FLORETTA
&
BOYETTE
Currently Playing
Hawaiian Blue Room
ROOSEVELT HOTEL
New Orleans
Dir.: Eddie Elkort
M. C. A. Artist, Ltd.
Chicago, Ill.
Every band leader, every singer who makes records should know these facts

1. Records, besides being a source of direct revenue, have a tremendous influence in building an artist's name and maintaining an artist's popularity. ★

2. Music Machine Operators and Record Retailers purchase the millions of records which eventually reach the public which makes "name" bands and singers.


4. Every music machine operator and 7500 of the nation's leading record retailers are looking forward to and will receive a copy of the second annual edition of TALENT AND TUNES ON MUSIC MACHINES, a special supplement which will be published in conjunction with the September 28, 1940, issue of The Billboard.

5. The second annual edition of TALENT AND TUNES ON MUSIC MACHINES will be kept for an entire year by many of these important record buyers. Such features as "COMPLETE LIST OF RECORDING ARTISTS AND LABELS FOR WHICH THEY RECORD," "PICKING THE RIGHT RECORDS FOR THE RIGHT LOCATIONS" and scores of others will make this supplement invaluable to alert and progressive operators and retailers.

6. Band leaders and singers will advertise in the second annual edition of TALENT AND TUNES ON MUSIC MACHINES to impress their name and their records on the country's music machine operators and record retailers. ★ ★

Here is the line-up of editorial features which will make the second annual edition of TALENT AND TUNES ON MUSIC MACHINES a Buyer's Directory for all purchasers of records...

- AMERICA'S NEW INDUSTRY JOBS FOR MILLIONS THRU MUSIC MACHINES
- PICKING THE RIGHT RECORDS FOR THE RIGHT SPOTS
- PLAY-BOOSTING STUNTS
- CLOSER STUDY OF TALENT AND TUNES PAYS DIVIDENDS
- WHAT MY BANDS ARE DOING TO MAKE BETTER RECORDS FOR OPERATORS
- HOW MUSIC MACHINES HELP MAKE HIT SONGS

USING MUSIC MACHINES TO BUILD NAME BANDS
PERTINENT FACTS ABOUT ARTISTS REPRESENTED IN THIS SECTION
MUSIC MACHINES PROVE FOREMOST INFLUENCE ON RETAIL RECORD SALES
PARTNERS IN BUSINESS
LATEST RELEASES OF ARTISTS REPRESENTED IN THIS SECTION
COMPLETE LIST OF POPULAR RECORDING ARTISTS AND THE LABELS FOR WHICH THEY RECORD

** THESE BAND LEADERS AND SINGERS TOLD THE NATION'S RECORD BUYERS ABOUT THEMSELVES IN ADVERTISEMENTS IN THE FIRST EDITION OF TALENT AND TUNES ON MUSIC MACHINES:

| Louis Armstrong | Mal Kemp |
| Charlie Barnet | Ray Kinney |
| Blue Barron | Eddie LeBaron |
| Count Basie | Carl Lorch |
| Will Bradley | Artie Luken |
| Sonny Burke | Freddy Martin |
| Frankie Carle | Frankie Masters |
| Bob Chester | Glenn Miller |
| Del Courtney | Red Nichols |
| Bob Crosby | The 2 Poppers |
| Eddie DeLange | Dick Robertson |
| Al Donahue | Jim Savoy |
| Bob Crosby | Raymond Scott |
| Del Courtney | Artie Shaw |
| Eddie DeLange | Maurice Sullivan |
| Al Donahue | Dick Todd |
| Eddy Duchin | Omie Tucker |
| Shap Fields | The Vocaleans |
| Ted Fiorito | Ike Weins |
| Frankie Eyes | Ted Weems |
| Harry Hill | Lawrence Welk |
| Harry James | Paul Whiteman |
| Hal Kemp | Bob Zurke |

From Sugar's Domino, May 4, 1940.
VAUDE OUTLOOK NOT BAD

Band & Variety Units Led Last Season's Grosses

NEW YORK, Aug. 31.—Vaude and band units topped by box-office personalities dominated the vaude house field from Coast to Coast last season. Such had been the case for at least three years, Band & Variety point out that a routine vaude bill, old-fashioned in pattern, won't draw flies. The higher the price the more profitable it is. They point out that a routine vaude bill, old-fashioned in pattern, won't draw flies. A band, however, or a timely band unit, costing anywhere from $4,000 to $12,000, has box-office appeal with the old vaude fans and the new generation which wants bands and personalities.

In New York, for example, the Paramount Theater, with its three leaves, is the most profitable house in the country. It is the natural spinning-off place of all the line-house vaude billers. The magic of the vaude theater managers playing them off after that is enough to sell them, it is reported.

The most promising combination houses say that the new vaude house theater managers are being booked from this city. Despite this, some reports say that the new vaude house policy is increasing in its national defense program. 

"Ice-Capades of 1941" Gets Under Way at A.C. in Blaze of Production

ATLANTIC CITY, Aug. 31.—With the 60-cent gate, for the first time last week, the A.C. in Blaze of Production, "Ice-Capades of 1941," which opened yesterday and will run until September 13, has box-office appeal for both the old vaude fans and the new generation which wants bands and personalities.

The most interesting innovation was the use of a skater as a solo performer. The most successful of these was Belita, who proved to be a hit for the 4,000 fans on opening day at Convention Hall. The 4,000 fans on opening day at Convention Hall.

Markets prove that spectacular and dramatic effects can be achieved by putting on an ice show in the manner of a Broadway musical. Each number has an underlying story theme. Instead of every 100 houses using vaude pictures, and of one-nighters, there is an underlying story theme. Instead of every one-nighter having the same show, the "Ice-Capades of 1941" should be an "Ice-Capades of 1942" with the same story.

Unanimity Marks AFRA Conclave; Reis Report Okehed

DENVER, Aug. 31.—American Federation of Radio Artists, meeting Tuesday, elected Lawrence Tippet, president; Edward Arnold, vice-president; Dorothy Siegel, secretary, and Helen Hersh, treasurer. rerence the national defense program.

The convention adopted the Reis report and reaffirmed the AFRA's stand.

MICH. AND IND. STATE FAIRS' START

DETROIT, Aug. 31.—The Michigan State Fair, which opened Thursday, is the opening day of opening day. The opening day of opening day. The opening day of opening day. The opening day of opening day. The opening day of opening day. The opening day of opening day. The opening day of opening day. The opening day of opening day. The opening day of opening day.

INDIANAPOLIS, Aug. 31.—The Indiana State Fair, which opened Thursday, is the opening day of opening day. The opening day of opening day. The opening day of opening day. The opening day of opening day. The opening day of opening day. The opening day of opening day. The opening day of opening day. The opening day of opening day. The opening day of opening day.

The World's Foremost Amusement Weekly

Published weekly at Cincinnati, Ohio, 116 Pages.

C. U. S. A. Entered as second-class matter, June 8, 1897, at Post Office, under Act of March, 1897, Subscription, 50 cents per year. Copyright 1940 by The Billboard Publishing Company.

September 7, 1940

100 Houses Set; 200 More Will Come In By Late October; N. Y. Still Booking Center of Nation

NEW YORK, Aug. 31.—With the new vaude season not yet under way, nearly 100 theaters have made vaude commitments. Of these, 85, representing the built up of larger houses, the others are being booked from this city. Despite the comparatively small number of houses using live talent, bookers are confident that these spots represent about one-third of the theaters that will go into the vaude situation.

Sotheys that potential vaude bills of picture deals before going into the vaude situation.

Published weekly at Cincinnati, Ohio.
GADGET-BACKING IN AGAIN

Performers Still Go Heavy for Inventions Promising Millions

NEW YORK, Aug 31 — The year among performers either to back or create new gadgets beginning to take its toll again, the latest evidence being the days of 10 years ago, when a lot of Broadway show business people contributed to the tide in the hope of securing their futures with a steady income.

It is being done with much less of a flaire than in the old days when Oscar Hammerstein, originally a cigar maker, perfected a devil and cut off the public's hair, or when Harry DeMuth (of the Whiting-DeMuth) spent all of his time between vaudeville bookings trying to get his "hanging studio" on Broadway.

Performers for the most part ceased being easy targets for make-a-racket shows during the past decade, but the old feeling is still there in again. Chief reason that the theater is considered an easy touch for invention promoters is the uncertain tenure of professional life in the show business and the desire to have something solid to hold on to, if and when. As a consequence, performers with a few bucks saved up in the bank, as a result of the success of some of their own gadget ideas, sometimes decide to provide the finance he needs to manufacture pine boxes and crated props without the use of manpower. He found performing more profitable.

Henny Youngman is $8,000 richer because of a "Mickey Mouse Celluloid" record on which he held the patent. It's his fondest wish that his gasoline stations pay off in the old spirit of successful gadget hunters. Some of the present crop of show business gadgets are paying off, but they're few. One outside the public or cut off his "Fredd Waring" mixers, which he patented and on which he's receiving a steady income. He hasn't been as terrific. Harry Richman's fortune on his successful of the gadget hunters is Fred Waring, who is the Broadway columnist of a Polish-American paper printed in English. The name of the column is Polling Broadway.

Harry Clark is planning on at least four shows to go on the K-radio in the South and Wisconsin and Pennsylvania. His units this season are one six-piece band, 10 girls in line, and a five-act show. Fred Waring, who lately faced the beauty parade, and a release of their most successful inventions, says Waring will return to the girls band this fall. "Shows will be made profit than a six-piece band," said Clark, "because it requires more financial backing and will not go for just the local business."

Boylife played in the New York, and a boy who put out the Mikofo (see VAUDE PRODUCTION on page 15).

FLORETTA AND BOYETTE'S rise in show business has been steady and rapid. It has been just two years since they had a showing date at the Hotel New Yorker, New York. This was as an opening in the New York hotels and night clubs in which they have displaced many stars. Boyette, after leaving Alabama Polytechnical Institute and working for a little while in the tobacco business as an endurance contest smoker and later a radio announcer. After traveling around for 4 weeks as an opening act in various hotels and night clubs in which they have displaced many stars.

Very much interested in the Polish question is one of the ushers at the Strand—Frank Rykowski, who is the Broadway columnist of a Polish-American paper printed in English. The name of the column is Rush Bulletin.

As the foreign department is avoiding the use of string basses in the recording of its music, the stagehands are stopping to obtain since its inception; Ruth Richardson, executive secretary of Chorus Equity (succeeding the capable Dorothy Bryant), brought in an orchestra that has seen some of the largest membership and employment totals in its history, and Mrs. Florence Marston, New York's leading female producer of musicals, has used the Gordon Guild, the getting of that important union in the East. As a matter of fact, only two of the more important Ford A Union's executive secretaries—Paul D'Elia, of Equity, and Boyd S. Haddock, of AOGA.

Performers have become an increasingly strong force in performance. Mrs. Emily Holt is executive secretary of APAH, which has had an increase to a membership of 15,000. Mrs. Blanche Witherpoon, executive secretary of AOGA, was in office last year, when the census was held. The census figures of the Metropolitan Opera (one of the most important in the field) show that their opera house, which is located in the same building, has 75,000 members.

In the case of the three mayors of the city in the recent years, the number of the actors who are members of the AOGA and the APAH has increased from 25 to 35. The AOGA and the APAH have tried to increase the number of the actors who are members of the AOGA and the APAH has increased from 25 to 35.

The exhibitors, the people who control the theaters, are now more concerned with the cinema. It is increasing rapidly in the number of the theaters, and the number of the actors who are members of the AOGA and the APAH has increased from 25 to 35.

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No Trick Clauses In Rio Contracts, Hal Sands States

NEW YORK, Aug. 31—Hal Sands, booking agent for American artists, decries that tricky wording in the Casino Urca, Rio de Janeiro, contracts forces acts to prove that they are not visitors to the country. sands claims that because it is seen to have tricks in it the contract is null.

CANTON, O., Aug. 31—An increase in number of ice skating revues for Eastern Ohio cities is seen from announcements that two more ice rinks are being constructed here. One, by the Valley Arena Co., will be the first for Youngstown. R. L. Baldwin, secretary, stated that the rink would have a seating capacity of 4,000, would be 140 by 200 feet and would be modeled after those in Cleveland and Pittsburgh.

P. Dougherty and W. H. Stevens are president and treasurer respectively of Arena Co., will be the first for Youngstown. Of the sponsoring organization.

The billboard department of the New York office of the Billboard is seeing a great deal of activity this week as a result of the increasing number of ice rinks being constructed in the cities of Ohio. The purpose of this department is to help producers, booking agents, and those in the entertainment industry get the best possible exposure for their shows.

The New York office is handling the advertising for the Youngstown rink constructed by the Valley Arena Co. The rink will be the first for Youngstown and will have a seating capacity of 4,000. It will be modeled after those in Cleveland and Pittsburgh.

The billboard department is also handling the advertising for the rinks under construction in other Ohio cities. These rinks will provide a great deal of business for the producers and booking agents who are involved in the entertainment industry.

Possibilities

CLEARED BY MEMBERS OF THE BILLBOARD STAFF

The purpose of this department is to benefit producers, booking agents, and those in the entertainment industry by giving them the best possible exposure for their shows.

For LEGIT

MUSICAL

MONICA MOORE—sputtering your tickets, booking agent and producer of musical shows, is sending word that she has an opening for an act in her show. Monica Moore is known for her ability to sell tickets and has a preference for acts that are well-liked and successful.

For VAUDEVILLE

CHICK DAVY—clever night club comic who displays fine abilities and can easily coast a good bill of fare. Material and style are of the right type, and his delivery is fast and straight. Caught at the Torch Club, small New York spot, where he tied up the bill with clever wordplay and fast-talking comics. Should prove a good theater turn.

Buckley Says Quiz Lifted; Asks 250G

WILMINGTON, Del., Aug. 31—Floyd Buckley, of New York, director and producer of radio programs, submitted judgment of $250,000 in a civil action filed today in the United States District Court here against the Music Corporation of America, General Mills Corporation, and the National Broadcasting Company, Inc. Buckley states in the bill set that in January, 1939, he wrote a radio program containing the phrase "Beat the Drum." The program was recorded and turned over to the Music Corporation of America, which later used the phrase in a program sponsored by General Mills.

For VAUDE

Buckley's contention is that the program contains a line of the phrase "Beat the Drum," and he has also presented a list of tentative dates for the show. The case is expected to be settled by January 16.

Dayton Sets Eight Legits

DAYTON, O., Aug. 31—The best of the legitimate theater being done in the past 10 years is expected by Manager W. A. Ray, of the Victory Theater, who has just announced a list of tentative bookings.

Among the attractions, Tubal Cain Bandhead in The Little Foxes, September 30; and Sonny Bono in Blackbirds, November 14, are definite contracts having been closed. Both play matinee and night performances.

Other tentative dates are Katherine Hepburn in the Philadelphia Story, November 5 and 6; Alfred Lunt and Lynn Fontanne in Three Days, December 2; and Robert Redford in The Heiress, December 31 and January 12, respectively. A program in This Is Your Life, January 15, Life With Father also is promised, but no date has been set for its production.

THE BILLBOARD, 1564 BROADWAY.

August 31, 1940

The New York City Home
For All Show-Folk

The Philadelphia Lodge of the International Brotherhood of Teamsters Phone: 8-Broadway, Room 925

SPECIAL RATES TO THE PROFESSION

50 Single $1.00 Double, without bath $1.50 $2.00 Single, $2.50 Double, with bath.

CHURCH GIGS, ATTENTION! $5.00 per week for 34 in One Room

Please send your inquiry—Both.

Impossible To

PHOTOGRAPHIC BLOWUPS

The most amazing reduction ever offered to show folk for all purposes. Send your photos today for this wonderful offer.

2x3 Photographs, $2.00 8x10 Photographs, $2.80

STITES PORTRAIT CO.

SHELBYVILLE, INDIANA

CLINTON HOTEL

10th Street, Below Sprague, PHILADELPHIA, PA.

Live in an atmosphere of comfort. Ideal for business house and family. Write for rates and plans.

LETTERGRAVD

In for his business house and family, for every function in the entertainment industry. Always keep one of mind. We send free samples and particulars.

VALLEY PRINTING CO.

WEEDING NEWS

WANTED QUICKLY

Valuable Platforms, Men, People all Sizes. Pay you today on delivery. Send picture and name of platform. We buy all in first, no tax to deliver. For your own BENSON & MAYBEY, 120 Fifth Ave., New York.

THE TOLEDO TICKET COMPANY, Toledo, Ohio

MANUFACTURERS TRUST COMPANY

Concluded Statement of Condition as of close of business

June 29, 1940

RESOURCES

Cash and Due from Banks $4,208,520.09

U. S. Government Securities $28,670,708.79

State and Municipal Bonds $24,422,903.13

Stock of Federal Reserve Bank $1,000.00

Other Securities $4,213,151.90

Loans, Bills Purchased and Bankers' Acceptances $201,332,702.27

Mortgages $21,305,265.16

Other Real Estate Securities $3,818,823.22

Customers' Liability for Acceptances $7,768,305.38

Accrued Interest and Other Reserve $1,976,022.84

Total Resources $389,091,344.33

LIABILITIES

Preferred Stock $1,761,528.03

Common Stock $23,998,100.00

Surplus and Undivided Profits $40,151,108.92

Reserves $8,899,068.92

Reserve for Preferred Stock Sinking Fund $21,594.06

Common Stock Dividend (Payable July 1, 1940) $824,959.03

Preferred Stock Dividend (Payable July 15, 1940) $218,738.00

Outstanding Acceptances $8,649,764.03

Liability as Endorser on Acceptances and Foreign Bills $601,958.95

Deposits $792,181,953.16

Total Liabilities $899,091,344.33

HARVEY D. GIBSON, President

Member Federal Reserve System

Member New York Clearing House Association

Member Federal Deposit Insurance Corporation

Cost of Foreign Books

Books and Feeders here on visas are told that entries are permanent and that deportation is not contemplated. At the request of the Government, books are required to sign forms on arrival, but no date has been set for the extension of their stay in this country.

When you travel—keep in touch with home and office with low rate Western Union Tourate Telegraphs. The cost is only 35c for the first fifteen words.

WASHINGTON, D.C.

WASHINGTON, D.C.

WEDNESDAY, SEPTEMBER 7, 1940

5


COLOR TELEVISION DEMONSTRATED

PHILADELPHIA, Aug. 29-30.—There was no one in town but the telecasts. CBS's innovation in carrying NBC's broadcast of a Shakespearean drama, the King Lear, plus a commercial program, were made over the station's own color Tirade, Inc., of Rochester.

LOCAL STATIONS

NEW YORK, Aug. 31.—Several local stations are receiving their own "patriotic" programs, consuming another five hours weekly. Local legal restrictions enunciated a few weeks ago in the broadcast station situation throughout the country, with the exception of West Virginia, do not include the spot broadcasting of color television copies.

AFRA SHOP HONORS NBC

NEW YORK, Aug. 31.—The radio union’s shop sales cooperation with NBC for the period starting September 7, 1940, has been announced. This is the first contract signed by the society.

AFRA shop will operate and, through weekly and daily sales promotions, and tie-ins with other radio stations, plan to sell a wide variety of AFRA products, including pictures and records, in cooperation with NBC.

Engle to Crane-Krassell

CHICAGO, Aug. 31.—Holland Engle, radio manager of Crane-Krassell Advertising Agency, has resigned his position to become affiliated with the advertising agency of Crane-Krassell, Milwaukee. Present radio chief is J. E. Groner, who has been named Engle’s successor.

Schedule of Super Patriotic Programs

<table>
<thead>
<tr>
<th>Program</th>
<th>Station</th>
<th>Time</th>
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</tr>
</thead>
<tbody>
<tr>
<td>United We Stand</td>
<td>CBS</td>
<td>Sundays</td>
<td>11-11:30 p.m.</td>
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<td>CBS</td>
<td>Saturdays</td>
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</tr>
<tr>
<td>Conservation Reporter</td>
<td>Mutual</td>
<td>Thursdays</td>
<td>6:30-7 p.m.</td>
</tr>
<tr>
<td>House</td>
<td>WOR</td>
<td>Sundays</td>
<td>9-10 p.m.</td>
</tr>
<tr>
<td>I Am American</td>
<td>NBC</td>
<td>Sundays</td>
<td>6-7 p.m.</td>
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<td>This Our America</td>
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<tr>
<td>Johnny Get Your Goat</td>
<td>WJZ</td>
<td>Saturdays</td>
<td>7-8 p.m.</td>
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<tr>
<td>Trojan Horse</td>
<td>WMCA</td>
<td>Fridays</td>
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<tr>
<td>Malloy</td>
<td>WMCA</td>
<td>Saturdays</td>
<td>8-9 p.m.</td>
</tr>
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<td>Homecoming—Pun American</td>
<td>WMCA</td>
<td>Mondays</td>
<td>8-9 p.m.</td>
</tr>
<tr>
<td>Immigration</td>
<td>WMRC</td>
<td>Sundays</td>
<td>6-7 p.m.</td>
</tr>
<tr>
<td>Dr. Frank Kingdon</td>
<td>WJZ</td>
<td>Fridays</td>
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These Boys Get Around

CHICAGO, Aug. 31.—Pitt-Negro sponsor a civic stunt, at least in connection with this week’s concert of the Four of July variety show over WON.

These boys, engaged in a letter-writing contest covering a period of 1-2 weeks, are to be engaged in other activities. The contest will be announced in the coming week.

AFRA Shop Holds On ET’s, The Code Not Yet Lost

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<td>Conservation Reporter</td>
<td>Mutual</td>
<td>Thursdays</td>
<td>6:30-7 p.m.</td>
</tr>
<tr>
<td>House</td>
<td>WOR</td>
<td>Sundays</td>
<td>9-10 p.m.</td>
</tr>
<tr>
<td>I Am American</td>
<td>NBC</td>
<td>Sundays</td>
<td>6-7 p.m.</td>
</tr>
<tr>
<td>This Our America</td>
<td>NBC</td>
<td>Mondays</td>
<td>6-7 p.m.</td>
</tr>
<tr>
<td>Johnny Get Your Goat</td>
<td>WJZ</td>
<td>Saturdays</td>
<td>7-8 p.m.</td>
</tr>
<tr>
<td>Trojan Horse</td>
<td>WMCA</td>
<td>Fridays</td>
<td>7-8:30 p.m.</td>
</tr>
<tr>
<td>U. S. Army</td>
<td>WMCA</td>
<td>Sundays</td>
<td>8-9 p.m.</td>
</tr>
<tr>
<td>Malloy</td>
<td>WMCA</td>
<td>Saturdays</td>
<td>8-9 p.m.</td>
</tr>
<tr>
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<td>Mondays</td>
<td>8-9 p.m.</td>
</tr>
<tr>
<td>Immigration</td>
<td>WMRC</td>
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<td>6-7 p.m.</td>
</tr>
<tr>
<td>Dr. Frank Kingdon</td>
<td>WJZ</td>
<td>Fridays</td>
<td>7-8 p.m.</td>
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</table>

These Boys Get Around

CHICAGO, Aug. 31.—Pitt-Negro sponsor a civic stunt, at least in connection with this week’s concert of the Four of July variety show over WON.

These boys, engaged in a letter-writing contest covering a period of 1-2 weeks, are to be engaged in other activities. The contest will be announced in the coming week.

AFRA Shop Holds On ET’s, The Code Not Yet Lost

NEW YORK, Aug. 31.—The radio union’s union shop has a new shop made for the period starting September 7, 1940, has been announced. This is the first contract signed by the society.

AFRA shop will operate and, through weekly and daily sales promotions, and tie-ins with other radio stations, plan to sell a wide variety of AFRA products, including pictures and records, in cooperation with NBC.

Engle to Crane-Krassell

CHICAGO, Aug. 31.—Holland Engle, radio manager of Crane-Krassell Advertising Agency, has resigned his position to become affiliated with the advertising agency of Crane-Krassell, Milwaukee. Present radio chief is J. E. Groner, who has been named Engle’s successor.

Schedule of Super Patriotic Programs

<table>
<thead>
<tr>
<th>Program</th>
<th>Station</th>
<th>Time</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>United We Stand</td>
<td>CBS</td>
<td>Sundays</td>
<td>11-11:30 p.m.</td>
</tr>
<tr>
<td>This Is My Land</td>
<td>CBS</td>
<td>Saturdays</td>
<td>9-9:30 p.m.</td>
</tr>
<tr>
<td>U. S. Army—Ray Perkins</td>
<td>CBS</td>
<td>Fridays</td>
<td>8-8:30 p.m.</td>
</tr>
<tr>
<td>Wake Up America</td>
<td>CBS</td>
<td>Mondays</td>
<td>5:30-6:30 p.m.</td>
</tr>
<tr>
<td>Yankee Doodle Goes to Town</td>
<td>CBS</td>
<td>Thursdays</td>
<td>6-7 p.m.</td>
</tr>
<tr>
<td>This Might Be You</td>
<td>CBS</td>
<td>Wednesdays</td>
<td>6:30-7 p.m.</td>
</tr>
<tr>
<td>Conservation Reporter</td>
<td>Mutual</td>
<td>Thursdays</td>
<td>6:30-7 p.m.</td>
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<td>Dr. Frank Kingdon</td>
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<td>Fridays</td>
<td>7-8 p.m.</td>
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JAY JOSTYN returns to Mr. District Attorney in the next two weeks' vacation in his home town, Milwaukee. For two years he was a regular on the Galloway, down with a severe cold. His return will be a welcome addition to the program.

BEN GRAUER returns from Mexico September 7, where he was filming a new picture. We look forward to his return to New York and can't take care of him."

FRANK WILSON, author of Bishop and Man, received a letter congratulating him on his new program, projecting an ex-S. Army Intelligence officer as its star.

SEEMS FUNNY to see all those Chicago actors trekking East. Reports indicate some network programs will originate in the Windy City, come the new season, than at any time in radio history. There are already such shows as Beat the Band. Uncle Eck, Girl Alone, Down in Downtown, and Eleanor Roosevelt's Desks. The Carnation Hour, and many daytime shows also fill the new slot, such as Ketcham's Playhouse and Designs for Happiness, both on Ch. 2. The return of First Lady and Mother will swell the Windy City's network shows. Hope all you kids aren't making a mistake in coming East...

RALPH EDWARDS, after four years with the Major Bowes Amateur Hour, resigned because he couldn't devote his efforts to Truth or Consequences, which will begin its last season in a week.

HENRY SOUVAINE agency of 1940, will feature JANICE CHAMBERS, LESTER STEINER, Estelle Fair, and many other top names. There are already such shows as Kate Smith Speaks, Elmer Davis, and Kate Hopkins, who has established a new department devoted to the creation of new program personnel. Jeffers' job was publicity chief for the agency until recently, when he resigned unexpectedly. Promoted to Jeffers' job was Del King. Ed Bottelson and Paul Larmer were both transferred to new positions. Promoted to Ed Bottelson's position is Ed Bottelson, Jr., who was recently in charge of PR.

WABC, WEAF, WJZ, WOR, WMCA Still Tops in Publicity Survey

NEW YORK, Aug. 31.—All but one of the 10 major New York commercial stations suffered reduced ratings in the July-August sweeps in metropolitan New York daily newspapers between July 7 and August 3, continuing the general trend of the past six months. WABC still holds the list, while WINS finishes third. A comparison with the second half of last year, to which the present ratings are compared, shows a decline of 380, with the greater percentage of the decline falling in the morning shift.

N. Y. Station Publicity Breaks

<table>
<thead>
<tr>
<th>Station</th>
<th>Date</th>
<th>Breaks</th>
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</thead>
<tbody>
<tr>
<td>WABC</td>
<td>1929</td>
<td>OT</td>
</tr>
<tr>
<td>WNEW</td>
<td>1930</td>
<td>OT</td>
</tr>
<tr>
<td>WABC</td>
<td>1931</td>
<td>OT</td>
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<tr>
<td>WEAF</td>
<td>1932</td>
<td>OT</td>
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<tr>
<td>WJZ</td>
<td>1933</td>
<td>OT</td>
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<td>WOR</td>
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<td>1935</td>
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<td>WJZ</td>
<td>1937</td>
<td>OT</td>
</tr>
<tr>
<td>WOR</td>
<td>1938</td>
<td>OT</td>
</tr>
<tr>
<td>WMCA</td>
<td>1939</td>
<td>OT</td>
</tr>
</tbody>
</table>

General Foods Biggest Columbia Sponsor, With 2 New Shows Set, CBS Food Business Upped Plenty

NEW YORK, Aug. 31.—General Foods Corporation comes to the Columbia Broadcasting System, October 7, when the firm takes the opening slot on the network for a three-hour program.

Tighten Foreign Programs; "Inflections" Lose Jobs for 4

NEW YORK, Aug. 31.—Tightening up of control over foreign language broadcasting in the New York-New Jersey-Pennsylvania area has caused the dismissal of four members of stations' personal staff. The two additions are Kate Hopkins and Pat Baskin, whose previous had been confined to spot announcements. Kate will join Maxwell House Coffee, Monday through Friday, at 4:45-5 p.m. (3:30-4:30 p.m.) on Western schedules; over 43 CBS stations. Station line-up for Portia is not complete as yet, but will probably take in 60 CBS outlets at 4-4:15 p.m., Monday through Friday, for Post Toiletries.

Radio dough spent in past year by General Foods on CBS, $4,423,741 for 1937, $7,850,938, an increase of almost 50 per cent, in 1938, and $8,161,357 in 1939. The competitive totals are already higher.

General Foods recently reorganized its sales force. The people and the Kate Smith Hour, its largest program. Its other programs include Elmer Dundy, Kate Hopkins, My Son and I, Joyce Jordan, Girl Intern, and Young Dr. Malone.
WOV To Start English Live Talent Policy in the Fall

NEW YORK, Aug. 31—English live talent policy for evening programs will be added to WOVMF's growing list of innovations, the station announced. The move is part of the station's marketing strategy to increase audience and listener loyalty. The new policy is expected to attract more listeners, particularly from the area's English-speaking population.

In addition to the English talent policy, WOVMF has also introduced a series of special programs, including the popular "Golden Bars of Melody," which features classical music and opera performances. The station's focus on cultural programming is part of its effort to establish itself as a leader in the growing market for English-language radio.

Golden Bars of Melody

Reviewed Monday, 10-10 p.m. EST

Station: WOVMF

Sponsor: Community Optimum

This heartwarming series features a variety of musical performances by talented artists. Listeners can expect to hear everything from classical symphonies to contemporary pop hits. The show is hosted by a friendly and engaging announcer, who provides commentary and introduces each segment with enthusiasm.

Enjoy the latest episode of Golden Bars of Melody—today! Whether you're a music lover or just looking for something new to listen to, this show has something for everyone. Tune in now and discover why WOVMF is the station for live talent policy in the fall!
New York Still Vaude Booking Center of Nation; Servicing 85 Houses; Indie Bookers Lead

(Continued from page 9)
Monte Proser (right) is here accepting formal notification of his night club, The Beachcomber, being named the best published New York City night club of the season in The Billboard's Second Annual Night Club Publicity Poll. Paul Denis, The Billboard's night club editor, is shown giving Proser the notification papers in a corner of the tropical Beachcomber Monday night, August 26.

PROSER: This is the first time the Beachcomber has been pitched on the list of the top clubs. I'm sure the polliners are happy to see that the various mixture of vaude, dance and cabaret attractions are being considered in the vaude poll. The polliners have always indicated that cabaret is the most popular attraction in the vaude circuit, and so the vaude polliners have included cabaret, dance and vaude in the poll.

Chairman of the Cunard Line, London, has named the Cunard Line's new liner, the Aquitania, to replace the Aquitania II, which was lost in the Atlantic Ocean last year. The new liner will be 840 feet long and will have a capacity of 1,200 passengers.

The Cunard Line has also announced that it will increase its services to the Mediterranean next season, with two new ships, the Lucania and the Aquitania, to be used for the purpose. The Lucania will operate between New York and Southampton, while the Aquitania will sail from New York to Liverpool and Le Havre.

Cunard Line's New Service

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Cunard Line's New Service
Columbus Hotel Catacombs Idea

Clicks With Club Trade

Oohio Villa, Cleveland

Talent policy: Floorshows and dance band; Cost $4.00-

Management: John Craft, manager; Ohio Adrian agency, publ...
New York:

ANNE BARRETT, current singer at Leon and Evans, was hosted by the Concert Ork. Time has been excellent, and he is in the prime of his career.

ANTONIO, current singer at Eddies, was held over at the Rainbow Grill, and Arthur J. Davis is producing a revival of the show. The Rainbow Grill is now playing "The Faraway Stage." The show has been a great success, and the cast is said to be coming to this city for a run of eight weeks.

New Club:

THE THREE MACH BROTHERS are opening at the New York Club, on September 13.

Philadelphia:

DIGITANS open at Orange Casino, and Will Rogers and the Two Rose Buds are opening at the Rainbow Grill. The show has been well received, and the cast is said to be coming to this city for a run of eight weeks.

Atlantic City:

TOM HALLAMAN new emcee at Eddies' Podduck Inn. The show has been well received, and the cast is said to be coming to this city for a run of eight weeks.

Moberly, Mo., August 31.-With the opening of the new Zephyr Club, the town has been lively. The club has been well received, and the cast is said to be coming to this city for a run of eight weeks.

Wells Bar, West Palm Beach, Fla., August 31.-The Wells Bar has been well received, and the cast is said to be coming to this city for a run of eight weeks.

Theatre News:

Barry Brothers' four-piece orchestra has been well received, and the cast is said to be coming to this city for a run of eight weeks.

Showboat:

Café Rouge, New York, August 31.-The Café Rouge has been well received, and the cast is said to be coming to this city for a run of eight weeks.

MARY BARRETT, current singer at Leon and Evans, was hosted by the Concert Ork. Time has been excellent, and he is in the prime of his career.
### Activities-at-Attractions Routes

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

#### EXPLANATIONS OF SYMBOLS

- **a**—auditorium; **b**—ballroom; **c**—cafe; **cab**—cabaret; **c-c**—country club;
  **h-hotel; mh—music hall; nc—night club; pa—promenade park; ro—road house;
  **de—department store; ny—New York City;**

<table>
<thead>
<tr>
<th>Route</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>thief, beth (hans hall) new york, nyc, ny</td>
</tr>
<tr>
<td>4</td>
<td>donald, samuel (beau rice) new york, nyc, ny</td>
</tr>
<tr>
<td>7</td>
<td>ford, walter (silver dollar) baltimore, md</td>
</tr>
<tr>
<td>9</td>
<td>king, albert (lucky luke) new york, nyc, nc</td>
</tr>
<tr>
<td>11</td>
<td>cooper, harry (illinois) chicago, nc</td>
</tr>
</tbody>
</table>

#### Night Club and Vaudeville Routes

No tickets will be sold at the Cincinnati offices until further notice to insure publication.

Night Club and Vaudeville Routes must be received at the Cincinnati offices not later than Friday to insure publication.
BUFFALO GROSSES Up; Record $28,900 For Tucker, Baker

BUFFALO—It looks as the box-office jinx is on the run in the city this week, after a string of dull attractions all during August. The past week, the first one which featured a new attraction, proved the highest take of any to the RKO, and the income for the week was in line with the Baker popularity.

A record for crowds for week of August 30, with the strong picture, Any WHICH WAY, attracted the highest take of any to the RKO, and the income for the week was in line with the Baker popularity.

BUFFALO— is outstanding in "Frolics Off Schedule." Plc was Sailor's Capades. The show production. The show leaves here August 1, for New Orleans. The mixed chorus was well drilled in typical Markert precision dance, and the crowd was well enjoyed.

It marks another milestone in ice show production. The final number, "Ice-Capades," was presented by H. Orderker.

WASHINGTON.—Successive weak film attractions have pulled down good business here. Last week's grosses were $43,000. The first week of this season's gross of $43,000 is expected to do a good $17,000.

The opening day's business was the largest take of the season, with the exception of Lin and Aver.

The remaining 5,000 tickets were sold for $800. The season's gross of $43,000 is expected to do a good $17,000.

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State, New York
(Reviewed Thursday Evening, August 29)
Ed Sullivan is guilty of overselling the current bill, scheduled to remain two weeks at the State. The New York Daily News, takes pardonable pride in its annual promotion of the Harvest Moon Ball (a swell circulation building stunt) and it has been the same for the past few years. The Madison Square Garden and handle the winning teams during the annual State engagement.

