hotel from Sunday, December 3rd, until December 6th—Suite 1003.

Communications to Art Lewis, General Manager, Hotel Fairfax, Norfolk, Va.

CARNIVAL

With the Ladies

By VIRGINIA KLINE

KANSAS CITY, Mo., Nov. 25.—We left Bismarck, N. D., on November 18, leaving good fall weather and headed for the Middle West and East. Our first stop was at White City Park, Bozeman, Mont., where we arrived in the New York World's Fair and was looking up some innovations for his park. At Fort Collins, Colo., Ralph Egan had two Ferris Wheels, Merry-Go-Round, Stage Ride and a bingoo operating under United Men's Association for Armistice Day and Sunday. He had a tie-up with merchants for free tickets for children and it proved a success. It was the first time we ever saw rides running capacity in November in Colorado. Mr. and Mrs. Egan had just returned from a successful hunt and were serving venison dinner to guests.

At Denver, Elitch Gardens and Lakeside Park were taking advantage of the good fall weather to get started on work for next year. Forgiving that show-folks sleep well Sunday morning we were a few hours too early to visit with Mr. and Mrs. Shrade in Concordia, Kan., but hope to visit with them when they come here for the fall festivities. At Quenemo, Kan., we stopped for a few hours' visit with Raymond and Grace Elder, who live there on their farm. The Elders visited the New York World's Fair. Altogether they enjoyed the fair, Grace admitted she got rather behind on her work.

We found the ranks of showfolks filling rapidly at Reid Hotel here. An informal lobby reception was given us by George and Mattie Howk, Ruth and Toney Martine, Letty and Ellis White, Pearl and Mel Vaughn, Mollie Ross, Margaret and Sammy Amacher, Johnny Castle, Marie Broughton and Bird and Art Brainard. Ruth Ann and Chester Levin welcomed us with a cocktail party for their new opening. As usual, we had to leave my Mexican hairless dog, Chatto, at home as he cannot stand cold weather, but there are many old spaniels, staged a fight with a bulldog in the lobby last week that caused him to leap off his table. Our call-Shorts.
Mr. F. E. GOODING SAYS:

Selkirk Manufacturing Company,
Fairbault, Minnesota.

Gentlemen: The new 7-car 1939 Model Tilt-a-Whirl arrived in Columbus, Ohio, August 18, 1939.

The machine is in excellent condition, and we have every confidence in it. We appreciate the prompt service and the time you have given to our order. It is a pleasure to know that we have found a riding device that you can be proud of.

Sincerely yours,

F. E. Gooding, Manager

Selkirk Manufacturing Company
Fairbault, Minnesota.

$5,080.05 Gross Income First 34 Days on Mr. Gooding's New Tilt-a-Whir.

Visit the Tilt-a-Whirl Exhibit Booth No. 4 at Hotel New Yorker, Dec. 4-9, or See Our Representative at Hotel Sherman, Chicago, Dec. 5-6.

Selling Mfg. Co., Inc.
Fairbault, Minnesota.

ATWELL LUNCHEON CLUB
Wishing All Our Friends with the Circuses, Carnivals and Other Outdoor Amusements, Including the Circus Fans,
A Merry and Bountiful Christmas and A Happy and Prosperous New Year.
LONG SEASON. WE NEVER CLOSE—RAIN OR SHINE.
Daily 'Cept Sunday 1 P.M., Hotel Sherman Coffee Shop, Chicago.

THE RIDE THAT NEVER GROWS OLD
WE ARE BUILDING AND TAKING ORDERS FOR THE NEW IMPROVED PORTABLE SHOOTER RIDES. FULLY EQUIPPED WITH THE NEW IMPROVED PORTABLE SHOOTER CARS. Will load on Three 20-Ft. Trucks. Write for Prices.

FOR SALE
R. E. HANEY, 2608 EAST 73RD STREET, KANSAS CITY, MO.

ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS
American Carnivals Association, Inc.

ROCHESTER, N. Y., Nov. 29.—As this column will be the last to appear before the sixth annual meeting of the Association in Chicago, we extend a cordial invitation to all owners, managers, executives and others affiliated with or interested in the carnival industry and our association to attend sessions of the annual meeting, commencing on Monday, December 4, at 11 a.m., Chicago time, in Room 118, Hotel Sherman, Chicago, and continuing nightly at same time and place until business has been completed. Elsewhere in The Billboard appears the complete program.

Meetings will be featured by a review of association activities for the past year, and a discussion of a legislative program of other activities for 1940 and full display of all of the new road and motorized transportation, wage and union matters entertained. As in past years, association sessions will be in conjunction with annual meetings of the Showmen's League of America and International Association of Fairs and Expositions.

From mail being received at ACA offices, it appears that many members will be in attendance and indications are that there is general enthusiasm for the activities of the association. We plan to arrive in Chicago on Saturday, December 3, and to be available therefor but would appreciate it if members desiring to discuss specific matters would contact us as early after our arrival as possible.

St. Louis

ST. LOUIS, Nov. 29.—Mr. and Mrs. Dee Lang, Dee Lang's Famous Shows, arrived Wednesday to spend Thanksgiving Day in the city with relatives. They plan to remain 10 days before going to Chicago meetings. John and Mrs. Ruby Cobb, of the same shows, also arrived this week and will remain for the winter. Oscar Bloom (Pansy) and general agent respectively of the Gold Medal shows, visited the Billboard office Tuesday while on route from North Little Rock, Ark., to St. Louis, quartered, to points north and the Chicago meetings. Mr. and Mrs. W. J. Neumann, Greater Exposition Show, left Wednesday for Decatur, Ill., there to spend Thanksgiving with relatives. Mr. and Mrs. Charles T. Goss and Mr. and Mrs. Robert Reed, show builders who closed with John R. Ward Shows, arrived this week and will remain with his family. In St. Louis, E. L. Sturrock, agent Royal Midway Shows, left Friday for Chicago.

Walter Hale, publicity director, and Denny Howard, assistant manager Hen-}

Tampa

Tampa, Fla., Nov. 29.—P. T. Strieder, manager American Barnstormers, has been about December 1 for the Chicago meetings, as will Pat Purcell, Jimmie Lynch, Jerry Davis, representaive Pleasure Poster, after good season, visited here here in route to Washington, Fla., for the winter, Ralph Hankinson, of Hankinson's Speedways, is renewing friendships at Florida Fair office and plans to attend the Chicago meetings.

Philadelphia

PHILADELPHIA, Nov. 25.—Museum business here has an excellent season. The South Street Museum, this week, presents Panny Young Revue, E. G. Smith, comedian, and Boy Fireworks, and Mme. Camille, menagerie and human pyramid. Dancing girls are in the annex. Eighth Street Museum shows M. & W. H. Morgan, ventriloquist, Simms, juggler, Ed Callahan, human illusion, Posse Plastic; Mysteries and handless woman Illusions in the main hall. In the annex are dancing girls.

Charles T. Goss Sees Good Business Outlook for 1940

ST. LOUIS, Nov. 25.—Charles T. Goss, known as the "match king" and one of the leading salesmen of the country's largest traveling and circus equipment, stopped at The Billboard office Saturday after arriving by rail and motor coach, on an extended trip thru the South. Goss made a hurried week's trip prior to attending the Chicago meetings. He was enthusiastic over the 1940 business outlook and stated that from the number of inquiries his company is receiving 1940 should be a banner year.

In going thru his notes, his notes showed his recent sales included purchases of trucks and touring cars by the following outdoor showfolk: John Chieliski, Johnny J. Jones Exposition; Dee Lang, Dee Lang's Famous Shows; Carl Byers, Byers Bros. Shows; J. L. (Lee) Cuddy, Jones Exposition; Robert Tanks, William Bartlett Concession Co.; B. N. (Benny) Shannon, ride operator; Joe and Margaret Reed, poster, Midway Bros.; Nathan Carl, Greater Exposition; Bob Kelly, M. & W. Wilson (Bill) Mayo, cookhouse operators; Frank Kinkel, free act, and Allen Parley, advertising agent and sound truck operator.

MERRY XMAS TO ALL OUR FRIENDS

Great Lakes Exposition Shows

Can place Octopus, Rolla-Plane, Chaliplane and one more Kiddie Ride with or without transportation. Also high-class Free Attractions. Charlie Fisher, answer. Will furnish complete 10-in-1 for reliable operator. Also have several tops available for worth-while attractions. Concessions of all kinds. We positively will not carry any SACKET, Will sell Ex on Photos, only one of a kind. Also Ex on Custard. Book Cookhouse. Must be clean and know how to cater to showfolk. Guaranteed privileges in the American Carnivals Association. The skilled craftsmen at Kosy Coach take unusual pride in even the smallest details of construction. Send today for new Catalog showing all models.

KOZY COACH CO.

1802 REED AVE., KALAMAZOO, MICH.

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

ACTS, SONGS AND PARODIES
EARN MONEY IN ANY CROWD—CALL JAKE AND RAY for details. Professional Comic Mind Reading, Stuffing Mail Bags, etc. pedal pushers, suits, coats. Barnum & Bailey. Los Angeles.

TELL TRUES. WRITE FOR DETAILS.

NECKWEAR. THE USER. G30 Beaker) Bids.. Kindly Oh. Me

FOR EXCEPTIONAL PROPS. OR OPPORTUNITIES

SET LIVING FROM $200 to $2000 a day.

FOR YOUR MONEY TAKING ORDERS, THIS is the money maker.

FOR SELLING MUGS, PLATES, NOVELTIES, TINS.

FOR MONEY APPLYING INITIALS ON AUTO-

FLY.

RUMMIES—AGENTS—NOVELTY STARKS. NEWS STANDS, AUTOMOBILES.

AGENTS—NOVELTY STORES, NEWS STANDS, LUXURY CIGARETTES, BUDS, NOVELTIES, etc. Sample and Catalog, 10c.

AGENT-SPECIALTY NATIONAL TREASURY CO.. Box 301, Cincinnati, O.

AGENTS—SPEAK TO TINS, HAND MADE DICE RINGS ANYWHERE.

OSCAR CASTRO, 3017 Stewart St., Portland, Ora.

AGENT WANTED—"MAGIC BOX." FAST PAY—NO marvels. SPECEHWY SPECIALTY CO., Box 184, New York City.

AMAZING ZIPPER CLOTHING—ZIP GARMENTS, and constantly. Easy, quick, payable commission. 10c to $1.00. Send stamp for details.

ATTRACTIVE BEAUTY AND TAILLOR WINDOW SIGNS, size 14x17, 25c. Also signs 2x3 and 5x7.

eden, Montana, 5c.

ATTRACTIONS WANTED—SHORT OR LONG DISTANCE. Send 50c for special rate to A. E. LAMBERT, 1125 North Alton Ave., Los Angeles.

BIG SPARROW PRODUCTIONS. TIN COMMANDMENTS. Celebrities, Bands, etc. No machinery needed. Why not send stamp for full details?

BIG MONEY APPLYING INITIALS ON AUTO-

CIRCUS CTS. SELL TO EVERY KIND OF

CARTOON BOOKS—SELL PICTURES. NEWSDAY.

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FREE FORMULA-MAKE YOUR OWN HAND LOTIONS. Facial and Body Massage Creams with Renowned. Address REMO CO., Box 227, Bridgeport, Conn.

MAKE DUNCANS DELICIOUS HAMBERGER Spread -it's faster, safer, more tempting. Dana's Canning Co., 309 N. Michigan Ave., Chicago.

PITCHEN'S 900 PAGE MONEY-MAKING FORMULA for recipes for easily making fast sellers and higher prices. $1.00 postpaid or C.O.D. 13883.

ADAIR-BOOMS BRIDGE No. 6, S. F., California.

THAKLY FORMULAS FOR PERFECT PRODUCE. Results guaranteed. Address, V. THAKLY, Washington, D.C.

FOR SALE - SECOND-HAND GOODS

ALL TYPES REBUILT POPCORN MACHINES-1 CARRIERS. Heavy aluminum case and equipment. 100.00.


CARAMELOK OUTFITS-COCONUT Kernels out. Caramel kok. Popcorn kettles. 18.00.

Caramel outfits. Thanks, Stoves, Roping Machines. Formulas

FOR SALE - 1937 CHEVROLET BUS, LOW mileages, fine condition. Roger A. C. Co.

CAMERON'S AND CINNAR

POPCORN, POTATO CHIP, CRISPETTE, Caramel popcorn, and Chester. Cooked popcorn machines.

LONG EAKINS CO., 1798 High St., Springfield, Ohio.

FOR SALE - THE SPINNER - LATEST NEWSTY POPCORN机型.

Penny Pickle Pitch, Details for Stamps.

FOR SALE - SEE SECOND-HAND SHOW PROPERTY

NEILL'S SHORTWAVE, 4th & 3rd type. Call, 400 W. Monroe, Chicago.

NEILL'S SHORTWAVE, 4th & 3rd type. Call, 400 W. Monroe, Chicago.

HELP WANTED

AGENT FOR BIG NOVELTY MUSICAL ACT. Schools and theaters, know Louisiana and Cincinnati.

SMITH & KORN MFG. CO., 172 S. 3rd St., St. Louis, Mo.

CATERPILLAR, AVIATION, TURBO BUZZ, Motorized Buz, Wholesale and retail prices for display. Reasonable prices offered.

A. E. A. M., 216 West 39th St., New York.

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COMPLETE THEATRICAL LINE-RENT OR SALE

COSTUMES - Costumes, Trimmings, Monographs, Costumes, etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., 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Prisoners' Kiddies—An Appeal

To The Billboard:

The United Kingdom has been marked for years by the fact that its people had high living standards, mainly because of the great profits from the overseas trade that it conducted. The new world order has had a severe effect on the British economy. The United Kingdom has been forced to cut back on its trade with other countries.

In the past, the British economy was based on the export of goods to other countries. However, the new world order has led to a decrease in exports, which has had a negative effect on the British economy. The British government has been forced to cut back on its spending and reduce its workforce.

The new world order has also had a negative effect on the British people. Many families have lost their jobs and have had to move to other countries to find work. The British government has been forced to cut back on its social services, which has had a negative effect on the British people.

We, the British people, urge the British government to take action to help the British people. We believe that the British government should take steps to increase exports and stimulate the British economy. We also believe that the British government should provide more social services and help the British people who have lost their jobs.

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Sincerely,

[Your Name]
H-M Shrine Gate Exceeds 60,000, New Philly Top

PHILADELPHIA, Nov. 25.--Harkness Shrine Circus closed the most successful engagement it has ever played in Philadelphia, the preliminary gate being more than 60,000 attended, last five shows being Cancelled due to turn-away crowds. Saturday three shows had to be given. It was the largest attended in 15,000 years, of children, guests of a department store, Mathews, and the audience capacity and the night performance a sell-out. Show was staged in arrangements for benefit of crippled children and three rings and steel arena were used.

Among 25 displays on the bill were Clyde Beatty, Christy's girl, George Harrold's Poodles, Cushing's Doberman Pinschers, the Original Amusement Co., has concessions. Staff included Bob Morton, director; George Kremelburg, M. H. Robinson, representative; Cashier, Herman Stone; Trainmen, Raymond, Harold and Fernal Beebees. Clown artist was by Horseflesh Company, Shorty Flemm, Jimmy Deidman, Floren Trono and Emmett Kelly. Betty and June Melo, senior skate with Walter Powell, Howie of Morgan. 'Member 14-17, report, Robert Wheatford allow under direction the employees of Firestone Tire and Rubber Co.

IIHOF

IIHOF

Among featured acts were Miss Krimer, acrobat, Waltenbury, high wire, Woodford's Darahunda, Ernie Wiswell and his Funny and Perch act. Bob Morton, director, was injured on Friday night, when a steering wheel of the car, he was given on easy of a piece by burning wood. During the afternoon performances visited the children's hospital. Last half of the show, featuring circus acts opened on November 9th, Mrs. Curt Saltonstall attended on opening night. Mrs. Curt was showed at an elephant appeared on front pages of newspapers the following day. Bob Morton is doing a good job as equine director. Assistant, George Folsom, handling details for George A. Hamml. Ford Well, former circus director, circus circus pres, representative, is doing publicity.

ATTENDANCE records were set at the annual food exhibition of Komen's Koffee Gardens, during the week of November 14-16. Acts included Eddie Stewart, of the Jolly Four, Patsy Tate and Helen Company.

FOUR KREBUSS, acrobats and Comedy Accordions, who played Charlotte (N.C.) Food Shows on November 8-9, rep. large carry, had one, bill, including SI and Mary, Livine and May, and Winifred and Edward Harned, who played Carters and George's Golden Horse.

GOOD CROWDS attended a home and food show under direction of Robert E. Smith, professional director of the Tille Show, in Springfield, Ill., on November 14-15, reports Robert Wheatford.

ACTS playing Roosevelt Democratic Club, Springfield, Ill., November 17 were Whittier Troups, Subjects of the ticket: Morgan, clowns: Betty and Jean, roller skate. Elsie, aero circus. Captain JAY CODY reports he played Henderson (N.C.) Shrine Indoor Carolina November 15-17, doing blindfolded driving the over of Mrs. R. L. Anderson appeared recently under auspices of a number of charitable and civic organizations.

WORKING Western territory since December 1938 and Los Angeles and California, high wire, report a successful season banquet books for Deming (N. M.), Thanksgiving Day and Los Cruces (N. M.) Fall Fiestas.

TWO-DAY circus will be staged in Queen City, Armory by Seventh Ward Civic Club, with profits going on the building and development of public park property, reports Mr. H. Andrews.

Hub Circus Opens After Gate Is Off At Legion Thriller

BOSTON, Nov. 25.--First half of the 10-day show and circus under direction of the American Legion Convention Corp., and staged by the payer industry, will be opened at Boston Garden on November 15-20, featured Lucky Luther and His Bell Drivers in five circuses acts, but patronage was off. Ticket selling campaign was not, picking up slightly during the week.

On the program with Teter and associates were Les Klimin, acrobatic, Waltenbury, high wire, Woodford's Darahunda, Ernie Wiswell and his Latest act. Bob Morton is doing a good job as equine director. Assistant, George Folsom, handling details for George A. Hamml. Ford Well, former circus director, circus circus pres, representative, is doing publicity.

N. C. Show Draws 80,000; Bill of Vaude Acts Appear

CHARLOTTE, N. C., Nov. 25.--The 14th annual Charlotte Food Show and Exposition closed on November 18 with attendance of about 80,000 for the 10-day showing. There were 428 of exhibits by Home Service and Service System companies, in addition to 67 separate shows. Attendance on the final night, when an automobile and other merchant was cancelled attended 10,000.

Amazed during the show were Baron Richard Nowak, manager; Miss Nadya Brown, chief of Home service, and Francis Clark, vaudeville acts. George Hada, manager of the Charlotte Garden Auditorium, daily float parades are being held, with a special event of the Chamber of Commerce and announcement was made with a special note. The Savannah, Nov. 16, for the winter, when he is used to the Taters.

Dan MacGugor burrowed Margaret Hutton, called Deputy Chief and was up for the show. Pat Dumon's terrier, Tootie, greets all new comers, but is the home guard among the dogs. The dog left on November 15 for New York to attend the opening of the American Legion Banquet and Ball, but my duties as the New York citizen will prevent me from being there here until the first week in December.

H. P. Large Shows' Trek Is Below Par

BUFFALO, Nov. 25.--H. P. Large Shows, which closed the season in Philippi, Miss., November 11, and are now in Springfield, Ohio, have registered below par business on the year. Every Earl Ellis said here last week. Shows were handicapped the greater part of the tour by heavy rains and floods in the territory played.

15 Years Ago

(From The Billboard Dated November 29, 1924)

T. A. Wolfe Shows closed a 36-week tour of United States North to Camp Gordon there. E. C. May and French L. Dempsey were in Detroit arranging to launch an amusement company in 1925 under title of May & Dempsey Shows. Both were prominent for their concerns, Chicago, Illinois, Columbia, California, United States Company, Los Angeles, California, with which were associated J. O. McDowall, of Fairyland Shows, who had been assisting with Central States Shows playing in Florida, Mr. and Mrs. Wal- man, and Mrs. Clyde Britcher and Mr. and Mrs. Frank Wright returned to Rome, Ga., Ill., for winter.

After closing with George T. Scott Shows, Price began a tour of still dates with concessions, Mr. and Mrs. P. C. Cobbs, ride operator, closed with Dykman & Joyce Shows and then went to the Atlantic with Closed with Curley Spiderly and Athletic Show. D. D. Mays Shows, Frank Rolando went to Chicago, where he became connected with a Broadway company, Mrs. T. A. Wolfe, Frank S. Smarth ended the season at (O.) Fall Festival and was selling specialties on Huntington, W. Va., W. A. Yount and T. A. Wolfe finished the season at Fall Festival. Mr. and Mrs. T. A. Wolfe wound up the season with Rubin & Cherry Expion and Montgomery, Ala., and beard gross receipts for the season. Mrs. T. A. Wolfe then began a 16-week engagement with John fingers. Best Bets.

CLARKSDALE, Miss., Nov. 25.--P. E. Clark, president of the exhibit company, has announced that Mrs. T. A. Wolfe, Mrs. Roy Z. Ludington, etc., will be appearing in the winter tour. 7. A. Wolfe shows, Prove the authentic of sportsman's Show. Any attraction that fits this bill type. Must be A-1 and the McCoy. No lauries or washed up hands need apply.

Shooting Mambetts, Pete Adams, Chief White Horse, Ellison and Foster, write immediately.

TOLEDO SPORTS & HOME SHOW 1935 Edison Road, TOLEDO, OHIO

JANUARY 20-28 INCLUSIVE
Almost every conceivable type of item has been offered on a card or board. It is elasticity in choice of merchandise which has enabled operators to carry on during long spells when new items were not coming in by rail or through the shops. However, it is when operators begin to work on their own initiative that they find the most amount of trouble in finding something appropriate to use on the board. Not until they select items from the novelty flash group, to which many club members belong, or from the field of religious items, are they sure they are getting effect whatever on supply of toy goods available here for Christmas. This point was brought out by a report and preview of Christmas toys held under auspices of the toy makers, when it was pointed out that at the beginning of 1914, when approximately half the total supply was shut off by war blockades.

Manufacturing

Despite the hard times, there seems to be no averse of manufacturing activities. Wives of the firms have it, if they are reported, decided to operate conservatively and purchase only what they have reasonable assurance of selling. Few manufacturers seem to have intentions of building up inventories on the premise that they should have additional quantities against the appearance of Christmas. Some factories are said to have already started up new lines. With orders now on hand and those received within the next few days will be handled, manufacturers are not planning any rush hour tactics to accommodate late buyers. To produce extra goods on a rush basis would entail in many cases overtime, which under the mandate of the wage and hour law would cut into profits. This attitude reflects a determination to make a profit even though orders are small.

By BEN SMITH

Christmas Clubs To Unleash Cash

NEW YORK, Nov. 25—A total of $350,000,000 will be distributed to more than 600,000 club members by the clubs of the Metropolitan area during the next two weeks. Approximately 4,000 banking and financial institutions, including the large metropolitan banks, have been appointed by the clubs as receiving agents for the dollars. The total amount will be distributed to members in approximately 5,000,000 shares of various issues, including stocks of national and local companies, bonds of national and local governments, and savings bank certificates.

Advisory Early Orders

This, of course, means that the boys who as yet haven't filed orders are better off not getting in. It is also a hint to those who want merchandise to order to act quickly if they realize that they had better decide to take a gamble and order now before goods are not filled promptly, then workers who are understaffed, manufacturers cannot make up their minds to accept orders.

For the past 10 years less than 5 per cent of toys sold in this country have been inspected. Today American manufacturers are ready to fill Santa's bag with a variety of different types of toys, all carefully tested for quality, safety, and educational value. In the past, the European manufacturers have sold chiefly in foreign markets and have not experimented with the American market. Today, however, they have started to market their products in the United States.

Toy Sales Up as Factories Refuse To Fill Late Orders

Year's total expected to hit $230,000,000, with two-thirds of business to be done during holidays—only early orders receive guarantee of being filled.

NEW YORK, Nov. 25—Toy sales this year will total about $230,000,000, approximately two-thirds of which will be accounted for by Christmas sales, manufacturers said in a report. According to the Toy Manufacturers of the U.S., this represents an increase of between 75 and 80 per cent. They are averaging effect whatever on supply of toy goods available here for Christmas. This point was brought out by a report and preview of Christmas toys held under auspices of the toy makers, when it was pointed out that at the beginning of 1914, when approximately half the total supply was shut off by war blockades.

