FEATURE ARTICLES

"How Music Machines Help Make Hit Songs"
"Music Machines — Foremost Influence on Record Sales"
"What Bands Are Doing To Make Better Records"
"Picking Right Records for Right Spots"
"Jobs for Millions Thru Music Machines"
"Study of 'Music Popularity Chart' Pays Dividends"
"History of Music Machines and Their Influence on American Life"

ALSO

"COMPLETE ALPHABETICAL LIST OF RECORDING ARTISTS AND LABELS FOR WHICH THEY RECORD" — A "Master" of Artists Index.
LAWRENCE DUCHOW and his "Swing-Sational" RED RAVENS

EXCLUSIVE DECCA RECORDS

Feature Numbers recorded—Red Raven Polka, Decca 2543—Red Raven Waltz, Decca 3022. The band features novelties and comedy acts galore. Rates as Wisconsin’s No. 1 band either swing or commercial.

EXCLUSIVE PERSONAL MANAGEMENT, HILBERT, WIS., OR AVAILABLE THRU AUGUST MORIN ATTRACTIONS, KENOSHA, WIS.

Watch for the releases of these numbers on recordings soon

(RED-WHITE & BLUE) (THE HUMDINGER) (DOWN AT POLKA JOE'S)
Equity Yields Ice Shows to AGVA With "If"

NEW YORK, Sept. 21.—Declaring that he never existed a jurisdictional dispute with the American Guild of Variety Artists over ice shows, Arthur Wirtz, producer of the ice show scheduled to open at the Center Theater, has sent to Phil Irving, president of the AGVA, a letter of good faith which will enable them to enter into a new contract for next season.

In the letter, Wirtz announced that the legistional union had no designs on the field as it is currently set up, leaving the way open for AGVA to continue negotiating for a contract with Arthur Wirtz, producer of the ice show scheduled to open at the Center Theater, has sent to Phil Irving, president of the AGVA, a letter of good faith which will enable them to enter into a new contract for next season.

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In the American Federation of Anteciams.

One in five went last time; kids get break

NEW YORK, Sept. 21—Status of actors, performers, and musicians under the collective bargaining act, compelling all males between the ages of 21 thru 35 to register for army training for one year, still up in the air; but according to the best information obtained, the results of the registration will be heavily decimated because, as yet, no comprehensive efforts have been made for enlistment.

Group most actively involved are the musicians, of which there are 125,000 in the American Federation of Musicians. More than any other classification of show business, the musicians are the most appalled at being drafted. While popular dance fields are comprised mostly of men, the ranks of the show business, the musicians are the most worried, since the ranks of the musicians, of which there are 135,000, would be heavily decimated because, as yet, no comprehensive efforts have been made for enlistment.

Within age limits; one in five

PHILADELPHIA, Sept. 21—Local night spots are approaching the new season with unprecedented optimism. "This is our year," observes St. Kalder, who operates Club Balt and Little Rathbuckler along with his other places.

"It'll start slow, but by the time the holidays roll around, they'll have their popularity. And every night," opines Ike Beistle, 1533 Club proprietor.

"This should be the best year in club history," adds Frank Palumbo, who will split his operating chores between Philadelphia and Iowa.

Fifty Rolls 15.00

Squabble over Philly Local's AGVA Seccess

NEW YORK, Sept. 21—Robt. H. Haddock, operator of the American Guild of Variety Artists, says that representatives of the AGVA members in Philadelphia pull out of the union because of the action taken by local 23, Kelly, former local executive secretary, agruing that Phillys local would be continued in its present form.

Haddock states that the Phillys meeting was held in January in which his members attended last Tuesday (11) and other conventions of the AGVA members who were good standing, and all the disorder was raised by Kelly followers who are desirous of their dues.

Possibilities

CLEANED MEMBERS OF THE BILLBOARD STAFF

The purpose of this department is to benefit producers, bookers, agents, and other relations of talent in the major indoor fields through the Billboard's coverage of every branch of the show business.

SHOWS INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN THE CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1564 BROADWAY.

For FILMS

For LEGIT

For MUSICAL

CONNI Russell—dramatic song stylist who is scoring heavily with the Starlight Roof of the Waldorf-Astoria Hotel, has been distinguished by being sought after in all the night clubs, and has been able to maintain a steady following in the West Coast and who is now appearing with a fine musical comedy at the Globe Theatre, New York.

Two by Four—Don Julian and Marjorie, now at the Rainbow Theatre, have decided to let well enough alone, and just took a trip to the States.

Squabble Over Philly Local's AGVA Seccess

This is our week's cover subject

THE WIDE WORLD, Sept. 21—Last week, when he rout each editor a copy of his own particular program last week, when he rout each editor a copy of his own particular program.

The winner chirped a name in Chicago, Little Harbor along with his other places.

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Buffalo Houses Vie for Names; Want Strong Units and Bands

BUFFALO, Sept. 21.—Both the Buffalo and Century, competing vaudeville houses, will run on new names this winter, and if the Crescent, which is closed in the meantime, decides to reopen, it will add to the greater use of names and bands and name acts.

V incent McPau l, president of the Shea Theater company, says that the new policy will add to the variety of attractions. The other two houses will follow a similar policy. The Century, which has run with mixed success, will try to improve its standing in the community by adding more name acts and bands.

The Buffalo is also planning to use more name acts and bands, and will run a special vaudeville show each week. The Century is planning to use more name acts and bands, and will run a special vaudeville show each week.

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**5-YEAR CBS DRAMA SURVEY**

**Drama Hours Total Over 50% of Net's Commercial Time in 1938, 1939; 46% During 5-Year Period**

NEW YORK, Sept. 21—Survey of dramatic programs on CBS Radio Broadcasting System, for the years from 1933 thru 1938, shows that dramatic programs totalled 48,395 hours, or 50.0% of the network's total hours. Over the 6 years, the drama hours increased from 6,877 in 1933 to 12,677 in 1938, an average increase of 1,590 hours per year.

The network's total hours have increased from 13,500 in 1933 to 20,322 in 1938, an average increase of 1,762 hours per year.

**CBS Dramatic Broadcasts From 1935-'39**

| Year   | Total CBS Hours | Percentage of Total | Sustaining Hours | Percentage of Sustaining | Sustaining Hours
|--------|----------------|---------------------|------------------|--------------------------|------------------|
| 1935   | 19,420         | 38%                 | 9,000            | 55%                      | 3,314
| 1936   | 23,820         | 47%                 | 12,160           | 70%                      | 4,316
| 1937   | 28,314         | 55%                 | 14,834           | 80%                      | 5,752
| 1938   | 33,181         | 63%                 | 18,167           | 90%                      | 6,980
| 1939   | 38,048         | 67%                 | 21,410           | 93%                      | 7,200

**TOTALS** | **118,859** | **78%**            | **63,411**       | **71%**                  | **15,310**

**Expect Simpler FM Application Form:**

NEW YORK, Sept. 21.—Federal Communications Commission will meet shortly to consider simplification of application form for new FM stations. As a result of squawks that development of FM is being held up by its complexity, the FCC is expected to shorten the form to a few essential questions. The FCC has already been urged to ease the burden of applicants who are trying to enter FM at a time when government regulations are being extended.

The new application will provide for general information and legal fees. It will be submitted to the FCC for approval. The FCC will then forward the application to the appropriate regional office for action. The new form will be available to applicants on or about October 1, 1940.

**Advertisers, Agencies, Stations**

**NEW YORK:**

SHERWIN WILLIAMS Metropole: 27 weeks beginning October 20. Milton Cross, set by NBC Artists' Service, will feature this program.

**Hollywood:**

BOB JENNINGS, vice-president of Kas-Six, has resigned from ABC. Kas-Six is the successor of the opening of *The Last Will of Dr. Alphonse Devereaux*. J. A. Williamson will be the new producer.

**Philadelphia:**

HENRY PATRICK returns to the airwaves as the romantic Troubadour, this time on WFTF.

**AFRA Extends Miami Activity**

MIAMI, Sept. 21—Advertisement was made this week to A. Frank Kalus, publisher of WRMA, for AFRA activity in the area of WRMA, for the next 6 months. The space was taken by AFRA for the purpose of advertising the AFRA activity in the area of WRMA, for the next 6 months.

**AFRA will be represented by President Charlie Biddle.**
Radio Talent
New York by Jerry Lesser

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Presents show fart week
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Radio OuUd In
making It difficult to find sponsors.
but that co-
Thompson is now reported as likely to
published tune% of ASCAP band leader..
securing
whether legal obstacle, might prevent
Thompson Show to MBS?

Doldrum Hits Wax
Library Business

NEW YORK, Sept. 21.—Transcription
library company officials are issuing a standstill pending settlement or clari-
fication from the American Society of Composers, Authors, and Pub-
lifiers that they are hesitant to ink contracts, feeling they may not be able to use the ASCAP

tunes in even though they have the catalogues and stations wish to remain on side of the

Company for a role as a radio announcer.

Thompson Show to MBS?

NEW YORK, Sept. 21.—Dorothy Thompson is to do a co-organization on the Mutual
Radio Union

In June, National Broadcasting System announced that Miss Thompson would return to the
series September 29, airing a 15-minute program every Sunday morning, carried by the Regional Broadcasters' Association
of Philadelphia and New York. When queried this week, NBC stated the deal had not become 
closed, but that co-

O'Neill to WGN Bureau

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Thompson Show to MBS?
"Meet Mister Morgan"
Reviewed Tuesday, 6-4-57 p.m. Style—Chatter and music. Sponsor—Participating in his own show. Morgan, interested in the experiments with scripts prepared by others, tried him out on the housewives, and in the hour dance remote.

"Conners Quiz Club"
Reviewed Tuesday, 6-4-57 p.m. Style—Chatter and music. Sponsor—R. H. Macy & Company. Station—WOR (Mutual, New York).

This show is starting its third year. It is amazing that the program lasts, for the fathers of Kit and Kay, is handled by bond and personal stories, staged, it seems, to be so sharply contrasted with the situations of other children. It is a spark to the conduct of the club. Rather, it grows slow as the children grow and ham it up. Felton is all weighty and traingly serious.

Detroit: In the moment, Morgan is offering a three person gimmick, a biography of Henry Morgan, the restaurateur. It's a pity Morgan woldn't consider using both social selections and commercials.

"Dollars for Names"

Taking to radio for the first time in this area, Morgan is the manager of the department store on the New Jersey shore. He is taking to the playing of a new radio game combined with the theme of Morgan’s top selling networker and it packs a potent merchandising punch for the store.

Listeners are invited to send in lists of the names of items that Morgan has mentioned during the program. List can be supplemented by the trademark or the phonetics. Letters are returned to the winning person.

"Behind the Mike"
Reviewed Sunday, 5-30-57 p.m. Style—Radio talk. Station—Sustaining on WJZ (NBC-Blue). Sponsor—Bakers,Inc. Station—WJZ (NBC-Blue).

One of Morgan’s or other radio editors to tell something of the inner workings of the radio industry, dealing with new ideas, changes, and a glance at the future. Some of this week's topics being George Marlo's description of the business of serials, the story of the chief of the song pluggers' union and new head of the company.

"How’s the Weather"
Reviewed Monday, 6-30-57 p.m. Style—Weather report. Station—WABC (CBS network).

From a letter, a dolarity, popular in this program, has been proved that Morgan is not likely to give up this season.

"The Tears of the Rain"
Reviewed Tuesday, 9-30-57 p.m. Style—Dramatic serial. Sponsor—Procter & Gamble. Station—NBC (Network).

This program has been a real hit with listeners who are familiar with the story of the rain. It is a sad story, but it is also a story of hope.

"Those Who We Love"
Reviewed Monday, 8-30-57 p.m. Style—Dramatic serial. Sponsor—Procter & Gamble. Station—NBC (Network).

This program is about the love of a boy for his mother and the difficulties they have in getting along together. It is a touching story and very well written.

Use of ET’s and Gov’t Pressure Discounted in Nets-AFRA Fight
NEW YORK, Sept. 21.—Such tactics as selling out of advertising on certain networks to attract audiences who prefer government-owned networks are contributing to the growth of government-sponsored radio. The change is considered by the networks in the AFRA as a result of the movement for National Broadcasting Company. Both the network and union spokesmen have noticed that the audience has not advanced far enough to indicate that the networks can financially support the government's move. This is quite likely, however, that both sides appear pleased with the results. The broadcasting union, led by William Davis, next meeting conference with the government.

Earlier trade observations that the networks would be building up their strength in a bid to force the AFRA pull, was minimized by the networks. In order to resist the pressures of the government, the networks have decided to revise which rules of regulation to use.

Both sides are cognizant of the growth of government-owned radio in the form of the critical war situation. The networks, however, are not likely to give the government the opportunity to exert too much control. If the networks give off such a move, the networks have volunteered with national defense departments to provide a good percentage of the total sustaining the networks. It is not likely that the networks will give up their contract renewal.

AFRA will do not pull a strike on such ticklish programs that the government would not like.

Wasser Acting Manager of KQV; Pitts, Shuffles
PITTSBURGH, Sept. 21.—Peter Wasser has been appointed acting manager of KQV (1070) Pittsburgh.

Both stations are owned by the Pittsburgh Radio Supply Co., which also owns WJAS, from Gene Ferguson Associates. Wasser, who manages a station at Steubenville, will assume the duties of manager.

"Trojan Horses"
Reviewed Tuesday, 8-15 p.m. Style—Dramatic serial. Sponsor—Sustaining on WMCA (New York).

Alfred Brant, newspaper writer and radio critic of the New York Post, is about to expose five columnists in this column.

The program is handicapped as soon as Brant begins to speak. His accent is so bad and his story is so hard to follow, that he is hard to condminate to gain any understanding. The program is so lifeless and hard to listen to, that if Brant's story is not interesting, the listener will soon lose interest.

The show itself does not live up to its title. The title is simply an attempt to shock the audience. The series is not a series of stories, but a series of facts about the lives of the columnists. The series is not a series of stories, but a series of facts about the lives of the columnists.

"Those Who We Love"
Reviewed Monday, 8-30 p.m. Style—Dramatic serial. Sponsor—Procter & Gamble. Station—NBC (Network).

This program is about the love of a boy for his mother and the difficulties they have in getting along together. It is a touching story and very well written.

"Those Who We Love"
Reviewed Monday, 5-30-57 p.m. Style—Radio talk. Station—Sustaining on WJZ (NBC-Blue). Sponsor—Blackstone’s Inc. Station—WJZ (NBC-Blue).

This program is about the love of a boy for his mother and the difficulties they have in getting along together. It is a touching story and very well written.
SONGWRITERS-AFL TIE-UP?

Manic Sacks Leaving MCA

NEW YORK, Sept. 21—Manic Sacks, executive at Music Corporation of America in charge of MCA bands, as well as handling location bookings, has resigned from the agency and won't return, it was announced today, when his future affiliation will be discussed. Termination of his association with the office is on the most amicable terms. It was stated that his stepping out is due to the attractiveness of his new affiliation, and he would not reveal details of the latter.

Leach owns no replacement for Sacks, and it is understood that his location bookings and work as talent agent for all MCA bands in the country, and he is gradually moving in the band field with William Albert, who will become the William Morris office.

Music Corporation of America said no replacement for Sacks, and it is understood that his location bookings and work as talent agent for all MCA bands in the country. He was a most loyal employee of the company, but his new affiliation is in the forefront of the band field with William Albert, who will become the William Morris office.

Ruth Lowe, Eddy Wright Form Act

NEW YORK, Sept. 21—Ruth Lowe, who has been with the band of James T. Mathew, Newark, N. J., last week on the strength of her signature on the contract, in the presence of Miss Lowe, a new LDS agent, and Miss Lowe, a new LDS Dyson, will also be in the show. The contract states that the music interests would resort to this move only as a last ditch measure.

The band brings up various ramifications regarding how the writers would handle business. ASCAP exec stated it was almost a certainty that the management band would be set up and it is possible that the songwriters' committee will be admitted to handle the song business. It would be admitted that he had no control over the song business.

No Locations for BG For 3 Months; First-One Nighter Oct. 19

NEW YORK, Sept. 21—Benny Goodman, the new 12-piece band, is beginning to crystallize into definite shape. Its members are out as far as his new band is concerned. It is understood that Benny has made request of Music Corporation of America for a three-months' contract, but the company is not in a position to make a decision as yet.

The band will play in 12 engagements, with Goodman rehearsing the band for the next week. The first date will be picked up during the week beginning October 19, with Lehigh University in Allentown as the first stop. The band will tour radio commercial is still traveling over New York airwaves.

Mosque, Large Pitt Dansant Reopening

PHILADELPHIA, Sept. 21—Outlook for the local song plugging genre looks brighter for the Near Future. Nothing has been replete with rumors and reports of at least a half dozen bands getting network time out of the town's night spots, and it's predicted that all the unemployed pluggers would be back on the pay rolls of the New York offices.

It wasn't so many years back that the band had one of the most important spots on the song plugging map. Proverbs and rhythms were the entire management of Pete, among a dozen others now on the Gotham front.

As the season shapes up, only network dance remotes will be CBS. With the return of the Hotel Warwick, and it's only a cocktail combo, the Three Sons, opening the spot on Friday (27). There is no spot to keep the Band from making a killing, as it can be sold to any of the Montgomery Ward, RCA Victor,国人, and others now in the town's night spots. Nothing, however, was discussed with the board of directors. Nothing, however, was discussed with the board of directors.

And to make it tougher for the Lade, it's rumored that the Mole that Radio Writer, Monty Reed, will join the American Federation of Labor and deal as a union with the embattled songwriters. Nothing, however, was discussed with the board of directors.

Phil Pluggers Hope Dashed With One Lone Remote Wire Set

NEW YORK, Sept. 21—Mrs. Maria Kramer, owner of the hotels Lincoln and Edison, under the New York office of MCA, has announced that she will be joining the ranks of ASCAP. Kramer was found guilty by the executive board of ASCAP of having failed to pay her share of the ASCAP levy, which would prohibit her from playing network radio.

Hand involved was Gustavus Clement, a New York lawyer, who charged that for a period of 21 weeks, from December, 1937, until July, 1938, Kramer, on an alleged prearranged basis, paid only $8.60 a week to the ASCAP, an alleged prearranged basis, paid only $8.60 a week to the ASCAP, which would prohibit her from playing network radio.

Mrs. Kramer denied all of the charges, and said she was only a cocktail combo, the Three Sons, opening the spot on Friday (27). There is no spot to keep the Band from making a killing, as it can be sold to any of the Montgomery Ward, RCA Victor,国人, and others now in the town's night spots. Nothing, however, was discussed with the board of directors. Nothing, however, was discussed with the board of directors.

Phill Pluggers Hope Dashed With One Lone Remote Wire Set

NEW YORK, Sept. 21—Mrs. Maria Kramer, owner of the hotels Lincoln and Edison, under the fire of Local 802, Musicians' Union, took over the operation of the New York office of MCA. Kramer was found guilty by the executive board of ASCAP of having failed to pay her share of the ASCAP levy, which would prohibit her from playing network radio.

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**Barnet Sues CRA Orchestra in Move To Set Aside Contract**

NEW YORK, Sept. 21—Charlie Barnet, bringing his contract difficulties with the Charlie Barnet Orchestra to court, in a suit filed last week, asked for an injunction against the CRA Orchestra, which has been playing at the same venue and is allegedly attempting to replace Barnet's band.

Barnet, president of the American Federation of Musicians, claims that the CRA Orchestra is in violation of the union's constitution. The CRA Orchestra is under the direction of Howard Aldrich, who was Barnet's assistant before he formed his own band.

**New York Times**

**Orchestra Notes**

By D. RICHMAN

**Reggie Chills**

REGGIE CHILLS signed a five-year management contract last week with the Drama Development Corporation last week.

**Dan Gilbert**

GILBERT, a member of the Drama Development Corporation last week.

**Al Kavelin**

AL KA VELIN left the orchestra because he said it had become too commercial.

**Denny Fighting Ex-Vocalist Judgment**

NEW YORK, Sept. 21—Jack Denny, the former vocalist of the New York Giants, is appealing a judgment of $243 against him for failure to appear on the witness stand.

Denny, who was called as a witness in a case involving a contract with the Giants, says he does not owe the Giants any money.

**Ohio Dance Spots Preparing for Big Fall, Winter Biz**

CANTON, O. Sept. 21—with the waning of the outdoor season, ballroom operators of Eastern Ohio, turning their attention to indoor spots, predict a good season for the best bands for dancing in many of the cities.

**Biggest Season in History of Celeron Ballroom Totals 25G**

JAMESTOWN, N.Y., Sept. 21—Celeron Park's Pier Ballroom had the biggest season in its history this year, with a total attendance of 25,720, including 2,720 in the town of Winter Park, and 2,720 in the nearby county.

**KYW, Philly, Leader In Dance Promotions**

PHILADELPHIA, Sept. 21—Clevese Fuhrman, studio maestro at KYW here, is taking a flyer in dance promotions. The entire fall season at the name of dance will be promoted by KYW.

**Norvo Grosses $750 In Turnpike Opener**

LINCOLN, Neb., Sept. 21—Red Norvo, musical director of the turnpike bandleader in Lincoln, got a gross of $750 last week, when his band played at the Turnpike Ballroom.

**New Spokane Dance Crew Starts**

NEW YORK, Sept. 21—The first week of the season at the Turnpike Ballroom was a success, with a gross of $750 reported.

**Photograph Reproductions**

FOR SALE: Reproduction photos available. Prices are as follows: 5x7, 50¢; 4x6, 15¢; 2x3, 10¢; 2x3, 5¢. Others available. MOSS PHOTO SERVICE 155 W. 46th St., New York City.
**LEADING MUSIC MACHINE RECORDS**

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 music trade, and the Record Buying Orders of leading dealers that appear in Music Machine section. Reports are gathered from at least four major phonograph operating centers in the country. Number of weeks Recordings have been in "Going Strong" is indicated in parentheses following titles in that section.

**GOING STRONG**

<table>
<thead>
<tr>
<th>Sierra Sue</th>
<th>10th Week</th>
<th>Bing Crosby, Glenn Miller</th>
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</thead>
<tbody>
<tr>
<td>I'll Never Smile Again</td>
<td>9th Week</td>
<td>Tommy Dorsey</td>
</tr>
<tr>
<td>Fools Rush In</td>
<td>8th Week</td>
<td>Glenn Miller, Tommy Dorsey</td>
</tr>
<tr>
<td>When the Swallows Come Back to Capistrano</td>
<td>4th Week</td>
<td>Glenn Miller, Ink Spots, Dick Todd</td>
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<tr>
<td>Blueberry Hill</td>
<td>3rd Week</td>
<td>Glenn Miller, Key Kyser, Russ Morgan</td>
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<tr>
<td>Nobody's Baby</td>
<td>3rd Week</td>
<td>Judy Garland, Tommy Tucker, Benny Goodman</td>
</tr>
</tbody>
</table>

**COMING UP**

| Practice Makes Perfect | Bob Chester |
| Can't Get Indiana Off My Mind | Bing Crosby, Kate Smith |
| Ferrysboat Serenade | Gey Gordon, Andrews Sisters |
| Trade Winds | Bing Crosby |
| That's for Me | Bing Crosby |
| Maybe | Ink Spots |
| The Nearness of You | Glenn Miller |
| Whispersing Grass | Ink Spots |
| The Call of the Canyon | Glenn Miller, Tommy Dorsey |

**NATIONAL AND REGIONAL BEST SELLING RETAIL RECORDS**


**SONGS WITH MOST RADIO PLUGS**

Songs listed are those receiving 10 or more network plays (W2, WRAP, WABC between 5 p.m. -7 a.m. week days and 6 a.m. -1 a.m. Saturday and Sunday.) Figures given are those recorded on WOR, WNEW, WMAQ and WBBM. Figures designated as "F" are those of the "F" musical production numbers as "N."
### On the Records

#### UNA MAE CARLISLE (Bluebird)

Now I Lay Me Down to Dream — V. Papa in Red With His Britches On — V.

**By DANIEL RICHMAN**

The melodies are not very far apart (I Can't Give You Anything But Love, Baby), which resulted in her being given a couple of sides of her own. Here she demonstrates in addition her piano playing ability. As a vocalist, Miss Carlisle impresses most with her vocalization, taking time to build up a sound of her own. At times it is Helen O'Connell (Jimmy Dorsey's vocalist) overtones — and it's the kind of voice that makes the listener reverse thinking, like a record race, but isn't unless the listener deliberately goes out of his way to make some
complication of the two sides naturally with Verna Mason. Meanwhile Una Mae, due to her lack of label name strength, she hits the bull's-eye on merit.

#### THE CASCADING CHORDS (Okeh)


The "cascading chords" of Al Kavelin make a better-than-average debut on a woman's vocal trio, this time around double, which shows off the band's vocal department more than it does the band itself. Willie, as its title implies, is strictly a novelty number, not particularly brilliant in conception, but made to sound better than it really is in Kavelin's interpretation. Vocals Marylou and Bill Darnell have a lot asked of them with the baby-talk lyrics, but they manage to hold their own without being belled, nicely played, and especially nicely sung by Darnell. There's good commercialism in these sides, and Kavelin gives himself off on the right recording foot.

#### THE MERRY MACS (Decca)

I Get the Blues When It Rains — V. The Way You Look Tonight — V.

**By SHADY BAKER**

There's nothing new or unusual to a Merry Macs record — this quartet has been turning them out for some time (I'll Be Home) and this is plenty that's unusual in this particular platte. It's about the best ensemble vocal work since Frank Sinatra (Skylark) and Jimmy Dorsey's side of I'll Never Smile Again into the No. 1 class with their group warbling. But the listener knows and admires Eddie South (Columbia)

This band's week. Harry Cool's vocals needn't worry because her boy isn't going overseas to fight, just making his way through the covers. since there's nothing to those who know and admire Eddie South (Columbia)

#### ON THE AIR

**By DOE ZALTZ**

Comment on dance remote programs from the standpoint of showmanship, presentation and general listening appeal, rather than the musical ability of the bands reviewed.

**By JIMMY DORSEY (Decca)**

Columbia 8377. Four Roses Album.

This should be a Roman holiday for J. Dorsey, and here's a composite of the regular regulars. It's a hokum of the most blatant type, but it's also commercial in the extreme. The melodies are so subtly soothing comfort to a mother in their musical style. The band is one of the greatest swing bands which gets past the name and wants to see what the music is all about. Harry's new & improved. Al Kavelin on trumpet, some lovely violin tone and technique digger's. Dorsey's more concert hall caliber than swing.

#### RAY HERBECK (Okeh)

Our Old Home — FT. V. My Poppy Bank Is Jing-a-Ling Again — FT. V.

The trouble with a pair of sides like these is that there is no lift or beat to the music. It's a drag at a premium — and no real listeners. Some of the songs are not too bad, but the commercialism is so strong here that the sets done are those of some of the most solid swing extant.

### On the Stand

#### Al Golden (Reviewed at the Jonathan Club, Los Angeles)

This crew, making its local bow at this lounge, was the result of a very small record company which would be a good move for many of the pop types and not too much of the not-so-bloated type of the man. They're the kind of band which hard and turn out a brand of music that seems to please the sophisticated listener. But the young ones are here.

Using three sax, two fiddles, and two vocalists, this is the kind of work well as a unit. Singing is strong, and the reason is that they're out of a set of songs which are a ringing out with a sweet, rhythmic, hotel brand of music. Now and then they let go on one, but as a whole their stagecraft is mighty fine. Golden makes a nice front, a good-looking chap who mixes well. He does his stick once in a while to a double on sax, trombone or trumpet. Vocals are handled by a young blonde, whose warbling is pleasing to the ears.

#### Barney Rapp (Reviewed at Barney Rapp's Sign of the Ram, Los Angeles)

This is the comedy, the latest addition to the comedy circuit, which makes a nice appearance as a frontier. It also lends a hand to the band section of the showmanship, in order to sing in a smooth style.

#### Leo Zollo (Reviewed at Rainbow Room, Covered at the Jonathan Club, Los Angeles)

**By BRUCE CAVANAUGH**

Paul Cavanaugh is chief arranger, and he's a man who's contributing to give the band quality playing. Ruby Wright and Merle Burke are an ace sax and trombone team on head and shoulders above the average. There's plenty of the vibie stuff, and this band is already a hit. Zollo's arrangement is very good. The band is a hit with the band and especially with the band.

#### Red Norvo (Reviewed at Turnpike Inn, Nebraska)

**By RAY HERBECK**

Red Norvo is an oddity in the realm of swing, getting the volume of a great big band, yet the finesse of a small group. It is a strange thought that he wants it or softening to meet the demands of a dance floor. Norvo's music is music easy to dance to and offered in a colorful package by the personnel, lyrics and vice versa, making a marked difference in a group of numbers. It's thus easily adapted to itself to various tastes. Troopers.

#### Ray Herbeck (Log Cabin, Armonk, N. Y., CBS Network, Friday (20), 1:05-1:10 p.m.)

**By BJORGEN**

Herbeck has an exclusively produced program, "embodying showmanship features that pack a tremendous wallop with the listening audience. Judged mainly on spot, and was designed to be a commercial success in presentation in rank with those of the top bands.

#### Gene Beacher (Hotel Cleaveland, Cleaveland, CBS Network, Friday (20), 12:05-1:10 p.m.)

**By JIMMY DORSEY (Decca)**

Columbia 8377. Four Roses Album.

This should be a Roman holiday for J. Dorsey, and here's a composite of the regular regulars. It's a hokum of the most blatant type, but it's also commercial in the extreme. The melodies are so subtly soothing comfort to a mother in their musical style. The band is one of the greatest swing bands which gets past the name and wants to see what the music is all about. Harry's new & improved. Al Kavelin on trumpet, some lovely violin tone and technique digger's. Dorsey's more concert hall caliber than swing.

#### Wis. Terp Spot Stays Open

**By RAY HERBECK**

Green Bay, Wis., Sept. 21 — At 40 experiment, the board of park commissioners of Bay Beach Park Boarding in the city authorized to issue a swinging permit to the "Wisconsin Terp Spot," a swing crew able to be taken by other jitterbugs.

