What this symbol stands for . . .

We don’t know who first penned the phrase, “The first law of sound business is service,” but we do know that it is an axiom that has guided The Billboard for the past 45 years.

When W. H. Donaldson started this paper on its way some 45 years ago, his goal was to give the amusement industry a paper that would serve it well...not only by publishing the news of the business accurately and fearlessly, but in a personal manner that would help the joey on the small-time show as much as the headliner at the Palace. Throught the 30 years he guided The Billboard’s destinies he constantly drove home to his co-workers the creed that the primary purpose of The Billboard must always be to serve.

That’s why before the turn of the century he already had the mail forwarding service functioning and was publishing such trade service features as routes, fair lists, coming events, etc.

In keeping with the Founder’s tradition, his successors have increased the number and value of services offered by The Billboard. The number of services has grown considerably. Just count the little black symbols as you flip thru this week’s issue. Each one designates a service. Each symbol is a reason why showfolk long ago called The Billboard “The Showman’s Bible,” affectionately refer to it as “Billyboy,” and for 45 years have acclaimed it “THE WORLD’S FOREMOST AMUSEMENT WEEKLY.”

A.C.Hartmann, Editor

* TRADE SERVICE FEATURES OF THE BILLBOARD

MAIL FORWARDING DEPARTMENT
Approximately one-half million pieces of mail were handled by The Billboard Mail Forwarding Department last year. More than 150,000 names were published in the Letter List.

MATERIAL PROTECTION BUREAU
Facilities of this bureau enable readers to establish the priority of material that is mailed to them.

MUSIC POPULARITY CHART
NATIONAL AND REGIONAL BEST SELLING RETAIL RECORDS
Listing of 10 best selling retail records both nationally and territorially as reported weekly by the nation’s leading retail record stores. Appears weekly in Music Department.

NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS
Listing of top 15 sheet music leaders including both national and territorial leaders based on reports from nation’s outstanding sheet music dealers. Appears weekly in Music Department.

SONGS WITH MOST RADIO PLUGS
All the songs that have received five or more plugs over the networks and independent New York stations. Appears weekly in Music Department.

RECORD BUYING GUIDE
Listing of recordings which are currently “Going Strong” and “Coming Up” on the 400,000 automatic phonographs throughout the country as reported by at least four of the leading operators in the 30 leading operating centers throughout the country. Appears weekly in the Coin Machine Department.

BROADWAY RUNS
Listing of current plays on Broadway with opening date and number of performances. Appears weekly in the Legit Department.

REVIEW PERCENTAGES
Contensation of leading New York dramatic critics about new plays of the week. Appears in Legit Department every week after new play opening.

SELLING THE BAND
Weekly review of outstanding exploitation, promotion and showmanship ideas being used by outstanding bands of the day. Appears weekly in the Music Department.

“POSSIBILITIES”
Suggestions for exchange of talent in various amusement branches. The purpose of this department is to benefit producers, bookers, agents, and others concerned with the exploitation of talent in the major indoor fields thru The Billboard’s coverage of every branch of show business.

FAIR LISTS
Listing by State and Province of every coming State and county fair in the United States and Canada with dates, sponsor and officials in charge. Approximately 2,000 listings. Appears last issue of every month.

PARK LIST
Complete list of all amusement parks in the United States and Canada. Published annually in the Spring Special Number.

LISTS OF COMING EVENTS
Listings by State of civic and fraternal celebrations, festivals, homecomings, jubilees, horse shows, etc., for coming five weeks, Fourth of July, Labor Day and similar holiday celebrations listed separately. Average listing 500. Appears last issue every month.

LISTS OF EVENTS FOR NEXT TWO WEEKS
Listing by State of celebrations, festivals, homecomings, etc., for next two weeks. Appears weekly in General Outdoor Department.

ORCHESTRA ROUTES
Are published weekly in the Music Department. Approximately 500 listed weekly.

ACTS, UNITS, AND ATTRACTIONS ROUTES
Are published weekly in the Night Clubs-Vaude Department. Approximately 500 listed weekly.

CIRCUS, CARNIVAL, REPertoire, TENT, AND MISCELLANEOUS ROUTES
Are published weekly in General Outdoor Department. Approximately 400 listed weekly.
TA Revives Two Old Rules on Benefits, Writes a New One

Ban on "celebrity nights" and cuffed political shows on books for years—new rider added to contracts puts penalties on acts, but not on agents or employers

NEW YORK, Oct. 5.—Three regulations, two of which are really revivals, have been announced by Theater Authority. One goes into effect today, others at the beginning of November. The regulations are: (1) All artist representatives, bookers, and employment agencies must be required to supplement their contracts to all employment contracts agreeing to rule out free performances. Copies of the contract supplement will be sent to all agencies, booking offices, vaudeville and presentation houses, and nightclubs. Effective November 1. Penalties are $50 fine, expulsion, or suspension from union membership.

(2) A resolution to be sent to all performers who will prohibit anyone appearing on a celebrity night show without proper compensation. The penalty is $1,000 fine, suspension, or expulsion from union membership.

Ice Looks Cold as New Field For Acts, Say Operators; Cite Difficulties, Dough, Few Dates

NEW YORK, Oct. 5.—Possibility that the appearance of Joe Cook with the Wurts-Morse ice revue, "It Happens on Ice," may inaugurate a trend whereby vaudeville, radio, and night clubs perform another switch to ice as a new and fertile field of employment was minimized by ice show operators this week for several basic reasons. The few performers, such as Joe Jackson Jr., George F. Sharp, and the Seller Brothers, who have had training or a taste in ice shows rather than the rule, it was pointed out.

Ice producers have been experimenting during the summer with the idea of obtaining skaters from among equestrian performers, and the following conclusions:

One. Only the exceptionally talented performer is destined for an ice show unless he or she can be good as a dancer off. This despite the fact that skaters who have had earlier training as dancers may be given "ice debutante" roles. (See ICE COLD FOR ACTS on page 62)

Ray Rogers Denies Rail Circus Rumor

CINCINNATI, Oct. 5.—Ray Rogers, manager of Wallace Bros. Circus, denies that rumors may be true. Rogers has a plan to have a show on the road next season of 15 or 20-car size, and the record of the recent tour has been excellent. Neither manager has any plans for a "rail" circus this winter. (See ICE COLD FOR ACTS on page 62)

Showmen Look Ahead; Figure '40 Run Better Than '39; Rose Show Seen by 8,000,000 in Two Years

NEW YORK, Oct. 5.—Attractions are mentioned at Fishung's Forty Pier, while engaged in routine tasks during closing weeks and arranging for pre-expo demoralization, are burying the mid-winter oil producers for the future. Most of the mob won't emerge on the Oct. 27 stroller date with pins in hand ready for sign unreservedly million-dollar checks; but, with a portion of original investment retired and little-big neon gags laid away from week to week, the boys figure the total December take to be a quite a few furlongs better than the cumulative take, when the Dec. 31, 1940, total—14,000,000—short of the most conservative estimates.

This year's draw will be in the neighborhood of 17,000,000—and some very close to being a million more. If it does, it will mark a drop of about 20 per cent from 1939. Chh fair's drop on the 1932 re-run was only 2 per cent over 1931.

When it comes to people and money, politics is irksome. Burleau has this to say to nan that his nearest competition has passed several times. About 1,000,000

--00 customers took in the HBO opera last year, and they paid near $2,000,000 the price. This year they will break into another neighborhood, the $2,000,000—people who gave up half as much money for the two editions.

There is talk of a realigned Aquacade, but the Rose office is monitoring the effort with care. Pat-inspired units definitely set will be Mifee, Durst Theatre, and second will be the condensed houses by Bill Miller; World's Fair Highlights, drafting to the studio from the New York Radio Association. This Sanfran fair and presented by Almon B. Wirtz, general manager of Almon B. Wirtz, New York's Winter Workshop, Village, at least 75 per cent of its audience, and the machinery, the Boys, and the machinery, the Boys, and the machinery, the Boys, up as about:

Jack Seiler Living Magazine

Cincinnati, October 5—night club spot with similar gig-posting layout, or identical units on tour. If neither materials, they'll go back to designing covers for The Saturday Evening Post.

Almon R. Shaffer—Winter Wonderland. First card date for Cleveland Auditorium, then Detroit Convention Hall, bringing the conventions up to about December 15. Milwaukee, Chicago, St. Louis, Fort Worth, and Memphis are slated for January thru March, but in between Shaffer resumes work as boss of the Florida Orange Festival.

Workers' Groups' Help Is Asked in Alien Registration

WASHINGTON, Oct. 7.—Earl G. Hurst, Director of the Alien Registration Division, Department of Justice, is requesting labor organizations and industrial groups in helping non-conscription military and workers' groups in helping non-conscription military and workers' groups. (See Workers' Groups' Help on page 33)
Bombing Forces English Theaters
To Stagger Show Hours as War's Workers Get New Entertainments

LONDON, Sept. 14.—Alteration of legit and vaudeville theater hours to meet problems created by increased air raid has extended beyond London to Manchester, for example, by agreement between police, public and municipal authorities. Manchester theaters now close not later than 9:35 p.m., cinemas between 9:40 and 10 p.m. In Manchester stadiums, boxing matches have been substituted for twice-nightly shows but two-day program. At the Hippodrome in Coventry, one of the province's finest vaude houses, twice-nightly shows are being given a two-day program, afternoon show beginning at 3:45 p.m. and night at 6:15.

In the September 7 raid local theaters suffered their first casualty when a bomb hit one of the outer district vaude houses.

After a run of 10 months, and to make way for Black Vanity, George Black's Black Velvet closes at the London Hippodrome tonight. Its total of 656 performances is a record for the theater in its 40 years of history.

The story of how the national and local tourists are staying on with Jack Byronic's Garrison Theater series is told in a broadcast of the show by the provincial tour and short season at Blackpool. Vic Oliver and wife, Sarah Churchill, star in the first program of new NBC radio series. New spot is De Breth, one of the number of clubs taking the place of dwindling dance palaces.

The Broadway Beat
by George Splevin

HERMAN LEVIN, attorney and for years a worker in the city's charity and commerce department, is a busycf of the Deltray Gilbert and Sullivan company at the Winter Garden and the producer presents the show. It is a perfect hit, until after he's heard the notice. . . . Adia Kunstenst, bosco at the Russian KOKO's, presents in her apartment a fight to last week. The latter is the score for the Ring Crosby-Boy Hope Road to Zanzibar flicker, and the former gives him the right to chauffeur his own car. But not for the Stroper. This is the first time a photographer has finally been asked to work in the show. . . . Lou Levy, Maxine Andrews, Vic Schoen, and Poppe Andrews at the Winter Garden are getting along splendidly.

 Associated Music Publishers has contracted for disks by Larry Clinton and Guy Jordan. Benjamin Gershenson, for whom Gershenson was the transcriptions under his correct name, Zimmer, goes to disk. Tallulah Bankhead, now on stage and out of the Clurman, is getting a "Prove Yourself While Still Alive." Yes, and what is the latest news on the Broadway at the old club Richman—and the cover charge was 46 per person.

The hallmark of New York's radio skipper, Paul Ackerman, claims he doesn't want to call any attention to it, but the situation seems to be getting serious. For some time now, he has been receiving miniature tomohawks, neatly wrapped up, along with some quarry down south and urging his propaganda in preparation for darker days. He somehow—perhaps he has rendered some service—received a wire from the title station. . . . Imogene Coca, whose outstanding drooleries have deserved better legs than they got, makes her night club debut at the Downstairs tonight. She is an original of a key city. The same house recently decided to pay his respects to the management of an out-of-the-way spot by spitting on the floor in the waiting room of the house. He happens to be in charge when he got there, o'bediently folded his card and sent it back by an usher woman. . . .

Kitty Donen, who was featured in a leading role of a magazine article when she retired from the show business and bought a chicken farm, is back in the show game—this time as a wife in rehearsal for "The Man Who Came to Dinner." The script was rewritten to allow for the title star. . . . "Ding! Dong!" went into the show last week on schedule, but promptly lost its show. . . . The Independent.

TheATER News

RCA Tele Dream

NEW YORK, Oct. 5.—Radio Corporation of America figures that CBS will finally let television roll, tel evision stations will eventually exist in all the major cities and will each have separate editorial and program editors. For the purpose, RCA is buying in the latest designs. Figuring that most small radio stations use wax rather than live music, the RCA executives believe that their "exclusively live" shows are likely to use more talent than radio.

Eddy Howard

This Week's Cover Subject

EDDY HOWARD, as he is known in show business, but Edward Ewen Duncan Howard to his parents, began his responsibilities in life as a medical student, but has since changed over to increase the heartbeat of musical America with both his songwriting and singing talents.

Just turning his 26th birthday, Eddy has commenced the concentric of his success as a songwriter with such beautiful ballads as "Gambler's Dream," "Love's Dream," "I've Got to Sleep Tonight," "One More Dream," and "Dreams Are a Dream." He has been in the recording business for a long time now. His break with CBS Records was done while he was featured vocalist with the orchestra which he joined after leaving George Olsen. Since then his ability as a singer has reached the attention of radio, films, and leg.

Howard's musical inclinations want for work for him while being a student at the Eastman School of Music, State College, California, for his medical degree. He supports himself during this time by playing guitar in the school band. Later he entered the business for kids by identifying himself with Olsen and later Maurice Jurgens.

Since then, working as a single, he has broken records in Chicago's Oriental Theater and has also waxed for Columbia Records. On the air he was featured in the pilot of the Little Orphan Annie radio show. He also worked in a Box program and featured with Edgar A. Guest on the "Wax O' Luv." show.

Howard is exclusively managed by Biggie Levin.

Scene: Outside of the Lakeside Chapel, on Upper Broadway, New York.

Crowds are milling, most eyes are on the last car of the funeral carriage being driven to the church. It is the last time to see the great movie star who brought laughter and joy to the world. . . .

But there are others concerned with the expiation of his guilt. . . .

B'nai B'rith Banquet

NEW YORK, Oct. 5.—Executives of the major film companies will be present at the first annual banquet of the Cinema Lodge of the B'nai B'rith, to be held at the Pennsylvania Hotel Saturday, October 26.

At the affair is a committee which includes Barney Balaban, Joseph Bernhard, Nate J. Blumberg, Harry Brandt, Sam Catlett, Harry Coe, Alonzo C. Magee, Thomas A. Montague, Charles C. Moskowitz, Dr. H. E. Newell, Joseph B. O'Brien, Felix Popoff, Solomon Schneider, Murray Silverstone, Nate Spira, Mr. Tannenbaum, L. G. Wachtel, M. H. Warner, and Abraham S. Weber.

AK, ME ANOTHER

ASK ME ANOTHER
(But don't expect an answer)

An unfinished play in less than one act, one scene, and two queer characters.

www.americanradiohistory.com
Add Multiple Sponsor Layouts On Chicago Stations; Good Biz

CHICAGO, Oct. 5.—With the addition of four new participation programs on WINW and WJJD, and two new shows of the character to the WWRM schedule, co-operatively sponsored programs are apparently on the upswing in the Windy City. Value of such programs as income-boosters is rapidly being realized by station operators and commercial advertisers. Chief reasons for their promotion by radio stations is (1) hour sold in small parcels to a number of advertisers brings in greater returns when sold as a full period to one sponsor and (2) in the two-hour time frame can be sold on the advantage of gaining the larger audience held by a larger program.

New participating shows on WJJD are Supreme Frolic, a show produced and co-operatively sponsored by the Pork and Egg Council of Illinois, and broadcast daily at 7 a.m. and 12 noon. The program is a comedy-drama series, aimed at young listeners and featuring a group of young radio personalities who will take part in humorous story-telling and skits.

Also new on the WWRM schedule are Frolic, a musical review type of program, and a comedy program called Hollywood Here We Come. The Frolic program will be broadcast daily at 9 a.m. and 4 p.m., and will feature music by the Chicago Symphony Orchestra and other musical groups. Hollywood Here We Come will be broadcast daily at 5 a.m. and 7 p.m., and will feature comedians and other performers.

On WINW, the new program is called Suppertime Frolic, a musical review program produced and co-operatively sponsored by the Chicago skyline. The program will be broadcast daily at 10 p.m. and 10:30 p.m., and will feature a variety of musical talent, including singers, instrumentalists, and comedians.

The new shows on WJJD and WWRM are in addition to the many other co-operatively sponsored programs already on the Chicago radio schedule. These programs include the popular Frolic, a musical review type of program, and the comedy program called Hollywood Here We Come. The new shows are aimed at young listeners and feature a variety of performers and musical talent.

The increasing popularity of such programs is due to the growing realization by station operators and commercial advertisers of the value of such programs as income-boosters. These programs are seen as a way to gain greater returns by selling hour-long programs in small parcels to multiple sponsors, rather than selling a full period to one sponsor.

Clifford L. Ramsey, general manager of the Chicago skyline, said that the new shows on WJJD and WWRM are a welcome addition to the station schedules. “These programs are aimed at young listeners and feature a variety of performers and musical talent,” he said. “We are confident that they will be well received by our audience.”

The new shows on WJJD and WWRM are a welcome addition to the station schedules. These programs are aimed at young listeners and feature a variety of performers and musical talent. We are confident that they will be well received by our audience.
NEW YORK, Oct. 5.—Since the outbreak of war in September, 1939, and for a 12-month period through August, 1940, the Columbia Broadcasting System has devoted a tremendous amount of manpower and resources to the international broadcasts. This figure is four times larger than the total of international news aired on CBS over a similar period of time during the war. From September, 1939, thru August, 1940, Figure for the July 1939-38 totaled only 68 hours, the comparable figure for the July 1940-39 was 172 total, an exotically high ratio, one tends to take as favorable to the rise of "hyped listener interest in news."

CBS estimates that the time devoted to international broadcasts had been sold commercially the sum would have totaled $4,100,000 for 11 months since September, 1939.

Glances at appended chart will show that international news broadcast MPN's most extensive during first month of the war, the heavy spurt is seen to have gradually dropped off to a substantial figure. In no month following September, 1939, however, did international news reach the September high of 34 hours and 44 minutes.

**CBS News Schedules Before and Since the War**

<table>
<thead>
<tr>
<th>Year</th>
<th>First Day</th>
<th>Last Day</th>
<th>Total Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>1939</td>
<td>September</td>
<td>November</td>
<td>276 hours</td>
</tr>
<tr>
<td>1940</td>
<td>October</td>
<td>December</td>
<td>339 hours</td>
</tr>
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**How WMCA's Steele Does It**

NEW YORK, Oct. 5.—Although many listeners believe that news is the most compelling and the news barrage compounded primarily of fireworks that streak across the night air, the steady stream of news and music that now flows over WMCA does a seven-day job before the radio audience. He is likely to read or peruse as much as 150,000 to 200,000 words of news, mostly current, with his every extensive file. He subscribes to many, world publications and news services and frees up money from them, a figure which is not known by way about 10 languages, as this means he can figure out the others.

P. R.: He says the British will win.

**NBC Sets Deal for Washington Tele**

WASHINGTON, Oct. 5.—National Broadcasting Company and sponsors of the Wardman Park Hotel here have inked a lease covering space for the NBC television studios and equipment at the hotel. NBC plan is to present sports events and to relay programs throughout the country when relay facilities, which are currently developing, are available. Samuel Tammel, NBC proxy, and Thomas D. Caron, president of the Hotel Corporation of America, Inc., signed the deal.

The NBC deal is expected to open construction shortly.

Tomick, fronting interest of Washington television programs, said that NBC hopes to make Washington an origin center for showing the best of Philadelphia and New York City. Should construction ever become second to construction by NBC, the first being WBXB, New York City.

**Dept. Store Uses Boys' Show**

CHICAGO, Oct. 5.—Henry C. Lytton Company is sponsoring a new program for boys, starting next Saturday on WGN. Called "The Boys' Parade," show will be handled by boys and feature talent sets by boys. Boy Scouts and various young people clubs in the Chicago area will be selected from." The show, in cooperation, will be selected from. The show, in cooperation, will be selected from.

Everyman will act as emcee. Account is handled by Selh Advertising Agency.

**CBS International Broadcasts September, 1937, Thru August, 1938 Before the War**

<table>
<thead>
<tr>
<th>Year</th>
<th>First Day</th>
<th>Last Day</th>
<th>Total Hours</th>
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<tr>
<td>1937</td>
<td>September</td>
<td>November</td>
<td>106 hours</td>
</tr>
<tr>
<td>1938</td>
<td>October</td>
<td>December</td>
<td>260 hours</td>
</tr>
</tbody>
</table>

**Allen's Theme Song a Mystery**

NEW YORK, Oct. 5.—One of the most interesting mystery stories in the history of radio is now before the public. Allen's Themed was broadcast by NBC, last week. The theme was placed on the air, according to studio assistant, but the music company that has written the music is not known.

WIXN, Wash., Debut Set

WASHINGTON, Oct. 5.—WIXN, which is due to be licensed, is expected to go on the air about October 15th. The station's general manager is George A. Lewis, a former attorney, real estate operator, and owner of radio WJBO. Lewis, at present, according to Studio Manager, is the only operator of the station. Lewis, as an engineer, has been much interested in radio broadcasting, and has devoted much of his time to the study of radio, and has written many articles on the subject.

Station plans a program of "extensive localization," a substantial portion of the evening broadcasts given over to high fidelity classical recordings. Stand-by will supply the library, while WIXN will serve with news.

**September, 1939, Thru August, 1940 Since the War**

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<th>Year</th>
<th>First Day</th>
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<td>October</td>
<td>December</td>
<td>260 hours</td>
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Radio Talent New York

By JERRY LESSER

ANNOUNCER GORGE PUTNAM is a quite a man with the women. He will have Portia Blake in the afternoon and Ellen Randolph in the morning. Sterling Fisher, CBS director of education, is brushing up on his Spanish, in preparation for the extension of School of the Air. GORGE HARRISON, assistant chief engineer of WINS, has been appointed instructor of radio communications at Brooklyn Technical Night School. With CHARLES STARKS' recent assignment as announcer of I'll Never Forget you, WAR, he becomes one of the few announcers to have current shows running on all three major networks. HELEN HAYS, who has played so long and successfully in Laurence Houseman's stories of Victoria Regina, recently met the author and said, "I feel, sir, that I owe you a great deal." Whereupon HOUSEMAN broke into laughter. "You," he said, "you see me nothing, my dear. I am the one who is in debt. You have made me a very

used on dramatizations from week to week. One of the leaders in that trend is Orville Doctor on CBS. Regulars on the series are Ray Collins, John McIntyre, Jeanette Nolan, Alan Reed, and Anne Moorshed. They tell me that Robert O'Brien will play the role of Mike on Soap Opera, Miss starting Monday ... that Joan Blair is a steady customer at the hospital these three days. She isn't sick, but her husband's been killed. That Bill Strong, the Detective, will be a newcomer to the East of The Shadow ... that Kenny Baker blew out another last week that Yvette hailed by NBC as its singing star of 1946, told PAUL BRENTE all about her life on her Request Club program on WARD, Friday, October 4.

Eric Drexler was awakened at 3 a.m. one night last week by State troopers who very thinly informed him that his telephone lines were down due to a storm and that they had a wire for him. On opening it, he found it to be a message requesting him to contact Radio Registry immediately. CURTIS ARLAND is studying voice with Lucille Peterson. Feels that Pepper Young can't go on forever. CHICK VINCENZ, who is directing This Small Town, has a winner in the first of his free radio industrial assignment. It will be judged by the first three episodes. AVERILL HARRIS is back from the Coast, where he worked in two pictures. NBC directors finally get a break from job-hunting actions, have new officers with locked doors.

FCC Sets Up Three FM Classes; To Avoid Confusion; Tele Angle

WASHINGTON, Oct. 5.—For the first time in regulation of radio, a clear-cut classification of facilities has been developed by the Federal Communications Commission, which this week announced new rules for FM stations. Shoppers are taken to avoid the confusion prevalent in standard broadcasting, and the Commission also barred the way to monopoly of facilities.

Three classes of stations are set up clear-cut correspond to mixes in standard broadcast stations. A counterpart to clear channel stations will be FM outlets designed to cover wide rural areas, at least 15,000 square miles normally, and they may serve the cities in which they are located. They cannot serve their rural service. The FM outlet, which would correspond to a present regional station, would be a "basic" station, serving a "basic trade area." This would consist of a principal city and the normal trade area recognized by standard retail authorities. A "limited" FM station would serve a city within a trade area and would be similar in character to standard local stations.

Various high frequency channels have been set aside for the different classes of outlets, and it is expected that stations serving a substantial part of the same area shall not be assigned adjacent channels.

Keeping in mind Commission experience with standard broadcasting, the FCC now rules that for FM stations in large cities will not be permitted to serve their normal trading areas. This will be done by regulating the amount of power used or the height of the antenna. FCC explains that "to permit the stations in the large cities to extend their areas beyond the trade area would necessarily result in a situation where some areas which could otherwise support a station of their own could not be able to do so, and as a result, the plan for uniform distribution of service where technically and economically feasible would be impaired."

The new rules are expected to put new vigor in FM sales, which some quarters represent as drooping due to prodding by television interests.

Hollywood

By DEAN OWEN

Charles Cornell and Mrs. Cornell spent a week-end on the west coast. They flew to Reno, Lake Tahoe, stopped off at Virginia City, and wound up at Burhank in time for the Amos 'n' Andy broadcast. DENNIS DE JUK, ready to resume his assignment on Jack Benny show, HIGH BEAUMONT, New Orleans veteran in the Gateway to Hollywood series, gets role as Deadlile Jones in Captain Danger. MARIAN AND ZIM JORDAN are back in Hollywood after a trailer and fishing trip. Kno Manning plans to Boston where his mother, Mrs. Charles K. Manning, is reported seriously ill. JUNE STONE will play the part of Josephine, a glamorous French adventuress, when a new born son, named PAUL Smitz COWAN. —Announcing staff of WON is making personal appearances at the P.M. demonstration at Marshall Field's. RENEE GERMER is the demonstrator. DORES DODG and BOB BROWN, who were married in Hollywood last week, are back, and will remain as long as Bob has the role of Blackboard on Jack Armstrong.

Lore a Mystery resumes this week. MARY Lee has garnered herself a regular berth on the Gene Autry show after a guest spot. Bob Crosby and his crew are due is stuck around for a spell, and the master really made his weight and is taking his cinema shows before the cameras at RKO. Jerome Curroulittle will originate from here during Crosby's flight with the flickers.

NEW YORK, Oct. 5.—According to Joseph D. R. Red, president of Freed Radio Corporation, FM network stations are broadcasting 60 hours of programs heard in the New York area. Freed Radio Corporation has just completed a check-up on FM broadcasts.
'Ford Sunday Evening Hour'
Reviewed Sunday, 9:10 p.m. Style—Classic.
Allen Takes First Round in Debut Show Opposite Cantor

Fred Allan
Reviewed Wednesday, 9-10 p.m.

Fred Allan returned to the air Wednesday night on WABC in a half-hour program opposite Eddie Cantor, who has had a similar program on \(\frac{1}{2}\)-hour ABC network stations. Entire contents of Treasure Chest, which is awarded to listeners who submit next week's next set of answers, is dramatically toward end of program. Another feature of the show is the Steeplechase, which permits contestants to elect whether or not he will answer a $3, $10, $15, or $25 question.

"Marridge Club"
Reviewed Saturday, 8-8:30 p.m.

"Marridge Club," holding down the spot filled by \(\frac{1}{2}\) times by \(\frac{1}{2}\) and \(\frac{1}{2}\), is a timely and smartly conceived idea. Contestants Jerry Ra_Valdez and \(\frac{1}{2}\) McQuarrie, shown from different cities, look out for one another for company. Couples are required to answer queries sent to them, those queries being of particular interest to married folks. Questions on this program had to do with headaches, smoking, the advisability of a husband kissing his wife while he's eating in the kitchen, etc. Husband and wife have a chance to answer each question at least twice and a loaf of Wonder Bread. In addition, prize $25 is given away. Discussion is roundtable.

Program has plenty of strong comedy angles, some foolishness, and a chunk of humor. Ronnie Blotz and \(\frac{1}{2}\) Seidman seemed to be remarkably appreciative of the bunch. Some problems are mentioned to the bachelor listeners on the receiving end.

Program wind-up is a "pop the question," a rather ingenious audience with a moveable mike and parasol $1 bills for questions answered.

Commercial copy good. Ackerman.

"Dear John"
Reviewed Sunday, 8-8:45 p.m.

Following the success of her first series of programs, "Dear Irene," \(\frac{1}{2}\) Glenn, another red-haired gal, comes up with another one which promises to be even better. Like \(\frac{1}{2}\) Glenn's, this follows the patterns of the woman's mag formula. A problem story, it is an expression of a woman striving to be accepted in the home of the man she loves. Rejected by her husband's daughter, she is also actively opposed by every relative. For two decades she has dwelt in the home by a distant kinship with the first lady. Chandler.

Dramatization is beheaded in a letter narrative. "Dear John." For \(\frac{1}{2}\) two to \(\frac{1}{2}\) a week for a year.

"Ahead of the Headlines"
Reviewed Sunday, 11:45-12 noon.

Featuring the editor of Newsweek magazine, this program is a cross between the old Mark of Time and any current topic. It is hardly dramatic in form, as claimed by the announcees. It is simply a series of radio, which takes the format and interpretive form, offered by four news accounts. It is hard to tell what is going on to the subjects after George Hicks reads a news head.

In most listeners the program is another news show. It will appeal more directly, to you readers of Newsweek and to the followers of the following editors who appeared on the show: Admiral William V. Fratt, Joseph B. Phillips, and Ernest K. Lindley.

"Reflections in Rhythm"
Reviewed Monday, 9-9:30 p.m.
Style—Popular music, songs. Sponsored over KDKA (Pittsburgh).

The show starts with a signature that's different. Then it fails to live up to expectations. In place of the usual showcase program as director of the KDKA station pop combinations, a group that has a strong performance a commendable job. The arrangements are adequate, sometimes very good. The instrumentation is satisfactory, sometimes unusual. Pay Porter and Billy Leech are pleasing enough on their vocals, occasionally extra good, especially Leech. But the whole lacks sparkle compared to what can be done to improve the outfit's output even more. An effort at choral vocalizing needs more work, and the title introductions are coy. But program shows promise of magnificent presentations in future.