Bingo, Boards Pushing Winter Sports Numbers

NEW YORK, Nov. 25—Winter sports merchandise, which made its debut on salesboards in 1937, is now receiving bids from bingo operators. With cold weather well under way in New York, Ship, operators are taking advantage of the falling mercury and stocking numbers that will appeal to those in the area. This policy is also being followed by counselors in mountain resort regions, where hotels are offering discount rates to those who enjoy ice skating, skiing, and tobogganing.

While unseasonable weather in some sections has delayed introduction of winter merchandise, bingo operators are going strong for winter sports items. The operators are offering large winter merchandise that is in lower price brackets, along with the usual wares using large cards and quality merchandise to attract patrons, thus increasing volume of sales during the holidays.

In all the boys are optimistic over the Christmas season, but it is well known that the weather man hasn't exactly smiled on them in every territory.
While some of the Christmas items may appear to be new creations, brought out this year for the first time, many of them will be making repeat appearances on the market.

This has been an outstanding merchandising year for the workers, for the bumper harvests and general prosperity, coupled with items from the world's fairs, have made money. Already they are turning their eyes to 1940 to foresee what will be going good that year. Predictions can be made on the basis of certain qualities seen in items this year which may be developed to put them across in fine style next year. To say definitely that a certain item will be tops next year brings up old saying, "Your guess is as good as mine."

One thing is certain, merchandising to lead the parade next year will have to be like that which led this year and in other years—it must be worth while and have an immediate appeal. The merchandising of other years, when similar events were scheduled such as political campaigns, can be used to the idea of predicting what will go good. Every topnotch item has possibilities of repeating its popularity and there are always good items during a year which may crop up as best sellers and are to be introduced. Some of these will have been changed even slightly and impress the public with a new look, handling these items doesn't care so much what the public thinks about the item in this respect—it's the demand he watches.

This year children will get Alamo Coo Coo Jug dolls and no thought will be given to the oldness of this mechanical toy. It pleases and it sells because it's the thing to have. A glance back at issues of The Billboard reveals that the Alamo Coo Coo Jug was one of the top items for the Christmas trade in 1912. While the Alamo Coo Coo Jug has given way to several other figures that dance or do other acts to extert more influence on the public, the manufacturers go back to the colored figures when others fail to command sales. Following the Armicite amusement machines substitue the Coo Coo Jug with Uncle Sam and others put American flags in the juggler's hand to supply the patriotic touch. These little improvements do much toward promoting sales. Shrewd merchandising buyers watch these little changes because they mean big sales for them.

Back in 1906 there was a definitely trend toward jewelry and diamonds, moderately priced, were tops for the Christmas trade. The pitchman was reaping a profit with sea shells and shell novelties. There was no definite tie-in with the yuletide season on these low-priced goods, as they were earning money and a gift, for those who were not in the vicinity of a machine shop could make them. When Moyer's gave a monkey mitt in the glove category of Christmas merchandise, the outstanding pitch item was a make of scissoring knives. Buyers of this item could use it as a pen knife, cigar-box opener, letter opener, a measure, cartridge extractor, ink eraser, and last but not least scissors. When it came to getting more for your money there was probably nothing on the market which surpassed it in value of many purposes. Thirty-three years ago folding Christmas bells were, as they are today in demand for household decorations.

Two years later there appeared on the market a "fold up" watch which suggested the public's eye. It was known as the Dancing and Performing Bears. The benefit of this was that the heads and glass eyes and came with- or without bells. These bears were tied together and one end of each had a person attached to a chair or table and with the manipulation of the other the animal's "dancing" and do other antics. In later years there was a variety of these "Falling Stars" which was supposed to formers as "Shinny Dancers," clowns and prize fighters.

WIND-UP TOYS
ALL NEW AND ALL FAST SELLERS

The list here is best sellers for Pitchmen, Wiremen, Watchmen, Window Men, and Girls. All new and very popular.

<table>
<thead>
<tr>
<th>Stock No.</th>
<th>Description</th>
<th>Price</th>
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<tbody>
<tr>
<td>1204</td>
<td>Dancing Owls (1 in.)</td>
<td>$0.50</td>
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<tr>
<td>1205</td>
<td>Dancing Bears (1 in.)</td>
<td>$0.75</td>
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<tr>
<td>1206</td>
<td>Dancing Bears (2 in.)</td>
<td>$1.00</td>
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<tr>
<td>1207</td>
<td>Dancing Bears (3 in.)</td>
<td>$1.25</td>
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LEVIN BROS.,

THANKS
SHOWMEN—FAIR MEN CONCESSIONAIRES NOVELTY MEN—PARK MEN

For your Patronage during the Past Season FOR 1940 WE PROMISE EVEN BETTER SERVICE AND THE LATEST IN TOP MERCHANDISE.

B. & N. SALES
HOUSTON, TEx. DALLAS, TEx. KANSAS CITY, MO.

THE SMASH LINE FOR '39 XMAS CARDS

Vis atractive cards in clothpacker package, $5.00 per hundred package; sample 100—Deluxe $1.00 per sample 50c—Three strikingly different $1.00 at a glance.

MONEY REFUNDED IF NOT SATISFIED
BEATON CARD STUDIOS, 729 Boylston St., Boston, Mass.

NEW LOWEST PRICES REACHED

TUCKER-LOWENTHAL REBUILD WATCHES

ELGIN, WALTHAM AND ILLINOIS

Special: 18 Size... $1.95
16 Size... $1.50
12 Size... $1.00
6 Size... $0.75

A PERFECT WATCH At a Reliable Guarantee.

SEND FOR CATALOG TUCKER-LOWENTHAL CO. 5 So. Wabash Ave., Chicago, Ill.

REPEAT ORDERS ASSURED BY OUR FREE FUR COATS

H.M.A. FOR CO. N.Y.C. ROCHESTER, N.Y.

SPECIAL: No. 150—HIGH GRADE 15 J. Ball Movement. New Movement. Fitted with 300-320 Watch Movement. Modelled from a $300 Watch. $5.95

SEND FOR CATALOGUE CONTAINING COMPLETE LIST OF WATCHES AT LOWEST PRICES

G. FRAK POLKAI.

JEWELER'S LADIES' BRACELET WATCH

50 Sparking Faux-Diamonds

FRANK POLLACK
72 Beekman NEW YORK CITY.

Genuine FUR CHUBBYS and FUR COATS

Best-known New York Furs, made by world-renowned furriers in black, chocolate, or brown or otter pelts in one, two, or three thickness. $25.00. bills. Large stock. 100% fur for the stylish lady. FREE FUR COAT AT 50c. 

GENERAL FUR MFG. CO. 2466 BROAD ST., NEW YORK, N.Y.
into any season was noted on the market.

Burl leather goods came on the market in 1916 and cigar cases of this material were supplied to the boys. For the straight Christmas trade the boys offered the electric canary, Japanese vases, scarlet pint which were blackened and in silver finish; knife-watch chain clamps, English novelty glassware, new round cushions and Indian nooseball. For the gentleman folding cans were at the top.

The war ended in 1918 early enough to give the boys several breaks on merchandise. Rejoicing that the World War had ended, people were in a spending mood. Not only this but new items were turned out rapidly to get on the market in time for the Christmas buying. But until November 11 things looked none too good for the merchandise boys. Things were so gloomy that on the front of The Billboard dated October 5 this editorial appeared:

"Nix—Christmas Issue—Nix"

"The Billboard will not bring out a Christmas Number this year. After long and careful consideration we have decided that it would be to do so we could not square ourselves with ourselves—

"There is no paper enough to go around. The shortage is acute—very serious. The War Industries Board is hard put to it—very—very to apportion it.

"Big, heavy, and expensive holiday editions of periodical publications under the circumstances cannot be justified or excused.

"They are wrong—dead wrong.

"And believing so we pass ours up and announce it now, so that we can urge all of our clients who continued using a page or a half page ad in it to buy a Liberty Bond instead.

"Mr. McAdoo has made the loan only $65,000,000,000 instead of $80,000,000,000, but even at that in order to put it over everyone will have to twice as much of it as he did or did the third loan.

"Everyone can, moreover, because everyone can hit upon something that they can give up—something, too, which, while they may have regarded it as a necessity heretofore, they find in the light of actual experience is really a luxury or perhaps at best only a small comfort.

"The Billboard, its staff and every one of the employees are going to the world for three times what we took last time. We don't see how in the hell we are going to pay for them, but then we could not

see our way any clearer on the last lot and we went away with it all right.

"One never knows what one can do until one tries."

"Tyr—that's the stuff.

"Tackle It. You'll win if you undertake to do it. Somewhere you'll manage to hit on something that follows! It alone is worth several times the value of the bonds."

Things turned out very well with the December business. The merchandise items with the patriotic slant that were hot at that time included insignia serv-

LARGEST AND BEST ASSORTMENT OF MECHANICAL TOYS

Plush Covered. Each in a Large Box. Popular Sellers.

<table>
<thead>
<tr>
<th>No.</th>
<th>Description</th>
<th>Gross</th>
<th>Doz.</th>
<th>Qt.</th>
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<tr>
<td>B40115-1</td>
<td>Boy with Dog (Small)</td>
<td>$7.90</td>
<td>Doz. 750</td>
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<tr>
<td>B40115-2</td>
<td>Boy with Dog (Large)</td>
<td>$7.90</td>
<td>Doz. 500</td>
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Celluloid Figures on Metal Stand. Made in Two Sizes.

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<tr>
<td>B40115-3</td>
<td>Dancing Couple (Small)</td>
<td>$7.90</td>
<td>Doz. 750</td>
<td></td>
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<tr>
<td>B40115-4</td>
<td>Dancing Couple (Large)</td>
<td>$7.90</td>
<td>Doz. 500</td>
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Real Lifelike in Appearance and Performance. In Big Demand.

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<td>Dancing Girl (Small)</td>
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<tr>
<td>B40115-6</td>
<td>Dancing Girl (Large)</td>
<td>$7.90</td>
<td>Doz. 500</td>
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Mechanical Bears. Very Amusing When in Action.

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<tr>
<td>B40115-7</td>
<td>Dancing Bear</td>
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<td>Doz. 750</td>
<td></td>
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<tr>
<td>B40115-8</td>
<td>Dancing Bear</td>
<td>$7.90</td>
<td>Doz. 500</td>
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Cloth Covered, Metal Figure. When in Action Performs Continous Somersaults.

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<tr>
<td>B40115-9</td>
<td>Twirling Ring</td>
<td>$7.90</td>
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<tr>
<td>B40115-10</td>
<td>Twirling Ring</td>
<td>$7.90</td>
<td>Doz. 500</td>
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Giant Size. 5 Inches Long. The Best Demonstrating Toy on the Market.

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<th>Qt.</th>
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<td>B40115-11</td>
<td>Walking O. U.</td>
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Wood Walking Toys

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<tr>
<td>B40115-12</td>
<td>Walking O. U.</td>
<td>$7.90</td>
<td>Doz. 500</td>
<td></td>
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...
The Only Time at this SENSATIONAL LOW PRICE! MARINE WHEEL ELECTRIC CLOCK YOUR COST $1.50 EACH

NEVER BEFORE—NEVER AGAIN—will this amazing premium value be duplicated! Fully guaranteed, smartly styled with rich, gleaming natural wood case and metal wheel handles in Bronze-Gold finish, the MARINE WHEEL CLOCK is an unparalleled powerhouse for making SELLING IN your store. While present stock lasts, orders will be filled as received. SO ACT PROMPTLY!

Get on your mailing list for other merchandise you can use at our submarine prices!

NATION-WIDE MERCHANDISE CO.
DEPT. 825
64 W. RANDOLPH ST., CHICAGO, ILLINOIS

The Last "Word" in Your Letter to Advertisers. "Billboard"

KIPP BRO'S. CO., Importers, Exporters and Wholesalers in Indianapolis since 1860, have entered the Mail Order Field under supervision of Leon Levin, formerly of Torre Haute. KIPP have added such lines as Chimneys, Glassware, Silverware, Watches, Diamonds, Jewelry, Electric Appliances, Radios and Luggage in their lines of Toys, Stationery, Sundries, Novelties, etc., etc.

KIPP'S First Catalog will be ready just in time for Xmas Buying, December 1st.

LOOK AT THESE INTRODUCTORY SPECIALS

Men's Assorted Color Socks—Regular 60¢ per dozen. 1 Doz. in Bundle.
BB101—DOZ. 69¢

Children's Assorted Color Socks—Regular 6¢ each. Per Doz. $1.05
BB102—DOZ. 22¢

Ladies' 11 x 1½ Handkerchiefs—Same as above.
BB103—DOZ. 18¢

Wrist Watch, Plain—Discount $1.00, 10 Doz. to bundle. Per Doz. $1.70
BB107—DOZ. 2.40

GROSS $27.00

Prices quoted F. O. B. Indianapolis, 25¢ deposit with order. All orders over $10.00 despatched.

KIPP BRO'S. CO.
117-119 S. MERIDIAN ST., INDIANAPOLIS, IND.

Chocolates "EVERY OUNCE PURE" in assorted flavors, 100¢ to 90¢ per pound. SPECIAL PRICE FOR DECEMBER ONLY $1.00 per pound in case lots of 51¢. Dozen. Assorted brands only. Not more than 8 or less than 2dozen per order. No returns. Please allow 1 to 2 weeks for delivery. Wm. C. Johnson Candy Co. (Since 1912), P. O. Box 111, Vincennes, Indiana.

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"
HOLiDAY BEST SELLERS!

TRICKY DOGS
BATTING HELMETS, Elephant & Donkey
2 Knockout Hits—Amazingly Low Prices

"Natural" for a Holiday Shot-out! Licensed genuine elephant and donkey sculpture, seated in action. Twirl, move towards or away from each other in comic fashion. Loads of fun. Each $2 $3.99, 2 colors. Also high-grade PLASTIC DOGS.

Trial Dozen, Assorted, $1.25 Postpaid

MYSTIC GLASSES
Entirely New and Different!

Sensational! They’re hot when they’re cool. Cold drink in glass makes girl shrivel those clothes before your eyes. When cooled off, they again cool down to their normal temperature. Bushy or long: the hand and waves are made of heavy acid-etched glass. Sails and all metal parts are chrome plated. Available in Walnut, Swedish Modern or Mahogany. Complete with Bush, Cord and Switch.

PRICED LOW:

No. 9637—$3.99 Each.

In Lots of 100: $3.75 Each.

For Real Profits Write! Wire! Now

WHOLESALE DELUXE CORPORATION
H.B. 72 North Third St., Milwaukee, Wisconsin

baskets, under-arm canteens or vanity cases, Hollywood alarm clocks, quick-light pocket lighters, pipe set and attractive pocket sized perfumes—a list which seemed to appeal to everyone.

Remember 1927? Well, during the following year the sale of certain items was still quite popular, though not for the same reasons as before. For instance, the use of table runners, among other items, was introduced. Among these were ties, embroidered cigarette sets, and even ties.

Electrical appliances became a significant part of the holiday trade, with radios, electric fans, and electric irons being popular items. The next year brought the introduction of televisions, which were seen as a must-have in every home.

With the advent of World War II, the holiday season took on a different feel. The war effort and the need for rationing influenced what items were considered as gifts. For example, items such as fur coats and jewelry were no longer available, and alternatives such as scarves and gloves became more popular.

During the 1950s, the holiday season saw a shift towards more modern appliances and electronics. Portable radios, record players, and televisions became popular gifts. The 1960s saw the introduction of color television sets, which became a staple in many households.

In the 1970s, the focus shifted towards more practical gifts, such as home appliances and tools. The 1980s and 1990s saw a return to more traditional gifts, with items such as fur coats, jewelry, and home decor becoming popular again.

In recent years, the holiday season has continued to evolve, with the advent of digital technologies and the internet changing the way people shop and buy gifts. Today, shoppers have access to a wide range of options, from traditional gifts to unique and unexpected ones.
TREMENDOUS CHRISTMAS OFFERING ON ZITO'S DOG CARTOONS

The Hottest, Fastest Selling Novelty Item in the Nation

SCREAMINGLY FUNNY SUBJECTS

Here is the BIGGEST MONEY MAKER EVER OFFERED for Christmas promotion. Tremendous success already; Zito's Dog cartoons, framed, in miniature color in card and the post card series guarantees fast sales. And 3,000,000 match books featuring Zito's dog cartoons distributed by match companies throughout the nation gives you valuable free publicity which will make your selling job even easier. You can't miss. Every man and woman is a prospect for one or more sets to give to their friends as a gift. Show them and you'll sell them.

HERE IS THE OFFER

(From January 1, 1948)

1. Set of Zito's Dogs, 9 x 12
   - Ready for framing, doga...$1.00
2. Set of Zito's Dogs in miniature color (45 to set) in window box ready for mailing.
   - Retail Price...$0.50
3. Set of Zito's Dogs in post cards (12 to set).
   - Retail Price...$0.50
4. Pocket Size Edition of My Ken's "Dog Folle}ties" Book, beautifully bound (20 pictur
   - Retail Price...$2.50

Total Retail Price...$2.50

YOUR COST...$1.00

(For complete set of samples, save each set)

State rights to Florida already sold to Radio City Novelty Company of N. Y. Other exclusive state rights available.

Be the first in your territory to take advantage of this offer

SHOOT YOUR ORDERS TODAY

NOVEL ART PICTURE CO.

313 West 37th St., New York City
Phone: 6-4168
Loc. 3-2299

SPECIAL PRICES IN QUANTITIES

- Complete list of wholesale prices sent with each order. Display material furnished free.

HOLLYWOOD'S LATEST FAD! THE PERFECT GIFT!

An Unusual, Individual Gift Every Man or Woman Will Appreciate

The new item that is causing a sensation. A Cigarette case that is a novelty of an unusual kind. Advertised as a unique cigarette case for men or women, it is offered here with free display material and guaranteed or money refunded.

MELWOOD, Dept. E, 197 Groone St., N. Y. C.

ANNOUNCEMENT

METRO MANUFACTURING CO.-Original designers of the EVERLASTING BINGO BALLS and CHUTE CAGE for Bingo Games, takes another step in the Bingo Game Field. We are pleased to announce the opening of our New Plant and Showroom for the manufacture and sale of a complete line of adult games, including the most popular home games in America.

CHINESE TILE SETS

For the Playing of Ma Jong

Every game we manufacture is outstanding and produced to give you maximum sales and profits. Prices are lower than ever before. For Bingo Equipment and Adult Games of the Better Kind write today for

FREE CATALOG and PRICES

METRO MANUFACTURING CO.

New Address-Plant and Showroom
28 West 15th St.
NEW YORK CITY, N. Y.

BINGO BUSINESS

(Continued from page 94)

such a ban was endangering civil liberties.

The next move in the battle was harmless of the game in Bahn 611 Hall. This really stirred bingo boys to action and they immediately laid plans right to the State Supreme Court. To our history, to defend bingo where profits go to charitable civic and religious organizations. This did not restore the popularity in Bahn 611 Hall, and it was not discouraged. Later the district attorney in Milwaukee prose a strong case for charging the gambling for fraternal bingo games with violating the State laws. District Attorney Steffes wrote the chief of police a nopa

TREMENDOUS CHRISTMAS OFFERING ON ZITO'S DOG CARTOONS

A RED HOT ITEM!

0 and 1/2 Size American Eagle Yellow Toys, etc. Rack Watches, etc.

FURS! FURS! FURS!

Seidel Offers BIG VALUES

In New Counter, in New FURS! FURS! FURS! FURS! FURS! FURS!

STYLES

For one Plowing of Ma JOHN

FURTHER

THE NEW YORK JOBBERS

246 Wo 33rd St., N. Y. C.

FIREWORKS For the Southern Trade

Get Our Prices Before You Buy Yours

FIREWORKS and CHINESE FIREBACKS

AKRON MERCHANDISE CO.

77 S. Main St.
Akron, Ohio

IMPORTED HOOKED RUGS

Beautiful Christmas Presents. And prided at not much more than similar Whose. The only thing is that with the imported rugs, the lovely floral patterns are not to be had. All hand made in lovely floral patterns, reef. The American made 'Hand Made' samples, 24 x 48, under $4,000 are not to be seen. sample, 24 x 48, under $4.00.

E. CONDON Box 176, Upper Darby, Pa.

BINGO GAMES

Every style and size. Matchers, Paper and Canvas Special $1.00. Many more sizes. Best Prices.

WARWICK NOVELTY Co. Conshohocken, Pa.
NEW—BEAUTIFUL—DIFFERENT

The Hamilton Marine Lighter

never lets you down whether you use it as a gift item—as a premium—or as a sales stimulator. Just turn the wheel and it lights! 5 in. high, bright chrome finish.

Retail Price $2.95

You Can Depend on the HAMILTON 'Knight in Armor' to bring you BUSINESS and PROFITS.

Decorative as well as useful. Just press the button—all the lights! 10 in. high, rich satin finish Armor.

Retail Price $3.95

De Luxe Models Up to $6.95

AVAILABLE AT ALL ESTABLISHED WHOLESALE DISTRIBUTORS at Profitable Discounts!

Manufactured in U. S. A. by Hamilton Art Metal Corporation

230 FIFTH AVENUE

NEW YORK

SENSATIONAL PRICE REDUCTION

ON THE ORIGINAL MIRROR VANITY CHESTS

The Season's Big Holiday Hit. Operators Cleaning Up.

Each sheet packed with delicious full-size novelties beautifully lettered on colored card stock, intended to be used as a sales stimulator.

BUY THE ORIGINAL—IT PAYS TO GET ORIGINAL

This comes in silver and gold, all mirror with secure swing mirror.

ONLY $1.70 each

Sample $1.00

(Now tints given with each order)

WRITE—WIRE

FREE: Write ed to 100 free samples to each store.

The Billboard

HOLIDAY LEATHER GOODS

Billboards—Two and Three Piece Sets

Packaged in individual gift boxes. Can Ship from Stock. Write or wire for New Illustrated Price List.

THE HAGERSTOWN LEATHER CO.

HAGERSTOWN, MD.

MOVED TO LARGER QUARTERS—

We are now carrying a larger assortment of novelties and Xmas items.

* Two Scotty Dogs $1.25

* Elephant & Donkey $1.25

* Black Scotties $1.65

Complete With Harness

Large Assortment of Mechanical Toys

STAR NOVELTY UTILITIES

27 So. Wells St.

CHICAGO, ILL.
CHRISTMAS SPECIAL!
Something Really New!

RADIO and LAMP Combination

Thrilling New Combination of
* A POWERFUL SUPER-HET RADIO
* A TABLE LAMP OF RARE BEAUTY

HOTTEST PREMIUM HIT IN YEARS!

Here it is... the greatest advance in design since the invention of radio! So novel, it's taking the country by storm! Combines a powerful 5-tube superhet receiver and a table lamp of rare beauty! So perfect for any room in the house, office, den, etc. Amazing distance-getter, high-tone dynamic speaker, automatic volume control, illuminated dial. Tunes broadcast, amateur and police calls. Lamp has glass reflector bowl, 16-inch pleated silk shade. Either lamp or radio may be operated alone or together. Be FIRST to clean up with this terrific hit.

ALLIED PREMIUM SALES CO., 1313 W. Randolph St., Chicago.

NEW MONEY MAKING MECHANICAL TOYS

PLAYFUL PUSSY

ACROBATIC CIRCUS MONKEY

Here is the latest mechanical toy. In leasure and home, perfect for children and adults. Also makes a great gift. $27.00 each.

GROSS $24.00

MECHANICAL WALKING DOG

Walks on all four legs, turns over, and sits on its hind legs, holding a sandal in its mouth. A real talker! $2.25 each.

GROSS $20.00

COHEN BROS.

IT "CLICKS" ON SIGHT

Peace and patriotism are in every real American's heart. Everyone who loves their country will want this mechanical toy. It speaks the truth, the whole truth, and nothing but the truth. $1.00 each.

GROSS $9.00

WESTERN BADGE & NOVELTY CO.
402 N. Exchange St. at 6th
St. Paul, Minnesota.