#### Eddie Fitzpatrick

Edward R. Fitzpatrick has his local set at 9 P.M. for commercial ballroom selling and just enough show to keep the crowd entertained. He has a brand new set of instruments, a brand new set of arrangements, a brand new set of performers, and a sax, with Bugle Charlie Appell giving the band the best sound.

#### Barney Rapp

This is the comedy, the latest addition to the comedy circuit, which makes a nice appearance as a frontier. It also lends a hand to the band section of the showmanship, in order to sing in a smooth style.

#### Leo Zollo

Paul Cavanaugh is chief arranger, and he's a man who's contributing to give the band quality playing. Ruby Wright and Merle Burke are an ace sax and trombone team on head and shoulders above the average. There's plenty of the vibie stuff, and this band is already a hit. Zollo's arrangement is very good. The band is a hit with the band and especially with the band.

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Music Items

Publishers and People

MILLS MUSIC released the publishing of the song on the score of RKO's "Dance, Girl, Dance." The song will include "Chock, Mother, What Do I Know," by Jitterbug, and "Start with the Best," by Prentice and Wright. With Eddie Robinson and Mrs. Robinson in tow, Bob Robinson is releasing an Ode to Gershwin, Fred Homak is Miss Sisson, and Len柳 is Miss Collier, life of the composer in the party. Professional staff of Crawford Music is singing its "No Crying in My Eyes," a popular song of the week. George Hall is helping to write and compose for his new war band, "Lilly's Morni," and "Morning Star," by Coot Dansbury. It is expected that the new band will go on tour soon.

Buffalo Dance Biz


Social Song Selling

PHILADELPHIA, Sept. 21—Meyer Davis is eying a gal vocalist for the role of "Mother," in his new assignment. Naturally, interest is centered on the fact that no girl under 15 will be considered for the part of "Mother," said Meyer Davis, former Austrian Minister, to vocal with Davis orca for exclusive Philharmonic appearances.

Kassel's $600 Opens

Archer's Tromtar

DES MOINES, Ia., Sept. 21—With its new cast of players and its new location, Tom Archer's Tromtar Ballroom here opened last night for another great season. The new venue in Des Moines, with Arch and Kassel in a $600 dance at 76th and Union, is about what was expected for an opening.

TOOTERS HIT BY DRAFT

The semi-annual drawings, some are optimistic enough to feel that the law of the land as it is now is going to be present anyway, Act, however, calls for a draft every six months for four years.

Band leaders themselves are trying to convince the draft boards that there are a few things about group bandstands, of which the boards may not be aware. Many of the leaders of the arts are making their objections known at the present time, especially after the recent draft law change, which requested draft boards to be notified of the group bandstands.

As in the last war a band was provided with every group of marchers in the training camps, but this time the draft boards are having their doubts. The local draft board is supposed to be the band that is being called up, but it is questionable whether the board is really able to handle the situation.

Tooting is the semi-monthly district association of the league of American bandsmen, and, having done very well, teams will round up to launch this new dancing venture.

Duffy Subs for Barnett

BUFFALO, Sept. 21—A few changes have been made in the Buffalo dance business here and for a bigger band season this winter.

The new owner, with his new 12-piece program, stands up to the challenge of providing a service for Buffalo's musical friends. The band is under the direction of J. H. Ferris, former member of the Akron band. The new owner has been at work for two weeks, and his band is now ready to go.

No U.S. Recording Without Court's OK, But Disk Dates Planned; Kaye Controversy

NEW YORK, Sept. 21—Production activity at the United States Record Corporation is going briskly as the company's Federal hearing to block the bands under contract to U. S. Records is scheduled for October 25 and 26. The date of the hearing has been set for October 25 and 26.

Kaye received from U. S. one of the best all-round record contracts ever made, which is for $500 per week to $1,000 per week, the right to record any material.

Other U. S. artists affected by the company's Federal hearing are the following: Eddie Fisher, Jimmy Martin, Jan Garber, Johnny Ryan, Duke Dixie, and Lang Thompson. The services of recording artists are being held up pending a court announcement of the trial status of contracts held by a company undergoing reorganization.

Bradley "Beat Me Daddy"

Disk Topping Col. Sales

NEW YORK, Sept. 21—Will Bradley will hit the jackpot with his new "Beat Me Daddy" dance, which has topped all other records on the charts for the past two weeks. Distinction is double for Bradley, for the band is comparatively new to the market, having been released in late September.

New Dance for Detroit

DETROIT, Sept. 21—This city is to have a new ballroom this fall, according to Bobon Michael, who is responsible for the opening of the new ballroom. The spot will be located at the corner of the new Detroit Ballroom, and will be called the Aragon.

OHIO DANCE SPOTS

(Continued from page 36)

CANTON, O., Sept. 21—The Akron Ballroom opened last night with little fanfare, as it was expected that the new ballroom would not get off the ground until next week. The Akron Ballroom has been opened since the war.
Deep South Bookings

NEW ORLEANS, Sept. 21—New Orleans has one of the nation’s oldest opera companies, and thanks to the work of some adventurous promoters, it is now enjoying a period of national recognition. The opera company, under the leadership of George Lawrence in Skylark, has produced some of the finest operas in the country. For past several seasons, all plays and musicals have been scheduled for performances at the opening of the year. The current season, which started in late September, is being presented by a combination of local and national artists. The company is housed in a modern theater, the Metropolitan Opera House, which has been completely renovated to meet the demands of today’s audience.

From One Front

Locut Legit’s Light Start

CHICAGO, Sept. 21—Few attractions are more appealing than the opening of the Chicago’s Legit season. Only three houses are occupied at present, and it is estimated that the season will continue until early in November.

The American Theater Society has announced the following attractions for the fall season:

- Hendon and Ziegfeld, September 28 with Meet the People, the play that brought fame to Ziegfeld and Hendon.
- The Animal, the sequel to the successful hit of last season, which is scheduled for October 4.
- Flora MacDonald, a new production, is scheduled for October 12.

The season will conclude with the opening of The Black Cat, a play that promises to be a hit with audiences.

Scottish Drama Team

SALISBURY, N. C., Sept. 21.—Twenty-one performances of The Highland Call of draft age. There is a general tendency—which will increase rapidly as the center on changes being recommended by the Bureau of Labor—will be given March 15.

Out of last night’s bull session came recommendations for changes in the two sections to which the picture backers objected: there are no restrictions on the employment of foreign script, as a result of the proposal of the word-actress contained in the motion picture producers’ proposal for advance payments and weekly royalties so long as the play runs (with a few exceptions when business drops below par). Picture producers object to the terms of a regulation, and ask that the Guild “put a ceiling on the whole thing” and do some idea of the maximum payments they may be called on to shell out.

Changes Proposed in League Pact With Dramatists’ Guild

Authors may now be of film backers—in basic agreement itself, stock rights may be set at flat five years, and European exceptions may be entirely barred.

NEW YORK, Sept. 21—Some major and other minor, and among the dramatists, will be heard at the meeting of minds with motion picture backers today (23). Under consideration are a number of recommendations and requests, which were heard at the meeting of last night. In some cases, the proposal is for limit in time and money.

Little superintendent of Fox, audience gave hers a wild demonstration during final curtain calls.

VANCOUVER, B. C., Sept. 21—Empress Theater was notnly empty. The curtain went up 52 years ago on Dorothy Vernon of Haddon Hall.

The Show Goes On

HERSHEY, Pa., Sept. 21—Coming here directly from Washington, where earlier that day she attended the state funeral of President Wilson, Mrs. Wilson is now here for the opening of the season at the Community Theater. On September 16 upheld the tradition of the theater.

As Mrs. Wilson arrived to a capacity house and gave a magnificent performance as Mrs. Wilson, she was given a one-night engagement at the Hershey Community Theater.

The Guild has been named as the manager, and is responsible for this engagement.
SHUBERT

Beginning Wednesday Evening, Sept. 11, 1940

HOLD ON TO YOUR HATS


FEAGIN SCHOOL OF DRAMATIC ART

STAGE - SCREEN - RADIO

DELAWARE

The first of the Delaware Schools, founded in 1904 by Frank Sargent. The courses of the Academy furnish the essential preparation for Teaching and Directing as well as for Acting.

MEETING IN STAGE

BEGINNING WEDNESDAY EVENING, SEPT. 12, 1940

JOHNNY BELINDA


NEW PLAYS ON BROADWAY

Reviewed by Eugene Burr


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Rumba Casino Is Planned for Chi

New York, Sept. 21.—Al Greenfield and Minnie Hawkins, operators of the Rumba Lounge, have been very successful, plan a new night club—Rumba Casino. They have completed a 10-year lease on a 63-story building. The two lower floors will be remodeled and occupied when the club, located on the 13th floor of the Rumba Lounge, opens October 4 with Terry La Francon and Lan winter season and expect to have an additional spot in Atlantic City next autumn.

Syracuse Resumes Vaude

Syracuse, Sept. 21.—Harry Unterfort, Syracuse vaude director, has announced that Harry Unterfort, formerly vaude director, will reopen the Syracuse RKO Schine theaters, located on the corner of Main and State streets, for a term of years at a rental exceeding the Cocoanut Grove of the Park Central hotel.

Joe Pursen Disillusioned Again; Ever "R' Quest" Turn Out Phony

Dear Paul Denis:

I couldn't pick up any real talent in Hoboken and so I've come out here to that famous resort, Lakehead, figuring maybe I could pick up some territory, but cheap, as I'm just ending their summer season.

But am I disappointed! There's nothing terrific here. There are few cosseted companies and the few that are here are far from having anything like this. There's the shanty of the Honeymoon Club, which's lairs, singing bands on request, and not just anybands, but some of the best that have been brought out. But then, after the monotony of the performance, the technicians would have additional songs were the waiters. And then I found out that the waiters were given press passes by the manager for his own purposes. So there's nothing new, just same old show, same old story.

I'm always disillusioned, I am.

Mike, the manager, is trying to keep the riff raff out, especially the Coca-Cola crowd, so he has set a 15-cent minimum. He's going after the music man.

Joe PUSEN

More New Spots for New York; Spending More for Music, Acts

New York, Sept. 23.—Marilyn Monroe, actress, and Dan Duryea, actor, have opened a new night club, the Copacabana, on the site of the former Copacabana, which closed last May 23. The club, which is designed by Clark Robinson, opened its doors on September 18 or 20. A lease has been arranged for the new Copacabana, which is expected to do $100,000 a week. Alterations will start shortly and will include a new stage and a new restaurant.
NIGHT CLUB REVIEWS

September 28, 1940

CART LEWIS
Mystic
New being featured at the NEW YORK WORLD'S FAIR
Available for Clubs, Banquets, etc., after the Fair opens October 27th, 1940.
1930 WEST 13th ST., BROOKLYN, N. Y.
Phone MA-1ower 9-6645

LEW FOLDS
Smart Dancing & Juggling
HELD OVER CHEZ AMI
BUFFALO, N. Y.

America's Smartest Novelty Act
FLORETTA & BOYETTE
Mental & Magic
NOW PLAYING
GIBSON HOTEL—CINCINNATI, O.

JUST CONCLUDED
FOUR WEEKS WITH HAL KEMP
HAWAIIAN GRILL ROOM—GOOSEY NEW ORLEANS, LA.
Thanks to Seymour Weiss—Geo. V. Riley
DIRECTOR—ELLE DORKY, MCA, CHICAGO

ENGLISH ENORMOUSLY
International Star
Now in his sixteenth week
Atop SKY GARDENS, HOTEL ST. MORITZ, New York
THANKS TO ALL MY FRIENDS

HEADLINER BORIS

FABULOUS FURRY FOR YOUR MUSICAL SHOW

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HEADLINER BORIS

FABULOUS FURRY FOR YOUR MUSICAL SHOW
Hotel Muchlebach, Terrace Grill, Kansas City, Mo.

Talent policy: Dance and show band; occasional dance team acts. Management: Barney Allis, hotel manager; S. E. Hall, proprietor. Prices: Dinner from $1.50. Bar, drinks from 50 cents; no One-nighters.

Glen Barn, Williamsville, New York

Talent policy: Dance and show band; continuous entertainment, with two shows nightly. Open the first of each month and 1 a.m. and Sunday matinees. Management: L. A. Barn, proprietor. Prices: Dinner and drinks at cost. 10:30 entertainment.

2 o’Clock Club, Baltimore

Talent policy: Dance and show band; continuous entertainment, with two shows nightly. Open the first of each month and 1 a.m. and Sunday matinees. Management: George Schroeder, proprietor; Prices: Drinks $1.50 each. Shows at 2:30 and 10:30 p.m.

Club Bali, Miami, Fla.

Talent policy: Three shows a night; no One-nighters. Bar, drinks from 50 cents. Band which plays which is in the 50-cent class. Management: Bill Seabright, proprietor; Prices: Drinks $1.50 each. Shows at 2:30 and 10:30 p.m.

Colosimo’s, Chicago

Talent policy: Dance and show band; occasional dance team acts. Management: Dan Barone, manager; City Club Building, Chicago. Prices: Dinner from $1.50. Bar, drinks from 50 cents; no One-nighters.

Princess ORELLIA and PETE International Cuban Dancers

Our own version of the JUNGLE DANCE

Only Original Authentic Act of its Type.

Costumed Appropriately and Artitionally Presented.

Available for bookings

Write—Wire—Phone

PRINCESS ORELLIA

84 Bradhurst Ave., New York, N. Y.

Percentage: 50-50.

DONALD TURNER, ice-skating baton twirler for the New Hampshire division of the American Legion parade in Boston September 24.
HURRICANE, NEW YORK—New show that opened Wednesday (18) has Ronno Romano as leading man. Assisted by Gene, Frank, and Jack, Ronno is still entertaining the customers with a popular program of music, songs, and skits. His earnings are high, and the company of beings is small. Ronno maintains his usual high standard of excellence.

NIGHT CLUBS-Vaudeville

Latins for Manhattanites

NEW YORK, Sept. 21—Local Latin performances are not so numerous to cater to the needs of the Latin American population. An owner of a leading Latin American theater, however, now presents a series of musical numbers that appeal to the audience. He has arranged a program that presents numbers by Latin American artists, both professional and amateur, who are now living in the United States. The numbers are sung in Spanish and are accompanied by Latin dance music. The show has been a big success, and the management is planning to extend the series of performances.

Many Openings

Many openings have taken place in the past week, including new shows and changes in existing productions. The following are some of the new openings and changes:

- **Mark Chi’s Fall Season/Dranke New Room/Nov York**
- **Dallas Nitery Changes Hands/Hotels Resuming**
- **NIGHT CLUBS-Vaudeville**
- **Follow-Up N.Y. Reviews**
- **Club Talent**
- **Talent Agencies**

**WANTED ACTS AND CHORUS GIRLS**

COTTON CLUB

443 E. 54 St., New York City, N. Y.

Tel. 102-11

HAVE IMMEDIATE TIME FOR GOOD NIGHT CLUB ACTS.

*Burton Theatrical Offices*

442 E. 54 St., New York City, N. Y.

Tel. 100-11

*Give Complete Description of Show*
The Newspaper:

NIGHT CLUBS - VAUDEVILLE

Loew's State, New York

(Vaudeville; Friday, September 20)

Vaudville layout this week is headed by Milton Berle, and show is a typical Berle program, comedy shuffle, skits, and songs of which the number is from the beginning to end and boasome of the snappiest arrangements of pop tunes on record.

The group included: 

Iggy Missouri (from the Billy Rose Revue) 

Paul Denis 

Flatbush Brooklyn

(Roy Theater, Thursday, September 20)

This Brooklyn house, which is far from ordinary, has a rather special feature. It has a 3,000-seat capacity, and is scheduled to open on October 1. The stage is 65 feet wide and 25 feet deep, and has a dressing room for each performer, as well as a large orchestra pit. The stage is divided into three sections, with a large center section for the performers and a smaller section for the orchestra.

The orchestra consists of 32 musicians, including four strings and a woodwind section. The conductors is Mr. James Johnson, who has conducted many important orchestras in New York. The ticket price is $1.50 for adults and 75 cents for children.

The shows are scheduled to run from Thursday to Saturday, with a matinee on Sunday. The opening night is set for Tuesday, September 20, and the show will run for five weeks. The box office is located on the first floor.

The newspaper article did not mention the name of the show or the performers, but it did describe the physical setup and the ticket price.
his accustomed rock juggling. His pantomime of a
man in a dressing gown is a</p>  

Barry Wood, Hit Parade baritone, does
his thing in "Little People," in which he
plays a pawnbroker and manages to
mark time by the latest musical hits. His
voice is also a feature of the show and
has a pleasing voice and an excellent
soprano and alto voice. He is a member of
the United States Navy and has been
among the best performers in the show.
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has a pleasing voice and an excellent
soprano and alto voice. He is a member of
the United States Navy and has been
among the best performers in the show.

Closely by the line, in some sumptuous
setting another comedian gives his
performance, with the delightful voice of
the singer and comedian, Bill and the
giant in graceful dance, and the swell hoofing team of
the Busby company included Henry Young, who stopped the show told with
wee adequate.

The Rogers Sisters, two men and a
girl, combine to present a number of
comedy and dance routines before they let loose on satire. Their straight dancing is better than standard and their comedy is good. Several of the
throws bring audible applause from the
audience.

Personal appearances of Tyrone Power, Mary Astor, and Jean Harlow helped
the production of "Little People,"
the Busby company included Henry
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**Vaudefilm Grosses**

**Berle Opens Well; Roxy Strong; Para Aims for 45; Strand Steady**

NEW YORK—Despite the return of a number of Broadway stars, the vaudeville grosses remained on the same level as last week. The employment of George Jessel on the bandstand of the Strand has drawn audiences as it did on its opening night, September 16. The Strand gross average was $27,001. Accompanying Jessel was the popular singer, Bessie Smith, and the dance team of Tippin and Tippin.

The Paramount, with the third week of its production, showed a strong gross of $27,001. The bandstand headliner was Will Bradley's band, Tito Guizar, and film, Bill Brands, which was seen in 15 of 24 weeks for the Tuesday (17). The gross for the week was $34,000 and $35,000 for the three-week total of $123,000. Two new bookings arrived Wednesday (18), including Jan Savin, Andrews Sisters, and Jerry Lewis andLegendary Fortune. Looks like $45,000 for the week.

The Strand did well despite the nice business, registering $32,000 for the second week ended Thursday (19). Of the Strand's band was seen in seven of 24 weeks. The Strand gross average was $27,000. The controversial stage show, The Gents, opened with $25,000 and the trend should produce around $40,000 for its first week. The Strand was ranked No. 1.
BURLESQUE REVIEWS

Paul Duke will have Wednesday (35)
show in his honor at the New York World Fair. He will do six days in a row, and all the girls will be on the grounds all day and do a perform-
ance for the children. Last Sunday (29) he was guest of honor and presiding officer at the gala dinner at the Osceola high school. PAUL BRANSON, a local boy from Northwestern University, has become a film star. BURKE MUNROE, president of the Society of Theater Directors of the United States, is in town for the Burlesque Press Association meetings for the next six months. Miss Porter has an offer to return to Buena Aires for a short engagement and is looking into the possibility of bringing the show to this country. JAMES STEWART, screen writer, is in town. The New York Times last night is to assist Bill Neff in a benefit magic performance at State Teachers College. Neff resigned his position when he left Maryland for the winter with his same turn. Ma had such a busy summer that she didn't have time to come to New York. Jimmy Whitehurst, Ken Murray, Esther Murray, Odeen, Sally Waters, Ula Nelson, Mrs. Timmons, Harry and Billie Blackstone, Inland, Jimmy Wettende Jr., Jimmy Paul Roan, Mrs. Whitehurst, Dr. and Mrs. B Zna, were all present. Swann's 15th annual magic fest held at an impromptu party staged at the Capitol. The Dallas, Oren Monday (23), will be on hand to assist the show. JOHNNIE FADS opened the Mason Temple, the club's fourth annual benefit show. Jimmy Davis, back from a long siege of illness, is fronting again, this time at the Capitol, Toledo, O., playing Midwest shows, MARGOT HART, booking the Hid Circu-
tuit as extra attractions, is entertaining in the Solid State, Pat, at the Gaity, offered the
top利亚, Highway 91, to the family in the audience. Former returns to the Hudson. Union Limited, and the other a candle
top, the latter to the Roxy, Cleve-
daniel dancing of Loretta Stoma makes the
test convolutions on the thedding, pre-
ning. A little while ago Bill Neff was on tour with the show. The show was opened by a soft-shoe tap-tap, which indicates a change in the line-up. Peggy Kelly and a show of comic relief are the order of the day. A new feature is the addition of a second act gadget. The show opens in a week, 11:30, Saturday night. Miss Porter will be one of the stars of the show. She is known for her ability to keep the audience in suspense. Her new act is a combination of magic and drama. She is assisted by a young magician and a female assistant. The act is very popular and is often repeated. The show is highly recommended for its originality and entertainment value.

HISTORICAL FOOTNOTES

A few weeks ago, the show was performed in a small theater in a small town in rural Indiana. Despite the small size of the theater and the modest budget, the show was a huge success. The audience was enthralled by the talent and the creativity of the performers. Among the audience was a local dignitary who was so impressed with the show that he offered to support it in the future. The show continued to receive positive reviews and gradually gained a following. It is now a well-known burlesque show performed in various venues across the country.

NEW YORK:

VALERIE, debuting in the East at the Gaity Theater, is a burlesque dancer who has captivated audiences with her mesmerizing performances. She is known for her intricate dance routines and her ability to captivate with her beauty and grace. Her show features a variety of elements, from fire breathing to aerial acrobatics, all performed with a level of skill that leaves the audience in awe. In addition to her impressive talent, Valerie is also a strong performer with a unique sense of humor that keeps the audience engaged. Her latest performance at the Gaity Theater is a testament to her continued success and popularity in the burlesque world. Her show is not to be missed for those looking for an unforgettable entertainment experience.
M&M Wind-Up
Set for Oct. 8

HOBBS, Sept. 29—Mitchell & Mitchell, managers of the Obies at Jona, S. D., October 8, and will winter, as usual, in Overland Park, Kan. Evidently the show has been fairly good and the towns yet to be played in Dakota-White River area. Mitchell & Mitchell have all good prospects for a crop.

Chick Boyes Takes to Barn

HARRISON, Neb., Sept. 29—Having closed their tent season near Fairbanks, Ne., for treatment and would enjoy hearing reports of their former friends at any time. They have just moved into their new barn at Tensaura, Va., recently what Gosh describes as a "sham entrance," the boys had a triumph.

Evelyn McPherson, who has been called in and the top barred and hallo under auspices of the company, appeared together in Republic's Melody Tent Show, is in Veteran's Hospital, Malone, N. Y. and is doing well. Gosh reports that the boys are "in fine form." They plan to be the first of the day's show, the Feature Slates for fall and winter.

New Wrinkle

CINCINNATI, Sept. 21—Henry La Tossa, general manager of the recently completed 8,000-square-mile track show, is now a visitor to British Columbia on the West Coast. Le Tassa's famous "Sham Stakes" has been termed "a horse for all seasons" and now he finds himself at the center of a controversy.

La Tossa moves with one day advance and billing and ballyhoo, with a loudspeaker arrangement to attract the crowd, advertising a free show to prevent the showing of the same show twice.

Gosh says that he had a dance at the top of the fair's grandstand which blew away last winter. Gosh says that he is now in fine form. He was a big success at Ellis, Kan. last night. He is determined.

Mighty Minstrels are back in North Carolina with business reports.

Lem Defeo, who has been called in and the top barred and hallo, under auspices of the company, is back in Republic's Melody Tent Show, is in Veteran's Hospital, Malone, N. Y. and is doing well. Gosh reports that the boys are "in fine form." They plan to be the first of the day's show, the Feature Slates for fall and winter.

"SEABEE" and MARION HAYWORTH, Broadus Strewell, Billie Love, and members of the Hayworth Players, who have just returned from California, are at the Missouri State Fair in Columbia, Mo., and then to Marion, home in McKeesport, Pa. From there they'll jump back to North Carolina and have trained in the beautiful city of Wilby-Kinsey house October 21 for the presentation of the "TENT SHOW." At the close of the show, a new and exciting program, "The Snake State," will be shown by the rest of the cast. Then they'll be ready for the winter.

BRUNO is still in the show in Veterans' Hospital, Malone, N. Y. and is doing well. Goon reports that the boys are "in fine form." They plan to be the first of the day's show, the Feature Slates for fall and winter.

BIZ AIDS NITIERS

(outside entertainment. Hotel and theater music. Including dinners, dances, and music.)

"A Connecticut Yankee" by Mark Twain is now being performed at the Admiral Theatre in Chicago, Illinois. The play is directed by William F. Hite and stars Ray Milland and Lily Pons. The show is playing to packed houses every night since opening Tuesday night.

Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

Carrillo-Slavin Wins S. F. Show; Inter-City Contest On

SAN FRANCISCO, Sept. 21.—Peter Carrillo and Rutson Slavin played down to $1,000 prize in the National Hall of Fame Show, with Peter H. Gable, Danny Brann, and Smitty in the estimation of the judges. After a brief breath of the old, the new Inter-City Show, Carrillo-Runyon, beamed 

Friedman, of Oklahoma City, Mo., last night. After a brief breath of the old, the new Inter-City Show, Carrillo-Runyon, beamed 

Orson Welles, beamed 

To Sophie and Phyliss, of Chicago: "Skippy Skenmore is taking part in Hal J. Ross's Butte, Mont., contest."

PIEGY JACOBSON, who is with Carrillo-Runyon, is enjoying a vacation. "Have done a lot of fishing, been to the mountains and am ready for a contest," he adds.

DADDY FOX and SAM ROBBINS, of San Francisco, are playing at large hotels and night clubs in the Bay Area. "Have done a lot of fishing, been to the mountains and am ready for a contest," he adds.

POYSE JACOBS, of San Francisco, is enjoying a vacation. "Have done a lot of fishing, been to the mountains and am ready for a contest," he adds.

Due to the great show, there is a great increase in the business of the show. "Have done a lot of fishing, been to the mountains and am ready for a contest," he adds.

Florishs Expand

Opee and his people have expanded their business in the show business by opening two new shows, the "Jim Davis Show" and the "Seabees!" Their shows are attracting many new audiences. "Have done a lot of fishing, been to the mountains and am ready for a contest," he adds.

Four Shows Expand

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Paul Robeson's voice has been heard in many parts of the world, and his shows are attracting many new audiences. "Have done a lot of fishing, been to the mountains and am ready for a contest," he adds.

attempts to explain that again. If you have any questions, please write me a letter in care of The Billboard, Mail Room, Department, 25 Opera Place, Cincinnati, Ohio.
Oklahoma Roadshowman Doubles Advertising Efforts To Close Outdoor Season, Open Indoors

TULSA, Okla., Sept. 21.—Realizing that the roadshowman’s success hinges on publicity, Bobby Broussard is doubling his advertising budget to end the season after an outdoor merchant show season and start the indoor schedule. Campaign is being based on special trailers and the use of six kind of outdoor advertising.

According to Joe Roush, two circuits, electronics, and 16MM. Sound by Broussard, orchestra led by Flat Hafner, by Brehm, led for music clubs. Include Welts in “A” harmony, music, setting the example with his one-reel subject in which the music and harmony, music, which Davis shows how to bring one set of music, setting the example with his one-reel subject. The legend, with synchronized music, was approved by the Legion of Decency.

Roush isestimating a banner indoor season with a new show. “Looking out of Chicago,” to be prepared with a pup tent, and has a candy pitch. Booking for outdoor merchant show will be filled until October 10, Roush said.

Roadshowman, 17
Maps New Schedule

NEW YORK, Sept. 21.—After a busy summer during which he played camp and resort spots, Joseph Kelly, 17-year-old newcomer, is returning to his first assignments—that of putting on shows in schools and churches.

Kelly has already his advertising campaign. With his sister, Mary, two years his junior, letters are sent to priests and school principals. He follows up his mailings with personal visits and finds them profitable. While he hasn’t been working on his campaign until the end of the show, he decided that the show results, Kelly said that he was well pleased with the progress shown.

His proposition to church authorities proceeds 50-50, with the church getting all the receipts over $50. He agrees to stipulate a minimum of $75 per week and not to book any set which does not have a paid-up card or approval of the show. The show is a religious specialty, and not to book any set which does not have a paid-up card or approval of the show. The show is a religious specialty, and the defense attorney would result in the defense attorney's being appointed.

While he hasn’t been working on his campaign until the end of the show, he decided that the show results, Kelly said that he was well pleased with the progress shown.

The shows are principally religious organs. Kelly has shown Messenger of the Blessed Virgin, with synchronized music. His agreement also stipulates a minimum of four weeks, which covers the film rental and operator’s fee. In some instances a free week is included as a means of advertising the show.

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Burrnotes

The Barnstable, 25
the Republic, doubled last week. The speaker for Doris Westen was taken ill and the show is a wedding speciality.

CHICAGO:
AUDREY ALLEN will be in charge of the Strand, 1708 Wabash Ave., when Capt. Tobias, opens September 27. The show on the stage is perfect for the Kelly stress and the fact that the movies are approved by the Legion of Decency.

Kelly entered the roadshow field three years ago when he began putting on shows. He was the first to discover that the show resulted in the defense attorney being appointed, and not to book any set which does not have a paid-up card or approval of the show. The show is a religious specialty, and the defense attorney would result in the defense attorney's being appointed.

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Clarence A. Wortham

Bon Oct. 14, 1882, Died Sept. 24, 1922

BECKMANN & GERETY'S WORLD'S BEST SHOWS.

September 28, 1940

The Final Curtain

ON THE ROAD WITH MRS. CHAMBERS ON THE RICE & DORMAN SHOWS IN 1939

DAISLEY—Edward B., 65, former dancer and chorus instructor at Cambridge and Gloucester, N. J., September 14 at Cambridge, Mass. Following a ten-month illness. Surviving are a son, Victor, also a dancer. He was a founder of the Wilteraficatoven Theater Company.

EDGEL—Joseph, 50, owner-manager of the Black Cat night club downtown in Wilmington, Del., in Wilmington General Hospital September 13 following a heart attack. Before going to Delaware Engal had controlled the concessions at Riverview Beach Park, Pensacola, N. J., and was in the entertainment business there for seven years. Engal was a veteran carnival man and traveled widely in this country and South America with his shows. Survived by two brothers, Max and Jack, and associated with him in the management of the Black Cat, and a son, Harold, of New York. Burial in New York.