Frank.

BMI Adds Four
NEW YORK, Oct. 9—Broadcast Music, Inc., this week added four stations, total number of subscribing stations now being 392. Additional are WTVN, Steubenville, Ohio; WOTT, Trenton, N. Y.; and WTAG, Green Bay, Wis.

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Now you can do your business or personal typing whenever you want, wherever you go! No need to hunt for a place to type or use makeshift typing stands. You can carry your private office with you—built into the Underwood Portable Carrying Case!

In addition to the BIG MACHINE features of the World-Famous Underwood Typewriters, such as Champion Keyboard and Touch rings, you get this exclusive Underwood Built-In Typing Stand that can be set up instantly to one of three different heights.

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"PERSON PLURAL"

IT'S A NEW TESTED APPROACH TO BROADCAST DRAMA
SHORT CAST. SIMPLE PRODUCTION

additions available to recognized stations and agencies
NEW YORK, Oct. 5.—Altho name band leaders finally got up a committee Wednesday of the majors to make new repre-
sentatives and call on Broadcast Music, Inc., and the radio networks to prevent pressure leaders in the future, there are at least three non-ASCAP tunes on each program, whether a re-
 mote, studio station, or commercial.
In three meetings the past couple of weeks, leaders have come to the reali-
tation that their available libraries, com-
posed overwhelmingly of ASCAP tunes, will be worth almost nothing on broad-
casts after January 1.
Forming to the union this week, they received cautious support. Jack Rosen-
berg, president of BMI, said he had recon-
ceived the band leaders' com-
mittee in visiting BMI and ASCAP and urg-
ing them to mediate, but added he was going in order to lend the union's pres-
tence to the committe and not neces-
sarily to make any threats. This ap-
parent cautionsness suggested leaders who have been urging the union to three union strikes.

Rosenberg admitted that eventually "the AFM would have to step in." He said there was a report from California that a band had been taken off the air due to ASCAP. "Why do you think it was the job of the committee to see that they don't do that again?" said "lions." The paper is called the "pawns in the fight." Acknowledging the situation, he added that he has already called on Petroli, BMI president, to be called on the fight. Rosenberg said "petrol" will give us a lot to fight, he added in his talk about their houses.

Rosenberg warned that band leaders in the near future will not be able to make anything because there is a crisis of high music rates.

SAVING TULES ON ASCAP

But Rosenberg warned that band leaders were urged to the union that the union with ASCAP, re-
光明的 the 16 band leaders and 26 band representatives present that every ASCAP concentration in non-ASCAP or non-
resolutions attacking ASCAP for keep-
ing rates up would be harmful to the band leaders because of allegedly high music charges.

"SAVING TULES ON ASCAP"

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resolutions attacking ASCAP for keep-
ing rates up would be harmful to the band leaders because of allegedly high music charges.

Wariety Bands Ongoing Other Dish Ties As U. S. Co. Idles

NEW YORK, Oct. 5.—While the United States Record Corporation is head over heels in legal entanglements since filing a petition for reorganization, compet-
tive firms are using the situation to grab up some of the unoccupied business. Cork O'Keefe, Tom Morton, Milton Kostman, Jack Kiewitz, Sidney Mills, Harry Good-
win, Dave Bicknell, Al Kavelin, Bobby Day, Sleepy Hall, Johnny Green, Zuckor, Bernhard, Thompson, Van Alexander, Pancho, Beth, and Lacone have opened new outlets.

Adam and Eve representatives (26 of them): Harold Ostey, Jim Pepe, Artie Merriam, Larry Guralnick, Myoung, Cork O'Keefe, Tom Morton, Milton Kostman, Jack Kiewitz, Sidney Mills, Harry Good-
win, Dave Bicknell, Al Kavelin, Bobby Day, Sleepy Hall, Johnny Green, Zuckor, Bernhard, Thompson, Van Alexander, Pancho, Beth, and Lacone have opened new outlets.

Musician (only musician non-
band leader): Al Kavelin.

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Musician (only musician non-
band leader): Al Kavelin.

Musician (only musician non-
band leader): Al Kavelin.
in the petition with "flagrant and mani-

New Nebraska Dance
Spot; Names Monthly

eralized with the excite, judicialis-

ate the Paramount Building. Be-

told it the name of the Paramount

Bendheim and a mountain JEROME

and his band a prominence which

one year there . . . JEROME gets a "gal-

open" and a "radio wire."- RUSCH

is back at his trombone post with

Sammy Kay and the ROY GREEN is in the midst of

knocking out the score for the Broad-

way show "Hy's Gentlemen." The or-

chestral unit for the features that

is being supplied by MARK WARNOW.

and he's bound for the Coast to

"take up permanent residence there.

STAN MYERS takes over from

MARCY DELL opens at the

Van Cleve, Dayton, O. C., October

a new back and His Band while

arranger for other crews.

JIMMY PRIDSTON back at the Hotel

Moonlight, Monday (8) for his

second engagement here. He will

wardound up 14 weeks at the Bear Moun-

(M. Y.) Inn.

Penn-Jersey Patter

JIMMY PRIDSTON back at Hotel Moon-

light, next Thursday. PAPA DICK HILL

comes to Hi-De-Ho Cafe at Germain-

ton, N. Y. Monday (7) for a new back

BOB BENNET, back in Philadelphia after

a new stay at the Pennsylvania. He

is already preparing for Miami wintering.

BUDDY SIQUEIRRO (featuring his electric

organology, places at Castle Cole Cafe,

Norristown, Pa., Thursday, (11) find

JIMMIE WALL at Bell's Corner Cafe. PAULINE PAIGE

and her all-rom ork at McBee's Club.

RICHARD BACH at 20th Century Tar-

nels. CARL EUGENE TURNER in the Big

Hutters at Murray's Rhythm Bar, and

BARLOW LACEY, at Mayflower Room.

JACK BARLOW gets the nod for the

saturday night at Ole Heidelberg Restau-

rant, Trenton, the same New Jer-

sey town finding RUDY VALDEZ, Ross ART LICKIE and his

Royal Atranecs at Rudy's Cafe, and

HARRY BURTS at his Basic Bar. LAWRENCE BAR-

NARD MARSHALL for the fall at

Waldorf-Astoria Hotel, New York.

WHITE, formerly with Jan Savits, joins

JACK MEAKIN, as pianist, re-

placing Morris Specter at the drums.

Midwestern Murmur

LUCIFER gets the call to follow

Larry Clinton at the Hotel Nether-

land, Chicago, for a three-week engage-

ment, AL TRACE bring his orchestra to

Chicago, for the fall and winter . . . PAUL SPOR, who is

now in Detroit, is back in his now

Villa Supper Club, Toledo, O., took his

band to the Hotel National, where he

started September 30. . . Speor also appears twice

in the Paramount Building, and in the theater in Toledo. . .

Newest member of the Glenn Miller orchestra was dis-

covered by Miller in Indianapolis re-

cently - his name is HARRY ALPERT, and he replaces Holly Runduck

on bass for his first assignment with a big band. Glenn Miller is in New York. The Miller ork to devote more time to the

movie business . . . JEROME MOORE is working with the band for

a thousand miles. EDDY HARTHER, Little Brown Jug leader, and George

was worrying under the name of Myrtle

Henderson on CBS stations in Chicago, New York, etc., with a band business . .

last week was his last as basto-

nator of the band in New York. He is

and he's bound for the Coast to

On Maestro and Men

JACK SEAGARDEN follows CHARLIE

TAYLOR at the Hotel Biltmore, N. Y.

stay (5) at the Danznan Carnival, the

New York World's Fair beginning today

(45), set for the William Penn Hotel.

Pittsburgh, late this month is

a vaudeville, finally, with the band

at the Grayvoldt Tavern, Sharoun, Pa., to fulfill a date at the Coral

October 26, which

was
decembered September 27. . . ALEX-

DORFMAN,ük, has been appointed as conductor for the bands at

the McAlpins, Beverly and Penn Hotel, at Wood Street, Pitts-

burgh, and Cort theaters in that city.

DORFMAN, who has been

in charge of the band for six years,

has been doing the hotels business.

ROTC, a reason for the Turf Hotel,

Birmingham, Ala., for a month.

CARVER, CRAIG gets a gold ticke-

t at the Trianon, Seattle, Wash.

Song Plucking Takes On An

Academic Aura at Drake U.

Previous to the ing of Ann Arbor, Mich., last . . .

were" and the cost very slight.

letter runs along the lines of "your

colleges are doing (or attempting to, and

will be playing college music, "pop" songs,

and orchestra leaders in the past have

had the opportunity to try out new

and useful." It ends with the sentiment

that the band is not a "school activity," per se, but

any." A note is appended that both

the students and the alumni will be

pleasing to the program.

Band leaders are slightly up in the

aria of "pop" music. There are a few leaders

who don't use any of the tunes they are

playing, and in the new big band music.

and if they do, there will still be other

ones doing that for the first time. In any

case, they say the kids are learning to

play their own music. The band also

ROTC, a hand leader, however, who

have no appreciations about playing on

the Drake home scene. Fight, Drake,

Fight, is Fred Waring's write it

PHILADELPHIA, Oct. 5.—Merton

Morgan, the Baritone, who is now here has begun hazing the

slogan, "Where There's More Fun Than Ever!"

Now that he's moving his store next door along the 8th Street to his

Reach up to Where's More Fun Than Ever!"

New Nebraska Dance
Spot; Names Monthly

BELOU, Neb., Oct. 5.—Taking over

the management of dancing thru the

winter here is a stockholder organiza-

tion of the house, the Hatters, the

Homesteaders, and the new city hotel.

Bob Latta, high school coach and man-

ager of the Hatters, and Caspar Koo, of

Pavilion, has been signed as the man-

ager of the dancing establishment.

First big date of the season was Thurs-

day (3) with Will Osborne. There

will be housing sessions once a week on the

average, with names attempted shot

once a month. Latta indicated the W.

Scrogham Agency in Omaha would have

seen the biggest pull in the Hotel, af-

fers, the BWS bands showed a nice

profit at Riverview this summer.

Va. Beach Places
Open After Season

VIRGINIA BEACH, Va., Oct. 5.—The

interest and activity of the Virginia

beach music cities has been increased

by about a thousand dollars in the

form of appearance on behalf of the

Virginia Beach Club just closed after a

half season of its operations. This spot

used name and semi-name bands which

included Leland Nole, Everett Ray, Paul

Pendarius, Redy Dunch, Karl Humphreys,

Steve Mon, Milt Ross, Jack Menne, Buddy Rogers, Dick Barr, and Dean

Rudolph.

The Terrace Club, which started out

with a modest membership, after the

engagement of Dick Stable, stable appeared to the APM

support.

The Bay Shore Beach Club is attempt-

ing to stay up against the failing fal-

nights.

Cugat's "Symphonic Rumbas" for Col.

NEW YORK, Oct. 5.—With Xavier

Cugat switch due on the Victor label

next month, to Columbia's 60-centers, he plans an ambitious series of recordings in the Latin American field. Cugat has

regi-

dal disk output. Following his first Co-

lume release, he will do a series of six platters of "sym-

phonic rumbas," and will be accompanied by 60

musicians for the sides. Cugat's idea is that the music is

for his own people. He said he had

for some years ago.

In the hands of Cugat, the music

for the Latin American audience.

Full given for the Friends of Latin

America at Windsor Hall became a

record attendance of 4,300 people.

Lawson Okes With $875 On

Two Turnpike Casino Nights

LINCOLN, Neb., Oct. 5.—Do law-

son, at 58 cents per win, bought $875 into

the Turnpike Casino wicket (28-20),

preceding a $62 2 places at the back. A

new band which manager R. H. Pauley

took as a war band, showed "easy" ways.

five weeks, got $823 on a one-nighter (27),

very good money, and in the first appearance locally since April, it was an

above average. It was flown by Jimmy

Barrett, at Pla-Sior, got $800 on the same two-day night, and

Lawson, but was priced at 25 cents per

SEDAN BUSES FOR SALE

Two 11 passenger Fifijohn Sedans, Buses 1935 Chevrolet models, in unusually good condition. Ideal for orchestra transportation. Will sell cheap. Write to

Kalamazoo Coaches, Inc.,

Kalamazoo, Michigan.

www.americanradiohistory.com
LEADING MUSIC MACHINE RECORDS

Recordings listed below are currently the biggest money-makers in automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard for the Record Buying Guide feature that appears in Music Machine Section. Reports are gathered from over four leading phonograph operators in each of the 30 most important phonograph centers throughout the country.

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

GOING STRONG

I'LL NEVER SMILE AGAIN. (11th Week) Tommy Dorsey.

WHEN THE SWALLOWS COME BACK TO CAPITANO. (6th Week) Glenn Miller, Ink Spots, Dick Todd.

BLUEBERRY HILL. (15th Week) Glenn Miller, Kay Kyser, Russ Morgan.

I'M NOBODY'S BABY. (5th Week) Judy Garland, Tommy Tucker, Benny Goodman.

TRADE WINDS. (2d Week) Bing Crosby.

MAYBE. (1st Week) Ink Spots.

COMING UP

PRACTICE MAKES PERFECT. Bob Chester.

FERRYBOAT SERENADE. Gray Gordon, Andrews Sisters.

THAT'S FOR ME. Bing Crosby.

THE NEARNESS OF YOU. Glenn Miller.

CROSSTOWN. Glenn Miller, Guy Lombardo.

ONLY FOREVER. Bing Crosby.

THE CALL OF THE CANYON. Glenn Miller, Tommy Dorsey.

NATIONAL AND REGIONAL BEST SELLING RETAIL RECORDS

This compilation is based upon reports from the following retail stores of their 10 best selling records of the past week. For an accurate reflection of retail sales, reports from the following selected stores may be received from the following sheet music centers.


NATIONAL

POSITION Week 1st Wk. 2nd Wk.
1 1 I'LL NEVER SMILE AGAIN -Tommy Dorsey
2 4 ONLY FOREVER -Bing Crosby
3 3 MAYBE -Ink Spots
4 4 BLUEBERRY HILL -Glenn Miller
5 2 TRADE WINDS -Bing Crosby
3 5 TRADE WINDS -Bing Crosby
4 4 TRADE WINDS -Bing Crosby
5 2 TRADE WINDS -Bing Crosby

MIDWEST

POSITION Week 1st Wk. 2nd Wk.
1 1 I'LL NEVER SMILE AGAIN -Tommy Dorsey
2 2 MAYBE -Ink Spots
3 3 MAYBE -Ink Spots
4 1 Trade Winds
5 1 Trade Winds

SOUTH

POSITION Week 1st Wk. 2nd Wk.
1 1 I'LL NEVER SMILE AGAIN -Tommy Dorsey
2 1 I'LL NEVER SMILE AGAIN -Tommy Dorsey
3 1 Trade Winds
4 1 Trade Winds
5 1 Trade Winds

NATIONAL SHEET MUSIC BEST SELLERS


NATIONAL

POSITION Week 1st Wk. 2nd Wk.
1 1 I'LL NEVER SMILE AGAIN -Tommy Dorsey
2 2 Maybe -Ink Spots
3 3 Maybe -Ink Spots
4 2 We Three
5 3 BLUEBERRY HILL -Glenn Miller
6 3 DELILAH -Bing Crosby
7 2 Tradewind Hawks
8 1 Trade Winds
9 2 Trade Winds
10 1 Trade Winds

SOUTH

POSITION Week 1st Wk. 2nd Wk.
1 1 I'LL NEVER SMILE AGAIN -Tommy Dorsey
2 1 BLACKBERRY WINDS -Bing Crosby
3 1 Trade Winds
4 1 Trade Winds
5 1 Trade Winds
6 1 Trade Winds
7 1 Trade Winds
8 1 Trade Winds
9 1 Trade Winds
10 1 Trade Winds

SONGS WITH MOST RADIO PLUGS

This compilation is based upon reports supplied by Accuracy Re-}

Reporting Service.

<table>
<thead>
<tr>
<th>Position</th>
<th>Title</th>
<th>Publisher</th>
<th>Plays</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I'M A MILLION DREAMS AGO</td>
<td>ABC</td>
<td>34</td>
</tr>
<tr>
<td>2</td>
<td>PRACTICE MAKES PERFECT</td>
<td>E. B. Marks</td>
<td>13</td>
</tr>
<tr>
<td>3</td>
<td>NOW I LAY ME DOWN TO PRAY</td>
<td>Remick</td>
<td>12</td>
</tr>
<tr>
<td>12</td>
<td>SAME OLD STORY</td>
<td>BMI</td>
<td>25</td>
</tr>
<tr>
<td>4</td>
<td>MAYBE</td>
<td>Robbins</td>
<td>22</td>
</tr>
<tr>
<td>5</td>
<td>CALL OF THE CANYON</td>
<td>Shappin-Bernstein</td>
<td>24</td>
</tr>
<tr>
<td>10</td>
<td>OUR LOVE AFFAIR</td>
<td>Feist</td>
<td>11</td>
</tr>
<tr>
<td>11</td>
<td>TRADE WINDS</td>
<td>BMI</td>
<td>15</td>
</tr>
<tr>
<td>12</td>
<td>BLUEBERRY HILL</td>
<td>BMI</td>
<td>12</td>
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<tr>
<td>14</td>
<td>FERRYBOAT SERENADE</td>
<td>Robbins</td>
<td>18</td>
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<tr>
<td>15</td>
<td>I'M A MILLION DREAMS AGO</td>
<td>Feist</td>
<td>11</td>
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<tr>
<td>16</td>
<td>I'M NOBODY'S BABY</td>
<td>BMI</td>
<td>15</td>
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<tr>
<td>17</td>
<td>I'M FOREVER YESTERDAY</td>
<td>BMI</td>
<td>13</td>
</tr>
<tr>
<td>18</td>
<td>ONE LOOK AT YOU (F)</td>
<td>Paramount</td>
<td>13</td>
</tr>
<tr>
<td>19</td>
<td>WHEN THE SWALLOWS COME BACK</td>
<td>BMI</td>
<td>12</td>
</tr>
<tr>
<td>20</td>
<td>THAT'S FOR ME (F)</td>
<td>Famous</td>
<td>10</td>
</tr>
<tr>
<td>21</td>
<td>MOON FOREVER BURMA</td>
<td>BMI</td>
<td>10</td>
</tr>
<tr>
<td>22</td>
<td>I GIVE YOU MY WORD</td>
<td>BMI</td>
<td>9</td>
</tr>
<tr>
<td>23</td>
<td>AND SO DO I</td>
<td>E. B. Marks</td>
<td>9</td>
</tr>
<tr>
<td>24</td>
<td>I'M A MILLION DREAMS AGO</td>
<td>BMI</td>
<td>9</td>
</tr>
<tr>
<td>25</td>
<td>I'M A MILLION DREAMS AGO</td>
<td>BMI</td>
<td>9</td>
</tr>
<tr>
<td>26</td>
<td>I'M A MILLION DREAMS AGO</td>
<td>BMI</td>
<td>9</td>
</tr>
</tbody>
</table>

West Coast

<table>
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<tr>
<th>Position</th>
<th>Title</th>
<th>Publisher</th>
<th>Plays</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I'LL NEVER SMILE AGAIN</td>
<td>Tommy Dorsey</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>MAYBE</td>
<td>Ink Spots</td>
<td>1</td>
</tr>
<tr>
<td>3</td>
<td>MAYBE</td>
<td>Ink Spots</td>
<td>1</td>
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<tr>
<td>4</td>
<td>I'LL NEVER SMILE AGAIN</td>
<td>Tommy Dorsey</td>
<td>1</td>
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<tr>
<td>5</td>
<td>I'LL NEVER SMILE AGAIN</td>
<td>Tommy Dorsey</td>
<td>1</td>
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<tr>
<td>6</td>
<td>I'LL NEVER SMILE AGAIN</td>
<td>Tommy Dorsey</td>
<td>1</td>
</tr>
<tr>
<td>7</td>
<td>I'LL NEVER SMILE AGAIN</td>
<td>Tommy Dorsey</td>
<td>1</td>
</tr>
<tr>
<td>8</td>
<td>I'LL NEVER SMILE AGAIN</td>
<td>Tommy Dorsey</td>
<td>1</td>
</tr>
<tr>
<td>9</td>
<td>I'LL NEVER SMILE AGAIN</td>
<td>Tommy Dorsey</td>
<td>1</td>
</tr>
<tr>
<td>10</td>
<td>I'LL NEVER SMILE AGAIN</td>
<td>Tommy Dorsey</td>
<td>1</td>
</tr>
</tbody>
</table>
ON the Records

October 12, 1940

MUSIC

Reviews of orchestras playing hotel, night club and ballroom locations and one-nighters. Also, dictation of the present or potential commercial value of the band, as well as its musical quality.

Johnny McGee

(Reviewed at the St. George Hotel, Brooklyn, N.Y.)

McGEE'S year-old outfit is still the top musical unit in the area. The personnel is being modeled in both the musical and song department by the outstanding McGee, who is fast, and makes the most of what he has. The McGee stock is a good deal more than the 35 cents involved. That's its sole reason d'être, and as such it ought to be a big seller.

GLEN MILLER (Bluebird)

Best Me Daddy, Eight to a Bar—PT; VC. Falling Leaves—PT.

Millers boogie-woogie tune on the A side here has become familiar from the exclusive property of the Will Bradley band because of its superlative projection by the outfit on both sides of a Columbia release a number of weeks ago. That being true, the flipside is a pure disappointment. Millers song by the same token is in better shape, but it's not equal to the old outfit.

VAUGHN MONROE (Bluebird)

The Donkey Serenade—PT; VC. Sadie, Devoted to Amor (Health, Wealth, and Love)—PT; VC.

Monroe's new band is being carefully nurtured thus a steady series of dance records from his present location in Massachusetts, and is being groomed slowly for eventual nationwide prominence. It won't take as long to achieve the latter as has perhaps planned on if he continues to knock out product as good as this. In particular the Donkey Serenade, this is played fast, spectacularly, and more than a little bit drunkily by Waynes label. The result is one of those rarest of future things for the outfit. The reverse is almost on a par with Serenade as Mono's work is concerned, and the Donkey Serenade isn't too good in itself, no matter how excellent the delineation.

FRANK CASTERS (Okeh)

God Bless America—Instrumental; V. Marching Along Together—Instrumental; V. These are sincere, simple arrangements of the songs, together with a martial tone of a number of years ago, which should please the instrumental ensembles. Whether this version of America, however, can amount to anything so long after other discs of the song has been published, is a problem, no matter what its worth.

DUKE ELLINGTON (Victor)

Five O'Clock Whistle—PT; VC. Thoroughly Modern—PT; VC.

One time when the Duke doesn't live up to the standards he himself has set. Neither side here in which older than grade B stuff, with the arrangement of the song being somewhat of a color and inventiveness. Ivie Anderson's A Side here is not up to standard, and a deepening on the reverse is detrimental.

GENE KRUPE (Okeh)

Drummer Boy—PT; VC. Looking For Your Woman—PT; VC.

The Krupa outfit seems to get better as it gets older. The title of the first side is of course practically a memo to Krupa fans that he's still around. It's all of that, and Gene makes the best possible use of his best tool, Irene Dial on the vocal. Plattemore is outstanding on both of the material here.

BOB CHESTER (Bluebird)

We Won't Be on the Record—PT.

When a band can bring the amount of musical ingenuity and coarse listening appeal to a record that Chester brings to the second side here, it's a shame to know it. His song is an obvious way of arranging the disc that could be easily improved, because usual Glenn Miller sping, but the swing is still there in a deep and highly effective all the way thru.

(See ON THE RECORDS on page 72)

On the Air

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

by SOL ZATT

Marvin Dale

(Tootsie's Orch. Ciro's Club, Mutual Network, Tuesday, 1:35 a.m.)

DE VOTING his musical output chiefly in the field of popular music, Marvin Dale with the aid of Artie Shaw's old instrumentals, Brown and Brain Mathias, broadcasting from Ciro's under the title of Marvin Dale and the Rhythmic Gang, is inclined along average lines.

How long this outfit lasts is doubtful, but the time he spends on the air could be put to better use. It's another one of the half dozen choirs of songs, with nothing much else happening. Dale's crew has a certain listlessness that seems to make that band unsuitable any of its quality, but a few examples of solid musicanship did come in to show that the band has capabilities but isn't using them to the best advantage.

Phil Harris

(Wildlife Bureau, Los Angeles, Mutual Network, Tuesday, 1:15 a.m.)

Harris, who has performed as soloist on the network for some time, the past, returned to the happy hunting ground last weekend) and aired some of the best material that has been stock with life and vitality.

The show has the advantage of being the early part of the party. From a musical standpoint, the remote is competitive with his being the only network program featured by this song was worth the investment.

Much of the ensemble is top rate. From a musical standpoint, the remote is what the disc does, but not of much investigation. It's worthwhile, however, if you're into these things. He sings, he clowns, he jokes and if the program were televised he would probably do a strip turn. The remote is completely entertaining and a builder for his band. Harris and Ruth Brown complete the picture with their vocals.

Doc Lawson

(Reviewed at the Waldorf-Astoria, New York)

LAWSON, the electric organ grinder, is joined by a more pop feminine with season, as the one with which he closed was a crude and jazzy performance. Four notes, 10 men, including himself and a singer who played no instruments, he has his own even doing, and they all电子 music. He has the music for this. Musically the band is smoother, and all of the better. His music is a success, but the volume is softer and the whole effect more substantial. This is unusual because it is a collection of trumpets and two trombones. Lawson has a couple of hits with his organ, and is working at both piano and organ. Four of the band's patterns are the kind of organ work he is best known for. He doesn't overwork it. Don Willey, alto sax, is the one with his organ. The organ, bass, doubles at the mike for an aural effect. Lawson has a good memory for the organ, but his version of the organ is quiet. The Chris Kenyon, bass, on drums, plays all his own arrangements. Improvement is evidenced here all around.

Eddy Duchin

(Reviewed at the Waldorf-Astoria, New York)

DUCHIN continues to be the bright brandstand personality he has been for a number of years. Not only is this personality in evidence when plunking his own arrangements, but it remains when fronting his 11-piece group. He is still master of his ensemble, in keeping on the alert every minute the boys dish out instrumental rhythms. And Duchin's playing is as good as any for the key. Duchin feels the music, and is also of top caliber. It dishes out music, it's the kind of music that will please the ears of the nerves. Instrumentation of the group is centered around a saxophone, four trumpets, and three trombones, which are nicely balanced for all of the music connections. Band room hotel class, Lincoln, Neb.)

Recent innovation in the song department is a vocal trio labeled the Bar- benders, consisting of Duchin's male vocalists, Lew Sherwood, Johnny Drake, and Tony Leonardi, who sing in good harmony. On occasions, the boys are joined by a very pretty female, June Robbins. Miss Robbins does quite a bit of singing herself, and has a voice with a sweet style and a winning personality.

MELO CROCKER, formerly at the Club Crocodylus, Mobile, Ala., has signed for an indy engagement at the Battle House room garden and cocktail lounge.

Song Hall of Fame

NEW YORK, Oct. 5—(Musicians' Journal) The National Association of the Forrest Hall here, has established a Song Hall of Fame wherein songs are designated to be honored as the best of the crop in March. The great show songs of the past are thus commemora-

Judges are to be "an impartial commit-
tee, with the best performers announced, but the first selection set for next, Feb. 15, the Silver and Gladys Shelley's There Be No Other. Any resemblance between this and publicity is purely coincidental, no doubt.
NEW YORK, Oct. 5.—Again being placed in the middle of the fight between the broadcast interests and the American Society of Composers, Authors, and Publishers (ASCAP), NBC remote wires were tangled recently with other networks rather than obey three non-ASCAP tunes, aiming toward court action in the impounding and punishing the leaders in the effort.

Latest official rulings, with "Producers & Resorts" of Governing Dance Band Remotes., was issued to the maestros who were the broadcast facilities of NBC, telling them what they can and cannot do in the performance of their broadcasts. An NBC exec explained that the NBC ban on playing music and lyrics limits him because the network wants to watch what constitutes fair play.

Rule No. 1 states that no music is to be broadcast which does not appear on the sphere of music stores.

Number two provides that no changes or additional numbers may be performed unless an emergency arises. An emergency involving switching of bongos, balladissk, and freakish, "song pluggers acting as leaders," is, according to the NBC rules, the last minute are not emergencies," say the rules.

Number three is one of the most important. Each broadcasting company must provide a record of the music they broadcast to guard against these small connecting fragments of music which we have learned from experience cause copyright trouble," declares NBC.

Broadcast ethically, NBC calls for a bar on production credits of all sorts. "We want to give the artist the respect by music and lyrics," the NBC exec said.

Broadcasters believe that the baning of the names of hotels, cafes, or restaurants, or the remote ties that announce the broadcast is being held.

"We say the ban is limited," states that the band leader is obdurate by NBC to announce the number on his program, he is not to include program announcements as material other than the announcement of numbers. NBC, says this also hits with the less talk idea. When naked if this is a good exchange the NBC executives on the part of leaders trying to build a particular style, the NBC official said that the rules were flexible, and reasonable ideas would get the go-ahead from the station.

In all, said the station official, NBC is "just tightening up on its remotes." One band leader included commented, "Yes, with a whip."

Karzas Spots Repeat Double Band Series

CHICAGO, Oct. 5.—William Karzas' Argon and Triathlon ballrooms here are repeating the successful monthly double band of a month in a attempt to equal the programming efforts of their rival ballrooms, including Guy Lombardo, Jan Mowdy, and two other big band leaders, with socko attractions in combination with harmonious music for the bungo.

Management, however, found it difficult to secure name attraction for October, owing to the fact that bands have to be caught immediately after a Chi engagement when playing the Chicago.

In room, however, featured Carl Ravano September 28 and 29, and will present Max Terri on October 12 and 13, and Herb Holmes on October 14 and 15, with the Argon. The spot is unskedded for October 26-27. Present house bands are Dick Jurgens at the Argon and Lawrence Wolz at the Triathlon.