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

Popular Items

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

AC-DC Midget Radio

The new antennaless Lafayette midget radio is making money for bingo and saleboard operators and advertisers, Radio Wire, December 1, reports. Model D-73 is one of the outstanding successes on the market in recent months, the firm claims. This model streamlines plastic cabinet in ivory or black, efficient dynamic loudspeaker driven by a beam-power tube. A new loop antenna, which provides both tube and ear appeal, has two tubes provide ample sensitivity and volume for excellent reception of standard broadcasting stations with the usual antenna and terminals are provided for external antennas for shortwave and distant stations. Other terminals provide for phonograph and television connections. Tuning coverage is from 550 to 1,660 kc. and 6 to 18 megacycles, with both bands fully calibrated on the illuminated dial. The instrument is set to attract attention and make money. Here is a new low price now effective, the firm reports.

Handy Rack

A new compact and handy holder for brushes, dust pans and brushes is offered by the Product Co. It is channel in which a corrugated rubber band is wound. It revolves in a slot and holds it securely. It is a place to hang the dust pan and there are also places for such items as brushes. It is made of stamped metal and attractiveness and is finished. It is a great sale item and a sure money-maker for specialty men, department stores, etc. $1.00 each.

Performer Gadget

A unique new way of dressing up rooms is supplied by a gadget introduced by Lynden Products Corp. It is made up of a little wire container that has a perforated compartment which holds perfume pellets and is snapped on to an electric light socket. Heat causes the perfume to be released. The gadget comes complete with two vials of perfume pellets of different scents. It sells at a nominal price to been-

BINGO!

12 SALES 1 Cent to 39 Cents

13 WINNERS

HOTTEST SELLER OF THE YEAR — ENTIRELY NEW TAKES IN $3.99

12 Sets of Jump and Jive Pairs, Also Great Price, $3.99

Dozen Lots, $1.60 Each

Gross Lots, $1.50 Each

With TALON ZIPPER BILLBOARD

Add 25c to Cost of Each Display Card, 20c to Display, 10c to Display, 5c to Display, 5c to Display, 5c to Display.

BERG SALES CO.
115 S. W. St. (Dept. H) CHICAGO
24 NO. 4TH ST. MINNEAPOLIS, MINN.

The Sensational "TALKING" SANTA CLAUS CARDS

15c Each

$1.00 for 15

$3.60 Per Gross

Tell the Advertiser in The Billboard Where You Got His Address.

DRAIN FLUSHER

Agents and canvassers will welcome introduction of new-type drain flusser, the firm reports. This type attaches to the kitchen spigot and cleans sink pipes without harsh chemicals. Every restaurant, hotel, cafe, bar, auto court, filling station and home is a prospect for the item. The boys can secure the item at low prices and make some money because the item sells like a house.

Neutralty Button

Here is a button that streetsmen and novelty workers can go to town with, Western Badge and Novelty Co. reports. Sine peace and patriotism are in every real American's heart, everyone will take the patriotic button coming in red, white and blue. It has "Keep America Out of War" across the face of it, and many Americans will buy it on sight.
**AMAZING CHRISTMAS TEN DAY OFFER**

**30 Copies**

**YOU SAVE $2.50**

**30 copies only $2.00**

**You save 75% a copy**

**This offer good ten days only**

**LESS THAN 7¢ A COPY**

**If you mail your coupon now!**

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**THE BILLBOARD PUBLISHING CO.**

25 Opera Place, Cincinnati, O.

Please enter my subscription for the next 30 weeks, for which I enclose, not the $4.50 I would pay for 30 copies at the regular single copy price, but only $2.

- NEW Name
- RENEWAL Address

Occupation . City . State

Subscribers may take advantage of this offer to extend their subscriptions. This $2 rate applies only in the United States and Canada. Foreign rates, $3.50. Regular rates: One year, $5; Single Copy, 10c in U. S. A. and Canada.

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**NOTES from**

**SUPPLY HOUSES**

Due to war conditions in Europe prices on commodities in the cosmetic line have gone up, and James Edelson, Manager, Sales Outlet Co., suggests that the boys stock up before further increases come thru. He reports excellent response from his first announcement in The Billboard and expects good turnover for Christmas.

Radio City Novelty Co. has acquired rights from Novel Art Picture Co. to distribute Zito Dog cartoons over Florida. Ben Cohen, of Radio City, expects to do a big job down South this winter. Mos Horace, of Novel Art Picture Co., says the Zito Dog series is going over bigger than ever, and from what he says the item will be a knockout for Christmas.

Metro Mfg. Co. maker of Chute Bingo Cage and Everlasting Bingo Balls,

1c

Is All If Costs

- to get the world's finest and fastest producing Bingo Cage and Everlasting Bingo Hall.

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**MARINE LIGHTER**

The Hamilton Marine Lighter is an item that is filling a long-felt want of bingo and sales outlet operators and concessionaires, Hamilton Art Metal Corp. reports. It is a lighter that doesn't let you down, the company states. Item is five inches high and comes in bright chrome finish. A flick of the pilot wheel lights the device. It is decorative as well as useful. Prices allow good margins of profit, but orders must be filled early, the firm says.

**PORCELAIN BRIC A BAC**

Leo Kaul Importing Agency reports that it has received from Europe a shipment of porcelain bric a bacs that is claiming interest and sales. Prices, the firm states, are so reasonable that no sales workers and prize users are pushing shoes, flowers, veils, powder, bon bon and jewelry boxes in this line. Since the line is different from anything on the market, it will give the boys quick turnover, it is said.

**ELECTRIC FOOD WARMER**

Because the Gay-Rue electric food warmer serves a definite purpose in the household, its popularity is growing rapidly, Capitol Sales Co., reports. The device is also used for cooking. Colors are attractive and will blend with any breakfast or dining room color scheme. Cover and bottom plate being finished in two shades and baked at high temperatures, leaving a hard no-mar surface. It operates on 110-volt, 200-watt AC or direct current. Since it is used in the Kitchen, a Christmas gift and new low prices are offered, workers are urged to order early, the firm states.

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**BULOVa-ELGIN-WALTHAM**

**WATCHES AS LOW AS**

$2.95

See price list in Catalog.

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**HORN OF PLENTY**

**BOOKS**

- Mar- chandising Data
- Novel, fascinating, the most sensational exclusive new items ever offered. Invest that it is NOW! It will bring big returns!

- JOSEPH HAGN COMPANY

217 A 225 S. Wabash Ave., Chicago, Ill.

---

**EVANS NOVELTY CO.**

105 Wisconsin Ave., Chicago, Ill.

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**THE BILLBOARD Publishing Co.**

25 Opera Place, Cincinnati, O.
has moved into new and larger quarters. The firm has set up a complete manufacturing unit to produce adult games and novelties, in addition to its well-known Bingo line. Chinese tile games and backgammon will be among featured adult games.

Demonstrators are taking to Crown Heights in protest as one of the last numbers on the market, official of the Hall. The use of another lot in Brooklyn, in which the state of the games was left to the discretion of the manufacturers, is expected to be the focal point of the demonstrations this week at Bloom's, Hearn's, Wansumaker's and Loesner's New York, and Wansumaker's and Ed- ward's in Philadelphia.

**Canadian Orgs Get Funds Thru Bingo**

**ST. JOHN, N. B., Nov. 23—Fraternity and sorority organizations of St. John's University are finding Bingo an effective means of improving their financial status. Bingo for merchandise-prize tickets provided much needed money for entertaining and for other purposes.**

**Lucky Hall, a large store converted into a Bingo game, is busy every night under different sponsorships. Accommodations are set for about 40 persons, and the capacity is generally taxed. Each sponsoring body brings its own food, drink, and decorations. Yellow Lantern Hall formerly used nightly for card parties, has shifted to Bingo, and offers the same range of operations which feature merchandise prizes.**

**Disney Toys Eyed As Xmas Leaders**

**CHICAGO, Nov. 25—Toy models after Donald Duck, created by Walt Disney, are again expected to hold rank among the best sellers this Christmas season, but steady was expected to hold rank among the best sellers this Christmas season, but already there is widespread interest in the many products of Disney's first character, still holds an edge in public affection.**

**Knowing how the public goes for Disney characters, workers are stocking the merchandise and there will be plenty of adding on Bingo and concession stands as the public hands up holy wreaths.**

**CIRCUS MENACES**

(Continued from page 4)

force the next lot where the rental is high, the claim being made that the contracted lot is in a restricted section.

A well-known town on the New York Central Railroad has been trying for years to force the circus to use this one lot instead of the other, a city lot. This lot I myself broke in a number of years ago. Since that time the best part of the lot (the only stable ground) has been used for a ball park. It was necessary here to break in a new lot a number of years ago, when the old lot was made for the purpose of giving a menace against the new lot, but the old lot still remains closed. The condition through which the neighborhood and were able to fight the matter thru the city council. Why does the Circus not use the filled-in ground? Because when a circus uses the lot before the ball park was established, they would tend to two long lines of connections right down to the front door. Now that the new lot is under contract to another town, but they are still trying to force the circus products sold on the lot. The Department of Public Works will hold a meeting at the council office, and the circus will have to hold a meeting at the city council. Why does this menace continue? Because a circus can not hold a meeting at the council office, and the circus will have to hold a meeting at the city council. Why does this menace continue? Because a circus can not hold a meeting at the council office, and the circus will have to hold a meeting at the city council. Why does this menace continue? Because a circus can not hold a meeting at the council office, and the circus will have to hold a meeting at the city council. Why does this menace continue? Because a circus can not hold a meeting at the council office, and the circus will have to hold a meeting at the city council. Why does this menace continue? Because a circus can not hold a meeting at the council office, and the circus will have to hold a meeting at the city council. Why does this menace continue? Because a circus can not hold a meeting at the council office, and the circus will have to hold a meeting at the city council. Why does this menace continue? Because a circus can not hold a meeting at the council office, and the circus will have to hold a meeting at the city council. Why does this menace continue? Because a circus can not hold a meeting at the council office, and the circus will have to hold a meeting at the city council. Why does this menace continue? Because a circus can not hold a meeting at the council office, and the circus will have to hold a meeting at the city council. Why does this menace continue? Because a circus can not hold a meeting at the council office, and the circus will have to hold a meeting at the city council. Why does this menace continue? Because a circus can not hold a meeting at the council office, and the circus will have to hold a meeting at the city council. Why does this menace continue? Because a circus can not hold a meeting at the council office, and the circus will have to hold a meeting at the city council. Why does this menace continue? Because a circus can not hold a meeting at the council office, and the circus will have to hold a meeting at the city council.
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$2.25

2.. re.ndoSample 51.25
5 Cato for S20.00

$2.25

07' DV' 8.1:li1V0.

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07' DV' 8.1:li1V0.

$2.25
T. D. (Senator) Rockwell... is in the potato country (1890) and at Staramberg condenser fame. He writes: "We have been enjoying the holiday season and expect to be out until Christmas. Sure is a relief to get away from the boys get together. There are Dr. Eimer Steele, our best-pounding customers, and Shorty Walker and Blackie, Frank Hayton, wheeling horseback, 'Tramp and Yankin Russmind.'"

MOST PITCHMEN realize that the best result comes in cooperation and make a habit of co-operating with their fellow workers.

ROY WYANT, drummer and entertainer, closed the season at the Strand Theatre, in the very heart of the new conglomeration in Sinton, Tex. He says he ran into few mishaps down there, excepting Alfred Jankins.

FAMILAR LAST WORDS: "You've right, fellows, I'll stay here with 'em to keep them company."

MR. AND MRS. H. L. ROGERS... (Whitey and Sem) are enjoying a stay at the Strand Theatre, then will head south. I saw two or three of them working in doorways in Sinton. Business is only fair in these parts."

MRS. HELEN SIBLEY... has found the right place at the food show in Charlotte, N. C., recently, and has a good time in all respects.

ONE AGAIN let us remind you that all unsignaled communications are worthless... as printable news... Sign your names, boys and girls..."

PASSENGE... W. E. Welch, pitchman of the old school, who died in St. Joseph's Hospital, Paris, Tex., October 28, was a blow to all who knew him well. He worked up with Bill Hinkle from Oklahoma City. "Doc was loved for his generosity, charm, and speed." Little boys were like families and he treated his performers as if they were his own children.

GEORGE HANKEY... youthful Cincinnati pitch artist, is still flying with electric uses in the Queen City.

WHY is it that the boys and girls go south for the winter, the majority working in smaller towns, while when they hit the North for the summer they are at the Strand Theatre..."

WHAT'S DOIN'... Fred Grouse? Still working herbal."

REPORTS Hitting... the pipes desk from Washington indicates that the industry's peak is still a few weeks away."

PEACH THROTCH... the country is that the holiday period will pass, yet there are many engaging seasons in years. Are you ready for...

IF YOU ARE... still undecided what to give your friend for Christmas, how about a subscription to the Strand Magazine?

HOW MANY of the pitch lads are working in Mexico..."

TOURING... Missouri territory with the Stevens & Moon group is Skip Loyd Mack May.

PITCHMEN... paper workers and dealer demonstrators are reported getting their share of luck working Indianapolis.

CHIEF ORAY FOX... is safely ensconced for the winter in Howard, Ind., and expects to do fair business in Station Hill, Harrisburg, Pa.

GEORGE H. ALLEN... Velvetee workers are still doing Des Moines, the Des Moines register reports.

THE HOLIDAY is in bulk word. Are you prepared for it?

FROM SALT LAKE CITY... Jack Early writes: "Just arrived from the beautiful city of Salt Lake, where I (See Pipes on page 112)"

NEW $16.50 Qu. PLUGGERS
LOWEST PRICE EVER!

INK GUTS tell us to mail... Midwatern Banner-Extra To Pen Band, Beautiful Watermark Specials. Contains 200 pieces, postage prepaid. Send $2.00 for complete assortment.

NEW! PINOCCHIO HEAD
PINOCCHIO HEAD is a novelty with Inflatable Nose. New's the time to get started on this head, now and starts the clean-up with this new gag. Washes, dries, and wears like a real nose. Ask your jobber.

NEW OAK LEAF BALLOONS
BLACK, RED, & GREEN

NEW! RUBBER CO. RAVENNA, O.

NEW! MEDICINE MAN

NEW! MEDECO

NEW! LOAN IN 15 MINUTES OR LESS

NEW! MEND A WORKSHOE

NEW! SELL SIGNS

NEW! WARE TO STORES, TAILORS, GAS STATIONS, ETC.

NEW! LARGEST & BEST SELECTION

NEW! WHEEL SADDLE MAKERS

NEW! Engraving..."

NEW! UNDERSKIRTS

NEW! BIG PROFITS

NEW! HART MFG. CO. BROOKLYN, N. Y.

NEW! ORIGINAL SLIP-NOTIES

NEW! GILT-EDGE MFG. CO.

NEW! CHRISTMAS SPECIAL

NEW! PEARL PEN & PENCIL SET

NEW! NEW NEEDLE

NEW! E. P. FITZPATRICK

NEW! SELL SIGNS

NEW! THE FRIENDLY NEWSMAN

NEW! SELLING OF THE HANDKERCHIEFS..."
Your Cost $1.00

IN LOTS OF 50 OR MORE, EACH 90c
YOUR PROFIT ON EACH SALE $4.00
TO RETAIL AT $5.00
FEATURES
- EXCLUSIVE UNDERWOOD DOUBLE-ACTION CUTTING HEAD.
- MULTI-WAY BEARD PICKUP.
- DISTINCTIVE STREAMLINED DESIGN.
- PRECISION BUILT MOTOR.
- EQUIPPED WITH SIMULATED PIGSKIN POUCH.
- SELF-STARTING...
- NO RADIO INTERFERENCE.
- 110-120 V.-60 CYCLE A. C. OPERATION.
- APPROVED BY UNDERWRITERS' LABORATORIES.
- LIFETIME GUARANTEE.

UNDERWOOD ELECTRIC DRY SHAVER
IVORY RUBBER GRIP

AND ANOTHER NATURAL FOR CHRISTMAS SALES!

SPEEDEX CANDID TYPE CAMERA $1.00 EA.
IN LOTS OF 50 OR MORE, EACH 90c
TO RETAIL $298 A Genuine YOUR $198
FOR ONLY $5.00 Value! PROFIT
Easy To Sell at This Low Price-Easy To Profit
on This Amazing Low Cost!
- Craf Meniscus 50mm lens. Fixed focus-easy to operate.
- Double lens eye-level view finder.
- Time exposures and snap shots.
- Compact-5½” wide, 3” high, 2½” deep.
- Uses standard 35mm pocket film.
- Kodak 127 or Agfa 6.
- Produces 16 pictures per roll, 1½x 1¾ inches.
- Sharp detail of pictures makes for good enlargements.

You'll Make More Sales and More Money with SPEEDEX...
Right Now and from Now On! CHECK THE SELLING POINTS.
CHECK THE MARK-UPS and RUSH YOUR ORDER NOW!

SPECIAL INTRODUCTORY SAMPLE OFFER
USE THIS CONVENIENT ORDER BLANK

DEANE SALES CO.
134 W. 32nd St., N. Y. City

Candies
Please ship the following order RUSH:

UNDERWOOD DRY SHAVERS
(Special Price)

SPEEDEX CANDID TYPE CAMERAS
(Special Price)

I have enclosed 25% deposit and will pay balance C. O. D.

BUYER'S NAME
ADDRESS
CITY
STATE
SHIP VIA: □ Parcel Post □ Express

DEANE SALES CO.
134 West 32nd Street, New York, N. Y.
New Higher Court Decisions Affecting Itinerant Merchants

By LEO T. PARKER
Attorney at Law

It is well known that numerous pitchmen and solicitors, thru lack of legal knowledge, continue to prey upon the public, to make profits, and to assist in defrauding the public. It is a matter of legitimate concern that the courts have been forced to take action to protect the public against these unscrupulous individuals.

The recent Supreme Court of North Carolina, in the case of State v. Hyslop, 157 S. E. 706, has reversed the judgment of the lower court in favor of the defendant. The defendant was convicted of soliciting in violation of a statute which required all persons soliciting in public places to obtain a license.

In this case, the court held that soliciting in public places is a public nuisance, and that the right of the public to be free from such nuisances is a constitutional right. The court further held that the statute in question was a valid exercise of the police power of the state.

Reasons for Invalidation
Various higher courts have held that a municipal license ordinance may be invalid because it is unreasonable, as it is not restricted to the legitimate public interest.

For example, in case of State v. Hyslop, supra, it was held that the ordinance in question was invalid because it imposed an unreasonable burden on the defendant.

Unreasonable Laws
First, it is important to know that any and all state, county, or municipal license fees that are unreasonable are invalid.

For example, in the case of State v. Hyslop, supra, it was shown that the city ordinance required all persons soliciting in public places to obtain a license. The court held that this was an unreasonable burden on the defendant, and therefore the ordinance was invalid.

Regular Business Place
Many higher courts have held that if a person has a regular business place in a State or city, neither this person nor his agents may be compelled to pay a license tax for the privilege of selling ordinary merchandise in temporary locations.

For example, in case of State v. Siler, 128 S. E. 83, it was disclosed that a person had paid a general license tax to transact business. The court held that the right of the defendant to sell merchandise was not subject to taxation, and therefore the defendant was entitled to a refund of the tax paid.

Regular Business Place
The Legislature may ordain reasonable regulations for the protection of the public, but it cannot ordain unreasonable regulations.

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WHOLESALE MERCHANDISE-PIPES

Pipes

Mine, INesawen es vow to ereabollais sad oarreedare flair No..., and Atarleartoree MW...
day and Saturday.
on the 05510 stmt. of Parkersburg, W.
'wins Madeline and Mary.
ley Cmirtexua hob Marsh and the flagon Mire. Hubbell.-...Helen Teeters. J. Ackerman, O. Dar-
the gang t lett at the Tule* (Okla.) Weir like a fairgiestmde. with all Use different,
web one thirst Chicego:
lestallon there for hoed menders.
Who has been pitching fruit extractors...In St. Petersburg, ii... now hare a good
mete Leer of Port Sell., Xmas Num-
Cmednaltam.
The men I refer to la Didie Reed. end

112 The Billboard

December 2, 1939

“Pitchmen’s Rights as Citizens”

Eighth Installment To Appear in the Next Issue of The Billboard

Can Pitchmen be victorious in a fight against the unjust
taxation that has been inflicted upon them?

Is it impossible for itinerants to have an effective organiza-
tion that will give them some sort of voice, or the fact that they are spread all over the

These and other questions of paramount importance to
to all who are sold are answered in a series of articles by E. L. Kiehl.
The eighth article of the series, entitled “Pitchmen’s Rights as Citizens,” will appear in the December 9 issue of The Billboard.

Follow the series and fortify yourself with proper potential

Pitchmen Five Years Ago

Miami, Fla., was proving a bloomer for

Doc Oscar Turner was still covered in

his horse trader in Montgomery, Ala.

Doc A. M. Johannson was managing to

make a living working Louisana ter-

ritories for his sales and costmetics.

Tom Sigmourney was finding Los An-

gles to be about the worst spot in the
country for pitchmen and especially med-

men. He has been still in Camden.

J. N., his fourth year there with

his own show. He has a fine minstrel
show and mineral musical,

was operating in Tuscaloosa, Ala., to

good reviews.

Helen Teeters. J. Ackerman, O. Dar-

the gang t lett at the Tule* (Okla.) Weir

like a fairgiestmde. with all Use different,

web one thirst Chicego:


even a man-... Silly Brown was ALII In Cam-

country for pitehenari and especially med

men-... Doe A. M. Johansen was managing

In M. boom trailer In Montgomery, Al..

Doc Earle C. Seater with auto polish.

After 31 week. of fair business Doe 11.E.

minstrel show and mystic mineral. was

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Cud Tow from the red to the black

Now-Aer.

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Hartmann's Broadcast

In the American Magazine for December 1939, Bruce Barton has a very interesting article entitled "One Sure Thing." As we read it twice and each time the thought struck us that therein was a hint as to what might be the trouble with the American family, which, generally speaking, has been on the downgrade.

Mr. Barton stresses the importance of change and cites several examples of how a business must undergo Change or pass from the picture. The title is based upon what he says he tells young people that they can be sure of one thing about tomorrow, and that is, it will be different from today.

EVER hear of indoor fireworks in this country? We never did, and it seems that fireworks manufacturers might be overlooking a good bet.

In the New York Times World's Fair supplement trade published in October, England, we read where fireworks manufacturers in Britain reported big orders for indoor fireworks.

"Indoor fireworks are noiseless and quite harmless, many of them also being very beautiful," the firm said. "Altho' they have been in use for several years, this November will see them definitely into popularity."

ROBERT D. GOOD, president of the National Amusement Association, writes that the old hand wagon at the Sarasota winter quarters of the Ziegfield-Circus. "Our new 16-Hemisphere" wagon is in a building on the Des Moines fairgrounds. The new wagon is the result of a "preservation and beyond repair," he says, adding that Ziegfield, in making this exchange, was able to get hold of something that it was a problem to transfer from the Fred Buchanan's farm at Granger, Iowa, to the Carson city facilities. Both wagons are full of dry rods.

The old hand wagon was the finest and most costly circus wagon ever constructed and at the same time the most symbolic of the performers of the circus who are recruited from all countries of the world.

"It was built at James A. Bailey's order in 1901 by the Sebago Wagon Works in New York City at a tremendous cost." Bailey had earlier been paid to take the parade of the 'Greatest Show on Earth' on its return from the European tour. There was a parade, a feature on its return from the European tour, with a more effective eye out for the world, but it knocked out the eye of the carnival general manager.

Good makes the suggestion that John Ringling, who is the "Two-Hemisphere" wagon reproduced, regardless of cost, and again use just this one wagon to parade the American circuit on "Circus Day." He thinks that if the wagon could be used for some parade, either a parade or a circus, it should be used to pull the wagon, the "Two-Hemisphere." It is reported that at the present time, all the lithos, banners, radio programs, etc., the circus uses to bolster business.

Good thought so much of the "Two-Hemisphere" wagon that he has it in his home a 10-inch scale model of it with a 10-horse team and band in a glass case on his piano table. He carved the entire outfit himself.

Notes From the Crossroads

By NAT GREEN

STATE STREET is taking on the appearance of Santa Claus lane, what with gay decorations adorning the light poles from Van Buren to Lake street and departing stores windows. Window shopping forth with gorgeous reindeer, gnomes, Santas and all sorts of mechanical holiday displays in motion. Jack (Abie) Tavlin has half a hundred midges entertaining children who up at one of the large State street stores. At another Joe Goye, Kielo the clown, is bringing joy to the kids, as he has for the past eight or nine years. Chester Cass, giant, adds an eerie thrill to one of the toy departments. At every store there are large crowds, and already stores are flocking to the retail marts of trade in unusually large numbers.

Merchants report that briskness of early buying indicates a tremendous holiday season. Similar reports come from stores in the Loop. The upsurge of business is being felt in every line.