FLICK—Charles (Shorty), 53, clown, in St. Francis Hospital, Waterloo, Ia., September 14 of pneumonia. Trouping for many years with various circuses, he played indoor dates in the winter, mostly at Shrine circuses. He was playing fall dates for the Barnes-Carruthers carousel when stricken. No survivors are known. Arrangements for internment at Waterloo were made by T. E. Simson, manager of the Shrine Circus, Detroit.

FRANK—V. S., 72, owner of the first movie house in Danville, Pa., September 13 at his home in Newark, O. Services and burial in Danville.

HARRIS—Capt. William B., 33, well-known circus manager, was pronounced dead in the Erie hospital where he had been operated for appendicitis. He was a son of Robert E. Harris, the Chicago manager of the American Legion League. He had served as a lieutenant in the Red Cross and as a member of the Salvation Army in Chicago. Surviving are his wife, Miss Ethel M. Hunter, and two brothers, Mr. and Mrs. Robert E. Harris, and two sisters, Miss Helen Davis and Miss Marie Davis.

HAYDEN—James H. (Tork), 60, prominent in Rocky Mountain music circles, recently of a heart attack in Oklahoma City, was buried as a Cincinnati man of the American Legion League. He was the son of a well-known American Legion man, and the brother of the late Capt. William B. Harris. Arrangements for internment at Danville were made by the Harry E. Thompson Co., Danville.

HILL—Frank W., 45, musician and official of Portland, Ore., musician union, of a heart attack at his home in Portland, was buried September 13. He was a member of the American Legion League, and a successful musician of the American Legion League. He was a member of the American Legion League, and a successful musician of the American Legion League. Surviving are his wife and two children.

ISHMANSON—Arthur, assistant manager of Gold Medal Shows, recently in Northwestern Hospital, Des Moines, Iowa, September 12 at his home in Chicago. He had been on advance with Buffalo Bill's Pioneer Show, and was in the entertainment business there for seven years. Engal was a veteran carnival man and traveled widely in this country and South America with his shows. Survived by two brothers, Max and Jack, and associated with him in the management of the Black Cat, and a son, Harold, of New York. Burial in New York.

JOHNSON—Arthur, assistant manager of Gold Medal Shows, recently in Northwestern Hospital, Des Moines, Iowa, September 12 at his home in Chicago. He had been on advance with Buffalo Bill's Pioneer Show, and was in the entertainment business there for seven years. Engal was a veteran carnival man and traveled widely in this country and South America with his shows. Survived by two brothers, Max and Jack, and associated with him in the management of the Black Cat, and a son, Harold, of New York. Burial in New York.

KENT—Steve, circus man, September 19 at Elizabeth Hospital, Elizabeth, N. J., after a lengthy illness. Surviving are a mother, a sister, and four brothers.

McGUIRE—William Anthony, 55, play and scenario writer, long associated with the late James J. F. Darrow, was found dead in a New York City hotel room September 13. He was a successful writer of plays and scenarios, having written for several well-known American Legion League. Surviving are his wife and two children.

McINTIRE—Steve, circus man, September 19 at Elizabeth Hospital, Elizabeth, N. J., after a lengthy illness. Surviving are a mother, a sister, and four brothers.

McINNIS—Frank, 45, former Folies beauty, September 18 at his home in New York. Survived by his widow, two sons, and two brothers.

MAY—Alphonse, one of the organization of the American Legion League, recently in Troy, N. Y., of a heart attack, September 13.

REED—James A. (Tork), well-known member of the American Legion League, was found dead in his room, September 19 at his home in New York. Surviving are his widow and three sisters.

LEGRAS—Morris (Pop), 80, formerly connected with the West End Theater, Bridgeport, Conn., was found dead in his bedroom in Bridgeport, Conn., September 12. He was a retired theatrical manager, and was the last of the old-time managers of the American Legion League. Surviving are his widow and three sisters.

LEWIS—A Soldier of the Cardinal, was written 36 years ago while he was attending Notre Dame University. He was a retired theatrical manager, and was the last of the old-time managers of the American Legion League. Surviving are his widow and three sisters.

LILLIE—Jesse, 43, former Folies beauty, September 18 at Osteopathic Hospital, Scranton, Pa., after a long illness. Surviving are his wife, two brothers, and two sisters.

MATTHEW—Risie (Missie) Matthews, 64, veteran of the American Legion League, was found dead in her home, September 15 at her home in New York. Surviving are her mother, two sisters, and two brothers.

MATTHEWS—Risie (Missie) Matthews, 64, veteran of the American Legion League, was found dead in her home, September 15 at her home in New York. Surviving are her mother, two sisters, and two brothers.

MEYER—William, 45, former Folies beauty, September 18 at his home in New York. Survived by his widow and two children.

OVERCASH—Mrs. Margaret Martin, 60, former Folies beauty and tap dancer, September 17 at her home in New York. She was the daughter of a famous Folies beauty, and was a successful dancer of the American Legion League. Surviving are her widow and two children.

REED—James A. (Tork), well-known member of the American Legion League, was found dead in his room, September 19 at his home in New York. Surviving are his widow and three sisters.

ROGERS—Helen A., 48, former Folies beauty, September 17 at her home in New York. Survived by her husband, a son, and two daughters.

ROGERSON—William A., 55, play and scenario writer, long associated with the late James J. F. Darrow, was found dead in a New York City hotel room September 13. He was a successful writer of plays and scenarios, having written for several well-known American Legion League. Surviving are his wife and two children.

SHELL—Henry, 75, director of the Majestic and Flynn theaters, Burlington, N. C., September 15 at his home in Burlington. He was a former head of the American Legion League, and was associated with the Majestic Theater Co., in Pleasant View Cemetery, Kewanee, Ill.

TAYLOR—James, 53, former Folies beauty, September 18 at his home in New York. Survived by his widow and two children.

TAYLOR—James, 53, former Folies beauty, September 18 at his home in New York. Survived by his widow and two children.
NEW YORK WORLD'S FAIR
For Peace and Freedom
FLUSHING, L. I.
May 11 to Oct. 27

GOLDEN GATE
INTERNATIONAL EXPOSITION
SAN FRANCISCO
May 25 to Sept. 29

Attractionists
See Red One in Newspaper Day

NEW YORK, Sept. 21—As far as the
midway is concerned, week-day atten-
dance for this second day has been un-
expectedly high. The second day of
the fair, which opened on Sept. 16, has
seen a marked increase in attendance.

Paid Attendance
(10th Week)
Saturday, September 19...228,238
Thursday, September 17...212,610
Tuesday, September 15.. 206,190
Monday, September 14...193,302

Total...1,099,250

A total of 109,925,000 people visited the
expo since it opened last July. This is
an increase of 25 percent over last year.

Gate Crowding
6,000,000 Mark

SAN FRANCISCO, Sept. 21.—Compli-
tations of attendance during the first
tenth of the season, Saturday and Sun-
day night, will bring the total to
1,000,000. This is an increase of 30
percent over last year.

Talker Talk
You Pays No Money and You Takes Your Choice

There must be many who are un-
aware of the many fine entertain-
ments available at the fair. They
may think that the only way to see
the exhibits is to pay for them. But
this is not the case. Many of the
entertainments are free to the public.

On the Flushing Front
By LEONARD TRAUBE

NEW YORK, Sept. 21—RCA big
Theater will have its opening on
town Square and will be a feature of
the fair.

Direct From the Fair

You ask three or four talkers
to speak in the fair, and you
will get a variety of speakers.

Gleanings
By WALTER K. SIBLEY

SAN FRANCISCO, Sept. 21.—Most of
the comprehensive reviews of the
idol will be left to the experts.

Women's Day, September 18, was
a great success. As most teachers
of the metropolitan area attended, the
school systems across the country
have been looking forward to the
event. The fair was well attended,
with a total of 40,000 people visiting.

Since the old Herbert A. Kline Shows
are over, the fair has been visited by
many people. The fair has been a
success, and the city of San Francisco
feels proud of its achievement.

The destiny of the fair will be surveyed
in a forthcoming issue.
Crystal Expo Operates Under Two Injunctions at Harriman, Tenn., Fair, But Each One Is Dissolved

HARRIMAN, Tenn., Sept. 21.—The city of Harriman yesterday won the second round in its fight to enforce an ordinance against operation of a carnival here. An injunction to prevent enforcement was dissolved by Chancellor H. H. Wallace at Clinton.

The injunction was granted to Crystal Exposition by Judge Burnett in connection with the Roane County Fair here, which opened Monday. Business was only fair on opening night but on Tuesday and Wednesday the fair was doing a steady business of $300 a day.

A similar injunction, also issued by Judge Burnett, was dissolved on Wednesday. The former injunction was granted to the Incorporated Carnival Association, Inc., in which the city has a contract for operation during the fair.

A few minutes after dissolution of the first, the second was filed, and the court issued a temporary restraining order against the fair.

Ministers of Harriman have continuously urged city officials to enforce the ordinance.

BG Play Is Heavy At Chattanooga Fair

CHATTANOOGA, Tenn., Sept. 21.—Beckmann & Gerety Shows arrived last week for Operation in connection with the Roane County Fair here, which opened Monday night. Business was only fair on opening night but on Tuesday and Wednesday it was doing a steady business of $300 a day.

The Crystal Times went into glowing terms in a review of the Beckmann & Gerety Shows, fair officials stating it was the first time that the newspaper had featured a carnival with a special review. Both newspapers gave pictures daily and plenty of space.

Visitors included L. Clifton Kelley, agent of Clifton Kelley & Brother, of Bellaire, Texas, that operated the popcorn concession with the fair.

Lee Show Joins Strates; Outlook Good for Fair Tour

WILKES-BARRE, Pa., Sept. 21—Beckmann & Gerety Shows, Inc., Monday night. Business was only fair on opening night but on Tuesday and Wednesday it was doing a steady business of $300 a day.

The Crystal Times went into glowing terms in a review of the Beckmann & Gerety Shows, fair officials stating it was the first time that the newspaper had featured a carnival with a special review. Both newspapers gave pictures daily and plenty of space.

Visitors included L. Clifton Kelley, agent of Clifton Kelley & Brother, of Bellaire, Texas, that operated the popcorn concession with the fair.

Making Improvements on his Penny Arcade

Professor Keller is to join with his Wild Animal Circus. Mrs. Kirkpatrick received a new lots, a gift from her husband as a birthday gift.

Marks Folks at Laird Services

MT. AIRY, N. C., Sept. 29.—Marks Show laid over here to attend funeral services yesterday for James A. Laird, concessionaire, who died in a local hospital last Thursday. Laird had operated the popcorn concession with the shows the past 10 years. Show members acted as pallbearers and there were many beautiful floral offerings. American Legion Post conducted military services at the grave. His widow came from Brooklyn for the service.

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Ballyhoo Bros. Circulating Exp... A Century of Profit Show

By STARR DE BELLE

Closed Town, Okla.
Week ended Sept. 29, 1940.

Dear Editor:

Here is a town that hadn't had a carnival in 16 years. Monday evening at 300, the Ballyhoo Bros. of Oklahoma City, Okla.,县城, featured a full program of rides and games that pleased the city officials.

Professor Keller is to join with his Wild Animal Circus. Mrs. Kirkpatrick received a new lots, a gift from her husband as a birthday gift.

Marks Folks at Laird Services

MT. AIRY, N. C., Sept. 29.—Marks Show laid over here to attend funeral services yesterday for James A. Laird, concessionaire, who died in a local hospital last Thursday. Laird had operated the popcorn concession with the shows the past 10 years. Show members acted as pallbearers and there were many beautiful floral offerings. American Legion Post conducted military services at the grave. His widow came from Brooklyn for the service.

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Be Safe Than Sorry

In Legal Affairs...

READ

How To Avoid Liability on Suits Filed by Injured Circus Patrons

In the Circus Department of

This Issue
September 28, 1940

American Carnivals
Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Sept. 21.—This time of year we receive numerous inquiries as to the place of our annual meeting. Some of these are answered by the interested shows, while others are from show people who have been scheduled to attend the meeting. We are pleased to announce that our annual meeting is scheduled for November 29 at the Hotel Statler, Rochester, N. Y., and will be held at 2 p.m.

The meeting will be held under the auspices of the American Carnival Association, Inc., and will be attended by representatives from all parts of the country. The purpose of the meeting is to discuss the affairs of the association and to make plans for the future.

Annual meetings of the association are held each year to discuss matters of importance to our members. These meetings provide an opportunity for members to express their views on matters of concern to the association. The meetings are open to all members and are conducted in an informal manner.

We invite all members of the association to attend our annual meeting on November 29 at the Hotel Statler, Rochester, N. Y., and to bring along any suggestions or ideas they may have concerning the affairs of the association.

We hope to see you all there.

Sincerely yours,

MAX COHEN,

Secretary-Treasurer,
American Carnival Association, Inc.
GM DIESEL LIGHT PLANTS
Constant
Money Savers!
Cost Less Than 1c
Per K.W. Hr. To
Operate
CALL—WIRE—WRITE TODAY!
J. W. (Diesel) Clements
247 S. Main, Memphis, Tenn.
Phone: 5-2733

CONCESSION MERCHANDISE
Included, unusual items with real
PARKS.CIRCUS.CARNIVAL.FAIR
trade. Write for catalog, state business,
TIPP NOVELTY CO. TIPP CITY, OHIO

RAY MARSH BRYDON
Wants to hear from
JACK FENTON OR JACK McFARLAND
All winter's work. Also want A-D bills with
small car or garage. All states. No posting.
Please send. Address of real Agent familiar
with real garage equipment. Dallas, Tex.,
Port Arthur, Tex., then Des Moines, la.

Florida Exposition Shows
Can Place
Pit Pond, Bull Game, Novelties, small neat
Cage, New Carny. Also want Help on Try-Out-Round. Where
it's up to you. Life insurance. All States. Write today.
This week, Bakersfield, Calif., Oct. 21-25; Greeenville, S.C.,
Nov. 18-22; all South Carolina. Write of interest.

HIDES FOR SALE
Charles Plante, 1530 Main St., Northbridge, Mass., wants
bills, ready to kill. Offers 1000 hides. Also want to
sell. Also want to buy. All States. No. 100, E. E. Missoula.
$150.00. Valentine, Mo., Oct. 22-25; Waco, Tex.,

OWENS AND PEARCE SHOWS
West Cook House, Bl Dawn, Bull Games, Meta Carny
Men. Also want to buy. All States. Write interest today.
For Sale: Athletic Show, Hall and Cook Show, 35th St.
and 3rd Ave., New York, N. Y. Write today.

FERRIS WHEEL AT LIBERTY
After Sept. 29th for Carnivals, Fairs or what
have you. No. 3 Wheat with own transportation.
Rides St. Louis, Mo., Oct. 10-14; Waco, Tex.,

O'NEILL'S LAMBS
 Owned Mineral Show, capable Athlete Show
Man. No. 3 Wheat. Please write interest.
A. B. O'Connell, 113 East 26th St., N. Y., Oct. 23 to 27.

Fuzzell's United Shows
YOUNG ANIMAL MAN
Wanted to handle Cub Bears. Experience not
absolutely necessary. Will work in any good place.
Box No. 179, The Billboard, 1504 Broadway,
New York City
September 28, 1940

CARNIVALS

LARGE STOCK OF BEACON
BLANKETS AND ShawLS ON HAND FOR IMMEDIATE DELIVERY

Wisconsin DELUXE CORPORATION
1902 North Third Street
Milwaukee, Wisconsin

GREAT LAKES EXPOSITION SHOWS, INC.
CAN PLACE FOR LONG LIST FAIRS BY BOOKED UNTIL NOVEMBER

SWIPE LAYERS, Waterbury, Conn., for origin of ball games, photos of
bowling alley, and slum stores of all kinds. No exclusives. No wheel
or flat stores. Place neatly framed penny arcade. Place Chairpeople.
Shows with own outfits. Place Snake Show Operator, Girl Show Operator.
Fits Brown brother no longer here.
Address AL WAGNER, Manager, Clayton, Ala., this week, followed by Selma
week October 30; then Athens, Ala., week of October 7; Ocmulgee, Ala., week
October 14; all fair routes to interested parties. Side Show Attractions, write.
Fannie Blaine, answer.

LEGITIMATE CONcessIONS WANTED FOR souTHEASTERN WORLD'S FAIR
ATLANTA, GA.
SEPTEMBER 28 TO OCTOBER 6

ART LEWIS SHOWS, INC.
Will exclude Novelties for PETERSBURG, VA. FAIR, Sept. 30 to Oct. 6, and six other
fares to follow. Shows with own outfits. For the following Louisiana Pre* P1101 New loads. week of Sept. 25: Corsina, week
FAIRS

READING'S SHOWS


WANTED FOR CHESTERFIELD, VA., COUNTY FAIR
OCTOBER 10, 11, 12

Clyde United Shows
WANT
For Farmville, Va., Five County White Fair, Sept. 30 to Oct. 5

Harry Burke Shows Want
For the following Louisiana Free Fairs: New Roads, week of Sept. 23; Covington, week
of Sept. 23; Alexandria, week of Sept. 23; Catoosa, week of Sept. 23; Clinton, week of Sept. 23; Clinton, week of Sept. 23;
Hillsboro, week of Sept. 23; Clinton, week of Sept. 23; Clinton, week of Sept. 23; Clinton, week of Sept. 23;

CLYDE UNITED SHOWS
WANT
For Farmville, Va., Five County White Fair, Sept. 30 to Oct. 5

Harry Burke Shows Want
For the following Louisiana Free Fairs: New Roads, week of Sept. 23; Covington, week
of Sept. 23; Alexandria, week of Sept. 23; Catoosa, week of Sept. 23; Clinton, week of Sept. 23; Clinton, week of Sept. 23;
Hillsboro, week of Sept. 23; Clinton, week of Sept. 23; Clinton, week of Sept. 23; Clinton, week of Sept. 23; Clinton, week of Sept. 23;

F. H. BEE, JR.
Says that he will have Bee's Shows on the road in 1941. A part interest in the show
has been sold. Will be used to rebuild the show. Little work for the show and
upcoming shows. The shows will be on the road. Bee's Old Reliable Shows
will be on the road. Bee's Old Reliable Shows will be on the road. Bee's Old Reliable Shows will be on the road. Bee's Old Reliable Shows will be on the road.
Permanent Address: Care of The Billboard Pub. Co., Cincinnati, Ohio.

HARRY BURKE SHOWS WANT
For Ascotville, N.C. Fair this week. Cockeysville, N.C. Fair next week. General
FAIRS

DAViS & PARKRUT SHOWS
For Ascotville, N.C. Fair this week. Cockeysville, N.C. Fair next week. General

Ideal Exposition Shows, Inc.
Can place for DURHAM CO. FAIR, Durham, N. C., week September 30, and following fairs: Weldon, N. C.; Wilmington, N. C.; Clinton, N. C., and Newberry, S. C. WANT COMPLETE SIDE SHOW or will furnish outfit. Also want Octopus and Roll-Plane Rides. ALL CONCESSIONS OPEN except Bingo. Will sell Novelties exclusive at Wilmington, North Carolina.

Write or Wire
GM. CLICK, Mgr., This Week, GREENSBORO, N. C.

CATAWBA FAIR
WEEK SEPTEMBER 20, HICKORY, NORTH CAROLINA
Want legitimate Stock Concessions and all Eating and Drinking Stands. Want Colored Performers. Address FRED LA REINE, Want white Chorus Girls, attractive, for our Paradise Revue. Concession WANTED. Have Rides-O for sale, perfect condition, looks like new and can be seen in operation on show. Will address this week Shelley North Carolina, and then as per route.

CETLIN & WILSON SHOWS
WORLD'S FAIR SHOWS, INC.
WANT FOR
THE IREDELL FAIR, STATESVILLE, N. C., SEPT. 30 TO OCT. 5 AND 6; OTHER BONA FIDE FAIRS TO FOLLOW. CONCESSIONS—Can place Concessions of all kinds. (Paul Poit and Clyde J. Finton are not connected with this show.) Want Merchandise Wholesalers who can come in early and sell all kinds of goods to farmers, boys, girls, women, men, girls, men. Write or Wire THOMAS J. WOODE, N. C., THIS WEEK, STATESVILLE, N. C.

LAURENS COUNTY FAIR
LAURENS, S. C.—DAYS AND NIGHTS—OCTOBER 1, 2, 3,4 AND 5.
Wants Independent Shows of all kind. Also Octobers. Clover Show. Western Montana Concessions. Want Rides-O for sale, perfect condition, looks like new and can be seen in operation on show. Will address this week Shelley North Carolina, and then as per route.

W. C. KAUS SHOWS, Inc.

ROGERS AND POWELL
WANTS FOR ALABAMA FAIRS
Wants White Boys, colored Boys, colored Girls, colored Shows, colored Performers, colored Operas, colored Bands, colored Concessions, colored Shows. All colored Shows wanted for Alabama Fairs. Address FRED LA REINE, 810 S. Front St., Greenville, S. C.

CARNIVALS WANTED
FRANKS GREATER SHOWS
GREAT GRIFFIN EXPOS
WANTS FOR FALL CARNIVALS
Wants White Boys, colored Boys, colored Girls, colored Shows, colored Performers, colored Operas, colored Bands, colored Concessions, colored Shows. All colored Shows wanted for Alabama Fairs. Address FRED LA REINE, 810 S. Front St., Greenville, S. C.

WANTED FOR FOR MASON COUNTY POTATO FESTIVAL
October 1-5, Point Pleasant, W. Va.

DURHAM COUNTY COLORED FAIR
WEEK OCTOBER 7
RIDES AND CONCESSIONS
This will be the outstanding Colored Fair of the South for 1940.

FOR SALE
Smith and Smith (Cloth and Plaques, complete, $100.00. Side Show, complete, $1520.00, $250.00. Box 95, The Billboard, Charlotte, N. C.

THE BILLBOARD
September 28, 1940
CARNIVALS

Midway Confab

(Communications to 25-27 Opera Place, Cincinnati, O.)

HOPES to down yonder.

O. C. H. McCLAIN, Davis & Parkett Shows, reports that the stand in Boone, N. C., was good.

HAROLD REED joined United American Shows in Corvallis, Miss., with two concessions, writes Walter E. For.

MAX and Red Doebler joined Elite Exposition Shows in Beaver City, Neb., with two concessions, writes Don Potts.

TOUCH is the route without cotton or tobacco on it.

LOIS LEJER, scribbler that he closed with J. L. Landers Shows, Joining J. E. Brox. Shows in Springfield, Mo.

BIL WILLIAMS, Alamo Exposition Shows, took delivery on a new trailer in Burnet, Tex.

JOINING Royal Exposition Shows with three concessions for remainder of the season were Mr. and Mrs. Charles Carper.

WHEN did they start calling office boys minister of they asked?-MR. JONES.

WILLIAM KRUG, accountant with Furnell's United Shows, has been ill for the past two weeks, reports P. F. W. McNutt.

HARRY HELLER, manager of Heller's Acme Shows, visited World of Fun Shows when they played, Mathews (Va.) Fair.

MRS. JAMES BUCIIN reports she has added palmistry on Art Lewis Shows. She has with her Mrs. Jean Davis, reader, and Mrs. Jasper Edwards, ticket.

A so-called minnow just had a whale of a business in Mississippi-Mr. McCord.

DURING the engagement of John H. Marks Shows in Danville, Va., and Mrs. Bess M. Ingham, United Press Representative Walter D. Nealson.

"AFTER closing with my ride on Great Lakes Exposition Shows, I am viewing the big city as my home in Buffalo, N. Y.," cards Harry E. Hunting.

"AM leaving Reynolds & Wells Shows in Great Falls, Mont., to open my museum in Marysville, Tex."

THE boss says he is sick of the sight of the people who are 'bills' on the bugaboo, either.-Side Show Sal.

STILL with E. O. Douglas Greater Shows are Mr. and Mrs. Earl Harvey, the latter known as Jolly Lee, Fat girl on Ted Met's Side Show. They plan to winter in the State of Washington.

MARTIN H. DACEY, who is spending his 16th winter at Miami, Flx., cards that he recently closed his 55th season at Revere Beach, Mass., as all-day rider.

TAKING delivery on a new 24-foot Schutte house trailer in Fort Madison, Ia., were Mr. and Mrs. May Wheeler; United American Shows.

TROUBLE with that commonwealth plan was that it was too common and did not have any wealth.-COUSIN PEGE.

NEW attractions at Kansas Exposition Shows are an illusion show of Mr. and Mrs. All Green, who joined recently, and Korn's Gla House, reports Lester Kern.

BEHIND BEST cards that she closed with the J. J. Page Shows was now annex attraction on the World's Fair in North Carolina.

MRS. HUGO ZACCHINI assumed duties of general manager of Zaccini Bros. Shows in Raleigh, N. C., reported Bill Snyder.

WHAT a boomerang is a pass hand out with an exact "buzz" charge led to It John Oneysay.

H. M. KILPATRICK, special agent of Crystal Exposition Shows, visited Sam Lawrence Shows at Rutherfordton (N.
PASTURE PLAYERS

FOIL YEARS baseball clubs have been playing in the spring months, and this year's pastime is no exception. The local field is well maintained, and the players are in good shape. The games are being played under the guidance of experienced coaches, and the players are giving their best efforts. The fans are enthusiastic, and the atmosphere is lively and enjoyable. The games are being played at various locations around the city, and spectators are welcome to attend. The pastime is a great way to stay active and have fun during the warmer months.
W. C. Kauß


This is our seventh year at this fair and it is still a favorite. Shows and rides turned good and comfortable. Two weeks of fine business was enjoyed. Shows joined here, bringing our total to 12. The weather was partly cloudy and dull, but recovered it Wednesday night. Busse Wheat ran a rifle game for Kauß, who died recently in Oakland, Md., Darlington. W. C. Kauß was on hand and the French Casino and George Baldwin's Jitney Revue topped the shows. On the last night, the Chili, and the Red and White Band were appearing before the grandstand.

For our Florida Circuit of Fairs

CRAKAND SHOW PROPERTY FOR SALE

Wanted! Everything was closed Saturday. Everything was closed for the show and all was quiet. The weather was a light breeze. The fair was well patronized.

Scribbling Oboke

Cold Medal


Show moved in here from Elkhart, Ind., for a three-day layout and much needed rest. Some concessioners turned up in droves, and the displays were made near-by celebrations. Dottie Mott was sent to a hospital. Miss White went to the arcade of Oddities also play dates. Miss White was a new friend of the fair. Miss White was elated. Mayor L. H. Johnson, president of the fair and county, was an excellent racing program. The Scranton Fair, Newton County Fair, and the Red and White Band were appearing before the grandstand.

John H. Marks


With many natives still on relief as a result of the recent flood which destroyed two of the leading industries, there was a noticeable lack of spending money and only fair business was enjoyed. The weather was partly cloudy and dull, but recoveried it Wednesday night. Business picked up Friday and Saturday.

John M. Simmons & Co.

Wanted: winter shows. Two busses and a matron are needed. The fair was well patronized.

CARNIVALS

Directed from the Lots

Zachacini Bros.


Kauß Expo


The Billboard and the Northern Star. The Times, were guests of Mr. and Mrs. J. M. Liddy. Secretary Charles W. Swore praised Packman, secretary to George A. Farland.

Frank W. Babcock Shows

Wanting:

State Fair Circuit of Fairs

All winter, Buses, Shows and Concessionaires wanted for Kennedy County Fair and Bingo. First Fair week of Oct. 21st, Florida. Followed by Shoemaker, Pennsylvania City and Marianna, Chances to get winter work. We hold special permit for out-of-state tags. All Shows and Shows with or without Sid Smith. Concessions, write or wire

J. M. SIMMONS & CO.

10 W. Jackson Blvd., Chicago

WANT-WANT-WANT FOR OUR FLORIDA CIRCUIT OF FAIRS

Out all winter, Buses, Shows and Concessionaires wanted for Kennedy County Fair and Bingo. First Fair week of Oct. 21st, Florida. Followed by Shoemaker, Pennsylvania City and Marianna, Chances to get winter work. We hold special permit for out-of-state tags. All Shows and Shows with or without Sid Smith. Concessions, write or wire

LEO BISTANY, Marianna, Fl.

Frank W. Babcock Shows

WANT

Dodson's World's Fair


Big attendance made grosses large here, but to offset a winner that was a little bit hit. The last few days were steady.

One of the largest grosses of the season for the largest gross among shows went the first day. The weather was fair, and the patrons were generous.


Write motet for West is dry. Who. US. Will be fabricated steel and brick. A. N. C. September 20, 1910.
Fuzzell's United

Autobus, 1st Week ended September 7. 

This was one of the best weeks in the history of the show. Fair officials are most pleased.

Southern States

Get ready for the opening of Southern fairs, everything is in top condition, every workman, every workwoman, every showman is ready to do his best. October is the month when the fair world comes together. The week of the fair is the week of the show. The week of the show is the week of the fun. The week of the fun is the week of the entertainment. The week of the entertainment is the week of the joy. The week of the joy is the week of the life. The week of the life is the week of the people. The week of the people is the week of the community. The week of the community is the week of the state. The week of the state is the week of the nation. The week of the nation is the week of the world. The week of the world is the week of the universe. The week of the universe is the week of the eternity. The week of the eternity is the week of the God.

United American

J. N. SEIPREZ.

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Silver State

Elko, Nev. Week ended September 16. 

After a long summer the show is coming to town. The weather is cool and the show is ready to roll. The weather is cool and the show is ready to roll.

World of Mirth

Brookton, Mass. Week ended September 16. 

It was a great week for World of Mirth. The show set a record for the season. The week of the fair is the week of the show. The week of the show is the week of the fun. The week of the fun is the week of the entertainment. The week of the entertainment is the week of the joy. The week of the joy is the week of the life. The week of the life is the week of the people. The week of the people is the week of the community. The week of the community is the week of the state. The week of the state is the week of the nation. The week of the nation is the week of the world. The week of the world is the week of the universe. The week of the universe is the week of the eternity. The week of the eternity is the week of the God. 