Names for Columbus Club

COLUMBUS, Oct. 5.—The Club 37, formerly the State Restaurant, now known as the Columbus Club, opened October 1, with Bob Byster in charge, with the bands will be presented each week.

400 at Canadian 1-Night

REGINA, Sask., Oct. 5.—Jack Mills and his orchestra, of Detroit Lakes, Minn., top the bill at the Canadian 1-Night at the Triad on October 5, with the band will be presented each week.

Alkon Dantzans Opens Week Late After Legal Trouble

AERON, Oct. 5.—Barb Markiz Gardens, downtown dastardly, bopped September 27, with Mel Marvin's band as the initial attraction, who will remain under the management of G. C. Sarche.

Opening was originally scheduled for September 19, but the information granted by Robert Golden, local roller rink operator, who agreed to wait until October 2, to allow the downtown night spot to a lease until next April 1, prevented the earlier opening. Marvin won his case in court just prior to the opening.

AERON, Oct. 5.—Merco-Go-Round, downtown nighty, has been leased by local business men and will be redecorated and enlarged to reopen Thursday (Oct. 6) at 9 p.m.

The new place, a combination of Grill, bands the company, will open under a hot band attraction, to be followed by other bands.

MOLEY WRIGHT WANTED!

Preliminary tests, apparently unsuccessful to produce the next Moley Wright, are being conducted by the Moley Wright Co., who are seeking a musical director, writer and performer for popular songs. Give full particulars, letter with résumé to Moley Wright Co., 200 Bowery, fifth floor. No answering. Conf. Box 192. The Billboard, N.Y. H. 5-4231.

BILLBOARD Music

MUSIC

More Maestri Dos and Don'ts In NBC "Remote Tightening"

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**Orchestra Routes**

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

**ABBREVIATIONS:**

- **a:** auditorium
- **b:** ballroom
- **c:** cabaret
- **cc:** country club
- **k:** hotel
- **m:** music hall
- **na:** non-assigned
- **re:** roadhouse
- **r:** restaurant
- **sh:** showroom
- **t:** theater

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<table>
<thead>
<tr>
<th>Location</th>
<th>Route</th>
<th>Company Name</th>
<th>Notes</th>
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<td>1940</td>
<td>The Cincinnati Music Hall</td>
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<tr>
<td>Detroit, Michigan</td>
<td>1940</td>
<td>The Detroit Opera House</td>
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<td>1940</td>
<td>The Chicago Theatre</td>
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<td>Philadelphia, Pennsylvania</td>
<td>1940</td>
<td>The Philadelphia Civic Center</td>
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<td>New York, New York</td>
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**Orchestra Routes must be received at the Cincinnati offices not later than Friday to insure publication.**
Snars I roned For Pro Groups

Equity and Dramatists' Guild about ready to oke set-up for experimental theaters

NEW YORK, Oct. 5—All major points of contention whereby experimental theaters may be sanctioned have been ironed out by Actors' Equity and the Dramatists' Guild committees, whose report was adopted by the boards of the two organizations late last night. The governing bodies of both organizations (favorable action predicted by November 15), the experimental theater plan will be put under the auspices of the National Theater and Academy. Equity's five-man board, however, will remain the controlling, licensing force.

Among the more important points settled by the committees are the following:

1) Upon sale of the play's rights, the experimental group will be guaranteed 2 per cent of gross receipts.

2) In place of the difficult issue of how many performances, it will be agreed that the group shall exercise over the disposal of the plays to be produced. The sale options (Dramatists' Guild opposed granting the board powers of disposal normally reserved to the playwright) and the actors agreed that the Guild's standards will be adhered to. The Guild would issue a supplementary contract on the line of the present agreement, but the author will exercise control over his property in accordance with his written instructions as well as the terms on file. In case of sale, the group will be guaranteed 2 per cent of the net proceeds.

3) The Guild's insistence on the right to subtract for rights, services, and license fees, etc., from the net proceeds of the play's production, has not been conceded.

4) Other details still to be worked out, but none of the main points are in doubt, concern the starting point of the six-month term during which the experimental theater will be under way. The Guild suggested that the term start with the week of the opening of the actual theater, as recommended by the first producers. The Association's local groups may, however, continue to produce plays for which the group have yet to be worked out. The sponsorship by the National Theater and Academy represents the first activity in the program to be undertaken. According to plans, the Academy will engage some of the Guild's leading local groups, but just what practical aid it will be able to give to the experimental theater is yet to be decided. By EDWARD CRAYES

Legitimate

London in August Saw Seven Openings as Big Raids Began

Audiences, during last month before total war, stayed in theaters until "all clear" sounded—customers and casts entertained—some new talent discovered.

By EDWARD CRAYES

(Due to war conditions, this report on London theaters in August was delayed one full month in transit.)

LONDON, Aug. 31.—The last days of August—September 12th month of war—saw intensified air attacks on London and, as far as the theater's kindred is concerned, propped up a "nasty season." The final week alarm sirens sounded after performances had been abandoned. Theater openings were made from the stage, and opportunity given to those so wishing to leave for their homes or outside shelter. An analysis of reports from all theaters and wide houses, covering the period August 26 to 31, shows that very few left.

Other than occasions when performances came to their normal end before sounding of the all clear, entertainment of an impromptu nature was the rule, conditioned by air raids and bomb threats being augmented by turns from members of the enemy's air arm. Behind the fun were the stories of the war being played throughout England. Your correspondent, for instance, saw a "diplomatic" comedy, dealing with the invasion of a Neutral European country by a neighboring military power, on aiene chase through the Paris Theater. Comedies, farce, and burlesque, the last, I'll tell you, to a music-hall turn, were among the few "drama" attractions on the scene, although a "drama" of recent import taught a lesson. It was a ragged, thin, badly acted, poorly and inaccurately written farce, which was given the Theater a scoot $40,000.

LONDON, Aug. 31.—(Sun), Aug. 31.—(World Telegram), Anderson

The London Palace and Shaftesbury theaters alternated a double feature of the latest sketches and comedies and a revue in the shape of a grand concert on nights when alarm was still in the air. Transfer was simple, that is, when the audience could get to the Shaftesbury Avenue, but each individual theater was at the mercy of the situation in the event of any possibility of bomb-droping. The London Palace and Shaftesbury Palace were under the management of the Queen's and Civic's committees, both of which had to see that the audience from the former transferring to the latter’s after the show was over was prepared by the Thunder Rock Company. Until all cleared, every night special sketch and solo items were given by the two companies: players and audience were so anxious to have the congestion broken that very few for the last acts. The management of the Palace felt justified in carrying out the plan.

Striking an average, as the final week of the season showed the end of the business to pale, this being largely attributed to the public not wanting to go to the theaters. The London Palace and Shaftesbury Palace are not the only in this last resort.

Up to the end of the month no resurrection signs were observed (See LONDON OPENINGS on page 62).
BEGINNING MONDAY EVENING, SEPTEMBER 30, 1940
THE GONDOLIERS

This evening at 8 o'clock. 8:15 pm. 9:30 pm. 10:45 pm.

With the ever popular Carroll Foster, Walter Ling, and Justus O. Wynn. Tickers, its grand, satirical singing and acting will no doubt amaze you.

BROADHURST
BEGINNING TUESDAY EVENING, OCTOBER 1, 1940
BOYS AND GIRLS TOGETHER

NATIONAL SATIRE

THE BILLBOARD

OUT-OF-TOWN OPENINGS

"PANAMA HATTE"
NEW HAVEN, CONN.
A musical by Herbert Fields and B. G. DeSylva. With music and lyrics by Jack Yellen. With the cast headed by Ethel Merman and Walter Langley, with Enid Bennett, Albertina Rasch, Elsie Janis, Charles Laughton, Miss Alphonse, Wynn Pearl, Kay Paulsen, Dell Parker, Mrs. McDonald, Ralph Burton, Charles Rogers, Vincent Price, Lee Wilson, and several other fine Cameo artists. Directed and produced by Mitch Miller. Presented by DeSylva, Myron Selznick, and Sam Goldwyn. 

"THE CHAMPIONED WELL"
(Slotso Theater)
SAN FRANCISCO, CALIF.
Given not one, but five, for a modest musical revue back to the Tivoli Monday night but was doing only one of the five. A musical revue that was nine-tenths persiflage, and half of its distinctive features was a musical revue, supplied the book, music, and lyrics to a honeycombed busy body. Its artificialities were consistently un- redeemed, its and its acting, dancing, and singing. The book and the book and the book and the book and the book and the book. It was no one, but five.

American Academy of Dramatic Arts
FOUNDED IN 1884 BY FRANKLIN H. SARGENT

The foremost training establishment in the nation.

The courses of the Academy furnish the essential preparation for Teaching and Directing as well as for Acting.

Fall Term Begins October 26th
For Catalogue Address Secretary, Room 144, Carnegie Hall, New York.
Producers Blame Unit Scarcity
On Lack of Available Film Names; 14 Big Units Out; Many Smallies

NEW YORK, Oct. 5.—Despite new units being added to the city’s leading first-class units suitable for large and small groups, producers and producers claim the film shortage is the result of a shortage of film names. Many small groups are unable to fill the schedule and are barred from the larger units because they cannot get enough real names for their shows.

In addition to these groups, many of the larger units also report difficulties in finding names for their shows. George Jones, producer of the Lyric, says he is having trouble finding names for his current show, which opens this week.

Henry in Charge of Morris Club Dept.

NEW YORK, Oct. 5.—William Morris Agency has formed a club department, to be headed by Henry, who will be in charge of the new department. The department will consist of a number of agents, including a number of the agency’s top agents, who will be assigned to handle the club business.

Maisey Writes—Things Are Tough, But She’s Learning Agency Angles

Dear Paul Dennis:

I HAVEN’T written you for a long time, Paul, but I have been having a lot of fun. I just want to tell you about one of the situations that came up recently. We were doing a show in the Midwest, and the producer wanted to make sure we had a goodaudience. He asked me to write a letter to the audience to let them know how much they meant to us.

I explained to him that it was important for the audience to feel appreciated, and that it would help us achieve our goals. I told him that we were working hard to make the show a success, and that we were grateful for their support.

The producer was pleased with my suggestion, and asked me to write the letter. I worked on it for a few days, and was very pleased with the results. The letter was well-received by the audience, and we were able to increase our attendance.

The letter was also sent to the newspapers, and received a lot of coverage. As a result, we were able to attract more attention to our show, and were able to achieve our goals.

In the end, I realized that writing letters can be a very effective way to reach out to the audience. It’s important to keep in touch with them, and to let them know that we appreciate their support.

I hope this letter has been helpful to you, and that it has given you some ideas for your own show. Thank you for always being there to support us.

Yours truly,

Maisey
1,000-Seater Puts Big Clubs Back on Stem; Others Open

NEW YORK, Oct. 5.—Huge night clubs will make a return to Broadway with the opening of Joe Vera Combo, a new 1000-seat club, and the former Frank Tann's Hofbrau. The space hoppers will be decorated with scenes from the Robert Louis Stevenson novel. The club will have a band and girl-show policy. Nano Roden and George W. Wally Wanger residing a girl line. A popular jazz combination, Nato De Angelis, who will manage the spot, is reported to be one of the backers. The first night of the new club at the World's Fair is also reported interested.

The former New Hollywood Restaurant will take on a new name and policy with its reopening as the Club Tropicans. Ella Fitzgerald and her band will bring the first show.

The Tropicana Supper Club will start its second season October 15, with Greta Keller in the show. She will mark her second season at this spot. The room has been enlarged by merging the Oak and China rooms with the club.

The opening of Joe Moax's new Palace, which club has been the scene of much excitement until Thursday (10). The management claims that the space hoppers here will have three desks and will seat about 250. The club will open October 15 with Ray Bennett and his orchestra, for the first season that this room will have a full-time club. One specialty act will also be on the program.

A new spot will open on 32nd Street October 1. This is the Window Lounge, with W. J. Wiski. A Hawaiian policy will prevail. The new spot will be the Lounge Room from the Club Samo.

The little Kitchen Inn, operated by Jim Riley, has postponed its opening to Tuesday (8).

Names for Lowell Auditorium Sundays

LOWELL, Mass., Oct. 5.—Sunday night vaude has been revived at the Lowell Auditorium. Under the sponsorship of Eddie McMann, local radio personality, the Sunday night shows will be held. Already appearing on the shows, which began September 22, were Cab Calloway and Billy Moll, the opening show, and Rudy Valley and Bill Shep Fields the following week.

Belle Baker and Russ Morgan will head the bill October 6. Ben Bernie has been booked for October 13. Belo Bleo is hoped to continue the shows for 40 Sundays.

More AVA Meets On Kelly; “Red” Charges Denied

NEW YORK, Oct. 5.—Due to further deliberation between the national executive board of the American Guild of Vaudeville Artists (AVA) and the executive secretary, Hoyt S. Haddick, the formal reinstatement of Joe Kelly to the post executive secretary of the Philadelphia local has been delayed. Haddick told this column on the matter.

The board, in the meantime, has been busy dispatching a formal statement to the newspapers denying charges that AVA has any Communists within its ranks or permits any foreign "enemies" to flourish in its organizations. The statement issued by Dewey Barto, president, was a protest against the surfeit of the scurrilous criticism against AVA, and the national board of the National Board adopted a resolution expressing confidence in the loyalty of the membership to communism, fascism, and any group which would act against the national interest. No criticism of the part of anyone to the effect that this action was simply a further attempt to keep Communism out of the country has been made by any such organization, or sympathetic body. It was stated that there is every likelihood of the eligibility to become a member, hold office, and in fact, "in the way the employer of the guild."" AVA will not be "swayed by the efforts of Progressive, Oct. 6. Leonard Trenchard, superintendent of the Congress of William Lambertson denying charges that he is either a Communist or an enemy of the party. Lambertson has been lambasting AVA and other labor groups and has said there are plenty of "Reds" among their membership.

Kenmore, Albany, Has Good Floorshow

ALBANY, N. Y., Oct. 5.—One of the most artistic dance acts to appear here in a series of local shows this fall is Paul Paulen, featured in the new floorshow in the first year of the new Kenmore Hotel. Beneath the classical adagio shines a quality of free and physical movement, expressed beautifully. Especially interesting is the climactic routine on the modern dance, while Margie Bane and Bob Wilde present an acrobatic display, which is superlative. Bob and Howard Morrison, whose exhibition of molecular manipulation is one of the highlights of the evening, have a week's engagement at the Kenmore Hotel.

One of the latest and most popular of the many dance vocalists to date, Gene Prigle and his rumba band alternated with Prigle's continued performances during the evening. G. W. Herrick.

Impersonators Back in Camden

CAMDEN, N. J., Oct. 5.—Mrs. Adela Creek has converted her German kitchen into the Gays Club, opening this week, with a small dance which will mark her second season at this spot. Marks the first showing of fine musical talent in the area for many years. Many outside roadhouse spots have been visited.

With a race track assured for the territory, local clubs are preparing for extended shows. The Gays Club is ready for a referendum on keeping bareback show horses.

Dale's Inn, at near-by Haddon Heights, will have "Louie's Band" this week, with Miss. Abe Morroizzes operating.

Units for Milwaukee

MILWAUKEE, Oct. 5.—Starting yesterday (4) with the personal appearance of Jimmy Durante, known as the "King of Comedy" has hooked the Laurel and Hardy, George Jessel and in the near future by the Ziegfield Follies for future weeks.

W-B Club Reopens

WILDES-BARRE, Pa., Oct. 5.—The Travellers' Club has reopened for the season with local orchestra and weekly or bi-weekly lines, singer and emcee.

Loew Sets Out Of Court Bridge Auto Crash Suits

NEW YORK, Oct. 5.—Settlement out of court has been made between attorney attorney attorneys for a man who was injured in an automobile crash in New England. The man was a result of an auto crash in which Joe Rieh (Schrift- man) and Maire Maurice were killed. Joe Rieh was an instant sensation and Maurice died a week later. Those inquiring for them were Jerry Wallace, Vincent (partner of Maurice), Etotile Brackett, and George Gerem. The crash came as a result of the blowout of a rear tire and as a means of keeping the car trivia to fill one night-vaude stand at the Loew Pool Theater, Bridgeport, Conn.

Details of the amounts of the settle- ment were not made public by the attor- ney. However, it was learned from the Surrogate's Court that the estate of Jay Seeh had received $200. Approval is expected to be made Monday (7) of the settle- ment of Miss Shurry who was awarded $300 by the court in hearings with the Surrogue's appraisal.

Two Impersonators Were Sentenced

NEW YORK, Oct. 5.—Rees Theor, East Rutherford, N. J., will rework Sunday floorshow from the Colosimo's Club, which includes Lewis and Ames, Al Ferguson, Rhythm Racoon, and Wynn and Hurwin, Mori and Irving Barrett book.

Roxy, Atlanta, to Open

ATLANTA, Oct. 5.—Roxy Theater will open on October 11, with the moody Tex- tec Inn Ray Hutton will headline the opening bill. The Roxy is the Tommy Tucker theater for November 15. Details are still to be arranged.

Music Corporation of America is serv- ing the house.

Clown Talent

New York: PLUVIA RIOS has been set for the Rainbow Room show beginning Decem- ber 3. Rios has been engaged for another four weeks at the Rainbow Room. The show will be called "The Hokey Pokey," and is expected to be a big hit. The show will go to the Savoy Plaza Janu- ary 1.

VIRGINIA DILLIS, dancer, titled The Rhythm Stomp, has been signed to appear at the White Way Casino, Foshing Fair, where she will continue as resident act. She is a top act in every town.

Chicago:

ANGELITA HARRIS is the new vocal- istic in the Glass Hat at the Congress Theatre. Harris is the 15-year-old girl whose act is on the rise. She is on a tour which is completing its eighth month at the Congress. She is currently an engrossing at the 696 Club. CARL MAHL, light-up cowl, has completed four years in the College Inn of the Hotel Sherman and shows no signs of losing its popularity. The TERRIBLE SWEDIS (Jack Ring, Pete Feinberg, and Frank Rubadu) have opened a new engagement at Old Hickory Inn. MARY JANE YOFFE, using Los Angeles as her accent, is in Chicago for night club work.

ST. CLAIR AND DAY and the Ross sisters with Ken Troupe, Palm Beach, for the David P. O'Malley office, are with a new band. JACOBY, dance team, for the show to follow, RAY LYTLE, of the O'Malley office, is with Ken Troupe, the Littlejohns, and Ballard and Ray for the new show at Coliseum on October 31.

Atlantic City:

The Joe Vera combo, which has taken over the management of Wayne's Inn, is in the midst of a tour month at Club Nomad, being succeeded by Lester Lee. THE GREAT LEOTARD CAST and other acts will be in residence for the next two weeks. THIRIHE OLIVER and ANDREUA two favorite tap dancing teams who have appeared in THE GLORIOUS, local radio songsters, makes her bow at the Wesson Wheel combo. TOM McDONALD goes into a week-end engagement and his Din Club for the fall season.

Buy an Encyclopedia

WESTON, Conn., Oct. 5—Cubby's Inn is making preparations for an in- telllectual trade by introducing a book fair. A contest will be held in which a war correspondent, will be the winner. The winner will talk on "Propaganda in America." Aug. 15–17,-20,-25, 27, and Oct. 1, 3, in the city. The club may develop into the highest priced night club entertainer in America.

In the Month of October, Comedian Joe Vera combo, which has been booked by the Joe Vera combo, is in residence at the Knickerbocker Club."
Weire Brothers now with Fletcher's Folies Before. Girl is still a bit awkward, but shows promise.

Rooftop Umbrella under the direction of Johnny Strangio plays solid rhythm for a great 800 audience.管理 in third year here. Edward Murphy.

Drake Hotel, Camellia

Talent policy: Small dance band; floorshows, 9:30 and 12. Management: Frank and Emily H. L. Coddington, 3535 N. Magnolia, and Bud Lawrence. Pair handset. Band is heard over NBC three times per week. Special feature is management's own arrangements.

Singing charger Bar Erskine Hawkins, colored performer, entertains at popular dance and shows. Management: Sam Harmon.

Roosevelt Hotel, New Orleans

Talent policy: Dance and show band; shows at 7:30 and 12:15, with Saturday matinees at 11:30. Management: Geroge V. Riley, hotel manager; Miss Lula R. Riley, publicist. Prices: Dinner, from $1.50.

Redecorated and finished in wood is described as the modern ballroom motif, the hotel's Blue Room, town's only Cine-Ark which opens Thursday (1) with a re-turn engagement of Ted Lewis and orchestra.

This floorshow featured pretty faces, topped by the tall brunette, Joan Woods, one of its restaurant into a smart loved the Tell Sisters, harmony trio, who sang with the band, climaxing with Dina.

Geraldine Rose sings while working on her guitar. The gypsy trio, Miss Rose and Kay, two men and a girl, combine ballroom grace with a cornet adaptation, Jeanne's Blanche, singing while Lewis and Kay play "Lilac Time," agrees in voice and sentiments. Don Joyce, cornet, and Kay back and getting plenty of encore. Lewis's showmanship is always looking for laughs, being panned in one number.

This Hawaiian attachment to the room's past two seasons. Dusty Jim, the piano man, the terrace section and large mirrors are admired, "the terrace of the spot, "according to the blue motif.

Phil Mull.

Hotel Sutton, New York

Talent policy: Dance and show quartet; continuous entertainment. Management: Ross. Miss Mary Benson, manager. Prices: Dinner, from $1.50, drinks, from 50 cents, minimum, $1.75.

This is the only hotel in the neighborhood with a full musical outfit in its dining room. It caters to a good middle-class dinner trade and attracts Kew York dinner guests through its superior entertainment.

Hotel Sutton's policy is a full band, year-old organization, is on the stand for a four-hand show. It is an unexcelled semi-swung, semi-horn, the group for All the music is arranged by Sealy Weisbahn and Charles Pleifer. Prices: Dinner $4.75, drinks, from 50 cents, minimum, $1.75; Saturdays, $1.75.

The Sutton's policy is to cater to middle-class clientele.

While far from the top musically, the boys, nevertheless, play with style. The dance set sees a lot of it, and is glad to have it. Caring for its own, the organization is an asset.

The chorus is well chosen and directed. Mrs. McNally is the madame, Miss Meade is the assistant madame.

Vocal corps includes Betty Bradley, strong, powerful voice; and Doris, strong, capable of the highest decibels. Also, the特色, Alva Long, a good singer, and Rene, an asset. The group is well varied.

Agal, giving a powerful voice to the chorus, is a fine drag artist black from Detroit, and Tidy-Winks, harmony quartet which McGee recently hired in Philadelphia. Act consists of the Wor-nachsen, Mays, and Fred Meade.

Rudolph, Floor manager. Prices: Din-ner, from $1.50, drinks, from 50 cents, minimum, $1.75.

Business at this popular night spot has been exceptional in the past several weeks, signifying a trend in turn around crowds Saturdays and Sun- days. According to the management, the all-Chicago six-piece band that opened here September 27, and 28, went from business to business. The band was smashed September 27, 28, and 29. It reopened and opened here September 20 and will close their engagement Tuesday (2). Building is now one of the busiest in town. Bowser is now in his fourth week and relies heavily on an excellent orchestra.

Scots is one of the newer bandleaders. He inherited his craft from a Scotchman. Allo a composer of note, this is his first venture at management of a dance, with a little more polish and experience on leading, he and his band of 13 pieces should climb rapidly. The band features light music and is very danceable.

Clubs, showrooms, which are opened with a pittance number by the orchestra, with only the piano and drums being played softly. Steve Mac- kel, superlative trombonist, is featured in this. Clyde was recently returned from various ballads in fine. Art Hermon then doves, lying, some for several years. This instrument, but should get rid of that dead-man expression, which so often prevails. Presents the quintet in two jazz nov- elties. Quintet is composed of two trumpets, two trombones, Selmer Clarinet, Stan Web, soloist; and the bassist, Bruce. Mike Stuhin, bass, and Scott, pianist.

Connie Boswell, who has entered har- monious, is back in town. She is then brought on. There is no ques- tion that Boswell is the latest leading woman of the scene. She is well known by the name of即, "The Blues are across' in a song, which is appeared, she lacks its effect.

Dinner, Cuban, the restaurant, in the Cuban style, is an enjoyable. Gustave Semple, former owner.

Clubs, New York.

October 12, 1940
Coq Rouge, New York
2750 Broadway. Telephone: Dance band, trio; floorshows at 9:15 and 12:15. Management: Frank Bonschitz, 602-525, and Ed Kastner, 2010 Park Ave. Press agents. Prices: Dinner from $3.59; drinks from 25 cents; all-you-can-eat special $1.50. After 11 p.m. Side show relying on its food and the services of a spotlighted pin-up to pull the crowd. It is well run, but has the postwar air of a long session, but when caught had Hollice Shaw in the singing spot. He has the air of a genuine, not faked Warm for May and Higher and Higher, leg in the big band parade. The air as Vivian on Hour of Charm program, but the orchestra is one of the few real voices that have been de- railed, but it has the accoutrements of its singing. She was held on for six num- bers, and even then had trouble getting off.
Giving her excellent backing and also doing a number of her own are Misses Sue, sets are Val Ernie and his outfit, six men, with the leader coming in with superior fiddling. They gave Miss Shaw three- figure tips, but the music is still the main event. Black and sax men stepping down to flashy undergirder. While the Ernie crew is out, the podium is occupied by a group of all-around good-looking girls in full formal dress—a tenor, a bar-itone, and pianist—who perform simply and soberly, nearly in the style of Shanghai palaces at the tables. Furniture are pretty high and the decoration is excellent. Eugene Burr.
Bismarck Hotel, Walnut Room, Chicago
Talent policy: Dance and show band; floorshows from 9:15; management: Karl Eitel, general manager; M. Williams, manager. Admission from 85 cents; in and charge of advertising and publicity. Prices: Suppers from $1.85; drinks from 25 cents; minimum weekdays, $1; Saturdays, $2.
Charley, his exciting barrel-horse, rode in a barrel with the act known as the Kellis in the Air. It has taken the hearts of the downtown young men and its business marks their 11th year at the Bismarck. It was here Kellis first made his repu-

tation and his popularity secure by turning all Bell and Deauville Door. A capacity crowd welcomed him here.
Kellis' sweet style is especially popular among the younger audience. The Room clientele and the band also has a strong following among the younger set, which was much in evidence on the doorstep. A pictorial exchange and news and tunes is offered, most of them novelties, and all pleasing. Marion Holmes, cute concertina handling, had the audience scored handily with That's Why the Lady Loves Me; also A Night in Old Mexico, a Harvey Crawford, dancer and vocalist, combination. Collette and Barry also are playing a rhythm and novelty package. Among the talented pair, they are delightful dancers and vocalists. Among the Rube Danube and Gorgeous Doll routines were beautifully done and the entire group was dressed to the hilt and their comedy number encore.

La Conga, Erie, Pa.
Talent policy: Floorshows at 11 and 1:30; four-piece band. Management: Sherman, manager. Prices: Drinks from 25 cents; dinner from 55 cents; no cover. Bacco, rear of 14th St. near Senner.

Jimmy Fisher emceed a small floorshow that featured Good-Looking Dancers. Entertainment seem royal. His good looks and his smile were pleasantly combined. His renditions of You and Me, When it's That Special Time, Lucky in Love, and house-keeping of Wild Irish Rose were lovely.

Dorothy Barlow, high kick and acro- batic, got great hands in the house. Most inspired performer was George Shepherd, who highlighted hot topping his own and Raymond style and hit the bull's-eye. Sammy Campbell, also a top package, and Prince Monti crystal gazer, also to have per- formances, but with effect due to Fisher. Good-looking and capable performers were Dolly and His and His, and Gino and His and His Rhythm, dance and show band. They gave a full house plenty of pop tunes, oldies, and spirited rumbas. Benny Gordon, leader, baritoned some charabas and was in great form. Walter Rudolph.

Club Cuba, New York
Talent policy: Dance and relief band. Management: Cubes, floor- show band; Bobbie Martyn and Fred Airoho, managers. Prices: Suppers from 50 cents, drinks from 25 cents. Bacco, rear of 14th St. near Senner.

Billingsley has refurbished this com- pany venture to his Stork Club, known in the last year, by adding Jazz the mirrors of last season have been removed and have made way for the mural of Charles flaming Cuban street and the Creek's Oakbeak for the Stork Club's over- all illumination.

The rumba and conga rhythms of Eliseo Greiner's own province, the chief hits. Greiner, a completely new performer and his, "Cuban Air" the object of the interest and organiz- ation marks their 11th year at the Bismarck. It was here Kellis first made his repu-

tation and his popularity secure by turning all Bell and Deauville Door. A capacity crowd welcomed him here.
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The Jane Badley Dancers offered sev- eral entertaining routines, including a number, another to Only a Rose, tenor number, and a third to Hello Babies, at the close. The popular Get Lucky jigsaw portrait of Art Kellis. Betty, Slaps and Dasie, the show's music, enthrilled its entire audience of promise, evidently new to the game. He was handicapped by extreme nervous- ness on opening night and missed a number or two, but none of his work was very good and he should improve as he learns.

Hotel President, Atlantic City
Talent policy: Dance band for dinner and supper shows; management: Sonny S. Papper, president; R. O. Neal, manager. Prices: Luncheon from $1.50; dinner from $3.75 to $5; minimum 50. Bluestreak show is biggest party in town. It is the best of both. Shows are held from 7:30 p.m. to 1:45 a.m. The best in entertainment, for both men and women. Both in and out of town is the enemy. Room is heavily decorated and good food is served.

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

COPACABANA CASINO Rio de Janeiro, Brazil

Glover & Loehr (St. Martin's NYC), h. Nogues & Lessing (New York) Orpheum, Omaha, h. Davis, Henry (Capitol) Chicago, 11, 12, 13; 17, 18, 19; 21, 22.

BURLESQUE

ICE SHOWS ON TOUR

Ice-Capades of 1941 (Produced by Arna Management) Assoc. Rev. 4-11, Dequene Oaks, Chicago, 6.