By the time this column is in print the boys will be gathering for the annual conventions. Those who celebrated the early Thanksgiving are here or on their way and the Magic Carpet is bustling with gaiety. This is the time of year when the Aweil Lunchen Club comes into its own. Now six years old it has become an institution known far and wide. This year it is naturally gravitative to the Sherman hotel and the chosen spot for the annual fellowship season. It's getting so almost every day it is necessary to put in a couple of extra "middle pieces" to accommodate the crowd and Louise, the hotel manager, knows the men. She serves the club and knows the members of the carnival industry by becoming "Vere for the holidays.

An interesting example is Ralph Clawson, for years an exee with Ringling-owned and other outfits, who will transfer operations to the carnival industry by becoming manager of Bennie Brod's show. It will be interesting to watch how an out-and-out circus fares with a big carnival.

Del Rio Midget Family. most exploited of freaks in the U. S. has been taken over by their former manager, Jack (Abie) Tavlin, who has been the subject of newspaper reports for the holidays.... Loyalty, it would seem, does not pay dividends. Troopers who left a certain circus during the season were paid off in full, including holdback, but those who stayed until the finish of the seven-months-and-one-weeks season were loosed on to the trade In this country.

In The Pool Whirl column recently a reader asked Nat A. Tor, the conductor, who originated under-water acts, Zhaleny, who originated underwater acts during the C. H. Woodward and Hoke a few days ago to start rehearsals for the International Waterfall, which will show the country this winter from coast to coast.

Leonard Trauboe

Whirl of a Week

ACCORDING to official word which Frank (Booker) Wirth has received from Bertram Mills Olympic Circus, a celebrated show that will tour the United States, a tremendous season has been dropped this year.

British Home Office and other departments of the Government in whose hands it has been are reported to have refused the Mills Brothers permission to operate. Cyril Mills has recently returned from England on the last part of his European tour to return to the United States. He has been unable to find room any longer for his top personnel. An interesting example is Ralph Clawson, for years an exee with Ringling-owned and other outfits, who will transfer operations to the carnival industry by becoming manager of Bennie Brod's show. It will be interesting to watch how an out-and-out circus fares with a big carnival.

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Frank Conklin

Out in the Open

No one will accuse the great Conklin of lacking an optical illusion photographer, but he has an angle for such an accommodation, too. He urges one and all to get in touch with Capt. Allen Bogus, who was on the trip with him.

"I don't for a minute think you Will have any doubt my word that I caught this whopper, but I thought I would pass this interesting study on to us that something peculiarly fishy about Mr. Conklin's inducer, the same being Captain Bogus.

Yesternight at the Royal Theatre, Rochester, Mr. Conklin was introduced on stage to a capacity audience with the accompanying photo article called Men Who Made Hollywood. It goes into The Whirl of a Week That Woman's Triumph, the Ringling Barnum thumping tynkocs. W. W. Brigs, formerly of the Brockton Fair, Brockton has always been known for the tremendous fireworks displays it presents. And so it was just last week, W. W. Brigs left the fair he should look up with—Justin A. McCarthy Co, Boston, who has the most complete and up-to-date equipment. Emil and Cato Pallen, formerly of the Cretes Amusement Park, Chicago, have turned their attention to the fireworks business, and has closed the deal. A short time after the stock your order everything goes well, they'll go to Hollywood.

Frank (Conklin Shows) Conklin knows all the angles, including those connected with Mr. Jaske Walton's gentle art of shooting the fin. He feared that revelation of his fishy activities in the Florida Everglades would result on skepticism. Now why should Frank mention a thing like that? It's unworthy of his great devotion of book, line and sinker. Nevertheless, he is not be blamed for guarding his skills and his name from the low-class loving cars. This production, he says, is the main contribution that he has re-destroyed, but that he will continue to forward the photographic masterpiece. Miss Helen said that "I don't want everything."

Major Elwood H. Hughes, general manager, Canadian National Exhibition, and long friend of George A. Handis, is the president of the NSA who is sitting at Hughes' right.
Lucky is the one whose name appears on the gift card attached to an Underwood Portable Typewriter this Christmas... for Underwood has a new Universal Typemaster for personal writing. ☆ This Anniversary Model celebrating Underwood's production of more than Five Million typewriters is quieter and finished with a beautiful non-glare finish. ☆ This personal Underwood offers Typemaster features including champion keyboard, modern streamlined sealed action frame, touch tuning, 100% typing visibility, backspacer in normal typing position, standard width ribbon and many other features. ☆ Underwood produces a complete line of Portable Typewriters priced from $39.50 to $67.50, including the carrying case. ☆ See the new Underwood Built-in Typing Stand at your local Underwood Dealer... ask about convenient budget terms.
MAGNETIC PUPS

LARGE SIZE

Mounted on Geo's Electric Alabas Magnetics. Quality Guaranteed. Each Set $12.50. PER DOZ. $1.10

SAMPLE SET 15c

All Shipments Prepaid. 25c deposit with order. bal. C.O.D.

NICKEL SALES

1736 COLEMAN ST., NEW YORK, N. Y.

POPULAR XMAS GIFTS
AT VERY LOW PRICES

One Club Zipper Wallet (Black) ... Ex. $2.50
3-Piece Leather Wallet Set. Ex. $4.00
New Heavy Duty Shutter for Photo Hand or Studio Camera with 10.5"-11" Russian Lens. Ex. $1.50
Answer Key Model No. 500. Ex. $1.00
Watch - High Grade Driving Watch. 25c. 0.25. 0.75. $1.00. 1.00

J. C. MARCOS
102-02 Broadway, New York City, (Nov 21st 39)

ACA Reports
Big Year; Gene Austin Signed

CHICAGO, Nov. 27.—Amusement Corp. of America’s first year in charge of affairs for Royal American Shows, Beckmann & Gerety Shows and the Chicago Exposition was characterized here today by J. O. McGuffey, general manager, to have far exceeded the organization’s original expectations.

"Business was better for each of our midways than in any previous year. Our per-view cost of production was considerably lowered; railroad costs were lower in history of any of the midways now associated with us. And because of the broad outlet for talent made available through the merger of three midways, earning capacities were stepped up to a new level," Manager McGuffey said.

"One of the most remarkable results was the confidence fairly main displayed in this new system of midway operation. Many new departures in exploiting our midways resulted from this new spirit of confidence with mutually excellent results both for the 40 fairs we played as well as for our midways.

First Annual Meeting

At the first annual meeting of the corporation in headquarters, Ashland Block, 155 North Clark street, here, executives went over all details of the year’s business in conferences on November 27 and 28. Attending were Carl J. Bednary, president; Fred Beckmann, chairman of the board; C. V. Vela, treasurer; B. Gerety, secretary; Mrs. Anna Gruberg, Curtis J. Velare and Rubin Gruberg, directors, and general manager Welton E. Beattie. The midways are in winter quarters, Royal American Shows on the fairgrounds in Atlanta, Beattie & Humry and Rubin & Cherry Exposition in San Antonio, Tex. Executives were elected at the large number of one contract here for the 1940 which have been awarded the three midways of the corporation prior to the IAFG convention scheduled for December 3 and 4 in the Grand Hotel. An announcement of the awards would not be made until after the convention, it was said.

"Based upon contracts already in hand we have been able to work out

WORLD SAVING SPECIALS

$7.50. 15-In. Coat and Hat Dress with \( \$15.00 \) for \( \$15.00 \) for \( \$20.00 \) for \( \$25.00 \) for \( \$30.00 \) for \( \$35.00 \) for \( \$40.00 \) for \( \$45.00 \) for \( \$50.00 \) for \( \$55.00 \) for \( \$60.00 \) for

SUGAR DADDY

THE LATEST NOVELTY

Big Book of Bulls, Steamed with Metal Plate. A Good Laugh - Lots of Fun
Sample Book Built 150.
Dresser Roll. \( \$1.00 \)

AUEBACH, Super Daddy, 115 E. 24th St., N. Y. C.

WALTHAM-ELGIN
Watches \( \$2.95 \)

Send for Free Illustrated Watch, Jewelry, Diamond Samples.

PLATINUM JEWELRY EXCH.
160 Canal St., New York City.

MECHANICAL TOY SPECIALS

No. 1621 - SMALL O. U. DOG, GREAT $7.50
No. 1701 - PET CAT. GREAT $5.50
No. 1807 - MONKEY WITH GORILLA $12.00
No. 1808 - SNAKE WITH FLIP $12.00
No. 1809 - BLACK TWIRLING SNAKE $7.50
No. 1810 - PIG IN A SODA BOTTLE $7.50
No. 1811 - WILSON WALKER $2.50
No. 1812 - KING CRAB $2.25
No. 1813 - HOLLYHOCK $2.25
FREE MECHANICAL TOY CIRCULAR

GOLDFARB NOVELTY CO.
20 WEST 23RD ST., NEW YORK CITY

MAKE 70c PROFIT ON EVERY DOLLAR
with ADVANCE POPCORN MACHINES

FINE new Popcorn Machines, with lights, color and motion to draw trade and get those hotsome popcorn profits.
SIMPLE and easy to run—operate more efficiently—pop more corn—and produce more business than out-of-date machines.
All Sizes from $96.50 up

WHY PAY MORE?

ALSO Money - Making Peanut Roasters.

Find out about this profitable business. Get the facts.

Write for Free Catalog

ADVANCE MFG. CO. 6322 ST. LOUIS AVENUE, ST. LOUIS, MO.

December 2, 1939

GENERAL OUTDOOR

THE BILLBOARD

115
Season's Greetings!!

The FLYING OTARIS FAMILY

The World's Greatest Criss-Cross Flying Novelty

America's Oldest Manufacturers of CIRCUS, CARNIVAL & SHOW WAGONS AND TRAILERS
CIRCUS SEATS AND STAKES

SPRINGFIELD WAGON & TRAILER CO.
SPRINGFIELD, MISSOURI

H. Frank Fellows, President

NEW 1940 CATALOG OF SCHULT TRAILERS NOW READY!

See the big array of 1940 Schult Trailers, replete with matchless features, new conveniences and scientifiderally beautiful in every line. Seven popular new models in a wide range of prices. Best trailer builders you can buy. Newly designed interior arrangements to satisfy every traveling and living need. Built and guaranteed by the world's largest trailer coach manufacturer. Engineered to last longer and give greater comfort in all climate extremes. See the quality and added features your dollar will buy in a Schult before you make your choice. Send for your copy of the new FREE catalog, just off the press! Filled with complete information on all new models and the construction details that make Schult Trailers outstanding. Write today!

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Dept. 212
ELKHART, INDIANA

GREETINGS AND BEST WISHES TO ADVERTISERS, "BILLBOARD"

FRANK MILLER

PUL MYLIE
Hilderbrand's United Has Fair Results in El Monte

EL MONTE, Calif., Nov. 28—Hilderbrand's United Shows wound up a week's stay here at Hoyt and Broadway streets on November 16 to fair business despite cold weather nightly and hostile attitude of local officials. Billed by Lucille King over a large territory shows were scheduled to open at Tyler and Garvey boulevards, and were set up when license permission was revoked unless a lot further removed from new high school was found. New lot less advantageous formally booked was then obtained and shows opened one day late. Local ordinance prohibiting Sunday showing made exhibition period only four days. This combined with last-minute change in advertised business and only a fair week was registered. Saturday was best day.

Mary-Go-Round led rides, with Ferris Wheel second. Fred Stewart took additional equipment into the Los Angeles barn. Karl McKinley's Temple of Mystery led shows, with C. J. Howar Boulder Dam first among grind shows. Visitors included Mr. and Mrs. Clarence Rhinehart, Mr. and Mrs. Earl Douglas, Pat McGee, Tex Graham, Art Lewis, Tommy Person, Bert Hall, Walton DePellson, Tommie Miller, Ben Dubbert and his brother, Joe Deemouche, Charlie Thelpe, Fen Cheaney and Joe Ogle.

O. Cochran added his nameplate concession here and reported fair returns. Little hindrance was encountered from local officials once the show opened.

The Billboard gives you up-to-date news about shows, rides, carnivals and grandstand attractions.

If you have anything that will make a good Fair a better Fair, write to

YORK INTERSTATE FAIR
214 W Market Street
York, Pennsylvania

PRELL'S WORLD FAIR SHOWS, Inc.
S. E. Prell, Pres. and Gen. Mgr., 36 Green St., Newark, N. J.

SEASON'S GREETINGS
To Our Many Friends, and a
Bigger, better
1940 SEASON
for Everyone

SHOWMEN!: WE'RE GETTING SET FOR 1940
In line with our plans for enlarged shows and more rides, we invite communications from showmen and exhibitors and also from owners of new and novel rides. We can finance attractions that posses pulling power. Opportunities for reliable concessionaires.

WANT an experienced builder, scenic painter and an electrician with mechanical experience. Address WINTER QUARTERS, 36 Green St., Newark, N. J.
**ADVANCE ANNOUNCEMENT**

The Coast's Biggest Winter Event

**THE 18TH ANNUAL CHARITY BANQUET AND BALL OF THE PACIFIC COAST SHOWMEN'S ASSOCIATION**

Blue Room, Billmore Hotel, Los Angeles

ON THE NIGHT OF JANUARY 16

BANQUET AND BALL TICKETS $5.00

MAIL RESERVATIONS EARLY TO INSURE GOOD LOCATION ON BANQUET FLOOR

MAKE ALL CHECKS PAYABLE TO PACIFIC COAST SHOWMEN'S ASSOCIATION

---

**CHRISTMAS SPECIAL**

**Rhesus Monkeys**

150 Only - $3.50 Each

**Chimpanzees**

NEW ARRIVALS $300

Monkeys Headquarters

217 Fulton St., New York City

---

**TILLEY SHOWS**

A MERRY CHRISTMAS AND A HAPPY NEW YEAR TO ALL OUR FRIENDS

---

**CHRISTMAS SPECIAL**

**Rhesus Monkeys**

150 Only - $3.50 Each

**Chimpanzees**

NEW ARRIVALS - $300

Monkeys Headquarters

217 Fulton St., New York City

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**MERRY CHRISTMAS TO ALL FROM SNAPP GREATER SHOWS**

Now Contracting Shows and Concessions for 1940

Winter Quarters Address: 118 Joplin St., Joplin, Mo.

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**SEASON'S GREETINGS VISIT OUR DISPLAY ROOMS AT THE CONVENTION**

GLOBE POSTER CORPORATION

633 Plymouth Court

CHICAGO, ILLINOIS

ST. LOUIS, MISSOURI

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**BEN WEISS CONCESSION CO.**

Presenting

The Flashiest and Most Up-to-Date

**BINGOS ON THE ROAD**

NOW BOOKING FOR SEASON 1940.

**BEN WEISS,**

PERMANENT ADDRESS, 1108 AVE. R, BROOKLYN, N. Y.

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**ATTENTION**

Novelty Acts for Ripley Odditorium. Must be outstanding and of a Believe-It-or-Not Character. Write, giving full description and photos.

**RIPLEY ODDITORIUM**

1600 Broadway

New York
CANNON - Neil, 80, for the past 15 years trainmaster and night watchman for the Chicago & Northwestern Railroad, died of a heart ailment at his home in Winfield, Kan. Survived by his wife, the former Emma Neely; a son, Charles, of Chicago; a daughter, Mrs. James P. Connolly, of New York; two brothers; and two sisters.

COOK -海上, 62, former actor and for many years employed in Lansing, Mich., and Washington, D.C., as Edw. W. Sparrow Hospital, Lansing, died of a heart ailment. He was a member of the Actors Equity Association. Services in Lansing November 20 with burial in Calvary Cemetery, Detroit.

COWAN - Cleo, 84, of 1350 21st Ave., Creston, Iowa, died of heart disease. She was the mother of Gall Pletcher, projectionist at Treater Productions for four years from 1934 to 1938. Survived by her two sons, Ralph and Wilbur, both of Creston; a daughter, Mrs. Frank Milton, of Kansas City, Mo.; and two sisters, Mrs. Louise Casey, of Creston, and Mrs. O. O. Ewell, of Ottumwa, Iowa. Services in Creston November 20 with burial at the family plot in Frakt, Kan.

Cowell - Mr. and Mrs. Joseph F. Cowell, a son, Mr. Joseph F. Cowell Jr., of 352 2nd Ave., Kansas City, Mo., a daughter, Mrs. Charles W. Cowell, of Chicago; and three sisters, Mrs. shipwrecked in the Virginia Theater, Wheeling, W. Va., in Camden Clark Hospital, Parkersburg, W. Va., for several years. He had been in the theater business for 25 years. Survived by his widow, Mary E. Cowell; a son, Mr. James W. Cowell, of Parkersburg; a daughter, Mrs. Mrs. E. Cowell, of Ft. Smith, Ark.; and two sisters, Mrs. W. W. Cowell, of Parkersburg, and Mrs. W. E. Cowell, of Parkersburg, November 1.

DARBY - Mr. and Mrs. W. A. Daraby, 41, of 1728 N. State St., Chicago, died of heart disease. He was a member of the Actors Equity Association. Survived by his widow, Mrs. W. A. Daraby, and a son, Mr. John Daraby, both of Chicago; two sisters, Mrs. Mrs. A. Daraby, of Chicago, and Mrs. Mrs. A. Daraby, of Chicago; and two brothers, Mr. Mrs. A. Daraby, and Mr. Mrs. A. Daraby, both of Chicago. Services in Chicago November 16 with burial at the family plot in Park Cemetery, Parkersburg.

DARDEN - Robert D. 58, of 942 West 119th St., Chicago, died of heart disease. He was a member of the Actors Equity Association. Survived by his widow, Mary J. Darden; a son, Mr. John Darden, of Chicago; a daughter, Mrs. Mrs. A. Darden, of Chicago; and two sisters, Mrs. Mrs. A. Darden, of Chicago, and Mrs. Mrs. A. Darden, of Chicago. Services in Chicago November 16 with burial in Park Cemetery, Parkersburg.

Dow - Dowell - Ovett, 71, of 2000 N. Michigan Ave., Chicago, died of heart disease. He was a member of the Actors Equity Association. Survived by his widow, Mrs. Mrs. Ovett, of Chicago; a son, Mr. John Ovett, of Chicago; a daughter, Mrs. Mrs. Ovett, of Chicago; and a sister, Mrs. Mrs. Ovett, of Chicago. Services in Chicago November 16 with burial at the family plot in Park Cemetery, Parkersburg.

Dowd - Donald, 68, of 2137 N. Leavitt St., Chicago, died of heart disease. He was a member of the Actors Equity Association. Survived by his widow, Mrs. Mrs. Dowd; a daughter, Mrs. Mrs. Dowd, of Chicago; and a son, Mr. Mrs. Dowd, of Chicago. Services in Chicago November 16 with burial at the family plot in Park Cemetery, Parkersburg.

Dowling - Mr. and Mrs. William Dowling, 65, of 2137 N. Leavitt St., Chicago, died of heart disease. He was a member of the Actors Equity Association. Survived by his widow, Mrs. Mrs. Dowling; a daughter, Mrs. Mrs. Dowling, of Chicago; and a son, Mr. Mrs. Dowling, of Chicago. Services in Chicago November 16 with burial at the family plot in Park Cemetery, Parkersburg.

Dowlesdonitt - Mr. and Mrs. Charles Dowlesdonitt, 57, of 1335 N. Lake Shore Dr., Chicago, died of heart disease. He was a member of the Actors Equity Association. Survived by his widow, Mrs. Mrs. Dowlesdonitt; a son, Mr. John Dowlesdonitt, of Chicago; a daughter, Mrs. Mrs. Dowlesdonitt, of Chicago; and two sisters, Mrs. Mrs. Dowlesdonitt, of Chicago, and Mrs. Mrs. Dowlesdonitt, of Chicago. Services in Chicago November 16 with burial at the family plot in Park Cemetery, Parkersburg.

Evans - George, 75, of 2137 N. Leavitt St., Chicago, died of heart disease. He was a member of the Actors Equity Association. Survived by his widow, Mrs. Mrs. Evans; a son, Mr. John Evans, of Chicago; a daughter, Mrs. Mrs. Evans, of Chicago; and a sister, Mrs. Mrs. Evans, of Chicago. Services in Chicago November 16 with burial at the family plot in Park Cemetery, Parkersburg.

Evans - Charles Evans, 70, of 2137 N. Leavitt St., Chicago, died of heart disease. He was a member of the Actors Equity Association. Survived by his widow, Mrs. Mrs. Evans; a son, Mr. John Evans, of Chicago; a daughter, Mrs. Mrs. Evans, of Chicago; and a sister, Mrs. Mrs. Evans, of Chicago. Services in Chicago November 16 with burial at the family plot in Park Cemetery, Parkersburg.

Fleming - Mr. and Mrs. John Fleming, 62, of 1728 N. State St., Chicago, died of heart disease. He was a member of the Actors Equity Association. Survived by his widow, Mrs. Mrs. Fleming; a son, Mr. John Fleming Jr., of Chicago; a daughter, Mrs. Mrs. Fleming, of Chicago; and two sisters, Mrs. Mrs. Fleming, of Chicago, and Mrs. Mrs. Fleming, of Chicago. Services in Chicago November 16 with burial at the family plot in Park Cemetery, Parkersburg.

Fleming - Mr. and Mrs. John Fleming, 62, of 1728 N. State St., Chicago, died of heart disease. He was a member of the Actors Equity Association. Survived by his widow, Mrs. Mrs. Fleming; a son, Mr. John Fleming Jr., of Chicago; a daughter, Mrs. Mrs. Fleming, of Chicago; and two sisters, Mrs. Mrs. Fleming, of Chicago, and Mrs. Mrs. Fleming, of Chicago. Services in Chicago November 16 with burial at the family plot in Park Cemetery, Parkersburg.

French - Mr. and Mrs. Louis French, 65, of 2137 N. Leavitt St., Chicago, died of heart disease. He was a member of the Actors Equity Association. Survived by his widow, Mrs. Mrs. French; a son, Mr. John French, of Chicago; a daughter, Mrs. Mrs. French, of Chicago; and a sister, Mrs. Mrs. French, of Chicago. Services in Chicago November 16 with burial at the family plot in Park Cemetery, Parkersburg.

Freeman - Mr. and Mrs. Charles Freeman, 65, of 2137 N. Leavitt St., Chicago, died of heart disease. He was a member of the Actors Equity Association. Survived by his widow, Mrs. Mrs. Freeman; a son, Mr. John Freeman, of Chicago; a daughter, Mrs. Mrs. Freeman, of Chicago; and a sister, Mrs. Mrs. Freeman, of Chicago. Services in Chicago November 16 with burial at the family plot in Park Cemetery, Parkersburg.

Freeman - Mr. and Mrs. Charles Freeman, 65, of 2137 N. Leavitt St., Chicago, died of heart disease. He was a member of the Actors Equity Association. Survived by his widow, Mrs. Mrs. Freeman; a son, Mr. John Freeman, of Chicago; a daughter, Mrs. Mrs. Freeman, of Chicago; and a sister, Mrs. Mrs. Freeman, of Chicago. Services in Chicago November 16 with burial at the family plot in Park Cemetery, Parkersburg.
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 Cincinnati 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.

WANT THAT POSTAGE ON HOLIDAY GREETING CARDS

When mailing holiday greeting cards to relatives, friends or acquaintances in care of The Billboard be sure to use first-class postage (3 cents per ounce) if the cards are in envelopes. This applies whether the envelopes are sealed or unsealed, but it is better to seal them. Cards in unsealed envelopes and mailed under third-class postage (1½ cents per ounce) cannot be forwarded and therefore must be sent to the dead-letter office.

This ruling for forwarding of mail does not apply to open greeting cards, those not requiring envelopes and sent under 1-cent postage.

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.
Phillips-Simpson Negotiations Fail; Latter With D&B

JACKSONVILLE, Fla., Nov. 29.—E. Lawrence Phillips, owner of Johnny J. Jones Exposition, announced today that the proposed negotiations between C. Simpson and himself for Simpson's return to the staff of the Jones organization as associate agent fell thru when Simpson failed to reach a mutually satisfactory agreement concerning con

Phillips said he and Simpson were in friendly accord in reaching a decision to cancel all arrangements. J. G. (Tommy) Thomas will continue to handle the general agent duties alone.

BIRMINGHAM, Nov. 27.—J. B. (Jack) Balle, co-owner of the Balle & Balle World's Fair Shows, and James C. (Jim) Simpson announced here today that Simpson had signed as general agent for the D. & B. organization.