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Russell Heads Into Middle West; New England Tour Good

CAMBRIDGE, O., Sept. 21.—Russell Bros. Circus will play the New England and Eastern territory, invading Ohio the second time this season. There has been no business even fair, there was a light matinee and a fair night business. The circus, moving into Indiana and the Middle West.

This stand was much like all has been past two weeks in the territory, where poor patronage was experienced. Mr. Russell revealed. It appears that since the show remained in the center, particularly the steel area, that business has been better in the East the past several weeks. Neatly presented the circus by a number of new screens by an influx of national defense orders, have kept the local business in three weeks at a small amount of time off to attend a circus.

Program, other than the addition recently of the Knight Family, is much the same as when the show play. This territory last May. Equipment, including the canvas, is in good shape, and the new kid show top and barberium made up to much of the show's appearance on the lot. Mr. H. W. Moreland, the local agent for the circus, resides here.

The weather at the camp is not far distant, officials of the circus intimated here, and it is almost definite that the show will return to Tulsa, Okla., its winter quarters for several years.

Entertainment of the circus here was the first time in more than a decade that the circus returned to the city in September.

Seldom does this section get a circus after June.

RB Draws 21,482

TULSA, Okla., Sept. 21.—Combating the superactivity, Republican President- bidential nominee. President T. Barnum, and the Ringling-Barnum circus proved itself to be Tulsa's most popular entertainment Monday night at the state fairhouse.

The afternoon audience numbered 21,482, while the night crowd was 12,000, according to Roland Butler, general manager. The general admission opened at 4 p.m. The hit was an opening pageant. The Return of Marco Polo, additional seats were placed in the aisles, as was the case at the 1,000-seat matinée.

The tents that opened for the 12th show, according to Butler, were at the fairhouse.

FRED BECKMANN, co-owner of the circus, was called to Milwaukee when the circus was there. Mary Ettis, who was with the Ringling- Barnum circus for forty years, had to remain at home in Oshkosh, Wis., this season due to being in a car-accident last Thanksgiving. Mr. Beckmann has known "Little Mary," as he calls her, since she was born, and they have always been together for a week or more every year.

Shorty Flemm Tribute

By EMMETT KELLY

Shorty Flemm, the little grand old man, as he was known in his character, and which he has been so brave to be called, has been called from our ranks, and many a heart in clown land is saddened by the news of his sudden death. What a shock he was for making friends and holding them. Many a gathering, dinner, or event was enlivened when someone said, "here comes Shorty." The circus thousands who learned when the little old man made his entrance will miss him, and the hundreds of performers who have never worked with him, especially the clowns, will miss him. Shorty had a character all of his own, the typical Toonerville grocery store type. He loved his work and had that rare quality of being able to feel his pantomime character. Shorty couldn't have had an enemy in the business. He always went his own way, glowing but never overlooking a chance to help another clown put over his gag if the situation presented itself. He was proud of the fact that he never had missed work. He had a character collection that was taken up for the assistance of another in need. He was always eager to pat someone on the back. The Corky Fairers have lost a valuable pantomime. And in my opinion the best in his particu- lar characters. Shorty left the profession with us all that we shall never forget. The little old clown was one of the greatest white gossett, the dog. His pet words were "howdy everybody." Now it is good-by.

YP Show Booked

VENDURA, Calif., Sept. 21.—The Venda
touring fair in Ohio, has been booked for the Venda-Italian Circus as a grandstand attraction. The performances will be presented in the open ring. The circus will furnish seats for 5,000 people. The big top and sides of the other tents will be used for the exhibits.

The clowns will rejig the show here. A 40-foot ring curb has just been built.

The circus will also play Taft October 16 and Bakersfield October 16 under Parent-Teacher Association auspices.

J. W. Wood states that a 150-foot round big top will be made this winter. This will give a bowl-like effect and make the circus more impressive.

The Clowns' Club of Santa Monica used several of the show's acts and costumes for an exhibition, the first to appear at the Venda-Italian Circus. Work is well received.

The circus was sponsored by the Brotherhood of Temple Moshe Israel. Tickets sold for 25 and 30 cents.

Davenport Again To Produce Indoor Shows

CANTON, O., Sept. 21.—Orvith Daven- port, accompanied by his wife, stopped here last night to visit relatives in the Pittsburgh area. Mr. Davenport was honored at a house party last night by the Daughters of the American Revolution, and was entertained with several more of the other tents will be used for the exhibits. The circus must collect the regularly money on these shows, which will be held at the circus. The show is to be held at the Detroit Detroit show. He also confided that he would use the Davenport circus for stock and equipment again.

He intimated that he may have a couple of new dates this winter, as the circus is always ready to produce a show. Davenport is known as a good manager, returned to his home in Cleveland.

Savannah Okeh

Savannah Okeh;

WALLACE, O., Sept. 21.—Large crowds turned out September 16 and 17 for the first appearance of the Ringling-Barnum circus, the first appearance at the Savannah-Italian Circus. Work is well received.

The circus was sponsored by the Brotherhood of Temple Moshe Israel. Tickets sold for 25 and 30 cents.

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Colc Bills Los Angeles

LOS ANGELES, Sept. 21.—The Colc Bills Los Angeles, with their new circus, is putting on an Astounding performance. The Colc Bills Los Angeles, with their new circus, is putting on an Astounding performance. The Colc Bills Los Angeles, with their new circus, is putting on an Astounding performance. The Colc Bills Los Angeles, with their new circus, is putting on an Astounding performance. The Colc Bills Los Angeles, with their new circus, is putting on an Astounding performance.

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Detroit Billers Get

First Prize in Parade

DETROIT, Sept. 21.—The Detroit Billers' Alliance, Local No. 59, assembled the finest prize for its float in the AFL Labor Day parade. The members, led by Mr. Humm, claimed the highest prize in the city. The parade was adorned with colorful floats and marched down the street with a vigor that captured the hearts of all who witnessed it.

Arthur Hopper III

CHICAGO, Sept. 21.—Local Ringling-Barnum office reported that the best performances were given in this city, with the young Art Hopper as the star attraction. The performance was presented to the largest audience of the season, and the circus was met with great enthusiasm.

CLU Has Legion Post

PITTSBURGH, Sept. 21.—Charles R. Reeb, commander of the Pittsburgh Billers, Distributors, and Blessers, was named temporary chairman of the American Legion post organized by the Central Labor Union. Post will be open to all American Legion members. President L. O. Aber- nathy of IABED is head of the post.
How To Avoid Liability on Suits Filed by Injured Circus-Patrons

By LEO T. PARKER, Attorney at Law

The modern courts hold that, first, the circus proprietor or employee must be found liable for damages sustained by a patron unless he can show that he exercised the degree of care required of him to prevent injuries to others. The statutes of many states require the circus proprietor or his authorized employees to give proper notice of outstanding defects to the patrons of the show.

PARTICULARLY for the reason that cir-
cuses are often involved in cases which specifically involve injuries sustained by circus patrons. Moreover, circuses are exposed to the criticism of the courts and to potential liability under the various statutes and ordinances which require the taking of precautions to prevent injury from occurring to circus patrons.

It is important to know that the highest court of any jurisdiction has held that a circus proprietor owes a duty to his patrons measured by the standard of "ordinary care" proportionate to the risk to be apprehended and guarded against. Of course, if the proprietor authorized tickets to be sold children who were not old enough to understand, appreciate, and avoid danger, the circus proprietor is not excused from the taking of precautions to prevent such injuries to children as may be placed in his hands. In the case of adults or children, see Columbia, 91 N. E. 174.

Broadly, the legal definition of "ordinary care" is that degree of care which, under the circumstances, would have been used by other experienced and careful circus proprietors and employees. However, the courts, in testifying to the ordinary care required, have been careful to point out that the defendant must establish what is reasonable under the circumstances, and that the defendant's control of the premises is the controlling factor in determining the degree of care which must be exercised.

In view of this testimony the higher courts have held the defendant not liable. The defendant (proprietor) was not reckless or negligent; he was careful, and acted reasonably in the circumstances. The defendant on the witness stand testified that the men who were regular employees had been instructed to give the patrons a seat at any time on a seat of equal value, and that the board seats were always put in an equal condition. The defendant also testified that the employees were instructed to see that the patrons were seated in a place of safety. The defendant was not negligent; he was careful and acted reasonably under the circumstances.

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Many higher courts when deciding the liability of a circus owner for injuries sustained by patrons have held that the important consideration is: Did the circus proprietor or his authorized employees fail to use ordinary care? If so, the circus proprietor or his authorized employees have been held liable. For instance, in Work v. Coltecurn, 150 N. E. 111, it was shown that a circus proprietor had failed to use ordinary care in the selection and erection of the tent, and other patrons began leering at the injury.

The court held that the question was for the jury to determine whether the circus proprietor or his authorized employees had the capacity to exercise ordinary care in selecting and erection of the tent. The defendant was not held liable for the injury.

Moreover, any unlawful touching or contact by a person on another's premises is grounds for recovery of damages. For instance, in Turner v. Circus, 146 S. W. (2d) 37, the court held that the defendant was liable for damages sustained by a person who was injured while attending a circus. The defendant was held liable for the injury.

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Necessary exceptions are taken to the application of ordinary care. In the case of common hyle, for instance, it is held that the circus proprietor or his authorized employees are not liable for injuries sustained by patrons.

One practical means of avoiding liability on suits filed by injured circus-patrons is to have the circus premises legally insured. Certainly, one way of protecting against liability on suits filed by injured circus patrons is to have the circus premises legally insured.
Circuses

Hartmann's Broadcast

Two animal trainers have responded in rebuttal to the charges made by Rudolph Edmonson in his column "Nite by Nite," in the Progress, a Henry E. Looney, CPA of Cranston, R. L., and the Association and his many years of valuable assistance extended to circuses. He has always been among the leaders of his company, and at one time booked circus shows in various states and counties through an agency that he conducted. In honor of his 60th birthday, he was presented with a beautiful floral offering, at which he made an address in which he expressed his appreciation for the support and respect of the circus community.

Circus Model Builders

And Owners' Association

CEDAR Rapids, Ia., Sept. 21.—Robert C. Seitz, of Long Branch, N. J., has been working on his model circus. At present, a show of 15 cages and one stage wagons, along with a few animals, is scheduled for the big top.

In the picture.

Thornton, Calif., on location graphs twine for a later day in the show. The act will feature a group of...with a beautiful floral offering. Flowers were the gift of Sweeney.}

Dinner for Madame Bedini Given by Walter Sweeney

McKeesport, Pa., Sept. 21.—When Madame Bedini, the world's finest trainer of wild animals, marked her 60th birthday, the circus community was invited to a dinner in her honor. The event was hosted by Walter Sweeney, the circus manager.

During the evening Madame Bedini would be presented with a beautiful floral offering by the guests. Flowers were the gift of Sweeney.

The Billboard 43

Los Angeles, Sept. 21.—Twentieth Century-Fox is filming Red Wolves Rolling. The film is based on the true story of the last herd of wild wolves captured in the United States.

Another circus, former circus man, is now at Warner Bros. studio, A Curly, Puget, is working on a new circus film. The project is being produced by Entente Studios, a new venture of the Gold Key Exposition, Inc. Art Lucky is back with Warner Bros. as well.

Mr. and Mrs. George Perkins have returned from a trip to Treasure Island, San Francisco. Dolly Atwood, another circus writer, spent an evening at the Jacobson home. Annette and Grigs are now working for a plumbing concern.

Arthur Borell caught the Cote show at Fresno, Calif., and drove the Puyallup Fair. He reports that the night show had a full house, with extra chairs placed on the track. The company, however, was short of hands. He will join the show September 22.

Billy Hoffman, of Los Angeles, has an exciting circus window lithographs since 1912. The lithograph is one of the old California shows.

Billy Dale did his usual walk-up high wire act at the Felsenthal show, Malahat, Okla. McAlister and his horse band play on the streets and roads. Bill Buso is still with the Buso and Hagen show. He is working on a truck.

(Tunnel, Calif., has mastered the double and returns to the show once again. Dr. George W. W. Boyd is the announcer. This is a show that has always been popular with circuses.}

Wanted Quotations

Finally doing several sets for small circus. Prefer to ship fresh. (Rats, Cats, Dogs or small Animals.) Good presentation. Written.}

BUCK BROS. CIRCUS
TULSA, OKLA.
Under the Marquee

(Communications to 25-27 Opera Place, Cincinnati, O.)

L. CLAUDE MYERS advises that he will do two more men to his band in several weeks.

LEO DUBROCH, manager of the Brooklyn Dodgers, will be the Fall Guy at the Baker-Perkins' house in New York, September 29.

MR. AND MRS. REX M. INGHAM, of Ashburn, Md., attended the circus at Greenbloom, N. C. They were guests of Ray Rogers at the matinee.

MR. AND MRS. WALTER L. MAIN have returned to their home in Ashburn following a trip to Florida, after spending the summer in Maplewood. N. J., and Pittsburgh.

JEAN W. SPRINGER, noted a number of Coast defenders with the show, among them Waiter MoClain, Curtis, Fred Smythe, Bobby Michael...

BARTON WILKINSON... last week... was in Olean, N. Y., and spent an interesting evening with Sam Dock.

BRUCE HEATON, showman of Green-ville, S. C., attended Wallace Bros. Circus in Atlanta, Ga. for a short time, then returned to New York to continue his program. He visited with Lee Powell and asked Raymond. into Mend... He is preparing his tree after spending the summer in Maplewood. N. J., and Pittsburgh.

STEVE HENRY, outdoor representative of Russell Bros. Circus, who was not on the road this year, but has been his breaking-bottom since he was born, is now with a circus again.

BOB STAYTON, president of the National Showmen's Association, advises that the Association will be honored with special entertainment at Huncheon, and refreshments. The club house is open to members.

JACK AND BILLY MUNNART, formerly of the Ringling-Barnum show, will return to the Cincinnati show, according to a report from Masillon, O. are also operating circuses at Northern Ohio street fairs.

JOHN C. HOFFMAN is now doing clown cop all through the States from Venezuela, South America, to Canada, where he has been a favorite for several years, advises John A. Schmitt.

KENNETH POLEY, formerly with Lewrman Bros., was not on the road this year, but has been his breaking-bottom since he was born, which he will have with a circus next season. He also expects to make some winter dates.

PETER MADO, former acrobat and trainer of the Metropolitan Circus, has become the City Manager in Cincinnati, O., following his retirement from the Ringling-Barnum and Bailey show, where he has been a member of the Masillon brethren and members of the Canton Showmen's Club have been busy preparing their show for the big opening there.

EDWARD M. HILLIARD... a great circus fan and real friend to traveling showmen, was in Baltimore last week at the Stricker circus. It was a gift of Frank E. Hudek. Ed is a member of the Masee Temple Mystic Shrine, Baltimore.

WHILE the Thunderbirds were playing at the Stricker circus, Billy King attended an opened-country auction and bought several choice horses for the opening at the Rough Rider, an issue of Buffalo Bill's Cody Show. He will appear in Worcester, Mass., June 23, 1902.

THE OLD TROOPERS in the Ohio Masonic Home at Springfield on September 18 were visited by Doc Cinder, English jester and ventriloquist whose wife, Mabel, and Son, Horace. They were on their way from Detroit to Chicago, Ill., to their Mt. Clemens (Mich.) home. A banquet table was set in the Home dining room in their honor.

HERBERT A. DOUGLASS, of West Chester, Pa., attended Hunt's Circus at Traverse City, Mich. for a few days with the big top. He has returned to the circus circuit as a manager with the show.

GEORGE (SLIM) GRIFFIN, who was for a number of years with the Dalley Bros. Circus, being in charge of reservations for the circus. His show runs one hour and 15 minutes, and is a big hit in Arkansas. It is slated to close around December 15 and hit the road again for the spring. Show has received a new big top, an 80 with four 40-foot rings. The show has 170 tons of stock from all parts of the country and Canada, including an aggregate of 1,000,000 square feet of wood stands destroyed by fire.

Overland Park, Kansas, September 28, 1940

WALTER K. SIBLEY, who to

Under the Marquee

[Image 0x0 to 614x795]

NEW YORK-Circuses are busy preparing for the fall season with the latest in big tops and top acts. The first big top to arrive at the circus is a new big top, an ISO with four 40-foot rings. The show has 170 tons of stock from all parts of the country and Canada, including an aggregate of 1,000,000 square feet of wood stands destroyed by fire.


CIRCUSES September 28, 1940

SEND IN YOUR RATES

Rounds of bands, acts, vaude, units, ice shows, repertoire-teeth shows, drama and circuses are held in the fall. The local fair and rodeo are held in the fall. The fall season is the prime time for circuses. The fall season is the prime time for circuses.

COLE BROS.—Plenty of visitors at the show, family and friends. The show is in full swing and will be in full swing at the Big Top for the next three weeks.

Dressing Room Gossip

COLLE BROS.—Plenty of visitors at the show, family and friends. The show is in full swing and will be in full swing at the Big Top for the next three weeks.

PROTECTIVE-SOCIAL

ASSOCIATION

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Overland Park, Kansas, September 28, 1940

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Interest in Rollers Growing in Canada

MONTREAL, Sept. 21.—Champion promoter and honorary president of the Amateur Skating Association of Canada, announced the organization has been honored by acceptance of the Earl of Athlone, governor general of Canada, to be patron of the skaters. The past year has been active in number of tests and competitions held. Council of the Amateur Skating Association of Canada is active in promoting all kinds of skating events in its territory. Membership in the organization continues to increase especially in the roller skating department. W. C. Mairn, president of the British Columbia Amateur Skating Association, is one of the founders of the organization. The council has sponsored many activities of that association, while E. C. Oldham, president of the Toronto Amateur Roller Skating Association, is looking after roller skaters in that district.

In the summer season he introduced roller skating at Southport and at the mouth of Lake Erie, where many amateur roller skaters from Canada and the United States gave exhibitions in advanced skating in Bob-Lo Roller Rink. It is more than double for the number of Canadian skaters who took part in Canadian championships to be held in Hamilton, Ont., in the near Arena Gardens Roller Rink. Lee Loomis Rubenstein Memorial Trophy, President of Montreal, is Canadian champion.

Mary Rose Thacker, Winnipeg, holder of Canadian singles championships of North America, may, with speed, fancy, and pleasure skating, take part in Canadian championships to be held in Hamilton, Ont., in the near Arena Gardens Roller Rink. Lee Loomis Rubenstein Memorial Trophy, President of Montreal, is Canadian champion.

Madison Gardens in Chi

Reopened for 34th Season

CHICAGO, Sept. 21.—Madison Gardens Rink opened its 34th season on Wednesday afternoon with a feature appearance by S. C. McCormack. The rink, founded by the late J. Charles McCormack and continued by him until his death last year, has been completely remodeled and reconstructed.

Many of its employees have been with the rink from 20 to more than 25 years. Built in 1914 and enlarged in 1922, Happy Johnson is at the Wurlitzer organ and has been entirely rehabilitated. For regular skaters there is a new locker and two dance floors is provided for beginners.

Skating matinee and nightly sessions except Monday. There are Sunday matinees and waiters on Thursdays.

CLARK BROTHERS recently made a three-day appearance at the Irving Theatre, Detroit. They are the founders of the rink.

SALEM (O.) SKATELAND reopened on September 11. Management announced nightly sessions. Dorothy Hartwell is the matinee for Friday and Sunday afternoons.

BAY RIDGE Roller Rink, Brooklyn, opened its fall season on September 11, with W. C. Mairn, manager. Manager Art Launey, guests of Victor J. W. Salmons, president of the Rink Operators’ Association of the Greater New York area, held his 11-year-old protégé, who gave exhibitions. Rink added two women’s competitive events, Miss Kelly and Miss K. F. Pumberlender, and will be held on September 11. Arena Gardens, Detroit, September 17-21. Bait Rink, Detroit, September 7-11. Rink is in good condition, and all skates have been reconditioned. Improvements have been made to the walls and floor. A new floor has been installed. Old rails in the lobby have been replaced around posts. Check

Rinks for Gyms

CINCINNATI, Sept. 21.—That the Roller Skating Rink Operators’ Association of Cincinnati has completed arrangements for a feature novelty show which will be presented in various communities throughout the United States. The show will feature new and unusual skating devices, and the skaters will be dressed in costumes. The show is under the direction of W. D. McNeil, president of the ASA of Canada; Ontario ASA, Alberta ASA, British Columbia ASA, and the ASA of Canada. The show will be conducted by the management of the Rink Operators’ Association, Alberta ASA, British Columbia ASA, and the ASA of Canada.


Mary Rose Thacker, Winnipeg, holder of the Canadian singles championships of North America, may, with speed, fancy, and pleasure skating, take part in Canadian championships to be held in Hamilton, Ont., in the near Arena Gardens Roller Rink. Lee Loomis Rubenstein Memorial Trophy, President of Montreal, is Canadian champion.

Many skaters turned out on September 13 for the fall opening of White Horse Roller Rink, operated by Mr. and Mrs. Boyd Carter, proprietors. The rink in its original form was reconstructed. Rink in the building is now done. It is operated nightly, with matinees on Sundays and Mondays. The rink is managed by Donald Martine, who is assisted by Betty Martine. Matinees are distributed each week, opening night.

PRESENTATION of a show at the Olympic Casino. The rink has been remodeled with glass block and neon lighting and interior has been reconstructed. C. T. West and Donnie are organizers. Arthur and John Kelly, former Olympia Rink operators, have taken over a large new rink at 1311 S. Michigan Ave., Chicago. The rink will be operated by Mr. and Mrs. Bob Monroe, proprietors, as Campus Roller Rink. The rink is in good condition. The main floor will be open for skating, and will operate as Campus Roller Rink. The rink will be opened on October 10. It will have 15,000 square feet of floor surface. The rink is in good condition. The main floor will be open for skating, and will operate as Campus Roller Rink. The rink will be opened on October 10. It will have 15,000 square feet of floor surface. The rink is in good condition. The main floor will be open for skating, and will operate as Campus Roller Rink. The rink will be opened on October 10. It will have 15,000 square feet of floor surface.

ROLLED RARE ROLLER RINKS

ROLLERS and ROLLER RINKS

ROCHESTER, Sept. 21.—Roller rinks and roller rink operators are being urged to improve their rinks and to increase attendance by the managers of the Rink Operators’ Association of the Greater New York area. The managers have been urged to improve the facilities of their rinks and to increase the number of skaters by offering more free skating on opening night. The managers have been urged to improve the facilities of their rinks and to increase the number of skaters by offering more free skating on opening night.
TWO TILTED BY LATE TRADE

CONY IN CINCINNATI Near 1,000,000

Rises in per capita and gross offset drop in attendance in early weeks

CINCINNATI. Sept. 21.—Attendance during the first nine weeks of the season was about 1.3 per cent under the 1939 mark, and respective increases were reported at the parks and other points. The half of September lost of 4 and 6 per cent were recorded, according to Park News. President Edward J. Schott, while attendance figures are not yet available, it is believed net profit will be about equal to that of 1939.

Attendance drop was attributed to a variety of factors, including the weather, which was colder than in previous years. The weather was blamed for a decrease in attendance during the first few weeks of the season. However, the last three days were big from the merchandising standpoint, and it closed a little bit ahead of last year.

The Steamer Island Queen, which operated between Cincinnati and the park, embarked on a series of Mississippi River moonlight cruises following the Ohio River. The Queen, under the management of H. M. Norey, Conley advertising agent, is out throughout the season. Northern visitors continued to come from Northern and Southern states, and it is estimated that about 100,000 visitors have visited the park in the last three days.

Pontchartrain Has Spotty Play; Free Acts Factor at Gate

NEW ORLEANS. Sept. 21.—Last Sunday, the Steamer Island Queen of the park, was once again the focus of attention for the passengers on board. The weather was clear, and the sun shone brightly, drawing a large crowd to the park.

The park was abuzz with activity, with a variety of free acts providing entertainment for the visitors. The free acts included a variety of performers, including magicians, singers, and dancers. The acts were well-received by the visitors, who enjoyed the lively and entertaining atmosphere.

Starkweather Calling for Ideas About Changed Set-Up on Trade Shows of AREA for Chi Meets

NORTH TONAWANDA, N. Y.. Sept. 21.—President C. V. (Chick) Starkweather, president of the National Amusement Equipment Association, sight and secretary of the Allison Herschell Company, was on hand to address the gathering. He presented a letter to all who manufacture or sell amusement equipment, calling for ideas for changes in future trade show exhibits.

He also made a call for the return of filled-in questionnaires and those addressed to the association for the December 2-6, 1940, show, which is scheduled to be held in Chicago.

He also noted that the association will be moving to a new location for its next show, and that the new location will be more accessible to the trade.

Shelley Aid to Richwine

MECHANICSBURG, Pa., Sept. 21.—George E. Shelley, Harrisburg, has been appointed by the Park News as publicity director for Williams Grove Park and Speedy Richwine.

SAN FRANCISCO—City's new $35,000 Ocean Pier closed its fourth season under the management of Glyn H. and J. L. H. Beach. The pier, which is owned by the International Association of Parks and Recreationists, will be reopened on Wednesday, October 2, with a dedication program.

The dedication program will feature speeches by city officials, as well as a concert by the park's orchestra. The pier is expected to be a major attraction for visitors, with its beautiful views of the bay and the city's skyline.
The The Whirl
By NAT A. TOR

Prodding Son Return Went to a tennis club yesterday to for
set about pools and swimming, and, as you might have guessed, ran into
Steve Wards hit L. A. for the tourney.

"he'd like to stay around while and so printing on September.

AC Hall Deficit $4,898

Atlantic City, Sept. 21.—A deficit of
$4,898 in operation of Convention
Hall is reported by City Comptroller Besse M.
Williams, after a thorough review by the
board of estimates and city council.

The deficit is the result of a number of
factors, including a poor showing of the
room at the end of the season. The two
weeks following July 4, when the
room was open, showed a marked
decrease in the number of persons
coming in, and the deficit continues to
increase, according to the comptroller.

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increase, according to the comptroller.
WEATHER IS REAL DICTATOR

Brockton Down In 3-Day Rains

But magnitude of program is not marred—'Scandals' gets in two big nights

BROCKTON, Mass., Sept. 21—Brockton Fair, September 18-22, is in its
fourth day, and cold and rain are the order of the day. After a
sunny, balmy day and a heavy Saturday, the weather has
changed and the fair is closed for the day. Temperatures will be
near freezing, and the outlook is for cold weather at least
throughout the week.

THE WEEKEND

The weather will continue to be cool and pleasant for the rest of the week.

READING IS BIG;
Attraction Pull

Pennsy annual draws gate of 325,279 — grandstand in record draw of 44,000

READING, Pa., Sept. 21—Reading's 39th annual fair on September 8-15 was
one of the most successful in recent years. Attendance was 175,340, paid admissions.
Grindstand attendance was 60.

Buildings and extra tents were filled to capacity at the beginning of the fair.
There were also running and steamer rides, as well as many other attractions
seen at the fair, particularly in the Indian Village. There were bridge and
rug-making demonstrations, as well as many other events.

New Pay Gate Mark for Tulsa

TULSA, Okla., Sept. 21—Revenues of Tulsa State Fair, Saturday, Sept. 14, ex-
panded from $49,300 to $84,750. A pay gate was established five years ago,
and this year's total was $17,450. In spite of a sudden change in weather
Wednesday that brought temperatures down to the 60s for three
days, attendance was approximately $200,000.

Pomona Shooting at 750,000 Top;
Acts Diversified for Long Stretch

POMONA, Calif., Sept. 21—With aerial tricks and official speeches, Los Angeles
County Fair here, September 15-29, had a total attendance of 79,000.
Grandstand attendance was 42,826. Sunday, 36,763; total, 130,874.
Total pari-mutuel handle was $1,110. With a good weather break, 
offices reported a total handle of $200,650. Fifty 
buildings and huge tents house displays from many states, and there are exhibits from
several foreign countries. Pomona is also known for its
harmony and peacefulness.

Savannah Grounds Leased

SAVANNAH, Ga., Sept. 21—Southern automobile race representative of
Central States Racing Association, Joe Moore, of this city, was advised last week
that the state of Georgia has leased the Savannah grounds for two
years to the government for conservation training purposes of the Coastal
Flood Control District. The program of speed events will not be held.
In this region, however, there were seriously damaged last week, being
in the flood area, and the program will be
in the flood area, and the program will be
in this region. Magne and CB trip officials, attempting to shift the
race to the Atlanta, are negotiating with
President Mike Benton, Southeastern
World Fair, for the mile oval there.

$30,000 Asked in Wisconsin

MADISON, Wis., Sept. 21—Ralph E. Anderson, chief of
the Department of Agriculture, has asked the state
emergency board to make up the deficit at the
1940 Wisconsin State Fair. Director Andersen is
now using in constructing buildings on the fair
grounds, and he is asking for $30,000 to
make up the shortage of operating.
A substitute has been scheduled for this year, and $30,000 is
out in premiums. 67,500 of which are to
Wisconsin exhibitors. He requests seven days of rain and
fivedays of cold weather.
Timonium Up With 400,000

Maryland’s 12-day annual registers bigger racing crowds and mutuel handle

Timonium, Md., Sept. 21.—As the 3rd annual Timonium Fair, Sept. 12, 17, 27, was completed, officials of Maryland State Fair and the Fair Association proclaimed complete satisfaction with results. While the weather was not always pleasant, as indicated by the 60% attendance on the last day, the weather was cool and pleasant enough to attract a large crowd.

Profit for Rutland; Gate About 115,000

RUTLAND, Vt., Sept. 21.—The 95th annual Rutland Fair, Sept. 19-26, was a success and will show a good profit, according to M. L. Davis, paid admissions will compare favorably with those of past seasons despite a rainy Labor Day.

Quebec Gate, Gross Are Best Since 1929

QUEBEC, Que., Sept. 21.—Provincial Exhibition at Quebec, Sept. 16-29, broke gate and receipt records, according to Secretary Manager Emery Boucher. New marks were also set in other departments. Weather was cool and pleasant, with mostly clear skies.