REPERTOIRE-TENT SHOWS

Marjorie, Donald: Players (Dixieland) NYC, 4-10; 16-19.
Balney Weather Cutting Chicago Grosses; Poor 27G For Jaret; Fair Week Ahead

Chicago, Oct. 5. — Balney weather which forced the town to tie, kept many people away from the theaters during the week and resulted in the vaudefilmers rolling up big grosses. State-Lake, with Maxie Kohn in Chicago, did the best in the State, as he is responsible for a fair gross of $14,500. The Howard, with Art Jaret and the Lively Tough Guys failed to click at the Oriental, which grossed only a fair 100.

The coming week is expected to be somewhat better for all three houses, but with the Jewish holiday, big, but weather is still too warm. Oriental has Lava Ray.

Bowes Big 106 in Buffalo; Meroff Off; Blackstone Dandy

BUFFALO.—The Buffalo opened week of October 4 to good crowds, with the Major Ten Tales Parade on stage, with a new film called “The Midas Touch.” Gross is expected to reach $15,000. The Smith is emerger, and talent includes Buddy, Robert, Ben, Louis, Gunny Wayne, Four Harmonies Brothers, Mary Andrews, Hanks, Woods, Rugelette Trio, and Smith’s Band.

For week ended October 3 the Buffalo did well with the strong picture, “Stiletto.” Previous week’s gross for Meroff was above average. March of Time was added to the bill.

The Century had a good opening week of four days, with Ben Meroff’s Famous Raffle Night, at the Smith. Last year’s gross for Meroff was the seat and gross for Smith for the week. New picture added to this week’s management will be pleased to get $15,000. Show includes Meroff’s “Stop!” Four Ruffle Busters, Four Girls of the Century, an Air Strike, Joe Bennett, Al Divito, Terry Pearsall, and Talley. Pic is Three Faces West.

Blackstone the Magician ran up a good gross at the Century for week ended October 3 despite the many half-price kid works now being sold. Total of $2,100 exceeded expectations. House gross of Century for the week, which was kid trade, was Tom Brown’s Schoolboy.

Talent Agencies

HBT MANHEIM, publicist and screen writer, has joined the literary department of the William Morris agency. Hugo Morris, another addition, will concentrate on talent. GEORGE KUTTIN, of the Variety Entertainment Bureau, New York, set the show for the New York Tobacco Council. Already are A. H. Bane, Arlene, DJ Lamb, Radio Aces, Grade Barse, Carr Brothers, Productions, and Guy Mancuso.

Arthur Argyros, Rochester, N. Y., in setting talent at the Murray’s, is trying to get talent for his new production, “Laurel,” in Water- town, N. Y.

WBN ARTISTS BUREAU has signed several connections with Arthur Fisher’s office. He has been representing several players to villainous roles.

JACK (JACKIE) BIBEN, who has been managing at the Ritz Theatre in Los Angeles, has moved to Los Angeles to open another office.

SHELBERT BIBER and Bert Yamin of Mergfried and Mergfried of Cleveland, New York, have opened a branch office in Cincinnati, to book and handle publicity.来的BIBER and Bert Yamin, who are in Los Angeles, couple a double of days as managers of the new office. The agency is known as Talent.

ELIOT KALCHEM, of New York, who has been with Hal Roach, has opened up his own law office in New York City.

DOROTHY DOBREN, of the Edge- water Beach Hotel Club, Chicago, has been asked to keep the lights on during the morning Monday, Tuesday, and Thursday until 11 a.m. and again from 4 to 6 p.m. her staff of 18, 21, and 24 is the manager of the new office. CHICAGO ARTISTS BUREAU, Chicago, has left that office to go with a paper house, Fairfield Artists Bureau, to handle the WBN ARTISTS BUREAU. The Chicago company is looking for its regular work.

WBN ARTISTS BUREAU, 14 West Monroe Street, Chicago, has been looking after people for the past 20 years. It is now handling all the Hollywood musicals. Meet the People.
Chicago, Chicago
(Reviewed Friday evening, October 4)
Entertaining, but not a money show. As the new Chicago bill of four acts. The two principal numbers were the Roxyettes and the Satinettes and French Fries, tie in with the vaude. Louie, the usual, probably due to his shapely songstress, Marian Robinson. In addition to accomplishing that she fed the dummy with a good commercial tenor voice. His cross-fire talk with the “toughie” isn’t bad, either.

The Three Stooges (Howard, Fine, and Moe) who承包ed one of the Oddities in midtown, gave a fine acrobatic performance in the style of a dummy. In addition to accomplishing that he fed the dummy with a high falsetto and, for an encore, supplied a good commercial tenor voice. His cross-fire talk with the “toughie” isn’t bad, either.

Roxy, New York
(Reviewed Thursday evening, Oct. 3)
Added by a strong pic, Spring Parade, the current layout is set to stay more interesting into the season. Miss Breese has assembled a strong show containing the Missie Robertson, Lind Hayes, and Betty Jane Smith. An innovation, not present in previous seasons, is the addition of 12 men in the show. They have been rehearsing with the highly trained dance group, the Roxyettes, and will comprise a dance number, which appear in Western dress for a colorful dance number.

Picture, Time No Comedy, is very good. Nat Green.

Hippodrome, Baltimore
(Reviewed Friday evening, October 4)
A good stage bill with a strong pic, Making a Noise (RKO), shows the box-office returns if stopovers at opening are an indication. Featuring Jay C. Flippen, Harry Adler, and the Black Brothers, show is opened by the Novelty Management Company and the famous “Girls present an entertaining routine which has fast become a staple of the industry.”

Dink King, follows with a storm of color as Herbert, Penner, W. C. Fields, and Bill the Kid also put on a show delightfully aided by Flippen.

Milt Masters, returning to his home town after an absence of six years, returns to his old-time charade. His renditions of song and dance were received with enthusiasm.

Denver, Standard, Man.
(Reviewed Saturday evening, Sept. 29)
Headline are Mark and Lucille, singing this act, with props of a break away bike, slack pants, and hobo clothing set-up. Mark’s easy satirics, including putting the wheel together in impossible ways and riding it, went over sluggish to a couple of more conventional wheelie bits, featuring Dinette in a challenging routine on a greased bicycle didn’t hit as well.

Lowe’s, State, New York
(Reviewed Friday evening, October 4)
A very busy bill that looks ordinary on paper but that plays exceedingly well. The film is Rhythm on the River, which was a hit a couple of years ago. Leo Reisman’s band is on the stage thrashing and does a fine job. Show opens with the stage dark and only a few lights on. The show is being visible during the Hippodrome Winter Carnival. The band is well known.

State-Lake, Chicago
(Reviewed Friday afternoon, October 4)
Opening day crowds were larger than usual, probably due to the fact that Thursday was a Jewish holiday. This was the last day of the show and also the last day of the season. The show was quite good and with the audience. Lou Breese’s outfit is exceptionally good, but too much music and too few acts do not go so well. Practically a packed house on the closing day.

Leaving off with its theme song, Gene’s ork played several pop numbers that included an entertaining medley featuring a sax solo by Billy Cervantes, a violin solo by Allen Hill, and a number with the brass section, and concluded with Try a Little Fish Fig, nicely vocalized by Skip Moor. Mayor May, comedian, on for a few quips, then the band again took over with Trail of Brass, featuring the theme songs of various acts. In later sessions the Glee Club offered several numbers, those done straight, with an encore, and the comedy efforts so good. Skip Moor’s Old Man River and Breezy Rhythm Stomps drew nice applause, and guitar-player Dave Warren’s near-hey on his violin. When the Suffles Come to Constantinople, Where’s一向, or I’ll Never Be Happy Again.

Dona Costello, a striking, shivering, shimmmying Latin, billed as the “South American Bombshell,” sang Spanish tunes with great gusto, selling them nicely, and her contortionist routines pleased the customers. Mayor May gave impromptu of vocaloids heard on the air, Billed out some ancient borderline quips that got a fair reception, and finished strong in a bit of violin comedy. Hal Lanyo, musical comedy dancer, has a breezy personality and garnered a general house from the audience.

They Dance by Night, is entertaining. Nat Green.
ordinary noisy audience quiet down to a mere silence. Still one of our great teams.

Benny Venuta, tall and blonde, and he sported a blue suit. Good-by, sang four numbers, spacing them out to the last song, for the reason, she gave her set a touch of informality. Did it all right. I Can't Resist You. Good By, Jonah, and I'll Never Smile Again. The numbers contained a lot of smartly and nicely and Miss Venuta sold them well.

After the band's excellent "original version" of a couple of numbers the audience had the customers laughing almost continually for 15 minutes. He clips off rapid-fire rags, using plants and stooges and playing them as though he were a cartoon character. He is a big hit here, as is his orchestra, and he will return some time.

Wulf, a handsome, well-dressed man, was not seen next for a good ten minutes. He is a very fine pianist, and his playing was excellent.

The five-minute opening was Jack Lane and His Lovelights, a real novelty act in which Lane, a personable chap, puts a dozzen characters through their paces in one little number, such as pushing a miniature baby carriage, wire walking, balancing, loop-the-loop, and singing.

J. M. Rogers and company, which included a very pretty female and a very competent orchestra, were uncommonly funny, and their comedy was scrappy and at times very bad, and practically all of the many laughs generated by the acts were due to the rather spotty prop instrumental pair performance.

The Three Shoe Sisters blend their pipes well in a harmony number. They have done the same thing and their act is now complete.

Three Notes, members of the band, do noyt they're all over it. The boys are only to do it because they do it for the fun of it.

Barron has a new addition to his staff a good-looking, song-writer who shows a D-O-B-O. Audrey Cydes, billed as the "interrac- iologist" below-tentiling champ," was spotted next for a routine twirling act, which added little except legs and hands. He follows with the group, and then Allan Holmes soloist, giving out with good and humorous songs from the show and should get audience in a more appreciative mood.

Two novelties, one with Charlie Fisher in it, is a new act that can be seen in the walks and Sunday in the St. Louis and the San Francisco. If you are in the St. Louis, make sure you see this act and get on to one more the body-bending antics.

Barron is going on a medley of top hits, with the Chatter on the vocals. Allan Holmes does a very good novelty hit with the movie hits today and ending on two acts at once.

Second time Barber, with his new songs and tap steps, get the best hard time on their step-hit raw fluffy sunglasses. Doin' Do I Love You? and Night and Day. Bried Wife (Univ.) if you can.

October 12, 1940

NIGHT CLUBS-VAUDEVILLE

The Billboard


More Philly Spots Resume for Season

PHILADELPHIA, Oct. 5—Philadelphia Room at Hotel Philadelphia ushered in the new season last night (4) with new, jazz and Big Bands of Bill Bassey, Cappy Nai, Tommy Dray, and Arthur Murray. Barons Bassey and Bill Bassey, Cappy Nai, Tommy Dray, and Arthur Murray.

Benny the Bum took over the Club Medley yesterday, using intimate entertain.

Bill Deppennstreich, in taking over the operation of the suburban Be's Corner Cafe, inaugurated Wednesday, Friday, Saturday.

Singer Sued for Breach of Contract

NEW YORK, Oct. 5—Wynn Murray, vocals and steel, is being sued by Milton Bender, agent, for $50,000. Bender charged that Murray, who promoted a series of shows, is being sued by a woman he promoted services, with the result of Miss Murray and the other half of her promotion in the any promotion, the contract.

Bender, charged with conflict of interest, claims he discovered the singer in Scranton, Pa., and obtained for him a part in other shows. He later signed the contract. The contract was admitted by Miss Murray, but claims that because she is under 21, she cannot legally make a pact. She also claims that Bender had no employment agent's license.

Jack Curtis Bankruptcy

NEW YORK, Oct. 5—Jack Curtis, producer and agent, has filed a voluntary petition of bankruptcy, listing liabilities at $81,601 and $100 in assets. Curtis is currently handling several vaude and night club performers.

DENISON'S

MINISTERS

Roee'M in the aisles

Send by catalog or

AMERICA'S NUMBER ONE
SOUND AND SONG
SOUND AND SONG

Special Minstrels

Minstrels


2 More Comerford

Houses Take Vaude

WILKINS-BARRE, Pa., Oct. 6—Reported that the time is ripe for the return of vaude. Three more houses have been added to Comerford theaters playing vaude today.

Three-day shows have been playing for over a year at the Irving Theater here and the Family Theater in the city. New houses will include three days at Peaslee, Peaslee, Pa.; Mondays and Thursdays in the Higplume, Pottsville, and Wednesday and Thursdays at the Strand, Carlisle.

Hudson Wonders

MALO TRIO

"International Novelty Dancers" currently

ORIENTAL THEATER, CHICAGO

Opening Friday (October 11)

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Singer Sued for Breach of Contract

NEW YORK, Oct. 5—Wynn Murray, vocals and steel, is being sued by Milton Bender, agent, for $50,000. Bender charged that Murray, who promoted a series of shows, is being sued by a woman he promoted services, with the result of Miss Murray and the other half of her promotion in the any promotion, the contract.

Bender, charged with conflict of interest, claims he discovered the singer in Scranton, Pa., and obtained for him a part in other shows. He later signed the contract. The contract was admitted by Miss Murray, but claims that because she is under 21, she cannot legally make a pact. She also claims that Bender had no employment agent's license.

Jack Curtis Bankruptcy

NEW YORK, Oct. 5—Jack Curtis, producer and agent, has filed a voluntary petition of bankruptcy, listing liabilities at $81,601 and $100 in assets. Curtis is currently handling several vaude and night club performers.
Burlesque Reviews
Midwest Units

(Communications to New York Office)

(The combined talents of Joe De Rita, Jack Benny and Dolores Dawn are sufficient to insure a good show, but the De Rita-Benny portion is show-y and the improved chorus routines make this a show to see, but its chief delight is definitely one of the favorites with local patrons. Keep the audience in an up-tempo mood, but don't let them forget the Midwest Circuit. He gets plenty of laughs with one he can't make up. Much of their material is

JUNE ST. CLAIR, shapely blonde, is the featured underwird and she exhibits her beauty for the world to see. A smooth, rather than a funny, man is the star of the show. Vickie Davis, Phyllis Vaughan, and Joyce Breland are the other two being featured. No one will be lost in this show. It's the world's greatest of the performing days."

Burlesque Notes
New York:
Patsy PERRY, stripper, and George Cowin have switched first shows. Left the one with Jack (Tiny) Puller, stripper, and George Cowin have switched first shows. Left the one with Harry Levine and Harry Cless. New show is at the ASTOR, weekend.

FRANKIE CARRIGER, for the Hilton Circuit. Another cast includes: Bill Morris, for the Hudson, Union City, and Empire.

MARIANE MILLER, during her second week at the Eltinge, drew better houses throughout the circuit. MARCIA FRANCIS closed at the Gaylord, Port-

BOBBY MORRIS, comic, gave in his notice to the first circuit. He has been with Harry Howard's second circuit for a long time. Coincidentally, the one with Harry Levine and Harry Cless.

dorothy morris were Harry (Boob) Myers and Fred Cless, respectively. She is the new stripper at the Gaiety, September 27, is a former model. Miss Cless is also a former model. Buddy Moore, a stripper, managed by Nt Mortan, is in the first show that opened in Norfolk.

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Rep Ripples

LOYD GILBERT, Donald Marlowe, Francia and Klink Gilbert, Paul Paulmacker, and Howard Hardy are new oddities, as is the Pack, on the vaudeville circuit. The show, now playing Ohio River towns in Indiana, is reported doing satisfactory business and with it has come the Quicksand, which is a four-piece trick playing Cen- tral America and its showboat, which will move into halls soon with a short comedy of Pan's Red Rug, done by J. B. Fanning, and a new picture out- put, "TOBY NEWS," former rep, which is being given a special vaude- station to become a member of Station #110, later known in the city as Cran- nitia. LEONARD WALKER, who directed the hit "Pughe's Derby Show" in closing with the "Field" Hayworth players in the Halstetter Theater, upon hoping of landing a radio or nite en- gagement, has returned to Chicago, where he is putting up a new act. J. J. Botts, former Halstetter Theater performer, who has been working for the last couple of years in Arkansas, has joined the Quartette, a well known, and has moved from his ones to a number of Tennessee. DAVE FREEBIE has a vaude-pie outlet in North- ern Wisconsin. Show is working the three-after-the show idea. "SCHOOLY," a section of Mississippi, will go into another straight picture. Miss HURLEY, BETH MORRIS, brick Hanley, Mary Rose Morris, all of Kansas City, Mo., left Kaye Lee and Johnny Rappes, the Kansas City, Mo., branch of the Kinkle-Lincoln. And Mrs. Jimmy Murphy has an eye on circle stock. Beverly Show is producing Convoy Cruise figure will be in the army before spring. Dying out of the act are the Edwin Howard and the Edward Howard, making up their regular winter Sandhill Bills Trio.

They're Different

By E. F. HANNAH

THAT it pays to present entertainment shows which appeal to different racial groups is apparent. A tent outfit play- ing New England the past summer remained over in nearly every city it played and had increased in business on follow-up weeks. Much of this success was due to the work of its group, which, who appealed to the French-speaking population of that section. Out of Montreal, every season and does well in the East, making it an act of its type. In the Northwest, where many of the resident groups are of French extraction, the Ole Oteam-type show outdoes all previous acts in population in the same in show business, that over 20 col- leges have arranged to have it in the coming winter. In larger cities Jewish groups seldom stage a show, because of the efforts to Jewish sections, and as for Italian groups, they are among the most active of all groups in amateur and semi-professional dramatics. The Jewish group is the one that should go out after talent that can bring in business by being able to get under the skin of the various racial groups in the city, as such talent rests a rest and change from the cut-and-dried type of performer usually with small shows.

Bott's Moving Enddoors

CINCINNATI, Oct. 5.—Bott's Fun Show, said to be the largest outdoor vaude troupe in the United States, is moving into schools and halls in that section, and at the same time they are moving into Western Texas as the season advances.

Fort-Bailis First in B. R.

BATON ROUGE, La., Oct. 5.—George W. Pughie's Derbyshow of 1940 came to a wind-up last Saturday night, with Bill Fort and Abele Bailis naming out Al and Ruthie Jackson. Tullie Donelson were third and Larry and Hilda DeCorrado fourth. The best act under canvas on the highland showgrounds.

One Year Ago

SAMMY MANN and Mary Ann Carroll of the bash at the New York State Fair, had the top in heaven. Louis, Eddie Johnson and Virginia O'Gara, the other two, were Happy third. RED NORTON's con- test in Los Angeles was in the stretch, with many scattered remaining on unknown names there. . . .

KENNY GRUWELL cards from Alhambra, Calif., for the show of the season. San Francisco Derbyshow, which ac- cepted the movie offer, was here at the start. Kenny inquires about Bobby Hubbard and other kids who once knew him.

P. F. BIDDIE, formerly of the walkie, is reported to be working as an usher at Mandel's, one of Baltimore's newest restaurants.
Roadshowmen Foresee Big Season as They Prepare Fall and Bookings

NEW YORK, Oct. 8—Reports gathered from roadshow offices throughout the country the past week indicate that the coming fall and winter months will see more activity on the part of roadshow men than ever before. Thrust on the center stage during the coming months will be like beavers for the past month in putting their bookings for theater, churches, and institutions, and organizations. Dates have been set and programs agreed upon. Many roadshowmen have filed reservations for the next ten months in advance as to see that the activities are maintained throughout the coming year.

Back from booking trips thru Vermont, Massachusetts, and Connecticut, M. M. Cowitz, of the Berkshire Film Company, Canaan, Conn., reports he's pretty well set with his school circuit for the coming year and that he expects to get going by the middle of October. Milcowitz has lined up many prep schools. Many of these schools are able to finance the showing of some of our school features, he reports, and he looks forward to doing good business in this field during the year.

Milcowitz also has been concentrating on the local public in trying to show films of historical and educational value adapted from some well-known new books and school literature for the other deal on which he is working in association with the Berkshire Advertising Organization. This organization has many posts throughout Connecticut and Milcowitz's plans are to put on shows which will help the organization in its work and at the same time will bring in revenue to its own benefit. He also has had many preparatory bookings from department stores in nearby cities. This is another example of the fact that they have been designated by Berkshire Film Company to book complete film programs for birthday parties, school functions, and other private entertainment events.

While his film commitment schedule keeps him busy he is currently seeing states that in addition to the Count of Monte Cristo he will be showing in the States. In fact, most probably will include Tarsen's Call of the Wind, Howder's The Honeymoon Schoolboy, in Old Louisiana, Beyond Bengal, and Make a Wish. "These are in the three main series," he reports "and are subject to the conclusion of Paramount or Universal features, which include, among others, Burroughs, The Plutocracy, That Certain Age, Letter of the Law, and Haru Geste.

Milcowitz has just concluded a busy summer in which he has been showing Torch Films of New York. "We worked on "The Show of Shows,"" he states, "and serviced camps from Poughkeepsie to Wyoming. I was also present at the seven week programs given, films most notably included Lust and the Shadow, Rites, for a King, and Hoosier Schoolboy, anumber of which have already resigned for next year's season," he concluded.

Church Bookings

Busy lining up bookings for religious films has been W. Kennedy, with the Berkshire Film Company. For several years Kennedy has featured films of all religious phases. His efforts, however, he intends to shift to shorter programs for the remainder of the year. A relief from the war atmosphere, audience approval figures are up. During the past summer Kennedy has been shown "In the Days of the Republic," a film working for New Mexico and Maine New Hampshire. From E. F. Hanning Play Bureau of Berkshire Film Company was Having John Wilfor W. Senter Jr. of Rockland, Me., chairman of the board of directors of the Knox County on Parade before this time. The Knox County Film Board has assigned the color and made by Senter himself. He expects to have them working throughout Knox County during the coming months.

A booking showman that's already lined up a busy schedule for showing of religious films for the next ten months is Albert Griffin, president of the Wellington Film Corp., New York. Griffin has the large New York Film Festival is now in full stride and is offering excellent conditions for booking films at the present time. Money, now he has just been anxious as to what the results will be and what sort of work will be in evidence. He has been making some trips westward to see what results are being obtained in showing of religious films. Two most popular subje

Sound, Picture, and Radio Display

The showman's work is not at an end. He is still busy booking castles from pastors and making tours of churches, in order to show for religious films. A new trend has been in evidence as to what kind of work is being shown and what sort of work is being completed.

Lawn Shows

A new stunt being used by John C. Camu, of Delta-Lodge Sound Pictures for some of their special extra business in Miami is the staging of lawn movies. It is as warm in the Miami area, in the twenties from the time of the year that the ground has been put into, that it is possible to have large house parties on the lawn. "I put up a small screen in order not to attract attention from the neighbors. As many as four shows have been presented without a single complaint."

Golde has laid out an ambitious pro-
gram of his own. In fact, in the future as a result of a successful barnstorming tour that he has just completed in New York. In addition to lawn movies, he's been putting on programs for hotels and nightclubs. The first one he held weekly contract at one of the YMCA's and opened up for the season. He is the only exhibitor that has shown an interesting series of shorts for a week's tour in the New York area. His next tour will be to second in the Easton, Pa., area. He has to give a special thought to getting out a good show. A large group of large letters appear with "Write your own choice of tag," which is a good idea since he can list the number of people who stop at the cars just to read the tag."

Roadshowmen are being urged to get into the "Old-Time Well" to answer questions and get ideas from players. Golde is looking forward to being in Florida this winter after which he will go South again and spend three months touring and staging a barnstorming tour back to New York State. He is planning several outdoor movies to be shown.

NEW PLAYS

(Continued from page 17)

There seems to be no new theatre at the top of the list of films for this fall. The top show this year is "The World's Fare," a musical comedy by Howard Lindsay and Russel Crouse, with music by Jay Gorney and Lew Brown. The show has enjoyed a lot of success so far and is likely to continue its success for many more weeks. A musical comedy "The World's Fare," a musical comedy by Howard Lindsay and Russel Crouse, with music by Jay Gorney and Lew Brown. The show has enjoyed a lot of success so far and is likely to continue its success for many more weeks. A musical comedy "The World's Fare," a musical comedy by Howard Lindsay and Russel Crouse, with music by Jay Gorney and Lew Brown. The show has enjoyed a lot of success so far and is likely to continue its success for many more weeks. A musical comedy "The World's Fare," a musical comedy by Howard Lindsay and Russel Crouse, with music by Jay Gorney and Lew Brown. The show has enjoyed a lot of success so far and is likely to continue its success for many more weeks. A musical comedy "The World's Fare," a musical comedy by Howard Lindsay and Russel Crouse, with music by Jay Gorney and Lew Brown. The show has enjoyed a lot of success so far and is likely to continue its success for many more weeks. A musical comedy "The World's Fare," a musical comedy by Howard Lindsay and Russel Crouse, with music by Jay Gorney and Lew Brown. The show has enjoyed a lot of success so far and is likely to continue its success for many more weeks.
BARCOCK—Barnabas, 83, recently in Mentor, O., Survived by his widow.

BACCHIOCHI—Galileo, 87, of Port Washington, L.I., and operator of Joe's Castle, Bridgeport, Conn., passed away at his home when he fell from a car and was hit by another vehicle.

BEESLEY—Alvin F., 67, founder, presi- dent, and operator of WBBM Radio Music Company and former president of the Salt Lake City Federation of Musicians, in that city on January 11. Beesley's orchestra was organized by him in 1926, and during World War II did two tours in Europe. He conducted a school of acting in Ran- gely, Maine, for several years. He is pre- ced- ed by six sons, Jerold P., Irving F., Douglas, Howard, James, and Robert, and a daughter.

BEESLEY—Charles H., 77, veteran De- troit hotel and night spot operator, Sep- tember 30 in Receiving Hospital, Detroit. In his heyday he operated the Metropole, one of the best known pre-Prohibition cabarets of Detroit; erected the Palmerston tem- porary hotel, in 1915, and also operated the Chase for a while. He was born in 1892 and was for 16 years president of the Detroit Convention and Tourist Bureau. He leaves no known survivors to show him.

CRAG-O—L. J., 71, operator of the form- er Windy City Coffee House in Denver, where he had been visiting a daughter. Crago operated the Windy City, located at the corner of 16th and Chestnut in downtown Denver, for about 15 years in the 1940s. He appears to have died in his sleep in his home.

CRAG-O—Seige, 67, playright, Oc- tober 10, at his home, 315 N. 16th St., L. N. Y., a long illness. Among his plays he last written were "Truly, This," "A Woman of the Fifties," and "Love, Love, Love."

DICKERSON—Raymond, 20, member of the Light Crest Doughboys, a musical aggregation based daily on the streets of Chicago, and a member of the Temple Quality Network, in Fort Worth Hospital September 25, following a fall from a jazz platform in the gas tank of his automobile ex- pressed. He had been a resident of Fort Worth since he was 4 years old.

DUBOZ—John, 69, former outerwear manufacturer, New York, August 28, after a brief illness. He was a native of Galway, Conn., and had been a resident of New York for 53 years. He leaves no known survivors to show him.

DE TUCCHI—Seige, 67, playwright, Oc- tober 13, at his home, 315 N. 16th St., L. N. Y., a long illness. Among his plays he last written were "Truly, This," "A Woman of the Fifties," and "Love, Love, Love."

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Average Daily Attendance Hits 100,000 Mark

Post-fair activities of showmen-concessionaires is described in an article beginning on page 3.

NEW YORK, Oct. 5.—For the first time this season, an average daily attendance hit the 100,000 mark, assuring a 17,000,000 minimum gate for the 170-day run. Strangely enough, the past week produced a fair line with World War II, but the week-end, nearly 500,000 customers, brought up the average. Of course, this being the Forty edition to bring the gate up to its highest expectations. Others may not prove to be the best month of the year, as the weather was cool but the kind of weather comes around, it can’t miss being in there for battles raging around.

Harry Burt, boss of “Poncho” Bess in New Orleans, arrived on that first part official news of a planned Pan-American exp and Convention City for 1942. His wide range of connections were entreated by Bill RBkin, arcade-store manager, in most of the major attractions.

Tomorrow’s Newspaper is looking to cover this fair, with several local journals backing up the event by cousin ads. Tomorrow’s Weekly visitors can find out about the available events. Highlights will be given a “Salute to the Ameri cians” on Liberty Lake.

Tomorrow also inaugurates Contest Week, open to those who have participated in national competition. This year, the show has a mind to make the event different.

SLA Receives NSA for Huddle On Terms of Benefit Set-Up; Await Duffield for Decision

NEW YORK, Oct. 5.—Following the offer of the Oregon and Nebraska of a Showmen’s of America benefit at the World’s Fair Music on October 17, members of the National Showmen’s Association were delightfully taken in being about shut-out, at least momentarily. New York was a busy town, circumscribed around the country. NSA President Max Linderman, World of Nine Shows, and Seattle, Wash., wired newspaper members here about the decision. It’s a decision to mark the fact that the SLA’s general manager, is expected for a visit here week after next.

On the Flushing Front

By LEONARD TRAUBE

NEW YORK, Oct. 5.—As these lines are being written word was awaited here about the decision of George M. Potter, who was coming from the West to decide the fate of the Belgian Village at a Century of Progress (FLUSHING front page 3).

The SLA, a committee of the National Showmen’s League, is consisting of presidents of the Belgian Village at a Century of Progress (FLUSHING front page 3)

Highlights Set in Detroit

DETROIT, Oct. 5.—World’s Fair High Points for the month of October will be the closing of the 1942 season in Convention Hall here will be the first of its kind in the nation. The management is such that the gate will be crowded with throngs, and plans are being made to use the four large halls for exhibitions, with the stage will be set for the dance floor and the booths with seating and dance concessions. A ticket will be sold for the dance floor, with the stage and dining and the booths with seating for the buffet and the concessions. A ticket will be sold for the dance floor, with the stage and dining and the booths with seating for the buffet and the concessions.

Said the management that the attendance bargain will be a 93-mile away, and there will be a Sesquicentennial Fireworks. The parade will begin at 8:30 p.m. and will be followed by a fireworks display.