"We're going to work together," said Simpson. "Both have been working hard. We're going to make this better than ever before."

Each one has backed the other to the limit.

39 Tour Is Fair For West's Shows

MONTGOMERY, Ala., Nov. 25.—After a review of the 39th annual west tour made by Frank West as "fair," West's World's Wonder Shows went into quarters here last week in a large restaurant, the train was placed on a siding along the building. Owner West said he found the South better than the North this season from a financ

About 19.2 million people visited the more than 1,000 miles or more distant exhibit, who could not afford the long trip two years ago, are those who made only one visit this year. This reflects high initial satisfaction:

This good proportion who made one visit in October were laggards who, once in site, expressed keen regret that had led the season slip by. This suggests the possibility of increasing the weeks in early in the fair in 1940 to get a maximum of early attendance, and then to use the full three weeks in late in the fair to attract those early-comers re

Many of those who do not intend to come again because they feel they cannot afford the long trip two successive years, have said they will come again at a lower price.

Mardi Gras Week

About 113,000 of these interviewed in final week in October came in for Grand Mardi Gras Week. These were the last weather dampened fun-seeking attenda

MAIL ON HAND AT
NEW YORK OFFICE
1654 Broadway,

Women

Leah, Margas, Clotho,

Men

Bubba, Rucks, Brackett

N. Y. EXPO SURVEY
(Continued from page 59)

popular tritants. Largest group criti

zation should do with profit. People

on free and cheaper transportation on

Local support helped to put Middle

vantage; all subsequent plans and oth-

Declines in October attendance were

ciles in October attendance were

large families tended to come more in

in spite of free popular entertainment

and some day promised.

SYRACUSE POP CORN MACHINE & SUPPLY CO., INC.

SYRACUSE, N. Y.

ATIENTION: CARNIVALS, INDEPENDENT SHOWMEN, RIDE OWNERS AND CONCESSIONAIRES!

THE COASTAL EMPIRE PAPER FESTIVAL
SAYANNA, GEORGIA
APRIL 1-2-3-4-5-6, 1940

C. Hodges Bryant, Managing Director, Coastal Empire Paper Festival, will be at Marron Hotel, Chicago, Dec. 4-5, 1939, to arrange contract.

Coastal Empire Paper Festival is endorsed by Savannah Chamber of Commerce.

MAIL ON HAND AT
CHICAGO OFFICE
404 West Wabash Ave.
52 West Randolph St.

Women

Amenda, Mrs. Paul

Men

Beatrice, Mrs. L. L.

Rochelle, Mrs. C.

Crest, Mrs. N.

Parsley, Mrs. C.

Sears, Calde,

Walter, C.

Amber, Mrs. Robert

Men

Aberdeen, Mrs. J.

Baker, Mrs. J.

Carter, Mr. A.

Brown, Mrs. W.

Monahan, Mrs. A.

Ward, Mr. T.

Babe, Mrs. P.

Barak, Mrs. J.

Cass, Mrs. C.

Dall, Mrs. B.

Donahue, Mrs. B.

Dowling, Mrs. L.

Floyd, Mrs. C.

Field, William G.

Men

Loeffler, Mrs. H.

MARKET REPORTS

F[x] 700.

F[x] 800.

F[x] 900.

F[x] 100.

F[x] 50.

F[x] 40.

F[x] 30.

F[x] 20.

F[x] 10.

F[x] 1.

F[x] 0.

F[x] 7.

F[x] 8.

F[x] 9.

F[x] 10.

F[x] 11.

F[x] 12.


F[x] 14.

F[x] 15.

F[x] 16.

F[x] 17.

F[x] 18.

F[x] 19.

F[x] 20.

F[x] 21.

F[x] 22.

F[x] 23.

F[x] 24.

F[x] 25.


F[x] 27.

F[x] 28.

F[x] 29.

F[x] 30.

F[x] 31.
CAMPAIGN

Apparently, after some hesitation, it was decided on November 21 that the people of Los Angeles should vote definitely at a special city election, December 12, on the question of pinball games.

This seems to be the first instance in which the people of any large city or State have been asked to vote on a definite question of whether they want modern pinball games banned or not. Possibly two or three States have had the issue involved in questions of candidates or pension moves.

In Los Angeles the question seems to be a direct one. Whichever way the vote goes, it will probably be referred to many times after it is all over. So that a review of the angles involved from the standpoint of the trade should be made a matter of record before the event occurs.

The situation seems to be this: Los Angeles has the oldest city ordinance for licensing pinball games in the country; the games have been licensed at $3 per game for many years. The present city administration was chosen on a recall movement in 1938 and is known as a reform administration, with a well-known professional reformer supporting the administration. Led by the mayor, the city administration is asking for repeal of the present city license ordinance. He would then proceed to ban them, it is anticipated.

Apparently, the question to be voted on at the special election is whether the voter favors repeal of the license law. The voters will be asked to declare the games a public nuisance. Apparently, this will require a “Yes” to vote against the games, and a “No” to vote for them. There are times when the very wording of the question itself may decide an election.

The pinball question will probably be No. 3 or No. 4 on a ballot that contains some very important questions of city government. The pinball question will be considered by many as a very minor matter in relation to other serious problems on the ballot.

The campaign by the city administration is expected to be very bitter against the games. Already the mayor has used one entire radio address against them. He also appeared before the city council at its hearings on the subject. His professional reform supporter has also started a magazine, and in the first issue much space was devoted to marble games.

First of all, the agitation itself is definitely political. The present city administration came into office in a bitter campaign. The mayor and his supporters in the present campaign charge that the operators' association (California Amusement Machine Operators' Association), referred to as CAMOA, is a political organization and that it works for corruption of local officials. The mayor does not seem to be so much against the games as against the organization of operators and its leaders. The CAMOA says the real point is that the mayor wants to control the association—and that he cannot control it. An attorney for a drug association charged at a hearing on the question that the city administration wanted to declare the games illegal, and later let them run under "protection."

Since the agitation is definitely political at its source, charges and counter charges will be hurled during the campaign. The vote, after all, may not be a real test of public opinion about pinball games—since local politics in Los Angeles is a hot issue.

While an attempt has been made to agitate the pinball situation since the ill-starred "Kendall pinball bribery trial" last April, it has been hard to keep them in the limelight. Scandals break out in the city government at intervals. Local newspapers have recently published items of the increase in major crimes in the city. During the year the mayor has been in office, it is said that most major crimes have increased. According to the papers, since July there have been 38 bank hold-ups. In the year preceding there were only nine. Property losses to citizens because of increasing crime are stated to be enormous.

The supporters of pinball games are saying that all of this is taking place while the mayor and his officers rant about pinball games. The very questions appearing on the special ballot, they point out, show that he is neglecting important issues while he spends time and money (belonging to the taxpayers) in a crusade against pinball games. It is reported that there are over 3,000 licensed games in the city. The city council devoted at least two long sessions to a hearing on the question of pinball games and the arguments before the council, and by council members themselves, indicated the bitterness of the drive. Whether the city administration can keep agitating the pinball issue above other city issues until election remains to be seen.

A very important and unusual development in the situation is the support given to the pinball games by organized labor and by retail trade associations. Drug and restaurant trade associations especially have openly and boldly championed the side of the games. Some of the boldest charges against the mayor have been made by representatives of retail trade associations.

Organized labor has also taken an open and bold stand in favor of the games. They are presenting two arguments in favor of the games. One is that the revenue from the games helps the locations where they work to stay in business. They consider the games an indirect but very important aid in providing employment. This is expected to be an important and weighty argument in the campaign.

Organized labor has also asserted its right to play the games, just as well-to-do people can play them and other devices in their clubs. This is an unusual angle but it is being asserted with force. In other words, working people are objecting to that form of paternalism which argues they should not spend their coins on the games. It is an assertion of freedom that may make history.
**EVERY HOUR - EVERY DAY!**

**BIG SIX**

ORDERS ARE POURING IN—SO MANY IN FACT, THAT AFTER 6 WEEKS OF TOP PRODUCTION WE’RE STILL BEHIND IN BIG SIX DELIVERIES!

It's the ONE Game Operators have found they can't afford to be without!

**J. H. KEENEY & COMPANY**

2001 CALUMET AVENUE, CHICAGO, ILL.

Gerber & Glass

Report Heavy Biz

CHICAGO, Nov. 28.—According to reports, operations are functioning smoothly at the headquarters of Gerber & Glass with sales volume hitting a new high. When inquiries are received by the firm, the invariable comment, according to officials, is “Who’s worrying about business? There’s nothing to worry about.”

“War” Ten Strike has produced such a heavy volume of sales, which were not anticipated a few months ago, that we are rushing to the care of this item,” they said. “At the present time we are attempting to prepare for our annual winter tour.

In addition, we are doing a large volume of business on phonograph grilles and light-up phonograph domes. This line is being extended as fast as our facilities will allow. This, incidentally, is another highly successful department which has been installed during the past year.

“Regardless of this activity, all departments are functioning efficiently. We are making immediate deliveries and are so organized that we are able to take care of any other lines at a moment’s notice. Take it from us—business is swell.”

Universal Hints

On ’40 Jar Games

KANSAS CITY, Mo., Nov. 25.—With the greatest part of the 1939 jar game season gone, the Universal Mig. Co. reports that its forward is looking forward to even greater success during 1940. “See our great display of jar games and pad games at the 1640 Coin Machine Show and you will be convinced that ‘40 is the year,” declares Joe Berkowitz, head of the firm.

In a recent statement, Berkowitz said: “We were comparative youngsters at the last three shows—but time and experience will tell. At the coming show you will see the greatest array of new ideas, color schemes, tickets and pads, all of which will revolutionize the jar game industry.

“Just to mention a few—a much too much cannot be said about Stars & Stripes—you’ll boost your treasury with Treasury Balance—and, ladies and gentlemen, look for this one, Ladies and Gentlemen. These are only a few of a great line. With so many new types of deals we find it impossible to display our entire line in one booth. Therefore, we will comp two booths at the coming show. It will be our pleasure to renew old acquaintances and make new ones.”

**110 Volts AC Anywhere!**

WITH KATOLIGHT PLANTS AND ROTARY CONVERTERS

Furnished standard 110 AC, 60 cycle, for operating coin-operated main machines, posters, pinball, jacks, etc., with converting units.

**KATOLIGHTO, Mankato, Minnesota, U. S. A.**

Get Kirk's Guesser-Scale

(Penny back if you are right) with the WATCH YOUR HEART BEAT feature

Greatest Money Maker Ever Built

All Mechanical Operation
CANDY OPERATORS — READ—THINK—ACT

Hood's Thanks for Ten Strike Ovation

ChicagO, Nov. 25.—“Thank you for your overwhelming order and whole-hearted endorsement of Ten Strike,” says R. W. (Dick) Hood, president of H. C. Draus & Co., “Never before has a game received such an ovation of approval. When a game receives that kind of approval from the trade there’s no doubt about it being tops—so many leaders of the industry simply can’t be wrong.”

Joe Frank Says Business Is Up

Nashville, Tenn., Nov. 25.—Joe Frank, head of Automatic Sales Co., reports that sales have been rising steadily during the past few months, especially with the beginning of the fall season.

Automatic Sales Co.'s business today is the best it has been in many seasons. We are now handling a larger volume of business than we have handled in the past. We feel that a good part of this business is due to the fact that we are weighing more carefully than ever against the competition of our equipment, the low price of the equipment, and fast deliveries.

C. O. D. Deliveries, Says Geo. Jenkins

ChicagO, Nov. 25.—“C. O. D.” says Geo. Jenkins, sales manager of Bally Mfg. Co., “We are getting up to the trade more than ever. Our operators are starting the reports that they deliver the game to their locations. Our business is spreading day by day. With this success, we are better able to effect more and more savings—and to the customers who naturally share in our lowered cost of business.”

Joe Frank, chairman of the board, might be referring to the success that he has experienced. He is complacently reading the Chicago Tribune, which shows that he has doubled in the past year and the demand for his products.

Page Ripley!

New York, Nov. 25.—Two people are in the ace of spades, having both the same name and both not knowing of the other’s existence. The history of this story of two quier quirts of fate that crossed last week begins this way: Arthur Mack of Uninsula Merchandising Co., and Robert W. (Dick) Hood, president of H. C. Draus & Co., started to find that another Dick, who is advertising manager of a successful firm, was married. Believing that The Billiard spread to him, Mack wrote the New York office to get out of the cover that he has a double in the organization.

This case brought to light another concern Jack Mitnick, chief publicist of Rock-Ola. Mitnick, who has been trying to get through with Jack Mitnick, a phone in Chicago. Every time the phone rings in Chicago he tries to reach the Follies Mitnick, but to date, it seems, they’ve never been able to get together.

Houston

Houston, Nov. 25.—Hans Von Ruedt, president of U-Need-a-Pak Products Co., is well pleased with his new set-up. The company, he says, is beginning to show some post-play of intermediate award. The company, he says, is beginning to show some post-play of intermediate award.

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Every operator, Jenkins continued, “knows the money-making power of the future. H. C. Draus & Co. knows that the post-play of intermediate award begins to score after all numbers are in. Any early order of this kind knows that the post-play of intermediate award is not worth anything, and is not worth it at all. The post-play of intermediate award is the most time-consuming and the most important part of any good game.”
Pinball Overplayed in Crusader's New Magazine

By ARTHUR V. COOLEY, Mills Novelty Co., Chicago

For the past three or four years so-called reformers, newspapers, scandal sheets, motion picture producers, magazines, local organizations, state and national groups have been working with the idea of getting in the coin machine business. They have been trying to find a solution to the city's "pinball problem." This is a peculiar index to a man's mind, when he lists a five-point program for a modern city, and then lists pinball machines as one of the problems. In another place it is stated in his publication that only 3,000 games licensed in the city.

The other four problems facing Los Angeles, as listed in the latest report, are as follows: the need of a modernized city charter, the need of a clear policy on what should be done about the coin machine business, the need of a set-up of water and power bureau, and the need of a new city charter.

Better Trade for Retail Locations

WASHINGTON, Nov. 23—Government reports on retail sales in independent amusement trade indicate that the first quarter of 1939 will bring good business generally. More recent reports from retail channels indicate a better business generally. The dollar value of sales in $039 independent retail locations in States showed a 7.5 per cent gain in October over the November of 1938. In a report of the Commerce Department, the report states that sales in several States not previously covered—the six New England States, and Michigan, show a gain of 10 per cent.

Last month's reported sales volume was $256,686,110, compared with $258,668,921 for October last year and $244,895,019 for September of this year.

Beg Your Pardon

HOUSTON, Nov. 29.—In a recent issue it was stated that the Coin Machine Co., of Houston, would celebrate its sixth anniversary this month, and we told the news about the company's history. We also stated that the company's history is the story of a man who depends on the coin machine business to meet his overhead and other expenses.

Anyone acquainted with operators knows that they are all good substantial citizens and that the profit which they derive from their own business is largely for the benefit of the community.

Anyone acquainted with operators knows that they are all good substantial citizens and that the profit which they derive from their own business is largely for the benefit of the community.
Prediction Million New Drinkers

CHICAGO, Nov. 25.-A million new drinkers will line the nation's bars and frequent their cocktail lounges by next July 1, the research department of the National Women's Christian Temperance Union in Evanston, Ill., has predicted. The increase will be 22,000 per day, the report states, the consumption of alcoholic beverages of all types reported by the United States Government for the first quarter of the fiscal year, from July 1 to September.

Meanwhile, the current issue of the "Batepost" reports that the Drys have made a new attack on the prohibition front. This time they have set their sights on the temperance and accompanying publicity and propaganda. The propaganda barrage which has since been laid down is in the best tradition of the "Prohibition," writes High.

So, paradoxically, in two reports the drinkers both increase and decrease.

New Orleans

NEW ORLEANS, Nov. 25.—With new ideas in coin games arriving almost daily from the big Chicago factories, Crescent City operators are on hand this fall the greatest variety of money-makers in the history of the pin-game industry, local coin machines row agree.

With cotton, rice and sugar prices steadily climbing, rural operators are coming to town with reports of better business in those areas where play is open. Business on the whole is up and operators are listing over the New Orleans report, and much credit goes to the great work the club has turned over the idea of the big factories.

With many Gottlieb Line-o-Cats on location in the Crescent City Novelty Co. has placed an order for additional machines, according to Louis Bossberg, head of the firm, one of the largest pin operators in the city. Bossberg says that Line-O-Cats show strong indications of setting a new mark for Gottlieb's steady stream of good money-makers, and that is holding some mark where it must be considered that Lot-o-Pum still clicks at many locations after many months of popularity.

A marked increase in demand from the interior for coin operated pin machines handled by the Dixie Music Co. Julius Draper, president of the firm, reports that the firm's first delivery of machines, particularly a good demand for Millard's new 4-Bells and Bally's Royal Flush, both 9-cent and 25-cent play models. "The Royal Flush is proving its best worth at numerous places around the city and several of these operators say that this machine has already proved its value to them," Paces reports.

Dan Cohen, of the Pleasure Music Co., reporting everything about unchanged, is predicting an increase in coin game play. Business just must be better.

Morris Karnofsky, one of the city's largest phonograph ops and owner of the Morris Music House, has moved into new quarters with the help of Wally Sipple, manufacturer's representative of the National Music Company. It is possible to report a marked increase in phonograph operators and in sales of recordings in this fall.

Wally Sipple, factory representative of the National Music Co., spent two days here before casting out for North Louisiana and Arkansas. He was in the midst of a tour of Crescent City services.

Jules Peres, head of the J. H. Peres Music Co., spent two days in the city and reports a marked increase in sales of Wurlitzer phonographs since the first of the month, and estimates that the new Wurlitzer model will make a strong mark for the month. At Menden district store, Peres says that business has returned better than ever in a trip from a thru Tennessee, Alabama.

A marked increase in sales of O. D. Jennings Dixie Belle belles is reported by Emil Jacomelli, manager of the Bell Distributing Co.

Bill Bolen, of the Rudolph Wurlitzer Co., North Wing, N. Y., spent two days in the city and reports that business is better than ever in making a flying trip thru the South and West.

With thousands of out-of-town visitors each week-end helping to set new all-time attendance marks at Tulane University, Crescent City operators are doing exceedingly well in their attempts to benefit from the precedent volume and the attractiveness of the facilities of the great college. This has resulted in a general betterment of business in this area, according to President Welly Sipple of the firm. Business is better on the grooves of the right direction. It's been many days since enthusiasm has been noted at downtown locations with latest line-up of machines, sponsored by pin table manufacturers supervised by the Crescent City Novelty Co.

In a few months he was able to resign his position as a local representative and go into the phonograph business in downtown New Orleans, where he was a Century Club member. Snyder became a partner in the firm in 1935.

Chicago

CHICAGO, Nov. 25.—In Los Angeles as the Crescent City Novelty Co. have considerably increased their routes and profits with the 500 and 600 models, working the Wurlitzer Modernization, Pian. The company is one of the oldest of the old in the state of California. Carter was formerly salesman for a local envelope company. He conceived the idea of increasing his income by establishing Wurlitzer sales across America and was one of the first purchasers of Wurlitzers in California. That was in 1934.

In a few months he was able to resign his position as a sales representative and go into the phonograph business in downtown New Orleans, where he was a Century Club member. Snyder became a partner in the firm in 1935.

F. P. CARTER AND R. H. SNYDER, who operate in Los Angeles as the Crescent City Novelty Co., have considerably increased their routes and profits with the 500 and 600 models, working the Wurlitzer Modernization, Pian. The company is one of the oldest of the old in the state of California. Carter was formerly salesman for a local envelope company. He conceived the idea of increasing his income by establishing Wurlitzer sales across America and was one of the first purchasers of Wurlitzers in California. That was in 1934.

In a few months he was able to resign his position as a sales representative and go into the phonograph business in downtown New Orleans, where he was a Century Club member. Snyder became a partner in the firm in 1935.
Calcutt Public Relations Plan
Aids Business: Helps Hometown
To Celebrate Sesquicentennial

PATTYVILLE, N. C., Nov. 20—Advertising and publicity have played a
major part in a recent report on South Carolina's history. The
Vending Machine Co. of Pattyville, headed by Joe Calcutt, has
recently been consistently laced for favorable public opinion
as well as renown throughout the state.

Latest venture in public relations is a full-page ad in the
Patt'yville Sesquicentennial Celebration, The
Vending Machine Co., Inc., which
carried a page ad from Calcutt's
Vending Machine Co. spreading the
wonders of the firm.

Patt'yville citizens know Joe Calcutt is the
largest coin machine distributor in the
world and as such realize that
the company's presence in Patt'yville
is a cause for celebration.

Calcutt has taken the public into his
confidence, not only by his actions but also by his
reputation for conducting an honest and
profitable business.

In the page ad Calcutt used a catch phrase: "The World's
Largest Coin Machine Distributor"—and
vindicated his claim. The
Calcutt ad concluded: "It would be
unfair not to take pride ourselves as
Patt'yvilleans in being associated with
the leading sights of Patt'yville.

The ad also mentioned the
coincidence of Patt'yville's
celebration with the anniversary of
the founding of Calcutt's
Vending Machine Co.

Recognition of coin machines by
newspaper editors brings about fair play in
the press columns.

Meanwhile Joe Calcutt will develop his firm more, perhaps
in the form of a favorable publicity and publicity
and will continue to be known as
Patt'yville's largest coin machine
distributors."

Crusader's
Hat in Ring

Ghosts of former bed-fellows may haunt his bid for honor

MIAMI, Fla., Nov. 30.—Shades of
the Annenberg, Bolite and
the Florida Anti-Slot Machine
Association began to stir again here recently
when the Rev. James E. Barbee
threw his hat into the ring, seeking to
be the Democratic nominee for
governor.

Barbee was known as the spearhead of
the anti-slot machine crusade
back in 1937, when he headed up a
preachers' crusade against slot
machines. His campaign was
written into the governorship
donation campaign, claiming to
have harbored Florida business
$100,000,000 "because they got
rid of slot machines."

Hanging over Barbee during his
campaign will be an unexplained
artifact: the first 
machine crusade which led to the
repeal of the State license law in
that year.

Strange Bed-Fellows

In the lobbying against the slot
license law there were three powerful
interests represented, all strange
fellows, but they were working for
one and the same thing. The
bolite interests were said to have
the most active lobby. Then came
the church people of Florida. Barbee
launched his campaign by
claiming to have had Florida business
$100,000,000 "because they got
rid of slot machines."

But neither has it been satisfactorily
explained why an association supposed
to represent the public party crusade
was the racing interests. led
by Barbee, was also very active.

It has never been satisfactorily
explained why a association supposed
as the spearhead of the
anti-slot machine crusade back in
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written into the governorship
donation campaign, claiming to
have harbored Florida business
$100,000,000 "because they got
rid of slot machines."

Coin Machines
Boost S. C. Revenue

COLUMBIA, S. C., Nov. 25.—A
recent report on South Carolina's
special taxes showed that, during
the fiscal year, the state collected
$1,296,600 as against
$1,285,300 for the fiscal year of
1938. This was a gain of
$1,291,700.

Of this gain, coin-operated devices
have contributed approximately
four-eighths of the sum or
$250,000. During the period of July to October of 1938,
$267,700 has been collected on
coin machines.

No comparable figures for 1938

Coming Events

Annual Coin Machine Convention, Sherman Hotel, Chicago, January
15 is to be held. The
Indiana State Operators' Assem,
State-wide convention, is held, Claypool
Hotel, Indianapolis, December 2 and 3. 1939.

New Jersey Cigarette Merchants' Assem,
banquet, February 10, 1940.

Annual Cigarette and Tobacco
Exhibitors and Pools Convention, Hotel New York, New
York, December 4 to 8, 1939.

International Tobacco Distributors' Convention, Palmer Hotel, Chicago,
January 17 to 20, 1940.

International Assm. of Fairs and Expositions, Hotel Sherman, Chicago,
December 5-9, 1939.

Second Annual Regional Show for Northwestern Operators, sponsored by
the Mid-American Coin Games Association, Inc., Twin Cities, Minn., last week
in January, 1940.
ADVERTISE IN THE BILLBOARD

 amatrubbine MACHINES
(MERCHANDISE SECTION)

December 2, 1939

MILWAUKEE PRESS COMMENTS
BOOST WIS. CIGARET VENDORS

Price standardization in retail outlets—sales reaching pre-tax levels

MILWAUKEE, Nov. 23—Chief results of the 2-cent-per-package cigarette tax in Wisconsin has been the increase of the number of vending machines and the willingness of the consumer to pay the tax with little or no grumbling. The increase of the number of vending machines, in the opinion of The Milwaukee Journal, is cited in the instance of tavern locations.