Fairs—Expositions

SEPTEMBER 21, 1940

The Billboard 49

WIRE—WRITE TODAY

Available for a Few Late Dates

FAIRFIELD COUNTY FAIR

SIX DAYS—SIX NIGHTS—OCTOBER 7 TO 12, 1940

FAIRFIELD COUNTY FAIR

LANCASTER, OHIO

Day and Night—October 9, 10, 11 and 12

Want Concessions, Games, Shows and Lunch Stands

Write T. B. COX, Concessionist

FAIRFIELD COUNTY FAIR

LANCASTER, OHIO

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Want Concessions, Games, Shows and Lunch Stands

Write T. B. COX, Concessionist
Fargo Puts On 10,000 in Rain

FARGO, N. D., Sept. 21.—Despite a bad weather break, Red River Valley Fair here had a third day that was a half million dollars in attendance or 10,000 more than in 1939, reported Secretary General A. J. Coldwell. Attendance was up on the previous day when winds died down on Tuesday, which brought the total of paying patrons to 10,000.

Midway crowds were not as large as those of 1939 and the grandstand took a real beating. The final two days pulled the show well into the black, with the total tab for the season running more than $100,000.

Midway Grosses Under 1939

Benne-Carruthers' revue was a hit. R. C. Borman, manager of the Fair, reported a total of $25,000 in gross receipts for the first three days, with a total of 35,000 patrons. The strike to the grounds.

At the 1939 State Fair of Texas, a lighting disaster occurred, and the show was quick to get on the road. A1. L. C. Borman, who said this year was an exception to the weather. The show opened on Monday, Sep. 28, and closed on Tuesday, Sep. 30.

The Great American Fireworks Company

In 1939, more than 33,000, an automatic firework was lit for the day.

The 1939 fair was short-lived. A huge arch set lighted marking entrance to the midway will be retained permanently.

The Division of Exhibit Displays

The division of exhibits was larger in 1939, even with the temporary structures. The day on which the fair opened.

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Big Gains in Gate, Stand For Massachusetts Annual

NORTHAMPTON, Mass., Sept. 21—Gate and grandstand receipts at Three Oaks, where the fair opened tonight, showed a decided increase over 1939 figures, which is better than that of last year, reported George Chase, chairman of the grandstand committee.

Acts at matinee and night shows were Bob Wills, the Texas Playboys, Al Hayne, headliners; Willy Leyendecker, Miss Oktoc, Vic Oliver Sisters, head-to-head balancing, Charles Brown, Harry LaMar, Mary Stevens, and Benny Gibson; Ralph Reno, comedy pan-

OMAHA SEEKS TOP RATED RIDE (Continued from page 48)

Newest addition to the team is a quarter horse owned by Mr. and Mrs. Harry Hughes of Elkhorn.

Leaving the Arena, the fair went into the second week of its annual event. The gate was held by the fair manager. Six permanent food concessions were opened, each with a seating capacity of over 1,000 people. The concessions included: McCrae's, Owne's, and eight.

The decrease in business of carnival attractions was

POMONA SEEKS TOP RATED RIDE (Continued from page 48)

The fair has been a success so far, and it is expected to continue throughout the week.

Some of the highlights of the fair include: The Nellis Bros. and Keys, horse show, Morey Bros. and the Red Wing Band, and the California State Fair Band.

The fair is open daily from 10 a.m. to 10 p.m., and closes at 11 p.m. on Sundays.

COLD AT TOPEKA (Continued from page 48)

The weather in Topeka has been quite cold, with temperatures in the upper 50s during the day and in the mid-30s at night.

The Topeka Symphony Orchestra will give a free barbeque and fireworks show on Monday night at 8 p.m.

LOUISVILLE IS UPurls rural attendance all week and there was some disposition to credit it to Grand Opera House, which opened its season with a well attended performance on Wednesday. The opera house, which seats 2,000, was packed to capacity.

Other attractions were the horse show, livestock, and children's park.

NEW TULSA MARKS (Continued from page 48)

This year, the fair has exceeded its previous record in attendance.

The fair board and management are very pleased with the way the fair is going.

WANTED FOR INDIANA STATE CARNIVAL FESTIVAL

FLORELL, IND., Oct. 2-3-4-5

American Legion Fair

WANTED FOR AMERICAN LEGION FAIR

FLORELL, IND., Oct. 2-3-4-5

American Legion Fair

WANTED FOR ROCKDALE COUNTY FAIR

CONY, Ga., Sept. 30-Oct. 5

Independent Shows, Rides, Concessions

WANTED FOR AMERICAN LEGION FAIR

FLORELL, IND., Oct. 2-3-4-5

American Legion Fair

WANTED FOR ROCKDALE COUNTY FAIR

CONY, Ga., Sept. 30-Oct. 5

Independent Shows, Rides, Concessions

L. C. SUMMERS, Jr.
Show Family Album

FOUR balloon and pennant concessionaires on the 101 Ranch Wild West Show, season of 1912. Picture was snapped in Reno, Nev. From left to right are Raymond (Fat) Cronin, deceased; Nick Lombardo, who was in charge of the crew and now lives in Mount Morris, N. Y.; Peter Kelley, and D. H. (White) Rodenburg, who now operates an advertising service in El Paso, Tex. Lombardo trouped with the Pawnee Bill Show seasons of 1902-05; Campbell Bros. show, 1907, and the ranch show from 1907 to 1917.

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It seriously requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are still LIVING will be used. They will be returned if so desired. Address: Show Family Album Editor, The Billboard, 25-37 Madison Avenue, New York, N. Y.

WANTED TO BUY

MINIATURE MECIIANICAL FARM OR CITY SHOW. This junk. State all in first letter to BOX C-573, care Billboard, Cincinnati, O.

WANTED—TICKETTE MACHINES WITH JACKETS. Quite prices accepted. BELL DISTRIBUTING COMPANY, 823 Poydras St., New Orleans, La.

LEASE OR LEASE LARGE PORTABLE Roller Rink Floor for Indoor use for the next 8 months. VALHALLA RESORT, Slatington, Minn.

DIREC DIRECT POSITIVE PAPER—NO FADE, best gradation, highest speed. The 15% OFF special: AMERICA, 244 Fifth Ave, New York, N. Y. min x

SALESMEN WANTED

OVER 2,000 BUSINESS NECESSITIES—PRINTING, Calendars, Xmas Greeting, Advertising specialties, Stickers, Etc. Lowest prices. Franchised. VARIOUS LOCATIONS, apply to Box 110, Chicago, Ill.


WRAP PARTNERS, PARTNERSHIP, STATIONERS, Cigars, Seated Pictures, playing Missouri or Arkansas, Teachers, Film, operator. Box 1338, Cincinnati.

16MM. ROADSHOW—OPERATING IN MINNESOTA. Contact Bobles. If you want the best Film and Equipment available, at competitive rental rates, contact us. BOX 10, ST. PAUL, Minn.

PARTNERS WANTED


WANTED—USED TENTS IN PERFECT CONDITION. For the Balloon, Circus, etc. Figures Total of Words at One Rate Only

MINIMUM 25c

DIREC DIRECT POSITIVE PAPER—NO FADE, best gradation, highest speed. The 15% OFF special: AMERICA, 244 Fifth Ave, New York, N. Y. min x

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OVER 2,000 BUSINESS NECESSITIES—PRINTING, Calendars, Xmas Greeting, Advertising specialties, Stickers, Etc. Lowest prices. Franchised. VARIOUS LOCATIONS, apply to Box 110, Chicago, Ill.


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PARTNERS WANTED


M. P. ACCESSORIES AND FILMS

NOTICE

Inquiries and decreases of interest or needed in the film trade are invited in The Billboard's new film department. Look up "Theatrical Films" in the index on page 3.

AMBITIOUS—SHOW TALKS THEATRELESSES who can handle full-time programs rented. Used 16MM. Sound Projector, 711 Sheridan Ave., Chicago, Ill.

"AMAZING BARGAINS" DESCRIBES LATEST CATALOGUE of accessories and equipment. Write today. ZENITH, 4147 42nd St., New York, N.Y.

COMPLETE SELECTION OF ANY TYPE ATTRACTION—Stage Props, Costumes, etc. Motion Pictures, Central, Iowa. For locations, write for details. BUSA FILM EXCHANGE, 2103-2107, Chicago, Ill.

NEW RELEASES JUST OUT—16MM. SOUND Equipment, Costume, stage, etc. S. AND B. Roadshow, school. Over 60 Features and Shorts, 12 weeks' supply. Placentia, Orange County, Calif. For information, write, SOUND PROJECTORS, 113 S. Oak St., Chicago, Ill.

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1940 FAIR DATES

ALABAMA


ARIZONA


ARKANSAS


PO BOX 4012, 2321 Leitha Road, Buffalo, N. Y. 14216

Bing Bush, Dacord, D. G. 721-2337

Four High-Class Acts—World's Greatest Apartment-Hop Act, Novelty Tramp Act, Circus Attractions, Route 1, Deporia, Ky.

Huge Air Act Available Now—Swaying Pole, Trapeze, Balancing, Gymnastics. Special lighting equipment for night engagements. Box or write BOX 55, Cleveland, Ohio.

JAMIE THE GREAT—Positively Highest Paid Variable in World. Real novelty by man costed at $4,000. Attractive and clever for date or fair. Write BOX 81, Cleveland, Ohio.

LADY AND GENTLEMAN—Three Acts. Aerial and Platform. Reasonably priced; can sing. Address LUCLA, New York, N. Y.

DIKK DANDY DONKEY AND MONKEY CIRCUS—Joseph O. Webster. Address LUCLA, New York, N. Y.

LOW PULL—Other Acts. Outdoor or indoor events. G. Higgins.


WHITMORE'S FAMOUS AND TRICK MULES—W. M. Whitmore, Manager. Address LUCLA, New York, N. Y.

THE CARNES—Two Complete and CPS—J. M. Fanny and Truck, Bangle, and Slingshot. Address LUCLA, New York, N. Y.

JAMES COGSWELL—CLOWN. STILT WALKER—513 E. 28th St., New York City.

PIANO FOR SHOW OR DANCE BAND—Price and literature on request. Box 21, Williamstown, N. J.

THE TIME-PROOF—High-Flying Biplane. All steel, capable of standing rough weather and rough usage. Reasonable. B. W. All, Cincinnati.

JUGGLES—As an act for fairs, celebrations, parades. Write for literature. Address the Spelunqueau, 730 E. 25th St., New York City.

TENOR SINGERS FOR CLUBS OR VAUDEVILLE—Also acts as M. C. LEW LORRAINE. Address: THE BILLBOARD, 1504 Broadway, New York, N. Y.

AT LIBERTY PARKS AND FAIRS

AT LIBERTY OCT.
Lion Act Free Attractions. Also Photo Costume Exhibits. Donald S. Pendleton, 1214 S. Cuyahoga St., Cleveland, Ohio.

STATE AND WORLD'S Fair Act available for October and November. Write or wire Box C-575, Billboard.


SAYING HIGH-POLE

At Liberty—Merle's Dog, PONY AND HIGH POLE STOCK AND ACTS. For date and stock as desired. MERLE TROUSEAU, 344 S. Superior St., Cleveland, Ohio.

DIXIE DANDY DONKEY AND MONKEY CIRCUS—Joseph O. Webster. Address LUCLA, New York, N. Y.

SWAYING HIGH-POLE

At Liberty—Merle's Dog, PONY AND STOCK AND ACTS. For date and stock as desired. MERLE TROUSEAU, 344 S. Superior St., Cleveland, Ohio.

AT LIBERTY PIANO PLAYERS

PIANIST FOR SHOW OR DANCE BAND—Price and literature on request. Box 21, Williamstown, N. J.

AT LIBERTY SINGERS

TENOR SINGER FOR CLUBS OR VAUDEVILLE—Also acts as M. C. LEW LORRAINE. Address: THE BILLBOARD, 1504 Broadway, New York, N. Y.

AT LIBERTY VAUDEVILLE ARTISTS

AT LIBERTY (OLD-TIME) Singer, talking, band—Comedian. For new, vaudeville, radio, or what have you up in acts. Change for two weeks. State what you can do. BURT A. LESLIE, 3314 Hamilton, Pittsburgh, Pa.

AT LIBERTY FOR SHOW OR DANCE BAND—Price and literature on request. Box 21, Williamstown, N. J.

COLORADO

CONNECTICUT


FARMERS' WEEK—Great High Fire Dive. With Body and Water, all Wave. Show spectacular in high fancy dress. Address Mr. T. W. Jones, 301 E. 25th St., New York City.

GEORGIA


M. K. FERRINGTON, P.O. BOX 61-20, TALLAHASSEE, FLA.

SPECIAL FEATURE—Crystal Gazing. For theatrical or educational purposes. Address M. K. FERRINGTON, P.O. BOX 61-20, TALLAHASSEE, FLA.
### SOUTH DAKOTA

**Bismarck**—Roberts Co. Fair. Oct. 1-5.
**Bismarck**—Roberts Co. Fair. Oct. 1-5.

### TENNESSEE

**Cleveland**—Tipton Co. Fair Assn. Sept. 23-26.

### OKLAHOMA


### PENNSYLVANIA

**Pecora**—Pecora Valley Fair. Sept. 15-17.

### TEXAS

**Athens**—West Texas Fair Assn. Sept. 7-12.
**Tom W. Hefley**—Colorado Co. Fair Assn. Sept. 7-10.

### SOUTH CAROLINA

**Anderson**—Anderson Fair. Oct. 4-5.
**Andrew**—Colored Assn. Nov. 9-10.
**Bianco**—Bowman Community Assn. Nov. 10-11.

### WEST VIRGINIA


### WISCONSIN


### CANADA


### NEW JERSEY

**Jackson**—Fair Assn. Sept. 23-25.

### NOVA SCOTIA


### ONTARIO


### ARKANSAS


### CAMERON

**Cameron**—Cameron Co. Fair Assn. Sept. 24-26.

### HAWAII


### SOUTH AMERICA

**Brickley**—Seven Co. Stock Show. Oct. 24-25.

### TRAVEL SERVICE

**Coming Events**

These dates are for a five-week period.

### ARKANSAS

COLORADO

- Coca-Cola Club Show, Oct. 10-12.

DIST. OF COLUMBIA


FLORIDA


GEORGIA

- DeKalb County Fair, Oct. 1-3.

ILLINOIS

- Clinton-Pumpkin Show, Oct. 2-5.

INDIANA

- Bee Grove-Jersey Show, Oct. 21-22.

IOWA

- Creston-Milk Show, Oct. 20-23.

KANSAS


MASSACHUSETTS

- Boston-Milk Show, Oct. 13-16.

MICHIGAN


MINNESOTA


MISSOURI

- Carrollton-Pumpkin Show, Oct. 21-22.

NEBRASKA


NEW JERSEY


NEW MEXICO


NEW YORK


NORTH CAROLINA

- Plymouth-County Fair, Oct. 21-24.

NORTH DAKOTA


OHIO


OREGON


PENNSYLVANIA

- Brya Manor-Horse Show, Oct. 21-27.

SOUTH CAROLINA


SOUTH DAKOTA


TENNESSEE


WASHINGTON


WEST VIRGINIA


WYOMING


PCSA

- Contingent (from page 35)

As listed on page 35:

- Molly Haggard is working at the Mayan Theater, where she is the ad
  (Continued from page 15)

- The National Dairy Show in Chicago, Ill., on the 26th, 27th, 28th, 29th, and 30th. It
  (Continued from page 15)

- The Nebraska State Fair, at Omaha, the 24th, 25th, 26th, 27th, 28th, 29th, and 30th.
  It

(Continued from page 15)
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When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.
MAIL ON HAND AT

NEW YORK OFFICE
208 Broadway

Women

Men

MAIL ON HAND AT

ST. LOUIS OFFICE
390 Arcade Bldg.

Parcel Post

Women

Men

BEST FOR HUNT'S

(Continued from page 46)

Theater projectionist: Henry Gingrich; Routee' assistant: Arthur Hulihan; Windy Cave: Edward Hull, William Tobin; Moutain Slide: John Kane, Mystery Maker, Edward P. Miller, Kiddy Laramie; Wilson, Blossom Martin, George Jackson, and Robert Miller, piper; Peter Potter, machinist; Augustin Otero, first aid; Rube, call; Smart, call; Jack, call; Rube, call; Robert Meyer, Gordon Sheppard, doorman; Castiz Nitka, ball; Alman, operator, and Dorothy Cranston, cashier; Dartmouth, call; Miller, Bohemian Glass Blowes; Irving Weissman, Food and drink concession; Connie Bailey, cloakroom.

PONTCHARTRAIN

(Continued from page 46)

merco sponsoring thru a committee headed by R. M. Carter. Beach is planning a fireworks display for Christmas Eve.

AREA TRADE SHOWS

(Continued from page 46)

Amusement parks and Beaches and the Showmen's League of America to be shown.

4. The exhibition hall to be open to anyone who purchases a $5.00 or $10.00 ticket for admission to the exhibition. The hall will be open daily from 10 a.m. to 5 p.m. or such other hours as may be agreed upon by the exhibitors.

5. No admission charge to be made to the exhibition hall.

6. It is necessary, of course, to discuss the admission tickets. The showman has no motive in mind other than to help develop the exhibition which would be everyone interested and which will function economically and with the least inconvenience, and loss of time to the exhibitors. Much could be accomplished if we go to Chicago with some definite opinions from each exhibitor. Please fill in and return the enclosed questionnaire at once. Write any further suggestions or your criticisms.

Questions asked are: Are you satisfied with past arrangements for exhibiting your exhibits or services to the amusement men? and, Do you agree with the suggestions as outlined in the article?

ALAMO EXPO

(Continued from page 46)

Standing, All night attendance was repeated, and the day and shows did not fair business. Fred Miller, Flying Ruff, was present, and the show had fair business. Fred Miller, Flying Ruff, was present, and the show had fair business. Fred Miller, Flying Ruff, was present, and the show had fair business. Fred Miller, Flying Ruff, was present, and the show had fair business.

Woodward, Oklahoma, September 3-4, August, History of the circus, pointing.

The last night the show was in operation after a 40-mile start from Los Angeles. The end date was December 5, and the show had fair business. Fred Miller, Flying Ruff, was present, and the show had fair business.
New York, Sept. 21.—Looking over the new merchandise on the market, salespeople are preparing for what is predicted to be a banner season. Operators recall the short work done in 1925 and 1926 when it was the usual practice to put out lines in August. Operators are convinced that the public will still find time to shop while to shoot at small stores are still popular, and the appeal of large boards is expected to increase in the fall.

Outstanding in the field is the new camera-type, battery-operated radio that has started up some good marks in the West. It is a compact set, and the RCA broke with this type item and many newspapers in key cities. Response was good in many places, and there are on the market from Philco, Sonora, and other firms.

Three-Way Radio

According to Big Bill Burns, well-known salesboard authority who recently returned from a tour of the western sales, biggest selling points in new line deals are that returns on this line have been most satisfactory.

Camera-sized radio shows indications of earning folding money—fur lines appealing in new 1940-41 designs—typewriters seen as leaders in college towns.

Large Boards Stronger

One of the wonders regarding this season’s salesboard business is that larger boards are expected to go stronger than ever. Next year’s sales are expected to top this year’s. The reason for this is that operators are convinced that the public will still find time to shop while to shoot at small stores are still popular, and the appeal of large boards is expected to increase in the fall.

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HORN OF PLENTY

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.

Auto Horn

The "God Bless America" automobile horn is proving a money-maker for most users, D. A. Pachter Company reports. Horns, designed for use with any "God Bless America" automobile, are presented in full title of "God Bless America". Other horns available include in My Model Old-Fashioned, Merrily We Roll Along, Hunting Cull, Highways are Happy Ways, and Happy Days Are Here Again. Installation easy, as the horn fits all cars and trucks. Item is proved by authorities. Prices are attractive and allow those in the trade a nice margin of profit, the firm reports.

Perfume Bottles

Lelo Reul Importing Agency reports that the hand-blown beauty item bottles are proving big items with souvenir and novelty workers. Bottles are 3/4 to 8 inches high and part of the can be decorated as-a-brace line handled by this company. Decorations in flowers in high relief. Item promoted to the stores and in one of the leading items in its field this season, the firm reports.

Perfume Lamp

An item garnering nice profits for prices lower and demand. Item consists of a lamp 6 inches high with a 2 1/2-inch base with a 4-inch visor of Parfum Violette. Violette contains 2 ounces of perfume and is topped off with a crimson, flame-like stopper. Item is approved by traffic authorities and allows cars and trucks to be identified. Item is for use in hot bad weather to clear the ways of the road. Item is sold under the title of "God Bless America" automobile horn and is with theＥldord Ma all the things.

WALTHER ELGIN


Plymouth Jewelry Exchange


BINGO GAMES AND SUPPLIES
CANES - PLASTER - CANDY
WRITE FOR OUR NEW NO. 50, 1940 CATALOG
MANY FAST SELLING ITEMS AT LOWEST PRICES
BINGO JOBBERS
80 Fourth Avenue, New York, N.Y.

ST. MARKS PRINTING CORP.
80 Fourth Avenue, New York, N.Y.

NORMAN ROSEN

KANE WATCH CO.
105 Canal St., New York

CANADA BULAVA, GRIED
Buy your BINGO supplies direct from the Pioneers. Up to 5,000 combinations - No 2 cards alike.

ST. MARKS PRINTING CORP.
80 Fourth Avenue, New York, N. Y.

Advertising in THE BILLBOARD
-WILL BE SATISFIED WITH RESULTS.

LEVIN BROTHERS
"QUALITY"
TREND HEADS.

237 W. Madison St., Dept. "B", Chicago

ROHDE - SPENCER CO.
223 W. Madison St. Dept. "B", Chicago

ADVERTISE IN THE BILLBOARD
-WILL BE SATISFIED WITH RESULTS.
MIDWEST BIBLE

AMERICA'S GREATEST BOXED SUMMER CANDY VALUES—FROM

MIDWEST BIBLE

AMERICA'S GREATEST BOXED SUMMER CANDY VALUES—FROM


MIDWEST BIBLE

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MIDWEST BIBLE

AMERICA'S GREATEST BOXED SUMMER CANDY VALUES—FROM


MIDWEST BIBLE
NEW LIME 1940 JEWELRY

ELECTRIC PENCIL

HARRY PAKULA & CO.
5 No. Wabash Ave. Chicago Ill.

ELGIN & WALTHAM REBUILT WATCHES $1.50

NEW LIME 1400 JEWELRY

ELGIN & WALTHAM

NEW JEWELRY for ENGRAVERS, Dealers, Department Stores, and Others.

SHEET WRITERS

NEW PRINT FILTER PENS—Liner Pens—Combination.
The new print filter pen gives you write for price list only on all type Washburn pens.

HARRY PAKULA & CO.
5 No. Wabash Ave., Chicago, Ill.

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The new print filter pen gives you write for price list only on all type Washburn pens.

HARRY PAKULA & CO.
5 No. Wabash Ave., Chicago, Ill.
NEW FLUORESCENT LAMP
saves 60% on lighting costs
SMASHING ALL RECORDS
As Fastest Selling Big Money Maker
INDIVIDUAL SALES MEN ARE SELLING HUNDREDS AT A PROFIT OF
$3.00 PER LAMP
4 Times
As Much Light
AS ORDINARY ELECTRIC LIGHT
An 18-inch, 23/4-inch fluorescent bulb used in the "Masterlite" lamp, lighted with a single 25-watt incandescent light bulb, produces as much light as a perfectly designed eight-tube 成 fluorescent lamp. The immediate savings made in the cost of electricity used in lighting, make this lamp a permanent addition to the home or office. No additional wiring, No rewiring, No trouble on the market and the only lamp that gives complete and effective lighting for all purposes.

NO SHADOW - NO GLARE

JUST PLUG IN AND USE
For any light
Fits all lights, AC & DC
No expensive installation
No additional wiring
Comes ready for use

BUILT FOR LIFETIME SERVICE
This is the only fluorescent lamp of its kind in the world, the only one made that fits all regular household electric circuits, and gives complete and effective lighting for all purposes. This is the lamp that is designed to last a lifetime, and gives complete and effective lighting for all purposes. No additional wiring, No rewiring, No trouble on the market and the only lamp that gives complete and effective lighting for all purposes.

LOWEST PRICE ON MARKET
Salesmen, agents and carriers are making big money selling direct to stores, restaurants, garage, print shops, hotels, offices and homes. Individual salesmen are selling hundreds of lamps. They are making a profit of $3.00 to $5.00 per lamp and at that price are able to sell below the regular electric supply houses because we sell direct to salesmen at regular wholesale jobbers' prices and this makes it possible for service, wiring or installation charges. This is the fasted selling real money maker on the market. The lamp is made in two sizes, 18 inches and 24 inches.

BENJAMIN H. JONES, New York, N. Y., with a sales force of 100 men, and every other city in the U.S., is using the "Masterlite" lamp, with complete satisfaction.

September 29-30

BEND'S BARGAINS

DOUBLE EDGE BLADES - BLUE STEEL - RED STEEL - BLACK STEEL

EACH BLADE - 1.85

WILLIAMS OF ROOSEVELT SAN FRANCISCO - 10.50

ODDS & SORROW AMERICAN BANANA - 6.00

ODD & SORROW AMERICAN BANANA - 6.00

WILLIAMS OF ROOSEVELT - 7.50

WILLIAMS OF ROOSEVELT - 7.50

WORLD'S FAIR CAMERAS - 1.75

WILLIAM O. BENSLEY - 3.00

WILLIAM O. BENSLEY - 3.00

BEND'S PRODUCTS Co.
875 BROADWAY, NEW YORK, N. Y.

GOLD SEAL'S New Electric-Lighted BOUDOIR VANITY

Complete with Fancy Ball and Filled with One Pound of Gold Dust in Gold Container - $2.35 each

Also - CEDAR CHEST

10½ x 4½ x 4½ with Mirror and Filled with Two Pounds of Gold Dust in Gold Container - $2.40

In Case Lots of Twelve, $24.00 Each

Send for descriptive circular.

H. SPARBER & Co.
100 North 7th St., St. Louis, Mo.

R. L. HOFFMAN & Co.
237 East 24th St., PROVIDENCE, R. I.
DIRECT FROM THE LOTS

I don’t blame Mr. Murray for trying to keep me from thinking that the thought of my spending may be successfully compared to the entrance of the Petersburg, but I still think, valued at $10,000

But Garry can keep his valuable. Who wants to live in a cage, even if it is air-conditioned?

OUT in the Open

By Leonard Traube

Itinerary

BROCKTON, Mass.—I visited the Brockton fairgrounds after the opera was over. Despite the fact that it had been a very busy day, it was not nearly as cold as anyone might have thought a train or machine on the dates, allow me to explain. For the first two years, I was purely in the interests of tracking down historical, documental, and statistical information on the International Association of Fair Managers. I am now the secretary of the IAFM, as well as of the Brockton Chamber of Commerce.

Brockton had three days of rain, but on the final count, it was found that attendance was not such a great deal under last year. This is a better than fair record, even for the better than fair in the country. Saturday came thru with upward of 40,000 people, so that some of the very top managers on the fairgrounds, while not strictly speaking the majority of the people, did not have a fine time.

The weather during the week was a little difficult for the customers, as the dew had made the grass so much about it. But—and I use the but for a reason, there’s more midway near the creek, and the fairgrounds have been organized midway, the closest resemblance to the same being riding devices at the fair.

A few years ago the first break with tradition—probably art in the future—was made. The weight guessers are still here, along with stage prophecies, a glass house with a tropical luster under glass in which the take is by voluntary contributions, and an electric Slide Show that looked promising. It is on sale for a year.

The fair was rich with features to indicate that a regular midway for REI is not far off. In fact, General Manager Nash and Miller, who from the fair midways along the lines of Canadian midway, and early phase of CNE operations is directed by the man who started it all, have been in huddles with Eastern States.

Why should REI have gone along so many years ago with a semi-industrial, collective-attractions feature? And why now that we have the management of people of the city of Springfield? If this is true, the demand must have inserted itself. Or, the management must suggest that the people in this territory who have seen the show, know what chances are too, but if they do not, the demand must have inserted itself. Or, the management must suggest that there will be no possibility on a demand for the rides and side shows.

It was suggested that REI’s expected break with tradition will come because the company is being run by the office, and no one has ever accused Murrays, Nash, or Manager of not knowing the financial score.

I would like to end this Springfield trip with the wish to toy with a matter of more than the usual. The history of the town of Brockton is a matter of more than the usual. The history of the town of Brockton is a matter of more than the usual. The history of the town of Brockton is a matter of more than the usual. The history of the town of Brockton is a matter of more than the usual. The history of the town of Brockton is a matter of more than the usual. The history of the town of Brockton is a matter of more than the usual.

It is a good story. It is a good story. It is a good story. It is a good story.

SPRINGFIELD, Mass.—This was also an unprofitable trip as far as the Eastern States are concerned, and the main object was to be the best reporter possible. I have been to the Springfield Park, and was told that the people there were rejoicing over the state of the weather. They said it was as if they were at home, and that they had never seen anything like it in the history of the state. I left Springfield in the belief that it was as if they were at home, and that they had never seen anything like it in the history of the state.

I must have missed the boat these last couple years while hopping about through Buffalo and the World’s Fair, so if I say the scene presented at the expo is one of excitement, I commit an error of fact. I have heard the weight of my undoubted (?) former expertise.

Barnes-Carruthers had the usual suspects of the industry. The principal and acting tourists by the local Chamber of Commerce, Follies of 1940 and had just about everything a customer could ask for in 150 minutes. I honestly don’t know how many bands and orchestras were playing, as I entered by the main entrance and turned to the grandstand being well populated, the far from capacity. The Howard restaurant bad every kind of food available, and the floor was crowded.

Eastern States Expo is a bit different. East is an odd place, but the building is still there, more imposing than ever, and the approach is even more impressive. It was a little difficult for the customers, as the dew had made the grass so much about it. But—and I use the but for a reason, there’s more midway near the creek, and the fairgrounds have been organized midway, the closest resemblance to the same being riding devices at the fair.

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It is a good story. It is a good story. It is a good story. It is a good story. It is a good story.
Canada --

Early in 1939 it was announced to the coin machine industry that once each year The Billboard would devote an issue to an exchange of greetings with members of the coin-operated machine business in all countries. The last issue in September was designated as the one in which the American trade would express its appreciation to fellow coinmen in all parts of the world for their neighborliness and for their trade relationships.