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Speroni Murdered: Alleged Slayer Is In Hands of Police

QUINCY, Ill., Oct. 5.—Peter J. Speroni, 44, operator of the P. J. Speroni Shows, was shot to death by a thriller at 8:30 a.m. early Thursday morning from pistol warfare by Mrs. Mildred Speroni, when, according to a story. Mrs. Speroni, widow of the murderer, is believed to have been the one who shot him. His body was found with gun wounds, and Mrs. Speroni is reported to have had considerable argument over the latter's Athletic Show. On Wednesday the 35-year-old man was standing near the Ferris Wheel which was owned by Speroni, when, it is alleged, Murphy re- newed the dispute and then whipped a 25 automatic revolver from his pocket and shot the man. He rushed his body to the hospital, and the coroner's inquest was held yesterday. Mr. Speroni and his wife had lived in Quincy for five years.

Photographed in front of the office wagon on Eddy Bros. Shows while discussing their various interests in outdoor show business at the Provincial Exhibition in Quebec City was this trio of leading businessmen. Left to right, they are Frank C. Conklin, Conklin Shows; Joe Hughes, George A. Hamil, Inc., and David E. Reilly, head of Eddy Bros. Shows, which provided the midway at the exhibition.

Williams' 22-Week Trek Is Successful

NEW YORK, Oct. 5.—Ben Williams Shows wound up a successful 23-week season at the Midwest (N. Y.) Fair last Saturday and most of the equipment is being sent to the Far Southwest. After attending to winter quarter details, Williams will not be able to follow the offense to its end ever again.

This was his first season for the first time in five months kept shows closed the second week and left the midway in poor condition the remainder of the week. Committee gave good operating permits to six units with members of the Gold Medal and Union Band, which gave a very good show. By. Visitors included Mr. and Mrs. Harry Bixler of Naugatuck, Ct., and Delbert Jones. Hazel Bolen, who spent the week in class, was called a good mother, and her father, Joe Bolen, from her home in Jackson, Miss.

RAS Tops Midway Gross at Nashville

KNOXVILLE, Tenn., Oct. 5.—Royal American Shows held its second Tennessee Valley A. and I. Fair here on September 28 to 10 equal competition and point increase in business over last year'sSept. 27-29 fair, according to a report. Lottie Mays' Watercade anchored up an excellent show, profiting from last year it had pleased customers and had good press notices last year.

Hale With Tom's Amusement

COSHOCTON, O., Oct. 5.—The Hale sides shows opened their season last week and have been signed by Tom's Amusement Company. The shows are following the tour in Georgia. Band's tour with Gooding Circus, which is made up of members of Michigan and Ohio fairs with Jack Reardon, assistant. The shows, which are now under the new contract, given the unit 23 weeks of consecutive performances before the season, which ends the week before Christmas, Hale said.
Showmen Look Ahead; Figure "Forty" Better

(Continued from page 3)

in Winona, Minn. This week.

John Krimsky—De-Bunk Her: Three projects in night-club promotions, (1) five new night-club openings; (2) a tour with gal-gal-dancing units.

International Parking Company—Working on similar installations in Eastern amusement parks.

Charles Meissner—Cagey Bros—Ontario Trip Around the World: Will plug for miniature railroads of similar type.

William de L′Hoirse Jr.—Flying Shows—Working on three business conventions, following which he will re- spond to the demand for charge of sales. "If not caught in the draft," also eating South America.

Harry Illions—Magic Carpet and Giant Ferris Wheels: Rules and operation to outdoor shows, picking up its interests in several parks. Illions has Illions, considering framing of own show.

R. E. Ovitt, Harry Bloom—etc.—Various device companies operating Coney Island, Coney Island, Coney Island, Regal: Coney Island, Coney Island, Coney Island.

Cliff Wilson—Live Monsters and Glass Halls Show—First week in the making of carnivals in season.

Joseph Drambour—Lucky Bill operator, also superintendent of Coney Island; in business for himself as builder-operator of street shows.


Frank Back—Jugglendul—Operating camp in Long Island, animal movements when international situation permits, also personal appearances in theaters.

William Hallam—International Mus- taches; Tom and Larry, same business, including Arcades, Sky Fighters, anti-aircraft machine guns, pneumatics, penny weighting scales. Says future operations may depend greatly "on the out- come of the Battle of Britain." Maurice Pien—Roele-Chinque Ball and Daley Brothers show. No other show ahead of it. Writes, this week, Durham, N. C., County Colored Fair.

WALTER BARRIS UNIT SHOW WANT

Rides, Shows, Concession, week Oct. 14th, Lynchburg, Va., Six-County Colored Fair; week Oct. 21st, Brookton, Va., Tobacco Festival; week Nov. 4th, Nassau County Fair, Fernandina, Fla. P.S.: Bloom, Coney Island, Coney Island, Coney Island, Coney Island, Coney Island, Coney Island.

J. R. WARD SHOWS WANT

Minstrel Show Comicains, fast-stepping Girls, Muscians, office salaries. Out all winter.


ROYAL EXPOSITION SHOWS


CARNIVALS

October 12, 1940

SHOWPERSONS, SHOWBOYS, SHOWGIRLS

At the American Radio History ([WZAAM] AM 1520) Radio Station, on the 12th hour of each day, we feature one of the showpeople, showboys, showgirls of yesterday, today, and tomorrow. We hope you enjoy this feature. If you have any questions or comments, please feel free to contact us.

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MISCELLANEOUS

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WILL MURPHY

Will announce in Pittsburgh and Philadelphia this fall and communicate at your earliest convenience to...

CARNIVALS

October 12, 1940

FLUSHING FRONT
(Continued from page 30)

Progress of 1933 in Chicago—a village which was predominantly musical that year and the next. Potie returned to Brussels and the exposition there in 1933, but none here again for the Cleveland Great Lakes expo. A year or so before the World's Fair opened he was negotiating for a Belgian Village, but that contract was not materialized.

According to this column's informant, Potie, accompanied by his wife and their son of 10 and 19, Potie, during the German invasion of that small country. A confirmation of this from his section of the city, he left a new home which he had built not long before. During his dash for safety he and his family went thru a series of bombings while traveling thru their car thru France and Spain, thence to Portugal. It is reported that he was bringing the car with him to show the effect of the bombardment.

Potie was in the exhibition in all parts of Europe. He will be a welcome sight at the fair here.


Louie Fox of Revere Beach, Mass. . .

Clide Beauty, who owns Buck's Jewelry, Ind. . .

Benjamin Krasner, Lakeside Paper Dealer, who bought 150 copies of Coney from Mangold and took over the exhibit of a small booth. Wanted to complete a deal for some of the fair's peak week activities. . .

Equity Show, Clare Wilson, Williams Shows, chugging the rug in Homewood with Clif Wilson and Slim Hoven before the John Williams Shows of the Improved Helen's Shows in Baltimore's, being strictly in char- charge of getting the outdoor section of the cafe.

FLUSHING FRONT

For STANDS, Equipment, All Concessions except Bins.

I

Eating Stands

and Concessions

March,

For

SHOWS

Carnivals

WANTS

For Angier, N. C. Fair, following that Dillon, S. C. Fair

Open to all legitimate Concessions and Stock Wells. Eating and Drinking Stands, Dippers, Shooping aus, Scales, Guess Work, anyone interested. All Conces- sions at N. C. Fair

W. C. KAUS SHOWS, INC.

WANTS FOR ANGIER, N. C. FAIR, FOLLOWING THAT DILLON, S. C. FAIR

Open to all legitimate Concessions and Stock Wells. Eating and Drinking Stands, Dippers, Shooping aus, Scales, and any Stock or Permanent Concessions. Can also use two Show Wells. Want one more page for use in this book. Write to the Exh. Manager for information [Address redacted].

WANTED FOR MERCHANTS' FALL FESTIVAL AND CORN SHOW

SHOWS, RIDES, CONCESSIONS

Four days and nights at the State Fair, Easton, Ohio. No Girl Show, no Grift. Address all mail or wires to HARRY L. (BARE) DAVIS, 621 Western Avenue, Columbus, Ohio, or directly General Delivery, Easton, Ohio.

WILL BURY RIDES

Will be dancing within 500 miles for engagements. Will book for one or two days, one week or up to two weeks. Address:

P. O. Box 61
THOMAS, Ga.

SARAH'S INDOOR CIRCUS

16th Season Opens in BOY, Madison, Ind. Under Atlee Coggins, WALTER, High-kicking, 6-foot-8, 546-lb. Advance Agent, 320 E. 42nd St., New York, N. Y. Rate: $1250 Per Week, Returns.

[Address redacted]

WILL CARRAGE

Will announce in Pittsburgh and Philadelphia this fall and communicate at your earliest convenience to...

LEW HENRY AND CLYDE UNITED SHOWS

WANT

For Angels, N. C., Colored Fair, week of Oct. 14-15, and Saffolks, Va., Colored Fair to follow. Concessions of all kinds except Bins and any money-getting Show with or without own outfit. Address: LEW HENRY or GEORGE C. SMITH, Angier, N. C., after Wednesday.

W. C. KAUS SHOWS, INC.

WANTS FOR ANGIER, N. C. FAIR, FOLLOWING THAT DILLON, S. C. FAIR

Open to all legitimate Concessions and Stock Wells. Eating and Drinking Stands, Dippers, Shooping aus, Scales, Guess Work, anyone interested. All Conces- sions at N. C. Fair

[Address redacted]
SHOWMEN'S LEAGUE of AMERICA

Shoren & Hefner Hotel

CHICAGO, Oct. 5.—Club is on its way, for the fall and winter of 1940-41. Opening meeting, October 7, at 6 P.M., Mr. F. W. Carlisle presiding in the absence of regular officers. Routine matters were discussed, and officers were elected to membership: Paul S. Miller, John J. Burke, James F. Sullivan, John O. Ray, Harry G. Seiber, W. B. Jones, Wolfe W. Ross, and Joseph B. Sullivan, Jr. Several applications for membership were also presented.

Ralph A. Barthel, Mr. S. C. Crippen, with a silent invocation and all remaining standing reverently, the following items were discussed: J. A. Stier, C. W. Crazzaf, R. F. Trelivell, Mrs. Edith A. Voight, and Mrs. Mary S. Johnson, who died since the last regular meeting. 

W. B. Jones reported that 26 craftrooms reached the club on September 28. Messages of condolence will be sent immediately.

Welcome letters were received from James F. Sullivan, Wallace Bros. Shows of Canada, and J. Ed Brown, of Golden Gate Shows. Also, letters from one of the 26 clubrooms showing good co-operation in the efforts of the club. For further information, Mr. Sullivan sent thru a check for $250 from his club. They enjoyed his visit in Buffalo and married his checks made from Buffalo to Chicago, while they were struggling thru their first season.

Walter L. Myott reported that Bertha Irwin stated that all the first season's shows have been carried through.

Mr. L. C. Packard, chairman of the committee, has made arrangements with Mollie J. Murphy to show the Shakespeare play "Hamlet" at the Edward Hotel, 11 P.M., on Monday, October 11, with Phineas Plane as host. Make your business to attend.

National Showmen's Assn

Palace Theater Building

NEW YORK CITY, Oct. 5—Club members are looking forward to the Danbury (Conn.) Fair, where the showmen will stage a big jamboree for the benefit of the Danbury Children's Hospital. The showmen also will be one of the outstanding events of the season. The following committee has been named to work with the Showmen's League of America on the Danbury Fair:

President, H. H. Schrader, Jr., New York World's Fair; LaMotte Dodson, Max J. Peck, president; Louis Lipp, Charles B. O'Brien, president; and F. S. C. Crippen and Samuel M. Metz, vice-presidents.

All baggage award books are to be forwarded to Jeanette Wall, chairman, and all proceeds will go to the Danbury Hospital Fund.

Ladies' Auxiliary

Los Angeles, Cal., Oct. 5. — Principal topic here centers around the Southern California management of the recent Mardi Gras. Club and auxiliary were guests of the Orange Empire Monday night, and there was reported an enjoyable time. Performances included a mignonette dance and a repeat by President Johnson, and Dr. Ralph Smith received special recognition for the out-of-town outstanding athletic event. Circus officials showed members the utmost in cooperation and courtesy.

Change in the meeting dates of the Southern Fair and Recreation Association has been decided and the committee has decided to make it imperative for club to see the date of its annual banquet and hail to December 17. It will be held at Biltmore Hotel in Los Angeles. Bill Holiday, committee chairman, is in conference with hotel authorities making final arrangements for the event. President Smith has turned on the green light and with preliminary arrangements being completed, the committee will have advance publicity moving soon.

Applications for membership and reinstatement for the next meeting will be signed by Robert H. Francis, Jr., President Club's roster; John Krueske, Jr., President of the Southern Fair; James T. Doxsey, William J. Linsdiot, John Driscoll, F. H. Heves, Robert P. Clark, M. C. Hutton, Frank L. Dixon, John R. Stone, and Howard F. Miller. The committee will make final arrangements when the necessary information to address the banquet.

The Midway Champion

The popular feature of America's Midway Association "The 7-Carat Portable Attraction" will be the attraction of the year for the Midway Association. The 7-Carat Portable Tilt-A-Whirls, which was exhibited at the Midway Association's annual convention in Chicago recently, was exhibited on its opening day in Indianapolis and captured the attention of the Midway Association's members.

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The Heart of America Showmen's Club

Reid Hotel

KANSAS CITY, Mo., Oct. 5.—With the closing of the shows in this area, the heart of America section meets for its third annual meeting. It was a great success and there was a good turnout of members.

We thank the members of the Heart of America Showmen's Club for their hospitality and kindness in making our visit so pleasant. We look forward to many more such visits and hope to see all of you again soon.

Concession CARNIVAL

Our Specialty for 46 Years

UNITED STATES TENT & AWNING CO.
701 North Sangamon Street, Chicago, Ill.

TENTS-BANNERS

Sixteen Two-Carrier Coleman Lanterns

CHARLES DRIVER & BENJAMIN BURDICK & R. HENRY TENN & AWNING CO.
4611 North Clark Street, CHICAGO, ILL.

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CARNIVALS

Midway Confab

Communications to 25-27

Opera Place, Cincinnati, O. I

WAY DOWN Yonder—"in the money"

JACK NEALS, with diggers, joined

M. S. EARL, in Virginia.

JACK RIDEWELL is manager of the

WASHINGTON, D. C.

Aluminum

Samples of the 4 Readings,

Ouija Bottle,

ASTRO

HOROSCOPE

HOW

P.

RICHARD

EYERLY

124-128

Heavy Paper, Size

x14, Typewritten.

Ouija

Analysis, 9-p., Fancy

Cover. Each

Announcements and

PENNY

PITCH

GAMES

Size 48x60", P. 50.00.

With 1 Jack Pot, 50.00.

PARK SPECIAL WHEELS

80" in diamete,

Beautifully Finished. We

are in stock 15-16-23.

White Price.......$12.00

BINGO GAMES

75-Piler Complete........... $5.00

100-Piler Complete .......... 7.28

NEW DREAM BOOK

Full of new Games, Bingo, Dickens, Lamps, Mine

SLEET MFG. CO.

124-126 W. Lake St., Chicago, Ill.

MEMBERS of Monte Navarro's Florida Folliies on the Lawrence Greater Shows,连续nie the opening of the midway attractions at the recent Hotfild (Pa.) Fair. In the picture are Chete Latier, Geneva Gannon, Hope Betzke, Ann Harris, Dora King, and Mouloud Turner.

JOINS the Ten-in-One Show managed by Floyd Brazil on Brown's Joyland Shows in Woodford, Calif., were Helen and Eardell Funk, reports D. C. Chipperly.

A FEW shots are reported in the cane and
cotton circuit—Miss McCoy.

AFTER a successful stand in Van-
couver, B. C., Mrs. Virgie Wister rejoined

Pattie's Greater Shows in Lewiston, Idaho.

HAVING STOOD with Bill Uber's con-
cession on Hilderbrand's United Shows, Mrs. Marshall Brown joined the unit in Las Vegas, Nev.

AFTER their stand at Utah State Fair, Salt Lake City, the Hollywood Skyrocket

closed with Hilderbrand's United Shows and joined the Tlp Top Shows in Bishop, Calif., as the free attraction.

LESION 2 months left to get Chi

vonden sh—A. Gent.

OPERATOR of the mike on the corn

game shows on Elite Repitition Shows, Phil

Jackson was host to the Hillbilly Club

on the show at a social party in Palla City, Nev.

IT HAS been ruled by the Secretary

of State for War in California that

more $23 ammunition will be available to

shooting galleries and miniature rifle

ingens to the general public.

MIDWAY

For World's Fair Highlights Exhibt. opening in

CLEVELAND, OHIO (December 11)

WALLY JACKSON

145 West 43rd St.

New York City

Phone Bryant 4-1660

HEALTHBURGERS!

something new!

"America's Most Unique Chef," has organized a

new venture in the form of a health food

restaurant. The menu includes such items as

Kale Leaf Salad, Kelp Salad, Celery, etc.

For information see "HEALTHBURGERS"

D. B. KERR

P. O. Box 1116, Los Angeles, California

MIDGETS WANTED

for World's Fair Highlights Exhibits opening in

CLEVELAND, OHIO (December 11)

WALLY JACKSON

145 West 43rd St.

New York City

Phone Bryant 4-1660

No. 5 BIG EEl

How many parts do YOU know of a Standard No. 5

Whee'el? Fill out TEN SIMPLE M.

LABS for the closest correct response. Five other

niners and cup—$5.00 Silver Anniversary

Bolts and nuts and an extra copy of

ELI BRIDGE COMPANY

Builders of Brundage Products

800-939-2722

ILL.

THE IMPROVED KIDDIE AIRPLANE SWING

Attaches General Seats and Push Platforms

The Improved Kiddie Airplane Swing

Attaches General Seats and Push Platforms

For the young and young-at-heart.

For information see our display in the

General Seats and Push Platforms

ELI BRIDGE COMPANY

BUILDERS OF BRUNDAGE PRODUCTS

800-939-2722

ILL.

www.americanradiohistory.com
and Mrs. E. E. Davies. At a party in which Mrs. Davies partook, Mr. Davies was presented with a cake by Mrs. James Bucpe.

"I am here, earning," or a j. wrote to the bureau, "he said, and "still earning." -

Carrie Rack Annie.

LINE-UP of office-owned Circus Side shows and promotions reported fair results during the week in Las Vegas, Nev., with the following shows: Mr. and Mrs. Emilyto, and Mr. and Mrs. Ralph Balcom, Franke Dykes, Mr. and Mrs. Beri Uphor, Mr. and Mrs. Phil Ricker, Jim Hannon, Mr. and Mrs. Myles Nelson, Jerry Johnson, and Bob Dawkins.

CONCESSIONARIES reporting fair results during the stand in Las Vegas, Nev., with the following shows: Mr. and Mrs. Ralph Balcom, Franke Dykes, Mr. and Mrs. Beri Uphor, Mr. and Mrs. Phil Ricker, Jim Hannon, Mr. and Mrs. Myles Nelson, Jerry Johnson, and Bob Dawkins.

THIS season, I have seen more shakes than in the days of a soda jerk. -Whitey Cook.

HARRY AND MILDRED BEACH, well-known concessions men, advise they recently closed one of their most profitable seasons this year with P. E. Gooding Amusement Company. They left for Texas Friday night, having spent more than a week at the McCorne, Oklahoma, with the McCorne Shows. TheShows were presented the following locations: Bapton, iron and electric chair.

WHAT’s this about men mellowing with age? The boss is getting tougher and tougher every day. -Doc H. C. Paine, from Jet, Okla., who has booked his Athletic, Monster, and Duke Wonder Shows with J. O. Ellis’ Oklahoma Ranch Shows for a six-week stand in Creede and Moreland, Okla. At conclusion of engagements, he plans to frame a winner show to play the Cortex of Oklahoma. It has been his custom for the last 10 years.

BETTER KNOWN as the Three Muskeeteers, Red, White, and Blue of Wisconsin De Luxe Corporation, Sunny Bernet, of Globe Corporation, and Pat Purcell of Ohio Corporation, kicked off a three-week stand at Station WHEC, Memphis, Tenn., to take a post in The Resilient Shows, the official organization of unions affiliated with the American Regional Council. The firm’s big outdoor show press agent, he probably won’t see the show and he won’t see the press boys.

CHARLES H. MAHGRAN, widely known among the show business circles as Ollie Bell, was at Station WHEC, Memphis, Tenn., to take a post in The Resilient Shows, the official organization of unions affiliated with the American Regional Council. The firm’s big outdoor show press agent, he probably won’t see the show and he won’t see the press boys.

WHEN the boss takes the p. to the CBD, there’s always a fine crowd present, and strong with the Old Man, or is this still Sidley Webster?

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LOBBY of the Shows during the Chi meeting was called the "Wheel Pit of Second Guesser".

At a recent fair down yonder the local newspaper publish the most thrilling story I’ve heard in years. The news was announced on the radio until Wednesday, although the show got under way on Thursday. The show was such a success, so much so that the crowd could hardly keep up with the newspaper. The newspaper of the local newspaper publish the most thrilling story I’ve heard in years. The news was announced on the radio until Wednesday, although the show got under way on Thursday. The show was such a success, so much so that the crowd could hardly keep up with the newspaper. The newspaper of the
Clarence Lineback, formerly known as Mrs. Tex Yates, operated. She made $11; she was an excellent, well-liked woman.

Fred Utter, chief electrician, who is in charge of Mercy-City-Broadway, had the largest attendance of his season. Friday night, the largest crowd attended while it was drizzling rain. Visitors included the Lee Crawford family, and people on route to North Hollywood, Calif., having concert at the Arma-Broadway shows. Hammond Moore, secretary, Mc-Kenny Free Fair, and H. Blackburn, secretary of Merchants Association, visited Mrs. Utter and Redfern, who are in charge of the fireside. Claude Lineback, foreman, joined by Bill Senior, joined here.

Kaufman, M., Saturday. Weather, hot, except Saturday.

John H. Marks

Blue Sky Fair, N. C. Week ended September 28. Location, downtown, Asheville, N. C. American Legion Post Tobacco Celebration Commercial Judging. Jimmie reported a satisfactory season in the tobacco business. Claude Lineback, foreman, gave good weather and little business prevailed. The remainder of the week, Fanny and Bertha Hollis were here with their two free sets for the fair. Walter Lauford's American Band joined and Landford also booked his new Monkey-Prize. Cecil Purvis and Mrs. Viv-isa, with girl show, left here to fulfill engagements at various fairs. Jim Utter visited and booked his new set for next season, showing his selection at the Capitol. Capt. H. W. J. Jones joined for the remainder of the season. Miller and Sons, Bloomington, Ind., took delivery of the new Monkey-Prize. Visitors included the large crowd. Jim Marlin's Underground Show was here. He is with his family visiting friends in the Chicago area.

J. M. SIMMONS & CO. 19 W. Jackson Blvd, Chicago

For Sale

1950 New Yorker

Price $4,500.00

J. R. GOODING

1300 Horton Road, Columbus, Ohio

Stuttgart, Arkansas

On the Main Business Street

DOOR TO DOOR DELIVERY OCT. 25 TO NOV. 2

West Independent News, 35 cents, Arp.

Clearance

Oct. 12, 1940

CARNIVALS

Reynolds & Wells


Byers Bros.


West Coast Amusement


United American


 Mozart, the dog, is a good turn- out for Friday and Saturday. Merry-Go-Round led the white and black Siamese Animal Show topped shows. Committee-coordinated. KENN SIMMONS.

L. J. Heit

Marietta, Ga. Week ended September 26. Location, Marietta. Business, good. Weather, cold and rain first part of week. Everything was ready Wednesday, opening day, but rain and cold handicapped business. Friday, Children's Day, saw 10,000 on the midway by late afternoon. Rides worked to capacity, but customers were too cold to stay on the midway. The Swinger ride did well. It was said to have been the biggest crowd seen in this section. Doc Howell joined with his Monkey Shows, and Johnny Dunning and His Circus Side Show. Joe Sparks, Headliners, and Mr. Joe joined the J. F. Sparks Shows. Grounds were opened and it was a good time for visitors. Joe Sparks, the biggest attraction, having George Kelley, lot superintendent, did a good job of making sure the shows were well taken care of. Shows of Gold Medal Shows, as were Jerry Kuhn, Tony Martini, and Tradition. L. J. Heit, who has organized the three organizations. Manager C. A. Reeder, the number one man in the business. Shows are due to open on October 31. Shows of Gold Medal Shows, as were Jerry Kuhn, Tony Martini, and Tradition.
CARNIVALS

October 12, 1940

The Billboard

CASH IN WITH THIS

MONEY-MAKING POPCORN MACHINE

Make 70c Clear On Every Dollar!

Here is a real money-maker for you — a popcorn machine that really gets the butter and pays handsome profits! Yes, 70c clear on every dollar! The money comes in fast, too, because of the trade it draws.

UNLIKE ANY OTHER MACHINE

Not the old-fashioned hand-operated, low-pressure type. But a beautiful modernized all-electric model that operates automatically — and instantly draws a big trade. It has light, color and sound and you can't get the business away from you!

LOW DOWN PAYMENT EASY TERMS

Learn how easily you can own and operate this fine machine. Write for a sample offer and complete data. No obligation. The offer will be sent to you.

WRITE FOR FREE CATALOG TODAY!

Get full information on how you can own and operate this fast-selling, money-making popcorn machine. Learn how you can get it financed on easy, down payment terms, with no risk. Write for Catalog No. 286!

ADVANCE FAIR MFG. CO.
6332 St. Louis Ave., St. Louis, Mo.

WHEN YOU TRADE KEEP IN TOUCH WITH HOME AND OFFICE WITH LOW RATE WESTERN UNION TELEGRAMS.
THE COST IS ONLY 35c FOR THE FIRST FIFTEEN WORDS

POPCORN

Gold Medal Products Company
121 E. Pearl St.
Cincinnati, Ohio

LANCASTER, S. C., OCT. 14-19

Can place Diggers, Candy Pots, Candy Apples, Grind Stalls, Cookies, Cookies and Cakes, Pop Popcorn, Hair Dryers, Waste Baskets, Posters and any legitimate combination.

BANTY'S ALL AMERICAN SHOWS

This week: Butte County Fair, Morgenart, N. C.

THE GREENSBURG FAIR

Here opening for a limited number of legitimate combinations of all kinds for our Fairs at Greensburg, Pa. Will have Photos, Pop Corn and Peanuts (Chas. Walls, who owns), Concessions. Will be back Photos, Pop Corn and Peanuts, etc.

JOHNNY J. JONES EXPOSITION

DANVILLE, VIRGINIA

(June 14 to 14)
DeVoire of the Midway Cafe, enlisted in the U. S. Army.
Shoe pitch in New York State. Fred Holm, Md., after one of their best weeks of the season. Flying High Aces, free act, left here and was replaced by the Great Jex-Dex.

West's World's Wonder

This is a well-balanced fair and it presents a good grandstand show. Exceptionally cold weather and a cotton crop hurt shows quite severe. Manager West decided to stay over Monday, but the day proved a disappointment. However, a fine crowd visited the midway on Sunday.

General Agent Neil Berk was called home by the illness of his wife, who is in a hospital in Miami Beach, Fla. A number of Alabama Fair officials visited during the week, and Mr. and Mrs. Hermann Singer took over the management of the Side Show. Sherman (Pop-Ray) Forget is now selling tickets for the Bijou. Curly (Curly) Lesesbee is handling tickets with the Midway and reports they are doing well, after a number of years on the shows, is still holding down her job as pianist on the Bandwagon.

FOR SALE
COMPLETE COOK HOUSE
Modern equipment. With ice box, Dweller, Texas, Studebaker, etc. 1924 Green Pom. Fender Total, Inside Stock on Outside Counter. 1oo eating capacity. Come and see it and you will be pleased.-A. H. Williams, Leavenworth, Kans.

INTERNATIONAL TRUCK
1936 Model 1937 International with Deluxe Rear End, Long Wheel Base. (Hitching Cook House) complete, $2,600. 247 S. 20th St., St. Louis, Mo.

ROLL-PLANE
Space for Plant, Fodder Truck and Bellhop Trolley. Comes to relieve Plant

LOOP-PLANE
Last Model Steam Plant. Has ten tine force built all around, with 6x7 Feed Truck. Stored in a dry place. Price is $750. A. Gard, Youngs Station, Mo.

BOWEN'S JOYLAND

Two days of strong winds and dust kept patrons away early in the week, but eased off, with good crowds prevailing the latter part. Owner and Mrs. H. C. Bowen were presented with a new type writer by the personnel to replace the one destroyed by fire a few weeks ago.

Frank H. Van Vliet, former front man on Ten-In-One Show, and now assigned to the inspector's department of the Ninth Corp Area, U. S. Army, visited, as did Marie Veet, who formerly operated concessions. Owner Bowen enjoyed a successful hunting trip here. Shows reported good business. Merry-Go-Round and Whip topped all rides, and bingo was popular. Besse Barnett joined the Ten-In-One Show. Don Gonzales, knife thrower, and C. E. Reem, of the latter part.

Mrs. Gonzales has been suffering for some time with Chinese rheumatism.

Kona, Calif. Week ended September 14. Location, Twosome County Fairgrounds and another on a ski hill. Stalwart, good.

Girl show, with Dot Whaley managing, and Athletic Show, with Finly Coleman directing, vied for top money honor.

Winnipeg, Man. Week ended September 25. Show was over the block store for Eddie Harris, and Blackie and Mrs. Ford left for their home in Meriden, Conn. Red Harlan Monroe took charge of the boitle game for Cai Entfeld. Bowen took delivery of a new wagon.


Saturday and Sunday crowds jotted the midway and many reported sellouts. Concessions was popular, as were concessions. Date was one of the best of the season and the 25-cent 'A' ticket and $1.00 top ticket were well sold.

ST. LOUIS
ST. LOUIS, Oct. 5.—Sam Fiddler, owner of United Shows, visited The Billboard office Monday while en route to St. Louis. Mr. Fiddler, who has been suffering with an infected foot for the past several months, passed thru the city Monday while en route to St. Louis. Mr. Fiddler has been spending several days here. Sam Gluskin, general agent Goodman Wonder Shows, was here executing railroad contracts Thursday. Red McCoy and Slim Brown returned this week after a good season with their concessions on the Russell & Rust Shows.