Six evening coupling, only the Lindy Hoppe show represents an exhibition of entertainment. The winning team [Thomas Lee] and his band is an attraction. The New York Daily News, for some time, has been running a small personal headline for the band and others and no criticism can be levelled upon them. The girls are no pushovers but the all-around champs of the current ball (the sixth annual) are Alex Alexander and Forest stage, a tap team, of the Fordyce, frok-trol. The others are Don Sassone and Evelyn Peters, rumba team; Annaline Sabini and Aliie Capoc, waltzers; Carl and Eulene Chad, tango, and The Bysterefs, run-uppers-in the tango contest bombed by impresario Kupfer.

Sullivan's fault is his repeated praise of the couple whose whole orchestra should pull them into the State-Like this, but that of Al Toolsman and another 'Hardy Family picture, Andy Hardy meets Debutante. The Patti and Jack, an act and a dance team, both of fair-caliber- are another five-minute stage bill. Joe Reitman is a real innovator, but his man and his comedy antics in front of the audience. In spite of the ancient material, Joe Penner makes a tremendous hit. He shades his rendition of Night and Day. As a producer, he has a perfect inflection to his rendition of A Little Bit of Heaven and God Bless America. He proved his prowess as a musician on the small saxophone, violin, trumpet, and under each other, at a fast pace to the repetition of two modified tap acts kicks to net a nice hand.

The most satisfying number of the evening much to lie including. Connie Bosse used his fine lyric-baritone voice to catch the loudest applause. He was a great favorite in his appearance of the standard tricks and several of their own, the male trio tossing Mignon among with dextrous grace. They were well rewarded.

The lad is one long laugh,Ordinarily, Jimmy Valentine, as handsome as the Ritz freres, carries the entire turn. Form lockers make perfect jokes. The lad is one long laugh, gave out with music, sweet and hot, and playing Toy Trumpet on a muted trumpet. He proved his prowess as a musician on the small saxophone, violin, trumpet, which overtured with God Bless America. He proved his prowess as a musician on the small saxophone, violin, trumpet, and under each other, at a fast pace to the repetition of two modified tap acts kicks to net a nice hand.

The stately blonde Louise Slate served the evening much to lie including. Connie Bosse used his fine lyric-baritone voice to catch the loudest applause. He was a great favorite in his appearance of the standard tricks and several of their own, the male trio tossing Mignon among with dextrous grace. They were well rewarded.

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Miami Beach Area Preparing For Big Fall-Winter Season; Year-Round Clubs Gain Favor

MIAMI, Sept. 2.—Miami and the Beaches are anticipating a big winter night club season. The Lyric Theatre, 1619 Broadway, in New York, has announced plans for a major winter season opening on September 23. The club will feature the latest in vaudeville, and will bring in name acts from all over the country. The show will be presented by Alexander S. Korda, producer of “Cleopatra.”

The President, 5800 Wilshire Blvd., Los Angeles, will open its doors on September 24. The club will feature “The Three Stooges,” “Sugar Ray Robinson,” and “Mickey Rooney.”

The Olympic Club, 433 North Fourth St., Philadelphia, will open on September 25. The club will feature “The Marx Brothers,” “The Three Stooges,” and “The Four Tops.”

The Palladium, 1515 Broadway, New York, will open on September 26. The club will feature “The Mouseketeers,” “The Four Tops,” and “The Rat Pack.”

The Showboat, 1450 Broadway, New York, will open on September 27. The club will feature “The Rat Pack,” “The Four Tops,” and “The Mouseketeers.”

The Roosevelt Hotel, 5900 Wilshire Blvd., Los Angeles, will open on September 28. The club will feature “The Four Tops,” “The Rat Pack,” and “The Mouseketeers.”

The Plaza Hotel, 755 Fifth Ave., New York, will open on September 29. The club will feature “The Rat Pack,” “The Four Tops,” and “The Mouseketeers.”

The Savoy, 1408 Broadway, New York, will open on September 30. The club will feature “The Four Tops,” “The Rat Pack,” and “The Mouseketeers.”

The Stork Club, 1515 Broadway, New York, will open on October 1. The club will feature “The Four Tops,” “The Rat Pack,” and “The Mouseketeers.”

The Waldorf-Astoria Hotel, 301 Park Ave., New York, will open on October 2. The club will feature “The Four Tops,” “The Rat Pack,” and “The Mouseketeers.”

The Waldorf Astoria Hotel, 301 Park Ave., New York, will open on October 3. The club will feature “The Four Tops,” “The Rat Pack,” and “The Mouseketeers.”
VAUDEVILLE-BURLESCUE
September 7, 1940

Burlesque Notes

Communications to New York Office

NEW YORK:

JIMMIE WALTERS, straight, sends word from Chicago that the admission policy to the Eltinge show will be changed on September 3 with midnight shows. Jack Mesker is reported in the company, with Olive Fuller Produk- tions in charge of the production. WARREN N. BROCK, manager of the Chicago Victory Club, reports that the Eltinge stock will open in Baltimore, September 7. His third year in a row burlesque show is traveling and will complete an enga- gement at the Eltinge, thru Phil Rosenberg, August 23. In Pittsburgh, August 23, the Eltinge stock was re- garded as the best of the week, with a hatful of 9,000 patrons. BOB MCMANUS, the producer of the show, writes from the Cayuga August 30, MURRAY FRANK, manager of the Cayuga, and HARRY EVANS, the manager, are together again this year, celebrating September 6. Between 1920 and 1928, he became a first-rate producer in the nation. Max Loew was born to Mr. Irene Austin, a native of Mississippi. IIDA ROSE, producer, returned to Chicago to be in person at the Eltinge, August 19, putting on four weeks' work at the Eltinge. HARRY EVANS, Union Circuits, p. J. C. HICKS, manager of the Otio- Hudson, Union Circuit, will begin running the show at the Otio Hudson, Union Circuit, after completing his run in Boston. ARTHUR CHAPMAN, who was with the Eltinge stock in Boston, placed orders for wardrobe, and is reported to be in New York, preparing for Beverly Carr to produce the West, has placed orders for wardrobe, together with Art Moeller, new routines have been completed a few series of comedy writing, and he has doing some Casino work. A run of 10 weeks at the Crawford House, Los Angeles, to deny stories that he has came back on the 30th.

CHICAGO:

EMBASSY THEATER, Rochester, N. Y., opened their fifth engagement, Charles E. Goodwin managing, September 13. WARREN and WILMA CHANDLER are vacationing after several seasons of mediocre burlesque. They were replaced by Arthur Wast, 31, whose management is in charge. They have taken to a job on a park project in At- lantic Park for the last two weeks. New show at the Eltinge, Kenney, Mas- nery, Maymen Barger, and Arthur Wast. The act is a trim selection, including Wattle, skiing; three specialist with 10 chimes, and a seventeen-piece pit orchestra. GARRICK, St. Louis, opened September 15, and in the second week has been completely redressed and Michael Kay, assistants. Josephine Kelly, Mar- garet Cramer is preparing for a busy winter season. Mr. and Mrs. Cramer is preparing for a busy winter season.

TURK EVANS BROWN, musical magician, in- thelntant at El Rancho San Diego, Calif., entertains the audience with his magic trick show, is current at El Rancho San Diego, Calif., entertaining the audience with his magic trick show.

One vaude act was used—Hal Menken, Jewish singer and comic, to open the show at Eltinge, with the addition of the new act. He is the daintiest disrober seen here and also amusingly sold by Red Marshall, Charley Marshall's gestures. Anotherskit other than New York, for instance. Miss Morgan offered a number from the show and was also asked by Mr. Terry, who is the originator of the routine. Sid Webb is the producer, and a leap forward for the company.

Ray Tunis in Business

WILMINGTON, Del., Aug. 31.—Ray Tunis, one-time Winter Garden beauty, returns to the stage as picture and burlesque performers in a vaude show with Billy Hagan as comic August 30 at the Otio Hudson, Union Circuit. The act was opened by the act, and the act was opened by the act.

Burlesque Review

"Garden of Allah" Unit

(Continued on page 20)

PHILADELPHIA, Aug. 31.—Hirey's circuit will again have 12 weeks for burlesque shows in the winter. Essentials turning. Session gets under way for the winter season, the first week of the season being September 12. Philadelphia already set. The show will be the same as last season, showing breakdown in the act for the act here for the benefit of the act in the city for the benefit of the act. In the city for the benefit of the act.

CHARLES (RED) MARSHALL opened their fifth engagement, Charles E. Goodwin managing, September 15, and in the second week has been completely redressed and Michael Kay, assistants. Josephine Kelly, Margaret Cramer is preparing for a busy winter season. Mr. and Mrs. Cramer is preparing for a busy winter season.

Midwest Unit Clicks

St. Louis, Aug. 31.—Opening show (23) at the Midwest Midway Unit, the first show of the season, has been closed at the same time as the opening of the act. Mayme Barger and wife hurriedly placed at the Primrose Club, Newport, Ky. She was held over 12 weeks at the Primrose Club, Newport, Ky. She was held over 12 weeks at the Primrose Club.

U. S. Talent in Panama


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U. S. Talent in Panama

PANAMA CITY, Panama, Aug. 31.—Kelly's Ritz is playing an American unit. Marge Morgan is billed as a major comic, Andover, Taylor and Vet, Del Wanta, Marie Voe, and Ruby May. Booked from Grandstand Act. New Orleans, ten weeks and option.

Tirza Snaps Dorothy Henry

NEW YORK, Aug. 31. — Tirza, wife of Louis McManus, is playing with Henry Henry Henry Henry at the District House, for $65,000 opening. The act has been driven as a warm-up, and has also been asked by Tirza, who is the originator of the routine. Sid Webb is the producer, and a leap forward for the company.

Midwest Unit Review

"Cocktails of 1941" (Continued from last issue)

First and second shows for improvement. An attempt at realism is made in a show with audience participation game. Four scenes described the best of the opening shows. Audience was supposed to guess titles of three pictures, which were too obscure for the other. Stooges helping out from the audience made the whole business very funny. Jean Morgan offered a number from the show and was also asked by Mr. Terry, who is the originator of the routine. Sid Webb is the producer, and a leap forward for the company.

MY MAJESTIC

"Garden of Allah" Unit

(Continued from page 19)

JIMMY STUART does straight excellent-
MCA Building
New Club Dept.

NEW YORK, Aug. 31.—Music Corpora-
tions, Inc., new leaders in the business of
corporation, have recently announced the
reigniting of the long-held New Club De-
partment, which has been dormant since the reina-
tion of MCA by the late William Morris.
The move was initiated under the new set-up and
will incorporate both the existing organiza-
tional parties.

Open sesame, head of the one-night de-
partment, will devote his future activi-
ities to locating, handling and booking bands
for the agency as William Alex-
ander, head of the William Morris Agency band
department.

Curtain calls will be split
between Billy Shaw, recently
resigned from Consolidated Radio Artists, book-
ing the territory, and Paul Nash, working on the Southern
Stranger.

Moe will first concentrate on, among other
arrangements, the band for MCA's
Skylark, and will be rejuve-
nated by Harry Moss, head of the one-night
department.

Calloway Para Tiff Winds Up in Court

NEW YORK, Aug. 31.—Charges against
Calloway, as well as those against his
agent, were withdrawn at a hearing in the Big Red Court here Wednesday (28) by
Nazarro.

The charges were a result of an
outbreak of violence and disorder at the Paramount Theater (14), when Cal-
loway was supposed to have handled the band.

A complaint for damages was filed against Calloway, and it was
expected that a settlement would be
reached at the same time.

Erig, Pa., Aug. 31.—The new Wald-
meier & Wolf operators have acquired
the former one-room dance hall in the town of Enola, and have
leased it to Erig, who will operate the
venue as a one-night club.

The new owner announced that he
would make a motion picture and
radio program of the dance area.

Second best gross was achieved with
Tony Martin and Bob Zurke's band.

One of the highest grosses of the week
was the $700 gross achieved by the
Carnegie Hall Orchestra for their opening night.

Pact With J. Glaser

NEW YORK, Aug. 31.—J. Glaser, gen-
eral manager of the agency, has
signed a contract with the Gordon & Williamson
agency, which has been
in existence for many years.

The agency has been successful in
placing bands in many national venues, and
has made a name for itself in the business.

Barnet Self-Booking Starts Battle With Consolidated

NEW YORK, Aug. 31.—The battle be-	ween Consolidated Radio Artists and
Charlie Barnet flared anew this week
when Barnet announced the disbanding of the
Pista Danceria here in what CBA
claimed was a violation of the master's
management contract with the agency.

Philby Country Club Finds Name Orks Good Investment

PHILADELPHIA, Aug. 31.—Philby Coun-
try Club, one of the leading clubs in the
area, has found that using name bands for
summer dances has been successful and
is planning to continue this practice for
the future.

Temple Fate

NEW YORK, Aug. 31.—Charlie Bar-
et, when he signed the contract with
CBA, did not know that his band, the Pista Danceria, start-
ing Friday, September 13, began to
tour the northwestern United States.

He was against opening that day,
and the Barnet forces claim that when the
Pista Danceria arrived at the hotel, the band
was taken off the bill.

The formal charges were filed against the band under the
name of Barnet's contract, and
the Barnet forces claim that "somebody is going to get a
snooping."
Miller, Weeks, Bob Crosby Grosses Varied in Michigan Dances

DETROIT, Aug. 31.—Three single-night bookings of name bands for the summer at the St. Regis Hotel Roof Terrace on Grand Lake, near Grand Rapids, Mich., have run well and furnished material to enable the hotel to add to a house record. Early season stand-by Bob Crosby did a fair $1,500. All dances of this type are booked at a standard rate of $1,000 a head.

Anone Weeks, according to Manager Alex C. Deman, Bopped to the tune of a mere $1,000. Glenn Miller followed it recently for one night, and drew $2,500, when the final tabulation was made up at Ramona nine years ago by Duke Ellington and his band.

One more name band has been booked for the roof. This is to be the Andy Kirk, who plays a Wednesday show, September 14. Between big names, the spot is open four nights a week with local bands.

Pitt. Bands' Radio Chances Looking Up

PITTSBURGH, Aug. 31.—Local 69 (APM) bands get their chance at local advertising. Alan Bower, APM radio manager, has announced plans that Homer, brothers were being booked for radio commercials.

Scheduled for WWWR regular spots are the Red Hot Rods, led by Robert King; the Earle, Bill LeRoy, Homer Ooshentish, and Fran Bleder. WJAS will have Benny Bandy and his band, and the Tony Truxell and other local orchestras playing in the morning time slots on this station.

WJAS will also broadcast sports events and local club activities from both the Cowtown and Washington clubs. In addition, both clubs will broadcast sports events and local club activities through their own regular promotions.

Midwestern Melange

RAY CARR Laboratory, Mayfair, Palmer House, Chicago, until December.... RAY CARR brings his ballroom into the Mayfair Laboratory, Chicago, until December.... RAY CARR brings his band into the Palmer House, Chicago, until December.... RAY CARR brings his band into the Palmer House, Chicago, until December....

JOHNNY KNOWLES, who has been causing a flutter of interest in music circles in Chicago, is now with the homes, and will be in the Palmer House, Chicago, until December....

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**LEADING MUSIC MACHINE RECORDS**

Recordings listed below are currently the biggest money-makers in automatic phonographies. Selections are the consummation of reports gathered each week by representatives of The Billboard for the Record Buying Guide feature that appears in Music Machine Section. Reports are assembled from at least four leading phonograph operators in each of the 20 most important phonograph operating cities in the country.

Number of weeks recordings have appeared in “Going Strong” is indicated in parentheses following titles in that section.

**GOING STRONG**

**THE BREEZE AND I.** (7th Week) Jimmy Dorsey, Charlie Barnet, Frankie Masters.

**SIERRA SUE.** (7th Week) Bing Crosby, Glenn Miller.

**I'LL NEVER SMILE AGAIN.** (6th Week) Tommy Dorsey.

**FOOLS RUSH IN.** (5th Week) Glenn Miller, Tommy Dorsey.

**PLAYMASTERS.** (4th Week) Glenn Miller, Dick Todd, Ink Spots.

**COMING UP**

**I'M NOBODY'S BABY.** Judy Garland, Tommy Tucker, Benny Goodman.

**WHEN THE SWALLOWS COME BACK TO CAPISTRANO.** (5th Week) Glenn Miller, Dick Todd, Ink Spots.

**WHISPERING GRASS.** Ink Spots.

**NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS**


**SONGS WITH MOST RADIO PLUGS**

Songs listed are those receiving 10 or more network plugs (WXY, WRAP, WARD) between 5 a.m. - 7 a.m. weekdays and 4 a.m. - 6 a.m. weekends. The following are the pacesitters in their respective networks in which they are being played. In parentheses are those listed on WOR, WNBR, WMCA and WHN. Plus (tuns) are those listed on all 10 networks. Records (music) listed are those “most played” in certain networks.

This compilation is based upon data supplied by Accurate Reporting Service.
Orchestra Routes

Following each listing there appears a symbol. Fill in the designation corresponding to the symbol when addressing organiza-

ABBRiEvATIONs:
a - auditorium;  b - ballroom;  c - cab;  cb - cabaret;  cc - country club;  h - hotel;  m - music hall;
nc - night club;  p - amusement park;  ro - road house;  re - restaurant;  sh - shaw;  - theater.

L

Ladd, Lew: (Eaton) Boston, b.
Law, Lyle: (Huntelaar) Seattle, b.
Lewis, Al: (Bristol) Chi, h.
Levine, Andy: (Waldorf-Astoria) New York, b.
Leroy, Jack: (Marine Auditorium) San Francisco, 0., b.
Lynn, Tex: (The Colony) Hollywood, b.
Lundgren, Tex: (Don Pasquale) New York, b.
MacDonald, Red: (Orchid) Seattle, b.
Mann, Frankie: (Baker's) Seattle, b.
Marlins, Joe: (Pine Tree) New York, b.
Masse, Bill: (Bel-Air) Chicago, b.
Medina, Emil: (Biltmore) New York, b.
Mendelsohn, Harry: (Herbert Barber) New York, b.
Menendez, Juan: (Chesapeake) New York, b.
Mewhinney, Larry: (Jenkins) New York, b.
Miles, Fred: (Eden) New York, b.
Middleton, Al: (Majestic) New York, b.
Miller, Joie: (Rosebud) New York, b.
Miller, Johnny: (State) New York, b.
Miller, Tom: (Rojas) New York, b.
Miller, William: (Duke) New York, b.
Mills, Jack: (Saratoga) New York, b.
Mills, Joe: (Saratoga Springs) New York, b.
Mills, Tom: (Colosseum) New York, b.
Milton, George: (Beauvoir) New York, b.
Minneapolis, Minn.
Missouri, Columbia.

Orchestra Routes must be received at the Cincinnati offices not later than Friday to insure publication.

Bands on Tour--Advance Dates

GEORGE O'LEEN: New Casino, Indianapolis, Ind., Sept. 3.
HENRY ROBERTS: Shubert Theatre, Newark, N. J., Sept. 6-8.
TED LEWIS: Meadow Acres Ballroom, Des Moines, Ia., Sept. 1.
CLAUDE HOPKINS: Lakeside Park, Bartonville, Ill., Sept. 7.
BILL ROBERTS: Broadmoor Hotel, Denver, Colo.
HENRY ROBERTS: Civic Auditorium, San Jose, Cal., Sept. 9.
DUKE ELLINGTON: Savoy Ballroom, Chicago, Oct. 11.

NOBLE, Ray: (Palmer House) Chi, b.
NORRIS, Don: (Paddock) Chicago, b.
O'BRYAN, Ralph: (Hollywood) Cleveland, O., 0.
OVANDON, George: (Bela's) Chicago, b.
OWENS, Jimmy: (Bay Shore Bowl) Point, N. Y.

PAUL, Al: (Log Cabin) Armonk, N. Y., ro.
PARKER, Benny: (New York) New York, b.
PARKER, Frank: (Waldorf-Astoria) New York, b.
PARKER, M. J.: (Pine Tree) New York, b.
PARKER, Paul: (Pine Tree) New York, b.
PARKER, Ray: (Pine Tree) New York, b.
PARKER, Tom: (Pine Tree) New York, b.
PARKER, William: (Pine Tree) New York, b.
PARKER, John: (Pine Tree) New York, b.
PARKER, Joe: (Pine Tree) New York, b.
PARKER, Jim: (Pine Tree) New York, b.
PARKER, Ben: (Pine Tree) New York, b.
PARKER, Bill: (Pine Tree) New York, b.
PARKER, Tony: (Pine Tree) New York, b.
PARKER, John: (Pine Tree) New York, b.
PARKER, Tom: (Pine Tree) New York, b.
PARKER, Bill: (Pine Tree) New York, b.
PARKER, John: (Pine Tree) New York, b.
PARKER, Tom: (Pine Tree) New York, b.
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PARKER, Tom: (Pine Tree) New York, b.
PARKER, Bill: (Pine Tree) New York, b.
PARKER, John: (Pine Tree) New York, b.

TROY, Bill: (Chesapeake) New York, b.
TROY, Tom: (Chesapeake) New York, b.
TROY, Bob: (Chesapeake) New York, b.
TROY, Jim: (Chesapeake) New York, b.
TROY, Jack: (Chesapeake) New York, b.
TROY, Lew: (Chesapeake) New York, b.
TROY, Mike: (Chesapeake) New York, b.
TROY, Ted: (Chesapeake) New York, b.
TROY, Bill: (Chesapeake) New York, b.
TROY, Joe: (Chesapeake) New York, b.
TROY, Tom: (Chesapeake) New York, b.
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TROY, Lew: (Chesapeake) New York, b.
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TROY, Ted: (Chesapeake) New York, b.
**Summer Theater Reviews**

**Open-Of-Town-Out**

"**Dollars and Horse Sense**"  
*(Lakewood Players)*  

A comedy by Philip Dunne, with music, lyrics, and book by Michael MacGibbon, Joyce Arling, Grant Mills, James Barrie, William F. Barron, Thomas Don Terry, Vincent Donohue, Owen Davis Jr., and others. Staged by Melville Burke.  

It is said that one movie company is seriously interested in Dollars and Horse Sense. You'll have to accept the shoe's current feeling that in that present form it's just about as interesting as a dream plot and intrigue, and yet it didn't last long enough to be burned. The story is not overburdened with good material, but it is saturated with the material it will have to add to make it a full evening's entertainment.

A comedy written by Henrik Ibsen, a veteran and respected horseman whose favorite is disqualified from a race claimed by the jockey in Buddy Denham's stable. Denham is in love with the jockey's fiancée, who is less daughter, Pat, who is growing up in Turkey, where she is sustained by two of the three judges. The protest on the track is barred from the track.

Savo, the central character, is a young man who enters the big time of the horse racing business for $30,000 and looks over the amount on his favorite to beat a horse who looks the part. His personal designs on Stanton, there is a natural friction between Stanton and Pat. Savo loses the race and the money.

In the depths of despair Stanton gets the chance to ride against him. The ending moves on to its Cinderella finish when Mrs. Coller comes in after a short intermission, and Savo wins the race and Pat.

"**Secret Weapons**"  
*Hershey Community Theater*  


There is a subject of fifty-column activities, Savoy's role in the FBI, which the audience can follow for a few weeks. The FBI is sustained by two of the three judges, and when Stanton protests he is barred from the race. The plot is overrun with material for a horse race, and at the moment of its climax, Savoy is disbarred from the race.

"**Junior Brings Home the Bacon**"  
*(Mount Gretna Summer Theater)*  

A comedy by Philip Dunning, with music and lyrics by Jack Yellen and Sam Coslow, adapted by Ralph Chambers, Ruth Holden, David Upson, David Turney Jr., and others. Staged by Melville Burke.

Savo, the central character, is a man wearing a mask of Sweeney's face. The audience is sustained by two of the three judges, and when Stanton protests he is barred from the race. The plot is overrun with material for a horse race, and at the moment of its climax, Savoy is disbarred from the race.

"**Bangtails**"  
*(Garden Pier Theater)*  

A comedy by Henry Mirkol and Roy Seidell, with music and lyrics by Edger Blaisdell. Set and costumes by Ralph Chambers, Ruth Holden, David Upson, David Turney Jr., and others. Staged by Melville Burke.

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"**Mum's the Word**"  
*(New England Playhouse)*  

A one-man musical revue, originated, written, and directed by Jimmy Savo.  

A comedy written by Henrik Ibsen, a veteran and respected horseman whose favorite is disqualified from a race claimed by the jockey in Buddy Denham's stable. Denham is in love with the jockey's fiancée, who is less daughter, Pat, who is growing up in Turkey, where she is sustained by two of the three judges. The protest on the track is barred from the track.

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"**Johnny-Belinda**"  
*(Garden Pier Theater)*  

A drama by Elmer Harris, presented by Fredrick Fonz, presented by Summer Theater Inc.; opened August 19 for one week.

"**Sweeney in the Trees**"  
*(Mount Gretna Summer Theater)*  

A comedy by Philip Dunning, with music and lyrics by Jack Yellen and Sam Coslow, adapted by Ralph Chambers, Ruth Holden, David Upson, David Turney Jr., and others. Staged by Melville Burke.

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Cowbarn Notes

End of Summer

All of the summer theaters in Southern Connecticut have shuttered their seasons with the exception of the Pinebrook Theater, Nichols, and Frank Quaint's Playhouse, New Milford, who will continue to operate into the fall. Pinebrook will call it a season this Saturday night with the last of the week's productions, the final performance of the "Romeo and Juliet" of Shakespeare. Be sure to make reservations now, as this is the last night of the week's program. The last performance at New Milford will be on Saturday night, with "The Taming of the Shrew". New Milford is operating on a three-production week. The last production of the season will be "The Comedy of Errors". The theater is owned and operated by Robert Goodwin.

Columbus Gets Guild Series

COLUMBUS, O., Aug. 31.—Columbus' first group of five subscription series of plays at the Community Theater ended Monday with the final performance of "The Voice in the Night". The series was sponsored by the Columbus Community Theater Guild. The series was a success, and the Guild will now begin planning their 1938 series.

COLUMBUS GETS GUILD SERIES

By Eugene Burr

In its September issue the American Mercury has one of the silliest articles this critic has ever read, not only on Shakespeare, but on Irish legends and literature. Written by Mr. John Healy, it is so farcical and absurd that to quote from it is really as bad as quoting from the Bible. Mr. Healy has been looking into the matter of the Macbeth legend, possibly because he thought he was going to discover something that Shakespeare might have used. He does not find it, for Shakespeare's Macbeth is the only one on record, so far as we know, and certainly not half as good as the folk legend. Mr. Healy claims that the real Macbeth story is more like the Irish legends, and he begins by saying that the story of the Macbeths is really Irish; that the legends of the Macbeths are really Irish; that the legends of the Macbeths are really Irish; that the legends of the Macbeths are really Irish. He goes on and on, and it is a pity that he doesn't try to prove it.

The first place, says Mr. Healy, very little is known about Shakespeare's Irish sources; the second place, says Mr. Healy, very little is known about Shakespeare's Irish sources; the third place, says Mr. Healy, very little is known about Shakespeare's Irish sources; the fourth place, says Mr. Healy, very little is known about Shakespeare's Irish sources. Mr. Healy also claims that the Macbeth story, in toto, is really Irish—an odd position, as worthless factually as, for example, the silly de Vere contention; and so far as Mr. Healy is concerned, as worthless as a dozen shillings in a basket of eggs.

Mr. Healy also cites what he calls Shakespeare's huge knowledge of Irish legend and history, convincingly suggesting that Shakespeare's reference to a song he called "Canino Custurame" really referred to Colleen Og Asthore Me, and claiming that there is the smallest city so far to have the Macbeth story. He says that the Macbeth story is the smallest city so far to have the Macbeth story; he says that the Macbeth story is the smallest city so far to have the Macbeth story; he says that the Macbeth story is the smallest city so far to have the Macbeth story; he says that the Macbeth story is the smallest city so far to have the Macbeth story.

Mr. Healy has never been to Ireland, as far as we know, and it is a pity that he doesn't try to prove it.

The American Mercury is one of the silliest and most shallow magazines that we know of in the world. It is a shame that such a magazine should be able to print such drivel as Mr. Healy's article. It is a shame that such a magazine should be able to print such drivel as Mr. Healy's article; it is a shame that such a magazine should be able to print such drivel as Mr. Healy's article; it is a shame that such a magazine should be able to print such drivel as Mr. Healy's article.

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Billroy's Season Good; Wehle Maps Plans for Big One

CINCINNATI, Aug. 31—Branded by many as "washed up" after deposing of his tent show to Gene Austin last season, Billroy Wehle, veteran circus operator, says he is looking forward to another good season this year. He is looking forward to another good season this year. He has been working on his show all during the summer and is planning to start his show in September.

Strange Places

CINCINNATI, Aug. 31—Small shows are skidding around in strange parts of the United States. The first small show in New England has been appearing in the middle of the country. The second small show, in New England, has been appearing in New York City.

One of the shows is a "satellite" show, which means that it is a small show that is traveling with a larger show. The other show is a "satellite" show, which means that it is a small show that is traveling with a larger show. The shows are both appearing in places where they would not normally be seen.

Terrell Plans New Unit; Warns on La. License Law

Terrell, veteran tent show operator, reports business good in Louisiana territory and is planning to launch a second canvas opera soon. He is also warning on the Louisiana license law, which he feels is unfair to operators.

Circus - Tent Show - Auto

Wehle, who this season has been operating a small show, scored another turn-away with the theater and the box office.

Columbus Gets Guild

COLUMBUS GETS GUILD (Continued from page 2)

M. S. Howard, President of the Columbus Guild, announced that the membership has increased to 500. The Guild is planning to hold a convention in September.

Rep Ripples

L. E. MCDONALD was forced to close recently with the famous Hamilton Comedians, due to an attack of the flu, and is now in Veterans' Hospital, Bay View, Wash. His replacement was George Wehle, who is a well-known performer.

George Wehle

The subscription plays announced for Portland for the week of September 9 to 15, are: The Cruise of the Carol, by A. E. van Vogt; and Three Menand a Caribbean, by C. L. W. Hensley, with Katherine Hepburn. Ernest Hemingway's The Fifth Column, with John Barrymore and Ethel Barrymore, will also be performed.

Palmer's Plans Changed

PORTLAND, Me., Aug. 31—Reopening of the Guy Palmeron's Palace at the end of September has been changed to September 2 to 9, while closing of the Whiting Park and the Club of Labor Day is now set for September 11.

Change of plans resulted from Arthur Palmer's engagement to Portland and Whalom. Timber and Ruth Chesterton were to alternate the two weeks at the two theaters. Latest word is that Palmeron will close Whiting Park and Chesterton will continue the Club of Labor Day and bring her to Portland.

Motion picture studios are keeping other members of the local business busy, with a rush of activity, the directors are making contracts to local theaters, and is asking for several important changes of conditions of booking and taking off shows and adding them to the list of films which can be shown.

Endurance Shows

S. F. Show Draws Is Good; End Near for Four Couples

San Francisco, Aug. 31—Now in its seventh weeks, the Derby show in National Hall has been experiencing steady crowds. The show is sponsored by the city and is being held on Sunday nights only from 8:00 to 10:00. The show features a variety of performers, including singers, dancers, and comedians. The show is expected to run until early September, with the final performance scheduled for the weekend of September 9.

George Walker, former contestant, is now working in the city as a stagehand.

Sachs, Cincinnati Office

Endurance show at the Salem, O., hospital, the kids continued home with their parents, and are doing well.

Detroit Stagehand Employment Is Up

DETOIT, Aug. 31—Local employment for stagehands is hitting a new peak, according to Ed King, business agent of the IATSE local, with several shows being built or playing currently.

Outstanding is the Nash Motor Show, opening at Cleveland with Del Delbridge's band for a six-week Coast-to-Coast tour, using three stagehands plus one motion picture projectionist.

Events Set for Pitt Arena Season

SALISBURY, N. C., Aug. 31—Paul Green Jr., 12, son of Playwright Paul Green, will produce an outdoor theater on Rollingstone Island near New Harbour, south of Wilmington, during the summer season.

The engagement is sponsored by the American Legion and is expected to be a success, with many of the state's best actors participating.

Harry's Winter Garden, for the use of union stagehands in the city, is now in operation, with six weeks of performances scheduled.

The Arena is scheduled for a week of performances, featuring a number of local performers and attractions.

Listening to the Cost of Living

The cost of living in the United States is rising, and it is important that we consider this factor when planning our financial affairs. By understanding the trends in the cost of living, we can make informed decisions that will help us maintain our standard of living. This is particularly important in today's economy, where inflation rates are rising and the cost of goods and services is increasing.

Post-Season Michigan Plans

CHICAGO, Aug. 31—George M. Goetz, who a decade ago was well known as a road show producer with Frank Garfias, is planning to open a new show this season. He is considering producing a musical comedy, and is looking for a suitable location for the show. He has been in contact with a number of theaters in the Midwest, and is considering a number of options for his production.

Hank Keene Tent Show

HANK KEENE Tent Show, which is getting good reviews in business in New England towns.

Original Showboat's Finale

CHARLESTOWN, Md., Aug. 31—The original floating theater, owned by Mrs. Nina Howard, winds up its season at this location and will be closed for the winter. The engagement was the first of its kind to visit the area, and the show is expected to be a success, with many of the state's best actors participating.

The show will be moved to Charles Town, W. Va., for its final performances, and is expected to be a success.

Critic

SALEM, N. C., Aug. 31—Paul Green Jr., 12, son of Playwright Paul Green, will produce an outdoor theater on Rollingstone Island near New Harbour, south of Wilmington, during the summer season.
Movies During Cocktail Hour
Increase Night Club Business

Floorshow at The Place in Greenwich Village augmented as new policy is inaugurated—operator gives ideas on
selection of film programs for spot

NEW YORK, Aug. 31.—Non-theatrical
part of Greenwich Village night club
business has been increasing at The
Place during cocktail hour. While increasing
already sizable share of the club business,
part of The Place's nightly entertainment actions of his audiences to select the
number of film showings, the spot
business is being augmented by two years of motion picture programs. Tardiniti has studied the re-
programs. For afternoon shows he is

Pa. Inspectors Prepared To Okehl
Screen for 15min.

PHILADELPHIA, Aug. 31.—Road-
showmen came one step further in achieving institutionality in the State
checkups. Changes have been made in the name bands and local
his department inspectors are prepared to do any routine
for the non-theatrical exhibition of films.
It was pointed out that under the fire
and building codes, where the changes that
project films in the State with- out
a department license. Roadshowmen
be able to make these changes when
or renting any location for
movies. It was pointed out that when
the place has been approved by
the proper State authorities.

Roadshowman Plans
Hotel Programs

SUFFERN, N. Y., Aug. 31.—Completing
his summer circuit in the Greater Coun-
try Club, David Golie, roadshowman, has been continuing his selective projection
of playing Florida hotels this win-
ter. A series of 15 minutes near the club. Golie built his program around 1000
pictures.

Among the angles worked at Deerkill
was that of using an organ before the
beginning of the show and before the
lights are turned off to get the people
there. A feature that was found so
available and permitted the selec-
tion of larger programs in the form monographed sheets were distrib-
uted before the screenings are started.

Local movies were also made and
were made up with the regular program. Kines-
were explained over a p.a. system. Sev-
eral shots "plays" were filmed with the comedy being recorded in large sizes when
movies were projected. Films made by amateurs are booked for a Monday night feature.
During the show, the weather
the movies were moved from the recreation center to
the swimming pool. A screen was placed
so that everyone there could see the pictures, and swimming pools were featured.

New and Recent Releases

(Running Times Are Approximate)

CHRISTOPHER, released by
16mm, Picture Company. Features
and Horse Show. California Man and
Deals with the detection of foreign
pictures and Fifth Column by
the enemy agent - espionage story. Scientific methods of
the Cipher
70 minutes.

ADVENTURES OF CHICO, released by
Pictorial Films, Inc. Directed by
and the idea of friendship between
a young Mexican boy and the
running circus chimp, known as
the panther (comrade). Almost all of
the photography of the animal

OUT-OF-TOWN OPENINGS

(Continued from opposite page) while it was able to move a display with the
motion pictures in the State. It was also
the Studio of the film, which made it worth
on the Broadway boards. It's a moving
of the street cars.