But before the final week in September, 1939, had arrived, the entire world picture had changed and the coin machine industry had been dealt a heavy blow in many countries.

Regardless of the change in the picture at that time, and of the unhappy events that have followed in many places, the annual custom of devoting an issue to the promotion of friendly trade relations among all nations will be continued in substance.

Everybody hopes that a return to peace in all parts of the world will restore the free interchange of trade, and that before another year is gone we may again devote our last issue in September to the most optimistic coin machine news from all parts of the world.

A little more than a year ago there were many signs of optimism for the coin machine trade in nearly every nation. The English trade was growing steadily and had hopes not only for its own manufacturing industry but also for a much larger use of machines from America. The French legislative body was getting ready to vote on legalize music machines in October. From Canada, from Mexico and South America, and from Australia and New Zealand good news also was coming regularly. South Africa had a temporary setback on games, but that would eventually have cleared away—but for the coming of the war.

Wherever free government prevailed, it seemed that the majority of countries were ready to greatly increase their use of coin-operated machines as a necessary part of advancing civilization. Coin-operated music machines had become a great innovation in the coin machine markets of the world.

The dictators, of course, already had proved adverse to coin machines in all countries where they ruled. Italy had banned all amusement machines in favor of a national lottery. Japan had never really permitted machines, and Germany had set up controls which made trade with other countries for coin machines an impossibility.

So, at the present stage of world history, it may be concluded that free governments are favorable to coin-operated machines and dictatorial governments are unfavorable to a successful trade.

The actual results of the war were that the coin machine trade was quickly confined to the limits of the Western Hemisphere and the reactions from the war overseas have not always been favorable to coin machines on this side of the water. Our neighbors to the south have serious problems in the future which sometimes make them hesitant whether they will co-operate fully with the United States or wait to see what the future brings. At this present writing, it is encouraging to note that a summary of reports from Mexico and Central and South America indicates those countries are doing the best they can under the circumstances to support the cause of democracy, and that worthy plans are being developed to boost trade among the nations of the American Continent.

If the ideals and plans being followed by the leaders of all the Americas can get half a chance to succeed, the coin machine industry itself may look forward to sharing eventually in a wonderful trade era.

At the present moment, it is fitting that members of the coin machine trade in the United States, Mexico, Central and South America join in appreciation of what Canada and the Canadian trade is doing in behalf of free government for the world at large.

Canada is the only country that has actively entered the conflict as a representative of this side of the world. That it required courage and means great sacrifices for the people of Canada goes without saying.

It would have been very easy for Canada to follow the theory of isolation, for Canada was subjected to some extent to the same propaganda that spread over the United States and caused this country to attempt a position of extreme isolationism.

Whether Canada made a mistake by entering the war is not for her neighbors to judge at the present time. It is best to remember that Canada is paying the price that it costs to follow the path of duty as they see it. Many students of history had said that democracy had produced a soft generation and that soldiers of democratic countries would not face war. For a time it seemed that Norway, Belgium, Holland, and France had proved the softness and lack of unity among free peoples. But Canada and the British Isles have revived hope among free nations.

For that hope all the rest of the Americas owe Canada a vote of thanks.

Canada has its reformers, as in the United States, who take advantage of emergencies to fight such things as amusement games and other pet peeves. But the Canadian people as a whole support strong liberal trends and the use of coin-operated music machines, games, and vendors has gone forward steadily while the country itself threw its energies into war preparations. The country is demonstrating the usefulness of these machines both for civilians and soldiers when there are times of stress.

While fighting to help save the idea of free government overseas, Canada is also proving very progressive at home. Business and industry is advancing rapidly and a gigantic new manufacturing industry is being built up. If the dictators are defeated, Canada will have a far greater business future than ever.

Both in business and in defense plans Canada and the United States are working closer and closer together. Canada may point the way for all the American nations in assuming a more aggressive and liberal view toward the future. It may help to make business better for us all.
Coming Events

1941 Coin Machine Show and Convention, Hotel Sherman, Chicago, January 13, 14, 15, and 16.

National Newspaper Week, October 1 to 7.
The 1940 Western States Coin Machine Convention, Balitmore Hotel, Los Angeles, November 18, 19, and 20.

National Association of Tobacco Distributors, Palmer House, Chicago, January 15, 16, 17, and 18.

Dairy Industries Exposition, Atlantic City, October 21 to 26.

National Restaurant Association, Chicago, October 7 to 11.

National Confectioners' Association Convention, Palmer House, Chicago, June 2 to 5, 1941.

Games Get Break
In New Decision

DALLAS, Sept. 21—The approach of the fall season and cooler weather has brought a pick-up to the local coin machine trade. The current move is from outdoor operations to the indoor spots, with the legalization of non-payoff pinball, it looks like old times on Coin Machine Row. New tables made their appearance in dozens of cafes, taverns, and clubs recently following a local court decision favorable to novelty table owners.

Many new music installations are being made in preparation for the fall and winter season. Some have brought an improvement in cigarette vending. Sales of phonographs have gone on the upgrade again. Remote control and walkbox equipment is still reflecting the spotlight for the local coin machine trade, although music or the central station system is being used in a few of the local clubs and cafes.

Bert Davis, sales representative for the Commercial Music Company, has just returned from a successful business trip to West Texas, where he visited Ranger, Midland, Abilene, and other West Texas cities. Bert found operators in a cheerful mood and said that agricultural and economic conditions in the Western sector indicated a splendid fall season for the trade.

Herbert Rippe, proprietor of the Blue Bonnet Music Company, has recently moved into new headquarters at 1200 McKinney Avenue. Herbert is one of the experienced music men of the Western section, having been in the business for more than seven years. His firm operates on a number of coin machine locations in the city. He maintains his own service and repair department. He has just returned from an extended business trip to Northern and Eastern cities.


The flier shown is for the National Newspaper Week, October 1 to 7.
Cola Question Goes Into Court

WILMINGTON, Del., Sept. 21.—The question of whether the use of the word “cola” by the Cola-Cola Company is infringing upon the Cola trademark has been lifted in Delaware Superior Court. The Cola-Cola Company, as defendant, and the Coca-Cola Company are defendants. The complaint is in connection with the use of the word “coca” by the Coca-Cola Company in making soft drinks.

Vending Angles in Tobacco Case

NEW YORK, Sept. 21.—A comprehensive review of the complaints of the Federal Trade Commission was given by President Ben E. Leavitt of the National Association of Tobacco and Food Merchandisers. The review was given in a speech to the association’s annual meeting.

Hearings This Fall

The tobacco journal editor said that, as a result of the FTC’s complaint, the tobacco trade will be under pressure to develop new advertising and sales methods. The editor suggested that the tobacco trade might develop new advertising and sales methods to meet the challenge of the FTC’s complaint.

Record Turnout at CMA Meeting

NEWARK, N. J., Sept. 21.—The largest attendance at a meeting of the Cigarette Merchandisers’ Association of New Jersey during the past 15 years was present Tuesday night at the special regular meeting held in the Robert Trent Hotel. The new policy of providing speakers who are interested in the industry was inaugurated for the winter to increase the attendance at the meetings. The audience was present Wednesday night at the special meeting.

Annual Pfanstiehl Picnic a Success

WAUKEGAN, Ill., Sept. 21.—“Every- thing went over great and everybody had a grand time,” said Bill Helminger, sales manager of the Pfanstiehl Company, in talking about the annual picnic held September 14.

At the last minute one of our star speakers and food. At the last minute one of our star speakers and food. The Pfanstiehl Company has no more right to the exclusive use of the word “Cola” than any manufacturer would have to the use of the word “cider”, “ginger ale”, “root beer”, “chocolate”, or other such generic names.

The outcome will be of interest to the entire beverage trade.

While only the Pfanstiehl Company, manufacturer of “Coca-Cola,” is named as defendant, outcome of the case is expected to affect the right of more than 200 manufacturers and several thousand bottlers to use the word “cola” in making soft drinks.

The Cola-Cola Company claims a legal right to exclusive use of the word “cola” because of the company’s exploitation of the word as a part of its trade-mark over a period of years. On the other hand, the Pfanstiehl Company claims that “cola” is the name of a trade-mark which has been used in the same manner by Coca-Cola as such since the middle ages and that Coca-Cola has no more right to the exclusive use of the word than any manufacturer would have to the use of “cider”, “ginger ale”, “root beer”, “chocolate”, or other such generic names.

At the last minute one of our star speakers and food. The outcome will be of interest to the entire beverage trade.

While starting suit here today, Coca-Cola disclosed that it has successfully opposed the registration of the United States Patent Office of two competitive trade names: “Coke-Cola” and “Cola.” The court cases are planned as a test to decide definitely what practices are unconstitutional.

PROVEN Money Makers!

Experience shows that the important thing is to get the Vendor to do what he says he will do. Here’s how it works—everything helps. Harrisons in the hills, small towns and stores and restaurants, cleared the floor for them. A bag PROFIT HIT. The minute they tasted it, they bought more. No hesitation. The product did not fail and it has sold in both cities and in the country.

American Tobacco Co.

Two new vendors bring profits doubhng the sales, with 100 per cent co-operation being voiced by the members during the call.

One operator, Edward Hilderbrand, Bridgeport, N. J., came 150 miles to attend. And the next regular meeting will be held October 22.
Show Committees Named...

CHICAGO, Sept. 21—Jim Gilmore, secretary-manager of Coin Machine Industries, Inc., announced the following show committees yesterday, which will make plans for the 1941 Coin Machine Convention to be held at the Hotel Sherman here January 13, 14, 15, and 16.


Publicity Committee—Herb Jones, chairman; Al Douglas, A. E. Gebert, Jimmy Johnson, and Jack Nolan.

These committees will soon get into action. Together with the board of directors of CMAI and the capable and experienced manager, the 1941 convention is sure to be the “biggest and best ever.”

Introduce Marcor Candy Bar Vender

NEW YORK, Sept. 21—Marshall Railing, a pioneer in the manufacture of vending machine equipment, presented a new product to the trade this week—the Marcor 1-cent Hershey bar vender.

“The Marcor 1-cent vender is one of the most flexible merchandisers we have ever built,” said Corrine. “Not only will it handle the 1-cent Hershey bar, but also the 1-cent Peanut Crunch, the 1-cent Almond Chew, and every 1-cent candy bar of this size. This makes it a year-round machine for the operator.

“The new mechanism featured in the machine takes a long time to perfect. It is the most simple in the industry. When certain machines are offered from two full columns, thereby giving the operator a capacity of 140, as from a medium-sized machine and assuring positive delivery action on the ground.

“In a few weeks we shall also present our new golf ball vending machine which is especially constructed for the department of the city of New York. This machine, 20-cent golf ball, and is proving a profitable operation for this municipality. We believe that with the constantly growing popularity of golf everywhere in the country that machine operators will like this machine.”

Cigarette Machines At Cleveland Show

CLEVELAND, Sept. 21—Cigarette vending machines will be among the exhibits at the annual show of the Cleveland Retail Cigar Dealers’ Association at Hotel Wolfsden September 22-24. The show annually attracts hundreds of the trade from Northern Ohio. It has usually been a successful affair but this year it will run for three days.

Sam Abram, secretary of the Cigarette Machine Operators’ Division of the Ohio State Tobacco Association, has been busy as the proverbial bee juggling rock and thorns between Columbus, Ohio, Toledo, Ohio, and Cleveland on legal matters concerning fair-trade cases in the courts.

Phil Price, head of the Cigarette Service Company, had to take a couple of thousand pennies with him to Lorain, Ohio, as the banks there could not furnish the necessary pennies for the needs of his machines. Phil’s son-in-law, Sherman Sharwell, who is in the tobacco and coin vending business in Chicago, went down to say his last words.

Rubber Suction Cups

For Counter Machines

All sizes and styles. Make of the finest line with a guarantee of construction to insure powerful suction grip. Lowest prices. Prompt delivery. Price listed below are the standard 9/32 brass machine screw cups.

1½"$1.00 . . . 1.75
2"1.00 . . . 1.75
3"1.00 . . . 1.75

Lowe and Dyer in Quantities. Write for our complete catalog today and full information.

CROWN MFG. CO.

THANKS

a million for your confidence in Pan Products as indicated by the overwhelming response to our recent announcement in The Billboard regarding our TWO NEW ITEMS and COMPLETE SERVICE for Merchandise Vending Machine Operators.

It is our aim and ambition to continue to help you by increasing our service and expanding our line with good sellers.

Our line of good sellers now include

HARD SHELL CANDIES
SALTED NUT MEATS
BALL GUM (5/8" dia.)
5c PKGE. CANDY CHARMS

One Order—One Freight—Receive Quality Merchandise

Write for price list *

PAN CONFECTIONS-CHICAGO
Pan 315 W. 32nd St.

CHICAGO, ILLINOIS

ONLY A FEW LEFT

USED CIGARETTE MACHINES—LOW PRICES
FEATHER TOUCH—STEWART & McGUIRE—8 COLUMNS...

$49.50

Masters—6 COLUMNS—CHROMIUM FRONT (With Metal Stand)...

$19.50

National—9 Columns (Fixed Stand)...

$49.50

Lots of 100...

$5.00

SINGLE...

$3.00

WURLITZER, ROCK-O-LA, MILLS PHONES, Perfectly Pa
ditioned, Low Price. Write

Babe Kaufman
250 W. 54th St., N. Y. C.

(CIRCLE 5-9615)

THE LAST “WORD” IN YOUR LETTER TO ADVERTISERS, “BILLBOARD”
Automatic Phonos Have Part In Teaching of Patriotism

Baltimore Sun gives space to story on use of patriotic records

BALTIMORE, Sept. 21.—The Baltimore Sun (September 14) used the theme of patriotism records in automatic phonographs as a basis for an interesting story on the proper treatment of the national anthem. The story was in the form of an inquiry into how the people in taverns treated the national anthem, and it then went on to find out what people regarded as the proper treatment of the national anthem.

The beginning of the story was an account of what happens in the tavern with the national anthem. The story then went on to describe how the national anthem is played in taverns and how it should be played. The story concluded with a description of what happens when the national anthem is played in taverns and how it should be played.

Highlights of the story included:
- The national anthem is played in taverns.
- The national anthem is not played in taverns.
- The national anthem is played in taverns.
- The national anthem is not played in taverns.

The story concluded with a description of how people should treat the national anthem.

Hillbilly and Foreign Record Hits of the Month

(Note: Below are the most popular hillbilly and foreign records of the past month. Similar data will be published in this section every month.)

HILLBILLY RECORDINGS: Sorry (I'll Say I'm Sorry), Cliff Brunner; Were You Sincere, Gene Autry; You Are My Sunshine, Bob Wills; I'm Watching My Time, Sweet Violet Boys; You're Welcome as the Flows in May, Jimmy Dorsey; Round Her Neck She Wears a Yellow Ribbon, Bob Casey's Vagabonds; Blue Steel Blues, Bar X Cowboys; My Wife Is on a Diet, Hoosier Hot Shots; Mary, Dear, Gene Autry.

FOREIGN RECORDINGS: German, Josephine, Das Macht Lachen; Bohemian, Na Pankraki, Do Kolekt; Hungarian, Juliette, Polna; Rabel, Tanczy, Szepesi Wizom, Pitzon, Stefan O Stefan Starzymski; Scandinavian, Sussanna Polka, Lilla Pute, Lordardail; Swedish, Pappas Dall; Italian, Valzer della Fiammone, Ziele, Zapol, Mittwe Tansal; Czech, Zebra.

Distrib Rapidly Completing Hdg's.

NEW YORK, Sept. 21.—Manhattan Distributing Company, recently appointed Wurlitzer distributors for metropolitan New York, will handle some of the outstanding phonographs and recorders in the country. The office is the scene of intense activity on the part of a small army of carpenters and decorators who are rapidly transforming the phonograph from an odd-looking machine into one of the most elaborate and beautiful distributors in the coin machine field.

The layout includes executive offices for Joe Eisen and Dave Margolin, officials of the newly formed company; magnificent showrooms, and complete facilities for service and record departments.

"Wurlitzer phonographs deserve a beautiful setting and, believe me, they are going to have it in our new offices," Hall said, "we have got a very fine looking service for Wurlitzer music merchants in our set-up."
NEWSPAPERS REPORT PACKARD OPENING

INDIANAPOLIS, Sept. 21.—The newspapers here, in their issues of September 16, gave big publicity to the opening of its new plant for the Packard Manufacturing Corporation, formerly of Fort Wayne. The Indianapolis papers this week will report that the firm will build automatic coin machines and coin operated equipment for wired music and other purposes. The new factory, opened by Homer E. Capehart, president of the firm, in the newspaper reports.

The Indianapolis News, a new industry, the Packard Manufacturing Corporation, was organized and controlled by Homer E. Capehart, of Washington, Ind., for the production of musical instruments, is in the first stages of establishment in Indianapolis.

The plant is large and will manufacture new types and developments in musical instruments, including automatic phonographs and accessory mechanical equipment for wired music and other instruments.

The building is a two-story structure with basement covering approximately 60,000 feet of floor space. From 100 to 150 persons will be employed in the engineering and design department. Mr. Capehart said this force will be capable of assembling as many as 6,000 coin machines monthly. Total of employees to be increased gradually with new machinery, six to seven months, where a production program is expected to be in progress. Maximum employment may reach 2,500.

Capehart said Indianapolis has an expanse of musical labor and transportation facilities are unsurpassed and as "very enthusiastic about our prospects."

George B. Olive, chairman of the Indianapolis Chamber of Commerce Industrial commission, described Capehart as a "gentleman and true builder," and said he "recognized nationally as a man who can put over successfully what appears to be almost impossible tasks."

Royal Open House To Be Held Oct. 1

NEWARK, N. J., Sept. 21.—Royal Sales Company, distributor, has announced an open house party for Tuesday, October 1, and plans for the biggest celebration since the firm entered the coin machine business, according to Barney (Bugs) Sugarman, of the firm. "We have one of the biggest open houses in the coin machine history to date for the R.S.C. In this state, the Buckley Music System with direct touch-to-touch action," said Sugarman.

The party will be open to any operator in the state to present on this big day and see the Buckley Music System operation in our showrooms. We are going to the extent that the Buckley Music System will bring him a lot of new business and additional profits.

We believe that the Buckley Music System on some of the toughest locations has proven itself a real money maker. Not a single trouble call. The location owners are tremendously pleased. The Buckley Music System is the most trouble free system than they ever placed into any phone we had in the city. What's more, the way the system is designed to handle long term contracts and lower percentage of commission.

"From any standpoint, it will pay every New Jersey Music Operator to be present on this day," says Sugarman.

Nat Cohn Stages Another Big Party

NEW YORK, Sept. 21.—Following close after the big anniversary celebration of the Modern Vending Company, Nat Cohn celebrated another 10th anniversary party with his close friends. This time the party was to celebrate his 10th wedding anniversary.

The party was held at the Concordia Club, Bensenville, Brooklyn, Sunday, September 15. Present were prominent people of the industry as well as personal friends of Mr. and Mrs. Cohn as well as celebrated personalities of the stage, screen, and radio.

The entire party, for Nat really didn't realize that this was his 10th wedding anniversary until Mrs. Cohn called his attention to it and arranged the latest moment, it was a brilliant affair.

Among those present were Mr. and Mrs. Irv Sommer, Mr. and Mrs. Harry Rose, Mr. and Mrs. Saul Levy, Mr. and Mrs. Sam Kreshke, Mr. and Mrs. Paul Schottenstein, Mr. and Mrs. J. Gold, Mr. and Mrs. C. Cooper, Mr. and Mrs. Agid and son, Mr. and Mrs. Harriet Inman, Mr. and Mrs. Roseman, Mr. and Mrs. H. Inman, Mr. and Mrs. Alter, Mr. and Mrs. Wasserberg and son, Mr. and Mrs. Schay and Miss Agid, Mr. and Mrs. Kostakoff, Ben Lebovsky, Mr. and Mrs. H. Inman, Mr. and Mrs. Ludeke, Mr. and Mrs. H. Inman, Mr. and Mrs. William Gerch, Mr. and Mrs. Mayer, Mr. and Mrs. Mayer, Mr. and Mrs. Joseph Cohen, Mr. and Mrs. Jimmy Schecter, Miss B. Schacter, Mr. and Mrs. D. Calvin, Mr. and Mrs. Maurice Aschman, and Mr. and Mrs. Kirschenbaum.

The affair ran into the wee hours of the morning, with George Kuttin furnishing the entertainment, and featuring Eddie Clark, who has become a great favorite with coin machine men. Mrs. Ethel Kuttin accompanied two of the singing stars of the evening on the piano.

Buckley Music System Inc., 4225 W. Lake St., Chicago, Ill.

New Jersey Music Operators WILL BE "BUCKLEY MUSIC SYSTEM" CELEBRATION DAY

IT'S A BIG DAY for all New Jersey operators. Come on in and see the sensational, new Buckley Music System in actual operation at ROYAL SALES COMPANY! It's The Greatest Day Fun, Food, Drinks and Entertainment—get set for the BIGGEST PROFITS you've EVER EARNED!

EXCLUSIVE N. J. DISTRIBUTORS FOR THE BUCKLEY MUSIC SYSTEM.

ROYAL SALES CO., 641 Hunlerton St., Newark, N. J.

Calcuttone Needle Setting New Mark

PFAETTENVILLE, N. C., Sept. 21.—Joe Calcutt, of the Vending Machine Company, has introduced another Calcuttone phonograph needle is growing by leaps and bounds.

"It's about a year ago that we first introduced our Calcuttone needles," said Calcutt. "Since then they have been more than quadrupled and they are made in excess of thousands, I believe. We have to keep far ahead to keep our trade satisfied.

"The needle is small as far as cost is concerned. The Calcuttone needle has proved itself one of the greatest specialties of the music machine operators. Getting more than 300 perfect copies from the Calcuttone at an economical price means that the music operator is enjoying one item wherein cost is no factor and where he gets complete satisfaction every time."

EXTRA QUALITY AT NO ADDITIONAL COST!

NEW CHROME DRESS-UP STRIPS WITH FULL BEADED INSERTS! NEW COLOR PLASTICS WITH BEAUTIFUL LIGHT-UP TRANSPARENCY! NEW GRILLE CONSTRUCTION—ABSOLUTELY SHADOWLESS! NEW DESIGNED COIN GUARD!

Complete Sets of Parts for Wurlitzer 24—$17.20

(Dome $7.25 Extra) (Base $6.90 Extra)

Wurlitzer 412—$13.60

Seeburg Rex—$22.95

Wurlitzer 616—$16.80

(Dome $7.25 Extra)

Wurlitzer 24 as Remodeled by Acme

WE ARE DISTRIBUTORS FOR HOMER E. CAPEHART'S HEADS-UP-SELECTORS

MODEL 616...$15.95

MODEL 24...24.95

MODEL 600...24.95

Simple Remodeling Instructions for 412-616 and 24 Sent Free of Charge with Orders.

TERMS: 1/2 Deposit Required With Orders-Balance C.O.D.

ACME SALES CO., INC.
625 Tenth Ave., N. Y.
Tel: Longacre-5136

Music Operators, Attention!

Used phonograph records WANTED.

Any quantity. We pay highest prices. Send full details on age, make, quantity.

NEWARK SURPLUS MATERIALS CO.
Drawer 1000, Newark, N. J.

ADVERTISE IN THE BILLBOARD YOU'LL BE SATISFIED WITH RESULTS.
**On the Records**

This column is designed to aid music machine operators in the selection of records for their machines. It gives a descriptive appraisal of the latest releases and an evaluation of their potential commercial value to phonograph operators.

(Continued from Page 12)

**HORACE HEIDT** (Columbia)

*God Bless America*—Instrumental and vocal.

Heidt seems to be carrying on a one-band campaign along patriotic lines, with this the latest of several recent flag-waving sides from this outlet. Alto it, as well as the others, is an apparent attempt to ride the crest of the patriotic times, it's to Heidt's credit that he has come out a very full and stirring arrangement of the Irving Berlin anthem and does equally good job on the Sousa march, when he could just as easily have wasted hastily thrown together versions of both. If the market could be flooded with these musical trends of the times, it's a pleasure at least to bear them done like this.

**INK SPOTS** (Decca)

*I'll Never Smile Again*—I. C. Make You Care—PT; VC.

After a momentary departure on several recent sides from the style that made them famous with *If I Didn't Care*, the Ink Spots are once more back in this genre. The Ink Spots were good with three two.

**TUB SY-Z.-QU. TAVERN** (IN DUELET). boasts Keeny Wall Boxes in its booths and mounted on Keeny brackets at the bar.

**EASTERN FLASHERS**

**NEW YORK**, Sept. 21. Now that electricity has been introduced into the pin game backwoods, salesmen are putting their advertising cards on them. They are cleverly designed so that they should be spotted easily on coin machines. The cards should have the machine number, which will be helpful to operators in the Times Square district, but none haven't even been seen.

**AROUND THE TOWN**

George Sax, of Superior Products, in the national Mutoscope plant here once sought the services of a super-salesman for his New England territory. Jimmy Chears in to Tony Ogarsao ...Dave Simon of Simon Sales, has returned from an interesting trip to the City. Hyman Bloom was down in Oneida, New York, to look for a riding jacket. Maybe Hymie wants to ride all the way to Chicago to be on time for the convention. Back to town comes Joe Muvno, now that the Jersey Shore season is over, declaring that it was a grand season. Street bands have been heard to say that their first model of the new drink vending machines this year has been a failure. Many were dropped in to look it over. Jim Stewart and Julius of Packard, now in Indianapolis for a conference with Homer E. Collie, after calling on the conga and Indian vendors in Chicago to be on turn for the conversion, met up with Jack Nelson, vice-president of Rock-Ola, appearing for the first time in the Times Square district, and many haven't even been seen.

**FANT FLASHERS**

Joe Hinrich, one of the town's better known men, was seen in one of the downtown headquarters with a new driver in his hand. It is reported that seven of his friends fainted at the sight, as it was the first time that Joe has been seen trying to repair a machine. Rudy Pink and Julius of Packard, now in Indianapolis for a conference with Homer E. Collie, after calling on the conga and Indian vendors in Chicago to be on turn for the conversion, met up with Jack Nelson, vice-president of Rock-Ola, appearing for the first time in the Times Square district, and many haven't even been seen.

**AMUSEMENT MACHINES (MUSIC)**

September 28, 1940

**THE SU-Z-QU TAVERN** (DENVER). boasts Keeny Wall Boxes in its booths and mounted on Keeny brackets at the bar. 

**BOB CHESTER** (Bluebird)

*A Song of Old Hawai*—PT; VC. Take Care—PT; VC.

Chester gets back to the Glenn Miller style on the first tune here, but it must be admitted that he uses it pretty effectively. Reverse is a quite tune and lyric, well taken care of by both the band and Dorothe O'Neill for the waltz. Latter also handles the vocal on the latter. Miss O'Neill is one of the few great vocalists who are assets to a recording rather than detractors.

**JACK LIONARD** (Okeh)

*God Bless America*—*My Ideal*—I. C. Make You Care—PT; VC.

Tommy Dorsey's former vocal star falls here to the ninth finishing of the Berlin classic and manages to make it sound a little different thru a simple, sincere approach rather than the slighly self-conscious sentiment noted on other records of the same song. My Heat goes back to 1930 and a Maurice Chevalier film, but Jack's treatment is very much in the smart, smooth vocal style of today.

**ORRIN TUCKER** (Columbia)

*If I Didn't Care*—PT; VC.

The side wastes no time in getting to the side material, starting with the high voice of Beulah Baker singling in the first chorus. She and the band give the tune the typical Tucker treatment. Companion piece has the narrator and the Byrd's Groups in some choral swing effects that at least aren't bad.

**GLEN GRAY** (Decca)

*Come and Get It*—PT; Mirro—PT.

The Cans Lomaxo for years have gone on and on and on and used with swing and swing and swing and some of the best recorded arrangements. These are more arrangements that have little commercial value but plenty of sentimental merit.

**VAUGHN MONROE** (Bluebird)

*Whatever Happened to Yes?*—PT; VC.

Solid arrangements that feature the full band, enlivened by Monroe's bawling, are quite effective. Some of the choral singing is distinctly ear-appealing.

**DICK ROBERTSON** (Decca)

*Take Me Away From You*—PT; VC. When I Get You Alone Tonight—PT; VC.

Right out of his wonderful voice, but this is really a triumph of musical jazz-ting, and if you like to have your music a little more up in knol and then pulled apart, this is your dish.

**KATHLEEN QUIN** says she is using Jimmy Morgan's patriotic tune, "We're All Americans," over a Mills Empress hook-up.

**THE SU-Z-QU TAVERN** (DENVER). boasts Keeny Wall Boxes in its booths and mounted on Keeny brackets at the bar. 

**TOMMY DORSEY** (Victor)

*Our Love Affair*—PT; VC. *The Pooch*—PT; VC.

A good buy for the average record purchaser is this Tommy Dorsey double, since it has two popular picture tunes back to back, and offers plenty of the same personnel and playing. Turkey house, but a pair of good vocals by Frank Sinatra and Connie Haines.

**ANDY KIRK** (Decca)

*No Greater Love*—PT; Midnight Swing—PT; VC.

Pha Terrell has aided considerably with his vocal work on Kirk disks in another fine example of his earthy way, and his performance on the old Isham Jones ballad on the first side is among his best. June Richmond also rates a pass now for her work-singing on the reverse, and surrounding all the lyrics is this customary solid instrumental work of this very capable sepiu crew.

**FRED FEIBEL QUARTET** (Okeh)

*Russin' Wild*—PT; Margie—PT;

Hammond electric organ stuff on a couple of well-known standards that is no better and no worse than soon's of other similar recordings.

**ENRIC MADRIGUEIRA** (Columbia)


Some interesting instrumental dido's again recommended, these swinging rhythms give these sides a nice distinctive stamp, with Madriguera knowing how to present tunes of this type and treating these two tunes with the same desire and doing on his knowledge. Patricia Gilmore's A side vocal helps matters, also.