L. Clifton Kelley, until recently general agent of the Johnny J. Jones Exposition, visited The Billboard office Tuesday. He was en route to Chicago after visiting Hennie Bros. Shows and Rubin & Cherry Exposition. John Francis, of Greater Exposition Shows, spent several days here last week making arrangements for winter quarters in Kent St. Louis again. Victor Canares, agent of Mighty Sheeley midway, is here arranging railroad moves and visiting friends. James O'Neill, of the Sensational Nellie's, stopped over between fair dates for two days. Mr. and Mrs. Charles T. Coss returned Tuesday after an extended trip thru the South, on which they visited various carnivals.

Tom W. Allen renewed many acquaintances when he visited Hennie Bros. Shows last week. Mr. Allen, who has been suffering with an infected foot for the past several months, passed thru the city Monday while en route to Sher- man, Tex., to visit the Fairly & Little Shows, on which organization he is operating the gill show. Altho still on crutches he expressed hopes of a complete recovery soon.

John W. Galligan, concessionaire of note, passed thru the city Wednesday and visited The Billboard office. He advised his concessions at the Tennessee State Fair, Knoxville, last week did much better business than last year. Jimmie Williams left for Dallas, Texas, where he plans to winter. Edie will remain here for the time being.

Write SIOUX TIRE & BATTERY CO.
SIOUX FALLS, S. D.
for special promotion work

WHERE WILL YOU WINTER?

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

Title of Show

Is it Flat-car, Baggage or Motorized?

Owner

Manager

Winter Quarters Address

Office Address

Opening date and stand for 1941 if definitely set

FORGET YOUR WORRYING HOMES, STANDARDS AND CUSTOM BUILT TRAILER HOMES

We write for Catalog — Pictures — Plans — Specifications — All Models — Alternative Budget Plan Available.

Stream Lite Coaches
Division of Chicago House Trailer Co.
2441 South Michigan Avenue, Chicago, Ill.
CARNIVALS

October 12, 1940

The Billboard

Out in the Open

By LEONARD TRAUBE

SHOWMEN'S Strategy

SOME years ago Courtney Hyile Cooper, the great writer of music, wrote the other day to the voice who out of music, known to the Reader, that the word of America and the Circus Saints and butterflies has been the word of a show that was about to launch a series of realistic shows in the woods, bushes, and allied fields. While he did not include the form, which the man that would take, he had said that he wished to be free to exploit as the most successful shows on the stage. We know that the other clubs are set in being of the outdoor industry without a help. In the inner circle to the organizations to whom he belongs. His other will not permit him to do otherwise than divorce himself from these clubs and, as a result, from the obstacles membership might impede.

I do not wish to even faintly compare the showman with the man Cooper, who is one of the most successful showmen in the field. In the words of PHN Director J. Edgar Hoover, "All the other showmen are American on the subject of crime." But readers will forgive me for offering a present day reading.

If anyone with an official connection with the National Showmen's Association has, at this time, a good case as a result of what I am about to say, I wish to make it my duty to report or his logic in requesting to do what

The other day the Showmen's League of the Council of the Council in Chicago, took the bull by the horns and brought a case to the attention of the reader. The case had to do with the fact that the NSAA had an opportunity to run a benefit at the New York World's Fair, but the NSAA had not made any move to run a show. It was the only possible solution to the problem, nothing has been done that would even approach the idea of running a show that would calculated to mobilize the factors. There is no other show that is being held on the White House as a result of the show. This would be made impossible for the show to go on. Nothing has happened either in writing of letters, and hopes of courting other shows. There has been no definite action.

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From the Crossroads

By NAT GREEN

A SMART piece of show promotion will be sent to the world as a result of a piece of work that was done by the Showmen's Association of the World's Fair. This has to do with the fact that the NSAA had an opportunity to run a show, and the NSAA had not made any move to run a show. It was the only possible solution to the problem, nothing has been done that would even approach the idea of running a show that would calculated to mobilize the factors. There is no other show that is being held on the White House as a result of the show. This would be made impossible for the show to go on. Nothing has happened either in writing of letters, and hopes of courting other shows. There has been no definite action.

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Sponsored Events
Veteran, Lodge and Other Organization Festivities

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

Big Program Draws At Kokomo Festival
KOKOMO, Ind., Oct. 5—Non-profit Fayette County Chamber of Commerce here on September 18-21 as many as 30,000 people crowded the city and surrounding territory a feature of weekend, with estimated $125,000, reported W. O. Tarkington, chairman. It was held in Foster Park, two blocks from center of town, and had a free gate. Weather was ideal.

General committeemen were Lavey Lundy chairman, R. W. McGraw, Donald Freeland, Gerald Murphy, Robert A. Loder, R. C. Stangland, Cliff Jackson, and O. M. Booher. Special committee prepared programs for Home-Coming and Old Settlers' Day, which drew an estimated 35,000 on Wednesday; Picture Day on Thursday, featuring parade and fireworks, with attendance of 36,000; and one-day homecoming, Saturday, with an attendance of 28,000.

Ohio Event Biggest in Years
MYAREE, O., Oct. 5—Glimased by a parade on the final day, which included more than 42 floats, fire and marching units, the Volunteer Firemen's Home-Coming and Street Fair here on September 20-21 was one of the most successful ever held here and the first outdoor event of the kind held here in recent years. It opened with a children's parade which attracted hundreds. On the midway were rides, games, and attractions, which included a free tent, rides, Merry-Go-Round, Sky-City, and two kite rides. After this the parade was held at Clay Park, the girl's parade, Grievus' photo gallery, Art Hill, and Bobs' petting park. Horses were prevalent, but it was chilly at night.

PAIGE AND JEWITT unicycle: Hal and Grace Krider, comedians, and Sella Ridge Sisters, dance team, set thru G. F. Stahl Attraction, and in charge of Beulah Cassidy, were free acts at the recent Cambridge Springs (Pa.) Community Fair.

Krekos Gets Calif. Picnic
L. BOSANS, Calif., Oct. 5.—Arthur P. Crane, director of the Miller and Lux Picture Theaters, here for the past four years, reports he has produced his most successful annual in 1941 and is making advance preparations. Next year's event will include a two-day amateur rodeo and stock show, parade, dancing to name bands, fireworks, and a midway, Mike Krekos' West Coast Amusement realized $45,000. It has been booked for the 19th year.

SUGAR'S DOMINO
McDONALD, Iowa, Sept. 28—
that damned universe. To think that he
gave up a promising career. For what?
What was the point of all that? He
turned against them. They cut him in
to pieces and wept over his broken
down body. But didn't you notice, Joe,
most of the men were actually down to
dozens who didn't care. And if you
do the guys who sell a guy down the
creek, what are you going to do when
toers at his funeral? I dunno. Maybe it's
to us. We're just the human beings and the
the Big Boss. And if it wasn't for the
can't. It just don't make sense. The
sun. They get it. They are all ready
to wolves. Don't you think the world
ever?

ED—Listen, dopey! For the last time,
will you shoot? Don't you see the an
you sufficiently impressed by Dick Do-
overs the marcel-wave lines? Can't
changes with the seasons in size, shape,
ances of yourself a big burly fellow and
come a man. He's been taking his
day and smokers. He's a man and he
of the old-time20s.

Any similarity between charac
ters in this play to living persons
is purely coincidental.

TA REVIVES RULES
performance not sanctioned and approved
in any way by American Radio History
society or the national board of the
ity of line of $100, suspension, or ex
pulsion from union membership.

TA REVIVES RULES
of American Legion for R. H. Whiddington,
Phone Wheel, Merry-Go-Round, Tilta-Whirl, hop-On-Plane, monkey show up, Kiddie Autos, and concessions on the

PITTSBURGH, PA., OCTOBER 14-19 POLICE AND ISLAND GROTO RODEO
Circus Grounds—56th Penn. Ave.
Jill, Tate Fisher, Joe Berger. Established February 1900, under the management of Edmund H. Wilson.
I hold the fields on the Midway and Grand Ring. The show has been on Chicago, New York, Boston, Philadelphia, and Pittsburgh. The show is run by the J. A. or Lumby. Written and directed by J. A. Lumby, 336 Fourth Avenue, Pittsburgh, Pa.

WANTED
The Thoroughbred Hillside Recreation Association for AMERICAN LEGION CELEBRATION October 10-12, 1942.

For the best entertainment facilities, for the best entertainment facilities, for the best entertainment facilities, for the best entertainment facilities.

FOOD SHOWS, INDOOR CIRCUSES AND RIDES

J. C. Michalik's Attractions

42 The Billboard
October 12, 1940
Turnout Is Big
At RSROA Class

The Billboard

October 12, 1940

HYDE'S
RINK ROLLER SHOES

QUALITY SHOE CRAFTSMEN FOR OVER HALF A CENTURY

Fitted in every detail with the finest materials, including professional shoes, perfect fifteen & twenty cent rinks, and all combinations, by leading dealers throughout the country and world.

Men's Sizes 6-12. Women's Sizes 3-9.
Whole and Half Sizes.

HYDE
ATHLETIC SHOE CO.
CAMBRIDGE, MASS.

The First Best Shoe

New Menace

By E. M. MOORER

PHILADELPHIA, Oct. 5.—It appears strongly today that all the improved methods of operation and management of rinks, as well as the drive for security to secure spots, especially in large cities, there still are those who will not leave us undone. It is hoped that business of legitimate operators who have no history of hard work and money to uplift the game is the end of the case was as the operator that moved into the territory covered by an established rink and within four blocks of it. He did not make any of the kinds of place of business that is to be tolerated, advertising freely the fact that the rink is a clean and cool state of being.

In addition, his advertising was distributed at the doors of the various rinks in the city also by him. He was not a tax on collected on opening night, unsold. He provided no office of admission to cover the tax, and, in that event, he held offers the standard charge at the door in that city. It is a pity that rules of the various rinks do not permit him in such instances.

In conclusion, the advertising confronting Eastern rinks, said, to have originated in New Jersey, is the traveling racket. It is as ugly and as vulgar as the wheel, and its object is to get money to skates and then to damage a floor as well, creating a dangerous situation for the riders, and to prevent such from making its appearance in other territory.

Managers should stop at once and elect the proper advice, why men continue to invest large sums of money in a fine building and then lay a floor so that skaters going around corners are compelled to skate against the grain, which gives the effect of skating on a washboard? Such a floor was recently laid in a beautifully equipped building near Philadelphia. At another spot where an operator is devoting all his efforts to make a profit of $150 per week when all skates are allowed to escape as they please, compelling those who come to take skating to stand aside or be knocked down by some female performer trying to wind her legs around her partner's neck. When the writers sought to advertise this owner that this was a dangerous procedure and not allowed by even professionals on well-regulated rinks, the owner became very indignant. This man, like many others before him, will find there is more to operating a clean, orderly place than erecting a building costing more than he will ever take.

The national defense program has claimed two skaters and a rink and one from the Circus Garden, Philadelphia. Albert Gill Colson, member of the Daily's News waives, enlisted for aviation service. Fred Serpo, winner of Circus Garden contests, cloth the army and is at Ft. Bloom, N. Y. Two former skating members, and training in Newport, R. I.

Rink Play, for Cummingsville, O., who was a visitor at Carman Rink, is now in the Iris Albatross, former old-time speed skater of Akron, worked in Philadelphia recently. Jesse (Pop) Carry received a position as an usher here but continued his course to get back on the little slopes. Mrs. Elizabeth A. Bergin, of Carman, is the former ice-skater, visited in Philadelphia recently, Mrs. Oviatt, former old-time speed skater of Akron, worked in Philadelphia recently. His Decorum When night fall the old Carman Rink building which was recently leased for a night club.

520G Rink Outlay
Planned in St. Louis

ST. LOUIS, Oct. 5.—Work on a $500,000, four-story, 75,000-square foot skating house will be started within 10 days on Chipewa Street near Kingshighway. The machine is one of the two main traffic arteries in the city and the site is in a heavily populated district.

The project on which the building will be erected has frontage of 397 feet and a depth of 300 feet. The basin consists of Brisco Press Brick and Improvement Company, a well-known holding organization for the Orange operatic fraternity, plans to erect the building. It will have a frontage of 400 feet and depth of 200 feet, with a skating floor of 50,999 square feet, enough space for at least 2,000 skaters, including 300 in a bandstand. In the basement will be 42 bow and 15 game rooms and 200 accommodations, a Dietz generator, and main maintenance rooms. Parking space will be provided on grounds and weathertight.

The Missouri Press Brick and Improvement Company is headed by Henry C. Bergin, former member of the skating and toy box business, and the former ice-skater, of whom the old Carman Rink building which was recently leased for a night club.

NETHURDS (Pa.) Rollerderby

JOE SMYTH, the skater who appeared in the new full revue at Pennsylvania's Cafe, Philadelphia.

DOT EATON, former ice-skater, appears with his family, near Maple Shade, N. J.

FLYING HOWARDS recently headlined the Duchess at Neshoba's night club in Melvindale, Mich.

Niles and Jo-Anne, billed as Society skaters, open recently at College Inn, Philadelphia, for an adequate engagement.

CONTRACT for construction of a new roller rink in College Park has been awarded to Stikeen Brothers, an old-time Skaters' Family. It will be located downtown, and will be about 112 by 206 feet. Acting for the owners, the Chicago firm is in charge of the latest type of equipment and skating shoes. The building will be air-conditioned and acoustically treated.

WARREN STEPPIN, former organist at OFBEA, has been employed by RSROA to take over the duties of the manager of the Rink Building, now in Cleveland, the new rink, has been engaged by Manager Jack Delano to take over the duties of the manager of the Rink Building, now in Cleveland, for the year 1941.

ARTICLES of incorporation have been filed in Fremont, Wis., by Jayland B. Rinks. Names of T. Grotte, A. Bergtresser, and B. Grottresser are given as incorporators.

CURT BRADSTAFF, Chesterfield, Eng- land, frequent contributor to the Rinks and Skaters' World, has reported his engagement to Ellen Win- ifred White, Chesterfield, Ohio, and connected this source, was announced on August 31.

DIXON'S Roller Rink opened on October 5 in Company K Armory, Monroe, Wis. Skating is offered Wednesday, Friday, Saturday, and Sunday nights, with matinees on Saturdays and Sundays.

FRANK HOLTZCLAW, Boise, Idaho, reports he has taken over a building formerly occupied by bowling alleys, and will operate it as Frank's Roller Rink. The building has been remodeled and new equipment installed. Opening was slated for October 4.

ROLLERCARE, Villa Park, Ill., which operated to good business this summer, is reported about to sell. Owners, according to report, have reported Owners nonprofit and have reported Owners nonprofit. North Barber Rink, Chicago, is at the console, Chicago Barber Rink, started in this city, has been in operation since July, 1939.

ROCK SPRINGS Park Roller Rink, Chester, W. Va., opened on October 1. The building has been refinished, said Manager R. L. Bergin, has been opened and cleaned, and the upside the floor to the toil. This building has been opened for opening night, and will be held on Tuesday, Thursday, Saturday, and Sunday. Weekdays houses and matinees on Saturdays and Sundays. Bill is a bargain for $5.00. Cash only.

See RINKS and SKATES on page 31.

For Sale Roller Rink

Placed maple floor, over 256 pairs, Chicago Rink Co., 5515 S. Morgan Ave., Chicago, Ill.

OMAHA FIBRE RINK

ROLL A ROLLER RINK

FIT ALL RINKS—OVER ONE INCH SKATES—OVER ONE INCH RINKS—EVEN OVER 3 INCH RINKS—EVEN OVER 3 INCH SKATES—EVEN OVER 3 INCH SQUARES.

OMAHA ECONOMY CRICKETS

PROFESSIONAL RINK

HEADQUARTERS

W. J. BURCH, 1124 Main St., GREENSBORO, PA.

PAUL J. MULLINS, 3009 OSAGE ST., CHICAGO, ILL.

CHICAGO ROLLER SKATE CO.

4427 W. LAKE ST., CHICAGO, ILL.
Greatest American
To Open at Wabash, Ind., October 21
PERRI, Ind., Oct. 5.—The Greatest American Circus, of this city, will open in Wabash on Friday. Hundreds, if not
daily under auspices of schools, Lions’ clubs, Kiwanis clubs, Parent-Teacher associations, and American daily
Globe staffs, will be on the line.

The performance, 16 acts, will run one night only. Among the attractions will be the Jim Conley’s horses: the Books, Head-
tossers; the Dogs, and the Cats. Clara Sisters and O’Day, violinist; Eva My, singing; and the famous Larchers, comic table rock and Home proverbs. The Conley brothers and My are members in the production. Joe奘nders, head of the accommodating firm, will be producing clown.

The advance sale in each city has been completely sold. The entire proceeds of this engagement will be given to blind, dumb, and imbecile children.

CLYDE BEATTY and Robert Good, former troupe of Allentown, Pa., will arrive in Wabash to start a three-ring circus at the Beattie Park. The Beattie, society president, revealed that tickets are now on sale for the Wabash presentation. The show will be brought here to train the young at the zoo for the show.

Performances will be given with no extra gate charge, Friedrich says. Present the territory, is an additional 50 cents for children. Friedrich also announced that two new mazes will be made, one a part of the zoo, the other an entertainment center.
CIRCUSES

Circus Saints and Sinners’ Club
By Fred P. Pitzer

NEW YORK, Oct. 5.—Despite terrific bombing, London is still doing business, for this morning’s audience received with a terrific shock to the writer who knew Mr. Fred Pitzer—his former paper, the Tribune. In The Herald, Mr. Fred Pitzer claimed that even the Small World Circus ladies and gentlemen were not up to the standard of previous years. At the time, the writer was skeptical, but it is now clear that the Small World Circus is no longer a part of the circus world.

The Small World Circus was founded by Mr. Fred Pitzer in 1939. It has since become one of the most popular circuses in the world.

Dressing Room Gossip

COLE BROS.—The writer has had lev- er at the COLE BROS. Dressing Room is still with the show. She opened with 16 and it is very nice. The show was well-received, and the audience was very pleased.

The COLE BROS. Dressing Room has a grand Wild West and for the last two years has been under the management of Mr. and Mrs. J. B. Casey. The show has been very successful, and the audience has been very pleased.

The COLE BROS. Dressing Room is located in Los Angeles, California. It is a very popular location, and the audience has been very pleased.

For Sale

5 Legged Cat, three on leg, black, seven year old. Good show horse.

WANT CIRCUS ACTS
That do two or more.

W. T. Tolley, Oriental, Ontario, Canada.

BOX 1193
MINOOSA, CAL.

The annual Grotto Circus at Norwich, Conn. will be held at 2 p.m. on September 12. The Grotto Circus is sponsored by the National Guard Armory.

The Grotto Circus is a popular event, and many people are looking forward to the show. The circus is a great way to get into the spirit of the holiday, and it is sure to be a fun time for everyone.

WANT CIRCUS ACTS
That do two or more.

W. T. Tolley, Oriental, Ontario, Canada.

CIRCUSES

The Ringling Bros. and Barnum & Bailey Circus will be held in Chicago, Illinois, from September 16th to September 19th. The show features some of the most popular acts in the circus world, including the flying trapeze artists, the acrobats, and the clowns.

The Ringling Bros. and Barnum & Bailey Circus is one of the most popular circuses in the world, and it is sure to be a hit with everyone who attends.

CIRCUSES

The Madison Square Garden Circus will be held in New York City, from September 15th to September 18th. The show features some of the most popular acts in the circus world, including the flying trapeze artists, the acrobats, and the clowns.

The Madison Square Garden Circus is one of the most popular circuses in the world, and it is sure to be a hit with everyone who attends.

CIRCUSES

The Cypress Gardens Circus will be held in Cypress, Florida, from September 15th to September 18th. The show features some of the most popular acts in the circus world, including the flying trapeze artists, the acrobats, and the clowns.

The Cypress Gardens Circus is one of the most popular circuses in the world, and it is sure to be a hit with everyone who attends.

WANT CIRCUS ACTS
That do two or more.

W. T. Tolley, Oriental, Ontario, Canada.

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WANT CIRCUS ACTS
That do two or more.

W. T. Tolley, Oriental, Ontario, Canada.
Marion Drew, lady juggler, is playing in Chicago, April 1 to May 9, where she will be assisted by Mrs. 

Carl H. Richardson, circus drummer and cornetist, is at Soldiers' Home in Washington, D. C. 

Russell Bros.' Circus has two fairs booked for the North Carolina coast for the month of 

April. The first, at Wilmington, is April 18, and the second at Piney Point, April 25-27, 

Jack Mills, band leader of Mills Bros. of Omaha, is in Cleveland this week visiting the 

Sendy, and he will lay off for a couple of days to visit his home in Jackson, Mich. 

L. E. Greenlaw, costuming agent of Cole Bros. Circus, stopped over at Detroit, visiting billposters' 

Chronicle of the World, April 17, 1940.
Ozark Paid Gate Is Down in Rain

SPRINGFIELD, Mo., Oct. 5.—Ozark Fair Board was forced to cancel the fair for want of rain. The fair has been scheduled for Sept. 23-28, but had a total attendance of about 160,000. Its poor showing was due to the heavy rain and the inclement weather. This marked the fourth year in a row that the Ozark Board has had to make its way without State or county aid. The fair has to meet all its expenses requiring improvements and housing additions necessary to take care of thousands of exhibits, which were temporarily housed in a record fair ticket sale, said to have been in the neighborhood of $74,000.

(See TRENTON AT NIGHT on page 51)

Mid-South Takes Skid Into Red

MEMPHIS, Tenn., Oct. 5.—Mid-South Fair here on September 23-28, hit the world's earnings record, but fell $25,000 short of the $500,000 mark. That was the closing of most of the concessions. Most of all if not of the closed concessions op- erated at the fair here in previous years, when they had operated at fairs in various parts of the country. Their closing was a great disappointment to the public. Week's attendance was 145,000.

Defense Plans May Curb Mich. Annuals

DETROIT, Oct. 5.—Future of Michigan State Fair here and of about 100 county and local fairs may be affected by a possibility that the State Fairgrounds Authority, under emergency to be declared by the State Air Force, will transfer the airport to the National Guard. This possibility was raised by the editor of the Grand Rapids Press, who suggested the possibility as a result of the MFFA's temporary use of the fairgrounds.

New Gate Mark For Bloomsburg

Grandstand records nightly sellouts—Strates Shows do good midway business

BLOOMSBURG, Pa., Oct. 5.—Despite a Wednesday snow storm, the paid gate at Bloomsburg Fair on September 23-28 was 94,713, highest in the fair's 86-year history. Total attendance was 185,813, with opening day, Children's Day, setting record. Thursday's attendance of 24,495 was best of the week.

Total grandstand attendance was 27,- 000, nightly sellouts being registered. With the exception of Alf Loyd's Dogs, which were second in the book in all.

The Big Comets, which was second in the book, showed the best of these.

Mid-South Takes Skid Into Red

With Ban on Usual Concessions

OKLAHOMA CITY, Okla., Oct. 5.—Oklahoma State Fair, which opened September 21-28, wasn't bothered by labor troubles and bad weather for four days, but closed Sunday, the final four days that the 277,877 attend- ance was lowest in the 19-year history of the fair. Oklahoma City Board of Health rules, which had been used by WPA on the Future Farmers of America club house on the fair grounds, stated the day before the fair opened. Union truck drivers re- fused, announced exhibits on the grounds (See Rain, Pickets in Okla on page 51)

Retire Succeeded by Woman

BRANDON, Minn., Oct. 5.—Miss B. Benson, accountant for Brandon Fair Board, has been appointed president for both the summer fair and the Winter Fair, succeeding J. E. Retter, retired. Annual Winter Fair will be held on the exhibition grounds given to the fair by the town.

Audit Shows Syracuse Rise

SYRACUSE, N. Y., Oct. 5.—Final tabula- tion of ticket collections by the State Department of Agriculture, shows that paid attendance at the 1940 New York State Fair this year totalled 372,675, near 15,000 more than at first reported. At close of the fair, paid admissions were 362,374. Revised tabulations show previous records were broken. Paul Smith, fair di- rector, announced exhibits at the conclusion of the fair. The World's Fair by State departments will be turned over to the commissioners for the 1941 State fair.
Expansion To Follow Knoxville Success, Revere, Midway Score

KNOXVILLE, Tenn., Oct. 5—With their Silver Jubilee annual of September 30, the Knoxville Grandstand Show holds the record for the best in history, Tennessee Valley A. and L. Fair officials this week began planning a $40,000 expansion program to give Chilhowee Park adequate buildings before the 1941 Fair. President Jacob said he would recommend the project to directors at a November meeting. The present effort would be made to get city and federal aid. Pair is held in municipally owned Chilhowee Park, where buildings erected 30 years ago as temporary structures for the Appalachian Exposition, have burned out one by one during the past few years.

A new $225,000 main building of steel, concrete, and glass, and completely equipped, is enough to complete house industrial and agricultural exhibits. "Our plans call for a modern woman's building, expanded poultry building and livestock shelters, and a rooted livestock arena," President Jacob said.

Attendance was given by President Jacob and Secretary Charles A. Brakelini at 200,000, an increase of 25,000 over last year. "Opening day 1940, was 10,000 with the rain, and this year, despite threatening weather," Secretary Brakelini told reporters. "The attendance included the Midtry Merry-Go-Round, one of the favorite rides, and the Midtry Fireworks, which were starting an advertising idea in confining each advertising company to separate feature of the fair." Contact was made with school superintendents in getting a full school holiday on Sunday night for the fair three of the larger city schools were counted in the park attendance, and it was said that it was quite a surprise in the weather than what had been expected a few days before in Midway, with rain Tuesday night that caused postponement of Saturday's Horse Show events until Thursday.

Six-Year Gate Mark Set
By Carrollton (O.) Annual Carthage, O., Oct. 5—After the six-year-old barrel car, Carl Russell, Fairway, was shown on September 29 in Midway, the Sunday gate broke the six-year-old record. The horse was given its first race at the Fair and was the favorite in the crowd. Grandstand attendance was 2,300, 1,000 more than for the same day in 1939, when the weather was rainy and cold, and the ticket office was closed before 8 a.m.

Time Available For a Few Late Dates. Wire or Write Today.

Firemen's Fair & Carnival

November 1 to 16

Want Date—Close tonight. Entry Box, J. H. Smith, assistant. Box 666, Noble Grove, Florida.

FREE ACTS WANTED—WEEK Oct. 28.

We can use a more cool free Gay Acts for our Grandstand. Give price and full details in first letter. Address C. A. HELLONG, Secy.

GREENVILLE COUNTY FAIR

OCTOBER 28-NOVEMBER 2, GREENVILLE, SOUTH CAROLINA

Hutchinson Biz Is Deft to Polio

HUTCHINSON, Kan., Oct. 5—In the face of an infantile paralysis epidemic, C. M. Hutchinson, commissioner of children, Kansas State Fair here on Sep- tember 14, said the Kansas State Fair was equal to that of last year and the fair to be held here September 30, October 1 and 2 will attract to perfect weather. Warm nights were a big help, he said, and the weather was as near to the same as last year.

Sunday grandstand business was a little, but it dropped materially on Saturday, the big crowd who attended on Wednesday, Thursday, and Friday of the fair. Theact was well attended on the second and third nights. Barnum & Bailey's State Fair was exceptionally well received by patrons. It was presented on 50 by 90-foot concrete stage completed a few days prior to opening of the fair. The tent, equipped with 600 admission boxes and show and toilet facilities in the basement, was favored comment from M. H. Barnes and show personnel, which included Ver- non A. Dancer, Dick Madigan, Wilson, Pekel, and Betty; 12 Precision Pony Rides; Ringling Bros. and Barnum & Bailey; Solo Act of Elgin; Aero Girls, Lorenzo and Vici, Pee- ders; Hobby and Boebuck, Equestrians; and girlfriend's band, and Ann Ashley, prima donnas. According to Dr. E. T. Trabue, president of the Hutchinson State Fair, the Bob Dylan Fireworks Company displays.

Harrison Wonder Shows, on the midway for the first time ever, this week, did satisfactory business and attracted considerable attention from C. T. Stewart, Harrison's manager. However, the expected gross receipts, $10,000, was considerably lower, he said, because of absence of children.

Auto races on Sunday, Friday, and Saturday nights, held at Oklahoma, Mass., and Holdom, of Mile High Racing Association, were well attended. The fair was half over to enter competition here this year, but was made up for by the night session. Barnum & Bailey's State Fair was attended considerably below their usual attendance, and was due to the fact that, in 33 years of running races were each night during the fair, the night races were not held. The Holcomb Fair, which was theঔdlong combination, booked for Thursdays at the fair, furnished State Fair Thrills for School Day, Monday, which had mediocre at- tendance because of the polo score.

Total receipts were $7,494.45, and $7,500.00 was expected, but with the goal of $25,000, was exceeded and $10,000 more than anticipated. It was expected that $10,000 more would be attained by Saturday night.

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FAIRS-EXPOSITIONS

The Billboard

49

IAFE GOLDEN JUBILEE

1890—1940

An Important Milestone in the Life of a Great Organization

50th Anniversary will be Celebrated with a Special Jubilee Section in The Billboard

September 8-14, 1940

Brockton Fair
Brockton, Mass.

September 23, 1940

Mr. Roger Littleford
The Billboard Magazine
Chicago, Illinois

Dear Roger:

I have learned from time to time of the efforts, being made by The Billboard Magazine and officers of the I.A.F.E., to be held in Chicago, this year, and because I am anxious to be of every assistance to you, we have written to the authorized directors of the I.A.F.E. and they have authorized me to send you the following resolution:

"The directors of the I.A.F.E. endorse heartily The Billboard Magazine, Special Section, to be issued in connection with the 50th Anniversary Convention, December 2, 3, and 4, 1940."

Yours truly

C.G. Lagane
Secretary

A Tribute to the Progress, Achievements, and Personalities of The International Association of Fairs and Expositions!

The annual convention in Chicago, December 2, 3, and 4, will mark the 50th anniversary of the I.A.F.E. In connection with the convention, The Billboard will publish a special Golden Jubilee I.A.F.E. Section in its November 30 Christmas Special-Outdoor Convention Issue. It will show how the "forerunner" organization was started; what events led to the formation of the I.A.F.E. itself; its growth up to the present; the work of the Government Relations Committee and many other important factors.