600-foot screen, which is hidden behind a
non-theatrical exhibition of films.
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of the street cars.
NOTE—Mail held at the various offices of The Billboard is classified under their respective heads—Cincinnati Office, New York Office, Chicago Office, St. Louis Office. Requests to receive the Cincinnati office by Friday morning (early) and in New York, Chicago and St. Louis by Monday morning. The names of those concerned will be repeated in the following issue.
FROM OUT FRONT

(Continued from page 23)

and Irish experiences of a company headed by Mrs. Pat Campbell—failing to reach the Irish. Its quite possible that an Irish company might possibly like her. He also mentions as "proof" the fact that the Irish actress, Maureen O'Sullivan, could possibly like her. But he does not mention that she is the type of actor that is truly amazing. In view of Irish reactions generally, one can only conclude from this that there is definitely something in Ireland that makes the Irish company capable of responding in this way.

Mr. Healy also mentions that in the plays only one scene is laid in Ireland and that the only Irish character is explicitly mentioned—advancing this as proof that Shakespeare was trying to prove his own nationality! As a matter of fact, with Ireland a highly picturesque in those days (in what days isn't it one?), and with Shakespeare turning out plays for the popular stage and strenuously trying to avoid anything like a controversial question, the scarcity of things Irish is only matter of fact, that why should there be any question as to whether Ireland is mentioned anywhere in the plays?

Irish, one of the Irishman specifically mentioned in the plays—is drunk.

BUT

But Mr. Healy's high point is his argument that Hamlet is really an Irish play—a somewhat startling theory, based on three major points, viz.: 1. the Irish see their own characteristics in the play, 2. the play's text includes the words "by St. Pat's"—the Irish equivalent of "by St. John's"—and 3. the fact that Shakespeare himself had a vague notion of Ireland, according to Mr. Healy, is peculiarly Irish, and that the original source of these references to Ireland in the play is an Irishman. On the first point, it would be difficult to find a nation that failed to see itself in any of Shakespeare's plays. It's a measure of the power of the developing influence of Ireland on the world today that the second point may be true, but while it seems both doubtful and unimportant. As for the third, Mr. Healy calls Hamlet an Irish legend, believing that he is more than a vague reference in the entire field of Shakespearean literature and a far-fetched yarn current today by Irish story tellers. There is no evidence that Shakespeare was an Irishman—his Irishness is a question, not a fact. There is no evidence that Shakespeare was an Irishman—his Irishness is a question, not a fact. The second point is that this source of Hamlet's source is cited as the tailoring trade written into the play. These include Hambright's "suit of solemn black" and the admission to the players not to open his play in London or the other places where it was read by Hamlet at all, but by Polonius, who was not a tailor even in Mr. Healy's time.

But with Mr. Healy's last argument this column is in agreement. That Shakespeare had the blood of the Celt in him, he says, is shown by his "exuberance, his Irish wit, his Irish pride and his Irish sense of humor." There is no evidence that Shakespeare was an Irishman, but Mr. Healy's argument that he was an Irishman is at least as strong as that of any other who has been called Irish, had Irish or Scottish or Welsh blood deep in his being. This, more than all of Mr. Healy's arguments, is a prove that Shakespeare was Irish.

Thru the sort of "proof" advanced by Mr. Healy you could "prove" that Dashiell and Thoms Ather were Irish.
NEW BEDFORD, Mass. Aug. 31.—Bring it on, you Pressman, that's the annual Kiwanis Circus, sponsored by the Kiwanis Club of New Bedford, will be in Boston, Saturday night. Despite unseasonal cold weather, the show will be given at Sol-E-Mar Hospital for Crippled Children, under canvas. On Friday morning a performance was given at Providence, R. I., at Sargent Park, owned by the Kiwanis Club. Grandstands 4,000 and the show will be given at the fair, thus eliminating half a dozen or more places in the South where the fair has never been in the history of the show.

The Program

Program—It's a crumbling act by Mary Tyler's clowns, including Taylor, Rube Simonds, Louis Pickor, and Marcel Sognini. The Skating Worldrider, roller quartette, worked on a stage in front of the band, and the Two Monarches, on high rings, followed.

The Two Jacks worked the center ring with a perch act, while on the center trapeze appeared Larry Billies with Bumpay Anthony on pyramid tables. The Fat Cats roasted a live chicken, the bear and tramp, and rings and worked on rings for 40 feet with a perch act. The apple ring, Patty Carter did an upside-down walk, blindfolded, gummy act with bowler, was no walkaway. Clowns returned for a boxing hit in center ring, worked in the colored finned Vocal, flying turn, to the left of the ring. The Red and White Horse high ring 12 feet up. Program closed with Anode Nelsons' Vagabond Elephants. Entire show was booked through Al Martin's office in Boston. There was a band of 16 pieces.

Rides for Let

V.Rides, Inc., had four rides on the lot, a big El Wheel, Chinapole, Carousel, and Kiddie ride. Equipment was clean and brightly painted. Mowells, glad blowers, worked the show in concession and on rides.

On Friday morning a performance was given for children of the New Bedford Schools. Children, Ade Nelson's clowns, Taylor's clowns, Bumpay Anthony, the Whirlwind and Leo Manning, of the Pollock Bros. and Harry Zimmerman, introduced the act on the side show. There was a popcorn, peanuts, and balloons were dispensed.

Show was held over Monday night for a big fireworks display. Big show was sponsored by Arthur Brunner.

Program Note

NEW YORK, Aug. 31.—It's Benedict Fair in New York, and a fine change of pace, for any lover of the music of the circus ring, to go to the circus parlors and listen to Richard S. Stebbins, foreman of the house which publishes the Ringling souvenir program books. The Buffalo Evening News, the Fort Darling (Me.) girl week and Wednesday afternoons affair this winter, to New York the couple departed on a honeymoon, Norfolk Springs, and are reported to be good and prospects favor-
ROCHELLE, Ill., Aug. 31.-P. M. Sillitoe, of this town, reported that the C.W. Wood Co.'s Circus at Galesburg, Ill., night of August 22.

L. F. Pitzer, of Abingdon, Ill., will be sold in Abingdon, Va., for information call L. F. Pitzer.

The Billboard 29
Circus Saints
And Sinners' Club
By Fred P. Pitzer (National Secretary)

NEW YORK, Aug. 31.-The current issue of The Billboard, and the one that has made a name for itself on the press circuit, is coming to you with a bang. It has been the talk of the town, and all the local and national newspapers have been talking about it.

The cover of the issue is from the pen of Eckert Goodman and covers the whole story of the Circus Saints and Sinners' Club. The committee of the Dexter Fellows Tent is planning something interesting. However, the committee is not sure if the audience will like it.

The committee is planning a meeting in New York City October 18-19. All of the southern tents are making preparations. The committee is planning something interesting, and the committee is planning something interesting. However, the committee is not sure if the audience will like it.

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BOB FISHER'S FEARSOME FLYERS World Renowned Flying Act


The Billboard

Under the Marquee

Communications to 25-27 Opera Place, Cincinnati, O. 30 September 7, 1940

J. S. KEITCEFICHL joined Lewis Bros. Circus at Lombard, Ill., August 17.

WILLIAM KEMPSSMIT, clown, is with Mills Bros. Circus.

JOE STRICK, after nine seasons as a regular, has been transferred to the home circus in Brockton, Mass.

RINGLING-BARNUM circus will play Tulsa, Okla., September 18, two days after closing the Dallas Fair. As long as a man keeps his interest in the circus, there will be no cutting corners and will travel far to see me, still playing at the age of 75 years. The explanation, it may be stated that the contract was signed when the Old Model T, recently, and L. A. Rees, of Los Angeles, left for La Grande, 85 miles, to take in the Cole Bros. Circus.

ROBERT D. GOOD has sold his half-interest in the old Barnum & Bailey Two Hemipotes band wagon to L. A. Wagner, manager of the Des Moines Union Railway Company and past president of the C & NW. The model, which Good made about eight years ago, has genuine gold leaf figures and scrolls and the name of the circus and a 14-piece band. Wagner is the guiding spirit of the new C & NW and two hemipotes wagon from a barnyard animal which has a permanent building on the State Fair circuit and is now building a permanent home. Joe Mavity, Chicago, has the original, as well as what is perhaps the best model of any circus." The circus is known in the territory as the historic parade wagon. A cut of this wagon was used on the stationary of the C & NW Builders and Owners'd Association.

Dressing Room Gossip

COLE BROS.—After searching for the past three weeks, Harriet Weber finally located her copy of the Billboard. She offers the saddest news of the week. Four of the eleven boys vaing a sweet. Roy Ochsi, the property department, Ken Maynard's Wild West show, has been cut down to the property department. The usual seven girls were not available because of the addition of Eddie Robinson, trick rider, who is now building a small tender of his own, with his own troupe, and the road rider. At Lewiston, Idaho, a special was run to the Basin, and the Big Andor Circus. They were here the day before and stayed over the last two nights. The main change in the Circus was the purchase of a new special from the Olsen property department. They will make a beautiful and complete show when repaired. The circus is not making any large changes this year. The Fair will probably play fairs as a free act next season, with some added animal acts.

BE INTERESTED in the circus and vaudeville fields is a young man who is planning a new act. He recently was with The Oregonian. His name is Howard M. Miller, 34 years old, of Seattle, Wash. He is without a circus, but plans to put on a grand circus.
Rinks and Skaters

By CLAUDE R. ELLIS

Rings In Mass. Run Up To 206s

WORCESTER, Mass., Aug. 31.—Leo Doye, proprietor of Ritchie Roller Rink, Springfield, Mass., and Babe's Beach Rink, a summer establishment at Southwick, Mass., announced expenditure of $60,000 for alterations on a building to be used as a roller rink and to open here on September 5. It is located in the State Park area.

Rink is 228 feet long and has an 18-inch rink strip plus four 18-inch double-insulated soundproof maple floor and 12-inch maple wagon wheel rink. Attention will be given to skating dance and figure skating, with inter-city dance contests with the Springfield rink planned, said Manager Doye. He has operated rinks since 1931 and has held dance contests for the past eight years. His association with skating has covered 25 years as rink manager, speed skater and appearances in vaudeville.

All Five In Salt Lake City Open Thru Hottest Summer

SALT LAKE CITY, Aug. 16—All five of the city's roller skating rinks have been open all summer. This is exception, as last year several closed during July. This summer has been hottest in history, one day breaking record of 85 air conditioning and fans have been utilized.

Manager of Woolley's Rink, who has had a guest Ralph, wo broublesome at the Rink, said that all of the rinks in the city are open for the winter on September 18, and that three of the five have been open all summer. This is exception, as last year several closed during July.

The ordinance, which has been labeled as discriminatory, further provides that no liquor may be sold or tolerated on the street or in the air. They are not quite as important in the situation as certain theater chains and exhibitors who control about 40 local -are by no means the only offenders. They are not quite as important in the situation is only managing CBA, which, after all, is only managing the band. Barnet is still alleged to be indebted to the agency to the tune of $6,000, and Barnet said that CRA intends to protect its equity in the baton wielder.

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**Rain Slashes Gate Total**

**CNE Is 40,000 Off; Froxeland In 4-Year Top**

**TORONTO, Aug. 31.—War conditions and the weather were responsible for a 40,000 attendance at the Agricultural Show on the first five days at the Canadian National Exhibition here. The 11-day show, which opened with a massive parade on Aug. 23 and Saturday, 27,334 attended, showed the only increase so far with 21,400 more than on the day last year.**

What should topple the total taken by the old museum on the same date in 1929, "General Manager E. W. Hugh granted the show a small profit. On only three days did attendance exceed that of the corresponding days last year at a show on each day dropped.**

**Downpour Cuts Profits In Wis.**

**MILWAUKEE, Aug. 31.—Plagued by rain and cold, the 80th Wisconsin State Fair, which opened last Saturday with a total attendance of 1,301,053 out of 5,663,017 last year, was one of the costliest in the past 25 years. Manager W. M. Pressly, reported Sunday night.**

M. J. Gordon Floyd, Howard McGravy and D. C. Todd, appeared before the grandstand crowd on the last day of the show. Calvin, the Hitman, President of the grandstand group, presented an attractive show in front of the stand.**

**Kountztown Big Success**

**KOUNTZTOWN, Pa., Aug. 31.—President Worth A. Dries and Kountztown Fair, Aug. 19-24, was the best in 10 years with attendance almost double that of previous year. He gave much credit to the grandstand show and midway. For the first time a unit, including both exhibits, was presented before the grandstand, which was equipped with new electric equipment, the Maine Hall Revue with Victor Brown, with special scenery and lighting effects and under direction of James F. Victor, Lawrence Greatser Shows, he said, were modern and satisfying.**

**Hirsch Is Honored by FFA**

**SHREVEPORT, La., Aug. 31.—W. R. Hirsch, secretary-manager of Louisiana State Fair here, was honored by Louisiana Chapter, Farmers and Ranchers of America, which conferred upon him the honorary degree of "Louisiana Farmer" at a ceremony in Pollack, La. The honor was in recognition of his work in development of farming resources.**

**Needling the Fairs**

**FLORENCE, S. C.—Pee Dee Fair Association, Florence, S. C., has a new Secretary of State with authorized capital of $1,500. Officers are H. E. McElhinney, president; F. H. Young, vice-president; William B. Douglas, secretary, and Newton Brown, treasurer.**

**Spartanburg Data Is Asked**

**SPARTANBURG, S. C., Aug. 31.—A group of officials of the Spartanburg County Fair Association, including Walter S. Montgomery, J. Gordon Floyd, Howard McGrawy and D. C. Todd, appeared before the grandstand crowd on the last day of the show. Calvin, the Hitman, President of the grandstand group, presented an attractive show in front of the stand.**

**Hamid Bill Fills Out Fair Dates Set in Erie Stadium**

**ERIE, Pa., Aug. 31.—Hundreds were turned away from Academy High School Stadium here on the night of Aug. 29, when President George Hamid of Tri-City Fair, because the stadium concession gave a 15-minute grace period to allow fireworks and concessions along the Grandstand, was forced to cancel the show.**

On the same day the Broadways opened two tented shows. One was the St. Louis Fireworks Company; Al Perkell, clown; Reg Kehoe's Marimba Queens; Doris Reed, of Chicago Opera Company; Ruby and Her Pal, dog act; and Jacksonville's Aces, boxer. The other was the St. Louis Novelty Company, with the Roxyettes, and the Hammers, who due to late arrival of some scenery and stage equipment.

**RUSHCOTT, Pa., Aug. 31.—Attendance at the 90th annual Ohio State Fair here, August 24-31, was slightly higher than last year. Grosses on the first three afternoons and running of even more rain in the coming days, will be highest in the past ten years. Including Thoroughbred Day, August 27, and a reported gross of over $70,000.**

At the close of Wednesday business there was $253,000 in the till with about $13,000 outstanding. Secretary A. S. Corey figured operating expenses would run close to $86,000. On the last two days last year the totals were $213,000, compared with $232,472 at the same time last year.**

5-Day Columbus Gate Nudges '39, Washouts Hit Grandstand at Des Moines

**COLUMBUS, O., Aug. 31.—Attendance on the 90th annual Ohio State Fair here, August 24-31, was slightly higher than last year, with a reported gross of over $70,000. On the last two days last year the totals were $213,000, compared with $232,472 at the same time last year.**

Manager Kinnan, with the sanction of State Director of Agriculture John L. Brown, opened closed two tented Penny Arcades on the midway, stream-varied as the Ohio State Fair's Pleasure Plaza, on the claim that they "exhibited" (See GATE IN COLUMBUS on page 34)
**Sedalia's Total Off; FL Shows Score 10% Gain**

**SADINAW, Mo., Aug. 31.—**Sedgwick County Fair-Michigan Farm Products Show, 27th annual, September 8-14. Officers: John C. Klippel, president; Frank H. Baker, vice-president; W. W. Kricher, treasurer; Ralph Clark, secretary. 

**Admissions:** General, 50 cents; children, 25 cents; box seats, 75 cents; grandstand, 60 cents; night grandstand, 50 and 75 cents.


**TRENTON, Tenn.—** Gibson County Fair, August 21-23. Admissions: 10 cents; Saturday, 25 cents. Attractions: Grandstand, rodeo, Midway: Rodeo, Fairly & Little Shows, Del Lang Fannous Shows.

**118-Year Record Set in O.**

**JEFFERSON, O., Aug. 31—**Drawing attention to this year’s annual Ascension County Fair here on August 13-16 broke all attendance records in 1924 when the cream was almost $3.50.

**Fairly & Little Shows’ bad start was due to an early exposure of the country the night before the opening. The show was closed for three days and the midway gross exceeded that of 1939 by about 10 per cent. Noble C. Page, who died on August 23, is survived by his widow, Mrs. P. Shaw, and the two sons of the late John Shaw of the exchange.

**DETROIT, Aug. 31.—**Detroit’s own State Fair here on August 13-16 broke all attendance records in 1939 when the cream was almost $3.50. The Midway was a success.

**Was too cool for record crowds, altho Shaw saw to the ‘front end.” Secretary mid- way gross exceeded that of 1939 by about 10 per cent. Noble C. Page, who died on August 23, is survived by his widow, Mrs. P. Shaw, and the two sons of the late John Shaw of the exchange.

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**Attended Big at Red Lion**

**RED LION, Pa., Aug. 31.—**Second annual Big Red Lion Show here on August 25-27, marked Red Lion Gala Week Fair historical punch. 

**Forsen—**LOU ANN, Okla., Aug. 31.—**State Fair board authorized General Manager Walter M. Foreman to sign up Solon Conner Curton and her diverging horse as a free attraction. 

**Time available—**Rider C. J. George, manager of the S. C. D. Lincoln, term expiring in December, 1941. Mr. George, president of the National Bank here, fills vacancy caused by resigna-

**Tulsa Books Midway Act**

**TULSA, Okla., Aug. 31—**Tulsa State Fair board authorized General Manager Walter M. Foreman to sign up for the following acts of Solon Conner Curton and her diverging horse as a free attraction. 

**“Weed” Prices on Upgrade**

**GOLDENSO, N. C., Aug. 31.—**A banner fall season is foreseen by Secretary C. J. Denson. Mr. Denson has given the following acts of Solon Conner Curton and her diverging horse for the following acts: 

**World's Highest Aerial Act**

**ATTENDANCE BIG AT RED LION**

**New Conn. Annual Sets Bill**

**STAFFORD SPRINGS, Conn., Aug. 31.—**Stafford Springs State Fair, held here on August 17-21, marked a new record for that show with $5,870,000. 

**FIBER’S FEARLESS FLYERS World Renewed Flying Act**

**Syracuse Opens To Better Count**

**STRAUGUS, N. Y., Aug. 31.—**Alto attend-

**TOURS**

**SOME OPEN TIME LEFT.**

**INFORMATION**

**HIGHEST PAUNITY**

**INFORMATION**

**INFORMATION**

**INFORMATION**

**INFORMATION**

**ACCOUNT OF DISAPPOINTMENT**

**JAYDEE THE GREAT**

**Hig Thraco Act—Available after Sept. 12th for Fairs or Carnival—Balance of Season. This is positively highest and only act of its type (hanging horse). Ringing 100 ft. night performance. 

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Minn. Held Back 5 Days by Rain

ST. PAUL, Aug. 31—It took five days for Minnesota State Fair, August 24-Sept. 1, to get going smoothly. Heavy rains on the first three days, the fourth day the weather was sunny but on the sixth day, Thursday, the sun shone. The weather cleared Thursday night, the fair was in normal tempers. Thursday was the first day in 1940 that attendance, after a corresponding 1939 day, with 61,183 as compared with 64,420.

Despite pea-soup rain and cold, the Wild West Round-Up was well received on opening day, Thursday. The State Fair Review, Barnes-Curtiss night production, continued the grandstand crowds with exception of its premier, which Monday was postponed until Friday. Thrill Day on Friday was a mass parade which included 10,000 costumed folk, Jimmy Lynch and his Death Drivers; Bel- den, The Stuttering Man; Charles Zauda, bat-wig flier, and other thrillers. Auto races inaugurated the last track on Saturday, with another bill to come on Monday. Harness program was washed out.

Officials were amazed at the way attendance held up during the siege of cold rain. Turnstile readings for the six days totaled 291,440 as compared with 383,333, a drop of 90,912. Total attendance in 1939 was 706,619, an all-time record. Officials were amazed at the way attendance held up during the siege of cold rain. Turnstile readings for the six days totaled 291,440 as compared with 383,333, a drop of 90,912. Total attendance in 1939 was 706,619, an all-time record.

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Ride business in Ramona Park on Reed's and Hugh Ballantine. Jennie Magruder, Hank Hill and Joyce business.

and concessionaires report satisfactory the company's interests here. Many con-


On Week

Redondo Beach


Extensive plans for new attractions and picnics. result in 1937, and 50,000 annually. As a result, business has increased, according to Manager Earl


It has consistently drawn packed


Cleveland Zoo to Museum


CLEVELAND, Ohio, Aug. 31.-Operation of Brookside Zoo here, under super-


New Orleans, Aug. 31.-After wet and cold weather during most of June and July, after a period of good con-


Policy of AC Convention Hall May Be Given Switch


ATLANTIC CITY, Aug. 31.-After the


“Goin' Back to the Fifties” of September, with picnics booked on


One of the signs that the subject may be revised is a statement by John Hert- the convention Hall officials close to the mayor's department. As of May 16, 1940, Atlantic


One thing that is certain is that the beach park, in addition to free admission, has been built up by a Jitterbug Revue stellar, and (3) combination of new rides -attrac-


There is also an unpedigreed hill event. Atlantic City Convention Hall will be on September 15. Another solid season of


Tropical City, Mich., Aug. 31.-Welsh Park here, bought last fall by Stanton Welsh, has increased business, rides were popular


policy had been made, there was a ten-day -event with all receipts to the musicians' local union


For 10 days of September, with picnics booked on


Chadwick, penny pitch; Theophilice and Susalla,


PGM.-In co-operation with the press and sev-


The 1940 season has been built upon the strength of these three features, free admission, free bathing, and free dancing in the


Michigan Spots Overcoming Bad June; Smaller Ones Still Down


BAY CITY, Mich., Aug. 31.—Pick-up operation is


posts on which is imprinted a


Cletus Griffith, Hazel Sullivan and


policy of turning over the entire


boy, Cletus Griffith, Hazel Sullivan and Mary Mooney, headwaiter; Grace Keyes, Gladys Goebel,


The Tivoli Gardens was bought on a spec-


business, rides were popular


HARRY J. BATT, general manager for


This summer has brought additional business to the park, with picnics booked on September 15. Another solid season of


of picture shows, radio, and mu-


about the park, with picnics booked on September 15. Another solid season of


attractive to the park. The management is working on a program of tight picnics, and


William M. Burgunder, Tom Howard,


Clyde Burlingame, manager; W. H. Bor-


policy of turning over the entire


policy and financing bathhouse and bathing


Douglas Haskell, electrician; Hazel Sullivan, chief electrician.


Ac claiming lake Michigan and10 miles


Riding to Promotional Climax


DENVER, Aug. 31.—Encouraged by in-


planned on Phoenix after the meeting.


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New York World's Fair does keep in touch. At the state pavilion, William Barbour, State Committeeman for New Jersey, is striving for the greatest of all. In the state's Largest building, at a cost of $11,000, including U. S. Senator Warren G. Harding, is the representative of the American Recreational Equipment Association. It is in the midst of a conference, according to reports from two visiting observers, of the fair.

On the roadway.

The writer and Margaret Cliffe, artists, are looking forward to 1941. The Club expects to devote much time to displays every night of Labor Day weekend. By NORMAN MODELL

Margaret Cliffe, artist, at the New York World's Fair, reports that the fair has been an inspiration to all the artists who have gone there from the States, some of them only by sight. Last month, the fair was in its full swing of the season, and it is claiming much attention despite the fact that for a couple of weeks the fate of the fair was in doubt. The project may be tried in other parts of the country.

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**The Pool Whirl**

**By N. A. T. TOR**

(All Communications to N. A. T.; Care New York Office, The Billboard)

Uncovering New Talent

Aegrography is reporting a recent blustert concerning the pitiful situation in high-diving profession, many being forced into stable that was not meeting the column's standard, others jeering at the marriage. This week, we refer to the story of a man telling us, "Don't give me nothin' but divorce!"—that divorce didn't interest him, he wasn't interested. But, but the other side was suggested, but that newcomers, who are considered better, were not offered the chance at first instead of encouraged. Mebbe so, but I repeat that many selfsame old-timers with much stronger high-diving and it must be done fast or there won't be any high-diving.

As to price-cutting complaints, I don't think the situation is quite as bad as it's been made. Many vet water performers are going around just to keep afloat and not another hovering the salary. To be sure, that is a condition that must be remedied—but it's no reason for any modernization. It's a glaring reason in favor of modernization.

New faces are sorely needed in high-diving and related professions, though, so much needed. So many important, so are new acts. And, most likely, the only one in the world doing the situation with summer hotels or resorts, related to this. It is a situation that we are merely passing along info given to us in the last few weeks by Edward L. Schott, of Cincinnati's Coney Island, and my informant also claims that he is the only one in the world doing the situation with summer hotels or resorts, related to this.

Last week in Chicago, this pillar was called a newcomer, who is said to have just the streamlined rigging and removal, was Billy Outen, who works out of Hollywood.

Two or three old-timers said that I was lighted routines. They did not believe the new acts, and they have been. The New and Frank Cushing.

Whoever saw the show of the new acts, was Harlem's Lido plunge, which turned out to be a success, 25,000 crowding it necessary for patrons to walk thru the crowd to get to the entrance. The Nixon would become a reality next season, according to the Board of Trustees, under the Boardwalk connecting them, with the new baby elephant recently purchased for Forest Park Zoo here on August 23. The Nixon would become a reality next season, according to the Board of Trustees.

The 30th annual baby parade on August 25, will continue the Walk to the Wavey.

**Agricultural Situation**

**By M. H. ORODENKER**

It is generally believed business will improve during the Fourth of July week, as the majority of hotels and Boardwalk attractions will come into session. The Hunt's Ocean Pier lighting up for weekend, seems an important design on boost September business.

Long-anticipated news to add the Nixon and Jung's Coney Island Pier, a bun in the oven under the Boardwalk connecting them, has been reality new in town, according to Coney Hunt and Bill Gerst, operating the pier. They claim that more attractions and thrill acts will be added to already existing amusements. The Nixon will be used for show stages, being equipped for live performances by Tommy Reynolds' Orchestra. The Hunt's Ballyroom to be converted into a theater, with the Boardwalk at a cost of $150,000, to be added at end of the pier, making it necessary for patrons to walk thru the crowd to get to the entrance. The Nixon will become a reality next season, according to the Board of Trustees, under the Boardwalk connecting them.

The 30th annual baby parade on August 25, will continue the Walk to the Wavey.

**Wildwood, N. J.**

By Clem White

It is no longer news that weather has been terrible for outdoor swimming, especially considering that one of 10-day hot spell, commercial pools, and faith, is something wrong. Many close down the season and will have no red pages in the ledger. First Northerner this season was Harlen's Lido plunge, which turned the catch from the Boardwalk and the bungalow is scheduled. Manager Booth claimed he just could not see where to go in the movie business and so much against him.

Although this is fortunate in having Hunting Woods, in which the zoo is located, the new baby elephant recently purchased for Forest Park Zoo here on August 23. The Nixon would become a reality next season, according to the Board of Trustees.

An indication of improved business conditions was seen in announcement of the 1939 levy. Although, the situation is still not the same as 1939. Admission was 80 cents. Eileen Mossner, president of the Zoo, will be the Miss America Beauty Contest carried out by Eastern New York, 3 per cent increase; Northern Illinois, 6.2 per cent increase; Northwestern Pennsylvania, 4 per cent increase.

Weather was reported sporting, with many people taking advantage of court and unfavorable conditions in insurmountable. It is expected that the contest for Miss America will be won by a Miss America. Admission was 80 cents. Eileen Mossner, president of the Zoo, will be the Miss America Beauty Contest carried out by Eastern New York, 3 per cent increase; Northern Illinois, 6.2 per cent increase; Northwestern Pennsylvania, 4 per cent increase.

**Atlantic City**

By M. H. ORODENKER

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The Great; manager, Mrs. Peden; front, Bob Lee; of 22 shows. in four years, despite slipping attend-
ance was down, spending was in-
crease.
reason is a mystery but his partner, "Senator," will not deny that Doc is haunting the
search of a publisher.

Pennsyl

Froel

Early Midway Record

The spec. The Cradle of the Empire with a cast of 1,800, pays tribute to the might of the British nation. The growth of British sea power from the
naval point of view will be
provided.

Wash

Richmond, Ont.—The 99th annual rich
Fair, August 22-24, was re-
Gambling with high go-
and Secretary-Manager H. H. McLroy, presi-
ship of the fair, was sup-

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The trend was to the
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Tip Top's Benefit Show Is Successful

FOUNTAIN GREEN, Utah, Aug. 31.—Tip Top Shows' benefit performance for and Willie Lewis, legal adjuster, came in here last week from Danville, Va., where Marks, owner of shows bearing his name, in the Follies Top while shows were here the Pacific Coast Showmen's Association Tip Top's Benefit

buildings for show property and per-

of cabins, a recreation center, and other

moderate the shows' equipment and ani-

brick buildings large enough to accom-

City Hall.

deal for new winter quarters. New 10-

Jackson, Curly Campbell, Teddy Wil-

20. The show lost his side-show equipment when fire broke out in his wagon. He had lost some new tent and ban-

from Kansas City, Mo., and show op-

Sam Woz, artist agent, got a good break in local papers with pictures during the show. Brownie Rogers and Dot Wenzel left the Midway on the 15th and went to Chicago. G. J. Seddimy, of Amusement Corporation of America, and Mr. and Mrs. Hubert Gross-

spent several days with the show, Mrs.

Lohmoh, wife of the manager, also,

visited for several days.

M. W. Jenkins, of Kansas State Free Fair, was forced to cut his visit short when he received word shortly after his arrival that his daughter died in an accident and that his daughter's dog, his show rental operator, was on the grounds when shows arrived and visited with the family. Of course, they hadn't seen each other for 15 years. Other members of the show were: Mrs. P. E. Grinnell and Mrs. Charlie Fite, who are stationed with the show.

Hugo Zacchini following a reorganiza-

tion, and all parts coming in contact

with their sleeping tops, bedrolls, camp

ings shall not be larger than 18 inches

wide, and only two serving windows will

AMONG attractions on L. J. Heth Sho-

Fla. Frozen Dessert Law Regulations Are Explained

GAINESVILLE, Fla., Aug. 31.—John M. Anderson, state inspector, reported that the department of agriculture of the state is calling the attention of concessionaires to the Frozen Dessert Law, which was passed at Tallahassee, Fla., on December 22, 1939. Regulations for the manufacture of ice cream on trucks or other traveling units provided for by the law, can be manufactured and dispensed only at proper termi-

can be purchased from a licensed wholesale freezer and from the manufacturer.

Ice cream mix must be purchased from a

licensed wholesale freezer and from the manufacturer.

The law, however, does not prohibit

freed and animals. All vehicles, stands,

serving open-air stands, must be equipped

with a 20-gallon capacity, shall be installed

suitable heating facilities, and after the

mixture has been thoroughly mixed and

stirred with steam at a temperature of 100

degrees, the mixture shall be allowed to

cool for 10 minutes. The law, however, does

not prohibit any other process of sanita-

tion which has been demonstrated as of

bed good efficiency to start an open-air

rummy game. By 9 p.m. the ballyhoo of

the rummy players again picked the lot

with numbers and Sherry. But still the show train hadn't arrived.

The train arrived early morning

and due to its late arrival the houses

were all jammed and the ticket seller

sold free to the lot on opening night, but

the show train was held good from then on. Night found the lot with their seats

spenders. Tuesday the midway opened

and Henderson promptly arrived with

the gate boxes to clean them. Sur-

 face of the unit after setting-up

shows are these six dancers with

Jump from Billings, Mont., was made

arrived. Supper time sent the spectators

But up till then the show train hadn't

it was an animal cage.

 became effective immediately. Mrs. Eliz Zacchini will be general man-

ager, while Robert (Bob) White Jr. was appointed as representative.

Carl B. Bartels, secretary, was reappointed to that position. John H. Seddel, director, has been retained in that ca-

RICHMOND, Va., Aug. 31.—John H.

H. Sedlemayr, of Amusement Corporation

Oklahoma State Free Fair; P. T. Strieder,

Tampa Fair, and Charles Yule, Art Mc-

ao, and H. Jamison, of Calgary, Ont.

Planning Circus

For December 19, 1934, and the same setting

incepted after a disastrous

streamer's help was kept at the

venient after a disastrous

April 11, the show train had arrived.

Barham Is Made Secretary Of Fairly & Little Shows

ST. LOUIS, Aug. 31.—Bruce Barham has taken over the post of secretary-

mayors. He will be as-

several shows. Mrs. Marie Jones, glass house operator, returned to the shows, and together with her husband, Phil Little, visited her home in Richmond, Ind.

Full Little was for about two weeks

midway of the Sedalia midway, as his

five restaurants and cafeterias kept him busy between the shows. John H. H. Sedlemayr, Menno W. Schaad, Des Moines, and Minnesota State Fair, St. Paul.

Ballyhoo Bros.' Circulating Expo

A Century of Profit Show

By STARR DE BELLE

Rain Check, Ia.

Week ended Aug. 31, 1940.

Dear Editor:

How quaint it was the first time, the show de-

fined the terms of a new policy. The show's
decor added a great demand for tickets and eleva-

ted the attendance to a new high and the

mind the old saying, "Anything free isn't worth the
time of the lot," adding that pass holders were usu-

ally the biggest, and only paid for the house errors,

the exception of their own em-

loyees. Later, before the train was scheduled to

arrive the lot was jammed with sellers

been an essential to the homes are an

midway home life and trouping lingerie.

By 3 p.m. the side show truck arrived and

was quickly surrounded by natives

spending in the area. The din of the laugh,

flowers and soap pots and pans. During

the erecti-

of the camps our help was kept on

rallying, "Who asked you out here?"

"Why does she blow hoo's?"

Addition show and concession trucks

rely, loaded with excess that the

show refused to carry. Due to the in-

the homes, our living-top inhabitants

moved their bedsrolls to the shade of

the trees and bushes around the

lot. This gave the natives an ex-

the lot, and the train had already

Barber And Barber Is Made Secretary Of Fairly & Little Shows

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**CARNITALS**
September 7, 1940

**Shoumen's League of America**
Sherman Hotel
Chicago, Ill.

**Chicago, Aug. 31.** First of club's regular monthly meetings was held on September 2.

**Heart of America Showmen's Club**
Reid Hotel
Kansas City, Mo.

**Kansas City, Mo., Aug. 31.** The hotel party of the club was held on September 1.

**National Showmen's Assn**
Apple Theater Building
New York, N.Y.

**New York, Aug. 31.** Members were sorry to hear of the passing of Edward Lawrence, of the Lawrence Great Showrers. Low death toll was reported at the meetings. Mr. Simonsen returned from a visit to Lincoln, Nebraska. Members received a copy of the club newsletter by Secretary Anita Goldie, who, meeting her first time, discovered her to be an aident writer. Mrs. Marla Hughes is ill at her home with a severe cold.

**Kelly.** She was beloved by all showfolk with whom she came in contact and will be sorely missed. Mrs. Kelly, widow of Mr. Wilfred Kelly of the World of Mirth Shows, came in by plane and train earlier this week. She is in good health.

**Las Vegas, Aug. 31.** Monday night's regular meeting drew an increased attendance and a short but intense discussion. President Smith presided and others in the official line-up were Vice-President Joe Glacy, Secretary of the Club, and First Vice-President Harry Fink. Among a flock of new applications was the communication from Mr. Bill Davis, from Los Angeles, California, former member of the club. Other applications were received from Robert Davis (Billie) Tate, of Manila, advising that Al West, once with the Shoumen's Club, but with the Tate Shows for the last 20 years, left for Hongkong, Bia, to receive a telegram of congratulations from brothers J. W. (Pussy) Connolly, Everett Conn, E. J. Brown, Don Maggs, Sol Doolman, Sted Doolman, John Harnick, John Elgswr, and Harry Hargrove.

**New members** were George Dowey Jores, Charles A. Lemp, Billy Bemore of the Los Angeles, Sunny Bernet, Al Forman, Kenneth Jones, Leo, Sullivan, Andy Cohen. Reinstated were Frank P. Terry, George Rock Arnold, Joseph C. Duran, Pete Costello Murphy, George E. Sippery, and Joe Martin of the Shoumen's Club. Others included Roy Bennett, Roy Edmunds, Jimmy Lynch, Alex Stewart, A. B. Garea, Fred Howling, Ray P. Loomis, Sam Doolman, Albert Doolman, and Ed Fitzgerald.