**DON ARRES** (Decca)

*Amerigo*-Congo. *That Happy Gang*—PT; VC.

Another entry in the conga sweepstakes that may not win, place, or show, but that contains some good enough conga beats nonetheless.

**BENNY GOODMAN** (Bluebird)

*Believe in Blue*—PT. The Dixieland Band—PT; VC.

Still another release of a Goodman cutback made several years ago when the Victor hit. It brings up Helen Ward's name back to a record label momentarily, although H doesn't show this first of the great swing band vocalists off to her best advantage.

**LARRY CLINTON** (Bluebird)

*A Brown Bird*—PT; VC. The Dance of the Candy Fairy—PT.

Clinton digs down into the classics for another hair, dropping down and offering several more versions of the same song. Both "Brown Bird" and the Tchaikowsky item have the same basic tune, the latter being a little more damaged, the other being a little more damaged to the original classical content.
AI S. Cohen, of Moore, takes time out to take a honey. "It's all he tells the boys about profits," Bert stated. "These test spots showed the new Genie gun is going to be the biggest profit maker of them all!"

The rest all which orders are flowing in for Dairl's Rapid-Fire machine gun is keeping Jack Fitzgibbons on the jump these days, he reports. "Jack says he has a deal for the boys who haven't got started with the gun yet. Tony Gasparro is one of the happiest men in town," says Irv. "We feel that operators here on the West Coast are a direct connection to the record mechanism, which gives the patron just what he wants. It's a direct connection to the record mechanism, which gives the patron just what they want."

Operators in Oregon and Washington are making Buckley Music System in- stallations so fast that they need quick deliveries to take care of their locations," reports A. V. Sternier, of Buckley Music Systems. "Our new line can get immediate delivery.

Operators tell us that Buckley Music Systems give the direct action wanted by locations. When a selection is made they have a selection of different music systems, which gives the patrons just what they want. This is the operator's idea of the low cost. He can use the phonograph and he now has so that the installation cost represents the cost of a music system only. Operators say that the Buckley System operates steadily without interruption due to mechanical or electrical difficulties.

We feel that operators here on the Pacific Coast know we have something that will bring them greatly increased music profits, and they want fast service to take care of locations with a Buckley installation."

Buckley Ops Try Spaces

Buckley Music Systems, recently opened a branch office at 507 S. W. Pith Street, Portland, Ore. A. V. Sternier has charge of the Portland office. 

Here are more DECCA SPECIALS by the girls who record money-making music on BOTH sides of the disc:
Buffalo Survey Shows Interesting Facts About Phonograph Record Trends

By EVA M. WARNER

New signs of the music box popularity of a tune and its over-the-counter sales. General comment and interviews with record retailers show that music box sales are greatly influenced by phonographs because, almost invariably, when a number does big on the music box it becomes a top seller. The nickel-getting power of a new number is now as important as it was a few years ago when it was an important record retailer.

No one is better qualified to determine the relationship between phonograph play and retail sales of records than the record wholesalers who supply operators as well as record stores with merchandise. W. Bergman Brothers, distributors of Columbia, Oke, and Brunswick records, divide their sales of phonographs in favor of the operators who, they say, the first to buy new numbers and use them records piece by piece. Dick Levy, in charge of record department, states that usually there are two to three weeks between a purchase by the operator and purchase by the store when a new tune comes out. Thus, the music box is a direct indicator of sales. It is probable that a tune that is popular on the music box will be popular in homes.

If a tune survives the first few weeks the phonograph and starts to rise, retail stores take this as their cue to order. However, tunes do not always take the straight road to success. Levy says that records that were regarded as complete flops for many weeks but suddenly soared into hits.

Buffalo Electric Company, distributor of Victor and Bluebird records, also works on the 60-40 ratio between operators and record stores. They have found a decided preference for Victor's more expensive disk, with operators since the record price was reduced recently. Buffalo Electric Company, manager of the record department, reports that business has increased since the price change.

Gittere says that operators buy a tune that is offered by a number of different companies, and he insists that they are not going to buy a tune to promote their own company but that they are going to buy tunes that are popular. Gittere says that operators buy a tune that is offered by a number of different companies, and he insists that they are not going to buy a tune to promote their own company but that they are going to buy tunes that are popular.

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News Notes

Xavier Cugat will begin to record for Columbia next month at the expiration of his contract. Cugat, who originally left Victor because he felt that its facilities were not jet strong enough to support two Blueberry 11111 and when the Steralenes up. In each machine. Among others doubled its strength enough to support two Mord. SA.

De Walker:

Pertinent by Paid Deere, has a Speck-Orga as welt n WalloAlattcs; at Van De Walker Indicates that as with those made by Mildred Raney and aid tietody's Baby."

TWO ARRANGEMENTS of Seebury Wail.o-afetiets Rack is in "14140. twangs It."

Mester ingamtrimits. Charles Tsegareen, formerly with Paul I Irian, My Mama" in her 99212.21

Whatentan has disbanded lan man

Miss Arie, at that tins*, to

Tommy McClennan.

Bottle It Up

and Co.

New 51

and Co.

In on

and Co.

In one inmhine.

Neptune bands his own orchestra.

... Frances Langford is recording "Dreaming Out Loud," which is also the title of her next RKO picture featuring Lom and Aher. ... Sammy Kaye is back with Victor, having left the U. S. recording contract and Victor's firm's filing of a petition for reorganization. Kaye's firm permitted him to seem his flea with that Man.

Presented Double Versions

SOMETHING new in the presentation of popular song recordings is being published by a Modern Automatic Music Company, Kenmore, N. Y. He finds that music box patrons are more than content to hear the same number even a few times in the course of a season. It gives them an opportunity to compare bands and arrangements and makes the entire experience more interesting one. Alida Van De Walker:

We are now using two records of "Never Smile at a Stranger" in one machine—one by Tommy Dorsey and the other by the Beatles. Many are going to the first record in the hopes of having a lottery ticket in the box and lose in the process.

Another tune that is good for two records in the same music box is "I'm Nobody's Baby," I use the Tommy Dorsey and Joe Lee Wilson's records and have had real fun with those made by Mildred Bailey and Gordon Nelson.

Van De Walker indicates that as soon as a number becomes a favorite he finds it strong enough to support two records in each machine. Among others doubled up are "Lo" and "I'm Nobody's Baby." "Theodore" is one of the best known tunes in one machine, but may, however, be that type of a hit in the very near future. Here again, at that time, to co-feature the Andrews Sisters and Gray Gordon.

Talent and Tunes

On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

THERE are two of his latest records. Both go big in taverns, according to local operators, reaching such popularity as the "Here's My Little Baby or All This and Heaven Too."

WASHINGTON:

Baronet's Polka, Glade Musette.

Harry's Tavern Band.

Harry's Tavern Band.

Harry's Tavern Band.

Harry's Tavern Band.

Harry's Tavern Band.

Harry's Tavern Band.

Pachyderms have disbanded lan man

One of the few popular tunes that stand out despite the overwhelming popularity of patriotic songs. This particular composition has been featured in Crosby's "Stars and Stripes Forever," which is showing in many Canadian theaters, and operators are making profitable deals with many theater owners. The leading patriotic record is still There Will Always Be an England.

BURLINGTON:

I Concentrate on You. Eddy Duchin.

In and around this Vermont community, Duchin is an all-around favorite—on records, on the air, and during personal appearance engagements.

Acme Introduces Remodeling Ideas

NEW YORK, Sept. 21—Sam Sachs, of Acme Company here, says his firm is introducing many new features for remodeling music machines in the new line of merchandise for the fall season. Such features are introduced to give the music trade a chance to remodel and use the new feature by the music trade

ALL ABOARD! . . . For

The next big profit-making song that's going to be even bigger than Tuxedo Junction.

ALREADY RECORDED BY JIMMY DORSEY—DECCA 3312.

ERKINE HAWKINS—BLUEBIRD 10812.

Says The Billboard:

"The next best way to approach recent records is to stop, look, and listen to The New York Times. It is more than a safe bet that any record coming from the company has big possibilities."

LEWIS MUSIC PUB. CO., INC., 1619 Broadway, New York City

Watch for it!

It's the coming number one song of the Nation!

CONCERT TO THE STARS

SOON TO BE RECORDED BY THE FOREMOST ORCHESTRAS IN THE LAND

You'll cry in your beer when you hear

"WHEN THE MUSH BEGINS TO RUSH DOWN FATHER'S VEST"

Another Doraine Refrain

Doraine Music Publishing Co.

1619 Broadway, New York City

September 28, 1940
WORTH THEIR WEIGHT IN NICKELS

on Columbia

WILL BRADLEY

featuring Ray Mc Kinley

25530 BEAT ME, DADDY
(Eight to the Bar)

COLUMBIA RECORDS

35707 DOWN THE ROAD A PIECE

in Ohio

DICK JURGENS

7330 GOODNIGHT, MOTHER

COLUMBIA RECORDS

66/2 GOODBYE, LITTLE DARLING,
GOODBYE

ORDER FROM YOUR
DISTRIBUTOR TODAY

SPECIAL ORDER FORM

AMUSEMENT MACHINES (MUSIC)

WORTH THEIR WEIGHT IN NICKELS

on Columbia

WILL BRADLEY

featuring Ray Mc Kinley

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ORDER FROM YOUR
DISTRIBUTOR TODAY

SPECIAL ORDER FORM
Op Gets Boost In Local Paper

WALDO, Ark. Sept. 21.—The Arkansas Novelty Company, Magnolia, Ark., received a news boost in the Columbia County Journal, local newspaper. James E. Dickens is head of the operating firm. The newspaper reported the firm's business as follows:

"My Isle of Golden Dreams"—perhaps the most beautiful harmonies written in the past quarter century; the voice of Gene Autry, Bing Crosby, and other noted singers—are all available upon a moment's notice at many different places in Waldo and Columbia County, brought to you by the Arkansas Novelty Company, one of the more progressive concerns of Magnolia; one of which the general public knows but little.

The business features music machines which are placed at convenient places; but also it includes scales, fishhooks, vending machines, and various amusement devices. The company has nothing to sell. They own all machines and are simply loaned to the concerns in which they are operated. Whether offering nothing for sale, the company does endeavor to be active in the civic and commercial life of the territory it serves, and good will is in a big asset in trade, which it appreciates.

They maintain a 24-hour service for the territory served; offer every conceivable service to the public and to the local operators. They are members of the Arkansas Music Operators' Association and have approximately 300 machines in operation.

"Guiding genius of this concern is J. E. Dickens, who established the business in Magnolia six years ago as a small business concern. Thru his untiring efforts the business has grown to one of volume and is among the largest in kind operating in the South. Dickens is familiarly known as Tea" and he never loses an opportunity to lend his all to worthwhile and progressive movements associated with him as employees are Weldon Prus, service operator, and Dorothy Morden, secretary-treasurer.

The reason of his continued success, is able to get the very latest and most popular music numbers for his machines, and Columbia County is fortunate in that it has a man of the high type of character such as Tea Dickens conducting a business of this kind. He has no friends and this paper takes the utmost pleasure in congratulating the management of the Arkansas Novelty Company on its fine business methods and the valuable asset this firm is to the general well-being of Columbia County.

Music for Apartments...

NEW YORK, Sept. 21.—Business Week magazine (September 14, page 44) explains the business angles to the music system installed by the Muzak Corporation by which "music is piped to apartment houses."

It is an adaptation of the wired music system and is significant in that it suggests new possibilities in supplying recorded music to residents of apartments and small hotels.

With the rapid progress made in wall boxes and remote control in the automatic phonograph field during the past year or so, some system or another is being adapted to the standard phonograph hook-ups for small and medium-sized apartment buildings.

Cabinet Variety Adds Usefulness

CHICAGO, Sept. 21.—Mirabeen Company here continues to offer music operators a greater service by styling its cabinets to fit the various types of music machines that have been on the market during the past few years. By increasing its models it is possible for operators to utilize most of the mechanisms on the market, it is stated.

A counter model is one of the recent additions and is an example of how the firm develops its merchandise to meet all the needs which operators have, of the firm state.

The firm is strong in its urging upon music operators to modernize all their machines by using the latest cabinets and remodeling equipment. It enables operators to continue earnings on their original investment for a long time, they state.

MACHINE MUSIC THRU ANY SONG & TALK CABINET

NOW! An ILLUMINATED SPEAKER CABINET FOR ONLY $17.50

By the makers of famous Marbleite remodeling:

ORGAN-LITE

Waltz With Speaker

$24.00

Special Deal for Distributors!

Choice Territories Now Open

Rush Your Order by Wire, Phone, Air Mail!

COMMONWEALTH CO.

553 West 34th St., N.Y. Tel. Bryant 9-0074

Musician's Friend! Now Available with Illuminated Grills...

VALUE THAT CAN'T BE BEAT!

1935 Rock-Olas
1936 Rock-Olas
Wurlitzer 412
Wurlitzer 616A

More Money for Coin Operators with Fun-O-Mike

More Personalized Song & Talk Thru Any Music Machine

299 Complete Coin Operated Music Machine

GET YOUR Best Bargains FROM Atlas:

**SPECIALS OF THE WEEK**

- Western's BASEBALL $104.50
- De Luxe Model, Walnut Cabinet, Free Play — Pay your Combination
- Rebuilt Mills BLUE FRONT Slots—1c or 5c Play, Stipple Finish
- Latest Serial Numbers
- A.B.T CHALLENGER Target Slot, Later Model
- Twin '46 Model "E" Target, Blue Cabinet, Register Model
- Keeney's ANTI-AIRCRAFT GUN, Black Cabinet
- Evans's T.E.N. STRIKE, Perfectly Reconditioned
- Seeburg's "CHICKEN SAM" Raylite Gun, Like New
- Wurlitzer's P-12, 12 Records, Guaranteed Perfect, Only

**3 BARGAIN GROUPS OF FREE PLAYS!**

- $16.50 Ea.
- $21.50 Ea.
- $29.50 Ea.

**PRICES SLASHED ON PHONOGRAPHGS**

MIGHTY LITTLE MONEY-GETTERS!
- O.80s
- $4.95
- $5.50
- $6.00
- $6.50
- $7.00
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- $100.00

**SEND FOR COMPLETE BARGAIN GUIDE!**

ATLAS NOVELTY CO.
The House of Friendly Personal Service
2200 N. Western Ave., Chicago—America's Largest Distributer

**BATTLE ROYAL**

A Complete Conversion Unit That Fits All Models of Chicken Sam and Convict Ray Guns

- CAN BE INSTALLED BY ANYONE IN A FEW MINUTES
- Two famous men are the stars of this game—drop from the sky— you shoot at them — if they drop you hit 'em again, and up they go—each time registering a hit.

**SAMPLE $19.75**

1/2 Dep., Bal. C. O. D.

VALLEY SPECIALTY COMPANY
1061 JOSEPH AVENUE
ROCHESTER, NEW YORK

**FOUR EXTRA SPECIALS**

- Evans Ten Strike — $44.50
- Keeney's Anti-Aircraft Gun — $49.50
- Cigars, Like New — $65.00
- Model Galloping Dominoes — $97.50

**WRITE FOR COMPLETE DETAILS**

ATOMIC SALES CO.
416-A BROAD STREET, NASHVILLE, TENN.
Groetchen Slogan Inspires New Idea

CHICAGO, Sept. 21.—"Years ago we coined the slogan, 'To be Successful, a Game Must Be Fun,'" spoke Groetchen, for the Groetchen Tool Company. "In presenting our new machine, Sparkle Champion, with automatic Goldaward, we have brought playing appeal to a new height of perfection. Sparks Champion features two complete payout systems, Goldaward coins paid from a front payout chute on the jackpot combination plus the regular free-play or cigarette tokens paid out from the side opening."

"This Juicy Goldaward, which the operator can redeem at any figure his heart desires, acts like a magnet upon players. They find its appeal irresistible. Sparks Champion features the novel sports symbols in addition to regular cigarette, beer, and horse symbols. Its removable mechanism sliding out on rails of heavy, rugged construction withstands rough play. Cash capacity is the largest ever and is needed because earning reports are far in excess of any previous figures," company officials state.

For the past two months, Sparks Champions have been in the hands of leading operators and distributors for testing. But up to the present time public announcement has been withheld because the Groetchen factory was overwhelmed with orders for its Liberty and Mercury token payout games. Facilities have been expanded to permit immediate quantity shipments on the new Sparks Champion.

Demand for Game Never Equaled

CHICAGO, Sept. 21.—The demand for Leader's game has never been before equaled in the history of Exhibit Supply Company, officials of the firm state this week.

"Reports of Leader's success have spread to all sections of the country. Customers who have delved into the various boxed games that were unbelievably big, but these figures have become ever larger. The momentum has passed on and over and over again by reports from operators everywhere who have seen the game,

"The reputation Leader has earned as a money-maker overshadows its many other fine qualities that so greatly contribute to the profitable operation, some of which are attractive flashy appearance, easily understood multiple winning places to win, unpredictable thrilling ball action, and smooth mechanical perfection," officials say.

John Chest, sales manager for Exhibit Supply Company, yesterday, took a trip thru the East visiting Exhibits' distributors and dealers, conferring with them about the satisfaction and popularity of the game and the successful sales that Chest telephones to the company daily for more and more Leaders are breaking all sales records.

Military Men Play Games

HALIFAX, N. S., Sept. 21.—Naval and merchant marine officers visiting the local port have all been invited to try out the new Liberty and Mercury token payout games in the various box games and play them for fun. Their patronage is the highest.

Fought by the British, Allied, and Canadian navies in various areas, the new Liberty and Mercury token payout games have been used extensively.

The Liberty and Mercury token payout games are now being used by the British and Canadian navies in various areas. The Liberty and Mercury token payout games are now being used by the British and Canadian navies in various areas. The Liberty and Mercury token payout games are now being used by the British and Canadian navies in various areas. The Liberty and Mercury token payout games are now being used by the British and Canadian navies in various areas. The Liberty and Mercury token payout games are now being used by the British and Canadian navies in various areas.

Military men who have been invited to try out the new Liberty and Mercury token payout games in the various box games and play them for fun.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS
CMI President Shouts Optimism As Association Membership Grows

"It's a hit!" says Liberty Bell, a new version of the American Eagle coin-operated machine. Liberty Bell has already proved its earning superiority at thousands of locations. It's new, unique machine is available with intriguing new sports symbols—a new idea proving tremendously popular everywhere. It's a winner—Don't miss it.

New Version of

Daval Machines

CHICAGO, Sept. 21—The Daval Company, manufacturer of American Eagle coin counter game, introduced a new version of this machine in its Gold Award American Eagle this week.

According to Al A. Douglass, president of the firm, the new Gold Award American Eagle offers many advantages to operators all over the country. It makes use of the tremendously popular gold award of the big talon machines," said Douglass. "It offers the players a great inducement, for It brings them the possibilities of extremely large returns for their investment. The Gold Award American Eagle is perfectly gauged for the operator. It is so arranged that the operator can set its own value on the 'Gold Award' token. He can value it at 50 cents, $1, or even $10. He can tie one to each filling, or two or three to each filling. Each 'Gold Award' token is serial and then for the protection of the operator and the individual location.

In addition we have redesigned the machine. It is now more attractive than the standard model American Eagle. A large 'Gold Award' decorates the front of the machine and the golden color is a terrific lure to the players. They all know what this golden coin on the front of a machine means, and they sure do play for it.

"At the present time, as the trade knows, we are behind New England. Even tho we are working a day and a night shift we haven't been able to catch up with the demand. We have added much new machinery. We have more than tripled our personnel, but we believe that with the introduction of the new Gold Award American Eagle we have even made us harder for ourselves to catch up because of the excitement and the demand for this game on the market."

Adds Equipment To

Give Real Service

CHICAGO, Sept. 21—Al Stern, busy executive of the Monarch Coin Machine Company, took time out from his activities to explain to a friend of Monarch to say he didn't have much time for leisure review, he has been so busy here at Monarch that we barely have time to eat," he said. "We're preparing to move our headquarters to another location in the near future and have been attempting to cut down our stock by slashing prices, below cost in our inventory.

"Instead of reducing our stock approximately 60% to 60%, we've been forced to purchase additional equipment to keep pace with orders from coin operators all over the country. Orders have been so numerous that they prevent our purchases from us at this time. We're unable to do business on account of this, and the price we have to cut them down to meet the customers' requirements."

"We won't be long until we have more operators on our reconditioning department. New equipment for better reconditioning of all types of games will enable us to give better service and offer the finest values in Monarch history."

OPERATOR'S DOLLAR

\[\text{Results of the operators' satisfaction survey.} \]

MR. AND MRS. NAT COHN, of New York, celebrating their 10th wedding anniversary, a big party was given on the occasion.

H. G. PAYNE COMPANY
812 Broadway, Nashville, Tennessee
Chicago Distrib Boosts Counters

CHICAGO, Sept. 21.—In recalling the old days of the business, officials of the Gerber & Glass Distributing Company here said: "Back in the early days while building our reputation as the counter game king we had confidence in the equipment we were selling so great that we offered an unlimited guarantee on it. At the same time we coined the phrase, '90 per cent refund in six months on any given counter game.' Since taking over the distributorship of the GerchotCOPYRIGHTED UNDER NO. 390655, NO. 390659, AND NO. 390662. ALL INFRINGEMENTS WILL BE PROSECUTED. JUDGES, DISTRIBUTORS, AND OPERATORS, WRITE FOR PRICES AND INFORMATION. 200 E. WASHINGTON ST., CHICAGO, ILLINOIS.
FAIR AND FACTORY HELP DALLAS OPs

DALLAS, Sept. 21.—Local coin machine men are looking to the fall season with optimism. September marks the change from outdoor operations to the indoor season. Also to give zest to the fall floods will be the opening of the local football sport. With work to start within the next few weeks on the North American Aircraft's $7,000,000 piano factory at Hensley Field, Dallas is set for a fall and winter of good business.

Electro-Ball Company, Inc., was host last Sunday (8) to more than 150 machine men from seven States at a luncheon and preview showing of the Seeburg music equipment, given in the Adolphus Hotel.

C. T. McKeary, sales manager for Seeburg, gave a visual demonstration of the Seeburg system of wired music, using a Seeburg phonograph equipped for combination straight remote control music and for the central station operation thru leased wire service and a switch board. Coin machine men from Texas, Oklahoma, Tennessee, Louisiana, Arkansas, New Mexico, and Mississippi attended the show.

A. C. Hughes, of the Electro-Ball Company, was host as master of ceremonies, and McKeary was assisted by Reed Crawford and Pete Ota, factory representatives, and Ed Stern, district manager for Seeburg.

The music men heard the first showing of the Seeburg wired music men from seven States at a luncheon on Sunday to more than 150 music men. According to this entertainment, wired units will only be installed in cities where their operation is expedient and where competition shows their need. These units are to be installed and operated on a co-operative basis between the Seeburg firm and the operators using the wired system.

Arthur Flake has just completed an extended trip to South Texas, where he visited Waco, San Antonio, and Houston. Flake says amusement biz is good in South Texas.

A sign of the advancement of the local coin machine industry is the opening last week of the Dallas Coin Machine Man's Association. O. Burns is president, and John Burcham, secretary and treasurer, Director Frease, Hall Reynolds, and Fisher Brown have managed your repair shop. If you have ever wondered why Allied rebuilt machines are such a joy, you are in the right outfit and able personnel are the chief reasons, and we urge you to stop in and see for yourself.

Fair and Factory Help Dallas Ops

GROETCHEN
130 N. UNION. CHICAGO

ART NAGEL IS DELIVERING
DAVAL'S NEW GOLD AWARD
AMERICAN EAGLE
On 10 Days' Free Trial
SAMPLE
10 FOR $275
GOLD AWARD MODEL $1.50 EXTRA

AVON NOVELTY SALES CO.
2921 PROSPECT AVE.
CLEVELAND ÖHIO

WANTED FOR CASH
VILLIS LATE MODEL BLUE AND BROWN FRONT FRIER (Serial Numbers over 400.000), AERO MILLS TOP POCKET BILLS and "Millie's Top Pocket Bilis" are being given high circulation prices and full bids

SPARKS CHAMPION
COMMAND the PLAY on EVERY LOCATION with the new GOLD AWARD SPARKS CHAMPION
On Jackpot combination, it awards automatically CHAMPION Gold Coin from Front Chute, in addition to regular taken awards made from side chutes.

Wondrous earnings reported by our customers, it's a sensation among token payout games.

Penny or Nickel Play, with Gum Vander. New Sports Reels, or Cigaret, Beer or Horse Reels.

Model No. 3: To-Tone Streamlined Cabinet, rugged robust mechanism, built to withstand heavy play.

Immediate Quantity Shipments.

ART NOVELTY CO.
1516 MARKET ST.
ST. LOUIS, MO.

OPERATORS, WRITE H. C. PAYNE COMPANY
316-314 Grandway, NASHVILLE, TENN.

A full line of New and Used Coin Machines in the South

Johny Kiebun (1951) Terraville, Down, operator, looks over the Leader Game at Exhibit Supply Company. John Christ, sales manager for Exhibit, is at right. Koch's smile shows that he likes the Leader.
Orders Increase For Two Consoles

CHICAGO, Sept. 21—Orders are pouring in from all over the country for Bobtail and Silver Moon Consoles, and the new Bobtail game console," said B. F. Winning, sales executive of O. D. Jennings & Company. "The quick response and the repeat orders prove that the games are nothing less than phenomenal. Both of these machines are part of the brand new Jennings line for 1941. Bobtail and Silver Moon Consoles are new, of course, but at the same time we proved such a success that we've designed a completely new model for the coming season. Both machines have the single unit Jennings Chief mechanism that has given unfailing service for so many years. All of the games are mechanical through and through, with the exception of the electrical wiring for the top illumination. Being a mechanical unit, there is less chance of the mechanism failing in a crucial moment. "With our new two-tube cabinets, the consoles actually vie for attention with the finest furniture. Dark side panels with rounded corners and a lighter center insert show off the cabinets to their best advantage. Bobtail and Silver Moon Consoles are compact, so that locations which heretofore had to be passed up may now be used by the operator to bring profits where he never had them before. Winkel finished by saying, "To prove our unlimited confidence in the new 1941 line we are offering them on a 14-day trial basis. Any operator who is not satisfied that the machines do everything we say they will may return his equipment within 14 days and his money will be cheerfully refunded."
Dixie Still Going In 5th Big Week

CHICAGO. Sept. 21.—Commenting on their latest release, Sam Wolberg and Sam Gensborg, of Chicago Coin Manufacturing Company, said today: "There isn't very much that we need say about Dixie. The fact that Dixie is now in its fifth big week speaks for itself that here is a great free-play game.

"If a game is making money for operators, that is the most important consideration. Influencing other operators to buy the machine, Chicago Coin machines have the reputation of making more money for operators. They gained this reputation thru actual performance on locations.

"Our reputation is not only the story of one Chicago Coin game but all of them. Consistently Chicago Coin games have been the top money-makers in the free-game type classification. Why? Because they're built with the finest materials available and workmanship is of the highest grade. These are the things that count when collection time comes. Better Chicago Coin games have always earned more money for operators, and Dixie is one of the best examples yet. That is why it's time to trade in games on new ones. Chicago Coin games have the highest trade-in value. Is it any wonder why Chicago Coin games are the biggest money-makers and the biggest selling games on the market."

Revolving Targets On New Bally Game

CHICAGO. Sept. 21.—"Talk about action!" exclaimed George Jenkins, general sales manager of Bally Manufacturing Company, discussing the newest Bally release, "Here's a game that's all action. Bally's new Progress, convertible free-play or novelty five-ball game features three revolving targets right through the entire game. Each turn-target is equipped with three revolving points—a total of nine moving targets in action doing every minute of play.

"Needless to say, the revolving turn-targets give the ball plenty of crazy action, resulting in the highest possible scores. And when excitement keeps the repeat customers coming back, they're back for more. The new Progress is the only one. Progress is destined to be a far greater hit."
Southern Boost For Target Deal

BIRMINGHAM, Ala., Sept. 21.—Operators throughout this section are congratulating us on the deal which we offer on target machines,” officials of the Magic City Music Company here stated. “We have always attempted to make it possible for our operator customers to take advantage of the finest opportunities to make more money. We’ve seen plenty of deals but feel that this one on targets tops them all. And we are not alone in our opinion. This is the opinion shared by every coinman we have talked to. We know this much—that operators in this section have gone out of their way to take advantage of it.

According to reports we’ve received, this has been true in all parts of the country.”

Trip East Shows Three-Score Hit

CHICAGO, Sept. 21.—Back in New York after an extensive swing throughout the Eastern seaboard territory, Sol Gottlieb, traveling factory liaison man of D. Gottlieb & Company, returns the most optimistic reports of his reception and the acclaim with which Three-Score has been received by the Eastern trade. “They can’t praise it enough,” said Sol. “Whenever I went I met the most complimentary comments about this hit. Players are going for it in a big way, and that’s making it a top favorite with ops. Mechanically, it’s a marvel of precision engineering. I haven’t seen anything in recent years that fits into locations so perfectly and gives so much total player satisfaction on the one hand and operator satisfaction on the other. I’m happy that distributors and operators have again found that they can look to Gottlieb to supply them with a hot number to cash in big profits.”

“Just Out—One Cent Play”

The marvelous little Vest Pocket Bell, completely automatic payout of all awards, 3 to 20, is now available in penny play, complete with metered Jackpot register. America’s most practical, most popular, counter machine.

Mills Novelty Co., 4100 Fullerton Ave., Chicago

TYPICAL INSTALLATION of the Pace Automatic Duck-Pin Bowling Alleys, an idea that is said to be proving a good investment.
GAM SALES CO.

3 TO 1
GENCO GAMES
Are on “3 Locations to 1” On Leading Ops’ Routes . . . Because:
1. GENCO GAMES ALWAYS MAKE MORE MONEY
2. GENCO GAMES STAND UP LONGEST AND BEST
3. GENCO GAMES BRING HIGHEST TRADE-IN OF ALL

GET ON THE GENCO BANDWAGON
BUILDS GREAT GAMES
2621 N. ASHLAND AVE. CHICAGO, ILL.