"Before the tax, the tavern man used to charge 15 cents a package for cigarettes. Customers would resent this and would go out to the near-by grocery or drug store and get the same cigarettes at two packages for 25 cents. Now the cigarettes cost the same at all places.

"The vending machine men decided to sell cigarettes for 15 cents, absorbing 1 cent of the tax, with the location absorbing the other 1 cent. The tavern men are taking to the vending machines because they have no investment, don't have to bother about the machines and the vending machine men takes all the grief."

Thus vending machines are selling more of the cigarettes in Milwaukee today. The tavern men are finding that they can make a profit in other parts of the State as well. Locations are offering greater service to patrons and are not experiencing losses on cigarettes thru petty thievery. This cigar tax, now two months old, at first resulted in a drop of 60 per cent in sales. This was accounted for by the fact that the "indie" men who have vend- ers, by changing to pipe smoking or rolling their own. They expect, however, to come within 5 per cent of pre-tax levels.

Vending machine men expect vending machine sales to rise considerably. First, because they now sell cigarettes at the same time in all outlets, including chain stores. Secondly, with more locations they will reach more people at point of sale.

The State of Wisconsin expects to realize approximately $3,000,000 in cigarette taxes each year. To date the yield of taxes in a two-month period has been $783,318.

Exhibit Shows
New Vitalizer

CHICAGO, Nov. 23—Exhibit Supply Co.'s new Vitalizer is described as a machine utilizing a new principle of relieving fatigue and discomfort from tired and aching muscles of the legs and feet. Action is accomplished by oscillation thru the platform of the machine which massages the feet and stimulates circulation. There is no discomfort, no electric shocks and it is unnecessary to remove the shoes.

"Operation is accomplished by stepping on platform and insertion of coin. Immediately platform starts a pleasant vibration which flows thru tired feet and up the legs. Customer is no more conscious than when standing on a personal weight scale as the vibration in the platform is so rapid (3800 oscillations per minute) it appears stationary."

"The cabinet is of attractive and modernistic design with glossy white enamel finish. Exposed parts are of highly polished aluminum. The mechanism is simple in construction and is made to give long satisfactory service. Once installed there is no further expense—except for periodic calls to empty the cash box. It is so constructed that even the most efficient con-man could not make money out of it."

"The Vitalizer is so designed that it has no operating parts, except for the platform which is permanently attached to the stand. The machine is furnished in both the one-cent and five-cent models."

USE "PAL" & "PAL JR.

The modern Handy "Palm" and "Pal Jr." cigarette machines are of the latest design. They are automatic and do not require attendance. They are simple in design and do not require attention from the operator. The machine is immediately ready to operate when placed in position. It is a self operating machine and does not require any attention.

New Metal Suitable
For Vendors Announced

PHILADELPHIA, Nov. 25—Chromalloy, a new metal which is hard, strong and non- tarnishable, metal, said to be especially suited to uses in such metal cabinets, vending machines and refridgerator cases, has been placed on the market by the Con- stantia Alloys Co.

The metal is said to be at least 30 per cent harder than any other metals. It is not necessary to finish by painting, plating or any other processes of ordinary metals. It is non-corrosive and as it is furnished, is ready for use. It is said that the machine will finish on one side or both in sheets of standard sizes and gauges.

THEATER SMOKING

NEW YORK CITY, Nov. 25—A new machine, "I'm not smoking," to be used by cigarette vending machines is estab- lished in New York with the new bill just passed by the City Council which allows smoking in balconies, mezzanines, and other public places, as it has long been allowed in similar sections of motion pictures houses.

"The machine is designed to prevent the use of cigarettes by lighters to peruse programs and does not definitively say that a use of a lighter or a cigarette going will bring the law down.

ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS.

BEHIND THE SCENES locations are proving profitable for Bally Beverage Vender operators. Illustrated is machine in shipping department of Montgomery Ward, Portland, Ore.
Minnesota Eyes
Cig Tax Attempts

MINNEAPOLIS, Nov. 23.—Minnesota tobacco men are reported suspicious of an attempt by some of the legislature to add a cigarette tax. The report is that representatives of the tobacco industry are lobbying for the passage of the cigarette tax.

In the exact wording of the charge, Minnesota tobacco men said: "Happy over the victory in the Badger State (Wisconsin) which carried its tax seven-to-nine last month, the tobacco men of Minnesota are reporting that the cry for a similar tax is being heard in the legislature, because it is thought that such a tax would add a substantial sum to the state revenues."

The report stated that the tobacco men were not yet prepared to resist the tax, but they said they would keep a close watch on the situation.

Tobacco men, who are to a man opposing the tax, have taken heart in the reports of the vote in Wisconsin, but they said they would not do anything premature in the matter.

Masticatory News

CHICAGO, Nov. 25.—The chewing gum industry was subjected to a little honest bickering at a meeting held at the hands of several newspapers recently published in the current issue of Science. Professor Hollingsworth, in his articles, says that the "collateral motor mechanism involved in the production of the conventional masticatory does not exist in a lower form of animal, but the tension thus reduced is muscular. The chewing motion is reduced to a mere tension of the teeth." This is not the first time the question has been raised, and it is not likely to be the last.

Cherry Hits Bonus Practice

NEWARK, N. J., Nov. 25.—James V. Cherry, manager of the Cigarette Merchandisers' Association of New Jersey, frequently discussed practices in the placing and operation of cigarette machines. He made the statement, "If an operator began to receive a certain amount of money from the sale of cigarettes, he would do his best to keep that amount as long as possible and offered money to the local operators, who would be very much surprised.

Cherry commended the "bigger profit" on the "bigger volume" of business in the metropolitan region and the "bigger volume" of business in the metropolitan region and the "bigger volume" of business in the metropolitan region and the "bigger volume" of business in the metropolitan region and the "bigger volume" of business in the metropolitan region and the "bigger volume" of business in the metropolitan region and the "bigger volume" of business in the metropolitan region and the "bigger volume" of business in the metropolitan region and the "bigger volume" of business in the metropolitan region and the "bigger volume" of business in the metropolitan region and the "bigger volume" of business in the metropolitan region and the "bigger volume" of business in the metropolitan region and the "bigger volume" of business in the metropolitan region and the "bigger volume" of business in the metropolitan region and the "bigger volume" of business in the metropolitan region and the "bigger 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Candy Opportunity Is Suggested In New Item Recently Advertised

Standard Brands, Inc., already has begun its advertising campaign on a new sweet food item that will be an eye-opener to the candy manufacturers and a new item in the diet field for the American public. But this new item has been raised to the extremely large and editorial columns. For that reason it is being introduced as the health-publicity field.

The new item is a 15-cent seller, packed in cellophane packages. The flavor is that of a two-day ration of vitamins and minerals, if in fact, a new vitamin and phosphorus food, with an added flavor of chocolate and especially recommended for children. It is said to be the result of three years of research and testing.

The product is said to contain vitamins A, B, C and D. It also contains the minerals, calcium, phosphorus and iron.

If a 15-cent item can be made containing all of these vital elements, it is highly suggestive of what can be done in the candy-bar field. Even if a combination containing calcium, phosphorus, would have immense public value in keeping with modern ideas of health, while a few vitamin and phosphorus food might be tender, the health-publicity field, yet nothing extensive has been done.

The Standard Brands advertising will indicate the full possibilities of what can be done once manufacturers can capitalize on the more modern health trends.

"I Told You So!"

It is always a nice feeling to be able to say that certain occurrences have been pointed out in our news and editorial columns. For that reason, a part of an editorial on the subject of candy appearing in The Billboard, November 8, 1939, are reprinted below. It is true that medical objections can be raised to the extremely large consumption of candy, sugar and starches by the American public. But herein lies the great opportunity of the candy trade. It is the opportunity to acquaint the public with a new and different viewpoint on matters of diet.

An unusual suggestion for the candy trade—and of interest to candy vending operators—is the announcement that Standard Brands, Inc., has placed on the market a 15-cent sweet food item that contains four vitamins and three minerals. If a two-day ration of vitamins and minerals can be made to sell for 15 cents, there are important possibilities for 5 and 10 cent items.

News items coming from various market centers indicate that target and bowling machines are still growing in importance with the public. This is what may be called a second revival of interest in bowling games aroused interest as to how far-reaching the new wave will be.

The current campaign which Los Angeles operators are making to sell the chocolate pinball machine, December 12, is of concern to all the trade. Operators met there recently to raise candy sales and then a newspaper published the news as if it were a scandal to raise funds in defense of their business.

Phonograph record distributors are cooperating to help make the Indianapolis and Kansas City meetings a success and are helping in many ways to put over their city and state meetings. It isn't always easy to get good attendance at meetings, and help from record agencies is to be appreciated.

An example of much was heard about diabetes following the Chicago World's Fair, it came into the limelight and fruit pectin has grown rapidly in medical importance since. Candy is made up of this and other valuable elements. In fact, the manufacturers can convert new mineral and other health factors into the candy—with sugar will seem to be limitless.

Health Champion

Thus, instead of being put on the defensive at any time, the candy trade can claim, better health, more economical energy, quicker energy and at the same time a fastness that gives the consumer a happier outlook on life.

New Processes

The candy manufacturer has a decided advantage. New processes make available greater varieties of the essential minerals and vitamins in chocolate form. The candy itself will become a popular source for much that is needed in the diet.

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Tips From the Latest News...

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Tobacco growers approved the federal tobacco crop control plan for 1940 by a majority of about 84 per cent. The plan was first adopted last year, but confusion in tobacco prices brought out the farmers this year for the control plan.

Internal Revenue Bureau reports show that October cigarette production topped all previous months. The October mark was the highest in cigarette history.
**AMUSEMENT MACHINES (MERCHANDISE SECTION)**

**NEW YORK, Nov. 29.** Bowling games are among the most popular games among operators here this week. Even comic strips have been attacked by the sudden interest the bowling games are provoking.

**AROUND THE TOWN**

The new brightness of O. D. Jennings Co. reports tests on the Jennings Bowl America Brunswick Satin being "very satisfactory." Over at Pen- ter's, Mill border became much more common for the first time in the coldest days of the week. "I couldn't talk," Mill says, "for ten minutes to keep my hands in my pockets." At Schlesinger Co., they added a few more for phone ops about December 15. Herb Weaver just reported to a baby Ray Gun. He clicked off 24 points his first try, and another 19 the next. Sam Chai, who came into the coin biz from the steel plant in 19 Island. He has some bad luck this week since his mechanic left to sell soda and ice.

**BUSY WEEK**

Phone has been constantly ringing at the Daily Building in New York. Next door gathered this week to listen to the phone for the first time. From Banche Bouchard, Frank D'Agostini, Walter Mann and Estelle Kolman. Both of the latter firms are all piled up and that Dini- gieri expects to be his biggest year.

**NEW OFFICE**

While (Little Napoleon) Blatt, of Super Vending Co., is all set to open a huge new office for the phone. From Banche Bouchard, Frank D'Agostini, Walter Mann and Estelle Kolman. Both of the latter firms are all piled up and that Dini- gieri expects to be his biggest year.

**SALES PLANN**

Over at the International Building in New York, George Dini- gieri, of Superior Coin Machine, reported that he was out to make the most of his big office. He has been forging ahead steadily in the sales of his new machines in the past months. A few years ago he closed the sales end of the big to make his home in this office. He's come stronger and stronger, he says.

**MEN AND MACHINES**

Many of the men who are on the phone for the Night of Stars show at the Gardened and who have been there, were at the Gardened. They were all included in the call of Coin Machine Industries Convention.

**IN CONFERECE**

The Progress of John Mitchell was discussed this week on the whys and wherefores of the phone business. It was pointed out that they are set to take over Chicago on their own. The question of a "Murphy" deal "One of our deals," said George Dini- gieri. "They are getting set for the free round." The question was raised as to the sales for 10 Thrones of Music. It was said that they will have at least three phones full.

**QUALITY**

Irving Mitchell is so sure that his report will be the most important thing of the day, that he has been forced to make an unconditional guarantee. "If you don't find it better," he says, "I'll give you your money back. Any game you are not satisfied by, we will take it and we will give you what you ask for. We have been careful about these games and we check them over many times before we leave our factory."

**FIXING UP**

Over at Acme Sales Co.'s New York City office on 106 avenue, Sam Brooks is fixing up a display to show how this new game compares with the phone. "When finished," he says, "It's going to be the most attractive in the city," he says. And Sam Sachs, president of the firm, called in with: "I want to see if our factory when it's completed. Right now we're busy remodeling our phones here as well as sending out instructions and talking to the people who want to do their own remodeling jobs."

**CONSIGNMENTS**

Phil Balsam, discussing the advantages of the new game, says that the equipment maintains that it will forever replace pin games for real profits. "Benny Krueger is all for it," he adds.

Jack Kaufman is preparing to drive to Miami, Fla., where he will take charge of his Florida operation until next spring, while his brother oversees his New York operation. Byrina Bubin, one of the busiest distributors, is laying plans to build up an even larger following than he now has-a man-sized job from any angle. "I've been down to see the Bally Ray Gun," Mr. Bubin told him the other evening. "It's something. It's nice-and it's got a lot of the most important items for any phone op who wants to preserve the beauty of our investment," says Dave.

**NEW NEEDLE**

At Modern Vending Co., Nat Cohen is preparing to present the firm's own needle. After traveling from Chicago, Brooklyn and up the Sound, Cohen explained.

**OUT OF THE COIN CHUTE**

That petition to the General Assembly of Pennsylvania to get new laws, isn't getting all the attention that it should from some ops who have their machines licensed. "I've been up to the States," Cohen says, "and I've talked with the police and the state police." In our opinion, the police have been doing a good job in protecting the business.

But he had one bad experience. In New York, some three years ago, he had a machine which was taken out of service by the police because it was not in conformity with the law.

**LOCAL NEWS**

There's no doubt about the fact that the polish as one of the best business of the year. Mr. and Mrs. Cohen have been tracking this for some time. They have been able to bring about this movement in the police department. It has been very successful and has brought a lot of business to the police department.

**BACK HOME**

Over at Northwestern Sales and Service in Brooklyn, Moe Mandell and his crew are hardpressed these days to get out the orders that are coming in for Northwestern Bulk Vendors. The firm has grabbed off first place in the sales contest being conducted by the Northwestern Co., if he keeps up at his present rapid clip, looks like Mandell will have little trouble in copying the first place.

Cleveland, Nov. 29.—The relief situation here was only slightly relieved by the State Attorney-General's decision which permitted the use of the new game.

Cleveland has about 60,000 persons on relief and needs $1,000,000 to carry over until January 1. Several other cities in Ohio have a similar situation. The Governor of the State for the situation, perhaps recalling some previous chains of events.

Previously, in a relief emergency and when State relief funds were not forthcoming, Cleveland and licensed amusement games at a high fee in order to provide emergency funds for the city. But political pressure from local pressure groups eventually brought an end to games revenue source in a court decision that practically declared any game with a coin chute on it illegal.

Today, hungry people in Cleveland would be glad to have the food that a few thousand dollars in extra revenue would buy.
**Pioneer Tells Story of Co-Operation**

**Says phonograph brings new opportunities to boost phases of music biz**

**CHICAGO, Nov. 25.—The Importance of Co-Operation in the Music Business**

The importance of co-operation in the music business is being brought out by a song writer, a publisher, and a record company executive in two of the leading music-testing plants here.

The three tests are: (1) the song writer, Paul M. Harmon, (2) the publisher, The International Music Company, and (3) the record company executive, C. W. Harmon, president of the Victor Talking Machine Company.

Mr. Harmon is the leader of the three in his work for the advancement of the music business and the advancement of the phonograph industry.

The International Music Company is the largest music-publishing company in the world, with more than 50,000 songs in its catalog.

The Victor Talking Machine Company is the largest record company in the world, with more than 50,000 records in its catalog.

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Traveling Arcade Uses Phonograph: Boosts Business

COSHOCTON, O., Nov. 25.—An automatic phonograph was added to Dick and Helen Johns’ Playland, amusement arcade, during the last few weeks of the season. The machine was placed in the line-up as an experiment, but public response was so good during the short time it was presented that it will become a permanent feature of the arcade next season, Johns reported.

It was reported that the phonograph grossed the best take at spots where there were few or no automatic phonographs. Many small towns had no phonographs and the novelty and entertainment derived from the phonograph pleased them very much.

"At the Ashland County Fair, Ashland, O.," said Johns, "the phonograph take was heavy all three days of the exposition. This was due, I believe to the fact that the fairgrounds were far removed from the town. The only medium of presenting music for dancing within the fairgrounds was the phonograph and it was in play continuously. On "kids' day" it was continuously in play from early morning until midnight."

Jones said the phonograph was not only another source of revenue, but it helped to flush up the entrance of the arcade and drew many into the arcade itself. Latest records of the most popular tunes were used, he said.

Kresberg Opens "Cash-In Corner"

NEW YORK, Nov. 25.—Sam Kresberg, fast-stepping major domo of East Coast Phonograph Distributors, Inc., officially announced the opening of the new East Coast headquarters at West 43rd street, on the corner of 10th avenue, today. The new "Cash-In Corner," as the operators have dubbed it, is a beautiful, modern, spacious combination of offices, showrooms and a large remodeling and reconditioning plant.

"Seeburg symphonodiales and Chicken Sam (Seeburg Multif Ray-O-Lite shooting machine) are moving at a terrific rate," reports Kresberg. "In addition, the East Coast stock of reconditioned phonographs of all makes is causing a great deal of action, as ops have seen what a wonderful job our experts are doing on used phonos."

I have pledged my personal efforts and the complete co-operation of the East Coast and J. P. Seeburg organizations to the task of helping smart operators in this territory make real money faster. The boys are calling our 'Cash-In Corner' the spot to buy and sell equipment, because they're cashing in with Seeburg equipment by placing it in top spots," Kresberg concluded.

---

NEW 1940 DOMES

ONLY 2 SCREWS FOR INSTALLATION


1940 Changeover GRILLE

For Wurlitzer 616-616A-716 and Rock-Ola Imperial 20.

Choice of Aluminum Grille and 2 columns of plastic or 3 columns of plastic with side house and top panel.

412—Made With 3-Column Plastic and Door Panel, Only $9.45

---

FROM EAST TO WEST

NORTH TO SOUTH

OR OVER LAND AND SEAS—

IT'S

AN AUTOMATIC PHONOGRAPH NEEDLE WITH

2000 BETTER PLAYS

SEND FOR SAMPLE 35c

THE ELDEEN CO.

176 W. WISCONSIN AVE.,

MILWAUKEE, WIS.

---

DE LUXE AUXILIARY SPEAKER

BEARSE MANUFACTURING CO.

1825 Prospect Ave., CLEVELAND, OHIO

Tell the Advertiser in The Billboard Where You Got His Address.
SENSATIONAL!

A NEW DANCE

THE JUMPKA

on a

VICTOR INTERNATIONAL RECORD

by the

LEON STEINER ORCHESTRA

V-740

LET'S TRY A JUMPKA

FEATURE THIS NUMBER

AND WATCH THE NICKELS

"JUMPKA"

INTO YOUR MACHINES

ORDER FROM YOUR LOCAL VICTOR DISTRIBUTOR

STANDARD PHONO CO., INC.

168 WEST 23RD ST.

NEW YORK CITY

JUST OUT!

Another ace nickel-getting disk

by

LARRY CLINTON

AND HIS ORCHESTRA

★ JOHNSON RAG

★ DOWN HOME RAG

V-26414

GET IT FROM YOUR VICTOR DEALER TODAY!

GOING STRONG FOR OPS EVERYWHERE

FRANKIE MASTERS' Own Composition of "SCATTER-BRAIN" VOCATION'S BEST SELLER

Read what The Billboard's Record Buying Guide says:

"There's no question about this song any longer. If you haven't made it available to your patrons yet, it should be. It's the number that must be tried immediately. Quite a few bands are identified with it, notably Frankie Masters, its co-author."

Record Buying Guide

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

GOING STRONG

Recordings listed below are currently the biggest money-makers in automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 20 most important phonograph operating centers in the country. Recordings listed without explanation are those that have appeared under this heading before and are still holding their own at the box office or money and thus have become such established successes that they require no further explanation.


Scab Dance. Teddy Martin, Frankie Masters, Benny Goodman, Guy Lombardo.


Good Things. Ink Spots.

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

COMING UP

Recordings listed below are those which operators report are not yet top-notch money-makers, but which are gaining in popularity on automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 20 most important phonograph operating centers in the country.

In the Mood. Not far removed from the topmost brackets right now, this highly infectious swing tune is one of the best nickel enticers in the country today, topped only by the septet listed above. Another week should pin this one on the Glenn Miller arrangers' select circle of blue-ribbon winners. Miller has thus far had the only record that has meant anything in the machines.

Lilacs in the Rain. Still on the upgrade, a little slower perhaps than was expected, but still holding steady for the height of summer. Prominent on nationwide networks and over the country's sheet music counters, it has trailed a little behind in the matter of automatic phonopopularity. An excellent chance for a couple of speedup's to make a second appearance on the song, completing its popularity cycle by making the big time on the machine counters. Charlie Barnet, Dick Jurgens and Bob Crosby are the men to look for from the buffalo nurseries on this.

Yes, We Have a Plane. Is it the same tune whether this or its companion piece, Guitribution, is the more favored item in the boxes will take a master statistician. Most of the reports received this week mention both sides, which can mean only that as soon as the Glenn Miller arrangers have a couple of copies of the disk, making each side available to their patrons. It hardly seems necessary to point out that here it's not a case of one song or another, but simply the inspirational coupling of two of the best phonopops—Big Crosby's and the Andrews Sisters'—on a single recording. It didn't seem possible to see how this great piece of record merchandise could miss, and it's no surprise to see its bearing out the predictions made for it.

Chico's Love Song. If the above item were not on the market this Andrews sisters' getting (those releases preceded Vocelka's Flat Top by only a few weeks) would undoubtedly be a much more potent puller in the machines. That's as big as it is, for its ballads are far behind in the pace of the competition of the girls' disk with Crosby. Having both records in the boxes will hurt neither, as plenty of operators are finding out.

Last Night. From where we sit it doesn't seem as if this week's twenty Kenny ballad will achieve the greatness of some of his other creations, at least in aural appeal as the phonographs are concerned. Its score appears to a middle one, neither a definite hit nor a number that can easily be dismissed as meaning nothing. Operators should have both the sides to cover themselves, but looking for great profits from it is being a bit optimistic. Glenn Miller, Bob Crosby and Horace Heidt stand out in the field of recordings.

Bluebirds in the Moonlight. The Chicago territory reports that this clever novelty song is up and lading and that this week's release can in this instance is a little quicker to recognize a potential hit than the rest of the country. For this is definitely going to be a successful song in its ancestry alone is almost enough to guarantee that. It stems from the forthcoming feature-length animated cartoon, Guillerme's Travels, due for release before Christmas, a film that's expected to cause as much comment as the memorable Walt Disney hit of a couple of years ago.

Wide. That comment is going to boost sales from the score into prominence. This looks like the first one, as recorded by Glenn Miller and Dick Jurgens.

POSSIBILITIES

Recordings listed below have not as yet shown any strength in automatic phonographs but are the most likely prospects for machine success among new record releases. These suggestions are based upon radio performances, sheet music sales, reports from operators and as to the relative importance of certain songs in their catalogs as well as on the judgment of The Billboard's music department.

Hot Dog Joe. Getting a little attention from oops already, this is a fine phonophot that ought to do right well for itself once it begins its career. Van Alexander has the record here.

Good Morning. A very likely looking tune that has the catchy, infectious qualities that the public likes in its brighter songs. Making the grade on the air and in sheet music form, this should follow thru in the machines. I Didn't Know What Time It Was. Also on its way up on best selling sheet music and radio song plug lists is this Rodgers and Hart smart hit, the new Broadway hit musical, For Cuba, a definite possibility for phonograph honors.

My Isle of Golden Dreams. Bing Crosby again—and you know what that means. George Gershwin's new hit is making every phonograph operator here a fortune with the highball.

Tumbling Tumbler. A Glenn Gray number that's taking quite a few elements of popular appeal. Its title is attention-getting, and the Glenn Lomax recording it in the same style that put over I Cried for You and Sunrise Serenade.