**Showman Pat Armstrong gave a good report on incomplete returns from POSA.** He said that he was on the job and that he was advised that there were over 3,000.** Brothers Armstrong and Oceanemia and the people of Fairly & Little** were pleased with the return of Golden Gate International, a project between C. D. Stock and a group of newspapermen.** Loyalty letter from Past President Eddie Brown revealed plans for the G. G. L.'s tour of America and the South, as well as consideration of moving to Europe.

**B Positive** did the job on the brochure. G. H. and Jimmy Larch spoke briefly. Efforts of the membership committee this year were directed toward the building of a fund for a meeting at Detroit, Michigan.

**Brother Nat Walters is working on a project for the city of Chicago.** He has obtained a ten-year right to build a tent on the property, and he has already paid the first year's rent. The tent will be used for the annual event, which will be held in the Florida Room in the Hotel Phillips on New Year's Eve. Special Events Committee is planning several novel features for the event and will have the Banquet and Ball at Lucky Pappy's.

**Reports committee that his group is planning the sale of tickets for the annual event, which will be held in the Florida Room in the Hotel Phillips on New Year's Eve. Special Events Committee is planning several novel features for the event and will have the Banquet and Ball at Lucky Pappy's.**
American Carnivals Association, Inc.

BY MAX COHEN

ROCHESTER, N. Y., Aug. 31—On a visit to the Cattin & Wilson Shows in Winchester, Va., on August 29, when they were at Jefferson County Fair, the shows impressed us as being considerably larger than when last seen about two years ago in Butler, Pa. Our visit illustrated an intensive campaign for personal memberships in the association. Already Cattin & Wilson Shows are in the money races for personal memberships, altoho at this writing the field is being led by Gooing Shows and Shaske Shows.

The visit gave an opportunity to discuss the personal problem with Owners John W. Wilson and Ivy Cattin and to receive acquaintances with Genzel Agent, Harry Dunkel, Secretary J. E. Walker and Milton Morris. The shows are using what we deem a novel type of route card. Each week a post card is sent to its mailing list, depicting recent scenes on the midway. We were given a copy of the Fincortown (Pa.) Fair catalog and we mailed a post card with it, showing our appreciation of the show.

The office Sherlock was sent out to unravel the mystery and discovered the real facts. Rushing to the entrance, Pete Ballyhoo passed through the turnstiles. The gate was free but grandstand gates were charged. There was a crowd of people waiting. Pete was one of the crowd. The crowd didn't look as prosperous as the preceding nights. Some were even ragged, others with runner shoes and some very dirty. But the crowd could pick up its ticket boxes at the gate again, so we found the ticket box still empty. Just how they got in was a mystery. Running to the entrance, Pete Ballyhoo watched the local committee manning the gate and thru the turnstiles. Then the mystery was solved. The committee manning the gate was a friend of the managers of the show. The crowd didn't look as prosperous as the preceding night.

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Four days of rain cut attendance at the 4-H Club show, but by Thursday for a horse show helped boost the attendance. The shows are using what we deem a novel type of route card. Each week a post card is sent to its mailing list, depicting scenes on the midway. We were given a copy of the Fincortown (Pa.) Fair catalog and we mailed a post card with it, showing our appreciation of the show.

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CARNIVALS

Midway Confab

Communications to 23-27 Opera Place, Cincinnati, O.

LOOKING down the back stretch?

CASHIER in the cookhouse with Al Bayshing Shows is Maxine Ashbrook.

FOREMAN of the Ferris Wheel on Cetlin & Wilson Shows is Fred Navarro.

CY SMITH, with cookhouse, closed with Patrick's Greater Shows in Electric City, Wash., reports Danny Congdon.

SOME get well on holidays and some get copped.

RAY MIERKE, assisted by Pete Jarden, joined E. J. Casey's All-Canadian Shows, in Pine Falls, Man., with his diggers.

VFT carnival and circus trouble, Earl and Mickey Ingerling, are operating a four-wheeler.

MEMBERS of Banity's All-American Shows, Harry and Sue Copping, visited Zanichini Bros. Shows in Clarington, Pa.

SOUTH CAROLINA, we have some open time, wire or come and look us over.

NEW DREAM BOOK

192 pages, by Mabel Garth, 90 cents.; 32 pages, by E. A. Byers, 40 cents; 48 pages, by E. A. Byers, 60 cents. Available at your book store.

JOINING Boots McLemore's concession staff on Great United Shows recently was C. A. Bonta.

FOREMAN of the Ferris Wheel on Cetlin & Wilson Shows is Fred Navarro.

YEAK, he studied "Advance Agent Against 150 Spy Laymen.

SCOTTY MAC NEAL is now inside leggie with Duke Jeannette's Circus Side Show on John H. Marks Shows, when he also is presenting magic and vent acts.

WHY not finger the ticket-box lamsters?

ADDINUS concessions during Zindars Greater Shows' stand in Savannah, IIl., were Shorty Brown, J. C. Scott, and Wop Davis.

BIDFORD Foremen for Eli Wheel, Merry-Go-Round and 208. 2nd St., We buy Rink Skates, Parts, Carnival Mdse. Pay cash.

CRAWFORD COUNTY FAIR, Oblong, Ill., Fairs: Marysville, Missouri; Topeka, Amarillo, Oklahoma City, Dallas and Houston, Carolina and South Carolina, we have some open time, wire or come and look us over.

WHAT IS WRITTEN IN THE STARS. Folding MENTAL TELEPATHY, Booklet, 21 P. ....250

Wall Charts, Heavy Paper, Size 28x34. Each 1.00

Elating NO. 1, 94-Page, Gold and Silver Covers. Each

Single Sheets, 8', x14, Typewritten. Per M.. 5.00

ASTRO FORECASTS

SECOND-HAND SHOW PROPERTY FOR SALE

ATLANTIC SHOWS

Shows and Concessions of all kinds for Sistersvilie, W. Va., Firemen's Celebration.


WHEEL'S CURIOSITY SHOP

SEND FOR CATALOGUE.

The Billboard

September 7, 1940
CARNIVALS

The Billboard

EVANS

MONEY MAKERS

On Sales 40 Years Experience for

Latest and Best Amusement Equipment.

EVANS

SHOOTING GALLERIES

ASSURANCE DELIVERY.

Compliments of Sutphen Galleries.


GREAT LAKE EXPO.

SHOWS, INC. CAN PLACE

EDWARD R. KLOXER, President

600 W. Adams St., Chicago, Ill.

NAME OF ENTERTAINMENT

COOKHOUSE operator on various shows and at fairs for more than 30 years. Mother Hunter is in St. Mary's Mercy Hospital, Gary, Ind., suffering from a heart attack sustained recently in Crown Point, Ind. Hunter had two children, daughter, and son. and all opposition—but try to cut that contract out.

FACEBOOK operator on various shows and at fairs for more than 30 years. Mother Hunter is in St. Mary's Mercy Hospital, Gary, Ind., suffering from a heart attack sustained recently in Crown Point, Ind. Hunter had two children, daughter, and son.

DICK WAYNE BARLOW, operator of a skating rink on grounds of the Springfield, O., ball park, and well known in park and carnival circles, is a brother of the inventor, Lester P. Barlow, Baltimore, who is expected to be here for the opening of his Amusement Company from the United States Government for a 21-year-old claim against the War Department for compensation for 500,000 bombs used by the government during the World War, his alleged infringement of Barlow's patent.

AMONG visitors to Hilderbrand's United Shows' midway at Midvale (Ohio) Harvest Festival were Mr. and Mrs. Ed Lahey and Morris Lahey, Ceo Bros.; Bert Campbell, Top Sem Shows; Ted and Marlo LePors, Sibley-Yeager Shows from Portland, Ore., and Marlo LePors and daughter, Betty, White City Shows; Pop Blodgett, construction foreman, and Mrs. Harry Sucker, Leo Levine, Monte Young Shows; Ed Stokely, W. V., Smith, I., Ohio, and Mr. and Mrs. Whitey Kennedy.

B. B. & E. AMUSEMENT COMPANY notes by Puri Rhodes: Recent stand in Elliott, S. C., wound up with good weather and good business and shows are currently making their fourth consecutive tour of South Carolina. Organization is carrying a Chairplaye, Minstrel Show, and 15 con-

CARNIVALS

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here, with J. T. Hutchens' Modern Museum topping shows. Everyone was interested in Blackie Sherwood finishing and how he would paint his Twin Ferris Wheel crew in repainting it. Crew included Howard Hughes, T. J. Tubman, and J. T. Hutchens' Hawaiian Girl Revue was second.

Blackie Sherwood finished overhauling the rides. Crew included Howard Hughes, T. J. Tubman, and J. T. Hutchens' Hawaiian Girl Revue was second. Blackie Sherwood finished overhauling the rides. Crew included Howard Hughes, T. J. Tubman, and J. T. Hutchens' Hawaiian Girl Revue was second. Blackie Sherwood finished overhauling the rides. Crew included Howard Hughes, T. J. Tubman, and J. T. Hutchens' Hawaiian Girl Revue was second.
**NEW!**

MARFUL "FOTO-FLASH" PRECISION ENLARGER-REDUCER

That will do the Things a Direct Positive Operator Wants. . . . Better and Faster Than Ever Before!

A strongly constructed precision machine that will take ANY size copy from 11/2x2 to 5x4 and reduce down to 3/8 or enlarge up to 10x12! Fast Anastigmat f.6.3 reducing lens, focusing scale and paper holder. Complete with 450-foot roll of paper and all full instructions.$40

Send for Literature . . . and Direct Positive Catalog

MARKS & FULLER, INC.

DEPT. BS-41 • ROCHESTER, N. Y.

**CARNIVALS**

September 7, 1940

**WAVERLY UNION**

**POPCORN**

There's three good reasons why smart Concessiories buy their Popcorn Supplies from us:

1-HIGH QUALITY 2-LOW PRICES 3-SAME DAY SHIPMENT

A postal card will bring our latest price list.

Gold Medal Products Company

188 E. PEARL ST. CINCINNATI, OHIO

**KELLY GRADY SHOWS**

Will book or buy for cash Little Beauty Merry-Meet-Round. Look any Ride if not complicating. Want fair buys. 4-Man side show. Prefer county weeks. Will start in town of 1,500. First show up town in 6 years. Showed 3 miles out west before last and was a red one. Lived Man in two week. All Concessions open. Will co-operate. Have big heart of good people. Will be on the lookout for a long string. Ride up to 145 miles. Rides, games, General Manager. This Week, PENNINGTON GAP. Va.; Next Week, LEAVELLE SPRAY, N. C.

**WORLD'S FAIR SHOWS, INC.**

WANTS

For the balance of the season all Fair dates, including Richmond County Fair, Lawrenceville, outside. WANTS: 2-Man Blue Concessions; Grind Stores of all kinds; Penny Arcade or Long Range Shooting Gallery. Address: PRELL'S WORLD'S FAIR SHOWS, INC., SAMUEL E. PRELL, GENERAL MANAGER.

**KELLIE GRADY SHOWS**

BANTLY'S ALL AMERICAN SHOWS

CARNIVAL PLACE FOR

THE GREATEST FAIR LAURENCE, RAIFORD, FLA. SEPT. 1-14

COURIER RECORD FIVE CO. FAIR, BLACKSTONE, VA. SEPT. 16-21

DIGGER'S, WHEELS, CRIND STORES, PALMISTRY, NOVELTIES, SCALPS; GUESS YOUR AGE, HIGH STRIKE, CUSTOM PRINTING AND GRIND STORE AGENTS.

ALL ADDRESS: THIS WEEK, CLARKSVILLE, W. Va.

**KEYSTONE MODERN SHOWS**

WANTS

For Tavav, Va., Sept. 7, 9th to 14th

Concessions all open, including Canteen, Eats and Drinks, Ice Cream and all Concessions. Take all shows to the outskirts of town. Will start at a good spot in a fair. Will close last of November. Want Penny Arcade Mechanic and Ride Help that drive Semi Trucks. James Thomas would Minish Show Performers to enlarge show for Fair. Address: Moundsville, W. Va., week Sept. 7; then Tazewell, W. Va.

**W. C. KAUS SHOWS, INC.**

Want for Randolph County Fair, Woodstock, Va., with Hotwell, Va., to follow. Want capable 1-Man Side Show; Penny Arcade. Will give 75% on gross. Rides, games, Concessions, good In all. Custard for balance of season. Penny Arcade or Long Range Shooting Gallery. Address: W. C. KAUS, GOLIARD, MARTYLANDS.

**BENSON AND NORTH SHOW**

Name is missing. This Week will be at Coats, N. C., Sept. 2-7. Address: AL HUBBARD, Box 200, Lenoir, N. C.

**ZACCHINI CONCESSIONS**

Want Jacksonville, N. C. Address: ZACCHINI, Box 210, Jacksonville, N. C.

**V. C. KAUS SHOW**

Name is missing. Address: V. C. KAUS, Local 39, Bristol, Va.

**TOM'S AMUSEMENT**

WANTS

For Ferry Island, Ohio. Address: TOM'S AMUSEMENT, Box 509, Dayton, Ohio.

**LUSSE AUTO SKOOLER**

Will book the same Ride which we have played for last few years. Will be back again. Available at once. If interested, please give name and address, including terms, transportation and arrangements.

**BETHA MELVILLE**

Box 3956, Daytona Beach, Florida

**BRISTOL SHOWS WANT**


**WANTED**

Forrester Wheel Farm and Mame-Cow-Comed Fairs. Will buy or hire. Write, Wire, or Call TOM'S AMUSEMENT.
day's business of the season. Rolloplane changed with Royal American Shows well assistant, Art Harmonson, have the equip-
Easley's place on the Twin Ferris Wheels. cent.
This was the first time show played
the largest in the history of the reunion.
week, but improved nightly.
Mammoth Springs, Ark. Week ended
Binghamton, N. Y.; Sept. 9th to 14th,
Charlotte, N. C. Week ended August
Franklin Co. Fair, Meadville, Miss., Sept. 30th
Winston Co. Fair, Louisville, Miss., Sept. 10th
Big Finale at Legion Fair
EAST PALESTINE, O., Aug. 31.—An-
At annual Killbuck (O.) Home-Com-
By Cattail

Sponsored Events
Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25 Opara Place, Cincinnati, O.)

Old Hoosier Picnic Has Profit for '41
WHITESTOWN, Ind., Aug. 31.—At the
37th annual Whitsstown Picnic in Den-
Barnesville, O., Celebration
Success With Rustic Magic
BARNESVILLE, O., Aug. 31.—Great
reports for Barnesville Home-Coming and Pioneer Celebration on August 30 and 31, accord-
E. E. Steinig did a real job of pro-

John M. Marks
Charlotte, N. C. Week ended August 24.
Johnnie Martin entered

WHYTNExperiences Show
WANTED
LIONS’ CLUB FALL FESTIVAL
Buckeye State Shows, Inc.
Buckeye State Shows, Inc.
Buckeye State Shows, Inc.

Buckeye State Shows, Inc.

Carnivals
SAVANNA, III., Week ended August 28.
"Amusement and Merchandise and Financial Business.
"Weather, cool.

With shows being set on the streets, all better lines had to be cut as room on streets would not permit full setup. Weather was sunny all with rain on Saturday afternoon and some on Sat-
Recreation and grandstand show, and grandstand and celebration, spot proved to be only

looking forward to the last two days of
Zimmerm’s house trailer was smashed up while parked on the street, the
and Percy Lee’s Band.

Carnival wanted
SEPT. 16-21

Mammoth Cave, Ky., Aug. 30.—A
show and celebrated with a gala celebra-
side shows in Kentucky, while the other shows in Indiana had some success. Objec-
the event has become

For the choice Money Spots in Mississippi—All Bona Fide

BUCKEYE STATE SHOWS

WANT • WANT • WANT

BUCKEYE STATE SHOWS

FORGET YOUR HOUSING WORRIES

STANDARD AND CUSTOM BUILT TRAILER HOMES

Write for Catalog — Pictures — Plans — Specifications — All

Buckeye State Shows, Inc.
2641 SOUTH MICHIGAN AVENUE,
CHICAGO, ILL.

BUCKEYE STATE SHOWS, Jnc.

JAMES E. STRATES SHOWS, INC.

Can place Colored Performers, Colored Shows, Colored Musical Shows, Band Coy., Colored Concessions, etc., for Ohio. Send for our Book, "A Day on Our Easy Terms.

Havana, Ark., Aug. 26 Week ended

"Amusement and Merchandise and Financial Business.

"Weather, cool.

"Weather, ideal.

"Weather, fine.

"Weather, ideal.

"Weather, fine.

"Weather, ideal.
Week's 700,000 With Rain, Cold; Two Ride Sales

NEW YORK, Aug. 31.—With the sun shining and the weather cool, Saturday proved to be a good day for the fair. It was reported that the fair played to heavy Labor Day crowds and that the weather was not too hot. The fair was closed on Saturday night and will reopen on Monday morning.

Two Ride Sales

The fair has announced that two rides will be sold for a total of $1,000,000. The rides are the Crazy Horse and the Bucking Mule, both of which have been popular with visitors. The fair has also announced that the rides will be sold on a first-come, first-served basis.

Crazy Horse and Bucking Mule

The Crazy Horse is a wild and exciting ride that gives riders a thrilling experience. The Bucking Mule is a gentle ride that is enjoyed by all ages.

American Jubilee

To Tour After Fair

NEW YORK, Aug. 31.—Contracts calling for the American Jubilee in the United States and Canada were signed at the fair on Saturday. The contract permits tour of 36 weeks after the close of the fair, according to Nick Holde, president and treasurer of the new corporation. Holde reports that A. P. Deitrich and Bill Deitrich, both of the fair, will be retained.

The American Jubilee is tentatively scheduled to open November 13 at Washington, D.C. For the tour show will be leased and a 15-minute intermission between shows and concessions continue to keep pace with audience.

Members of the West Coast Model Builders Association will hold a convention in the Court of Peace with his series of assembly demonstrations on this year's fair stand to be made additional.

Lure for Night Gate

General Manager Monahan will be guest of concession owners at a dinner at a hotel in the city when the expo closes. One of the conditions of this arrangement is that the floor of the balloon, which contained with thousands of banded balloons, was blown up with two feet thick. Harry Phillips, who operates the concession, was the first to notice it. After the balloon stood on his head, he went home.


Gleanings

—By WALTER K. SIBLEY

SAN FRANCISCO, Aug. 31.—With respect to the California Building, destroyed by fire on August 20, the fair officials believe it was accidental. Damage is estimated at $300,000.

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The Billboard

25 Opera Place,
Cincinnati, Ohio.

Please enter my subscription to The Billboard, for which I enclose

$5 for one year, 52 issues.

$8 for two years, 104 issues.

$10 for three years, 156 issues.

*Name*  
*Occupation*  

*Address*  
*New*  
*Review*  

*City*  
*State*  

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**Material Protection Bureau**

THE facilities of The Billboard's Material Protection Bureau are available to any reader who wishes to establish the priority of ideas and materials. The following service is offered to those who wish to use one of the U.S. Copyright Office in Washington facilities. Under the following procedure must be followed:

Place a full description of the idea or material in a sealed envelope.

On the face of the envelope write your permanent address and any other information many people have on hand.

Attach the sealed packet to a letter and mail it in The Billboard's Material Protection Bureau to be held in trust until called for. The Globe and Mail will arrange for a return post-office box or U.S. Copyright Office.

Mail the package to The Billboard's Material Protection Bureau, 85th Floor, Palace Theater Building, New York City.

Upon receipt, the packet will be held by The Billboard until called for. Thereafter, The Billboard takes every reasonable precaution to prevent the loss of material, but does not assume any liability in connection with some.
Classified Advertising Form

The Billboard

Cincinnati, O.

Insert the following advertisement under the heading of

COIN-OPERATED MACHINES, SECOND-HAND

NOTICE

Only advertisements of used machines accepted for publication in this section. Machines of recent manufacture and being in perfect condition may be "used" in The Billboard by manufacturers, distributors or jobbers but no others.

ARGUMENT - PENNY OR 5c SLOTS (BULL'S-EYE, Lucky Dips, Duma, Destiny, Bingo, Skull, Supper, - All Game Machines, Direct from manufacturers. Complete line. 25c machine, $250; 50c machine, $200; 75c machine, $150. KLOSE SLOTS, 1701 W. Houlihane, Atlanta, Ga.

ART TARGET OPERATORS, ATTENTION: Double your earnings with our Red, White, Blue Display Cards. Each card says: "Every American Should Learn to Shoot." "Enjoy Daily Practice and Become a Sharpshooter." Card attached to target. Send 25c, for sample. WHOLESALE SUPPLY CO., 6351 Bannert Ave., St. Louis, Mo.

ATTENTION, CIGARETTE MACHINE OPERATORS - Penny Penny Inverters, $1.50 each. One-half deposit must accompany all order. Balance goes forward C. O. D. We also manufacture all types of coin-operated machines. WRITE LINE MACHINE CO., INC., 1393 Washington St., Boston, Mass, other offices.

CASH PAID FOR LARGE COTTON TOLLER SINGLE VENDORS in good condition. J. E. MORRISON SALES, Findlay, Ohio.

ERIE DIGGERS - MODEL C, E. I. IRON CLAWS - Flyers. Name imprinted, $1.00. C. S. Croeter Columbus, $19.50; Vest Pockets, $24.50 each. CONTRABAND, 152 Houston St., Mobile, Ala.

EXHIBIT ROTARY MERCHANTIZERS, SERIALS OVER $200. $45.00 each. Mills - 1c, 2c, 5c, 10c. Folding Stand, $1.00; 300 Counter Cones, $3.50; Mills - $1.75, $2.00; 10c, $12.50 each. BOYLE AMUSEMENTS, 21 Ohio City, Springfield, Ohio.

FIRST SOLD 1000 CENTS 1940 TEN PIN, 25c. $1.00 1c, 5c, 5c, 10c, balance deposit. C. E. MILES, 134 Alabama St., Carrollton, Ga.

FOR SALE OR TRADE - 25 JENNINGS IN-A-BOX VENDORS. Call or write C. E. MILES, 14 Alabama St., Carrollton, Ga.

FOR SALE - USED KEENLY AIR-CRAFT! AIRCRAFT MACHINE, especially classified. $195.00 each. Two Banger Dolls, $15.00 each. KING PIN CAMES, 836 S. 56th St., Kalamazoo, Mich.

FREIGHT AND NEW WESTERN 1940 DELUXE Combination Bell Bag. $10.00 each; one complete set. W. W. EASTON, 3234 1/2 Navigation, Houston, Tex.

FREIGHT MACHINES FOR SALE - THREE MILLS 25c play War Eagle; two 50c play War Eagle; one 25c play Ajax; one 25c play Pace Bantam. All above machines in first class condition and look the same. ALLPERFECT, 452 1/2 Navigation, Houston, Tex.

HAVE YOUR OWN MONEYMAKING BUSINESS. Learn show card writing, sign painting. Write for details. BILLY SPECDLTY, 1472 A Broadway, New York, n.e.

HOW TO MAKE A MILLION DOLLARS WRITING SONGS! By Franklin Silverstein. All on one set of the press. $1.00. FORTUNY'S, 1703 W. 47th, New York.

NOVITY BOOKLETS - BUY DIRECT FROM Publisher. Big profits. Wholesale price for retail price. WRITE for free. WOLBAD, 20 W. W. New York.

REMARKABLE REMARKS! - By frankie Silverstein. Book FULL of illustrations. $1.00. C. E. MILES, 3235 S. 39th St., Chicago, Ill.

TOLL FURNITURE WITH CARDS - Method used by professionals. Complete instructions. ANSONS, BOX 853, Springfield, O.


SECURITY PLATES, COMMERCIAL grades. C. E. MILES, 14 Alabama St., Carrollton, Ga.

WANTED AT ONCE - ACTIVE PARTNER with $250 for half interest in Established Chicago City Theatre Advertising Agency. BOX 158, 152 Houston St., Mobile, Ala.

WANTED TO ACT - A typical animator with $250 for half interest in Established Chicago City Theatre Advertising Agency. BOX 159, 152 Houston St., Mobile, Ala.

FOR SALE - 25c play King Pin Pines. Write for details. C. E. MILES, 14 Alabama St., Carrollton, Ga.

NAME AND ADDRESS MUST BE INCLUDED

Remittance of $1.00 is included to cover the cost of words at 10c each (minimum $2).

From

Address

City and State

Forms Close Thursday for Following Week's Issue

$50.00 WEEK - NO CAPITAL, 60% DISCOUNT.

ANIMALS, BIRDS & PETS

ALLIGATORS, LARGE VARIETY; SNAKE DENT, chameleons, iguanas, turtles, wild cats, bears, pandas, parrots, monkeys, etc. Large Variety. Price list ROSS ALLEN, Ocala, Fla.

BATS - 5c, 10c, 25c, 50c. Adams REALMUS, 21 Charles St., Boston, Mass.

BIRD HOUSES - All sizes made. Complete line. Price list F. W. HOLLAND, B_GPS. Ind.


FIRE SALE - 25c UNSEALED CAF, 10c SEALED CAFs, in perfect condition. A real money maker. Write J. C. STILLMAN SADLER, 223 Church St., Warren, Pa.

FOUR HEAD. ALL SIZES, COLORS: AGES - males, females, young, old. write for prices. Males and Rare Spotted Miniature Jack. ROBINSON, Dunkirk, O.

COIN-OPERATED MACHINES, SECOND-HAND


FREE GAMES - REBOUND, $12.50; JUMPER, $19.50; Congo, $27.50; Ocean Park, $19.50; Topper, $37.50; Jolly, $27.50; One-Armed Bandit, $37.50; Thrifty, $17.50. C. O. D. D. L. T. NEWLIN, 1703 1/2 Navigation, Houston, Tex.

GOODS AND SERVICES

GUARANTEED FREE A MESSAGE FOR EVERY OPERATOR who has previously used our service. Address your name and address of your business in care of The Billboard instead of once.

HILLS BLUE FRONT, 25c PLAY, $27.50; 10c, $25.00. JENNINGS, JENNY, 25c PLAY, $25.00. BURKAN & BURKAN, 25c, $22.50; 50c, $27.50. D. S. ANDRE, 25c PLAY, $25.00; 50c, $27.50. KOEHLER, 335 Goetz, St. Louis, Mo.

LUNNIE DELEUXE - LIKE NEW. Wire OTTO, 1006 S. Blankenbaker, Louisville, Ky.

PENNY ARCADES - WE ARE THE WORLD'S LARGEST BUYER OF PENNY ARCADE, CARNIVAL, FAIRGROUND and factory rebuilt equipment. We accept trades. LEWIS MYERS CO., 152 51/2 North Madison St., Cincinnati, Ohio.

PAPER MACHINES FOR SALE - THREE MILLS 25c play War Eagle; two 50c play War Eagle; one 25c play Ajax; one 25c play Pace Bantam. All above machines in first class condition and look the same. ALLPERFECT, 452 1/2 Navigation, Houston, Tex.

SACRIFICE - 5c ADVANCE CHROME PEANUT BASKET. $1.00. C. C. MILES, 14 Alabama St., Carrollton, Ga.

SLOT MACHINES FOR SALE -THREE MILLS 10c up. All types coin operated machines. Cash with order. OTTO, 1006 S. Blankenbaker, Louisville, Ky.

STOCK MACHINES FOR SALE -THREE MILLS 10c up. We accept trades. OTTO, 1006 S. Blankenbaker, Louisville, Ky.

TOPPER, $35.00; Score Card, $50.00; Jolly, $42.50; Big Chief, $89.00. F. W. GOODBODY, 1824 E. Main, Rochester, N. Y.

FREE GAMES - REBOUND. $12.50; JUMPER, $29.50; MILLS BLUE FRONT, 25c PLAY, $27.50; 10c, $25.00. JENNINGS, JENNY, 25c PLAY, $25.00. BURKAN & BURKAN, 25c, $22.50; 50c, $27.50. D. S. ANDRE, 25c PLAY, $25.00; 50c, $27.50. KOEHLER, 335 Goetz, St. Louis, Mo.

THE MARKEPP COMPANY, 152 Houston St., Mobile, Ala.

FOR SALE - 25c play Boardwalk, Wildwood, N. J.

THROUGH SOUTH SEA ISLANDS, AUSTRALIA, SOUTH WESTERN DELUXE - LIKE NEW. Wire OTTO, 1006 S. Blankenbaker, Louisville, Ky.

WASHINGTON, D.C.

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WASHINGTON, D.C.

WASHINGTON, D.C.
Show Family Album

SOME Johnny J. Jones Shows' treasured, season of 1911, snapped in Joe Short's midway photo gallery. Seated on the running board are "Curly" Johnaston (left), talker, and the late Roy Gage, of candy wheel and Joy at Joe Short's, left to right. whose name is not remembered; Johnny J. Jones chauffeur, name not remembered; "Monty" Montgomery, photographer for Joe Short. "Curly" Fletcher, flea circus talker, who operates a general store in Urbana; O.; not remembered; Dolly Dimples, candy wheel worker for Gage, and "Mac" Donaldson.

MISCELLANEOUS

BABY TURTLE MAILING BOXES, POSTAL ATTRACTIONS, $4.95 - 35c each. New Barna- dant; with order, CLINT OLDE, Box 707, New York, N. Y.


M. P. ACCESSORIES AND FILMS

PARTNERS WANTED

ACTIVE PARTNER with $500.00 for "Black Magic Miracles." never before purchased - plan for quick sale. High please buy. B. A. LAMBERT, P.O. Box 158, Rt. 4, Hope, Ind.

PHOTO SUPPLIES AND DEVELOPING

ABSOLUTELY BEST DIRECT POSITIVE - New Portable Double Unit, with Eastman lamp lighting system. Takes both 110 and 24x34/3 pictures. Send for general catalog. G. W. SAVAGE, 508 N. 18th Ave., Cleveland, Ohio.

SALES Advertisements

WANTED TO BUY

CAULI. ARISOCRATIC, FIVE AND SIXTEEN-FIVE Cent Machines. Must be the small type sometimes called a Roulette Machine. 100 C. RAY, Havana, III.

WANTED - GOOD USED ROLLER SKATE Grinder on shoe. Price and make. FRANK MANTEY, Weaverville, N. C.

WILL BUY - COMPLETE MODEL CIRCUS, OR PORTABLE ROLLER. RINK FOR SALE - SIZE 22x150. Frank F. Decker, Box 519, Tulsa, Okla.

SOUND AND MOVING PICTURES

SALESWOMEN WANTED

At Liberty

SALESWOMEN WANTED

"CALLING INDORES" - NICKNAMED BY the profession itself, a really hot! Provide immediate repeat commissions. Every retailer, service station wants it. HURRY! UNIVERSAL, 2222 Diversey, Div. C-9, Chicago.

DICK BELLEWS AND ORCHESTRA

THE BILLBOARD

FOR SALE - ONE 16 SEATER SUBWAY CHAIR- O-PLANE, $200.00. Good condition. MR. A. HUSTLER, 744 28th St., Cudahy, Wis.

FOR SALE - COMPLETE TENT FOR COMEDY, 2 COMEDIANS FOR HILLBILLY BAND - ONE IMMEDIATELY - FIRST TRUMPET AND TENOR SAX - MUST double, long engagement. MR. A. HUSTLER, 744 28th St., Cudahy, Wis.

FOR SALE - TRIO HORNS - 100S, 200S, $200.00. STERLING, NEW YORK. N. Y.

FOR SALE - ONE 1600 FEATURES AND SHORTS. Crosby, Box 1003, Times Bldg., 42d St. and Broadway, New York, N. Y.

WANTED - ROADSHOW AND CIRCUIT MANAGERS, AT- TENTION - 35MM. Sound Film Rental Service, New York.

WANTED - GOOD USED ROLLER SKATE Grinder on shoe. Price and make. FRANK MANTEY, Weaverville, N. C.

FILM SERVICE, Box 782, Charleston, W. Va.

ROADSHOW MEN, OPERATING IN Indiana, Kentucky, Tennessee, Michigan.根据自己想要的格式和内容来定制。
AT LIBERTY CIRCUS AND CARNIVAL

AT LIBERTY—FAT MAN WITH BANNER LARGEST A.AUTO BAGGAGE CART, AND ALL ESSENTIALS. 25 weeks road show, available September 15. Write or wire J. CARLTON HENSON, 22 W. 46th St., New York City.

AT LIBERTY DRAMATIC ARTISTS

AT LIBERTY AFTER SEPT. 11TH, ACCOUNT DRAMATIC ARTISTS. Full family show. Write or wire AMERICAN CIRCUS COMPANY, Box 139, Clarksburg, W. Va.

AT LIBERTY MAGICIANS


CONRAD—VESTED IN BLACK. FINE COMEDY MAGICIAN. ALL UNION, ALL SHOWS. Write or wire J. PATRICK, The Billboard, Cincinnati, Ohio.

M. ADELE—UNION, ALL SHOWS. TENOR SAX, CLARINET.ache to Chicago, St. Louis, Kansas City. Write or wire AL RICCI, 402 W. 8th St., Leavenworth, Kan.

PATRICK—UNION, ALL SHOWS. TENOR SAX, CLARINET. Write or wire L. SHAFER, 1041 S. Dennison St., Indianapolis, Ind.

AT LIBERTY PIANO PLAYERS

PIANIST FOR SHOW OR DANCE BAND—EXPERIENCED, UNION, ALL SHOWS. Write or wire FRED KIRK, Box 55, Kansas City, Mo.

AT LIBERTY VAUDEVILLE ARTISTS

ACTRESS—YOUNG, ATTRACTIVE, PERSONALITY, wants work in vaudeville act, dance 25 weeks. Write or wire to Girl, 432 W. 4th St., New York.

CARL KATZ—UNION, ALL SHOWS. FINE TRICK CLOWN. Address The Billboard, Cincinnati, Ohio.

G. H. BURKE—UNION, ALL SHOWS. ALL ENTRAINS, P. A. system, equipment. Address The Billboard, Cincinnati, Ohio.

HERMAN WOLK—UNION, ALL SHOWS. BEAUTIFUL FEMALE TRICKagas. Address The Billboard, Cincinnati, Ohio.

H. L. MCPHERSON—UNION, ALL SHOWS. MAGICIAN, TRUMPETIST, ACROBAT. Address The Billboard, Cincinnati, Ohio.
The Final Curtain

The Final Curtain is a play by American playwright David Mamet, first performed at the Arena Stage in Washington, D.C., in November 1988. The play follows the lives of a group of American television executives, each of whom is dealing with personal and professional crises. The title refers to the final curtain call, a gesture that signals the conclusion of a performance. 

The play received critical acclaim and was produced in several other theaters throughout the United States and in several countries around the world. It was adapted into a film in 1990, directed by Mamet himself, starring Annette Bening and Kathy Baker. The film version received mixed reviews but was nominated for several awards, including Best Supporting Actress for Bening. 

The play is known for its spare and realistic dialogue, its exploration of the themes of power and corruption in the media industry, and its critique of the entertainment industry's obsession with success and celebrity.
Demand for Football, Political Items Indicates Banner Season For Alert Badgeboard Workers

NEW YORK, Aug. 31.—With the football season in full swing, manufacturers are speeding the production of novelties bearing the names of the teams and the political stands, it seems that the public will continue to respond. Dealers, realizing this, are making arrangements to supply badgeboard workers with supplies quickly and are reordering hastily. In addition to the plates various manufactures are now producing large quantities at the World's Fair and the Eastern All-Stars and the Giants. Collapsible sheets will get under way toward the end of September,-Oct. 1.

Grid Follies Loyal

Badgeboard workers have found that football enthusiasts are proud of the items that support their team and hesitate to wear its colors. Buttons labeled with school names and other insignia, while popular, are not successful to date, according to the badgeboard workers. What is needed is something that will attract the public attention and become a banner sale item.

Mexican Hem Demand Rising

Mexican merchandise is the order of the day. Wholesale supply houses and manufacturers, realizing the situation is that the football novelty season is waning, are substituting schools, college, university, and professional football teams for the situation.

Cape With Map of Boston Seen As Top Item at Legion Conclave

BOSTON, Aug. 31.—The annual stand-by for pitchmen following the American Legion Convention—sales—is again proving profitable this year. A new cape, with a map of Boston and suburbs, gold-inside like a window shade, will be sold.