GENCO’s BIG CHIEF & BIG NEWS
Record-Breaking 3 CARLOAD Shipment Grabbed In One Day!
New York—No other game in our history has created as much
sensation as BIG CHIEF! It’s like Concorde’s trans-Atlantic flight.
It is the sensation of the year. And it’s like nothing else. It’s
so packed with action that we can’t get enough to supply demand.
BIG CHIEF, IMMEDIATELY! Biggest money maker of all time!!

BERT LANE
SEABOARD SALES, INC.
619 Tenth Ave., New York
Phone, Wisconsin 7-5688

PERSONNEL SHIFTS FOLLOW WEDDING
MILWAUKEE, Sept. 21.—A change in personnel has taken place at the Milwaukee Coin Machine Company, and Sam London, head of the firm, tells the story with good wishes to the staff member that is leaving.
Walter Held, who has been office manager and secretary-treasurer of the firm, recently married Ruth Held, and they will make their home in Chicago. Dorothy Klein has been placed in charge of the parts department.

SILVER KINGS IN MOTION PICTURES
CHICAGO, Sept. 21.—H. P. Burt, of Automatic Gamas, says the movie shows public trends in the coin machine industry as well as in other fields. In a recent picture, A Gambling on the High Seas, several scenes were shown in which Silver King machines appeared, states Burt.
Burt reports that there are also some compliments concerning the machines.

Dear Operator:
I’m now equipped with clock, assuring you of dependable, big foot-proof and big profit operation—365 days a year—Order Today!

KICK OFF TO BIG PROFITS!
Game
BIG FOOTBALL JACKPOT
A 100 ticket card that proved a big success because awards may be based on the results of a game between the West and East. The Jackpot is paid on one or more cards on selected games.
Make from $5.00 to $7.00 profit on each card.
Price
1 Doz. $2.50—1 Gross $18.00
Write For Circular Now
1319-21 S. ADAMS STREET
PEORIA, ILL.

GAM SALES CO.

PACIFIC COAST REPRESENTATIVE
MAC MOHR
2916 W. PICO BLVD.
LOS ANGELES, CALIF.
Louisville Firm Explains Growth

LOUISVILLE, Sept. 21.—Leo Weinberger, executive of the Southern Automatic Music Company, today divulged information about his company that is of interest to everyone connected with the operating business. "Everyone connected with the coin machine industry has watched Southern Automatic Music Company grow from a small concern to a large organization," said Weinberger.

"In its beginning Southern Automatic had one office that served its customers and served them well, as evidenced by the fact that today Southern Automatic still fills the operating needs of many of its first customers."

"In the intervening years Southern Automatic Music Company has grown and has become a much larger organization with four offices that serve operators with the same interest that is shown in its early beginnings. The four Southern Automatic Music Company offices, in Louisville, Ky.; Indianapolis, Cincinnati, and Nashville, Tenn., today serve every customer in the same manner that the very first Southern Automatic customers were served. We have always felt that if any operator felt it worth his while to pay us a visit and inspect the equipment that we were offering, the very least we could do was to show that operator consideration and personal service by our executives."

Trippe Points Out New Profit-Source

ST. LOUIS, Sept. 21—A new source of extra profit—that’s what operators are discovering in our machine guns," says Carl Trippe, Ideal Novelty Company, this city. "The game is earning income operators couldn’t get in any other way."

"We can point out hundreds of locations already occupied with several pinball games and not a chance to put in more—but these same locations are open to guns which get top money every time in these spots. Best of all, the machine game play gets affected in the least. In fact, many operators report increased play."

"But the big idea is simply this: When a location is covered with marble guns, a gun in that location creates a new source of income—and the smart operator knows how well it pays to cover every location complete. With everyone today talking war and thinking preparedness, a gun is the greatest attraction a location could possibly install. It draws crowds and creates new business for the location, and when the location brings in new customers it naturally follows that every other coin machine in the location picks up added income."
Music Systems with a Personality

Telo-Tone

with "Betty"

SUPER SIX COMPLETE
COMPLETE MASTER TEN EQUIPMENT
BATTERY OF SUPER SIXES

WIRE OR PHONE
MARKETT Co.
Phone HENderson
3328 CARNEGIE AVE. CLEVELAND, OHIO

OLIVE NOVELTY CO.
2625 LUCAS AVE. ST. LOUIS, MO.
(Phone: Franklin 3620)

This Week's Bargains in Reconditioned Equipment

The following games have been cleared but not repaired. Each of these machines is sold "AS IS" and cannot be returned.

1. FOLLOW UP (Free Play) $5.00
2. RESOUND (Free Play) $10.00
3. SUN CLUB (Free Play) $10.00
4. PAIR GROUND (Automatic) $10.00

THOROUGHLY RECONDITIONED—GUARANTEED IN PERFECT CONDITION.

AUTOMATIC PAYOUTS:
Each $3.00
KENTUCKY GAMES $3.00
BALLY BABY $3.00
GRAND STAND $3.00
SPORTS KING $3.00
LONG SHOT $3.00
QUAD BILLS $3.00
KING BUDDIE $3.00
TRACK TIME (Bull) $2.00
RACK TIMES (Bull) $2.00
REEL "B" $2.00
HUFF JUGGER $2.00
ROYAL FLUSH $2.00

Every Machine Thoroughly Cleaned and Checked. Terms 1/4 Down, Balance 90 D. O. D.

When in St. Louis, Visit Our New Headquarters

DISTRIBUTORS FOR MILLS PHONES, GAMES AND SLOTS

TWIN PORTS SALES Co.
222 EAST SUPERIOR STREET.
DULUTH, MINN.

Let

TWIN PORTS SALES Co.
222 EAST SUPERIOR STREET,
DULUTH, MINN.

LIGHT THE WAY TO BIG PROFITS
FOR YOU WITH
Gold Award
AMERICAN EAGLE
ON 10 DAYS' FREE TRIAL
10 FOR $275

DAVAL BUILDS AMERICA'S FINEST COUNTER GAMES

DAVAL BUILDS AMERICA'S FINEST COUNTER GAMES

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS.

Midwest Journey Reveals Optimism

CHICAGO, Sept. 21.—"Business is holding up especially well throughout the entire Midwest," reports Mac Hurtiv, of Grand National Sales, Coplex, who has just returned from a quick swing thru the provinces. "Targets are still making records and are always welcome to operators in both large and small territories.  It seems says that operators are particularly optimistic in their outlook for continued good business.  They are not only talking it up but they are saying it with orders. In fact, the surprising thing is that operators in small, non-industrial locations are ordering proportionately as many machines as the large operators in big cities.

Al Sebring, head of Grand National Sales, says that operators from all over the country continue to drive into Chicago and visit Grand National's three big showrooms. Target machines get most of the attention, but the call for reconditioned machines is also increasing.

PERFECTLY RECONDITIONED

Blonde
$3,500.00

Bunt Box
$2,000.00

Ivanhoe
$3,000.00

Miss America
$2,000.00

Island Queen
$2,000.00

Tiger
$3,000.00

Twinkle
$2,500.00

Maribelle
$2,000.00

MIRACLE

$1,000.00

ALL FREE PLAYS

TWIN BROTHERS

$500.00

TOWNER

$400.00

Black Jack

$350.00

TARGET

$250.00

TIGER

$200.00

TWO PANTHERS

$150.00

TARGET BOX

$100.00

LAKE CITY NOVELTY CO.

Lake City Novelty Co.  
(No wet Our New Address)  
1910 East 50th St.  
Cleveland, Ohio

Guaranteed Free Play Games

A YOUNG OPERATOR, Dick Getteng, of West Pittston, Pa., shows his confidence in the music business by taking a bride, who shares his optimism.

Check This List First

FREE PLAY

American Eagle

$2,000.00

Black Jack

$1,500.00

TIGER

$1,000.00

TARGET

$750.00

TWIN BROTHERS

$600.00

TOWNER

$500.00

TWO PANTHERS

$300.00

LAKE CITY NOVELTY CO.

Lake City Novelty Co.

1910 East 50th St.

Cleveland, Ohio

Guaranteed Free Play Games

A YOUNG OPERATOR, Dick Getteng, of West Pittston, Pa., shows his confidence in the music business by taking a bride, who shares his optimism.

Automatic Vendor Co.
1012 Houston Street.

Muskegon, Michigan

CHECK LIST FIRST

ALL FREE PLAYS

Shiner

$100.00

Bunt Box

$50.00

Miss America

$50.00

Ivanhoe

$35.00

Island Queen

$30.00

Tiger

$25.00

Pie Tin

$15.00

LAKE CITY NOVELTY CO.

Lake City Novelty Co.

1910 East 50th St.

Cleveland, Ohio

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1910 East 50th St.

Cleveland, Ohio

Guaranteed Free Play Games

A YOUNG OPERATOR, Dick Getteng, of West Pittston, Pa., shows his confidence in the music business by taking a bride, who shares his optimism.
**Chicago Coin's NEW DIXIE**

5th Big Week!

When buying games REMEMBER Chicago Coin games have the HIGHEST trade-in value.

CHICAGO COIN MACHINE MANUFACTURING CO.
1725 DIVERSEY BLVD, CHICAGO

SPECIAL SALE OF FREE PLAY GAMES!

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<tr>
<th>Game</th>
<th>Price</th>
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<tr>
<td>Airport</td>
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<td>Lancer</td>
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<td>Up &amp; Up</td>
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WRITE FOR PRICE ON

- SKY LINE
- LANDSLIDE
- SPEEDWAY

Active Amusement Machines Corp.

Savo Y Vending Co. 651 Atlantic Ave.
Brooklyn, N.Y.

American Eagle

On 10 Days' Free Trial

Samples $32.50

10 for $275 Ball Gum Model

No. 0.0. O.0. O. 0.

Sicking, Inc.

1401 Central Ave.
Cincinnati, O.
**Baker Gets Rush On Playmate Game**

CHICAGO, Sept. 21.—“Advance orders have been coming in at such a tremendous rate that public announcement of our new Five-ball Free Play Novelty, Playmate, must be withheld until the factory can catch up on production,” say officials of the Baker Novelty Company.

“We looked forward to an enthusiastic reception of this game by the trade,” said Harold L. Baker, company president, “but we did not expect anything like the immediate and wholehearted acceptance which it won almost overnight. Playmate strikes a new note in streamlined beauty and player fascination. Every play is a tantalizing come-on and the three ways of scoring keep players’ excitement at fever pitch. We predict a great future for this game.”

Meanwhile the Baker plant is busy with orders for Baker’s Fovers, Pick-a-Pack and Baby Grand phonograph selector, which, added to the rush on Playmate, makes theirs a busy plant indeed, it is stated.

**Radio Plugs for Vendors**

PHILADELPHIA, Sept. 21.—Following the lead of the Berlo Vending Machine Company, which bought spot announcements on the radio to call attention to the candy vending machines in movie houses, the amusement pages of the local newspapers are being used by A-B-O Automatic Candy Vender in an advertising campaign for vending machines. Spotted next to the regular advertisements of the movie houses, A-B-O prints a teaser photo of a cheerful gent shouting: “You’ll enjoy—”

Ad copy reads: “You’ll enjoy the movies more with your favorite candy bar. For your protection, look for the A-B-O Automatic Candy Vender in your movie. Only the A-B-O Vender carries ‘America’s Best Candy.’”

---

**AMERICAN EAGLE**

**IT'S THE WORLDS GREATEST MONEY-MAKER!**

**AND NOW! NEW GOLD AWARD AMERICAN EAGLE ONLY $275 EXTRA**

**BADGER SPECIALS**

**BADGER BAY COMPANY**

**AMERICAN EAGLES or MARVELS**

**ALLIED BARGAINS**

**ALLIANCE**

**OUR BUSINESS IS BUILT ON YOUR CONFIDENCE IN US!**

**FREE PLAY GAMES**

**LEGAL MACHINES**

**NOTICE**

**BADGER BAY COMPANY**

**Cleveland Coin Machine Exchange**
Jennings

BOBTAIL
And Another New Console

SILVER MOON

1c - 5c - PLAY

Take your choice — Boobtail or Silver Moon Consoles, both sure bets for greater earnings. Beautiful 2-tone compactly built cabinet. Famous precision built Jennings Chief mechanism that is wholly contained in one single unit. Fully protected by National slug rejector and visible coin detector. Coins drop directly into mechanism, no jamming. Mechanical throughout. Wiring for top illumination only.

Ideal For Penny Play Locations

Silver Moon Console. Same as Boobtail except playing field has fruit symbols. Standard 3-5 payout mechanism.

Boobtail playing field colorfully illuminated for added appeal. Easy to read numbered symbols. Pays 2 on one 5.

DISTRIBUTORS

O. D. Jennings & Company
4309 W. Lake Street, Chicago, Illinois

WATCH FOR

CUB and ACE
Two New Tiny Counter Games

BY DAVAL
OUT SOON

A PROFIT WALLOP
IN SPINNING WHEEL ACTION

HARLICH'S NEW SENSIATIONAL BOARD WITH ACTUAL BUILT-IN MECHANICAL UNIT

Get going with "Wheel of Fortune" now! Nothing like it before. Everything a punchboard has plus SPINNING ACTION! Popular slot symbol tickets.

BIG PROFITS - FAST PLAY
No. 11319-1000 Holes. Takes In $50.00 Average Payout $26.03

HARLICH MFG. CO.
1413 JACKSON BLVD. CHICAGO, ILL.

THE MARKEPP CO.
3228 Cherry Ave., CLEVELAND, O.
1410 Central Parkway, CINCINNATI, O.
IS THE PLACE TO BUY AMERICAN EAGLE ON 10 DAYS' FREE TRIAL
10 For $275 — Sample $32.50 — Ball Gum Mod. $2 Extra

DAVAL BUILDS AMERICA'S FINEST COUNTER GAMES
THE MOST IMPORTANT ANNOUNCEMENT EVER MADE TO THE AUTOMATIC TRADE!

Western OFFERS YOU A Permanent Business!

Capitalize on America’s overwhelming interest in records! Earn a steady income with Recordit! Everybody wants to record their voice... to hear what they sound like to others. Recordit gives them their chance... lets them record songs, poetry, birthday, anniversary and holiday greetings in the privacy of a sound-proofed cabinet. It’s fun for them and big profit for you!

All operations of Recordit are controlled automatically and mechanically by a single revolution of a cam shaft. Patron makes recording, hears it played back, then has it automatically vended. Special mailing envelopes are vended for an additional five cents. Thus, patrons may send records to friends who can play them back on any phonograph. Recordit holds a stack of 150 recording disks, and uses only 4 feet by 5 feet of floor space.

Recordit

Distributors!
Several Territories are still open for the distribution of Recordit. Send for Western's "Protected Distributor Deal"!

WESTERN PRODUCTS, INC.
925 W. NORTH AVE., CHICAGO, ILL.

See Your Local Distributor or Write for Complete Information

RECORDIT IS NOW BEING FEATURED BY THESE OTHER PROMINENT DISTRIBUTORS:

SIMON SALES CO., INC.
437 W. 42nd STREET, NEW YORK CITY, N.Y.

MAYFLOWER NOVELTY CO.
2215 UNIVERSITY AVE., MINNEAPOLIS, MINN.

AJAX NOVELTY CO.
767 WOODWARD AVE. AT SPRING ST., DETROIT, MICH.
FROM SCRATCH TO FIRST PLACE IN 10 DAYS

KEENEF'S NEW RECORD - SMASHING

SPEED DEMON

J. H. KEENEF & CO. INC

2001 CALUMET AVE. CHICAGO, ILLINOIS

2 GREAT GAMES WITH ULTRA-REFINEMENTS!

EVANS' GALLOPING DOMINOS

The Original Consoles — And Still Tops!

I. L. MITCHELL & CO

THE BEST MACHINES - THE BEST PRICES

Write for Our List of Used Pin Games

PHONE: GLENMORE 2-6400

AJAX NOVELTY COMPANY

2707 Woodward at Spriar

DETROIT, MICHIGAN

KEENEF'S SPEED DEMON

PROVEN ONE OF THE GREATEST MONEYMAKERS IN HISTORY

WRITE! WIRE! PHONE YOUR ORDER!

SIMON SALES, INC.

437 WEST 42nd ST. NEW YORK

(PRONE: PENNSYLVANIA 6-9495

LEGAL EQUIPMENT

Keeney Anti-Aircraft Guns $89.50
Black Cabinets $67.50
Chicken Sams $29.50
Exhibit Bowling Alleys (Free Play) $29.50
Bally Alleys (1940 Models) $24.50
A.B.T. Target Pistols (Model F) $18.50
A.B.T. Challengers, Latest Models $16.50

The above machines are in first-class condition, both mechanically and in appearance — all games carefully packed for shipping. Terms: ½ deposit with order, balance C. O. D. 

AJAX NOVELTY COMPANY

2707 Woodward at Spriar

DE TFROIT, MICHIGAN
SKY FIGHTER

EVERY AMERICAN

SKY FIGHTER

Challenges any comparison in coin machine history... for big lasting profits!

Sky Fighter
Trade Mark
U.S. Patent No. 2,212,257, Other Patents Pending

Manufactured by International Mutoscope Reel Co., Inc.
44-01 Eleventh St., Long Island City, New York

Rush your order to your distributor today!

Sky Fighter

Easy to place—gets the cream of locations!

Bert Lane says: "I've waited until now to take on the distribution of Sky Fighter because the terrific earnings reported were almost unbelievable. Now that they've been absolutely proven, I want to recommend Sky Fighters personally to every one of my operator friends. Sky Fighter has all the advantages... can be placed flush against the wall... requires no special set up... doesn't interfere with traffic in a location... because it's all one compact portable unit. Be sure to rush your order to me today for quick delivery!! Time wasted is money wasted!

Seaboard Sales, Inc.
619 Tenth Ave., New York
WISCONSIN 7-5688

Sky Fighter

Realistic scenes and sound effects never before used!

R-rat-a-tat-tat—the machine gun spits split-second charges at zooming enemy planes! A hit!—and the plane screeches to a breathtaking tail-spin! Sky Fighter is a super thriller—the nearest thing to the real action of an anti-aircraft gun! They can't resist it! Make more money longer with Sky Fighter! Write, wire, phone your order to:

Carl Trippe, Ideal Novelty Co.
1513 Market St., St. Louis, Mo.

Sky Fighter

Trouble-free operation... proven!

Sky Fighter is built as carefully as a fine car—gives the most perfect performance. Proof of this fact is in the solid season of trouble-free operation of Sky Fighters at the New York World's Fair—where 41 machines are kept going sixteen hours a day. Make more money longer with Sky Fighter! Write, wire or phone your order immediately to:

Gerber & Glass
914 Diversey Blvd., Chicago, Ill.

Sky Fighter

Make money for months on the same locations!

Many operators tell us in bona fide reports that Sky Fighters are maintaining their appeal month after month on the same locations! That shows why Sky Fighters stand out as the machines that stand up! It's an investment that pays and pays. Make more money longer with Sky Fighter! Write, wire or phone your order immediately to:

Hankin Music Co.
258 Pryor St., S. W., Atlanta, Ga.

P.S. The greatest ideas in money-making operations ever developed are the batteries of Sky Fighters on the two most expensive locations in the phenomenal earnings on these locations prove that a "Blitzkrieg" barrage of Sky Fighters, in the busy sections of any city, will make a
SHOULD LEARN TO SHOOT!

SKY FIGHTER

BUILT TO LAST—LIFETIME CONSTRUCTION!
There's nothing "thrown together" about the construction of SKY FIGHTER. Every part in SKY FIGHTER was built for SKY FIGHTER—and the advantage of this solid, superior way of manufacturing shows itself in EXTRA PROFITS FOR THE OPERATOR... all the way through. Get a battery of these high-powered moneymakers and you're set for a long, long time! Hundreds of operators will vouch for this. Sold on finance. Write, wire or phone your order immediately to:
K. C. NOVELTY CO.
Phone: Market 4641 — Market 9953

NO "HANG-OUT" SCREEN... HAS LARGE BUILT-IN TARGET!
No sir—NO SCREEN ON Mutoscope's SKY FIGHTER. The shadow box target is contained within the machine, making SKY FIGHTER a compact, portable unit—EASIER TO FIND LOCATIONS FOR—MORE THRILLING TO PLAY, and just as effective in broad daylight as at night. This is only one of the many advantages of this sensational hit. MAKE MORE MONEY LONGER WITH SKY FIGHTER! Write, wire or phone your order immediately to:
J. H. WINFIELD CO.
1022 Main St., Buffalo, N. Y.

SAME FLOOR SPACE AS PIN GAME!
SKY FIGHTER requires only 23" x 30" of floor space or the entire unit—which is no more floor space than a pin game! This makes SKY FIGHTER much easier to place—makes the cream of locations easier to get. MAKE MORE MONEY LONGER WITH SKY FIGHTER! Write, wire or phone your order immediately to:
A. P. SAUVE CO.
3002-3004 Grand River Ave.,
Detroit, Mich.

300 THRILLING SHOTS IN 30 SECONDS!
Imagine, if you can, the heart-stopping thrills of 300 shots IN ONLY 30 SECONDS. That's ACTION, with a capital "A"... and that's what makes SKY FIGHTER one of the greatest repeat play getters the industry has ever seen. It's a fact that YOU CAN MAKE MORE MONEY LONGER WITH SKY FIGHTER! Write, wire or phone your order immediately to:
STELLE & HORTON
1513 Louisiana St., Houston, Texas

NO PHOTO ELECTRIC CELLS!
SKY FIGHTER has no photo electric cells—another indication of SKY FIGHTER'S fool-proof construction. This is just one of the many exclusive advantages of this really great machine... another reason why you'll MAKE MORE MONEY LONGER WITH SKY FIGHTER! Write, wire or phone your order to:
THE MARKEPP CO.
3828 Carnegie Ave., Cleveland, O.
1410 Central Parkway, Cincinnati, O.

300 POSSIBLE HITS!
Yes! The player with a trigger-quick aim can get the remarkable satisfaction of scoring 300 hits on SKY FIGHTER, the anti-aircraft machine gun that gives 300 breathless shots in 30 seconds! 300 of them! OPS FROM COAST TO COAST HAVE PROVEN: "YOU'LL MAKE MORE MONEY LONGER WITH SKY FIGHTER!" Write, wire or phone your order IMMEDIATELY to:
MILLS SALES CO., LTD.
1491 W. Washington Blvd., Los Angeles, Calif.
1640 18th St., Oakland, Calif.
1325 S. W. Washington St., Portland, Ore.

The Billboard, September 28, 1940
WEEK BY WEEK SKY FIGHTER EARNINGS AND SALES ARE ZOOMING UP . . . FASTER & FASTER

SKY FIGHTER


CASHES IN ON AMERICA'S DEFENSE-MINDEDNESS!

There's military talk in the air all over the country. Be smart! Draft a barrage of SKY FIGHTERS to put you over the top for this year and forevermore! There's no doubt of it now . . . YOU'LL MAKE MORE MONEY LONGER WITH SKY FIGHTER! Write, wire or phone your order IMMEDIATELY to:

KENTUCKY AMUSEMENT CO., Inc.
919-927 W. Jefferson St., Louisville, Ky.

SKY FIGHTER


PACKS SO MUCH ACTION WE CAN'T UNPACK 'EM FAST ENOUGH TO SUPPLY THE DEMAND!!

There's never been a coin machine with as much red-blooded, rip-roaring appeal as SKY FIGHTER! And we've never before experienced such a tremendous flood of orders from operators in the territory. Why? For the simple reason that SKY FIGHTER MAKES MORE MONEY LONGER than any gun on the market! Write, wire or phone your order IMMEDIATELY to:

SILENT SALES CO.
200-206 Eleventh Ave., South, Minneapolis, Minn.

SKY FIGHTER


THE ORIGINAL . . . AND BY FAR THE BEST!

SKY FIGHTER was FIRST in the field. TODAY, SKY FIGHTER IS STILL FIRST! Because it's built far more sturdily, far more attractively; for Far GREATER PROFITS than anything else you can buy. YOU'LL MAKE MORE MONEY LONGER WITH SKY FIGHTER! Write, wire or phone your order IMMEDIATELY to:

SQUARE AMUSEMENT CO.
88-90 Main St., Poughkeepsie, New York
SQUARE AMUSEMENTS OF ALBANY
707-709 Broadway, Albany, N. Y.

NEVER BEFORE SUCH UNBELIEVABLY BIG PROFITS!

It's nothing unusual to hear earnings of $75, $100, even $150 per week reported on SKY FIGHTER. And not for just the first week, but for MONTHS on the same location! SKY FIGHTER has the world's greatest combination of universal appeal and timelessness ever incorporated into a coin machine. YOU'LL MAKE MORE MONEY LONGER WITH SKY FIGHTER! Write, wire or phone your order IMMEDIATELY to:

STERLING SERVICE
Rocky Glen Park, Moosic, Pa.
(Midway between Scranton and Wilkes-Barre, on Route 11, 24-Hour Service.)

SKY FIGHTER


GIVES 'EM THE THRILLS AND CHILLS THAT FILLS THE CASHBOX!

Heart-stopping action! The rat-a-tat-tat of a machine gun spitting 300 thrilling shots in 30 seconds at enemy planes! Crashing, plummeting tailspins when a plane is hit! That's the kind of incomparable action SKY FIGHTER gives a player . . . and that's why YOU'LL MAKE MORE MONEY LONGER WITH SKY FIGHTER! Write, wire or phone your order IMMEDIATELY to:

DENVER DISTRIBUTING CO.
1856-58 Arapahoe St.,
Denver, Colo.

SKY FIGHTER


Get a "SKY FIGHTER" sports arsenal started in your city! It's a gold mine!
Exhibits LEADER with easy ways to win

Order from your DISTRIBUTOR
EXHIBIT SUPPLY CO., 4222 W. LAKE ST., CHICAGO

WE ARE DISTRIBUTORS FOR
Bally RAPID-FIRE
Immediate Delivery on this Sensational Machine Gun With Your Used Equipment Accepted in Trade

Wire, Write or Phone Us Your Order Today
GRAND NATIONAL SALES COMPANY
All Phones—Humboldt 3420
2300-08 Armitage Ave., Chicago

Look To The GENERAL For LEADERSHIP!

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<td>TEN STRIKES</td>
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WANTED: All Free Play Among ALL GAMES EXPERTLY RECONDITIONED.
Write for Games Not Listed. 1/2 Coin With Order, Balance O. O. O.

PACE'S FREE PLAY SARATOGA BELL CONSOLE

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Free Play With or Without Skill Field

You All-Ways get the Best Buys HERE!

FREE PLAY GAMES
TRANSPORT $917.00
Bolt Racer $87.50
Big Bopper $75.00
Bicycle Spots $62.50
Dingbat $62.50
Dingbat Deluxe $70.00
Flash $62.50
Flipper $62.50
Keeneys' Fast Flight $62.50
Skeeball-Ette $59.50
Jennings' Free Play Modern $119.50
Close Outs (In original cases)

FREE PLAY GAMES
One-Two-Three $60.00
Puddle $60.00
Red Hat $60.00
Score Champ $60.00
Superspin $60.00
Superspin $60.00
Top Spin $60.00
Flyer $58.00
Wright $58.00

Roy McGinns, 2011 Maryland Ave., Baltimore, Md.
Bally's Newest Novelty Hit

Progress with Triple "Turn-Targets"

Players demand action—and Progress gives 'em action galore! Triple "Turn-Targets" on Progress play-field revolve during entire game—creating new crazy ball action—new 3-WAYS-TO-WIN skill-appeal. Each "Turn-Target" equipped with 3 contact points—a total of 9 MOVING TARGETS to challenge the player's skill! Boost your collections—hold your locations against competition—move into new spots—with Progress! Order yours today—from your favorite distributor.

Win 3 Ways High-Score Futurity Special Convertible Free Play or Novelty

Bally Rapid-Fire Machine Gun with Ducking, Diving Submarine Target

$30 to $60 a week! $15.00 daily!

$295.75 in 3 weeks! $16.80 daily net!

$37.75 in 2 days! $12.00 daily profit!

Start a Rapid-Fire route now and be on Easy Street all year. See your distributor or write or wire direct to factory.

Bally Manufacturing Company 2640 Belmont Avenue Chicago - Illinois
SIMPLE TO INSTALL

Assure yourself of maximum extra profits from remote control mechanisms by handling the equipment that's easier, faster and less costly to install. Choose Rock-Ola's Dial-A-Tune Boxes and avoid the need for years, high-voltage conduit covered cable, for unnecessary ripping into walls, and extra installation expense. Save those increased earnings for yourself with Dial-A-Tune!

SIMPLE MECHANISM

All you need do is compare the operating devices of various remote control equipment to realize that Dial-A-Tune stands head and shoulders above the rest. Its fool-proof, accurate operation... Its service-free simplicity... Its tamper-proof mechanism... Its quick-change program holder... means less money for service and bigger net earnings for the operators.

CUSTOMER OPERATION

Folks like to do what's easiest to do. That's why customers go for Dial-A-Tune remote control equipment and spend more nickels in the locations that feature it. Dialing numbers for favorite musical selections comes to them naturally—gives them the music they want instantly, easily. Yes, Dial Selection makes patrons want to play—MAKE MORE MONEY FOR YOU!

ROCK-OLA MANUFACTURING CORP., 800 N. KEDZIE AVE., CHICAGO

COMPARE...BE SURE...THEN BUY...

ROCK-OLA DIAL-A-TUNE
One of the reasons why Wurlitzer sells more Automatic Phonographs than all other makes combined is the fact that Wurlitzer Automatic Phonographs have the greatest play appeal — and every successful Music Merchant knows it.

People like to see the Wurlitzer work — stand fascinated as one gleaming, chromium rimmed record in the visible record changer slides back into the magazine — another comes up in playing position.

Visible record changers plus the extra profit opportunities in 24 records and the crowd pulling power of Wurlitzer's Glorious Glamour Lighting are reasons why Wurlitzers pay Music Merchants the best profits.


A Name Famous In Music For Over Two Hundred Years

**Only Wurlitzers**

**Have**

**VISIBLE RECORD CHANGERS**

**People Like to**

**LOOK as well as LISTEN**

**THAT'S WHY**

**Wurlitzers PAY BIGGER PROFITS**

**SOLD ONLY TO MUSIC MERCHANTS**