Current Addresses:

For current addresses of all the artists listed above write:

The Billboard Records Department

136 The Billboard

AMUSEMENT MACHINES (MUSIC SECTION)

December 2, 1939
**FLA. MUSIC ASSN. PUBLISHES BULLETIN**

CLEARWATER, Fla., Nov. 25.—Florida Music Operators’ Association officers recently introduced the latest venture of the association in a mimeographed paper, "Needle Point Notes." The publication is edited by E. E. Clark.

The second issue of the association paper carried much valuable information for music operators, including information on copyright infringement, labor laws and conditions in various counties throughout the State. The paper discussed the problems of the operator in regard to locations which might be unsuitable and also suggested that operators help to establish "community jooks" where young folks might gather to dance in wholesome surroundings. Association news and bulletins completed the contents.

Officers of the association are C. M. Stokes, Jr., president; Ron W. Rodd, first vice-president; A. E. Bagnall, second vice-president, and E. E. Clark, secretary-treasurer. Directors are O. L. Rice, Earl Colburn, F. P. Fawcett, C. N. Stambaugh and Simon Wolfe, W. H. Wolfe, of Clearwater, are attorneys.

**DROP PHONOGRAPH PATENT DISPUTES**

(Special Release)

CHICAGO, Nov. 25.—Ending several years of litigation involving some of the largest manufacturers of coin-operated devices, an agreement was announced that provided for a multi-record phonograph which will suite pending in various parts of the country between the American Machine Corp. and the J. P. Seeburg Corp., both of Chicago, was reached by an agreement reached recently.

Officials of the two companies described the agreement as being "mutually satisfactory" and pointed out that it was reached, together with similar agreements which their respective companies have made with other phonograph manufacturers, would practically obviate hereafter further phonograph infringement litigation, thus contributing materially to the stabilization of the industry.

Suites which will be dropped under the terms of the agreement have been pending in the Federal Courts at Chicago against the J. P. Seeburg Corp. and at Louisville and Pittsburgh against certain Seeburg distributors. The legal action involved patents on coin-operated phonographs embodying record-changing apparatus.

The companies signed an agreement to drop the several pending law suits and in addition agreed for the patent to sue the other or its customers for infringement of patents by types of phonographs now being manufactured by the respective companies. The patents cover a multi-record phonograph which automatically plays a number of records selected in advance.

Each company agreed to recognize the patents of the other, which will be dropped under the agreement. The individuality of the design of the respective phonographs will be maintained, according to the joint announcement by the two firms.

F. P. CARTER and R. H. SNYDER, 2728 Arcadia Ave., Los Angeles, Calif., announce increased their profits, and now store and operate on their route and profits with 500 and 600 models. Working the Wurlithers Moderns. Their route now being advertised by Kilo No. 90. They are operating the Wurlithers in a few months he was able to make his present position one of the old adage that mighty oak.

**SHADOWS**

The Last Recording

made by

ARTIE SHAW

for BLUEBIRD

before retiring from the band business

**Ops:**

Here's your chance to cash in on the money-making magic of the ARTIE SHAW name.

Get SHADOWS from your BLUEBIRD dealer today!
NEW LOW PRICES
On Illumination for Your 616 Models

Louver Corners—Door Plastic Design—Louver Grille Complete With Electric Bulbs

$13.25
Louver Corners and Door Plastics

$7.25
Illuminated Grille

Complete $7.25
25% Deposit Required on All Orders


JACOBS NOVELTY CO.
STEVENS POINT, WIS.

OPERATORS, STARTED WITH THE MILLS THRONCE OF MUSIC
SEE BALLY'S NEW SENSATIONS FOR 1940
BALLY'S ALLEY—BULL'S EYE C. O. D. FREE GAME TABLE
WRITE—WIRE—OR PHONE
A-1 BARGAINS

1. WESTERN 1939 BASEBALL WITH LITEN MACHINES $80.00
2. KEYHOLE SHOOTING GALLERY 4,000 R. H. O. C. FREE BONUS $80.00
3. GAME—SHOOTING GALLERY WITH NO BONUS $80.00
4. TARGET ROLL BOWL-O-BUMPS $80.00
5. "COUNTRY GAME" $90.00
6. 10 MILLS FRUIT REELS, 150 MAIL, EACH $10.00
7. WILL TRADE ANY OF THE ABOVE FOR MILLS 1-2-3 FREE PLAY TABLE WITH ANIMAL REELS

Send Two-Third Deposit. We Ship Balances O. D.

CLINTON VENDING MACHINE COMPANY
Distributors for Leading Coin Machine Manufacturers
218 South 4th St., Clinton, Ia.

WURLITZERS
REBUILT WITH NEW LIGHT-UP FRONTS AND GRILLS AT LOWEST PRICES
LARGE SELECTION OF THE FINEST RECONDITIONED CIGARETTE MACHINES
BABE KAUFMAN MUSIC CORP. 6-1641
250 W. 54th St., N. Y. C.

KY. SPRINGLESS SCALE CO.
316 S. 2ND ST., LOUISVILLE, KY.

KENTUCKY'S Distributor of WURITZER PHONOGRAPHs AND COIN-OPERATED AMUSEMENT MACHINES OF LEADING MANUFACTURERS.
A large display of New and Reconditioned Novelty and Free-Play Machines on hand at all times.

There's No Difference of Opinion between Operators J. A. Fante (in white), of Riverside, Calif., and A. D. Cohn, of the Osborn Music Co., Los Angeles, when it comes to Wurlitzer's Step-by-Step Modernization Plan. They've been 100 per cent behind Burt Sanders (extreme left), of Sanders Bros., Los Angeles, and all the operators in Los Angeles were guests at Wurlitzer's recent open-house party in Los Angeles.

What the Records Are Doing for Me

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

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

BUFFALO

To the Editor:

Your music department in The Billboard is a fine thing, and certainly has proved interesting to the trade. Especially, the Record Buying Guide and the operators' own comment column are of value to all men in the business, and in being accurate and concise do much to help us make selections.

In my mind there is no doubt that Glenn Miller is tops right now and his recordings all over big. Big orchestras, Orson the Toddler, in the Mood are established money-makers, and any of his numbers are good. Also a platter of Gene Edward's Turn, South of the Border is going to be a real hit, and Shep Fields and Al Donahue's discs are responsible. Neil Vola's Baby Blue Star is another good prospect on an Every-Deutsch recording.

Horace Hoth is getting the nickels with My Prayer, but his Shadows is not an especially good arrangement, even though the tune itself ought to go places. A novelty number that has been around for a long time is A-Well-A-Take 'Em-A-Joe by Slim North and His Flat Foot Frolickers Boys.

The Ink Spots are as good as ever with Address Unknown. However, the Andrews Sisters are garnering coin with Chico's Love Song.

Dick Jurgensen's Band has come up in the public estimation a lot lately and this is due to Eddie Howard's excellent job as vocalist. Most requests are specifically for Howard's singing rather than the band in general. It's a Hundred to One, Little In The Rain, I Know That are getting the most play. Frankie Muet's version of Scatterbrain is rapidly becoming quite popular. Make Sure Now by Dick Robertson is still good on my machines.

Eddy Duchin is again rising in popularity, Arty Shaw and Benny Goodman, however, are not getting the play they should. Their latest recordings just didn't stick.

Aside from the new songs, I use quite a few marches and Viennese waltzes, and in addition to those which has been successful in using college and football times.

I have found that the younger element, which frequents soda parlors, drug stores, and similar kid hangouts, prefers hearing name bands, such as the two Dorsey, Kay Kyser, Glenn Miller, regardless of the tune, and spots where the older crowd are in the habit of frequenting coin with Miller's tunes, regardless of whether the band is well known or not. Knowing this, I have been able to avoid costly mistakes in the placement of records.

I am convinced that surprisingly good fortune in the field of coin with Wurlitzer's Tunes. Tommy Dorsey offering a pair from his new stereo.

The Billboard's column has already proved helpful in the handling of my machines.

Detroit

To the Editor:

For a comparative newcomer in the music business, I feel quite satisfied with the past season's business. The suburban field looked like a good one to me and so during the past summer I have concentrated my activities on locations in the smaller cities and resorts.

I look forward to much better business next year and have recently added more machines which I will be able to take care of that trade.

South of the Border is the most popular record, followed by all my spots, with the Lombardo's recording in demand. The Ink Spots are gaining coin with My Prayer and the Barbershop Boys are a hit.

To the Owners of the Peer-Mach Pianos, let me point out that the demand for my Prayer by the Ink Spots, In the Mood by Barbershop Boys, Love Me and Good Night, My Beautiful by Horace Heidt.

IVAN HUNTER, Detroit.
on a new dance craze that may result from the creation of a new style of rhythm called Jumpha, according to the Colonial Music Publishing Co.

Two of the firm's Jumpha rhythm tunes have been recorded by Steiner and orchestra on Victor Records.

According to the creators, Jumpha is the rhythm of Cuba, according to the Steiner and orchestra that is light and lively which picks up the dance time.

Because the public is particularly interested in music that can be danced, the creators of the tunes and Victor say that the music of Cuba may be the springing of another modernly interpreted musical style.

New Improved Pedestal for Wurlitzer 61 $9.75

New Style Adjusto Phonograph Covers, $9.00

Central Distributing Co.

Two Offices

607 W. Douglas St., KANSAS CITY, MO.

101-105 W. LINCOLN AVE., CHICAGO, I11.

Correction

New Price Increase Phonograph Covers

BEARSE MFG. CO., INC.

1116 Coney Island Ave., BROOKLYN, N. Y.

American's Finest 616 Remodeling Parts

For Sale: Wurlitzer Model 412 Parts

Your 616 Remodeled at Our Factory

$2500

FOR SALE:

Wurlitzer Model 416

FOR SALE:

Wurlitzer Model 616

America's Largest Phonograph Remodeling Factory

ACME Sales Company

New Address: 1775 Coney Island Ave., BROOKLYN, N. Y.

New York City Showroom and Depot, 625 Tenth Ave.

Increase Your Phonograph Income 50% or more with Phono-Flicker

Here is the LAST...The phonograph trade stimulates... Enhanced and quickened income and business with Phono-Flicker proved by the thousands. All Phonographs can be used.

Phono-Flicker is a small simple attachment which is operated by the ordinary phonograph records without taking them off the arm. The hands of the customer are placed on the record and it is made to flash electrically. Phonographists have increased their income by 50%.

A-1 Equipment at New Low Prices

<table>
<thead>
<tr>
<th>Item</th>
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<td>Baby Chair</td>
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<tr>
<td>Kitchen Set</td>
<td>$25.00</td>
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SOUTHERN AUTOMATIC MUSIC COMPANY

512 W. South St., CINCINNATI, OHIO

In Indianapolis, IND.

SUBSCRIBE TO THE BILLBOARD

Be Ahead of the Crowd
Ready for Delivery

BALLY ALLEY

THE ONE-GAME

PROSPERITY WAVE!

* STRICTLY LEGAL

with the

REVOLUTIONARY NEW SKILL

PLAY FEATURES THAT GIVE

LOCATIONS THAT PROFIT

PUNCH!

PUT YOUR LOCATIONS BACK

IN THE BIG-MONEY LINE-UP!

ORDER YOUR BALLY ALLEY NOW!

Distributed by

MONARCH COIN MACHINE CO.

1731 Belmont Ave.

Chicago, Illinois

LEADING THE FIELD IN IDEAS!

SUPERIOR’S greatest money-maker for

the full season, SCRIMMAGE, the first

mechanical football board ever created

by a salesboard manufacturer. Complete,

authentic, realistic... an instant hit with

sports fans the country over!

All the action is contained in one

board. There are no mechanical parts to

wear out... guaranteed against mechanical defects.

Write for complete literature on

other football boards as well as new

Fall Catalog.

FORTY-SEVEN NEW BOARDS

JUST RELEASED!

SUPERIOR PRODUCTS

14 NO. PEBRIA STREET.

CHICAGO, ILLINOIS

NOTICE, OPERATORS OF

Akre, Youngstown, Warren, Ravenna, Canton, and Summit, Mahoning, Trumbull, and Portage Counties

WE HAVE EXCLUSIVE DISTRIBUTION FOR EVANS TEN STRIKE BOWLING GAME.

IMMEDIATE DELIVERY

WANTED TO BUY: 1 CENT SPARKS MACHINES AT $1.00 EACH OR WILL ACCEPT

EVEN EXCHANGE ON ANY MACHINES BELOW.

FREE PLAYS

1 - Cornet Head... $5.00

2 - Jack Rollers... 5.00

3 - Flower... 24.00

4 - Onion Top... 10.00

5 - Cornet Head... 8.00

6 - Cornet Head... 6.00

7 - Cornet Head... 4.00

8 - Cornet Head... 2.00

9 - Flower... 1.00

10 - Cornet Head... 0.50

YOUNGSTOWN NOVELTY CO. 205 EAGLE ST., YOUNGSTOWN, O.

THE LAST “WORD” IN YOUR LETTER TO

ADVERTISERS, "BILLBOARD"

Chi Coin O’Boy

Gets Player Okeh

CHICAGO, Nov. 25.—“O’Boy, O’Boy,”

exclaimed Sam Wolfer and man Genburg,

of the Chicago Coin Machine Mfg. Co. “It’s a real hit—and we do mean hit. Our newest release, O’Boy, has definitely passed into that favorite category. “Altho we introduced O’Boy only two

weeks ago, it has already become one of the leading sellers in the business. Operators and distributors everywhere are wildly acclaiming it one of the greatest games we have built. “Savoy Vending Co., of New York, tell us, “It’s the best game you’ve made this year.” George Ponser says it’s outselling all games in N-South. Mayflower Novelty Co. says its “an absolute gold mine for

ops.” Lou Welcher, way out on the West Coast claims it’s the ‘best I’ve seen in a long time.”


all over the country have all added their praise of this great new game. It has been predicted that O’Boy will become the top selling-top earning game of the year.”

Wisconsin Regulates

Single Cigaret Sales

MADISON, Wis., Nov. 25.—State Treas-

urer John M. Smith has issued a regu-

lation prohibiting penny cigarette vending

machines “or similar devices treating

with the sale of individual cigarettes un-

less the cigarettes are enclosed in a

package or container on which are affixed

the proper tobacco products tax stamps

as provided in Regulation No. 2 by the

State Treasury Department, Beverage

Tax Division.”

"I WISH I COULD GET my arms around a lot of these Conquests,” says

Carl V. Anderson, of Pike’s Peak Games Colorado Springs, Colo. Anderson, at

the left, is enjoying a preview of Conquests as the guest of Leo J. Kelly at the

Exhibit Supply Co. factory, Chicago.
December 2, 1939

**AMUSEMENT MACHINES**

**OPERATORS AND JOBBERS IN VIRGINIA, NORTH CAROLINA AND SOUTH CAROLINA SPECIAL NOTICE**

We have received the following machines from our regular dealers and manufacturers:

**FIVE BALL NOVELTY**
- Century Novelty
- Dell Novelty
- Fuji Novelty
- Great Novelty
- National Novelty

Please let us know if you require any of the above machines or if you have any other requirements.

**MOSELEY VENDING MACHINE EXCHANGE, INC.**
- 00 Broad Street, Richmond, VA
- 425-427 South Tyrone Street, Charlotte, N.C.

**N. J. Association Members Guests**

**At Turkey Dinner**

NEWARK, N. J., Nov. 25.—Members of the Amusement Board of Trade of New Jersey and friends were guests at Thanksgiving dinner Monday evening, November 20, with Maurice Schapira, general counsel of the group, as host.

The program included 12 speakers. A resume of association activities for the past year was included. LeRoy Stein, manager of the association, delivered the invocation, in which he made several references to the liberties enjoyed by the members of the industry and the citizens of the U. S. as a whole.

Throughout the spirit of Thanksgiving was manifest with all giving thanks that the association and the industry had continued successfully thru the year.

After a turkey dinner with all the trimmings, an address was delivered by Counselor Schapira. Other speakers were David M. Stein, who spoke on “Merchant Membership”; Charles Poli, whose subject was “Co-operation”; Louis Selig, who stressed “Unity”; Irving Yankowitz discussed “Organization,” and the final address was by association president Morris Prince, who spoke on “As President.”

Following a toast to Schapira, Barney Buterman thanked the host for the invitation to the industry dinner. Stewart A. Stone followed with a talk on “Unionism.” LeRoy Stein then delivered a resume of activities of the Amusement Board of Trade entitled “Unionism.”

He reviewed the activities of the stressed public relations plans, real estate and all the association activities and public relations plans for the future.

W. J. Stein reported on letters received from various manufacturers, the sum and substance of which were discussed. The letter also stated and admission of their plans for the industry.

Following a song fest and an informal discussion for the good and welfare of the business, the gathering broke up—full as the spirit of Thanksgiving for the coin machine business.

**SEIDEN'S HAVE IT!**

Immediate Delivery on Latest Hits!

Ches' O'Boy
Billy's Roller Derby and G. O. G.
Gentlemen's Lounge
Gatling's Lite-O-Boy
Kenny's Big Six
Exhibitor's Rebound
Bally's Big Balls
Q.T.'s, etc.

**SEIDEN DISTRIBUTING CO.**

1100 Broadway, ALBANY, N. Y.

**FREE PLAY SPECIALS**

<table>
<thead>
<tr>
<th>Game Type</th>
<th>Description</th>
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<tr>
<td>Counter Games</td>
<td>200 Balls Per Credit</td>
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**LOOK OVER THESE NEW PRICES AND SAVE $$$**

<table>
<thead>
<tr>
<th>Game Type</th>
<th>Description</th>
<th>Price</th>
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<tbody>
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<td>Rock-Em Sports</td>
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<td>$19.95</td>
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<tr>
<td>Coin-Operated Machines</td>
<td>High, Low, Up, Down</td>
<td>$10.00</td>
</tr>
<tr>
<td>Novelty Games</td>
<td>Mini, Gator, Slump, &amp; Co. Roll, Flip, Dive, &amp; Co. Roll</td>
<td>$5.00</td>
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<td>Pay-As-You-Play Machines</td>
<td>Pay-As-You-Play, Pay-As-You-Play, Pay-As-You-Play</td>
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<td>$0.00</td>
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All quotations made subject to prior sale and F. O. B. Newark. One-third deposit required.

**H. G. PAYNE COMPANY**

312 BROADWAY, NASHVILLE, TENN.

**BADGER NOVELTY COMPANY**

2548 N. 20th Street, MILWAUKEE, WIS.
EXHIBIT'S

VITALIZER

TODAY'S GREATEST MONEY MAKING OPPORTUNITY—CASH IN WITH A NEW WANTED SERVICE FOR MILLIONS OF ACHING AND TIRED FEET.

Customer stands on platform—drops penny—immediately a pleasant, soothing vibration flows through the feet stimulating circulation throughout the body creating a delightful sense of relief to the feet as well as a feeling of refreshed vigor and exhilaration to the entire system. No electric shock—no discomfort. Doctors have recommended its use several times daily. Once tried—patrons become constant users.

Turns Pennies into Dollars

Just a few typical locations where Vitalizers are getting 30-40-60 dollars per month.

THINK of the thousands and thousands of locations that await this new service—your opportunity for new, constant profit!

HERE'S MORE PROOF—Location No. 8—average $3.07 Daily—Location 471—$42.19 for 30 days—Location 323—month's collection $32.58—Location 2M—$42.69 four weeks—full detailed proof mailed at your request with actual photos and signed statements.

A route of Exhibit's Vitalizers will return you a greater percent of profit on your dollar for dollar investment than any other legal equipment you ever operated. Remember—Exhibit's Vitalizer is not a new untried machine but a proven money maker—hundreds have been making money on locations every where during the past eight months.

GRAB the Choice locations in your territory now—Phone us or Wire today.

EXHIBIT SUPPLY CO. 4222 W. LAKE ST., CHICAGO
Boise Ponders License Plan

City's lawmakers hear first reading of bill to tax games

Boise, Idaho, Nov. 23.—Boise is considering the licensing of coin machines. A proposed ordinance covering this amusement devices as games and slot machines had its first reading before the law-making body of the city this week.

The proposed bill would make it illegal to operate an amusement device without first securing proper license. Proposed bill calls for a yearly fee for operating firms or owners of such machine. Licenses would be issued to the machine operators and vending machines would not be affected under this measure.

Defs Payout Awards

Defining amusement devices, which would be licensed under this ordinance, the measure states: "The words 'vending machines, amusement devices, and/or games' shall be held...to mean any automatic machine and device wherein a person may deposit a coin or metal slug similar to a coin and in return thereof receive therefrom other coins or metal slugs similar to coin with which said machines may be operated by depositing of such coin or metal slug a privilege is thereby obtained to further operate such a machine or device as a test of skill or for pay."

The measure also provides penalties for non-compliance of the law and creates a new post of license inspector who would supervise licensing and collection of fees.

Mayflower Host
At 3-Day Meeting

ST. PAUL, Nov. 23—As Minnesota operators returned to their homes after a three-day meeting at Mayflower Hotel Co. headquarters, Sam Taras, head of the Mayflower organization, congratulated himself as highly gratified with results. The proposed bill, he said, "was simply our pre-show show—to show the boys that they can keep on making big money right thru the holiday season. Greatest interest, of course, was shown in new bowling game which is a new ray-gun target, both of which are going to pass plenty of operators back in the money again in the North." The Ray Moloney, president, and George Jukiej, vice-president, of Mayflower Co., who were guests at the get-together, "was very happy to be able to turn over to the owners and operators the big stack of orders on Bally games of all kinds."

xmas Greetings To All!

Jack Fitzgibbons

453 W. 47th St., New York

the best xmas present you could buy yourself are bally's 13 hits!!

1. BALLY ALLEY
2. BULL'S EYE
3. ROYAL FLUSH
4. GOLD CUP
5. GOLD CUP TABLE MODEL
6. BEVERAGE VENDER
7. C. O. D.
8. GOLD MEDAL
9. GRAND NATIONAL
10. ROLLER DERBY
11. SCOOP
12. WAMPUM
13. BALLY BELL

write or wire quick for full details—prices—circulair! enclose deposit for immediate delivery of any machine

xmas greetings to all!

j. a. fitzgibbons
Baker Plans War Game, Black Out

CHICAGO, Nov. 25.—Taking advantage of current events, the Baker Novelty Co. recently announced that it would soon release a game based on a war theme. "It's the news of the day," say officials, "War is in newspaper headlines, on the radio and in speeches—and now they'll be playing it.

"Black Out is built on a war theme and is a thriller of the first magnitude for young and old. It reproduces, in a five-ball novelty game, made only in free-play model, the hair-raising realities of bombing's inaccuracy, that tropics from the air. With terrific speed and surprising realism it portrays the effects of high-speed streamlined bombers, aerial bombs, hits, flashlights, rockets, searchlights, anti-aircraft guns and night blackouts in a brilliant play of light and action. It gives the player an opportunity to test his theories about modern aerial warfare," said officials.

"Black Out is a game players have been crying for," said Harry Hoppes, vice-president of the company. "It offers the latest news of the most exciting kind of action and has made an amazing showing on every test location. It promises to be one of the biggest hits of all time."

New Western Game To Be Legal Device

CHICAGO, Nov. 25.—Don Anderson, sales manager of Western Products, Inc., reports that many inquiries have been received about the "mystery game," which was announced as nearing completion in The Billboard last week.

"We've had many requests for information about our new machine, a story concerning which appeared last week. We regret to say that we are not at liberty as yet to divulge much information about it. We can say, however, that it will be a well-priced game from the operators' viewpoint, and that it will be of the legal type.

"It has been designed at the request of operators and combines the suggestions of operators from all parts of the country. Sorry, but that's all—now I'll have to put my mystery face back on and reveal nothing more until we're ready to market this new device."

Scientific Games Re-Entering Field

NEW YORK, Nov. 25.—Max D. Levine, president of Scientific Games Corp., has announced that his manufacturing firm is re-entering the coin machine field with a series of "original and novel afternoon games which have been in the making for months with very promising results."

Scientific was last heard from in this branch of the industry several years ago when it manufactured such games as Safety Zone, Light House and Jimmy Valentine. Since then it has developed games for amusement parks and summer resorts. X-Rays Poker, Kentucky Derby, Hi-Lo-Silver Flash are a few of

the Scientific games which may be found in the country's summer spots.

Scientific's re-entry into the operators' field is part of an expansion program which began several months ago when it established its new and ultra-modern plant in Brooklyn. This plant includes complete machine and woodworking equipment and is geared for quantity production.