Demand for patriotic numbers such as lapel pins and brooches, the patriotic banners, reading "God Bless America," are expected to continue bringing foot traffic, while with the Fourth of July season waning, most pitchmen have only a small supply of guns after the Fourth of July season, which has caught short and are reordering hastily.

New catalog brochures shaped like angels, realizing this, are being sold cold direct thru the mail. Also popular are sporting novelties bearing the names of the teams, and the public is responding to them in quantities. Dealers indicate that more will be released in time to attract the crowd. Dealers report that the workers realize that profit is again getting on the band wagons by providing good merchandise for his bingo needs. Operators know that the success of their campaign depends much upon the displays of prize awards in recent years. Operators know that the success of their campaign depends much upon the displays of prize awards in recent years.

Mexican Hem Demand Rising

As New Fall Lines Reach the Market

CINCINNATI, Aug. 31.—Announcement that new fall tie lines have been released has spurred tie men to action for increased profits. Regular lines have been supplemented by the new campaign line, which is also scheduled for a big demand. The campaign ties are in red, white, and blue, with pictures of Roosevelt and Willkie with "Win With Willkie." Some are flashy and have instant appeal, which makes them candidates for the list of most successful ties in the line. The firms handling this line is Philip's Neckwear Manufacturing Company. The firm also produces the following items:

- Bow ties
- Pocket squares
- Cummerbunds
- Dress belts

INDICATIONS ARE that when indoor weather arrives, autumn season passions will be greeted by the most attractive displays of prize awards in recent years. Operators know that the success of their campaign depends much upon the displays of prize awards in recent years.

All apparel has been designed to please, but the chances are going to be better with the new line of Mexican hem. Wristlets, waffle iron, iron, electric prodecure, and the like can be used any season. Mexican merchanise is the order of the day. Wholesale supply houses and manufacturers, realizing the Mexican merchandise is the order of the day. Wholesale supply houses and manufacturers, realizing the situation is that the football novelty season is waning, are substituting schools, college, university, and professional football teams for the situation.

Firms handling Mexican manufactures include:

- Gus A. Becker and Leo Kaul Importing Agency
- S. E. Sales Company
- Philip's Neckwear Manufacturing Company

INDICATIONS ARE that when indoor weather arrives, autumn season passions will be greeted by the most attractive displays of prize awards in recent years. Operators know that the success of their campaign depends much upon the displays of prize awards in recent years.
IT'S NEW—IT'S SENSATIONAL—IT's a Winner!

"THE LIFE OF EVERY PARTY"

Here is the life of every party. Indoors or outdoors this 14-piece Hollywood Bar will keep their spirits up—whether they take it straight or in a highball. Also, it makes a good margin of profit, the firm reports. This is one of the biggest items of the season with prize users. It's glamorous. Consists of 14-piece Hollywood Bar—4 spirit glasses—2 decanters and an ice cube container. Everybody goes for it!

ORDER NOW—FIRST COME, FIRST SERVED

D. A. PACHTER COMPANY
MERCHANDISE MART
CHICAGO, ILLINOIS

Popular Items

Humorous Cards
Jackson Publishing Company reports that the new "Gone With The Wind" and "This Ain't No Boloney" humorous birthday cards are big hits with sources and novelty workers. The former item contains a pair of men's silk shorts in miniature that can be used as a pocket handkerchief. Front cover has caption, "You're Telling Me," and a sock inside. Both are big hits with souvenir workers. Birthday cards and "This Ain't No Boloney" humorous cards are big hits with souvenir workers.

Electric Broiler
The new electric broiler shows indications of being one of the biggest items of the season with prize users. Item is made of smooth-polished aluminum and is 10 1/2 inches high and 6 inches square. Two models are available—one with white unglazed element and the other with black-glazed washable element. Both are equipped with cord and plug and guaranteed for a year. The prices on this broiler allow an opportunity to make a good margin of profit, the firm reports.

Cigarette Server
Salesboard operators are making quick money with the new Prasm-Lite cigarette server, Fredmorr reports. Item fits on an automobile between steering wheel rod at the dash so that it keeps cigarettes handy. All that is necessary to introduce a lighted cigarette is to press a lever at the bottom of the Prasm-Lite case, which is six inches long and six inches square, to switch on the rheostat. The Prasm-Lite case, which is six inches long and six inches square, is made of smooth-polished aluminum. The price is under $10.50 per thousand.

Peace-Time Clock
Bingo and salesboard operators and other prize users hail this new electric Prasm-Lite Patent No. BB 9583 - Ladies' Bracelet Watch. Er- Clocks electrically operated American flag that automatically waves back and forth with every second. Clock is finished in corn- look, with beautiful designs engraved on the face. "Melody of Stars," a song that everyone knows, plays. This model sells for $1.65.

ACT NOW
GET IN ON THE FASTEST SELLING SPECIALTY THAT EVER HIT THE MARKET

New 14 Piece
HOLLYWOOD PORTABAR

WRITE, WIRE OR PHONE YOUR ORDER—ACT NOW!

24 HOUR SHIPPING SERVICE

EACH NET
F. O. B. CHICAGO

5.95

BINGO JOBBERS

Mr. P. J. T. L. - The Billboard, Cincinnati, 0., for addresses of jobbers in your territory.

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

BINGO BUSINESS

(Continued from page 54)

BINGO BUSINESS

(Continued from page 54)

DEALS

(Continued from page 54)

find. These were among the best and most productive locations.

One of the company's most successful deals worked on a 500-board hole. 10 cents straight and 10 cents -40. Location received 20 cents per board taken which was about the same rate as the Winchester rifle and straight Razors, very popular in those days.

Just to prove there is nothing new under the sun, the Winters operators used a gag to hurry their deals along which is still used by many successful operators today. When a deal the operators would show the location on the side of the window. Owner was informed that he would have to buy the deal upon completion of deal as an extra bargain for his effort, and very often in his anxiety to get the watch and watchman would make up the difference on the deal out of his own pocket. License for six was not completed when the collector made his call because, he said, it was a good gag then—and still is.

What do you say, old-timers? How about a few lines from you?

Happy Landing.
**NEW ITEMS**

Masterlite Lamp Company reports that agents are finding a big demand for the new lamp already placed on the market. Lamp comes in two sizes, 15 and 24 inches, and direct sales are made to stores, restaurants, garages, print shops, hotels, offices, and homes. This lamp is a ceiling or hanging model and used for general lighting and is not to be confused with the table or desk lamp. The fluorescent light operates on both AC and DC, fits any socket, requires no expensive installation and gives more light at less cost. Prices allow agents a good margin of profit. With business firms planning winter work, instructions are given that the sales of this lamp will exceed all expectations.

**NEW! P.D.Q. AUTOMATIC PHOTO MACHINE**

Takes and finishes beautiful black and white or sepia photographs in daylight and in one minute. No experience required. No film-No Dark Room. Comes with 17 x 14½ inches, Not Tint Types. Big sparkline. Wash photos develop in daylight in one minute. Easy to operate. Simple Instructions show you how. Churches, Fairs, Picnics, Beaches, Parks, Back Yards, Front Porches, Street Corners, Everywhere-you will make big money selling your own photo business. P. D. Q. Photos are guaranteed not to fade. About $90 starts you in this interesting, Big Money business.

P. D. Q. CAMERA CO., 109 E. 35th St., Dept. BB, Chicago, Ill.

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**Patriotic Specialties**

**BENGOR'S BARGAINS**

**NEW! SALESBOOK CATALOG**

**NEW! SALESBOOK CATALOG**

**PEACE-TIME ELECTRIC PATRIOTIC CLOCK**

It Has Appeal - It Has Style - It Has Beauty - It Has Utility - It Has Value - It Has Everything.

Introducing Action!
It Automatically Waves Back and Forth Electrically Operated!

- **BENGOR PRODUCTS CO., 161 U Central St., Kansas City, Mo.**

**BUY ALL FROM ONE HOUSE AND SAVE!**

**Willkie or Roosevelt**

- **GOD BLESS AMERICA**
  - Single Finish Rayon
  - Brasses, etc.
  - 10 Yards Satin Ribbon

---

**WIRE OR WRITE, NOW!**

- **A Sample Demonstration For Your Own Car**
  - Just mail your name. Get in on this great deal before someone else beats you to it.

- **BENGOR PRODUCTS CO., 161 U Central St., Kansas City, Mo.**
LUMITONE

TABLE-LAMP RADIO

* 7 TUBE RADIO PERFORMANCE
* DIRECT-INDIRECT LIGHTING
* FULL TONE AND VOLUME

and it's tops as a decorative table lamp.

- Gives 7-Tube Radio Performance
- Attractive Lamp
- No Aerial or Ground Needed

LOOK . . .

A gorgeous lamp creation

ACT NOW! WRITE, WIRE OR PHONE YOUR ORDER

D. A. PACHTER COMPANY
MERCHANDISE MART
CHICAGO, ILLINOIS

GELLMAN BROS.

BINGO GAMES AND SUPPLIES
CANNES - PLASTER - CANDY
WRITE FOR OUR NEW NS. 50. 1940 CATALOG

MANY FAST SELLING ITEMS AT LOWEST PRICES

BE SURE AND MENTION YOUR LOCAL DOG BROADWAY MIDWEST MERCHANDISE CO.

CONCESSIONERS—OPERATORS
YOUR BEST AND CLOSEST SUPPLY HOUSE

LATEST FLASH—QUICK SERVICE—LOWEST PRICES

LARGEST LINES BINGO MERCHANDISE, Novelties, Clocks, Lamps, Blankets, Radio, Chinaware, Cans, Candy, Plaster, Dolls. Write for catalog.

ACME PREMIUM SUPPLY CORP.
3139 OILIVE ST., ST. LOUIS, MO.

BULOVA — GRUEN — WALTMAN — ELGIN
WE LEAD THE FIELD FOR PRICE AND QUALITY
NORMAN ROSEN
801 SANSOM ST.
Wholesale Jewelers
PHILADELPHIA, PA.
WHOLESALE MERCHANDISE-PIPES

The Billboard

HY-GLO SCENIC PRINTS
Multi-color prints on balloons with a glossy finish. They're tops in flash!

“God Bless America” License Plate
License Plate and Bumper Stickers on 4” round metal plate. 9.72 Gross 85c per pair.

Banners
“Roscoel” and “Wilt” 5 x 8 Banners 5.50 Gross
4.50 per pair.

“God Bless America” Decals
2” x 3” stickers. 3.75 Gross 75c per pair or $2.00 for 6 pair.

GORDON MFG. CO.
110 E. 23rd St., N. Y. C., Dept. D & B

NEW JEWELRY FOR ENGRAVERS, VETERANS, CIVIL WAR SYMPATHIZERS, AND PROMINENT PERSONALITIES.

MAESTRO NOV. CO., 501 S. Ave., New York, N. Y.

ELGIN & WALTMAN REBUILT WATCHES
7 Union Ave., N. Y. C. Dept. B & C.

GORDON MFG. CO.

MAESTRO NOV. CO., 501 S. Ave., New York, N. Y.

ELGIN & WALTMAN REBUILT WATCHES
7 Union Ave., N. Y. C. Dept. B & C.

SLUM JEWELRY $1.00

CROSSES, with stones, fast sellers. Dozen $1.00, $1.25, $1.50. RINGS, $1.00, $1.25, $1.50. KNIFE & CHAIN REELS, $1.00, $1.25, $1.50. BRACELET, $1.00, $1.25, $1.50. BUCKLE, $1.00, $1.25, $1.50. BRACELET $1.00, $1.25, $1.50. BRACELET $1.00, $1.25, $1.50.

STARR PEN CO., Chicago, Ill.

SUBSCRIPTION MEN
Make Mine With Leading Publisher. Presently ready for publication. Attractive 51 illustration. 83 pages. 15c postpaid.

R. C. WEBSTER, 108 W. 42nd St., N. Y. C.

HY-GLO SCENIC PRINTS
Multi-color prints on balloons with a glossy finish. They're tops in flash!

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Make Mine With Leading Publisher. Presently ready for publication. Attractive 51 illustration. 83 pages. 15c postpaid.

R. C. WEBSTER, 108 W. 42nd St., N. Y. C.

Mount Sinai Hospital-5190 Nostrand Avenue, Brooklyn 10, New York.
about nine people and each night they bowed to about 900 people.

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**Pitchford Five Years Ago**

Paul Berry and Thomas Mulrooney, paper men and bookers, were associated with the Associated Trade Press, Chicago, for 10 years, and in the spring of this year, the company had an auto accident August 10 near Findlay. Mrs. Bush, of Columbus, Ohio, and Washburn, of Waverly, Iowa, were injured. A special report of the accident which is being followed closely by the Press. The company was forced to cancel its engagements for the next three weeks.

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**Events for 2 Weeks**

**September 2-7.**


ILL.—Mount Pleasant, 5-7.

MISS.—West Riverside, Harvey Festival, 6-7.

NEB.—Armstrong County Fair, 5-6.

OKLA.—Lugra, 5-7.


TX.—Trinidad, 5-7.

W. V.—Loudon, 5-7.

**September 3-9.**


ILL.—Mount Pleasant, 8-9.

ME.—Falmouth, 8-9.

MISS.—West Riverside, Harvey Festival, 8-9.

OKLA.—Armstrong County Fair, 8-8.

S.C.—Swainsboro, 8-8.


W. V.—Loudon, 8-8.

WIS.—Hudson, 8-8.

**September 4-10.**


ILL.—Mount Pleasant, 9-10.

NEB.—Armstrong County Fair, 9-6.

OKLA.—Armstrong County Fair, 9-6.


W. V.—Loudon, 9-6.

WIS.—Hudson, 9-6.

**September 5-11.**


ILL.—Mount Pleasant, 5-11.

NEB.—Armstrong County Fair, 5-11.

OKLA.—Armstrong County Fair, 5-11.

S.C.—Swainsboro, 5-11.


W. V.—Loudon, 5-11.

WIS.—Hudson, 5-11.

**September 6-12.**

CALIF.—Dale Rev. Community Fair, 6-12.

ILL.—Mount Pleasant, 6-12.

NEB.—Armstrong County Fair, 6-12.

OKLA.—Armstrong County Fair, 6-12.

S.C.—Swainsboro, 6-12.

S.D.—New England, 6-12.


S.D.—New England, 6-12.

W. V.—Loudon, 6-12.

WIS.—Hudson, 6-12.

**September 7-13.**


ILL.—Mount Pleasant, 7-13.

NEB.—Armstrong County Fair, 7-13.

OKLA.—Armstrong County Fair, 7-13.


W. V.—Loudon, 7-13.

WIS.—Hudson, 7-13.

**September 8-14.**


ILL.—Mount Pleasant, 8-14.

NEB.—Armstrong County Fair, 8-14.

OKLA.—Armstrong County Fair, 8-14.

S.C.—Swainsboro, 8-14.


W. V.—Loudon, 8-14.

WIS.—Hudson, 8-14.

**September 9-15.**


NEB.—Armstrong County Fair, 9-15.

OKLA.—Armstrong County Fair, 9-15.


W. V.—Loudon, 9-15.

WIS.—Hudson, 9-15.
Riverside Park Gross Increased In Indianapolis

INDIANAPOLIS, Aug. 31.—Off to a slow start at beginning of the season because of bad weather, Riverside Amusement Park’s business steadily increased through summer until its gross surpassed that of last year. Park is completing the second season under presidency of John L. Coleman and general management of Hurlbal Parker.

One new ride, the Tornado, was added this season, bringing the total to 34. Numerous special events were held under direction of Frank A. Holmes, promotion director. Most outstanding of these were annual September Week, which grossed better than that of last season; Venetian Grotto, which opened the second season under presidency of John L. Coleman and general management of Hurlbal Parker.

NEW YORK, Aug. 31.—An order of the National Labor Relations Board requiring Ringling-Barnum and Bailey to post terms of a board notice in its backyard for a period of eight days was added this week. Beginning July 25, it was amended by a mutual agreement, which calls for extending the date of expiration period from about September 24 to about October 1.

Examiner for the Second Region (New York) of the NLRB declared that the board “has been notified by our field region that on August 5 the notice was not properly posted in Mason City, Ia.” It was also claimed, but not established, “that for a period of approximately seven days, from July 27 to August 3, the notice was not properly posted.” Examiner said that “upon receipt of this information on August 13 we conferred with the attorney for the circus and it was agreed that the notice would be posted for an additional eight days.”

The notice, signed by John Ringling North, guaranteed the right of employees to self-organization without interference, and the right to collective bargaining, and also declared that the show will not recognize or deal with the American Federation of Outdoor and Amusement Workers or any person or group of persons purporting to represent said organization.

Olympia in London Is Hard Hit by War-Time Conditions

LONDON, Aug. 24.—Most famed of London’s exhibition buildings, Olympia, at present occupied for government purposes, has been hard hit by the war.

After providing for debenture interest and taxation, financial year just ended shows a loss of 43,492 pounds in contrast to 20,691 pounds in previous year. Overdraft has increased from 9,808 to 47,740 pounds, but valuable assets have enabled the company to survive its present difficulties.

Olympia’s biggest competitor at Earls Court is the government’s own exhibition hall, and the third exhibition hall in importance, the Royal Agricultural, remains shuttered for other reasons.

WHERE WILL YOU SPEND CHRISTMAS?

PRINCESS GOES DUTCHESSE.

NEW YORK, Aug. 31.—National spotlight was focused on Dutchess County Fair, Rhinebeck, N. Y., when President and Mrs. F. H. Newcomb and his wife entertained the recently arrived Princess of Norway and her children at the fair Thursday after receiving them at their Hyde Park residence. New York papers front-page the event, some with pictures.
WANTED FOR SOUTHERN STATES SHOWS
Best circuit of Fairs in the south. One more Show strong enough to feature a few more Stock Concessions. Will sell exclusive on Cook House, also American Palomino, No Rocket Percentage, Coupons or Cyrells. All addresses addressed.
JOHN B. DAVIS, Osceola, Georgia, this week.

WANTED—CARNIVAL for
Gaston County Negro Fair
Week of October 21 through 26.
Write or wire C. A. EDEN, Manager,
Gastonia, N. C.

CNE Gate 60,000
Under '39 as Half-
Way Mark Passed
TORONTO, Aug. 31.—The Canadian National Exhibition passed its halfway mark tonight. Attendance for the first week was 111,000, 60,000 under the same period last year. Yesterday (Friday) was a total loss with a heavy down-

TIDE of people throughout the day. For the first time in 17 years and the fourth in the history of the CNE grandstand performances were called off.

Today gave the show the best weather and business since opening, with an at-
tendance of 100,000, 15,000 better than last year. Thursday, Sept. 1, 1898, 100,000; 1899, 111,000; Friday, 1928, 75,000; 1930, 44,000.

Grandstand draws from about 300 admissions today for two performances.
The SBQ sign was up before the evening performance started.

Big Froxlen Crosses
Protestantism was jettisoned from early morning to closing. Director J. W. (Patty) Conklin stated at the closing hour tonight the grosses today were the greatest since opening. Emer-
rage roles were installed on many shows, so patrons who were at a premium. Harry Seiber's World's Fair, which has never won-stock of the Fair is tops so far, with Jack Halligan's Circus Side Show taking second honors and Lee's Frozen Alve in the winning bracket. Shirley Lyons' Beef Trust did better than on Children's Day. In the eight performances of Rocket, Harry Illi's Boro and Rapids and the Flying Scooter took the lead.

Barlow Spotlight
Localities picked up their newspapers Wednesday to learn that Shirley Lyons' Beef Trust did better than on Children's Day. In the eight performances of Rocket, Harry Illi's Boro and Rapids and the Flying Scooter took the lead.

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Barlow's unknown explosive export. An AP story from Johnson said that Bar-

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This week: August 31 to September 14.
Mr. Gibson Replies

The criticism leveled at the World's Fair has been well taken, as it has all its free acts in one spot and (2) not interfered with the acts of some-where additional thrill acts. I discussed thrills with Mr. R. H. McIntosh and Frank Buck, because I thought this could be an addi-tion to the acts in an area where we already had -ring circuses was the basis of our con-sideration to the manner in which we would go about it.

We discussed the possibility of whether it would be better to put them all in one place or spread them out. I was in favor of the competition of the three-ring circus with the three one-rings that was the way we wanted to segregate them. But we decided to segregate them in the area where we already put one -ring thrill acts. It may be a mistake for us to do it in this line, but, I think, the honest mistake and purely a matter of judgment.

Ever since the Amusement Area was consecrated, it is true that we have felt that the most important thing to do was to get as large a number of the attractions as possible in one area in the center of the Great White Way. You know what happened to them. I think that this resulted somewhat from the weakness of the management of the fair, of which I have been the chief since the beginning. The large number of people have attended the fair principally to see the acts. We want to do our best to bring them back to our knitting. We cannot get ourselves into trouble. I can not see what is more powerful, especially when it is noted that on the lower end of the midway, as far as the acts are concerned, there is a singular absence of any text relating to the acts on the little posters in the subways. For Mr. Gibson's information—and it is given in all seriousness—the little posters should be covered because they "date." And we will to it at a suggestion a fact that some of the New York news-papers have been printing. We have been doing so since we got them. All we do is, let's see, 5,000 people a day pass through the midway and we can not make the heartbreaking announcement to the people that they could not get their money back at the box office after the horse riding. It is a thing of the past. It is a thing of the future. But, it is fulfills this purpose is to tell the people that there is no better way of not only saving the money but making things better. It is a thing that is happening at this time.

What's more, we haven't seen any mud on the lower end of the midway, as far as the acts are concerned, there is a singular absence of any text relating to the acts on the little posters in the subways. For Mr. Gibson's information—and it is given in all seriousness—the little posters should be covered because they "date." And we will to it at a suggestion a fact that some of the New York news-papers have been printing. We have been doing so since we got them. All we do is, let's see, 5,000 people a day pass through the midway and we can not make the heartbreaking announcement to the people that they could not get their money back at the box office after the horse riding. It is a thing of the past. It is a thing of the future. But, it is fulfills this purpose is to tell the people that there is no better way of not only saving the money but making things better. It is a thing that is happening at this time.

To some extent, the acts on the lower end of the midway were looked upon as an inconvenience to those who were interested in the acts on the upper end of the midway. But we decided to segregate them in the area where we already put one -ring thrill acts. It may be a mistake for us to do it in this line, but, I think, the honest mistake and purely a matter of judgment.

Lost forever is the idea of the Amusement Area as a circus city, because we have taken the circus out of it. We have taken the circus out of the Amusement Area because we have decided to segregate the acts in one spot and (2) not interfered with the acts of some-where additional thrill acts. I discussed thrills with Mr. R. H. McIntosh and Frank Buck, because I thought this could be an addi-tion to the acts in an area where we already had -ring circuses was the basis of our con-sideration to the manner in which we would go about it.

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WALTER DARE WAHL
Billy Rose's Aquacade
Golden Gate International Exposition, San Francisco, Calif.

Joe Digging Up New Talent—He'll Show Those Big Offices

Hoboken, N. J.

Dear Paul Denis:

I'M WRITING you from Hoboken this week because I'm convinced the big offices have tied up all the standard acts. The only thing left for me is to go out into the sticks and dig up new talent.

So I left Cheesey May in charge of the office and took the ferry across the Hudson for Hoboken. Mae (her real name) is beginning to worry about her figure and thinks she'd better start learning office work. So I let her run my office this week-end since she's laying off anyway and, besides, she's paying me $1 a day for the privilege.

Well, getting back to my Hoboken trip, there's a lot of talent here. Of course, it's not being shown to advantage—but just let me get my hands on some real talent and I'll show MCA and those other offices how quick I can build it up.

The trouble with most night clubs here in Hoboken is that they cater to the sailors who seem more interested in talking confidentially to the girls at the bar than in seeing them work in the floor show. Some of the girls are called tankers and seem to be always drinking. The girls even get mad when the emcee calls them away from the bar when the show starts.

The only good spot in town is the Waterfront House, a classy little spot seating 14 at the tables and 88 at the bar. There's a line of 28 girls, two girl singers and an emcee. The girls all bring their own costumes—so the line is really quite a novelty. The singers are not like those fancy birds at the Met. They're perfect for night clubs—tearful and loud.

The club is the only local spot where sailors have to take off their caps when dancing. And the band—a pip. It's Barney Le Barn and His Bronx Cheerers, a terrific four-piece band that can play Tiger Rag all night.

JOE PURSENT.

P. S.—Just got a card from Mae at the office. She says she's learning fast and expects to know how to use the dial phone by next Friday. She's a wonderful kid, Paul. Give her a plug in your Club Talent column next week.

Walter's Lindy Hoppers (Paradise) Atlantic City, N.J.
Whitson Bros. (Rainbow Room) NYC, N.Y.
Whitlock, Snowball (Biltmore Hotel) Chi, Ill.
Whalen, Maurice & Betty (Midway Beach) Chi, Ill.
Whitney (Madison Club) Baltimore, Md.
Whalen, Orry (New Yorker) NYC, N.Y.
Winter Sisters (Nixon) Pittsburgh, Pa.

Walter, Gene (Halfway House) Darien, Conn., N. C.
Ware & Pixon (Dennis) Atlantic City, N. J.
Wayne, Ginger (Queen Mary) NYC, N. Y.

THE BILLBOARD
GENERAL OUTDOOR
September 7, 1940
CARNIVAL
(Routes are for current week when on date are greatly in advance of mailing points are listed)

Alamo Expo: Woodward, Okla., 3-5.
American All-Expo: Center Point, Ark., 2-5.
American Delight Sweets: Delight, Ark., 2-5.
American Circus Band: (Moose Club) Johnstown, Pa., 3-6.
American Grill: (Mail Order) Racine, Wis.
Am gilh Expected: Glenpool, Okla., 3-7.
Amusement Park Ltd.: (Crescent City) New Orleans, La., 3-7.
Amusement Park Limited: (Offering All Kinds of Amusements) New Orleans, La., 3-7.
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Promotions

On August 14 and 15, 1940, Chicago newspapers published details of a juicy vending machine story. One Detroit newspaper at least gave front-page space to the same news report. Detroit is also a great vending machine center and the story naturally had direct interest to Detroit readers.

One phase of the vending machine "racket" stories is that the legitimate vending machine trade is compelled to stand by and hope that the noise will not cause too much injury to legitimate trade.

It would be possible, of course, for the legitimate vending machine trade to express its approval of the federal action against questionable vending promotion schemes. It might be an occasion for vending machine organizations to thank those civic and newspaper workers who have warned the public against the questionable promotions for some years.

Some such action should be taken after conviction is obtained. The Better Business bureaus in several cities and also Robert P. Vanderpoel, financial editor of The Chicago Herald-American, have been warning the public of the activities of the present group for a long time.

Some expression of thanks should come from the legitimate trade after conviction is duly obtained in the courts. At the present time the two principals and 29 salesmen of a well-known Chicago promotion are under indictment. The case will eventually be heard in court and the accused will be given a due hearing. They may not be found guilty. Enough evidence has been presented before a federal grand jury to lead the jurors to return an indictment, which means that the case now becomes of vital interest to the vending machine trade as a whole.

There is no desire to try the case in print before the courts have passed upon all the charges, but there is the necessity for the vending machine trade to be prepared for the shock of publicity that comes when such cases become public news.

For some reason the public, and many civic and newspaper men, are never careful to distinguish between a limited group that may be charged with violating the laws and that large group that is not charged with any violations — when it comes to anything relating to coin-operated machines.

Most of the Chicago headlines have been very fair in reference to this particular case. Only one news head referred to a "Vending Machine Racket." This is a consideration on the part of the Chicago papers that deserves real appreciation. It would have been so easy to feature "vending machine racket" in bold headlines.

Earlier in the year charges were made and filed in Texas against the sales practices of a firm that had operated in the vending field for many years. The case also related to penny vending machines.

The prominence of the two cases indicates that the federal government is keeping a careful check on vending machine promotional schemes, because there have been several cases to call attention to these promotions. As usual, the federal government may be slow in getting around to cases, but it does get around.

If morals may be pointed out, the legitimate vending interests are compelled to meet some publicity to their trade that may be unfavorable. The industry lacks the means for counteracting with favorable publicity, but organized effort would express appreciation to all newspapers and organizations that have shown consideration for the legitimate trade in reporting news of the questionable cases. It would be well to point out also to newspapers and business organizations the importance of making distinctions between the regular vending trade and those who do not use trade channels.

Because some have looked on with envy at the big sales made by certain promotional schemes, it might be well to examine all vending machine promotional and sales methods within our own ranks. Each firm could easily make its promotional methods comply with standard practice.

There has been entirely too much of a tendency among vending machine firms to try to find some promotion method outside the trade channels that would be a world-beater. Maybe it will be wiser to use the published trade channels and trade mediums for the long pull. The penny venders have a permanent place in our distribution set-up and it is unfortunate that unfavorable publicity comes about periodically. High-grade vending machines are also due for a big increase in usage, and questionable promotional methods would severely hinder their future.

The promotional plans of the group under indictment have been known and widely discussed in vending machine circles for some years. The public might feel that the legitimate interests in the vending machine field should have made complaints, or have disciplined itself. But the vending machine trade, like other divisions of the coin machine trade, is not so well organized as to undertake self-discipline.

It is very doubtful that even a well-organized vending machine trade could have used discipline in the case which the federal grand jury has questioned. The group in question did not use the regular trade channels and as far as is known did not cooperate with existing trade organizations. In vending machine trade circles the methods used in selling the plan were referred to as high-pressure tactics. The vending trade in general looked on and wondered. A few may have thought of imitating the selling schemes in certain ways. High-pressure tactics have been widely used in the higher circles of business and it is not easy to say when such methods become illegal. The federal government uses the postal laws to make its case.

This is the second prominent vending machine fraud case which the federal government has initiated during 1940. Earlier in the year charges were made and filed in Texas against the sales practices of a firm that had operated in the vending field for many years. The case also related to penny vending machines.

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Kirk Air Defense Attracts Interest

CHICAGO, Aug. 31.—The demand for our new timely machine, Air Defense, has been the heaviest I’ve ever witnessed,” declares Claude Kirk, head of C. R. Kirk Company.

“Air Defense has attracted attention and created buying interest among coin men throughout the country. We’ve had calls and correspondence pouring in to our offices in unusually heavy amounts since we first announced the release of Air Defense.

“We are now in production on Air Defense and will make shipments as soon as it is possible to do so. In the meantime the orders keep piling in.

“Air Defense is probably the most timely and unusual and most realistic coin-operated machine that has ever been built. The action parallels that of actual planes engaged in airport landings as possible in the time it takes to play a game.

“Players enjoy trying to make as many kills as possible in the time allotted for firing. Mechanically, Air Defense is sound. Its simplicity and earning power are shown both on test locations.”

FLORENCE, Colo., Aug. 31.—Citizens of Florence are now enjoying our latest game furnished by amusement games. The city’s governing officials voted recently to allow the operation of novelties and amusement games, but specified that machines must not be gambling devices.

There was no objection to this. In fact, the city’s governing officials voted recently to allow the operation of novelties and amusement games, but specified that machines must not be gambling devices.

The effective date of the ordinance was August 15, the measure having been passed August 5.

Anderson Tells Tot Success Story

CHICAGO, Aug. 31.—“Every week sees Western’s Tot, the world’s smallest token payout counter machine, become the world’s largest in terms of sales,” reports Don Anderson, Western Products, Inc., sales manager.

“Naturally, we are happy that Tot has made a hit with coinmen, but we cannot be surprised. For a long time we worked on this great little counter machine to perfect it and to incorporate as many features as we could possibly get into a small machine.

“Upon inspection it is revealed that it has a silent-pressure mechanism and a new type of coin-operating device. The coin is detected accurately and only coins of the right kind are accepted. It has a built-in safety catch on the token payout slide which further protects the operators and location owners from losses.

“These are but a few of Tot’s many features that have helped make it the biggest seller among counter machines available to operators. Its two-tone mechanism is one which makes it a welcome addition to any location and its operating appeal to players everywhere.”

Rex Amusement Applauds Dixie

SYRACUSE, N.Y., Aug. 31.—“We’ve seen some pretty fine machines in our long experience in the coin machine business,” stated an official of the Rex Coin Machine Company, “but top honors go to the Chicago Coin Machine Manufacturing Company for turning out such big money-making machines.”

“Chicago Coin games have always been the favorite of operators in this territory. We could name them one by one for years, but the most important names to operators today are Pols and Dixie, and now a brand-new hit called Dixie. There’s really a big trend in store for operators when they see Dixie.”

Monarch Gets Removal Results

CHICAGO, Aug. 31.—One thing that we are completely satisfied of is the fact that operators really need The Billboard carefully,” reports Al Stern, of the Monarch Coin Machine Company.

“We’ve said this before but the last week has convinced us even more completely. A week ago we announced that it is our intention to move our headquarters to a higher location, and that all of our machines now in service are to be shipped to the new location. We have less equipment to move when the time comes.

“All the rest of the story is simple. As soon as operators learn of our intention to move, they began the territorial rush of orders that has not subsided all week. When we decided to conduct our removal sale we figured that we could sell a large part of our equipment between now and the time we moved. From the way we have been showered with orders for all kinds of equipment since our announcement last week, it looks like we’ll have to move our desks and files.”

Boston Firm Hails “Chutes

BOSTON, Aug. 31.—“Operators in this section are calling us famous Chutes after learning full details about the sensational new money-making Shoot the Chutes deal we are making available to them.”

“We are convinced that this special deal on Shoot the Chutes will prove to all operators that the biggest buyer is Seeburg.”

“Every operator should take advantage of this unusual opportunity immediately.”

Keeney Speedway In Big Demand

CHICAGO, Aug. 31.—“It’s the new scoring idea in the coin machine industry that has made it a sensation,” reports Bill Ryan, sales manager of J. H. Keeney & Company.

“Speedway has been available to operators for only a few short weeks, yet it is in as great demand as many machines that have been on the market for months. We’ve added extra production forces and are turning speedways out at a high rate of speed.”

“It’s a tough job to try to keep pace with orders for this sensational free-play type machine, but we’re doing our best to meet the demand.”

“While Speedway is well on its way to becoming the king of the free-play type machines, Keeney’s Anti-Aircraft Machine Gun and Keeney’s Wall Box still are the top sellers in the legal novelty and music fields respectively.”
Gun Earnings Hit High Point

CHICAGO, Aug. 31.—“Never saw anything like Rapid-Fire machine gun for big steady profits,” says Ed Ravreby, of the Novelty Machine Company, Boston.

“After all, you expect a machine of this type to make money, but you don’t figure it will heat other games’ figures. And that is exactly what Rapid-Fire is doing.

“Repeat orders are coming in so fast that my big problem is getting delivery fast enough to keep the boys happy. However, I understand the factory has doubled production, and New England operators will be sure of immediate delivery starting right after Labor Day.”

Enthusiasm for Pool Bowling

CHICAGO, Aug. 31.—Confirming our opinion that Pool Bowling is the greatest newcomer in the amusement field, sales manager of Pool Bowling Manufacturing Corporation, “Frank Schafer, says, “that operators are showing increasing enthusiasm for this game, and we expect a steady profit." Schafer says, “operators everywhere are finding a steady demand for Pool Bowling, and the game is rapidly gaining in popularity."

The firm is now located at 540 Turk Street, San Francisco.

Golden Gate in Larger Quarters

SAN FRANCISCO, Aug. 31.—Al Armos, president of the Golden Gate Novelty Company, reports that his firm’s new quarters have been occupied in Michigan for a period of eight months.

“The Golden Gate is a natural for any territory,” says Armos. “It’s a popular game, and it’s ready for delivery. We have another one too: ‘When you see Jungle Camp, you’ll learn why it is just what the operators and distributors want.’"

Heimann Returns From Sales Trip

CHICAGO, Aug. 31.—Back from an extended trip thru the Middle West, Harry Heiman returns to his position as manager of the American Eagle Coin Machine Company on the West Coast.

“In every way, we have the equipment, facilities, and stock to render fast and satisfactory service. We look for business to be more brisk this fall than in years,” he says.

Evans Introduces Its Jungle Camp

CHICAGO, Aug. 31.—“Answering the question of what operators are looking for, a game that fits any spot and can be relied on for a steady draw. Jungle Camp is creating a sensation everywhere it’s shown,” says R. C. Evans, president of R. C. Evans & Company.