Since its inception 50 years ago the I.A.F.E. has accomplished many very important things for the benefit of each of the 2,000 county, district and state fairs held annually in the United States and Canada. There are many show people and others who will want to join The Billboard in congratulating the I.A.F.E. and wishing this friendly organization continued success. This special Jubilee Section provides a splendid opportunity. We invite them to send for a copy of the complete plans and information.

[WATCH THESE PAGES FOR FURTHER DEVELOPMENTS AND DETAILS, OR WRITE TODAY FOR COMPLETE INFORMATION]

THE BILLBOARD PUBLISHING CO.
CINCINNATI, OHIO
Agricultural Situation
Condensed Data September Summary by U.S. Department of Agriculture, Washington, D. C.

AnOTHER good harvest is being made. Corn is now at $2.50 to $3.00 per bushel. Tobacco cut, fruit picketed, late potatoes dug, and hay is being cut. Midwestern farmers are harvesting their grain sorghums. Hay, tobacco, cotton, sweet potatoes, sugar, sunflowers, beets, apples, pecans, and grapes. The Crop Reporting Board said that "aggregate crop production is expected to be greater than that of any previous crop. It is anticipated that prices will be relatively high and the stimulating effects of improving domestic consumer demand on the market should bring little change since June as the average level of prices is above that of any previous crop. Improve consumer demand will, however, have a beneficial effect on prices for some of the important farm products which are to be grown next season."

Production: AVERAGE

Plants shown in the August estimates of production for the principal crops this year compared with last year. These include corn, cotton, rice, grain sorghums, hay, peanuts, and vegetables. Major signs appear strong in corn, cotton, tobacco, sweet potatoes, sugar, sunflowers, beets, apples, pecans, and grapes. The Crop Reporting Board said that "aggregate crop production is expected to be greater than that of any previous crop. It is anticipated that prices will be relatively high and the stimulating effects of improving domestic consumer demand on the market should bring little change since June as the average level of prices is above that of any previous crop. Improved consumer demand will, however, have a beneficial effect on prices for some of the important farm products which are to be grown next season."

Prices: HIGHER

The government index of prices of farm products has been rising this year, but is lower than the average for the first six months of the year. The index for the month of August was 104.1, compared with 106.3 in July, and with 105.5 in August last year. Prices of dairy products, eggs, and citrus fruits advanced during the past month, but there were substantial declines in prices of potatoes, tomatoes, and apples, and smaller decreases in grain and cotton. Prices of most farm products were higher in the first eight weeks of this year compared with last. Hogs were the principal exception. Hogs may do better after turn of the year, but, considering the general situation, it is expected that during the remainder of this year, the average in the second half of the year will be higher than the average in the first half. The principal farm products will be maintained at their current levels.

Farms income usually rises sharply the month after this new crop goes to market and the total for most farm animals is increasing. Peak of income from farm commodities is usually in October. The October average of the last four years was approximately $10,000 per farm, and income was probably higher this August than last, but total for the last four months of the year—September through December—may be about the same as in 1939. Total consists of cash from marketings, commodities loan, and government payments.

$85,000 Being Sought To Béttér Fla. Fete.

WINTER HAVEN, Fla., Oct. 6.—Seeking $85,000 to underwrite the 1941 Florida fair going into the hands of innumerable of the annual citrus show to put up $50,000 in the bank, it was revealed that the operation beginning next month is anticipated to be the most successful one ever. The Bollinger, a leading citrus firm, has a contract for the fair next season, and the industry is now being relied upon to underwrite the fair.

Working with the solicitation committee are C. E. O. Langston, executive assistant to James L. Baughner, W. B. King, chairman of the board, and members of the board.

Agricultural Situation

Hillside Attracts 120,000 Despite Rain and Epidemic

HILLSDALE, Mich., Oct. 5.—The 50th annual Hillsdale County Fair on Sept. 25-29 drew about 120,000, or 4 per cent under last year's mark of 125,000. An average of $35,000 was reported to have been raised for Consolidated Bessie. Mr. and Mrs. Travis will attend the Chicago meetings in December.

N. M. State Borres 125,000 Gate of '39

In Adverse Weather

ALBUQUERQUE, N. M., Oct. 5.—A substantial attendance increase marked the 50th annual fair here on September 22-29, and Manager Carl Bollinger reported that the fair opened on the last day the 125,000 gate was topped, by one per cent. Exhibit halls were filled to capacity and premium money was nearly double that of last year. There were several days of threatening weather and scattered showers, but the weather was nice and programs stirred interest. On Albu- querque's 25th anniversary, a new service was co-operation from merchants. Other activities included the 5th annual children, Indians, bands, and pioneers. Battleground was the first, the grandstand second, and in its draw was better than last year's so mark. George Ball presented his Treasure Island Follicies with Mark Cook, tenor, and the Lovett show and fireworks topped the Albuquerque. The fall season was an experience, with the Bollinger brothers' new show. Shows were on the midway, with the Four Australians Peaches & Cream, the 127-foot tower, a popular nightly attraction. The North Central Band, which played the lunch stand, and concession games was considerably smaller than at the previous two years. Weather was hot and scattered showers were in other parts of the ground.

Annual fair sale brought $1,030,000 in a day in 1941, and $1,147,500 in 1939.也不能识别
Heavy Rains Cause 5G Deficit for Iowa

DES MOINES, Ia., Oct. 5—Although unseasonably high rains fell in Iowa during the State Fair this year, Secretary A. R. Corey reported there would be a deficit of only about $3,000.

The outstanding feature for this year was the amount of damage caused by the rain. The stands were closed for a day and the loss will be covered by a $10,000 flood insurance policy. Only the gates for the fair were closed for the actual day, but the weather was generally exposed to the sun and rain for the three days of 1939.

Deficit predictions for the 1941 State Fair were $10,000, and only $1,000 was reported. The deficit was attributed to a shortage of insurance policy for the $10,000, and an additional $5,000 for the fair grounds.

Secretary Corey said that receipts for the first day of the fair were $2,000, and that the deficit for the second day was $1,500. The deficit for the third day was $1,000. The deficit for the fourth day was $500.

The deficit was attributed to the state fair, as well as to the national deficit. The national deficit for the first day of the fair was $3,000, and the deficit for the second day was $1,500. The deficit for the third day was $1,000. The deficit for the fourth day was $500.

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Celeron Tops Big '39 by 20\%o

Best period in years reg-istered with adverse June and late August weather

JAMESTOWN, N. Y., Oct. 5—Celeron Park, owned and operated by J. G. Campbell, has been the big- gest success in many years, with receipts of $5,200, a big year. Park would have done even better had it not been for a cold, rainy June and late August. Gate is free. Concession- aires had a what-while summer in every department and all are planning to re-turn next summer. New rides included an Aerial Joy ride from Spilling En- gineering Corporation and an Octopus from Every Aircraft Corporation. The $80,000 roller rink, Skatelnd, did exceptionally well and Operator Camp- bell has just put $2,600 into it for elec-tric reconditioning and a new organ- nophonex combination. Rink is an all- year enterprise, and is expected to do even better next year. Its first season. Dave Hutchinson is manager.

Fair Ballroom, the biggest park attrac-tion, has been operating to keep it in his- tory, grossing nearly $266,000 with 16 days open during the last summer season. Attendance was about 27,000 at these dances and receipts far in excess of the 1939 summer. Glenn Miller set a record with $5,200 and Guy Lombardo followed with $4,500. The J. G. band, with Morry Brennan plus floor-show chorus and Shubert Theatre, proved very satisfactory. Nitney will play this season, too.

Lake Orion, Mich., Oct. 5—Final checkup at Park Island here shows busi- ness down about 15 per cent from what was estimated for the same time last year. Business went exceptionally well, almost exceeding the record set in 1939. Jack Shillan, who operated the Me- servey Hotel here, reports that the Big Top, Park Island, has been running an amusement zone the last summer at Whitehall on the Lake Huron. Some opened daily at 2 p.m. and closed at dusk. Gates installed by Shillan are Brook- land's Speedway, with petrol cars; Demon Whirl, introduced by Shillan about two years ago; Caterpillar, Auto Skooter, and some others. The next plan is to open a Nos's, A. & M., and Monopolis. Most of the business was done Saturday and Sundays when workmen were required. The 24-hour operation of the park will be continued from May 1 to Labor Day.

For the first time within memory, Southold-on-sea Pier, longest in the country, has closed every summer-weekend. The way they have done it is quite big news. On a recent Sunday night when an air raid warning was sounded, the proprietor re- signed all contracts and shut down the res- taurant. Instead, business went exactly the opposite of what many thought possible. An all-clear signal was given and from then on business went up instead of down. Shillan strongly urged the board of directors to come back next season, in July, just to show what the business would do.

Rain Hampers Park Island

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American Recreational Equipment Association

by R. S. UZZELL

These October days bring thoughts automatically to the annual convention and the all-important supply and equipment. The program will be well worth your trip. Keep an eye on the selection in location there is little time left, as we have only the smallest selection of the better locations currently available, but by the time you read this, you will have a seat there or you may be about sold out. Now is the time for the larger dealers to begin to select and contracted for a definite space.

The relatively small group of live gear people who have been working since July to prepare the fall meetings respond to the demand of our times. They have worked day and night, again with an accumulated experience, not only as a park man but also with the two past years as our professor on the quiz. Knowing him as the writer does, we can assure you that his actuating motive is to make the delegates do all of the talking. Ask your question and get it up for discussion and contribute from your accumulated experience in responding to the one you put up. Remember that for a helpful meeting—your meeting. If only your primary concern is the outcome of the meeting you could be assured of more and better answers. The opposition is not on hand to tell us of their varied experiences and just how they did it.

Fire Hazard Time Again

New England park men are sure to judge your knowledge of the hazards and dangers of the season. Some of the old blue laws, especially the laws against swimming in the rain and on Sunday. All of us especially of a like mind to listen to fires that have never been done before. The fire insurance man knows no man, no store should start immediately and be kept under the same conditions familiar with old laws and more recent enactments. Public liability insurance must be part of the purchase order and concerted action alone gets results. The insurance company knows your help and most assuredly you need his help.

Swim suits close and the leaves begin to fall our fire hazards increase. We have been taking care of our plans during our inactive season than when in operation. Double precautions are taken of good dividends in detecting fire hazards and removing flammable materials. You have a big job this year, and huge sum to rebuild after a fire.

San Francisco's exposition has sung the swan song and is the first one in America to take a larger proportion of the attendance the second year than the first. This is the exception. Not yet has it appeared what per cent the creditors will be paid. With the close of the year will we learn what rate bankruptcy in individual and corporation will. The usual fair will get. Nevertheless it is different and it is hard to find expect the same. Week-ends are better than during summer months. In spite of the care needed and the actual men, and secretaries of fair are coming to the city in droves for future days. A crowd of closed days. A lot of the California concessionaires are coming for a look-in at their cross-continent rival. Perhaps Walter Sibby will make us a comparative summary at the Golden Gate Exposition for three years and deletes the inside look. He knew Belgium and he knew Paris, Come on, Walter, open up!

The Pool Whirl

by NAT A. TOR

(All Communications to Nat A. Tor, Care New York Ed., The Billboard)

Selling Out

Is this business of selling out a pool or a beach for a night worth while? This is the question that is always being asked. What should be done? Those are the questions usually asked by the small operators. Large operators know that there is a larger pool management can play for such patronage. The operators know that the sales of the concessionaires as possible lined up by some pools. The staff of pool management with employees is a service which can be used. Policies when desired, with the public. This is very important. Since the pool season by those who have made the staffs manage the staffs of genuine are not the same as pool. The proper income from the ticket sales, a ticket sales, a ticket sales, a ticket sales. There is a live record for a spider monkey in captivity.

U. S. BANKRUPTCY SALE

The Trustee Offers For Sale

Lake Worth Amusement Park
Fort Worth, Texas

($100,000 POP.)

Average revenue past ten years, $100,000 per year. Practically no competition at present time; draw regular patronage radius 150 miles.

100,000 Square Feet Board Walk and Stucco Concession Building

Company operates Dance Pavilion, Food and Beverage Concessions, Skeel Ball, (111), Motor Boats (21), Thriller Ride, Tumble Bug Ride.

Concessions Listed include Archery, Shooting Gallery, Penny Arcade, Battem Ball, Custer Cars, Dodgeg, Blue Beard Palace, Miniature Train. Space available for other Games and Concessions.

22,500 Square Feet Open, breeze-sweep Dance Floor over Lake Worth; can be operated 365 days per year; equipped with portable air-tight fittings and steam heat equipment. Fully equipped kitchen and facilities for feeding and servicing 2,500 guests. Liquor store operated on board.

Next Dance, 5:30 P.M., $2.00.

Own Water System, Gas and Sewage System; City Lights and Power.

City of Fort Worth owns ground and will make satisfactory long-term lease with purchaser.

For immediate sale free and clear of all liens and indebtedness; inspect properties and make satisfactory arrangements with City of Fort Worth and submit offer to

T. E. WHITMORE, TRUSTEE,

1911 W. Waggner Blvd.,
Fort Worth, Texas

Phone 2-6066.

FOR SALE

The 2 Modern, Semi-Portable, Fireproof

DODGE BUILDINGS AND CARS

Now Operating at NEW YORK WORLD'S FAIR

See or Write C. BOND, at Dodge Bldgs., N. Y. World's Fair or call him there Phone No. HA-5815

WORLD'S FAIR RIDES FOR SALE

Equipment in Successful Operation at New York World's Fair

Skyride—30-Car Midgel Auto Race—14-Car Snapper

Laff-In-The-Dark (Fun House) 12 Cars, 30 Stunts, etc.

All Rides Are Complete


LUSSE BROS., INC.

2809 N. Fairhall St.

Wife today for complete information without obligation.

LUSSE BROS., LTD.

Contact Miss Frances L. Lusse, Telephone LUSSE, LTD., 4191 S. Michigan, Chicago, Ill.

AT PARKS, FAIRS AND ON CARNIVALS

World's foremost manufacturer of portable, fireproof, air-tight, electrically operated mid-sized rides.

WORLD'S FAIR RIDES FOR SALE

Equipment in Successful Operation at New York World's Fair

Skyride—30-Car Midgel Auto Race—14-Car Snapper

Laff-In-The-Dark (Fun House) 12 Cars, 30 Stunts, etc.

All Rides Are Complete


LUSSE BROS., INC.

2809 N. Fairhall St.
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 be featured should be in Cincinnati office the day before mailing, otherwise, any of those concerned will be repeated in the following issue.
NOTICE
Due to the space required necessary for the forwarding of mail addressed to "blind" Ltd., or those having a box number in case of The Billboard instead of their name and address, the use of 25c is necessary to cover this service.
Therefore, when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

ACTS, SONGS & PAROIDIES
SNAPPY VENTRILOQUIAL DIALOGUES, MONO-
lougues, any subject, one dollar each. Stamps
for list. GEO. TIEZARD, 104 W. 71st St., New
York.

AGENTS AND DISTRIBUTORS WANTED
BIG MONEY TAKING ORDERS — SHIRTS, TIES,
Hosies, Underwear, Pajamas, Bag-
boats, Uniforms, etc. Sales equipment free.
Experienced men necessary. NINADO,
229 W. Lincoln, Chicago.

CASH 1/4 ON NEW FAST SELLING 10 CENT
article that pays Big Money. Write today.
LOVELY, 173-4B Washington St., St. Louis, Mo.

CHRISTMAS CARDS — BIG PROFITS WITH
America's finest line. Season here. Write
quick for samples. ROBINSON CARDS, Dept.
649, Clinton, Mass.

FAST SELLERS — SPECIAL NUMBERS: SNAP-
Novelties, Funny Jokes. Lowest prices. Fast
sale. LA FRANCE JERSEYS, 55 Hanover
St., Boston, Mass.

GOOD S-DELINE FOR PRINTING AND ADVER-
tising Salesmen—Descriptive Name Plates
in small quantities. Mailing Labels and Money
savings initials on automobiles. Free
samples. ALCO, 1305 Washington St.
Boston, Mass.

HOT AND FRISKY — 50 MATCH BOOKS FEAT-
uring Zinc "Dees" on covers; beautiful gift
boxes, 25c items sells on sight. Send $1.00 for
4 boxes postage. HOFFMAN'S, BOX 221,
Station G, New York, N. Y.

KEY CHECK STAMPING OUTFITS — BIG-
profits stamping Checks, Name Plates, Social
Security Plates. THE ART MFG. CO., 303
Dewitt Ave., New York, N. Y.

SAVE YOUR PANTS — JUST OUT! U. S.
Patented Trouser-Guards. Protects men's
pants from staining and wear on buttonholes
of trousers. Sensational no competition.
Illustrated, detailed facts. NATIONAL
TROUSER-GUARD COMPANY, 222 Smin-
ch Ave., Chicago.

RED HOT SALEUR! — EVERYBODY SEES IT
wants one. Salebought and premium men,
write at once. ENTERPRISE NOVELTY CO.,
Box 294, Baltimore, Md.

SELL CHRISTMAS CARDS — COLLAR BOXES,
12c, 15c, 25c. Shirt, 25c, Illustrated catalog free.
ELDORADO, 400 W. Chicago.

SELL ORIGINAL 1940 CHRISTMAS SIGNS
— You've tried the rest, now try the rest.
(Since 1940). KOEHLER, 335 Cortes, St. Louis,
Mo.

SELL MERCHANTS! WALL SIGNS — COST 1c
sell 10c. Send 5c for samples. RICHARDS,
127 E. New York St., Indianapolis, Ind.
2c.

SELL NEW, USED CLOTHING FROM HOME.
Auto, Store — Men's Suits, 17c; Leather
Jackets, 29c; Overcoats, 5c; Dresses, 20c;
Ladies' Coats, 3c. Other Barter. Catalog.
NATIONAL, 436 E. 31st, Chicago, Ill.

TOP VALUES X-MAS CARDS — BIG, VARIED
assortment, imprints, relations, humorous.
Mail sample No. 49, 21 cents, folders, 20c. Write
for list. A. W. LEDUC, 1037 Broadway, New
York.

WHERE TO BUY AT WHOLESALE $5000-
000 Trade of all kinds. Free catalog and other
valuable information. MAYWOOD B. PUBLISHERS,
1017 Broadway, New York.

32 WAYS TO MAKE MONEY IN HOUSE OR
Business. Little or no investment necessary.
ELITE, 214 Grand St., New York.

ANIMALS, BIRDS & PETS
A FRESH SHIPMENT CHINESE DRAGONS —
Also, plenty Snakes, Animals and Birds to select
from. ALL FRESH, FROM MANUFACTURERS,
Free delivery to dealers in city and suburbs.
30c, 50c, 75c, $1.50, $2.50. E. H. NOONE,
60 E. 7th St., Baltimore, Md.

QUALITY, LARGE VARIETY, SNAKE, EC.
Chameleons, Iguanas, Wild Cats, Bears,
Leopards, Hyena, Pumas, Baboons, Monkeys,
Foxes, Coyotes, Raccoons, Pheasants, Wardens,
Captive-Mundi, Kinkapoos, Badgers, Stunks.
CHASE WILD ANIMAL FARM, Eglin Mass.

SPECIAL — CHINESE DRAGONS, FRESH, $5.00
Leopard Iguanas, $2.50; Mexican Beaded
Lizards, $1.00; Giant African Spurred Toads, $2.00; Bea Snakes, 5c; $5.00; Mexican Green
Rattlesnakes, 5c; $5.00; Dens Rattle Snakes,
$10.00; Hissing Snakes, $50.00. Wire NATIONAL
PRODUCTS COMPANY, Landis, Tex.

WRITE FOR OUR 1940 CATALOGUE —
Hundreds of complete ever published, book,
100 W. 59th St., Chicago, Ill.; 6.
Dirct importers from all over the world.

1 TRAINED DOLVES, WITH ALL PROPS-REAL
act, work for anybody. Live arrival guar-
anteed. Fifteen dollars. THOS. FINN, Hosiok
Falls, N. Y.

CLASSIFIED ADVERTISEMENTS
The Billboard
55

COIN-OPERATED MACHINES, SECOND-HAND
NOTICE
Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

BALL GUM, FACTORY FRESH, 12c box,
Tab, Stick, Midget Chicks, every Vending
Gum. AMERICAN CHEWING, M. Pleasants,
Newark, N. J. 1c 3x.

BAIL GUM, ASSORTED COLORS, AND PRIZE
Balls at attractive price. All sizes Bulk.

BARGAIN — FIFTY CABINET-TYPE PURITAN
Peanut Machines, excellent condition, $2.00
each. C. S. A., 418 W. Ohio, Chicago, Ill.

BARGAINS — 5 TOM M. M. GUNS, $52.50
each; 1 Rolla-Score, $29.50 each; 3 Exhibit
Roll Chute-Diggers, $52.50 each; 2 exhibit
Roll Chute-Gum, $32.50 each. R. WELSH
& CO., 225 E. Market St., Columbus, Ohio.

BIG BARGAINS—$50.00; One-Quarter
Industry, No. 88; One-Quarter Industry, No. 89; $15.00; Roll-Top, $12.50; Unique Hit-
up, $15.00. L. W. LEHR, 118 N. Dearborn
St., Chicago.

BUSINESS OPPORTUNITIES
DO YOU NEED MONEY? — J. W. DUCKETT
Sales engineer making ruling Campaigns,
Police and Firemen's Benefit, Inventions, etc.
If you need money contact DUCKETT, Route 3,
195 Seabright, W. Grover, N. J.

START PROFITABLE SIGN BUSINESS — MAKE
Signs, Show Cards, Coins. Write Letter just
easily with Master Patterns and free copyrighted
instructions. DUDERSTADT, 1323-25, N.
Kinhall, Chicago.

Uses The Billboard 19 Years
Find It Most Profitable
For the past 19 years we have been advertising almost exclusively in The Billboard and have received excellent results. We keep our classi-
fied advertising constantly before your readers twelve months of the year and find it most
profitable. In fact, we get more results from The Billboard than from all other publications put
- together—and we advertise in about a dozen different magazines.
Northside Mfg. and Sales Co.

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For the past 19 years we have been advertising almost exclusively in The Billboard and have received
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(Classified Advertisements)

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- together—and we advertise in about a dozen different magazines.
Northside Mfg. and Sales Co.

Celebs, 1940

Classified Advertisements

Weekly offering of

BIG BARGAINS—SPECIAL SERVICES

EXCEPTIONAL OPPORTUNITIES

Quick Results

Small Cost

Commercial Rate

10c a word

CASH WITH COPY

MINIMUM $2.00

Forms Close in Cincinnati

Thursday for Following

Week's Issue

Name

__________________________

Street

__________________________

City and State

__________________________

Your count of words

__________________________

Amount enclosed $____

Classification preferred

__________________________

(Name and Address Must Be Included in Copy)
Show Family Album

TWO THOUSAND DINERS several of which will be auctioned with the sale of the Bavarian Restaurant, a Chicago landmark, at the World's Fair. The auction is being handled by the Estate of the Bavarian Restaurant, 115 W. 33rd St., Chicago.

MILLIONS OF VACANCIES, including those for jobs in sales, advertising, and management, are expected to occur during the next two years, according to the National Employment Association.

FOR SALE—12K RECORD MUSICAL Instruments, including violins, banjos, mandolins, and guitars. All in good condition, $300.00. ALGER'S, 130 N. Dearborn St., Chicago.

WANTED—ALL KINDS OF ACTS. BREAK camp at Roxby, Columbus, Ohio. White shows, Colored Shows. Don't wire or phone.

MAGICAL APPARATUS

Are you a magic lover? Do you want to learn new tricks? If so, then this is the place for you. We have everything you need to start your magic career. Whether you're a beginner or an expert, we have the supplies and equipment you need to make your magic show a success. Come to our magic shop today and find out why we're the best in the business.

For Sale—Handmade Violin, $50.00; Mandolin, $25.00; Ukulele, $10.00; Banjo, $30.00. All in good condition. Address: 123 Main St., Anytown, USA.

Paper Supplies and Developing

ABSOLUTELY BEST DIRECT BUYING—New Portable Double Unit, with cold flou- rescence lamps, 4 x 6 x 9 lbs., $75.00; 3 x 5 x 9 lbs., $50.00. All in excellent condition. Free delivery within 50 miles. Address: 123 Main Street, Anytown, USA.

PERSONALS

WE WILL COMPENSATE FOR PRESENT ADVERTISER, doing in any way, a show pro- ducer, driving 1937 Ford Steel under license, Wire or write to P. O. BOX 140, El Paso, Tex.

SALESMEN WANTED

EASY MONEY SELLING RETAIL. 10c, 50c, $1.00 per copy. Customer buys several copies and wants more.IF you have time for 10c postpaid, please write a postcard. Postage paid. PETER A. RUIJ, 120 Main Street, Anytown, USA.

“DOLPHIN TROTTING” NICKNAMED BY salemen. It's really hot! Plainly immediate repeat orders. Send for samples. 1,000 sets, $16.00; 10,000 sets, $150.00. 25¢ each. CARLTON W. COBB, 123 Main Street, Anytown, USA.

SCIENCY AND BANNERS

SCENERY, CYCLORAMAS, DRAW CURTAINs, Dye Dyes, Operating Equipment—New and Second Hand. SCHELL SCENIC STUDIO, Columbus, Ohio.

TENTS—SECOND HAND

SIDEWALL BARGAINS—7.68 oz. DRILL, machine made, white, good as new, at 7 ft. high, $16.00; 8 ft. high, $18.00 per 100 lin. yds. or 500 sq. yds. Cold shock slightly used tents. KERR CO. 1924, Chicago, Illinois.

"AMAZING BARGAINS" DESCRIBES LATEST STOCK OF TENTS,props and accessories. Write today, ZENITH, 208 Valentine Ave., Anytown, USA.

COMPLETE SELECTION OF ANY TYPE AT- TENDANTS you want in 16MM. and 35MM. Technicolor and black & white. Write to the Bestget your releases. At prices you can afford to pay. Show them all with our latest line of stock, from BUSSA FILM EXCHANGE, Chicago, Ill. 6x24c.

GOOD 16MM. SOUND PROGRAMS—ALL prints complete and in perfect condition. Write for price and catalog. The Best, Inc., 123 Main Street, Anytown, USA.
AT Liberty Advertisements

Figure TOTAL Number of Words in Copy at 5c a Word—FIRST LINE IN THIS STYLE TYPE.

Minimum 25c

Cash With Copy

WANTED TO BUY

ALL KINDS USED ARCADE MACHINES—Also 10 to 25 (half) Mutoscopes, State low.

CASH FOR SLAGHLY USED, IN GOOD CONDITION.

TELEPHONE CIRCUS, SHOWS, Tents, Roses. Write Pictures.

WANT CARTEL CORN Ecthyma—ANY KIN.

Don't miss a part of description. Must be bargains. FRANK WARD.

WANTED TO BUY—USED RIDES FOR CASH.

Write full description. Box C-583, care Billboard, Cincinnati, O.

WANTED—2080 Zet. Bost. 1488.

3,000 FOLDING CHAIRS—WOOD OR METAL.

Quantity in reply. Box BSB, Brownwood, Tex.

AT LIBERTY—TRAP DRUMMER. EXPERI-

enced, preferably with stage band. Call, will be considered. Join at once. State all TRED experiences.

Box 993, Chico, Cal.

AT LIBERTY TOWN HALL—WANTED.

EXPERIENCED evens, hotel, singing, dancing. Sober, conscientious, reliable. Go to 2nd St., Eck's, Beaver Township, Mlg.

BAND-MASTER—EXPERIENCED, CAPABLE.

Kinds of acts. Street and newspaper offices.

DORO, Iron Mountain, Mich.

EXPERIENCED GUITARIST—UNION.

SINGING, DANCING, LEADER, Hagerstown, Md.

JIMMIE BELL, 1120 Brown St., Alton.

GUITARIST—EXPERIENCED. WILL JOIN any available.

WALTER COOK, Fort Wayne, Ind.

HAMMOND ORGANIST—OWN ORGAN.

CIRCUS, all requests, sweet or swing. Union. Mfch. ocl.2

ARDSON, 1120 Brown St., Alton.

HAMMOND ORGANIST—ANY SIZE.

EXPERIENCED. Ask about my band. Lib. St. 715.

Boyle, Liberty, Ky.

AT LIBERTY THEATRICAL CARDS--FIFTY

CENTS.

Any size. State all particulars. Tables, Concession, or use for traveling shows.

B.R.M. ocl.19

MATCHES—FIFTY CENTS.

Any size. State all particulars. Tables, Concession, or use for traveling shows.

B.R.M. ocl.19

THE GUITARIST—Presents the Baroni Band, Mamelok Brothers. Touring poster free. 8308 Auditorium, Chicago, Ill.

THE BUSINESS—FIFTY CENTS.

Any size. State all particulars. Tables, Concession, or use for traveling shows.

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Demand for Campaign Items, Patriotic Novelties Soars As Election Day Draws Near

NEW YORK, Oct. 5.—With candidates in the presidential race rounding the far turn and preparing to unleash their most powerful drives as they come thundering down the stretch in the final weeks of the campaign, interest in the outcome is reaching the fever-pitch stage. Affiliates of both parties are waxing enthusiastic over the abilities of their respective candidates and are showing their enthusiasm in concrete form by buying thousands of dollars worth of campaign buttons, banners, license plates, and other novelties. Red-white-and-blue items also are feeling the boom and pitchmen and wholesalers alike say business is booming.

Buttons Bigger Than Ever

One of the leading manufacturers of buttons here says the demand for this campaign is greater than for any past presidential race. Big reason, he says, is that manufacturers have augmented their lines of traditional photo buttons and themes to include only the name of the candidate and the emblem of his party, to include many of a more humorous nature. Instead of purchasing only one button, people are buying whole sets of them. Popularity of the large jumbo buttons has also hypnotized sales.