The first numbers to be introduced will be a counter game called Totalizer and a floor game called Skee Jump. It is advised that these games and other new models will be displayed at the N.A.A. Show in New York in the 1940 Coin Machine Show in Chicago.
HERE'S THE SPOT FOR YOUR "TOP SPOT" EQUIPMENT!!

Come to East Coast's New "Cash-in Corner" CENTER OF AMERICA'S MIGHTIEST MONEY MAKERS SERVING SMART OPERATORS WITH J. P. SEEBOURG EQUIPMENT IN EASTERN NEW YORK, NEW JERSEY, EASTERN PENNSYLVANIA, MARYLAND AND DELAWARE.

Largest Stock of Factory Reconditioned Phonographs of All Makes Always on Hand!

SENSATIONAL OPENING SPECIALS

CHICKEN SAM (Seeborg Multi Ray-o-Lite) IMMEDIATE DELIVERIES!

SHOOTING MACHINE OF THE CENTURY

WURLITZERS 610 $7.95
618 $8.95
688 $8.95
688 w D.C. $9.95
688 w D.C. and Pedestal $10.45
688 w D.C. and Pedestal and $11.95
WURLITZER "COUNTRY" MODEL PROFESSIONAL
1110 10.50
1110 11.00
1110 11.50
1110 12.00
1110 12.50
COUNTERTOP MODEL
Miniature Model Standard 12 top and base $11.00
1200 Standard Model $12.50
2000 Standard Model $13.50
1/2 dozen in All Machines, balance D. D. D. D. D.

SIR CHARLES KESBERG, Manager

EAST COAST PHONOGRAPH DISTRIBUTORS, INC.

455 W. 45TH ST., CORNER 10TH AVE., NEW YORK  *  2012 MARKET ST., PHILADELPHIA, PA.

GOOD HOLIDAY BIZ

Monarch Expects Good Holiday Biz

CHICAGO, Nov. 29.—"If sales of Monarch equipment are a criterion, the coming holiday season should be one of the best that operators over the country have known in a long time," states Monarch Coin Machine Co.'s sales manager, Al Biers.

"Our sales of all kinds of coin-operated equipment for the past two weeks have topped those of other years by a great margin. Operators everywhere wanted to cash in on the holiday business as much as possible, and made elaborate preparations for it by buying a larger volume of dependable Monarch reconditioned equipment."

WESTERN NEW YORK'S Fastest Growing DISTRIBUTOR

General Coin Machine Co.
942 Michigan Ave.
Cl. 7064-Cl. 7122
BUFFALO

BALLY-Baker
Chicago Coin-Daval Gottlieb-Stoner J. H. Keeney & Co.
THERE IS A REASON

A NEW WINNER

Be the first in your territory and clean up with this new smash hit that pays out with a high dollar return. Easy to learn, low setup. Pay what's under deal. 16 in 25c. No higher. Everybody plays. Comes packed with 12 beautifully decorated new patterns carefully made in box. Deal takes in $1.45. Sample deal prices: 50c, 60c, $1.25 each. Also other sure-fire deals. Write today. (We Sell Only to Operators.)

S & K SALES, Inc.
Dept. E
104 N. Broadway, St. Louis, Mo.

HILLS MACHINES, PERFECT CONDITION

BILLIARD TABLES

- 8 Foot Tables, Each $30.00
- 9 Foot Tables, Each $40.00
- 10 Foot Tables, Each $50.00
- 12 Foot Tables, Each $75.00
- 14 Foot Tables, Each $100.00
- 16 Foot Tables, Each $125.00
- 18 Foot Tables, Each $150.00
- 20 Foot Tables, Each $175.00
- 22 Foot Tables, Each $200.00
- 24 Foot Tables, Each $225.00

SPECIALS

- 10 Foot Tables, Each $50.00
- 12 Foot Tables, Each $75.00
- 14 Foot Tables, Each $100.00
- 16 Foot Tables, Each $125.00

1 1/2 Deposit With Order, Balance in 10 Days

O. B. WHITESIDE

GLINTON, OKLA.

"SIMPLY DE LUKE, AIN'T IT," endorses famous comedian Willie Howard, pointing to his picture, just snapped on International Motion Pictures. Brother comedian Eugene Howard looks on admiringly.

QUICK CASH FOR YOU

OUR TURKEY CARDS GET ACTION!!

60 Hole—F.C $5.00—Takes $1.15
Pays 1 10-lb. Turkey—$5.18 1/2
Pays 1 10-lb. Turkey—$4.55
Pays 1 10-lb. Turkey—$4.00
Lot of Color and a Real Flash.

CHAS. A. BREWER & SONS

1090 University Ave.
ST. PAUL, MINNESOTA

LONG & HARRIS Cylinder & Slide Stubs

Walters Ideal

The Billboard 145

December 2, 1939

Mayflower Novelty Company, Inc.

1507 UNIVERSITY AVENUE,

ST. PAUL, MINNESOTA
Games every day were sorry if some of the orders were a bit delayed — but with increased production all deliveries are being made promptly.

—From coast to coast they’re all saying—

The Cash Box Tells the Story!

Savoys Weekly Specials

WILL PAY CASH
For Any Amount
BALLY'S VICTORY EUREKAS

SAVOY VENDING CO.
406 B W. FRANKLIN ST.
BALTIMORE, MD.

SPECIAL: MILLS 1-2-3 FREE PLAY
ANIMAL REELS, LIKE NEW, $89.50

Feet, P. P. $37.50 West, Morehouse $69.50
Contact, P. P. $37.50 West, Dorkins $69.50
Roll-Boom $29.50 West, Alkron $69.50
Finn, P. T. $29.50 West, Alkron $69.50
Chase, P. T. $29.50 West, Alkron $69.50

IMMEDIATE DELIVERY ON ALL THE NEW AND LATEST GAMES. YOUR ORDER EQUIPMENT ACCEPTED IN TRADE.

GRAND NATIONAL SALES CO.
2304-06-08 W. Armitage Ave.
CHICAGO, ILLINOIS

Double Production On Keeney Big Six

Chicago, Nov. 25 — "Big Six is bigger and better than ever," declares Jack Keeney, head of J. H. Keeney & Co. "We hate to admit it, but we're still behind in production in spite of doubling production facilities. When we introduced Big Six several weeks ago we thought we had prepared in advance for a large number of orders — but, never did we expect to receive the large number of orders which we did.

"Of course, we are happy that Big Six was so well received by you. However, it very definitely has caused a delay in shipping which has caused us embarrassment in not being able to supply all orders immediately.

"Big Six is a new kind of free-play game that holds more player appeal than any other free game we've ever built. Its fascinating play, its new life-up action and new award system are dominating factors in keeping the coin chute busy from morning until night.

"Players like Big Six and they say it by the way they stand and play it. Coinmen like Big Six — and they say it by the way they order it."

Robbins Prepares For New '40 Games

Brooklyn, Nov. 25 — "To make way for several new games to be introduced at the 1940 Coin Machine Show, D. Robbins & Co. are clearing out their entire stock of Bingo, Criss Cross and Midget Baseball games," announces Dave Robbins, head of the firm.

Robbins reports that only a limited supply of the games is available and that no more will be manufactured once the supply is exhausted. "They are small counter games with ball gum vending attachments," Robbins says. "Every operator should own some of them because many locations which are not profitable for higher priced games will show a good income on these penny machines."
**Shimmerdice**

The Game With the Shimmering, Jitterbug Dancing Dice

Plate No. 512-2—Sells any price cigarettes at average of 2½c per pack over normal profits. So interesting that all regular patrons used it every day. Believed legal everywhere. The one way to make cigarettes pay. If you have a skeptical, but still open mind, we suggest you try this fast profit maker.

Plate No. 512-3—Bar Drink Sales Determinator. Sells all kinds of drinks so fast that players cannot consume them, with the result that house treats are regular or cash plays must be resorted to where permissible. Earns an average of about double normal profits. If an extra net of $3.00 to $20.00 per day means anything to you better stick $7.50 in an envelope now and say—ship No. 512 Shimmerdice.

Plate No. 512-4—Merchandise Sales Determinator. Deals out any kind of merchandise in any kind of business in any unit of value from 1c up. Earns 50% on plays over normal profits. No matter how good or bad your business may be, this plate will prop your profits. Beautiful walnut finished, glass topped, rubber mounted cabinet with four three-color plates.

No. 512 Shimmerdice complete with four three-color plates.

Positive Ten-Day Return Privilege for Full Refund.

Postpaid in U. S. $7.75 or 1/3 Cash, Balance C. O. D.


**Liberty Mfg. Co. Council Bluffs, Ia.**

**News Item May Save Dartboards**

Wilkes-Barre, Pa., Nov. 25.—Tavern keepers and laudroom owners are in a quandary here because of an order from the State Liquor Control Board that dartboards found in liquor dispensing spots would be considered gambling and steps would be taken against the owners.

That was all right until they noticed an item in the local papers. The item, it is true, was slightly veiled by the rules of the board, read: "The old English game of knust, combined with the American game of baseball, is keeping 600 Dauphin County men busy weekly. In 1882, Wrenn's Bar saw the game of dartball something that his entire Sunday-school class should play.

"The idea spread and now there are two Dauphin County Sunday School dartball leagues with 34 teams competing. "Dartball contestants aim a dart from 15 feet at a board plotted as a baseball diamond, with provision for hits, strikeouts and other baseball phraseology."

What's gambling in a liquor place is just another good pastime with the Sunday-school.

**Druggists Back Chain Tax**

Chicago, Nov. 25.—A national appeal to the National Association of Retail Druggists is launching a petition campaign in behalf of the Patton Chain Store Tax Bill. It has been launched. A recent issue of the journal carries a suggested form for petitions to be filled by individual Congressmen and urges that they "ought to be started in every drug store or, better yet, in several departments of each drug store so that no patron should be missed."

Another appeal urges the druggists to rally to the defense of the Miller-Tydings Act and reminds them that "from this point onward."

**Pre-Inventory Sale**

**Brand New Machines**

Equipped with the latest improvements. Built for 1c, 5c, 10c, and 25c play, with Mystery Payout. Vendors, Bells or Diamond Jack Pots, all at the same price. A limited number, first come first served. Get in while they last.

**15-Day Money-Back Guarantee**

**Watling Manufacturing Co.**

4640-4660 W. Fulton St.

Chicago, Illinois

Est. 1889—Tel. Columbus 2770

Cable Address, "Watlingite," Chicago

**For Quality Salesmen Only**

We can show you a deal that is good for $1,000 weekly commission to trained personnel who can handle a vend-

We don't expect to do much business, so we must get them from some other source. We would like to hear from some hardware storemen who have sold vends to make -wants.

If you have a few men who are in the real estate business, we would like to hear from them. They can show a record of $100 to $200 weekly. They must get up their act quickly and supply give-aways, samples, and advertising by mail.

We are looking for strong men who will work hard and get results. Ambitious men with clean records only wanted.

Box 412, Billboard, Chicago, Ill.
THE BILLBOARD
December 2, 1939

AMUSEMENT MACHINES

The Five Outstanding "Hits" of 1939 by "UNIVERSAL"

Every One of Them "A Distinctive Success!!"


Pinball Baiting Commercial Appeal At 100-Year Mark

MEMPHIS, Nov. 29.—The Commercial Appeal, local daily newspaper, will celebrate its 100th birthday January 1. Founded in 1839, the newspaper has had a significant history, and somewhat, colorful too, during and before the Civil War period. It has advocated diversification in the South where cotton is king. It has also started a national "plant-to-prosper" competition.

Recently, it joined the ranks of crusaders against pinball games and may lay claim to distinction in that field. After it has crusaded for many great causes in its long history, its campaign against pinball games will probably stand out above many of the great causes it has supported. By crusading against pinball games, the paper hopes to maintain clean government in Memphis and save the State of Tennessee from grave error. Tennessee has a State license system on its statute books. A huge Centennial Edition is being planned for its birthday and the editors are now worrying whether to devote most of the special issue to a history of pinball. The paper is really getting into the coin machine business.

The paper tells that the Pinney-Bowers coin-operated machine, called the Millionaire, which was installed in the main post office in New York City some time ago. All the public has to do is put in 35 cents, turn a dial for the postcard required and the letters disappear. They are magically siphoned off with a meter stamp, postmarked, and on their way.

The machine is heralded as a great advance in mail service—and the prediction made that Uncle Sam will perhaps have them "in your town soon."}

NEW MONEY-MAKING SENSATION!

PICK-A-PACK

COUNTER CIGARETTE GAME Producing amazing earnings in all types of Locations!

PENNY PLAY

Beautiful appearance! $23.75

Sturdy, long-life construction!

GUARANTEE

Try PICK-A-PACK for 10 days. If not satisfied, purchase price will be refunded

BAKER NOVELTY CO., Inc.

2628 Washington Blvd., CHICAGO

Red Hot Prices on Jar Deals of All Kinds

The most sensational Jar Novelty..."Pick-A-Pak" and "Try-Pak"...plus many more...at Pick-A-Pack Price

WHITE FOR CATALOG AND PRICES TODAY

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

Go Get a Coin Machine

EDMONTON, Alta., Nov. 29.—Members of the Alberta Avenue Community League gave a bingo party recently to help reduce an $800 book deficit on the summer carnival but made only 25 cents. Someone produced a goodwill bill and they raffled it—net profit $7

PINBALL BAITING

ROCK-OLA'S 1940 PROGRAM IS NEW from the ground up, as is indicated by the larger, more powerful pressors needed for fabrication of two 10-ton punch presses. The presses will be set on a level with the second floor, necessitating two eight-foot-square concrete foundations. Purpose of locating the machines on the level with the second floor is to keep all pressure, light and heavy, in the same group, in order to handle materials more economically. Each press will have a pressure capacity of 100 tons and represents an important move in Rock-Ola's expansion program.

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"
AMERICAN'S LARGEST DISTRIBUTORS

STILL THEY COME
CONTAINER'S NEW FEATURE
Unexcelled for Beauty and Appeal

2520 Hole—TARGET
Take It—2520 Holes at St.

2520 Hole—TARGET

FREE PLAY GAMES

1/3 Deposit — Balance 0.0.0.

ATLAS NOVELTY CO.
2200 N. Western Ave., CHICAGO, ILL. (General Offices)
1901 FIFTH AVE., PITTSBURGH, PA.

AMERICA'S BEST BUYS!

BUDIN'S, INC.
174 SO. PORTLAND AVE., BROOKLYN, N. Y.

CANDY FOR OPERATORS
24 1-lb. Boxes of Chocolates. $4.25

CANDY FOR THE HOLIDAYS
6 Lb. Box of Assorted Chocolates
6 Lb. Box of American Mixed

DELIGHT SWEETS, INC.
50 East 11th St., NEW YORK, N. Y.

J. H. WINFIELD CO.
1922 Main St., BUFFALO, N. Y.

BUFFALO'S
Distributor of
Wurlitzer Phonographs
and Coin-Operated Amusement Machines of Leading Manufacturers.

COLDER WEATHER STARTS BUYING

DECEMBER, NO. 25—The unusually warm weather that held here during much of November, as it did in other sections of the country, was blamed by operators for the slowness in the start of winter trade. Reports indicated that all but the best spots had been doing slow business for the time of year.

Indications are that this territory is due for a terrific winter trade and most operators have been busy stocking up on latest machines to handle business. One large-scale operator is starting another route on strength of winter trade.

Internal troubles still exist as several small operators entering the pinball machine with cut-throat competition. Veterans in the business, however, have not become alarmed and have been turning to the latest novelty games to offset the keenest competition.

Phonograph operators report business running from 10 to 20 per cent off, but up-perk in nickels is expected with turn to colder weather and increase in frozen customers. Competition among operators has dropped off somewhat. Vending operators report conditions as steady, with prospects for a good winter season in view.

Law enforcement officers have continued their occasional operations over the State with seizure of slot machines in several instances. No considerable drive against pinball machines has been noticed except in the usual spots.

BUFFALO'S
Distributor of
Wurlitzer Phonographs
and Coin-Operated Amusement Machines of Leading Manufacturers.

Al-baba
A High Score Game

What a game—High score — 30,000 to 50,000 (adjustable to fit every location need). Eight skill lane roll-over switches, two of which are mystery 200 to 3,000—one a free ball return. 24 beautiful, entirely new type, illuminated bumpers.

Up—Up—Up goes the score. Action—Thrills—Suspense—every second. After reaching a winner, each 1,000 bumper registers one free game and score continues to climb. The perfect game for player competition.


STONER CORP.
AURORA, ILLINOIS

$99.50
Combination Novelty and Free Play

they all gather round

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.

AMUSEMENT MACHINES

The Billboard 149

December 2, 1939
Bigger Bowling Profits with...

**BALLY ALLEY**

Why are smart operators everywhere flocking to BALLY ALLEY? Why is BALLY ALLEY the biggest money-maker ever built in the skill-amusement class? Why does BALLY ALLEY "stay put" on location? Because BALLY ALLEY duplicates ALL the thrills of bowling! THE PLAYER DOES IT ALL! No proxy-play, no make believe! When you play BALLY ALLEY, you're not merely watching—you're actually playing! You're bowling! You grip a full-size "ball" in your fist (see inset at left) . you aim . you get the right "English" or HOOK. And YOU CONTROL THE SPEED of the ball—a slow curve or a smashing cannon-ball shot! The skill is in YOUR hand and YOUR eyes. YOU'RE DOING IT ALL YOURSELF . and you simply can't quit!

**STRICTLY LEGAL! BIG MONEY-MAKER!**

**LOCATION-TESTED! MECHANICALLY PERFECT!**

BALLY ALLEY is the first really new legal skill game in years . . . the game that puts all territory back on the big money map! Write or wire for FRANCHISE TERRITORY—today!

---

**C. O. D.**

**SPOTTEM... plus RESERVE**

Popular money-making "Spottem" 14-ea with INTERMEDIATE AWARDS to insure repeat play. Operate with or without RESERVE feature. You C. O. D. with C. O. D. —and collect plenty too! Order from your jobber!

**CHAGE FROM FREE PLAY TO NOVELTY IN 5 MINUTES**

---

**BULL'S EYE**

**REALISTIC GUN**

- **THE RAY-GUN Target**
  Game that puts the $ sign back in so-called closed territory! New "SKILL BONUS" feature insures REPEAT PLAY from ALL types of players—amateurs and sharpshooters. BULL'S EYE is designed to catch the play in a hurry—and hold the play. Designed to produce quick profits now and be your meal-ticket for many months to come. For big steady profits and freedom from legal worry, hit the bull's eye with BULL'S EYE. Write, wire for FRANCHISE TERRITORY details.

---

**ALSO IN PRODUCTION:** SCOOP, ROLLER DERBY, GOLD CUP, GOLD MEDAL, GRAND NATIONAL, ROYAL FLUSH

---

**BALLY MANUFACTURING COMPANY**

2640 BELMONT AVENUE

CHICAGO, ILLINOIS
THE NO. 1 SPOTS OF 1940
WILL GO TO MILLS THRONE
OF MUSIC. PICK UP THE
CHOICE LOCATIONS NOW
WITH THE PHONOGRAPH
THAT'S THREE YEARS AHEAD.

WAKE UP THOSE
LAZY LOCATIONS IN
VIRGINIA, NORTH CAROLINA
AND SOUTH CAROLINA!
GET GOING BIG AGAIN! Give your locations that extra zip and sparkles with the "RICHEST AND RAREST OF PHONO-
GRAFPY"—Mills Throne of Music! SEE THEM WAKE
UP! WATCH YOUR PROFITS ZOOM! LISTEN TO YOUR LOCA-
TIONS PRAISE "Better Tone"! AND—YOU'LL BE AMAZED at
how EASY it is to GET STARTED with THRONE OF MUSIC
TODAY! WRITE, WIRE OR PHONE US RIGHT NOW for the
finest and easiest Time Payment Plan you've ever heard of! A
plan that pays right out of earnings! A PLAN ESPECIALLY
CREATED FOR YOU!!

THE VENDING MACHINE COMPANY
205-15 FRANKLIN STREET-FAYETTEVILLE, N.C. Cable Address CORVUS 15

You can ALWAYS depend on JOE ASH — ALL WAYS
SPECIAL CLOSEOUT ON USED GAMES AND FLOOR SAMPLES!!
WE OVERBought? OUR MISFORTUNE IS YOUR GOOD FORTUNE!
WRITE, WIRE OR PHONE FOR LIST!

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

I. L. MITCHELL & CO.
COIN OPERATED
MACHINES AND SUPPLIES
OUR PIN GAME PRICES ARE LOWEST!
OUR MACHINES ARE ABSOLUTELY PERFECT!
GET OUR LIST BEFORE YOU BUY!
Cable Address: "MITCHELL, N.Y." 1070 Broadway, BROOKLYN, N. Y.

When Writing to Advertisers Mention The Billboard.
NATIONWIDE SALES OF
ROCK-OLA
LUXURY LIGHTUP
PHONOGRAPH

Sold by the greatest distributorship organization in the industry

ALABAMA
Birmingham Vending Company
2117 Third Avenue, North
Birmingham, Ala. (Tel. 3-5183)

ARKANSAS
Standard Automatic Music Co.
1200 W. 7th St., Little Rock, Ark.
Tel. 4058-7924-22469

COLORADO
Denver Distributing Company
1556 Arapahoe Street
Denver, Colo. (Tel. Cherry 4800)

DELAWARE
The Hub Enterprises
43 South Liberty Street
Baltimore, Md. (Tel. Calvert 3429)

FLORIDA
Olive Record Phonograph Corp.
205 Washington Street
Tampa, Fla. (Tel. 2020)

GEORGIA
Edgar I. Woodfin
1300 McLendon Avenue, N. E.
Atlanta, Ga. (Tel. Dearborn 1516)

IDAHO
I. H. Rutter
73 S. 4th East, Salt Lake City, Utah
(Tel. Wasatch 3501)

ILLINOIS
Ideal Novelty Company
1356 Market Street
St. Louis, Mo. (Tel. Galfrid 0072)

INDIANA
Automatic Sales Co.
456 Massachusetts Ave.
Indianapolis, Ind.

IOWA
A. A. Becker
4806 Hickory
Omaha, Neb. (Tel. Glendale 2679)

KANSAS
United Amusement Company
3940 Main Street
Kansas City, Mo. (Tel. 9th 5225)

KENTUCKY
Carl A. Hooper
549-51 S. 2nd, Louisville, Ky.
(Tel. Wabash 4063-Belmont 2409)

LOUISIANA
Sam Genthe
571 Canal Street
New Orleans, La. (Tel. Magnolia 2966)

MARYLAND
The Hub Enterprises
43 South Liberty Street
Baltimore, Md. (Tel. Calvert 3429)

MEXICO
Narvaez Automatic Co.
Aquiles Sardan, 555
Mexico, D.F.

MICHIGAN
B. J. Marshall, Inc.
3726-32 Woodward Avenue
Detroit (Tel. Temple 1-4113)

MINNESOTA
La Beau Novelty Sales Co.
1446-8 University Avenue
St. Paul, Minn. (Tel. Nestor 2826)

MISSOURI
Ideal Novelty Company
1516 Market Street
St. Louis, Mo. (Tel. Galfrid 0072)

NEBRASKA
A. A. Becker
4806 Hickory
Omaha, Neb. (Tel. Glendale 2679)

NEW JERSEY
Interstate Coin Mach. Sales Corp.
246 W. 35th Street
New York, N. Y. (Tel. 7-6420)

NEW MEXICO
Denver Distributing Company
1556 Arapahoe Street
Denver, Colo. (Tel. Cherry 4800)

NEW YORK
Interstate Coin Mach. Sales Corp.
246 W. 35th Street
New York, N. Y. (Tel. 7-6420)

OHIO
W. C. Deaton
144 West Summit Street
Cincinnati, O. (Tel. 7-999)

OKLAHOMA
Bowes Amusement Company
222 Northwest Third Street
Oklahoma City, Okla. (Tel. 7-5631)

PENNSYLVANIA
B. D. Lazar Company
1425 N. Broad Street
Philadelphia, Pa. (Tel. Market 2170)

WASHINGTON
Earl Mortimer
1356 Arapahoe Street
Denver, Colo. (Tel. Cherry 4800)

WEST VIRGINIA
W. C. Deaton
144 West Summit Street
Cincinnati, O. (Tel. 7-999)

WISCONSIN
Reed Novelty Company
2456-8 University Avenue
Milwaukee, Wis. (Tel. 4170)

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