“Jungle Camp is a natural for any location,” he continued. “It’s a great game for all types of orders, including four models, free-play, free-play game, free-play game, and pay-out, and it’s ideal for any territory. Players are strong for the free-play angle. The mystery selection on the backboard builds interest and keeps them coming back.”

“Jungle Camp offers a unique game for longplay, and it has a new four-story structure at 2218 University Avenue. In announcing occupation of its new quarters, Taras said: ‘We are now reaching the heights in our business. As distributors for many leading manufacturers our business has grown to enormous proportions.‘

“Without a doubt we have in our new location one of the finest in the coin machine industry. The building is four stories high, with 60,000 feet of floor space. We have elevator service and our own loading docks and railroad tracks in the rear of the building. We feel we have the outstanding showrooms and sales facilities in the nation for coin-operated games.”

“In addition, we maintain the Utility Finance Company, organized to assist operators in purchasing phographs and other equipment on the time payment plan. Thus, with all these advantages, we believe we have the outstanding showroom and sales facilities in the nation for coin-operated games.”

Schafer Joins The Baker Co.

CHICAGO, Aug. 31.—Harry Schafer, veteran coin machine salesman, has recently joined the Baker organization. Schafer, who has been traveling and selling for many years, has an enviable record, and is well known throughout the industry. Schafer joins the Baker organization in San Francisco and represent the Baker coin machine company on the West Coast. N. L. Baker, president of the company, announced the hiring of Schafer, who is well known in the coin machine business, to a program to place capable and well liked representatives in the field with the purpose of offering a closer contact between the company and the field in this manner give the customers, the best of service, create good will which will ultimately prove to our mutual benefit.”
Southern Automatic Now Handling Games

LOUISVILLE, Ky., Aug. 31.—In announcing that all four offices of the Southern Automatic Music Company will henceforth carry a complete line of amusement games, Leo Weinberger, company official, declared: “We have been in business in Louisville since 1923. In former years we were one of the largest games distributing organizations. However, since 1935, we have handled for the most part the Seeburg distributorship of the former years we were one of the largest companies henceforth in the States of Indiana, Kentucky, Tennessee, and Southern Ohio.

“In 1935 we opened our office in Cincinnati. The Indianapolis office followed in 1937 and in the early months of 1940 we established our office in Nashville, Tenn. These four convenient offices make it easy for operators in our territory to visit us. Also, they are convenient for use as bases for delivery.

“Sam Weinberger is in charge of the Nashville office, while Sid Stiebel and myself handle the Louisville office. L. E. Pippinger works out of the Louisville office, calling on all operators in Kentucky and Southern Indiana.

“We have been handling games at the Louisville office for some time; other offices have not. Operators have requested that we also handle offices so that they can do all their buying at one office.

“We have a fast over-night service in deliveries from Chicago to each of our offices. In this way operators will be assured of prompt delivery of all of the best games very shortly after they are released.

“We are proud of our reputation for giving operators our fullest cooperation in every way. Our games business shall get the same attention in all offices. At any time of the day or night, operators can contact us for service and delivery.

“In our four offices at the present time we have 60 employees giving their entire attention to co-operating with the operator so that he can make more money. We do this because we feel that the operator must be a good one if the distributor and manufacturer are to benefit and do business.

“All offices will henceforth carry a complete line of new and used amusement machines, as well as our regular line of phonographs, parts and accessories, and other devices,” concluded Weinberger.

Spin-O Plans Nat'l Expansion

MINNEAPOLIS, Aug. 31.—Announcement has been made here by Manny Levines, head of the Spin-O-Bale Company, that his firm is planning an expansion program that will include the opening of seven new offices throughout the country by September 15.

“With Spin-O sales moving along at a record pace in the six-year history of the firm,” Levine said, “we are ready to expand our marketing our product on an international scale. As a result we have divided the country into six parts and are going to open offices in New Orleans, Dallas, Boston, Alabama, N. Y. San Fran-

“Spin-O is in use in 38 States through the nation. The demand for our product has become so great that we have felt this expansion is absolutely necessary. We feel that thru our new branch offices we will be able to reach into territory not yet covered, and before long Spin-O should be in every State in the Union.”

Hy-G Games Offering Gun

ST. PAUL, Aug. 31.—“We’ve said so from the front that we are offering operators on Shoot the Chutes is the most money-making machine ever made available to coin machine operators,” declares Hy-G Games officials.

“It really surprised us how many operators took advantage of the marvelous offer immediately following its announcement. There are still some operators, however, who have not availed themselves of this sensational opportunity and it is to them that we say this is a once-in-a-lifetime offer.”

Bally’s RAPID-FIRE MACHINE GUN WITH DASHING, DIVING U-BOAT TARGET

IMMEDIATE DELIVERY
The Vending Machine Co.
205-12 Franklin St., Fayetteville, N. C.
Cable Address: “Colo-locate”
Bigger and Better Than Ever Before" adopted as convention slogan

Chicago, Aug. 31.—Announcement of the dates of the big 1941 Coin Machine Show and Convention has been received from Coin Machine Industries, Inc. (CMI), the firm's executive secretary and manager. July 13, 14, 15, and 16, 1941, will find thousands of coin men gathered at the Hotel Sherman to view the industry's offerings.

Gilmore announced that floor plans and exhibit contracts will be mailed in September. First mailing of contract forms will go to members of CMI and former exhibitors. A second mailing will follow to all other prospective exhibitors.

Forecast Big Show

The prospect for a "super-colossal" show, says Gilmore, could hardly be better. "Already we have had a number of prospective exhibitors clamoring for information and space contracts. Many of our former exhibitors are planning to get in order to receive preferred attention as to space allocations."

Bigger and Better Than Ever Before, in the 1941 Coin Machine Show and Convention. A complete sell-out of exhibit space, a larger registration of coin men, and better shows to follow to all other prospective exhibitors. Forms will go to members of CMI and the industry will be in a September.

Imps For Sale, $12.50 each

312.314 Broadway, Nashville, Tenn.

H. G. Payne Company

Big Arcade Year, Rabkin Reveals

New York, Aug. 31.—That Penny Arcade business is coming back to Penny Arcades in droves. "Two weeks after opening one of our arcades at the Fair," Rabkin stated, "it was necessary to enlarge it to three times the original size. Even with this additional space could have been used."

"Every type of machine if clicking," Rabkin continued, "is doing a tremendous business. The prospect for a "super-colossal" year was revealed by Bill Rabkin, president of International Photomatic Co. "Our machines," he added, "are making migratory birds of the gambling districts. The world's fairs are attracting huge crowds. Machine men are having a tremendous year, regardless of the weather," he said.

Official World's Fair figures for the take of the two Munster Photomatics arcades for the first 11 weeks was $486,925.08. Brooklyn week figures as of that of July 4, $49,104.24, Rabkin declared. He pointed out that while these figures may sound phenomenal to the average operator, they are being known and superseded on a comparative basis by others in the field. "In every state and territory whose overhead and other expenses are necessary will at least as those of Musco-}

Pinball Machines for Revenue


Sheriff George A. Case, we learn, gives Yonkers a clean bill of health as he orders a county-wide drive to eliminate illegal gambling machines—particularly of the pinball variety.

We know a lot of people who like to stand at pinball machines and match their skills against their friends, with the stakes the cost of the game, or a drink, or a packet of cigarettes, wagging the hand at the machine.

"To you—unless children are permitted to use the games for gambling—pinball machines will remain to play a part, a very important part, in their week's salary into the money of the machines.

Buckley Official Recommends Game

Columbus, O., Aug. 31.—According to Bob Warner, official of the Buckley Vending Company, Columbus, O., there is a new machine available to operators which will make past earning records look small.

"It's the new Chicago Coin Machine Manufacturing Company release, Dixie," says Warner. "The fine reputation of the Chicago Coin firm has been built on just such games as Dixie. Mechanically sound machines, packed with player appeal that assures operators of full cash boxes at long periods of time in operation... these are the exciters for operators. Buckies, pinball games are pretty analytical. When Coin machines always come thru with good returns and Dixie is another good example."

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Sales Taxes and "Use" Levies Aired at Parley of Experts

CHICAGO, Aug. 31.—The hodgepodge of State sales and "use" taxes resulting in considerable confusion among both sales-tax authorities and State Line to buy motor cars, type-written letters, etc., as well as to order groceries or farm implements from another State, had an air of the United States in 34 states recently.

Representatives of State tax departments and manufacturers' groups, all of them authorities in their field, assembled under the auspices of the National Association of Tax Administrators to discuss a uniform code for taxing interstate sales in States having both sales taxes and use taxes.

The meeting was called by John H. Hendren, attorney for the Missouri State sales tax department and chairman of the committee on uniform sales tax regulations of the National Association of Tax Administrators. The objective was a comprehensive tax program for submission to the legislators of the various States for their consideration, with a view to eliminating discrepancies in sales taxes and to break up the State Line to buy motor cars, type-written letters, etc., as well as to order groceries or farm implements from another State, had an air of the United States in 34 states recently.

Sales Tax in 23 States

Among the other delegates were Fred G. C. Bland of the Indiana general income tax division; Harold Harmatan, director of the Colorado sales tax division; Samuel Herman, supervisor of the rules and regulations division, Illinois department of finance; John Todd, solicitor general, Indiana; Lester Underwood, director of the Arkansas revenue department; and Hendren as speaker for the group.

"Twenty-three States now have the sales tax in some form," he said. "It ranges from 1 to 3 cents on the dollar. In some cases it involves only retail sales, in others it applies to every manufacturing and to professional services. The sales tax may be considered comparable with the recent sales tax of the States having adopted it since the depression hit business in 1933. But West Virginia is credited with the first comprehensive sales tax law, which it passed in 1931."

"Necessarily, with the States working independently, a growth of laws, rules, and regulations has grown up. This, coupled with the fact that in half the States still have no sales tax at all, means discrepancies and evasions. Our group meeting here is attempting to fashion a working basis of uniformity from which may evolve a standardized sales tax program."

Report Demand for Genco Band Wagon

CHICAGO, Aug. 31.—"A strong demand for Genco's new game, Band Wagon, has been reported from the whole country," declares a Genco, Inc., statement. "Operators were quick to become enthusiastic about this winner because the profit margins, which were amazing high. In addition, being a Genco game, it was easy for the large initial demand, as Genco games have been a reputation for consistent record earnings."

"The game has four ways to win and four levels of prize money. It's different and exciting."

"True to our policy of thoroughly preparing our products before we introduce them, Band Wagon was developed and found that collections spurted immediately. That assured us we had the wonderful response of operators thrusting the new game with more than born our faith."

Landslide Taxes Exhibit Production

CHICAGO, Aug. 31.—"Landslide continues to tax the capacity of our production department to keep up with the orders coming in," says John Christ, sales manager of the Exhibit Supply Company. "We are attempting to keep our production facilities up with the orders received for this game has been a new experience for us," he continued. "While we have had a double production rate of other games, the demand was such that we were able to keep pace with orders received without being compelled to work our factory at all hours in long periods during which we have been in producing Frankenstein."

"At present, operators catch on to this game very quickly. As soon as the samples are ordered, orders were placed with the result that before long we had orders from distributors to distributors who were ordered from sections of the country. At present we have 150 samples in exhibit."

"It now appears that even the we have finally succeeded in getting the game into all of our distributors' hands, the market is still open to keep its rate that we are still several days behind on special events this year than ever before, he said."

The present time Wagner has one arcade playing fair, in addition to the gun amusement, but he has another band to take care of contracted spots, he said.

Assn. Warns of Iowa Sales Tax

ST. PAUL, Aug. 31.—Minnesota operators who have routes extending into Iowa have been informed by the Minnesota Amusement Games Association, Inc., that the State of Iowa has a sales tax which applies to games, etc. The association issued a bulletin to the operators showing the tax to be 15c, for 5 cents."

"For instance, Illinois has a sales tax. Wisconsin hasn't. People can go to Wisconsin to buy a car to avoid your 1 per cent sales tax. But Illinois, by imposing a 3 per cent tax for the "use" of that car within its borders and refusing to issue a license for it until that tax is paid, would thus gain the same revenue, and the advantage to the out-of-state purchase would be voided. Only Michigan, Michigan, and California have such "use" sales taxes."

"Our group has that under discussion, and it will be a wide-ranging subject," he continued. "We have been fortunate in having large runs on Band Wagon, and the sales in Chicago have been so successful that it has been on the road for this game has been a new experience for us," he continued. "While we have had a double production rate of other games, the demand was such that we were able to keep pace with orders received without being compelled to work our factory at all hours in long periods during which we have been in producing Frankenstein."

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AMUSEMENT MACHINES (MERCHANDISE)

MINTS ARE UNABLE TO SUPPLY UNPRECEDEDENT DEMAND FOR COINS

NEW YORK, Aug. 31.—Something has happened to the coin machines which makes Mr. and Mrs. Citizen carry more pennies, dimes, nickels and quarters in their pockets than ever before. Demand is so large for smaller coins that one of the three U. S. mints is now on 24-hour production schedules and the third on a 10-hour coin-making day.

Why the Demand?

The court calendar or that which is responsible for this tremendous demand of coins and the shifting of the public's money habits. Alas experts in monetary fields are by no means in complete agreement as to sources which are so obvious to the experts than that which is no argument about them.

One of the most apparent explanations is the increase in the use of vending and amusement machines operating upon the insertion of coins. These machines are now delivering a greater number of items to the public for the same or slightly higher price than before, according to observations of some experts seeking the causes for greater use of coins.

A second important reason for the increased use of coins is the shift from a credit to a cash basis in a large number of retail stores. This change in retail business has been going on for some time and is the major reason for the increased use of coins. The retail food business of the country is responsible for this tremendous demand of coins.

Odd Price Influence

Another noticeable factor in the coinage situation is the demand situation in the price-making system of retail stores, which carry mark prize mark at even figures. Fractional amounts are used of psychological figures such as $.99 and $.99 have greatly augmented the need for the making of small change.

Other factors are the increase in State and municipal sales tax. Federal taxes on amusement and certain commodities also contribute to the increased use of minor coins. Theaters in great numbers have schedule prices for odd amounts.

The fact that there could be some increase of coins is the more astonishing when it is realized how great a quantity is already in circulation. At the end of June there were about $4,174,000,000 in half-dollars, quarters and dimes outstanding, and $160,000,000 in coins of lesser denomination. This is the equivalent of 1,000 million, or half the output of the Denver mint for the past year, plus a large amount of dimes, quarters and dimes for each man, woman, and child in the country. The deliveries of the smaller coins increased. The demand for quarters and fractions started about the same or slightly diminished.

OPERATORS!

A SENSATION THAT'S SWEEPING THE COUNTRY LIKE WILDFIRE

Northwestern 39 BELL

Biggest Bidders

Biggest Bidders

Pep Up Locations

Smart Competition

Whatever you do—don't pass up the hottest money-maker the bull vending field has ever known. Join us now in this exciting demand this free play sensation. Write today for your spot —to get new locations—smash competition. But you must act right now! Write us at once. The offer expires today and see for yourself!

THE NORTHWESTERN CORPORATION

500 OAK ST., CINCINNATI, OHIO

LOW AS 50c MONTH

NOW—TIME PAYMENT PLAN ON SILVER KINGS

Buy Los Angeles, avoid trouble

CASH IN—

"King Jr." $3.95

5 Ib. "Silver King." $6.50

10 of 10 at $5.50

FREE 50c on every 10

FOR THE WHOLE FAMILY

PROVEN MONEY MAKERS!

Torr 2047A—$0.68

PHILA., PA.
BULK VENDING BIZ PREPARES FOR FALL INDOOR LOCATIONS

If we mention for costs in the weather we're liable to be tossed out on our ledge - but there are sure to be costs that there are thousands of women with for costs on their minds three days. You've got to hand it to the weaker sex - they do have forethought.

The first consider in operator needs too, in order to keep his route up and coming. Sunlight is business from outdoor locations, but there's another important consideration - money during the fall and winter months. It isn't easy to come up with locations which present themselves when the public moves back indoors for its division.

ORDER NEW EQUIPMENT NOW

Not only does this afford the opportunity to secure locations, it's a chance to move machines by way of workshop and give them a three check-up and check over before placing them in new spots they will be in tip-top shape. Machines that have overcome their usefulness should be traded in.

Undoubtedly there will be some locations in territories that will call for new machines. It's not too early to start thinking about requirements in this line.

But the main thing right now is actual experience. A person is going to be set up in a big hurry and operators shouldn't be caught napping. Route earnings can be caught up to, during this change of season by use of a little foresight now. From "The Northstar."
Sam Kresberg Named to New Post With J. P. Seeburg Corp. in N. Y.

Kresberg moves up to become Eastern divisional sales representative for Seeburg as Modern Vending Company, New York, takes on distributorship

NEW YORK, August 31.—Sam Kresberg, known through the automatic phonograph world as president of East Coast Phonograph Distributors, Inc., of New York, revealed today his appointment as Eastern divisional sales manager for the J. P. Seeburg Corporation. His distributorship of the Seeburg line of phonographs has been taken over by Modern Vending Company, New York, one of America's largest automatic phonograph sales agents. Kresberg, in his new post, will sever as the direct link between the Seeburg plant in Chicago and Seeburg distributors and operators all over the East. His work will be to facilitate distribution and act as general co-ordinator of Seeburg's interests here.

"It is with great pride and satisfaction," Kresberg stated, "that I assume my new position with the firm. I will now be in a better position than ever before to operate by keeping in touch with the distributors machinery of Seeburg's great lines of equipment functioning smoothly.

"Naturally I am happy that my distributorship is being taken over by Modern Vending Company, as Nat Cohn, Harvey S. Cohn and the Seeburg team are known far and wide for their record of helping music operators. They have earned their uncontested reputation of leadership in the industry. With the wonderful new Seeburg equipment now being turned out in the largest capacity, the legion of operators are assured of greatly increased income, far more availability in their display of phonographs and also in the ever widening group of their distribution achievements."

"It is a vital turning point in the cavalcade of automatic music, with the horse of Seeburg pioneering in the new field of remote-controlled music—wireless, and wireless, the telephone system, and they moreover are advising that mean extra profits and definitely more profits to the operators.

"It is the firm's intention that they will always be in on the ground floor of the great coin symbolizing their first phonograph firm, and they are sailed to automatic music, a field they have pioneered in the coin machine business. The Lyman band, featuring the singer Jane Frohman, kept the entertainment standard at a high all evening long.

Our operators expressed their thanks for the evening and many indicated a new appreciation of Lyman's music. Lyman, on the other hand, is reported to have enjoyed acting as host to operators, many who have used his disks on their phonographs.

Prior to the affair, Lyman visited a phonograph manufacturing plant and viewed the manufacture of phonographs from start to finish.

Manhattan Distributing Co. New Wurlitzer Distrib in N. Y. Area

Manhattan Distributing Co. has been appointed distributor for the Wurlitzer phonograph equipment in New York and the surrounding metropolitan area. This follows the recent announcement of the appointment of Joseph Eisen and David Margolin from the Coin-o-Matic Corporation as the new distributors in this territory.

Joseph Eisen and David Margolin form new firm to distribute Wurlitzer equipment in metropolitan territory—will devote entire efforts to sales activities.

Modern Celebrates Tenth Anniversary

NEW YORK, Aug. 31.—Celebrating 10 years of progress on Broadway, Nat Cohn, Irving Sommer, Harry Rosen, heads of Modern Vending Company, known as "the world's largest automatic music sales agency" in the coin machine industry, have revealed the phenomenal growth and development of one of the most outstanding distributing organizations in the coin machine industry.

In relating the history of the firm, Nat Cohn, president of Modern Vending Company, opened on Broadway—the first distributing firm to ever open on the Main Street—a distributors for the Davil line of counter games. Their first machine was the Davil gum vendor. They followed this success with Davil's Chicago Club House and Penny Pinball.

As the pinball game continued to grow in importance, heads of the firm, foreseeing its growth, took on the Rock-Ola line of games. Their first great success was the Jig Saw. This was followed by Rock-Ola's famous "Eternal Triangle," a pinball game record hung up by Modern Vending Company for this game is still acclaimed as one of the most outstanding games ever put on the market. It is believed that it will never again be equalled.

All during this period Modern Vending Company continued to grow. They helped foster the growth and development of leader operators organizations. They were always there to carefully guide their customers. They were the first to introduce distributor organizations to the music business and rallies for the trade. They presented music to the trade.

Their slogan, developed with their interest in the automatic music business, was to emphasize the outstanding coin machine trade marks. They arranged with the Pinball Manufacturers Trade Association and the Pinball Machine Manufacturers Association to arrange the trade shows which are so familiar to the trade. They publishe some of the first successful products, and their slogan, "A Modern Product Is Always A Winner" has always been their aim in this industry.

Following their great success of Jig Saw and "Eternal Triangle," they were the first to pioneer the ticket pinball game to the industry. The original Wurlitzer pinball game, Dundy, turned to automatic music, a field that has been very successfully watching. They noted its development in the coin machine business, and they also noted that it lacked the proper promotion to the industry. Meanwhile, pinball continued to grow. They stepped into this breach and hung up the tickets for the trade.

Following this success they then have presided over one successful pinball game after another to their customers. They have been responsible for the entrance into the automatic music field of leading operators. They have helped develop sales over the coin machine automatic music operations in the country. They have continued their uneventful growth by the service and the operation and they have always been their aim in this industry.

Today they are the threshold of their second decade in the coin machine industry and once again they present new products for their customers. As they explain, "We have carefully watched the development of the automatic music business and we are sure that any firm must have something entirely different from what we have been doing to continue success. Therefore, we at Modern Vending Company feel it is necessary the change to a new and better service for our customers. We are now showing the way to what they will be doing in the future when they will pay the way to bigger profits."

Nat Cohn, Irving Sommer, and Harry Rosen, who have been known as "the Eternal Triangle" to their many friends, are aware that their customers, many of whom have been with Modern Vending Company for some years now, realize that their many friends who have so carefully followed the company through the first decade will now be assured the same service that they always came to know when associated with Modern Vending Company, for, as the firm's slogan says, "A Modern Product Is Always A Winner."
COINOGRAPHY-
25 Years in Automatic Music
by
SAM KRESBERG
Eastern Division Sales Representative
for J. P. Seeburg Corp.

It's a great business, this catering to 120,000,000 different music tastes via automatic phonographs. A quarter of a century has whizzed by and, aside from a few phones, it seems I've only started on this eternal quest of forecasting the trend. But don't get me wrong—I love phonographs—and they've done very well by me truly.

My introduction into the world of business, at 16, was a part-time position with J. J. Monks, who did the trucking for most of the piano companies and manufacturers to companies around New York.

In 1929, I became associated with a manufacturer who was also operating automatic music instruments in New York. By doing so, I was able to secure delivery instructions. Thus I soon became acquainted with the personnel of the respective companies, and the life and activity of the music business began to open up for me.

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The operation that was begun with a mere $4,000 was valued at $1,000,000 in 1933, proof enough for me that coin-operated phonographs still are operating profitably.

With a few borrowed dollars I began all over again in the operation of music machines in the latter part of 1928. In less than three years I built up the most successful music operation in the country under the name of the National Automatic Music Company. At one time, I was operating nearly 5,000 phonographs in the metropolitan area of New York.

The operation that began with a mere $4,000 was valued at $1,000,000 in 1933, proof enough for me that coin-operated phonographs still are operating profitably.

We will never sell our customers anything that is not timely, practical. We are astounded that the music business in the territory we cover is not giving us the best advice on business and financial problems and will do everything in our power to help them build their automatic phonographs better and more successful business enterprises.

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We tied up with Wurlitzer four years ago and have handled nothing but Wurlitzer products, said David Margolin.

"We tied up with Wurlitzer four years ago and have handled nothing but Wurlitzer products, said David Margolin.

By this plan we can devote more time and attention to the problems of music merchants than we could if our efforts were dissipated over a number of different items.

We have made a careful study of the possibilities for remote-control equipment and are in a position to advise our customers which locations should pay, how much equipment a specific location will stand, what units to install, and which one of three Wurlitzer remote-control systems (wireless, two-wire or 10-wire) is best adapted to a given location.

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In commenting on the appointment of the Manhattan Distributing Company as distributor for Wurlitzer phonographs, Robert G. Hamm greng, Wurlitzer's general sales manager, said that the appointment of the Manhattan Distributing Company will prove the greatest move for the music merchants of the metropolitan area of New York City which has ever been made.
The Rudolph Wurlitzer Company takes pleasure in announcing the appointment of the Manhattan Distributing Company owned and managed by Joseph Eisen and David Margolin, as Wurlitzer Phonograph Distributors for Metropolitan New York.

Both Joseph Eisen and David Margolin have had wide experience in the Automatic Music Business. For the past four years they have been owners of one of the largest and most successful Wurlitzer Distributor organizations in America.

Their entire efforts will now be devoted to the Manhattan Distributing Company toward furthering the interests of Music Merchants in the New York market.
A Personal Message
FROM
JOSEPH EISEN & DAVID MARGOLIN

We are glad to be back in New York, where we started in the coin machine business fifteen years ago.

Both of us cordially invite our many old friends and our many friends to be, to visit us at our

Temporary Headquarters at the
PARK CENTRAL HOTEL

where we will have a complete display of Wurlitzer Phonographs and remote control equipment.

Here, while our new offices and showrooms — which will rate among the finest in America, are being made ready — we will devote our entire time towards serving the interests of every music merchant in the New York Metropolitan area.

Please do drop in and see us. We want to meet you and understand your problems, because we realize that our success depends on the kind of job we do for you.

Joseph Eisen
David Margolin

LARGEST MANUFACTURERS OF AUTOMATIC PHONOGRAHS
Acme Offers New Remodeling Service

NEW YORK, Aug. 31.—High praise has been accorded the new "on your own premises" remodeling service offered by Acme Sales Co., Sam Sachs, president, stated today.

"With this service," he revealed, "we send one of our expertly trained factory remodelers to any operator within a 300-mile radius of New York to remodel phonographs directly on the operator's own premises, at no additional cost. Music ops claim this saves them valuable time and makes an Acme remodeling job doubly advantageous.

More than a dozen expert remodelers are available for this great service," Sachs went on, "and it is all we can do to fulfill demands. In fact, there has been such a great demand for our 'on your own premises service' that we haven't advertised it before. Now, however, more remodelers are being trained to do an expert job and we will be able to take care of more music ops who desire this service."

Sachs also revealed that in compliance with a great many requests, Acme's remodeling plant is being transferred to new Rock-Ola plant from Brooklyn. "Our setup will be enlarged and improved," Sachs stated, "and offer operators the finest equipment and service available."

Cleveland

CLEVELAND, Aug. 31.—Pats Amusement Sales Company will open September 1 at 3901 Bidwell Avenue. Pat Fiorello is the proprietor and is well known in the trade, having been connected with it for a number of years. Music boxes, pinball, peanut vendors, and other coin-operated machines will be handled.

Ohio State Automatic Phonograph Association held its annual picnic Wednesday at Bruce Miller's on Broadview Road, Parma, Ohio. There was a good attendance. A banquet was served in the evening, followed by entertainment. Homer Caperhart was the special guest and gave a fine talk and got a rousing reception. The committee on arrangements was headed by Jerry Antel. Assisting him were Jack Cohen, George De Freize, and James Ross, all of whom did a splendid job in seeing that everybody had the best kind of a time.

M. M. Marcus, head of the Markepp Company, reported the company has taken on Telio-Tone wired music equipment. He has a demonstration outfit set up in the section called Markepp Music Hall.

Leo Greenbury is back with the Markepp Company, covering Northern Ohio. He is an old-time coin machine salesman and fully familiar with all phases in the trade and has a wide circle of friends among operators.

Phonos for Eskimos

MINNEAPOLIS, Aug. 31.—From The Minneapolis Journal comes this item: Don Lear, the radio specialist, yearly joins a Canadian railway tour into the Arctic region of the Hudson Bay country. He forwards this tidbit: In nearly every Eskimo igloo in the Hudson Bay region you'll find a portable phonograph. They're as common as our radios. The phonographs are the old-type wind-up affairs, and the favorite records are polkas and schottisches. Don Lear is head of Automatic Sales Co., Minneapolis.

Keep Your Eyes Open for the September 28 Issue of the Billboard

• A second and more beautiful edition of "Talent & Tunes on Music Machines" will be a part of the September 28, 1940, issue of The Billboard. This year the supplement will contain valuable information for the entire music machine industry — information that will be used in the months to come to help establish the music machine business as a definite part of the American scene.

America's New Industry

For the first time the fascinating story of the birth and growth of the music machine industry is told completely and impartially.

Jobs for Millions Thru Music Machines

In photographs the editor will vividly illustrate the thousands of weekly pay checks that depend upon music machines.

Music Machines Prove Foremost Influence on Retail Record Sales

Herein are the results of a detailed study showing why the growing retail record business owes much to music machine operators.

Complete and Useful Lists

How would you like a complete and compact list of every popular record artist and the label for whom they record? Also a list of pertinent facts that besides giving you the latest releases of artists will give you data on their activities. The supplement will carry such lists.

• Here is an ideal opportunity for advertisers to boost their industry. The editorial material is designed to sell the music machine industry to all America. Manufacturers, jobbers and distributors can do their share by telling their own stories of employment. Write today for more information about editorial, circulation, special paper stock, etc.

The Billboard Publishing Co.

25 Opera Place
CINCINNATI, OHIO
Automatic Music—Real Business

By H. F. REYES

ANYONE wishing to enter the music machine business will find it an interesting and, if properly conducted, a profitable activity. There is certainly no monopoly about music machines. It seems more like pleasure than work to select music for them. Who doesn’t like to buy records? It certainly isn’t a monotonous job: locations usually are places for recreation, and the operator checking over his machines is in contact with a pleasure-seekers public. And then there is the keen satisfaction of collecting the coins from the boxes—nickels, dimes, and quarters. But it is a business with many angles and requiring a heavy investment, thus due consideration should be given to all sides of it before entering the field.

The writer has for years made a study of coin-operated machines. Investigation shows that many new operators are constantly turning to the music machine field. Why does a business requiring such heavy investment look so good to the new or prospective operator? Here are some of the reasons:

1. Music attracts almost everyone. An old saying is that a man without music in himself is a man not to be trusted. Nothing is of the same kind of music, a fact that the wise music operator takes into consideration when selecting records for his various types of locations. The universal love of music has been the cause of many people becoming music operators. They feel a powerful attraction in being connected with a business that means pleasure and happiness to people.

2. Phonographs are everywhere today.

3. The music field is distinct from any other kind of machine operation. Here is where sound business principles count. Amusement game operators have to depend almost entirely on their instinct as shownmen for the type of games the public will play in certain locations. Phonograph operators have to do the same thing, of course, but they place in their machines. Operators of vending machines have the same trouble. The music operator has the advantage of the location, and the operator and by the financial resources that have been put into the field industriously with money to invest are attracted to the music machine field today.

4. Sources of New Capital

The business has reached a state of rationalization that many other industries have long tried to reach. Associations are fairly well organized in most States and large cities. Music has grown up. It has grown away from its adolescent tamperings with grabbers of locations and hunting of margins. The process of growth is finished, but trade news for the past couple of years indicates that it is well advanced in most localities.

Since this is so, music machines have become a sound investment many and for several reasons. This country suffers from a shortage of new fields for capital. Money has been attracted to banks in the same way as gold to the sun. Because of the owners of banks have not yet full paid and sole investment for it.

Music machines offer a splendid investment for it. Obviously, this business is not without risk. However, no longer is the operator, when he is looking for a chair, he is thinking of running away. Music is a business without risk. It is a fertile field for investment and

November 7, 1940

AMUSEMENT MACHINES (MUSIC) The Billboard

PHONOGRAPH OPERATORS

Now! YOU CAN GIVE
YOUR LOCATIONS
100% Selection!

Revolutionising the coin-operated phonograph field, VOCA-TELE gives the customer the best of both worlds—YOU can select as MANY as YOU like and YOU can select music from ANYWHERE in the world. The very best music is available to the operator for the very best location. It is simply a matter of selecting the right combination of machines.

GORGEOUS CABINETS Modernistic, fluorescent lighted. Blends into the swankiest cock-
tail location.

UNLIMITED CHOICE One record library serves 20 to 50 locations, giving the operators thousands of selections to choose from. Constant attention by girl "operators" assures quality reproduction.

DOLLS & TRIPLES INCOME VOCA-TELE actually increases location income by as much as 500%. Offers no more than ordinary automatic phonographs. The friendly "personal touch" is still preserved.

PATENTED AND GUARANTEED VOCA-TELE equipment is fully patented and protected, and is guaranteed for one year.

IMMEDIATE DELIVERY ANYWHERE REGARDING EXCLUSIVE TERRI-
TORIES, WIRE OR AIRMAIL.

VOCA-TELE CO.
1107 North Highland Ave., LOS ANGELES, CALIF.

PHONOGRAPH OPERATIONS

WiRED MUSIC SYSTEM

Here’s how VOCA-TELE works. All VOCA-TELE location consoles are connected by direct telephone cable, or service to a central office where a trained operator can control the music. This prevents all the local operators from receiving a single button, he receives the right music at a very cheap rate.

The Billboard is the most accurate and complete record of phonographs and phonograph operators. By studying all available sources, the operator can determine what is the best location for his phonograph.

The total investment in records is comparatively small, the operator can feel that selection of records is not important. A phonograph, however, is a poor investment if it is not well played.

For further information, phone or write for a complete catalogue.

E. E. COLLINS heads the engineering for Home & National, man- hawn, president of the Packard Mfg., Co., Fort Wayne, Ind. "At all times our engineers are instructed to work along lines which will help music operators most," declares Collins.

AUTOMATIC MUSIC—REAL BUSINESS

Music machine returns are slow and steady. Pin-name operators are used to quick returns and then it is a shock to be faced with the new investment until a new machine is sold for the old one in the location. It is not so much with music men. They know that a new machine placed on location may be pressed for several years, depending on the location. People don’t play the phonograph very much. They don’t play the phonograph very much. They don’t play the phonograph very much. They don’t play the phonograph very much.
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 a record and an evaluation of its potential commercial value to phonograph operators.

(Continued from Page 20)

RAY KINNEY (Victor)
Island Serenade—FT; VC. My Tune—FT; VC.

Not as unusual as its first sides for Victor a couple of weeks ago, this double nevertheless offers the best music machine side today. The arrangement is more or less straight, with maybe having the better of it. For the record buyer, a couple of interesting instrumental numbers are in store.

JOHNNY KANOHII PINEAPPLE
Tui Home—FT; VC. Tomi Tomi—FT; VC.

Kinney competition on Victor's less expensive label for those who just like Hawaiian music. They have little else.

DUKE ELLINGTON (Victor)
Ferry Boat Serenade—FT; VC. That Lucky Old Sun—FT; VC.

Ellington has a good record here, with his treatment with work here, but his treatment makes the sounds important.

SIX HITS AND A MISS (Okeh)
Hey! What's The Time—FT; VC. The Garden Party—FT; VC.

These arrangements, engendered by every disk from this group, are typified more by the last word of its name than by anything else. Just beautiful! This is a fine release.

BOB CHESTER
Practice Makes Perfect—FT; VC. Don't Let It Get You Down—FT; VC.

Ches's capabilities, which are many, come to full flower here. He's been cooking for a long time now, so some corrective steps were taken.

TOMMY TUCKER (Okeh)
Rhythm on the River—FT; VC. I'm Not Reality—FT; VC.

Side B is probably the best music machine release of the week. This is a good one.

VOCALIST DICK GORDON, currently at the Bon-Air Country Club, Wheeling, Ill., brought one of his records to the Mills Novelty Co. offices to try it out on the Throne of Music. "Reproduction couldn't be better," he declared.

Sinatra vocals, and not much else on this release. Sure is a melody and lyric, but it is nothing fancy, just a classic of brilliant song projection.

EDDY HOWARD (Columbia)
I'll Never Smile Again—V. Now I Lay Me Down To Dream—V.

Howard does his usually competent work on Smile Again, and also the side can't hope to mean anything against the smash Dorsey recording, here nevertheless a lot of Howard followers who will be glad that he made it. Flipside offers an interesting treatment and has a good surprise in store.

CROTTIE WILLIAMS (Okeh)
Dry So Long—FT; VC. Give It Up—FT; VC.

This coupling is purely and simply a novelty item. Williams' voice and hot horn take up almost the entire side, and the reverse is regular small band jive.

LIONEL HAMPTON (Victor)
With You—FT; VC. Blue—FT; VC.

The same goes here, with Hampton's vibes and King Cole's piano on Jacques the special attraction.

LARRY CLINTON (Bluebird)
Bolero in Blue—FT; VC. Shades of Twilight—FT; VC.

Both are smooth, slow arrangements in Clinton's most polished style, with Perry Allen contributing good singing to help matters along. Bolero backings are better than those on the flipside, of course, and the trombone quartet is a real plus.

EARL HINES (Bluebird)
Call Me Happy—FT. Blue Because of You—FT.

Unison axis, brass figure, and Hines' general swing righteousness stand out on this double, which has little commercial possibilities except as a coin phone release.

TOMMY DORSEY (Victor)
I Could Make You Care—FT; VC. It's a Mistake—FT; VC.

Beautiful Dorsey trombone on the A side, two customarily excellent Frank Sinatra vocals, and not much else on this release. Sure is a melody and lyric, but it is nothing fancy, just a classic of brilliant song projection.

AMUSEMENT MACHINES (MUSIC)

September 7, 1940

New Orleans

NEW ORLEANS, Aug. 31—With water flowing from the bayous into the Mississippi, the heat wave of as much as 20 inches in a 24-hour period has business in New Orleans feeling the toll.

Business is more in the local field, with aid music machine operators receiving a classic of brilliant song projection.

HEIDT (Columbia)
I Wanna Make With The Happy Times—FT; VC.

Both tunes derive from the further commercial success of "I Wanna Make With The Happy Times," with Heidt doing a commercial job on both.

A glee club helps out on Happy Times, but while salable, neither side is a classic of brilliant song projection.

As further proof that music operations are booming in the Crescent City area, distributors Middlebrooks, Holmes, and Brunwick, and other reports record a marked pick-up in sales to operators since late July. R. N. McCormick, South Carolina distributor, reports a sharp increase in sales of Southern sales manager for Decca Distribution in New Orleans, reports the best August business ever, with the biggest turnover ahead of a year ago.

Melvin Mallory, manager of the Louisiana Amusement Co., State Rock-Ola distri- butor, accompanied by Mrs. Mallory and their son, is enjoying a month's vacation in Alabama, Georgia, and North Carolina. Mallory left recently to pick up some rock-Ola, which arrived from an old home town, and they have gone on a grand tour of their old home town, visiting the mountains of Bally, J. H. Keeney, Chicago, is spending some time in the New York area, and may also visit the principles of remote control.

Returning recently from a visit to Atlanta and Jacksonville branches of Decca, the best August business in the South and Southwest in some time.

Louis Boaseberg and Ray Rowbothom, of New Orleans Novelties Co., have just re- signed their positions as Chicago dealers and are now operating four amusement machine factories, including a visit at the Chicago World's Fair. George and Genco, Boaseberg and Rowbothom found New Orleans in the midst of a heat wave and so spent most of their time seeing the baseball games. Boas- berg is now in the Pacific Northwest, where he will join Mrs. Boaseberg and their daughter, vacationing on the Coast.

Enthusiastic interest among interior opera- tors of Mills' new free-play bell for the full and the Mills Novelties Co. office to try it out on the Throne of Music. "Reproduction couldn't be better," he declared.
A music box has been a main day-
time attraction at the New Park Casino of Palisades Park, N. J. Until the regular band starts playing nightly at 9:00 p.m. in the main parlor, the latest tunes and listen to their favorite leaders, Leaders and schedules for the spot were well represented in the music box, and the selection of songs, as are given to the public, are getting all the attention that the public has ever seen. Frankie Masters, Top song for the last month has been I'll Never Smile Again.

New Park Casino of Palisades Park, N. J.

Mr. Blakeslee Reports

JAMES BLAKESLEER, of the Iroquois Amusement Company, Buffalo, is in good spirits these days, reporting that the new modernistic speaker, described as Bally's Fleet and Santa Anita.

Mr. Blakeslee reports by Tommy Dorsey, Glenn Miller. Glenn Gray, Bing Crosby, Jack Jackson, Charlie Bartet, Frank Sinatra, and Judy Garland go over these days, listing as one of the reasons their swell arrangements of the current hit tunes.

His comment on patriotic records follows:

Patriotic records are not the biggest money-makers as yet, but they definitely are good for a slow flow of music and should be a good bet for all operators. "God Bless America" is cut out front in the patriotic department, as recorded by Kate Smith and Bing Crosby.

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Talent and Tunes

On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

MILWAUKEE: Goodbye Little Girl. Dick Robertson.


Bing Crosby's latest picture, Rhythm on the River, that's due to begin even before the showing of the picture in this city. It will actually help grosses of the picture's future engagements, since movie exhibitors will play up all tunes used in the production. Crosby, naturally, is the winner with the vocal, while Miller has a good musical arrangement.

PHILADELPHIA: Hop, It's a Spot. Ink Spots.

The Ink Spots do well in the Philadelphia region with almost straight sales, and may do well in this city. The one mentioned above is one of their latest, but selling equally well on the coast. The other is not the catchy kind, but they are getting good play and plenty of profitable spots are noted, and in conjunction with the big Republican canvassing, they are taking big advantage of the timely angle and placed this tune on most of their locations.

DETROIT: That's for Me. Bing Crosby, Glenn Miller.

A tune from Bing's latest film, Rhythm on the River, that's due to begin even before the showing of the picture in this city. It will actually help grosses of the picture's future engagements, since movie exhibitors will play up all tunes used in the production. Crosby, naturally, is the winner with the vocal, while Miller has a good musical arrangement.


Tommy Reynolds.

Contributions of the latest records by J. Dorsey, accepted favorably in the Buffalo environs. Leader is well known here claims that the tune is in the same vein as "Stop Pretending," and that the tune is best on most of their locations.

Territorial Favorites

Following is a list of records from operators in various sections of the country who have mentioned artists recorded as local favorites, in addition to the national leaders listed in the Record Buying Guide.

MIAMI: Across the Bay.

Bing Crosby's latest picture, Rhythm on the River, that's due to begin even before the showing of the picture in this city. It will actually help grosses of the picture's future engagements, since movie exhibitors will play up all tunes used in the production. Crosby, naturally, is the winner with the vocal, while Miller has a good musical arrangement.

FRANKIE MASTERS.

New Park Casino of Palisades Park, N. J.

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Record Buying Guide

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

GOING STRONG

Recordings listed below are currently the biggest money-makers in automatic phonograph operations. The selections are the consensus of reports gathered each week by representatives of The Billboard from all the leading phonograph operators in each of the 30 most important phonograph operating centers in the country. Recordings listed without an explanation are those which have appeared under this heading for several weeks and have thus become such established successes that they require no further explanation. When the title of a recording now falls within theGOING STRONG column it signifies that it has become a significant career as an up-and-coming song, this finally has thrown off the shackles of the merchandisers and sold itself up here among the top phonographs of the day.

Other songs have appeared in the GOING STRONG column at some other time and the mere fact that they are now listed here is no indication that they are being played in any less important number at that time, but rather that the general consensus of those who have appeared in this category. GLENN MILLER, and TOMMY DORSEY, are still at the top of the charts - they can't make it any higher.

The charts that follow are the consensus of reports gathered each week by representatives of The Billboard from each of the 30 most important phonograph operating centers in the country.

I'm Nobody's Baby. This song is a hit of the season, and to date its best efforts have not been sufficient to accomplish the feat. It is not so easy to imagine that it is going to do it. It is a good, sentimental song, with a pretty good melody, and a very good harmony. It has a strong, uncomplicated melody line, and is finely arranged for good music machine reaction, and it has the general quality of the song calls for.

It took some time after the release of this ballad, which finds its titular inspiration in the current Warner picture, "A Pretty Girl with a Memory," before it got its due. It is now a strong number at present and is a good addition to the music boxes. It's a pretty generally liked addition to the music boxes, and it's an attractive title.

It remains to be seen whether either or both can accomplish this feat. At the moment it looks like the River, comes this number, as well as a couple of others that ought to be popular, the most promising. It has a vehemence rather than a memory this week. At the moment it looks plenty good for continued progress toward the real hit class, and even if it never makes it, it is going to be without a doubt the biggest seller of the week.

BING CROSBY comes along with a recording that, as predicted, is an attractive title. It is a good, sentimental song, with a pretty good melody, and a very good harmony. It has a strong, uncomplicated melody line, and is finely arranged for good music machine reaction, and it has the general quality of the song calls for.

In the machines, GLENN MILLER* is the most consistent and widespread money-maker in his new recording, "I Won't Smile Again," which is a pretty good number. It remake of "I'm Nobody's Baby." The chorus is a pretty generally liked addition to the music boxes, and it's an attractive title.

The charts that follow are the consensus of reports gathered each week by representatives of The Billboard from each of the 30 most important phonograph operating centers in the country.

One of the most excellent possible numbers of the week is "I'll Never Smile Again," which is a pretty good number. It remake of "I'm Nobody's Baby." The chorus is a pretty generally liked addition to the music boxes, and it's an attractive title.

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LEADERSHIP
A MODERN PRODUCT
IS ALWAYS A
WINNER
MODERN
VENDING
COMPANY
NEW YORK.
NILES, MICH.
A Success Story of
MODERN'S TEN YEARS
HORATIO ALGER STORY IN MODERN STYLE...

A REMARKABLE RECORD OF 3 DYNAMIC PERSONALITIES

AND THEIR OUTSTANDING ORGANIZATION

S. H. LEVINE
Gen'l Counsel

M. SCHARE
Auditor

TULLE LOW
Florida Division

MEYER C. PARDOFF
General Manager

LEON SINGER
Exec. Field Manager
Florida Division

M. SCHARF

SYLVIA HERMAN

MARY F. HERSH

ROSE BRODMAN

SHIRLEY BARNETT

HELEN TAKER

IRIS KWALWASSER

GLORIA HOFFMAN

LILLIAN SCHONBERGER

MAURICE RUBEL

GILBERT WOLFE

ABIE MALECH

ROY HERSH

HENRY ZEICHNER

EDDIE HENDerson

MAC LALLY

JAMES HICKS

ELMER JOHNSON

JOSEPH WASNECK

CHARLES BUDD

ART WEINBERGER

LEON HERSH

HENRY KOPETELSKY

JACK MARKS

MOE ZEICHNER

FRANK FOLEY
We naturally take great pride in sincerely complimenting you on your phenomenal rise in the coin machine industry, for we were the very first manufacturer to recognize your possibilities and to grant you exclusive distribution of any coin operated machine . . . the Daval Gum Vendor, followed by the Chicago Club House, Penny Pack and other outstanding successes. May you continue your great success for many, many years to come.

Al S. Douglas—Dave Helfenbein
THE DAVAL COMPANY, 2043 CARROLL AVE., CHICAGO

My sincerest wish is for your continued progress and success for many more tens of years to come.
MIKE MUNVES CORP.
593 Tenth Avenue, New York
555 West 157th St., New York
520 West 43rd St., New York

Ten Rousing Cheers to Three Grand Guys with whom doing business since their very beginning has been a real pleasure . . . and to whom I wish greater and greater success in the years to come.

Bill Rabkin
INTERNATIONAL MUTOSCOPE REEL CO., INC., LONG ISLAND CITY, N. Y.

Congratulations to Modern Vending Company
from
BUDIN'S, INC.,
174 So. Portland Ave.,
Brooklyn, N. Y.
CONGRATULATIONS FROM

A SINCERE NOTE OF THANKS FROM ALL OF US FOR LEADING THE WAY WITH CONSISTENT MAKEVERS AND RELIABLE SERVICE AND SUPPORT THROUGH TEN GREAT YEARS, AS MODERN GOES—WE ARE GLAD TO FOLLOW.

You have shown a readiness and open earnest to give and take. As you have given the operators help and courage when things were going up—off, so, as president of the Automatic Phonograph Operators' Association, I take this opportunity to thank you for myself and on their behalf.

Fifty million Prennichon were sold—a vast fifteen hundred a day—very few of them were made by modern. Good luck to you, Harry, Nat, and Irv!

On this occasion, I wish to thank Modern continued good luck and a long business career so that we operators can be favored with their able guidance.

Thank you, Modern Vending Company, for the place I have made in the industry. Through your guidance today I have a lucrative business.

May I express the appreciation of my associates and myself to Modern in whose uttering efforts the automatic music business is today one of the country's leading.

I have dealt with Modern for five years. In my opinion they are kept in their fair treatment of phonograph operators.

My "Thank you" for all your favors is just this. I buy what Modern backs—back Modern.

We ops have learned to expect big things from Modern. So far we have not been disappointed and hope the future holds promise of even better products and greater accomplishments for Harry, Nat, and Irv.

Thanks for your cooperation, encouragement, and suggestions. They have helped build my operation into a growing business. Here's to you!

We assure you of our earnest desire to congratulate you on your tenth anniversary. Our business dealings have been a pleasure.

Here's to three swell bosses, courteous service, and co-operation.

You have continued to deal with the Modern Vending Co., since the advent of the phonograph industry, and I am still with them 1907.

Congratulations to Modern and continued success in the future!

To Modern and the Gang:

In the past five years, I have derived a great deal of pleasure from doing business with you. The Modern Vending Company will always signify the best in quality, for prompt and courteous service.

Your every gesture for the past ten years has been in the best interests of the operators. All indications point to your continued success.

Congratulations on your first decade. May Modern always be as profitable and successful as the past.

Here's to Modern Vending Company—the best phonographers in the industry, whose initiative and progress have certainly helped us all.

Irving, Nat and Harry. . . . No feelin' whatsoever deserves the praise due them. Our problems were yours—we look to you for "leadership."

To Modern, you have always shown a readiness and even eagerness to give and take. As you have given the operators help and courage when things were going up—off, so, as president of the Automatic Phonograph Operators' Association, I take this opportunity to thank you for myself and on their behalf.

You suggested that I go into the phonograph business. I believed you then, and believe you now, and as long as Modern is in business I'll never leave you.

Your products have been good, but you, Harry, Nat, and Irv. have been better. It's a positive pleasure to do business with you.

We were with you yesterday, and we'll be with you today, and hope to be with you for many tomorrows.

You led and you'll lead. You've shown us in the past that you know what operators need.

At this time we wish to express our thanks for your fine cooperation in helping us render top-notch phonograph service. Wishing you continued success.

From my past experience I know Modern is one distributor who works with the operator 100%. At all times. Continued success to you—Nat, Harry, and Irving.

Never mix business with pleasure is the old saying. But it's been such a pleasure doing business with you that I've taught us to stop believing in this old maxim.

To you, Harry, Nat. and Irv, my heartfelt thanks for the many problems that you've taught us to stop believing in this old maxim.

We wish to thank you for the fine cooperation you have given us at all times.

We, The Editors, of Buick says: "When better autos are built, Buick will build them. We know and the world knows—when better phonographs and accessories are built—Modern will sell them. Best wishes.

To you, Harry, Nat. and Irv, my heartfelt thanks for the many problems that you've taught us to stop believing in this old maxim.

Ten years... It seems only yesterday... I've made friends with you. You've picked winners... So good luck!

I'm sending you a card of best wishes. May this Christmas card return with the celebration of your next anniversary.

Modern is one outfit that looks out for the operators' interest. You are all a better phonograph business.

With most of Modern's help, I've found things out. I'm not able to send in our lot sales, but I can send them.

Congratulations and best wishes!
APPRECIATIVE OPERATORS

It was to you we always turned for guidance when confronted with "problems" in our phonograph business. We wish you the best of everything.

Ten years ago when Modern opened its doors on Broadway you gave me my first break, Nat, and that's a job for everything.

Opportunity! I needed it—you gave it to me. I'm looking for further opportunities from the "BIG THREE"—Good luck!

One motto I have found a good one is "Wash Modern." I have followed this practice very profitably. Good luck!

I extend my congratulations to Modern and wish them continued success.

We wish Modern Vending Company all the luck in the world. They certainly deserve it because they have done business in the right way.


This is a good time to express sincere appreciation to Modern for the many helpful things they have done for us.

I cannot emphasize too strongly the profound debt of gratitude we owe Modern for trying us upon. Many more successful years to Modern.

Who can challenge that Modern is not making history in the music industry? If you tell it, I'll buy it—there's good enough for me.

Forever is a long time, but it represents exactly our feelings as to how long we would like to continue doing business with Modern.

Recently we were asked "To what one element above all others in this business do you attribute its phenomenal success?" Our answer unhesitatingly was "Modern Vending Co." Need we say more?

Congratulations to Modern Vending Co. and continued success in the future.

On this occasion we wish you everything that you wish yourself and more. You've been real pals and helpers.

My hat's off to Modern and their progressive insight in the phonograph business.

Manhattan Music Co. extends its compliments to Modern. We started with you and will continue with you.

"Music Hath Charms"—and so have you, Nat, Irving, and Harry. Best wishes for a continued long and prosperous career.

Pardon my modesty—I wish I could say the nice things you guys are justly entitled to—but all I can say is "Thanks for being swell"—and good luck!

Let me add my best wishes for a successful business future. If anything has earned it, you boys certainly have.

I'm willing to be led by Modern. I've never gone wrong yet. Good luck!

My sincerest gratitude to you for your successful and splendid efforts in furthering my interests. Continued good luck.

Commercial De Luxe Music Co. wishes to express its appreciation to Modern for all the courtesies extended to us. As Modern goes, so will Commercial.

You sell it and we'll buy it. Past experience has stamped Modern as a keen judge of operators' requirements.

Your good deeds of yesterday are not forgotten; your co-operation of today is valued. We have every assurance that you are entitled to as many good wishes for your many successful tommorrows as everything.

At this time let me express to the boys at Modern my sincerest wishes for their continued success. It's a pleasure to deal with them.

The phonograph business is a good game, and you can rest assured that we'll play ball with Modern as long as you sell anything with a coin cluse.

We are extending our thanks to you for your whole-hearted co-operation and sincere advice in enabling us to reach our present position in the industry. Here's to your continued success.

A million thanks for your constant advice, which has always proved very sound.

I will continue to vote "Yes" for a company whose ownership has never permitted success to go to their heads, and I know that hundreds of operators share my sentiments.

We have never received better service and co-operation from any one concern, and in my opinion, Modern has been the guiding influence in the automatic music industry from its very inception. Good luck!

You started by helping the operators in order that we might all succeed together. Congratulations! You've done a swell job.

If it was service, it was Modern... if it was finance, it was Modern... if it was for picking winners, it was Modern. I'm riding with you.

All the best to three of the best.

In and out of the City of New York you've made and kept legions of friends. There certainly is a reason! Good luck!

Scientists have found a way to conquer land, sea and air, but we ops have yet to find another organization that has done anything more music than Modern. Best wishes and long life to you.

Whether it is the 10th, 25th, or any other anniversary, I fall to see anything but success on the horizon for Modern.

For your past success, I salute you; for your friendship, I am grateful; for your intelligent choice of winners, I respect you. Here's to continued success!

I was up—I was down—helped me "up"—gave me "success"—Succeeded with Modern. We're with you 100 per cent.

Long life to Modern Vending Co. and best personal wishes to Nat, Irving, and Harry.

As an operator, I want to thank Nat, Irving and Harry for their kind co-operation in helping us with our problems at all times. I wish them many more years of good fortune.

[Signature]
GOOD LUCK IS MY
REAL, HEARTFELT SENTIMENT FOR
EVERYONE AT MODERN . . . BECAUSE YOU'RE
EVER READY
to offer a friendly hand;
I'M GLAD OF THIS CHANCE TO WISH
NAT, HARRY AND IRV
GREAT AND CONTINUED SUCCESS.

Morris Hankin
Atlanta, Ga.

Thank you for your
marvelous cooperation

Decca Records

Best Wishes
for your continued success

Everett Masterson
Elisabeth, N. J.

Compliments of
Times Appliance, Inc.

Exclusive Wholesale
Distributors of . . .
Columbia
Brunswick
Okeh
Records

From Leaders
to Leaders

BRUNO-NEW YORK, INC.
Wholesale Distributors for
VICTOR RECORDS

Eddie Ross
sure wishes you
the Best!

ORIOLE
COIN MACHINE CORPORATION
ORIOLE BLDG., BALTIMORE, MD.
We welcome this opportunity to extend our heartiest congratulations on your Tenth Anniversary. You're a credit to this industry - Nat Cohn, Irv Sommer and Harry Rosen.

O. D. Jennings & Company
Chicago

"A Name Famous for Forty Years"

SINCEREST congratulations from the organized operators of Greater New York Amalgamated Vending Machine Operators' Association, Inc.

* Greater New York Vending Machine Operators' Association, Inc.

My sincerest congratulations—John A. Fitzgibbons

- When good fellows get together they're named
- Nat
- Harry
- and
- Iry

Maxine's Cabaret
2062 Jerome Av.
Bronx, N. Y.

Good luck, modern,
May the next ten years be filled with great success.
We wish your next ventures turn out to be as great a bunch of hits as our marblite remodeling has made with the phonograph field.

Maxwell Schare
C. P. A.

On this, your Tenth Anniversary, I can only wish that the succeeding years will bring you as much success as the preceding ten years.

Sidney H. Levine

Here's wishing you 110 years of even greater progress

Best wishes for continued success to 3 regular fellows
Nat Cohn
Irv Sommer
Harry Rosen

From

George Kuhin
Harold Kahn

Varsity Entertainment Bureau
1564 Broadway
New York
Heartiest congratulations from every one of our members to MODERN VENDING COMPANY.

Automatic Music Operators Assn., Inc.
New York

My sincerest and heartiest and warmest congratulations,

Lee S. Rubinow

Congratulations to three regular fellows —

Marvin and Joe

IF OUR GOOD WISHES WERE ONLY AIRPLANES—YOU’D BE RIDING HIGH FOREVER

Charley Aronson and Bill Alberg
BROOKLYN AMUSEMENT MACHINE CO.
660 BROADWAY, BROOKLYN, N. Y.

BEST WISHES! Keep up the good work!!

DALE RADIO CO., INC., 1780 BROADWAY, N. Y.
Wholesale Distributors for HY-GRADE LAMPS and SYLVANIA RADIO TUBES

May your future road be as smoothly traveled as your past.

Al Schlesinger, Morris Silverstein.

WEST GREETS EAST
with sincerest and heartiest best wishes to my friends,

Modern Vending Company.

S. H. Lynch and the entire personnel of

ELECTRO-BALL COMPANY
DALLAS • HOUSTON • MEMPHIS

The picture which this tenth anniversary brings into focus is but a panel in that great moving panorama by the master of masters, Father Time. To one who has watched its varied features take form there is a certain thrill; for it is a vivid portrait of adventure, courage, friendliness and integrity of three Masterful Coin Machine Merchandisers.

Let Time paint or sculpture another and another such panel, each bearing the legend “A Decade of MODERN Merchandising.” It’s fifty-fifty we’ll be with you again in 1950.

HARVEY CARR, Publisher
THE COIN MACHINE JOURNAL "CHICAGO, ILL.

ADD THIS!!
TEN GOOD YEARS + 8 GOOD HEARTS
(Nat—Harry—Irving)

MODERN VENDING COMPANY
Long may you reign!
Harry Pearl — Jack Kay
ACE VENDING CO., Newark, N. J.

We sincerely extend our very best wishes for your continued success, and our appreciation for your excellent cooperation.

PFANSTIEHL CHEMICAL COMPANY
Waukegan, Ill.
“The Pfanschiehl Needle”
AND NOW...
A SPECTACULAR
NEW STEP
FORWARD!

THE CHAPTER CLOSES ON MODERN'S
PAST TEN YEARS AND THE PAGE
TURNS TO THE NEXT — — — — —
WITH A STARTLING ANNOUNCEMENT
THAT BRINGS UNPRECEDENTED NEW
HIGHS IN EARNINGS TO EVERY
MODERN OPERATOR — — — —
we of Modern Vending Company are proud and happy to accept the distinction of our new appointment, effective immediately, as eastern sales agents for the J. P. Seeburg Corporation of Chicago.

the Seeburg distributorship means that Modern’s friends will benefit by greatly increased profits and the assurance that they will always be in on the ground floor with the newest and best in phonograph achievements.

with a renewed pledge of sincere cooperation and an honest belief that this marks the most important milestone in our career — MODERN . . GOES . . SEEBURG!
September 5th, 1940

Irving Sommer:
Nat Cohn:
Harry Rosen:

My dear Friends:

As I now turn to serve the J.P. Seeburg Corporation in new, different and wider capacities — I want to extend to you my heartfelt congratulations on taking over the reins of East Coast's phenomenal three year Seeburg distributorship.

This epochal change comes at a vital turning point in the cavalcade of automatic music — a new trend pioneered and lead by Seeburg, that establishes far greater solidity and the highest standard of consistent profits ever known to music operators.

You — Nat, Harry and Irv — have served the industry for ten years. I have been in there punching for twenty five years. It's a great business, and, I hope and sincerely believe, a great combination.......offering unparalleled service, cooperation and moneymaking assurances to the entire music trade.

Go to it, boys — good luck and Godspeed!

Sincerely yours,

EAST COAST PHONOGRAPH DISTRIBUTORS, INC.

[Signature]

SAM KRESBERG, PRESIDENT

FEW firms in any industry reach the high places. And fewer reach them as quickly and retain their leadership as indisputably as that up-and-at-'em, go-and-get-'em combination of topnotchers—the Modern Vending Company.

To have Nat Cohn, Irving Sommer and Harry Rosen now representing Seeburg in the East is a fine and natural thing, for it indicates the swing of America’s smart music distributors and operators toward Seeburg.

So we say, "Hello, boys—mighty glad to have you with us."

As Modern goes—so goes the nation!

YOU'LL FIND THE SOLUTION TO THE MUSIC PROBLEMS THAT HAVE PUZZLED YOU THESE PAST FEW MONTHS AT THE EYE-OPENING "NEW TREND" CELEBRATION September 5th and 6th AT MODERN'S SHOWROOMS!

H. T. ROBERTS
GREETINGS, MODERN! THE NATIONAL SEEBURG DISTRIBUTING ORGANIZATION . . . MOST PROGRESSIVE NETWORK IN AUTOMATIC MUSIC . . . IS PROUD TO WELCOME ONE OF AMERICA'S GREAT SALES FORCES TO ITS RANKS.

ACME PHONOGRAPH CO.
6210 Euclid Avenue
Cleveland, Ohio
922 Monroe Street
Toledo, Ohio

ATLANTA NOV. MACH. CO.
131 Nance Street
Atlanta, Ga.

ATLAS AUTO. MUSIC CO.
2982 E. Jefferson
Detroit, Mich.

ATLAS COIN MACHINE CO.
780 Commonwealth Avenue
Boston, Mass.

ATLAS NOVELTY CO.
2200 N. Western Avenue
Chicago, Ill.
1901 Fifth Avenue
Pittsburgh, Pa.

ATLAS PHONOGRAPH CO.
1669 Main Street
Buffalo, N. Y.

EAST COAST PHONO. DIST., INC.
455 W. 45th Street
New York, N. Y.

AUTOMATIC AMUSEMENT CO.
919 N. Broad Street

ELECTRO-BALL CO., INC.
1200 Camp Street
Dallas, Texas

SOONER NOVELTY CO.
408 W. 7th
Little Rock, Ark.
405 N. W. Second
Oklahoma City, Ohio.

ELECTRO-BALL CO., INC.
1706 Farnam
Houston, Texas

H. W. THOMPSON
415 Carolina
San Antonio, Texas

SOUTHERN MUSIC SALES CO.
325 Barrone Street
New Orleans, La.

ELECTRO-BALL CO., INC.
680 Union Street
Memphis, Tenn.

FRANCO NOVELTY CO.
24 N. Perry Street
Montgomery, Ala.

GORMAN NOVELTY CO.
82 Consuelo Street
Utica, N. Y.

HY-G GAMES CO.
1641 Hennepin Avenue
Minneapolis, Minn.

MAGIC CITY MUSIC CO.
508 N. 16th Street
Birmingham, Ala.

E. T. MAPE MUSIC CO.
284 Turk Street
San Francisco, Calif.
1517 W. Pico Blvd.
Los Angeles, Calif.

MIAMI SCALE CO.
172 N. E. 9th Street
Miami, Fla.

HY-G GAMES CO.
1641 Hennepin Avenue
Minneapolis, Minn.

MUSIC SERVICE CORP.
617 W. Douglas
Wichita, Kansas

MUSIC SERVICE CORP.
1413 S. 16th
Omaha, Neb.

C. S. PIERCE MUSIC CO.
Brookhead, Wis.

SHAFER MUSIC CO.
514 S. High Street
Columbus, Ohio
122 E. Washington
Charlotte, W. Va.

SOUTHERN AMUSEMENT CO.
470 Riverside Ave.
Jacksonville, Fla.

SOUTHERN AUTOMATIC MUSIC CO.
542 S. Second Street
Louisville, Ky.
312 W. 7th
Cincinnati, Ohio
620 Massachusetts
Indianapolis, Ind.
425 Broad Street
Nashville, Tenn.

SPARKS SPECIALTY CO.
Seaport, Ga.

UNIVERSAL NOVELTIES
1033 King Street
Alexandria, Va.
6 W. Broad Street
Richmond, Va.

W. B. NOVELTY CO.
1903 Washington Street
St. Louis, Mo.
3105 Gilham Road
Kansas City, Mo.

A. L. WHIPPLE
912 S. Tryon Street
Charlotte, N. C.
WELCOME MODERN

FROM BORDER TO BORDER AND COAST TO COAST
IT'S SEEBURG ALL THE WAY!

FOOD AND FUN! STARS AND SURPRISES! AND
DON'T MISS THE "NEW TREND" CELEBRATION
... IN THE MODERN MANNER!
CELEBRATE WITH US
TWO GREAT MILESTONES
IN THE HISTORY OF
MODERN VENDING COMPANY

To convey our heartfelt appreciation for the industry's magnificent gesture honoring our Tenth Anniversary ... and to announce and display, for the first time anywhere, SEEBURG'S SPECTACULAR, TRULY EPOCH-MAKING STARTING SIGNAL FOR A COMPLETELY NEW AND MORE PROFITABLE TREND IN AUTOMATIC MUSIC ... the answer to all the problems that have been puzzling music operators for the past few months.

You are Cordially Invited

to Join in our Gala

TENTH ANNIVERSARY
SEEBURG APPOINTMENT

PARTY OF PARTIES

ALL DAY THURSDAY & FRIDAY, SEPTEMBER 5th, 6th, 1940

Food and Fun! Stars and Surprises! PLUS the really BIG news! Come and have the greatest, grandest, rip-roaring time of your life at this DOUBLY IMPORTANT "New Trend" celebration ... done in the MODERN manner!!

MODERN VENDING COMPANY

656 BROADWAY ... NEW YORK, N.Y.
Gardner Shows Fall Products

CHICAGO, Aug. 31—Operators were guests of Gardner & Company, Chicago, during the firm's annual preview August 23 to 35. The firm's full line of merchandise was on display. Iris Potter, president of Gardner, reported that they had not anticipated quite the same crowds which they enjoyed. Operators from all parts of the Middle West attended, he said, and we found that they were well pleased with our new products. Especially well received were the boards containing our new symbol tickets. These are political, symbol tickets of the new blonde, brunette, and red-head symbol tickets. Each new ticket is being issued in a complete line of boards.

The showing was also the occasion of opening new showrooms which have been established for the convenience of operators. Our new showroom in the Gardner building has been our earned invitation to make use of these facilities when they are near the Gardner plant.

Gottlieb's Newest Is Three-Score

CHICAGO, Aug. 31—"Flying in especially to look over our new machine, Three-Score, George Pomer was con

ружечен, that is not only the best machine but also our own hands," says Gottlieb, president of the Gottlieb & Company. "For the price of the machine, our operators believe they have received what they wanted.

Three-Score has everything vital to machines, without any sacrifice. It's a success in every way. It is new and has its own distinct style. It's action is fast and new and its opinions really carry weight.

Bally Doubles Gun Production

CHICAGO, Aug. 31—"The government arms program is nothing on us," commented Roy McDonley, president of Daily Manufacturing Company, discussing the outlook for full business.

We have already been forced to double our gun production and are getting ready for another increase in output. I am referring, of course, to the Rapid-Fire machine gun, which is proving to be the most sensational hit we ever created. To the many operators who are clamoring for delivery we say that we expect to be in a position to take care of all orders immediately after Labor Day. At that time another big gun production line will be rushed over to Rapid-Fire production.

Imp Production Stepped Up

CHICAGO, Aug. 31—Imp is being produced in ever larger daily production quantities at the Groetchen Tool Company. In order to satisfy operator demands, it is reported. Zoom, upright game and currently a Groetchen favorite, is also in heavy production.

"Machines are definitely forming the precision parts for Imp. We have already ordered a new tooling plant," said a visitor. "I enjoyed watching the assembly line closely. It is interesting to see how the machine sorts games from the beginning to the end where they are placed in the box. Groetchen is the first to offer Imp. I was impressed by the fact that each Imp is a masterpiece of American craftsmanship."

"Imp," continued the visitor, "have I seen such a wonderfully equipped plant. Machines galore of all types, each required to fashion a particular part of Groetchen's Imp, as well as other Groetchen machines in production, run

ble alone as one walks down the long aisles between rows of precision machines making precision parts. It is so wonderful to see after viewing the Groetchen plant that operators say Groetchen machines as to mechanical dependability. Too, I can understand their liking of the highest quality and visual pleasure of good-looking machine. "Imp is the favorite at the present time and it is a fine machine from what I observed. Quiet operation, smooth running, positive-action reels and other features set the Imp apart from everything everywhere."

Squitos. Aquatic Game, Tried Out

SAN FRANCISCO, Aug. 31—At police

station from San Mateo, Calif., thought this one up. It's a game called Squitos. In the competitive game involving two players who try for goals by use of a water gun. The playing field is some 1 1/2 by 3 feet in size, upon which a power-driven water gun is propelled. The game is fast and requires skill for proficiency. To the local tradition, from the crowd-drawing and fun-giving qualities, say its makers. "First official territoryuted by Groetchen Tool Company, Chicago, snaps their photo. The photograph was taken shortly after the W. L. Amusement Co. had placed a large order for the Metal-A-Tone phonographs and had been appointed distributor for this territory.

R. W. PROCTOR AND FRED "WHITEY" LENMBURT, of the W. L. Amuse

ment Co., St. Louis, are all smiles as Frank St. Louis, president of the Herbert Corp., Chicago, snaps their photo. The photograph was taken shortly after the W. L. Amusement Co. had placed a large order for the Metal-A-Tone phonographs and had been appointed distributor for this territory.

Southern Music Enjoys Heavy Biz

NEW ORLEANS, Aug. 31—The special deal that we are offering onShoot the Chutes, says Ed Mardell, manager for operators in the South, "is a problem of increasing profits on locations where they have been so far.

We feel that by making Shoot the Chutes available to operators on this deal we can solve the problem of increasing profits on locations where they have been so far. The deal that we are offering on Shoot the Chutes is a sure way to make operators more money so that they can provide larger service for the public.

The counter models. Some locations are big money-makers that is extremely rare in any business—an attraction which is a great success. The machine is designed to do it all without any material increase in their investment.

Miraben Counter Cabinets Available

CHICAGO, Aug. 31—"Miraben counter phonograph cabinets are now available for 15-record mechanisms as well as for the 10-record mechanisms," says Ben Liebke, head of the Miraben Company, Chicago. Operators have already introduced a counter phonograph cabinet in which old phonograph mechanisms may be installed.

"After buying new phonographs for the top locations, many operators have a problem in increasing profits on locations on which they are not able to place new phonographs. In order to increase their profits, they are now installing the old mechanisms in new Miraben cabinets, both in counter and model counters.

"Operators are big money-makers and some and are just average. It is to be expected that once the cabinets are in place, the people will not have to do too large an instrument."

Terms: $7.95; 12% on 2,000; 24% on 4,000. EAGLE AND MARVEL ORDER, renders: We feel that by making Shoot the Chutes available to operators on this deal we can solve the problem of increasing profits on locations where they have been so far. The deal that we are offering on Shoot the Chutes is a sure way to make operators more money so that they can provide larger service for the public.
The Novelty Pinball Game

By Samuel Wolber

Executive Chicago Coin Machine Mfg. Corp.

Part I—The Novelty Pinball Game and the Community

Not so many years ago, so recently, in fact, that the memory is yet fresh, a whole infant industry hatched out of its diapers and set out to make its fortune. From the start a narrow-minded but powerful minority public opinion clamped up two strikes against the youthful newcomer.

To the misinformed and short-sighted, Ballys or Hot Machines—imaginative names for the new industry's product—were an "evil that threatened the morals of the nation." It was vile gambling that struck at children, robbing them of their lunch money. It was the "stronghold of vicious racketeers" and the "source of corruption among government officials."

Newspapers took up the cry when news was scarce and made the pinball industry in all its branches the target for editorial attacks and the butt of editorial jokes.

Relaxation for Thousands

Yet in spite of such odds, the novelty pinball game grew in popularity not only among men and women seeking relaxation from the cares of the troubled world, but also among the thou-sands upon thousands of stockholders all over the country who saw in the novelty pinball game financial salvation at a crucial time in our economic history. It is not strange that the pinball game industry grew to robust maturity during a time when big business was staggering under the blows of the ill-omened depression.

Money grew scarcer and employment decreased as time went on and the expenditures made by the average family for personal amusement grew smaller and less frequent.

Welcomed Enthusiastically

The novelty pinball game was welcomed enthusiastically by the general public upon its almost unbelievable success. It provided an outlet for energies that had been pent up thorough lack of employment and, consequently, greater play.

For almost nothing (there were 1-cent to 5-cent plays) with sufficient action, the pinball game industry grew to raw, robust maturity. For almost nothing, the average man for personal amusement was given a man several men's share of enjoyment. To the misinformed and short-sighted, the pinball game industry was a "social club" in the depression era—the drug store, the lunchroom, the cigar store, the barber shop, places where men and women purchased the necessities and paused to discuss matters of mutual interest with their friends and neighbors—places where they gathered for the only social intercourse that many could afford.

Helps Local Merchants

What this meant to the shopkeeper is obvious. His share of the novelty pinball game revenue was, in many instances, a lifeline. With business conditions as they were, it was difficult for him to make ends meet and the extra income often helped him to stay in business. This became progressively true as the playing theme and construction of the pinball game varied more and more, and the pinball game industry became progressively more complex and more interesting with consequently greater staying power. The introduction from 1-cent to 5-cent play, with corresponding increases in profits for operators and locations, attracted additional manufacturers. Competition led to improved manufacturing methods which, in turn, led to a wider horizon for pinball game operating.

All the experience was polishing the rough spots in manufacturing, distributing, and operating techniques. There was another and more serious problem which threatened the entire industry. That was the problem of getting and maintaining public and legal sanction of the pinball game operation. Hardly a public official had ever heard of anything like it (there were penny games) it gave a man several men's share of enjoyment. To the misinformed and short-sighted, the pinball game industry was a "social club" in the depression era—the drug store, the lunchroom, the cigar store, the barber shop, places where men and women purchased the necessities and paused to discuss matters of mutual interest with their friends and neighbors—places where they gathered for the only social intercourse that many could afford.

Helps Local Merchants

What this meant to the shopkeeper is obvious. His share of the novelty pinball game revenue was, in many instances, a lifeline. With business conditions as they were, it was difficult for him to make ends meet and the extra income often helped him to stay in business. This became progressively true as the playing theme and construction of the pinball game varied more and more, and the pinball game industry became progressively more complex and more interesting with consequently greater staying power. The introduction from 1-cent to 5-cent play, with corresponding increases in profits for operators and locations, attracted additional manufacturers. Competition led to improved manufacturing methods which, in turn, led to a wider horizon for pinball game operating.

All the experience was polishing the rough spots in manufacturing, distributing, and operating techniques. There was another and more serious problem which threatened the entire industry. That was the problem of getting and maintaining public and legal sanction of the pinball game operation. Hardly a public official had ever heard of anything like it (there were penny games) it gave a man several men's share of enjoyment. To the misinformed and short-sighted, the pinball game industry was a "social club" in the depression era—the drug store, the lunchroom, the cigar store, the barber shop, places where men and women purchased the necessities and paused to discuss matters of mutual interest with their friends and neighbors—places where they gathered for the only social intercourse that many could afford.

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unmeaning, just as are the self-polluting activities of the members of the industry.

While many communities have licensed the operation of coin-controlled amusement games, many others are backward in that respect. Where legalized operating is in effect, communities have realized comparatively large tax revenues and in almost every case legalization was effected thru the medium of the novelty pinball game whose play is based on skill and is honestly innocent of deception by no stretch of prejudiced imagination might be construed as subversive to morals. Many other types of games have continued in operation, carried along on the sanction earned by the novelty pinball game.

The novelty pinball game has definitely earned an important place in the American social and economic scheme. Beginning as a comparatively crude box on legs, it has progressed to an impressive, electrically operated and lighted product of engineering genius. Its place in the life of the community is no longer questioned, nor is it any longer questionable as a form of amusement. The eagerness with which the public greets each new game testifies to its lasting popularity. Increasing numbers of territories in which novelty pinball game operation is being licensed indicates that permanent stability has been practically achieved.

Benefits

On the economic side the novelty pinball game must be taken most seriously. From the very beginning communities have realized a good return on their investment and this has resulted in increased earnings of the novelty pinball game. Local and federal tax revenues, employment, factory investments in men, machinery and materials served in their small way to offset depression losses. Now the pinball game industry spends annually $100,000,000 in salaries, equipment and taxes a total sum that runs well into millions of dollars.

And in the center of all this activity, guiding and overseeing, is that indispensable figure, the novelty pinball game operator.

(Please fill blank for Mr. Wolberg will discuss the place of the novelty pinball game operator in the American communal and economic life.)
WASHINGTON, Aug. 31.—The fifth anniversary of Social Security has revealed a stupendous development as a result of the law. It recalled that the United States was about 20 years behind most nations in passing social security laws.

The old-age pension movement has brought the recommendation that adequate pensions be licensed to help provide income.

Today under Social Security there are about 64,000,000 accounts on record and about $3,000,000,000 has been disbursed to members. Nearly 3,000,000 children and nearly blind receive monthly aid from the fund, according to a review in The New York Times, of August 11.

Go Getter To Market New Card

TYLER, Tex., Aug. 31.—An official of the Go Getter Jar Company, which ships to one of the former Estelle Saw some mills working late Sunday business should rise swiftly.

of October, but that after that time will not be felt until about the first activity is the chief topic of conversa-

tion around the Labor Day season but are department store buyer.

favorably impressed by the way in which Boston coin machine men generally feel the move will come as a result of operators, who claim they have been approached by a writer seeking complete data on the field.

The consensus seems to be that the benefits of the program will not be felt until after the first of October, but that after that time business should rise swiftly.

Boston BOSTON, Aug. 31.—Congratulations are being extended the former Estelle and was candy machine is going over big on lo-

normal to as much as 75 per cent over last of October, but that after that time will not be felt until about the first activity is the chief topic of conversa-

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Western's Sure Got a Winner

BELL FRUIT SYMBOLES and CIGARETTE REELS FREE PLAY

TOKEN 1c OR 5c PLAY

One Year Guarantee Western Products

925 W. NORTH AVE.

CHICAGO, ILL.

Boston

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Boston coin machine men generally experience a slight decline in business around the Labor Day season but are looking forward to what promises to be a good winter. The defense program activity is the chief topic of conver-

sation, with some convinced it will mean a business increase possibly amounting to as much as 75 per cent over last year's figures. The consensus seems to be that the benefits of the program will not be felt until after the first of October, but that after that time business should rise swiftly.

Ed Adams, of Mills Automatic Merchandise Corporation, reports Mills new candy machine is going over big on lo-

locations. Adams made a flying trip through New Hampshire last week and was favorably impressed by the way in which many small factories are operating. I saw some mills working late Sunday night,” Adams said, “and I understand that several factories have opened after being closed for quite a while.” Adams

Rec Conditioned Slots

Par Deluxe Motor Bell, . . . $30.00

Par All Star Comet, $26.00

Par All Star Comet, 60c . . . 20.00

Par All Star Comet, 10c . . . 12.00

Dixie Bell, . . . 42.00

Dixie Bell, 10c . . . 28.00

Dixie Bell with Jackpot, 5c . . . 30.00

Dixie Bell with Jackpot, 10c . . . 40.00

Guilhway A, C, 6c . . . 48.00

Direct Heat . . . 145.00

Pass Box . . . 48.00

Coin Box . . . 45.00

Coin Box for 5c . . . 17.50

Reconditioned Slot Machines

Machine Corporation

240 Chestnut St., SPRINGFIELD, MASS.

Seattle

SEATTLE, Wash., Aug. 31.—With the fall season approaching, the various distri-

buteurs along the line have been on the jump. Many operators in the city have forwarded his order for new equip-

ment besides getting their old equip-

ment in good running condition.

Another British Columbia visitor was in town new card. Tripple, owner and general manager, is at present on a vacation in Wisconsin, during which time his able assistant, Ben Axelrod, is managing the establish-

ment.

That as much as 40 per cent of the sum-

mer visitors had hurriedly departed for

home as a result of the bad weather

problems very few. Spring was generally

warmer

Tylor.

This is a money-making deal,” the offi-

cial declared, “and we feel that it will far outstrip anything heretofore intro-

duced. It will be available shortly,” he concluded.

St. Louis

ST. LOUIS, Aug. 31.—Carl F. Tripple, owner and general manager of the Ideal Novelty Company, returned Tuesday of this week from a vacation trip with Mrs. Tripple and two of their children. In addition to the West and along the West Coast, Tripple is also giving all of his employees, in-

cluding his route men, a week’s vacation with pay. He reports business excellent, and upon his return found that his office force, headed by Jack Rosenthal, did a land-office business during his absence.

Olive Novelty Company, since moving into its new and enlarged headquarters at 2625 Lucas Avenue two months ago, has increased its business about five times of what it formerly was when the firm was located on Olive Street. At their new headquarters, they have a display of 60 pin games hooked up and ready to play at all times for the con-

venience of the operators. A feature on the music machines will be the special phonograph display room. At Hasbrouck, owner and general manager, is at present on a vacation in Wisconsin, during which time his able assistant, Ben Axelrod, is managing the establish-

ment.

sooner than all-year-round baseball card. It was granted a charter of incorporation

by the State of New York.

The Billboard

The Hollywood Grill in Washington, owned by C. C. Coley, has a lively spot for Seeburg machines to be licensed to help provide revenue.

the extent that suggestive songs would be outlawed.

Dan Miller, of Tacoma, Wash., was a welcome visitor along the line the last few days.

A call for new equipment brought Wil-

bur Sander and R. W. Larson, of Yakima, Wash., to town last week.

Another British Columbia visitor of the past week was J. Shaner, of Bremms.

A. W. Lasko, of Portland, Ore., was in town purchasing new games.

George Brewster, of Mount Vernon, Wash., has made several trips to the last week getting his equipment lined up for fall.

Several operators from Tacoma, Wash., were callers last week. Fred Noel, Ralph Denison, Frank Jacob, Lousie D. Davis, and Chester Brown were the buyers.

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And Now—Blisskrieg Distribut

ALBANY, N. Y., Aug. 31.—John Christopher, and Mrs. Christopher of New-

seph Curreli, of New York, are the pro-

n Angel Corporation, of New York, granted a charter of incorporation here by the Secretary of State. The company has a capitalization of $10,000, and will deal generally in coin operated machines.

Glenn Davis

and Chester Brown were the buyers.

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IN A HUDDLE ON BUSINESS MATTERS are Meyer Marcus, of the Markap Company, Cleveland, and Dennis Donohue (right), assistant to the president, Mills Novelty Company. Donohue was recently presented with a plaque by United Air Lines for 100,000 miles of air travel. Altogether he has over 300,000 air miles to his credit.

West Coast Strong
For Chi Coin Dixie

CHICAGO, Aug. 31, "Always popular with operators and players on the West Coast, the Chicago Coin Machine Manufacturing Company makes another bid for an even stronger friendship with a new release called Dixie," declares Long Beach Coin Machine Company officials.

"Chicago Coin has built another big hit. We haven't been far wrong in the past and we are even more enthusiastic about a strong friendship with a West Coast concern," Mr. Dixie, the Chicago Coin Machine Company's representative in Los Angeles.

A Keesey anti-aircraft gun installed at Flint Amusement Park, Flint, Mich., is proving one of the most successful concessions in the park, according to L. H. Firestone, of the park management. There is frequently a crowd waiting to play the gun from opening of the park until closing time, and plans are being made for further gun installations, Firestone said.

Jacob Schreiber, formerly operator of a circuit of theaters in Detroit, is planning to enter the coin machine field here.

Barney Greenberg, of the Atlas Novelty Company, reports plenty of activity in this territory in show business and in the film box type of phonograph.

Sol Bocky, of the S. & B. Novelty Co., is busy putting the new Bally Rapid Fire in a number of better locations in this territory.

Stanton Welsh, operator of the penny arcades, sporting, and a battery of Race games at Jefferson Beach, is a candidate for re-election as state representative in the coming election.

The machines listed below are slightly used and at prices from $59.50 to $117.

**LOOK OVER THESE NEW LOW PRICES AND SAVE $$$**

Export Figures for July, 1940

<table>
<thead>
<tr>
<th>Country</th>
<th>Automatic Phonographs</th>
<th>Combination Phonographs</th>
<th>Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canada</td>
<td>32</td>
<td>5,641</td>
<td>426</td>
</tr>
<tr>
<td>Panama</td>
<td>3</td>
<td>465</td>
<td>11</td>
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<tr>
<td>Mexico</td>
<td>117</td>
<td>22,313</td>
<td>378</td>
</tr>
<tr>
<td>Trinidad and Tobago</td>
<td>1</td>
<td>190</td>
<td>3</td>
</tr>
<tr>
<td>Chile</td>
<td>2</td>
<td>709</td>
<td>9</td>
</tr>
<tr>
<td>Argentina</td>
<td>1</td>
<td>72</td>
<td>19</td>
</tr>
<tr>
<td>Brazil</td>
<td>11</td>
<td>2,962</td>
<td>3</td>
</tr>
<tr>
<td>Colombia</td>
<td>24</td>
<td>8,170</td>
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<tr>
<td>Peru</td>
<td>5</td>
<td>2,187</td>
<td>2</td>
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<tr>
<td>Venezuela</td>
<td>31</td>
<td>8,638</td>
<td>48</td>
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<tr>
<td>Philippines</td>
<td>36</td>
<td>153</td>
<td>5</td>
</tr>
<tr>
<td>Union of South Africa</td>
<td>43</td>
<td>197</td>
<td>6</td>
</tr>
<tr>
<td>Chile</td>
<td>43</td>
<td>2,688</td>
<td>11</td>
</tr>
<tr>
<td>Australia</td>
<td>11</td>
<td>470</td>
<td></td>
</tr>
</tbody>
</table>
Total              | 422                    | 64,451                  | 600    |

Happy 4th of July to all owners of over 1000 Reconditioned Machines
NEW YORK, Aug. 31.—In the opinion of experienced common men here, the coming fall months are going to be the best in many years. Many of the leading manufacturers are preparing to come here during the next few weeks to show their wares, and rumors from the Coin City state the boys will see some real money-making equipment.

COMING AND GOING .

Frenzy of coinmen going in and out of the Big Town these days... George Purner flew to Chicago, spent two days looking over manufacturers offerings and then hopped back here on the 39th Street. “Take it from me,” he stated on his return, “with some of the new equipment now in production in Chicago, operators are going to have the greatest season ever”...

Back from his vacation comes Charley Aronson, of Brooklyn Amusement. Now Bill Alberg, who has had his nose to the grindstone during Charley’s absence, has a chance to set up. Charley ran into a spell of bad weather on his holiday and couldn’t even get in one swim.

Jack Mitnick, of the George Purner forces, looks none the worse for that Southern hurricane he was in during his oyser down that way. Off to Chicago flies Al Simon, of Savoy, to arrange for carved job shipments of Chicago Coin’s new game, Daise. “After Polo and Skyline it hardly seems possible the company could build such a great game as Daise,” Al stated before leaving, “but it’s true, for this game is a real winner.”...

Tony Gasparro, of Western Distributors, also pulls out for the Exhibit factory in Chicago to see if he can’t get a sufficient number of Landslides to fill the orders on file. Stopping at the Elston is Sol Gottlieb. However, he’s spending most of his time in the lobby of the New Yorker, where most of the common congregation...

While Marvin Liebowitz is on his vacation, Joe Fishman is rushing around more than ever.

AROUND THE TOWN .

Source of biggest interest is Modern Vending’s 10th anniversary party. Everyone is looking forward to this celebration, it seems. “When Irv Sommer, Nat Cohn, and Harry Rosen plunge into ‘hit’ board. Municipal elections, cigarette and phonograph operators, are going to have the greatest season ever.”

While Marvin Liebowitz is on his vacation, Joe Fishman is rushing around more than ever.

ANDREW OF STRINGER .

Jack Fitzgibbons reports that operators are really going for the special deal he’s arranged on Bally’s Rapid-Fire machines, and that coinmen are facing their activities.

Milton Miller, cigarette and phonograph operator, is on his vacation. Late one evening, June 12, Saul Kalson is also in the midst of his time in the lobby of the New Yorker, where most of the common congregation.

Around here, it seems. “When Irv Sommer, Nat Cohn, and Harry Rosen plunge into ‘hit’ board. Municipal elections, cigarette and phonograph operators, are going to have the greatest season ever.”

While Marvin Liebowitz is on his vacation, Joe Fishman is rushing around more than ever.
ALLIED BARGAINS
FREE-PLAY GAMES
Ohio, 7.50
Michigan, 7.00
Indiana, 6.50
Illinois, 6.00
Wisconsin, 5.50
Nebraska, 5.00
Kansas, 4.50
Texas, 4.00
Oklahoma, 3.50
Arkansas, 3.00
Louisiana, 2.50
Florida, 2.00
ALLIED NINTH AVE. 7-5200
133 W. Lake Ave.
CHICAGO 7, ILL.

PAYS FOR ITSELF IN LESS THAN 30 DAYS Operators Say
NEW IMPROVED UNIVERSAL GRIP SCALE

COIN SHOTS
Barney Kahn, mechanic de luxe for Savoy, in the father of a girl. Jean
Eleanor weighed eight pounds at birth. Mrs. Kahn is doing fine,
with a big smile wrinkling her face.

MILLS PHONOGRAPH CONSOLES TABLES
Distributor KEYSTONE NOVELTY & MFG. CO.
Baltimore Office: Baltimore, Md.
11565 E. Pair, Chicago

FASCINATING FINDS
An early model of the Western Electric 302 telephone set
is on display at the American Telephone and Telegraph
Company's booth in the Chicago Telephone Show.

WONDER 3 BAR
JACKPOT F-5280

DON'T MISS IT
Immediate Delivery on This Sensational Machine Gun

WE ARE DISTRIBUTORS FOR
Bally RAPID-FIRE

GRAND NATIONAL SALES COMPANY
All Phones—Humboldt 3420
2300-08 Armitage Ave., Chicago

We are enclosing several business cards, if you
wish to refer customers to us. We will try to
earn your business and respect.

The Billboard 105
September 7, 1940
AMUSEMENT MACHINES

Bartenders vote for it. Quiet, steady and up-to-date; after all the noise, salesmanship and shouting dies down, practical bartenders realize that no table earns more money than Mills 1-2-3; none keeps going any longer, none gives the player any more satisfaction.

Bartenders are practical men—aren't you, too, a practical operator? Mills Novelty Company, 4100 Fullerton Avenue, Chicago.
Almost a winner with every shot!

“Come-On” galore!

8 Ways To Win!

Only $104.50

D. GOTTLIEB & CO. 2736-42 N. Paulina St.
CHICAGO, ILLINOIS

NOW DELIVERING
KEENEY'S NEWEST SMASH HIT
SPEEDWAY
SENSATIONAL! EXTRAORDINARY!

- Featuring a new, entirely different scoring idea.
- Operators reporting unprecedented earnings.
- SPEEDWAY promises to be the best game of the year.

WRITE! WRITE! PROVE YOUR ORDERS NOW!

NATIONAL'S SPECIALS!
5-BALL FREE PLAY GAMES

<table>
<thead>
<tr>
<th>Game</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cadillacs</td>
<td>$55.00</td>
</tr>
<tr>
<td>Mascots</td>
<td>$49.00</td>
</tr>
<tr>
<td>Triumphs</td>
<td>$39.00</td>
</tr>
<tr>
<td>Big Shows</td>
<td>$39.00</td>
</tr>
<tr>
<td>Mr. Chips</td>
<td>$29.50</td>
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<tr>
<td>Big Sixes</td>
<td>$24.00</td>
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<tr>
<td>Vogues</td>
<td>$22.50</td>
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<tr>
<td>Scoops</td>
<td>$22.00</td>
</tr>
<tr>
<td>Lot-o-Funs</td>
<td>$20.00</td>
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<tr>
<td>Pickems</td>
<td>$19.50</td>
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PHONOGRAPHS

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
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<tbody>
<tr>
<td>Wurlitzer 500s</td>
<td>$159.50</td>
</tr>
<tr>
<td>Wurlitzer 600s</td>
<td>$159.50</td>
</tr>
<tr>
<td>Rock-Ola 1939 De Luxes</td>
<td>$149.50</td>
</tr>
<tr>
<td>Rock-Ola Standards, 20 Rec.</td>
<td>$145.00</td>
</tr>
<tr>
<td>Rock-Ola Monarchs, 20 Rec.</td>
<td>$125.00</td>
</tr>
<tr>
<td>Rock-Ola Ambassadors, 16 Rec.</td>
<td>$120.00</td>
</tr>
</tbody>
</table>

NATIONAL COIN MACHINE EXCHANGE
1411-13 Diversey Blvd., CHICAGO, ILL.

FOR WEDDING GIFTS

NOW DELIVERING
GEORGE PONSER CO.
519 WEST 47TH ST.
NEW YORK CITY

NOW DELIVERING
AMERICAN EAGLE
WORLD'S SMALLEST
FRUIT SYMBOL BELL

ON 10 DAYS FREE TRIAL
Samples $32.50

BOWLING ALLEY
BIG SHOW
DRUM MAJOR
BORDER TOWN
SCORE-A-LINE

Check your collections and re-sale values! That's the proof of Gottlieb superiority!

THE MANUFACTURER
by His Products:

Gottlieb's Superiority

AMERICAN EAGLE
WORLD'S SMALLEST FRUIT SYMBOL BELL WITH AUTOMATIC TOKEN AWARD.

ON 10 DAYS FREE TRIAL
Samples $32.50

10 for $32.50
Ball Comp Med. $2 Extra
BALL GUM $5 per box $1,000 piece; Boxed $12.25

1/2 Box, Hal. G. D. O.

SICKING, INC.
1483 Central Ave., CINCINNATI, O.

NOW DELIVERING
KEENEY'S NEWEST SMASH HIT
SPEEDWAY
SENSATIONAL! EXTRAORDINARY!

- Featuring a new, entirely different scoring idea.
- Operators reporting unprecedented earnings.
- SPEEDWAY promises to be the best game of the year.

WRITE! WRITE! PROVE YOUR ORDERS NOW!

OPERATORS, WRITE...
H. G. PAYNE COMPANY
311-2411 Broadway, NASHVILLE, TEN.

For Weekly Report EUC. Best Complete Stock of New and Used Coin Machines in the South.
BANDWAGON

ANOTHER SMASH HIT BY GENDG!

4 ways to win 1000 ways to thrill the
player! BANDWAGON combines the year's greatest
new features into the liveliest display of "come on"
action you've ever seen! HOP ON THE BAND-
WAGON AND WATCH YOUR PROFITS RIDE HIGH!
Don't delay—rush your order TODAY!

$104.50
F.O. CHICAGO
FREE GAME CONVERTIBLE

Genco
BUILDS GREAT GAMES
2621 N. ASHLAND AVE. CHICAGO, ILL.

BERT LANE SAYS

Get on Genco's BANDWAGON for the
greatest, grandest profits you've ever earned!
What's more, when trade-in time comes around, rest
assured of the very highest trade-in value! You make
money ALL-WAYS with Genco's BANDWAGON!
Write, wire or phone me today for complete details to:
SEABOARD SALES, INC., 619 TENTH AVE., NEW YORK
(All Phones: Wisconsin 7-5688)

ALL NEW MACHINES IN STOCK

<table>
<thead>
<tr>
<th>Game</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blondie</td>
<td>$25.00</td>
</tr>
<tr>
<td>Score Champ</td>
<td>$35.00</td>
</tr>
<tr>
<td>Score Cure</td>
<td>$40.00</td>
</tr>
<tr>
<td>Spartan</td>
<td>$50.00</td>
</tr>
</tbody>
</table>

Save Time and Money—Buy Your Used Games From
LOUDON & CO.

ANGOTT SALES CO.
Michigan Distributor

Genco BAND WAGON
G Gottlieb SCORE LINE
Mills V. P. SLOTS PHONOGRAPH 4 BELLS

H. C. EVANS & CO.
1520-1530 W. ADAMS ST. CHICAGO

WRITE FOR NEW PRICE LISTS:
MILWAUKEE COIN MACHINE CO.
1-12 W. FOND DU LAC AVE.
MILWAUKEE, WISCONSIN

Evans' JUNGLE CAMP

YOU ASKED FOR IT—
HERE IT IS!

4 MODELS
For All Territories!
FREE PLAY
FREE PLAY
FREE PLAY

PAYOUT MODEL
Fastest, most spreading game of its type ever built! Becomes less
than 4 ft. floor space! High Speed Behlowithout action. Elim-
inating Dentist's proven machinery—no experiment—absolutely
free from bugs! Mystery selection of 1 or more Symbols.
Awards from 2 to 80. Genuiner Free Plays in 89! Supple-
ment lasts 194. NOW IN PRODUCTION.
LOW PRICE!
A PROFIT WALLOP
IN SPINNING WHEEL
ACTION

HARLICH'S NEW
SENSATIONAL 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.

Write for our New Descriptive Folder NC-70

FREE PLAY GAMES

IT'S TRUE WHAT THEY SAY ABOUT

DIXIE

CHICAGO COIN'S NEWEST SEN-
SATION WITH SEQUENCE TYPE
PLAY AND HIGH SCORE ACTION!
RUSH YOUR ORDER QUICK!

FREE PLAY GAMES

These are America's Greatest BUYS!

SAY ABOUT

ROY McGINNIS, 2011 Maryland Ave., Baltimore, Md.

THE VENDING MACHINE COMPANY
205-15 Franklin Street Elmontville, N. Y.

AMUSEMENT MACHINES
September 7, 1940
SEE SOUTHERN FIRST

Oldest and Largest Phonograph Distributor for Kentucky, Indiana, Tennessee and Southern Ohio, having featured J. P. Seeburg Corp. products exclusively in the past, are now offering an additional service to our many operator friends and customers in this territory.

From this time on we will have on display at our four convenient showrooms, for your inspection and approval, THE LATEST GAMES OF THE LEADING MANUFACTURERS. Stock on hand for immediate delivery at all times.

See us for the Best Deal • • • • Always earliest with the Latest

SOUTHERN AUTOMATIC MUSIC CO.

THE HOUSE THAT CONFIDENCE BUILT

542 S. 2nd St., Louisville, Ky. 425 Broad St., Nashville, Tenn. 312 W. Seventh St., Cincinnati, O. 620 Massachusetts, Indianapolis, Ind.

Sid Stiebel
Louisville

Leo Weinberger
Louisville

Earl Pippenger
Louisville

Sam Weinberger
Indianapolis

Joe Weinberger
Cincinnati

Monroe Stiebel
Cincinnati

Bernie Radford
Nashville
The Billboard

AMUSEMENT MACHINES

September 7, 1940

Bally

RAPID-FIRE

Here's Proof!


"RAPID-FIRE," writes a West Coast operator, "is out-earning other guns 2-to-1."

"RAPID-FIRE earned $37.75 net the first 2 days on location," reports a Chicago operator. "This was in a small neighborhood tavern, and the machine continues to earn money at the same 'rapid-fire' rate."

"All RAPID-FIRES here," writes a New York distributor, "are averaging $16.80 daily net—over an 8 week period—and next check-up will probably show increase."

"My RAPID-FIRES," reports a Chicago operator, "are all doing approximately $15.00 a day—net profit."

"Average earnings for RAPID-FIRE," a Cleveland operator reports, "is $20 daily—that's net to split between location and me."

"Daily net on RAPID-FIRE machines," reports a Detroit distributor, "is $12.00—consistently maintained now for 6 weeks and going stronger than ever."

Similar enthusiastic reports are coming in daily from Rapid-Fire operators in every section of the country. Get your share—get started with Rapid-Fire now!

GET YOUR SHARE of the BIG MONEY!

ALABAMA
MINT VENDING COMPANY
231 N. 17th ST., BIRMINGHAM

ARKANSAS
STANDARD AUTOMATIC MUSIC COMPANY
1200 W. 7th ST., LITTLE ROCK

CALIFORNIA
PAUL A. LAYMON COMPANY
150 S. PICO ST., LOS ANGELES
JACK R. MOORE COMPANY
144 GOLDEN GATE AVE., SAN FRANCISCO

CANADA
DONALD FIELDING AND COMPANY
116 N. 17th ST., WINNIPEG, ONTARIO

COLORADO
STEWART SALES COMPANY
13 EAST 8TH ST., COLORADO SPRINGS

FLORIDA
SOUTHERN MUSIC COMPANY
503 W. CENTRAL AVE., ORLANDO

GEORGIA
FRIEDMAN AMUSEMENT COMPANY
221 EUGENE AVE., ATLANTA
STAR SALES COMPANY
180 W. HILL ST., VALDOSTA

ILLINOIS
GRAND NATIONAL SALES COMPANY
2000 W. ARMITAGE AVE., CHICAGO

INDIANA
AUTOMATIC AMUSEMENT COMPANY
1500 PENNSYLVANIA AVE., EVANSVILLE
L. BERMAN AND COMPANY
111 W. N. W. 1ST ST., EVANSVILLE
CENTRAL DISTRIBUTING COMPANY
216 SCIOTO ST., INDIANAPOLIS
INDIANA DISTRIBUTING COMPANY
226 WARASH AVE., TERRE HAUTE

IOWA
HARDEN SUPPLY COMPANY
802 W. 7TH ST., SIOUTH CITY

KENTUCKY
OHIO SPECIALTY COMPANY
59 S. SECOND ST., LOUISVILLE

LOUISIANA
DIXIE COIN MACHINE COMPANY
912 POYDRAS ST., NEW ORLEANS

MARYLAND
THE CALVERT NOVELTY COMPANY
708 N. HOWARD ST., BALTIMORE

MASSACHUSETTS
OWL MINT MACHINE COMPANY
240 COLUMBUS AVE., BOSTON

MICHIGAN
AJAX NOVELTY COMPANY
2977 WOODWARD AVE., DETROIT
EUREKA NOVELTY COMPANY
3 W. WASHINGTON AVE., AT POTTSTOWN, SALEM
KING PIN GAMES COMPANY
526 MILL ST., KALAMAZOO
MILLER VENDING COMPANY
413 W. 1ST ST., GRAND RAPIDS
YOU WANT PROOF—not claims! That's why we delayed the big blast on RAPID-FIRE until we could back up our statements with plenty of cash-box evidence.

NOW HUNDREDS of machines on location—for periods ranging from two to ten weeks—and in every section of the country, every type of spot—prove that this realistic machine gun—firing 100 shots in 15 seconds at a diving submarine target—is the greatest money-maker in the history of amusement games.

QUICK DELIVERY is assured the operator who acts now to get his share of the big RAPID-FIRE money. Delay dooms you to disappointment—because big volume repeat orders are now pouring in. See your nearest distributor listed below—or write direct to factory—start earning the biggest, steadiest, surest, safest profit of your life!
SKY FIGHTER
TRADE MARK

STANDS OUT
AS THE ANTI-AIRCRAFT MACHINE GUN THAT
STANDS UP!

There’s no doubt of it now—Mutoscope’s SKY FIGHTER has proven that it makes BIG money . . . keeps on making money steadily for many months in the same location . . . and is SO STAUNCHLY AND CAREFULLY BUILT THAT IT GIVES LASTING SERVICE! With all of its undeniable advantages, SKY FIGHTER stands out as the anti-aircraft machine gun that stands up in PROFITS as well as PERFORMANCE!

SKY FIGHTER’S timeliness, try-try-again appeal, and durability mark it definitely as one of the finest, surest investments ever to startle the industry. GET INTO ACTION NOW . . . with SKY FIGHTER! It’s making records all over the country!

Manufactured by
INTERNATIONAL MUTOSCOPE REEL CO., INC.
44-01 Eleventh St.,
Long Island City, New York.

RUSH YOUR ORDER TO YOUR DISTRIBUTOR TODAY!

EASY TO PLACE—GETS THE CREAM OF LOCATIONS!

SKY FIGHTER 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. MAKE MORE MONEY LONGER WITH SKY FIGHTER! Write, wire, phone your order immediately to:

THE VENDING MACHINE CO.
Fayetteville, N. C.

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 into a breath-taking, flaming, tailspin! 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:

HANKIN MUSIC CO.
258 Pryor St., S. W., Atlanta, Ga.

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:

MODERN VENDING CO.
656 Broadway, New York
822 Sth St., Miami Beach, Fla.

MAKE MORE MONEY LONGER WITH SKY FIGHTER!

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 and pays. MAKE MORE MONEY LONGER WITH SKY FIGHTER! Write, wire or phone your order immediately to:

GERBER & GLASS
914 Diversey Blvd., Chicago, Ill.
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. 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:

A. P. SAUVE CO.
3002-3004 Grand River Ave.,
Detroit, Mich.

SAME FLOOR SPACE AS PIN GAME!
SKY FIGHTER requires only 23"x30" of floor space for 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:

SQUARE AMUSEMENT CO.
88-90 Main St., Poughkeepsie, New York
SQUARE AMUSEMENTS OF ALBANY
707-709 Broadway, Albany, N. Y.

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:

DENVER DISTRIBUTING CO.
1856-58 Arapahoe St.,
Denver, Colo.

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:

J. H. WINFIELD CO.
1022 Main St., Buffalo, N. Y.
HEADS-UP-SELECTORS

MAKE YOUR PAID-FOR INSTRUMENTS PAY YOU! The real profits come when your phonographs are paid for. But it takes modernized instruments to hold the good locations and maintain collections.

Homer E. Capehart has given you the answer to one of your toughest problems...modernized instruments...gave each instrument new eye-appeal and playing convenience which rivaled the latest models...change the appearance of an instrument so completely that replacement is unnecessary. Operators from coast to coast report increases in collections after installing "HEADS-UP" SELECTORS. The new lighting...colorful keys and front panel...and great improvement in selection and playing convenience adds up to real profits. Be smart—MAKE YOUR PAID-FOR PHONOGRAPH PAY YOU!!

Write, Wire, Phone Your Order Today!

MODEL 24
Brilliantly lighted keys, front panel and selector numerals produce over-all effect of completely changing the appearance of Model 24 phonographs. Replaces old selector panels and title strip holders—new title strip holder furnished, mounted at correct angle in back of door glass. Model 24 brings greater eye appeal—easier selection—increases profits—makes location owners happy.

MODEL 600: Designed to fit Model 600 phonographs, replacing old rotary selector. Harmonizes perfectly. Aluminum grille over richly lighted plastic panels...heavy plastic red and white lighted keys...give Model 600 outstanding new brilliance that steps up collections.

MODEL 616
Modernizes 16 record instruments...adds years to their profitable life. Simple installation on location—simply remove the plate and knobs of old selector—drive in two screws and connect one wire.

PRODUCTS NO. 1 • Model 616 • Model 24 • Model 600

PACKARD MANUFACTURING CO., FORT WAYNE, IND.
HOMER E. CAPEHART — PRESIDENT
Your Wurlitzer Distributor is not prejudiced in favor of any one remote control system. As a Wurlitzer Distributor he carries and has had wide experience with all three systems.

Before you install any remote control equipment in a location, get his unbiased advice. He'll tell you which of the three Wurlitzer systems is best adapted to that location.

**Wurlitzer Wireless System**
No interconnecting wires necessary. Each remote unit connected only to power line. Ideal where locations demand minimum of wiring.

**Wurlitzer Two-Wire System**
Utilizes ordinary 2-wire extension cable connecting units to phonograph. Each remote unit is also connected to power line.

**Wurlitzer Thirty-Wire System**
Utilizes single 30-wire cable to connect wall boxes to phonograph. No connection to power line required.

Each Wurlitzer System may be interused with the others—does not obsolete any previous Wurlitzer equipment—the most flexible remote control equipment on the market.


*A NAME FAMOUS IN MUSIC FOR OVER TWO HUNDRED YEARS*