Among the humorous buttons clicking are those featuring such slogans as "We Don't Want Eleanor," "No More Fireworks Please," "No Fourth Term Either," "Roosevelt No. 2, 1,000 Times No. 1!", "Thanksgiving Day, November 5," "Roosevelt for Ex-President," "We Women Want Willkie for President," "No More Willkie for President," "Roosevelt for the Commonwealth & Southern," "If I Were a Farmer, I'd Vote for Willkie," and "I'm a Willieka Democrat." One of the newcomers attracting attention is the "Seaman's Safety Campaign Pin," which has portraits of both presidential candidates topped by the slogan "Our Next President.

Willkie and Roosevelt presidential banners, license plates, decals, window stickers, and the traditional donkey and elephant charms are also getting big buys. Buttons take the lead, however.

In fact, the September 30 issue of Newsweek revealed that American button manufacturers had already turned out 21,000,000 campaign emblems boasting Roosevelt, and 33,000,000 extolling the merits of Willkie.

Patriotic Items Boom

While most buttons and campaign items are done in the red-white-and-blue motif, sales of patriotic novelties, themselves, have increased as the presidential campaign fever mounts. A new one that is a real comer, according to one manufacturer, is a 6-inch tall, red-hot patriotic item's auto plates, stone set metal flag pins, flag lapel button, and flag holder sets and patriotic balloons.

Pitchmen and wholesalers, with many hasty weeks behind them, predict that the busiest and hottest days are still ahead. Every day from now until November 5 is expected to be a red one.
POPULAR AND POLITICAL NOVELTIES FOR BIG SALES!

POlitical Banners
300' Banner, White, Black, and Red, $1.75; Blue, White, and Red, $1.50; White only, 25c. All sizes, 1/2' wide, 1/2' above. Star and stripes, 36'x6' $18.00. Star only, 36'x6' $9.00.

Ratification Banner, White, 36'x6' $10.00. Black and Red, 36'x6' $8.00. White and Blue, 36'x6' $7.50.

Rally Banners, White, 100'x5', $25.00; 100'x10', $50.00. Black and White, 100'x5', $25.00; 100'x10', $50.00. Blue and White, 100'x5', $25.00; 100'x10', $50.00.

Ring Banners, White, 15'x4', $2.50; 15'x8', $5.00. Black and White, 15'x4', $2.50; 15'x8', $5.00. Blue and White, 15'x4', $2.50; 15'x8', $5.00.

Lapel Flags, White, 3'x4', $1.25. Black and White, 3'x4', $1.25. Blue and White, 3'x4', $1.25.

Political Auto Plaques, Red, White & Blue, from $1.25 to $5.00. Star & Stripes, $1.00 to $3.00. "Bronze" medallions, $2.50 to $5.00. Free delivery on orders of $25.00 or over.

Lapel Pins, White, Red, and Blue, from 5c to 25c each. Metal pins, from 10c to 25c each. Wholesale and retail in quantities.

**PATRIOTIC and POLITICAL NOVELTIES FOR BIG SALES!**

**POLITICAL BANNERS**

Ratify the Constitution Banner, Black, White, and Red, $10.00; Blue, White, and Red, $8.00; White only, 25c. All sizes, 1/2' wide, 1/2' above. Star and stripes, 36'x6' $18.00. Star only, 36'x6' $9.00.

Ratification Banner, White, 36'x6' $10.00. Black and White, 36'x6' $8.00. Blue and White, 36'x6' $7.50.

Rally Banners, White, 100'x5', $25.00; 100'x10', $50.00. Black and White, 100'x5', $25.00; 100'x10', $50.00. Blue and White, 100'x5', $25.00; 100'x10', $50.00.

Ring Banners, White, 15'x4', $2.50; 15'x8', $5.00. Black and White, 15'x4', $2.50; 15'x8', $5.00. Blue and White, 15'x4', $2.50; 15'x8', $5.00.

Lapel Flags, White, 3'x4', $1.25. Black and White, 3'x4', $1.25. Blue and White, 3'x4', $1.25.

Political Auto Plaques, Red, White & Blue, from $1.25 to $5.00. Star & Stripes, $1.00 to $3.00. "Bronze" medallions, $2.50 to $5.00. Free delivery on orders of $25.00 or over.

Lapel Pins, White, Red, and Blue, from 5c to 25c each. Metal pins, from 10c to 25c each. Wholesale and retail in quantities.

**CONCESSIONERS—OPERATORS**

**YOUR BEST AND CLOSEST SUPPLY HOUSE**

**LATEST FLASH—QUICK SERVICE—LOWEST PRICES**

Largest Lines BINGO MERCHANDISE, Novelties, Carnival Items, Blankets, Radios, Charnowars, Cans, Candy, Plaster, Dolls. Write for catalog.

BULBOVA—GRUEN—WALTHAM—ELGIN

WE LEAD THE FIELD FOR PRICE AND QUALITY

NORMAN ROSEN


THE LAST “WORD” IN YOUR LETTER TO ADVERTISERS, “BILLBOARD”
rear leg lifted alongside a fireplace. Bulb on top of the plug is the pressing valve which operates a lever that pulls out the plug. "Smart and naughty," the firm states, "by far the cutest little hot-water holder now!" Each tray comes with a unique story of the Jonestown mine and is printed four to a box and are priced to insure a worth-while profit margin, it is said.

**Lamp Moderne**

"Today's smart lamp creation" is the way Wolf Manufacturing Company describes their Lamp Moderne, which they've just introduced. Heralding the number as a natural for sales operators and premium dealers, the firm states that the lamp is a jazzy kaleidoscope of color in which red, orange, white, and blue colors burst forth as the light has all the true color value of seeing. The lamp number has plenty of flash and looks much more expensive than actual cost, the firm adds.

**Fluorescent Lighting Units**

D. A. Facher Company announces a complete line of Dielectric Lighting units that are currently the rage. Better than current consumption is the big selling points with these lamps, it is reported, inasmuch as fluorescent lamps utilize 90 per cent of electricity as light and 70 per cent goes off in heat, whereas the ordinary bulb utilizes only 10 per cent of current as light and 90 per cent goes off in heat. Pahl's line includes lamps suitable for home, office, and industrial use.

**Leather Sport Novelties**

With scarce workers at football games working to big takes now, Atlas Leather Goods Manufacturing Company says its new line of leather novelties is just what is needed to withstand the heavy demand. The firm states that all the popular novelty lines are being added in new and different combinations.

---

**Empire's Neckwear and Combination Sets With Their Tremendous Sales Appeal Will Give You Extra Profits!**

Our popular, fast-selling line includes Box Ties, Made to Order Ties, and the Big and the Bad! Tie and Key Chain; Ties and Pen Sets; Ties and Fobs, and Novelty Specialties. For Christmas, Empire offers a new series of All-Red and All-White and Red & White Ties that start at $1.50 each. In addition, Empire now offers a new Mail-Order Tie Card Set at $2.50 each.

---

**BINGO CARDS**

HEAVYWEIGHT - LIGHTWEIGHT & SPECIALS

For organizations, churches, opera houses or clubs, 3 classes. Light, medium, or heavy. All sales in supplies, white and colored. 18-page catalog.

---

**GUARANTEED—IT'S HOT**

5-Piece Cleaver and Knife Set. Sand Papered. Per Set........... 75c F.O.B. Mpls. Sample Set........... 90c Postpaid

---

**ELGIN, WALTHAM, BULOVA**

Renowned Men's Wrist and Pocket Watch Makers. Wholesale Jewelers since 1814. Send for FREE CATALOG.

---

**DVD SETUP GENERATION TO PRESENTATION**

NEW MOTORS! Watch Our Turn Signal

OPERATES FROM DASH FLASHER TO SHOW RIGHT OR LEFT TURN!

---

**AMERICAN MEDAL SUPPLY CO.**

INDUSTRIES, Bldg. X, DAYTON, O.

---

**ELGIN, WALTHAM, BULOVA**

Renowned Men's Wrist and Pocket Watch Makers. Wholesale Jewelers since 1814. Send for FREE CATALOG.

---

**LEROY PERKOFF**

720 Walnut St., Philadelphia, Pa.
Events for Two Weeks

October 7-12


WHIRLSFLO—Starts at 10 am. 11-12.

October 11-13


WHIRLSFLO—Starts at 10 am. 11-12.

Babe Shearin Players—open in October at Olton, Okla. The club's quota of 150 was met in the fall, and...
Mercer, Pikes, who is devoting his long career to helping the skating public in Detroit. Detroit, March 1, 1926. John Looney had just finished a successful season in the Blue Rapids (Kan.) Oak, York ginseng; peelers; comedians and pitch men. Many prizes will be offered during the first four days of the season. October 10, 1940.]

Michelle Gains With 92,000 [MINNEAPOLIS, Minn., Oct. 5.—The 96th Michelle Fair opened on Washington Ave., the Queen-Nasco Agricultural Society reported. Attendance on opening day in past years has been around 50,000. This year, due to threatening weather, washout, and the fact that the crowds during opening week were larger than ever before, the fair was expected to do business reaching $50,000 and surpassed every expectation. A Washing day attended was on the fair program. The weather was cool and pleasant, and the fair was a success.]

Rinks and Skaters [Rink, December 29, 1929.]

Cabin Rollway, Bottom Lake, Billerica, Mass., has a successful rink. The rink has a capacity of 1,000 skaters. The rink is also occupied by Madison Gardens Company and Orville Goodson, owner. The rink is a success and the crowds have attended on the first three days and the fair is expected to do business reduced 75 per cent in an effort to
depenses.

Unbeatable Values

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<td>Black Blade 300</td>
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<td>BOW GESSER</td>
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<td>BOW GESSER</td>
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Mills Sales Co.

Reardon & Co.

unbeatable values

edg & waltman "second-hand" watches as low as ... $1.85

diamond rings... gold colts...

wholesale prices

S. H. SPARER & Co.

willkie and roosevelt

optical illusion

new smoking tinted pipes taking the country by storm. for men, women and children.

norfolk products

new york city

1940

ice cold for acts [continued from page 3]

theatres who perform in the first 1,000 on

on Tuesday's and Thursday's events will be carried over WNEC, Syd Conn, one of the top radio announcers in the market, leads the song. J. O'Connell, manager, of the Theatre Corp., has announced that the Hurst Rollway, Mather, Mass., has been leased to the rink. On opening night a group from the Our Lady of Victory School has been reactivated, with lounge and for such purposes, the clothing the weather. This truth will be manifested in the show that one and be to a Communist in a just right and just that of the world's activities over the Communist...
PUBLICITY IN AC
(Continued from page 52)
started an active campaign to take over
the publicity and promotional end of
this business.
A New York publicity organization is
planning a national publicity drive for
interest and amusement at the率
rates are very low, when it will
be prepared to present a
complete plan on how to bring the resort
further to the national attention. This
organization does not handle the
direct advertising campaign, which is
now handled by another agency, but
will concentrate on publicity
promotions and "creation of
efforts.
Contestion of this organization, which
has enlisted the support of several
leading personalities, is in the
organization of a body with connections
all over the world to form a basis for
a big advertising plan aimed to
grab the resort's publicity and
marketing campaign was made about a
year ago.

CELERON GAINS 20%
(Continued from page 52)
been cut back in the Marine Room, and
with the addition of a $1,400 heating
system the spot probably will run all winter.
Grown since the park's closing are
excelling in the novelty and the talent
budget was recently enlarged to
include six show dogs and a
mandrill, "Snoopy," who is a
duces shown for Campbell. Jimmy Allen is
Marine Room manager.
motion pictures and a direct summer film at
Pier Ballroom, arranged according to
drawing. The package included with
Guy Lombardo, Sammy Kaye, Ben Ber-
nett, Harry Barris, Hal King, Guy Char-
net, Ozzie Nelson, Russ Morgan, Court
Dorsey, Wanda Jackson, June Purvis,
Benny Carter, Mitchell Ayres, and
deep average price was
$1.50 per couple.

STEPHAN ZOOS' PREZ
(Continued from page 52)
Allyn Jennings, New York, a director.
Zoological Bean, Chicago, was retained
treasurer.
Accompanying Doctor Stephan was
his father, Joseph A. Stephan, general super-
intendent of the zoo, who rejoined the
success of the Summer-Zoo Tour, which
attracted a number of animals and visited
zoos in Buffalo, Detroit, and Chicago. Super-
inintendent Stephan addressed the conven-
tion and completed arrangements for
exchange of Grant zebras, Elafi African
antelopes, and pumas reared in Cincin-
nati for leopards, a mandrill, buffalo,
water buffalo, and llamas. At the conven-
ion he had a chance to inspect and
modernize Cincinnati zoo, explaining the
advantages of barefoot cages, profit, and
the zoo's new installations.
Mrs. Belle J. Bickler, executive direc-
tor of the zoo, recently visited the
recent visitor here. She explained her
experience in a unique way by
tribute to a zoo which has been a pattern
to many other zoos. This was also
to see Sol A. Stephan, zoo
manager emergence and head of American
prizes, whom she has known since
1929.

CRYSTAL BEACH
(Continued from page 52)
the largest increase of any attract-
ings of the park. Revenues from
higher in attendance and receipts than
is due to the fact that the zoo was
ed to Austin's exploitation idea. Name
was changed from a more general
in bringing alien band members across bor-
der for work, but a circuit idea of
maintained from the same point. Crystal Beach and two other Canadian spots
were closed down in the season, and no replacement has been made so far.

LONDON, England—Paying visitors
to Regents Park Zoo for the year ending
July 31, 1947, receipts of
11,534 pounds. Rent month in the war
period was 10.35 sacks of potatoes
and receipts of 2,900 pounds. Altho
not a great change in the annual
times, August Monday attracted 28,000,
Tuesday following吸毒
6,000. In the circumstances, these
figures are something of a
rest, and food, continue as a wartime
price. Zoo officials have been
Lyceum used what was used to be
the zoo's most attractive spot, the elec-
tical walk. A lion cub has been adopted
for war purposes by the American comedians,

October 12, 1940
LETTER LIST
The Billboard

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Freedom

About 5,000 daily and weekly newspapers are said to have joined in observing National Newspaper Week October 1 to 8. Editorials on the business of news and of publishing appeared in many papers, and advertisements in behalf of newspapers, sponsored by the Newspaper Publishers' Committee, were also widely published.

This is a great program of promotion and public relations. It was planned by experts, and many editorials and articles have been written in keeping with the theme of the newspaper world.

Most of the editorials, articles, and advertising in connection with the "Week" said much about the freedom of the press. The very fact that so much is said about "freedom of the press" indicates there is something wrong somewhere. Some of the papers went so far as to imply where they think the trouble is—that certainly the newspapers are not to blame. So few newspapers expressed any criticism of the press at large that it is safe to say the press is almost unanimous in agreeing that newspapers never abuse the "freedom of the press."

When a world crisis is so evident, the wisest kind of public relations for newspapers (or any other business) would be to admit their own faults and make a brave attempt to discipline the press. The publishers should recognize that it is not only their "freedom" that is at stake, but the freedom of the people as well. In such an emergency the rights of the people should frankly come first.

When freedom is at stake the people need mediums of non-partisan, unbiased information, and it is at this point that the press in general is failing the people. Because the evidence is so overwhelming on this point, the whole program of the organized press to parade the banner of "a free press" begins to raise questions of doubt.

It is to the credit of a few brave publishers and editors that they frankly admit the faults of newspapers today. The Chicago Daily Times, October 1, used its editorial space on the subject of "Truthful Reporting" and closed the article with the following statement:

"When the people do not believe their newspapers, whom shall they believe? It's a fair question for newspaper men to consider during Newspaper Week."

It would have been a much better public relations job for newspapers to err in criticizing themselves than to give so many people the impression the organized press is trying to cover up. The masses of the people have no effective ways in which they can express their criticisms of the press, and for that reason they would be pleased if the press made a real effort to correct its own faults.

One of the advertisements sponsored by the Newspaper Publishers' Committee carries the heading, "A Few Cents' Worth of Freedom." The implied meaning here is that the few pennies that readers pay for a newspaper is all they pay for it. This bit of salesmanship has been used with apparent success for many, many years and seems still to satisfy a majority of the people.

But newspapers should become aware of the fact that there are millions of people who now understand the business thoroughly. The largest group of people who distrust newspapers generally are known as independent voters. The estimates of the independent voters vary from 9,000,000 to 12,000,000. A big majority of these independent voters feel that newspapers are constantly agitating the partisan spirit in the United States.

These independents understand that it is not the few pennies paid for a paper that counts, but it is the indirect tax paid to the paper in the purchase of advertised goods that counts.

These independents are becoming aware that people of all parties, religions, and racial groups are compelled to support the press when they purchase advertised goods. It is no longer a question of not buying a paper if a citizen does not like its editorial policy. It would be necessary to stop buying advertised goods in order to stop supporting the paper. Intelligent people are beginning to check the advertised goods they buy and see just what papers they are supporting and how much of an indirect tax they are paying to such papers.

The independent voters are simply waiting for a leader and then they may ask for a day of reckoning with the press. They will object to partisan news and to paying an indirect tax to partisan papers thru the advertised goods they buy.

Independent voters are usually the voters that think. They will be perfectly willing to support the press in every way provided the press in return gives non-partisan news services. The independent voters are beginning to feel with George Washington that the real danger in the United States is partisan strife. They know that the newspapers are the chief agitators, day in and day out, of this partisan strife. The independents feel that a press supported by people of all parties and beliefs should be strictly and completely non-partisan if freedom is to be preserved.

In their move for a better press the independents will draw support from the consumer movement and from thousands of teachers in schools and colleges. If the leaders of the organized press are wise, they will recognize that eventually a leader will come on the scene to lead the independent movement for disciplining the press, and that such movements usually end in the adoption of extreme measures.

The advertising profession also has a great responsibility in correcting abuses of the freedom of the press. In many ways the advertising world has higher standards than the editorial field. Many people have more confidence in advertising than in the news columns. But when the day of reckoning comes the advertising profession will suffer as well as the editorial workers.

Intelligent voters recognize, of course, that it is the selfish whims of publishers that have degraded the press to the position of partisan agitation. Many of these publishers have monopolies on features and services which are a necessity to the public and then abuse the intelligence of people with partisan stuff. The millions of independent voters in the United States do not like it.
Chi Coin Dixie
In Seventh Week

CHICAGO, Oct. 5.—A well-informed coin machine trade knows that our free-play game, Dixie, is now in its seventh big week. State officials Sam Wolberg and Sam Ginsburg, of the Chicago Coin Machine Manufacturing Company,

"They realize, too, the significance of this seventh week. It tells column everywhere that Dixie has proved that it is one of the biggest profit makers available to operators today.

"We have incorporated brand new ideas into the play of Dixie, and this is partly responsible for the tremendous appeal to players everywhere. In beauty Dixie is unsurpassed. The same rigid rules have been enforced in the construction of Dixie as in the construction of other Chicago Coin hits in the past. Where average materials have been used in the production of this game. The finest workmanship available has been employed. Result—the most dependable free-play game ever offered."}

Machine Inquiry
From Palestine

Jim Gilmore, manager of the Coin Machines Industries, Inc., recently received the following letter from a firm in Tel-Aviv, Palestine. The letter was dated July 21 and reached Chicago September 12:

"Gentlemen: We are interested in the purchase for our own account of various kinds of coin electric-operated amusement machines, new and used ones being in good condition, and we would much appreciate it if you kindly let us have your detailed and illustrated offer along with the prices PAS New York.

"Should your prices prove to be convenient, then you could count on the immediate placing with you of our order. We await your early return.

"U. T. COMPANY, Tel-Aviv.

"Palesitne.

Note: The complete address may be had from the Coin Machines Industries, Inc., Chicago, or from The Billboard.

Liberty Changes
For Various Coins

CHICAGO, Oct. 5.—Operators express gratification for the fact that Groetchen's Liberty Bell can be converted, on location, from penny to nickel play or vice versa, according to Richard Groetchen, head of the firm.

"This enables operators to give each location exactly the type of Liberty best fitted to its particular needs and does not require an inventory of both nickel and penny play machines.

"Furthermore, Liberty Bells with fruit symbols can be converted into Sports Parades at small cost when territory restrictions make it inadvisable for an operator to display fruit symbols on his games.

"Popularity of sports emblems accounts for the tremendous sales increase in Liberty Bells, and ace Groetchen has demonstrated his leadership in providing operators with exactly the right kind of equipment to use to best advantage in their territories."

Allied Sees
Big Fall Season

CHICAGO, Oct. 5.—Judging by the number of orders we have been receiving for both new and used games, we believe that operators are expecting an exceptionally profitable season this fall, reports Samuel Riehan, of Allied Novelty Company.

"The operators' continual and repeat purchases are the best business barometer we know. When an operator purchases additional equipment it means he is making money."

Harry LeVine, head of the company, who is on the road much of the time, reports that all operators seem to have the same opinion about future business prospects. "They agree that their present volume of sales is up and that anticipated business promises still better. "It means better business for everybody."
Daval Tells of Games Guarantee

CHICAGO, Oct. 5.—To remind the trade of the two-year unconditional guarantee on Daval counter game mechanisms, the company has prepared a series of announcements advising that the guarantee applies to the effect on Daval counter games and is now in effect on all Daval Model A1, Junior, and统筹推进.

"For many years," Al S. Douglas, of the firm, says, "we have made this guarantee on our games. On American Eagle and Marvel we retain this guarantee. New operators, jobbers, and distributors who are purchasing these two great counter games should demand this guarantee.

"The machines will go on and on giving the greatest service for years to come. There are instances where Penny Packs have been in operation for over seven years. These machines have proved themselves as the best for a little painting and cleaning every once in a while, the operator to freshen them up a bit.

"As far as American Eagle and Marvel are concerned, there is no doubt that they will equal these results. To give guarantees even greater, we have a large repair department to aid New England operators.

"The American Eagle and Marvel floor space will be added thru extensive alterations. The store is now at least twice as large as well as the mechanical and shipping department. This makes it possible for us to have larger warehousing to enable Mint To meet the growing demand.

"When larger operators will give Mint Owl another entrance on Standmore Street. Business continued brisk during alterations, reports say, and reported, and there was a noticeable spurt in the sale of music machines. Bavery declared also that the Owl Mint was in the Legion convention greeting members of the American Legion. As a result of the convention and to whom invitations were extended, an open house had been extended.

The WORLD OF 1940: A.D will inspect this Metoconco Real machine presented in Oplethorpe University's "Cry Of Civilization" as an example of the wonders of 20th century science and civilization.

The machine is a product of International Metoconco Real Company, Long Island City, N.Y.

Speed Up Gold Star Production

CHICAGO, Oct. 5.—Sol Gottlieb, factory representative of D. Gottlieb & Company, who has been making direct factory contacts with the trade, is issuing a brief respite from his activities on the road to assist in speeding up on Gold Star at the factory, reports D. Gottlieb & Company.

"With Gold Star orders flooding in from all quarters of the country," said Dave Gottlieb, company president, "it is necessary that every Gottlieb facility be trained on production. So now I am putting orders thru fast and furious and here now'll be here to see them thru to production to delivery.

"Gold Star is proving to be the greatest game we have ever built. It's a sure-fire winner for distributors, a gold mine for operators, and for the player it packs the biggest wallop of game satisfaction ever built into a machine. No game has ever brought in such a constant stream of compliments and congratulations.

"In building Gold Star the Gottlieb Company climaxes the greatest year in its history with the greatest game in its history, an achievement of which we are very proud."
**NEW YORK, Oct. 5—Several local businessmen have boarded Hand's wedding at the Rito-Carlton, Philadelphia. Bill spent part of his honeymoon in Philadelphia which returned from the festivities a casualty. Teddy Sogol has been busy with his charming party for any operator for the time being. Teddy fell down a flight of stairs and was unable to stand up for six weeks... Joe Egan and his wife have spent most of their money setting up their new offices on Coinrow, and their beautiful new and showy appearances in evidence of how wisely this money was spent. Bill Lane, Bill of the Radio, Richard & Pondor Advertising Agency and brother of Bart Lane, has written more. One is *The Village Fire Brigade*, an English novel number to which Eddie wrote the American version. The other is a ballet called *Left's Brown Piano*, authored with Bob Reed, of the Major Boys staff. Both numbers are set to be recorded soon, Eddie says...**

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**AROUND THE TOWN**

Dave Phoenix, well known to all management-machine operators, has been sales manager for Cent-A-Mint Sales Corporation in the Seaway. He is now in the Seaway, featuring Curtis and Mason machines. Harry Asa of Harry Asa and Alberg, of Brooklyn Amusement, started off with a lot of money with Rung & Mullins Systems. "They started off with 10 installations the first day," claims Harry. JANET EKMAN

Eaton also noted now that they have established themselves so solidly in this territory they are expanding by appointing sales representatives in Philadelphia and other surrounding areas. George Ponser reports that the Mills Phantom in the Mills Pavilion of Hollywood was impressive. "Reporters from the different existing newspapers were on hand," George stated, and "all columnists came from the New York papers." Nat Cohen reports that the pictures taken at his 10th wedding anniversary party turned out swell. At Dave Simon's headquarters, Norm Stone, Sandy Stone, and the rest of the staff are going over the top covering. Hearing the demands of Keeny's Speed Demon. Dave, incidentally, sent Sam Tamm, of Mayflower Novelty, St. Paul, a pair of boxing gloves and a punching bag for his new son. "To start him off right," Dave claims.

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**PAST FLASHES**

Mr. Bisbee, dealer in seeking a new claim to the trade... Mike Munnen was showing all his bits, both new and used, including mail lettering ordered used goods. Most of them came from the City of New York. City loads in one day—that's the sales record we hung up on John's Big Chief," says Bert Lane, of Seaway Boards, Sales, with the dealer on the same-prize rapid rate at which he's booking orders for Murphy's Ginger, Fighter, and a row has never been so busy all in his life in the same-prize rapid rate. Homer Cooper is due here soon with Rudy Greenbaum for the presentation of Pachinko's new product. Right now Cubs is on one that will be the best ever. At Western Distributors, Tom Leparc, back from a Chicago trip, says that the day he can keep up with the orders for Phelps' Leaders will be one of the happiest in his life. "These last few times I get the orders in to me the leaders come in to take them out again," he explains. Walter Greenbaum, of Commercial, reports an unusual amount of interest in his firm's Organite Speaker connection at the trade. Homer's new Hold-Over and Pachinko are doing a good business. Walter reports that for all the activity at the offices of Hymie Budnik the sales manager for Cent-A-Mint, Cain's Dixie has been burning up the...
Tells How Phonograph Music Increases Work Efficiency

Editorial sees humor in selecting records to please all classes

BIRMINGHAM, Ala., Oct. 5—A good test of record selection, the phonograph—recorded music was heard at a meeting of the Birmingham chapter of the National Office Management Association here Sept. 26. A speaker stated that phonograph music at irregular intervals during the day has been greatly beneficial to many industries in reducing errors and relieving fatigue.

The speaker, C. A. Rossong, based his talk on a recent article in which it was said that production increased 25 per cent in factories playing music while the work was being done.

"The idea for music with work," he said, apparently was suggested by the old-time habit of Negro sections of streetcars and streetcar driving railroad spikes.

"In the paste, he said, that with music played alternately every other 15 minutes, has worked for productive production, eliminated "clock watching" and other distractions.

Test in Minneapolis
A test made in the Minneapolis post office last year, he said, showed that 50 per cent more work was accomplished and otherwise wasted much time during a 50-hour test period. While the phonograph music was played, he said, fewer errors were committed.

Faster heartbeat, stimulated glands, and other glands, he said, were observed with actual workers in places where the music was played during the test:

Humorous Editorial
The Birmingham News, Sept. 28, carried an editorial that suggested that the idea of using music to increase the efficiency of workers, suggesting that the problem of selecting records to "please the boss" would be solved. The editorial suggested that workers of music machines will appreciate the humor in the job of selecting programs for their phonographs. The editorial is as follows:

"Music While You Work.
Now regarding this idea that you can speed up the production of your phonograph machine, for him, we wouldn't know exactly. Perhaps the expression 'support' certainly has support for his music thesis in the work-chants of the Negro, in the sailor's greased records, in the best songs of the Volga, and even in the old singing arias. Music will be used in our mind. Workers in this country aren't regimented, as yet. They don't all like the same kind of music. They would be less responsive.

"Imagine, for instance, a large office, the boss of which had rather limited musical tastes. (There are some like that.) He might decide that the tempo of work that day called for Tuxedo symphonies. Or he might choose The Beer Barrel Polka, or Bluehill Hill. That would be all right for many in the office, but it would be supposed, but perhaps there were some in the office whose tastes were different. If speed was what the boss wanted, they would do better by Mendelssohn's adagio from his incidental music for Midsummer Night's Dream, or Brahms' Symphony.

"As we said, however, there may be something to the idea. Experiments in the office where it has been tried have resulted in elimination of 'clock watching' and other distractions.

Greased Records Reported in 1938
With Japan appearing in the news constantly these days, the following news item from its files of 1938 became of interest to the workers of music machines.


"Japan has pioneered phonograph records that permit the needle to run smoothly in the grooves, thereby eliminating needle noise or hiss, are promised in patent (No. 2,116,409) granted to Takashi Yoshioka of Tokyo, Japan.

"The records are of aluminum, the surface of which is treated with a varnish-like substance produced by an electro-chemical process. The pores of the metal are filled with a varnish-like preparation that contains lignin and other substances and that acts to "grease" sound grooves cut in the records.

"It also is pointed out that the porous surface weakens the vibrations to the read-out device.

"The patent is assigned to a Japanese corporation, Riiken A ratio kogyo Koubasha, of Tokyo, Japan.

FRANKIE MASTERS AND SONETTESS MARION FRANCIS listen to a network play their music. Masters' orchestra is one of the leading top-flight bands whose appearances have been heralded by te-in publicity, but were placed on Wurlitzer automatic phonographs.

Ontario Phono Operators Hold First Meeting
TORONTO, Oct. 5.—First general meeting of the newly formed Ontario Phonograph Operators Association is scheduled to be held Tuesday (8) at the King Edward Hotel. Association spokesmen are confident of the attendance of practically every operator in the territory.

A showing of all the latest models of phonographs and new objects of interest to coin machines operators is on the program. "Discussion will follow plans for the betterment of the industry not only in Toronto but in all Canada," the association indicated.

Local distributors are said to be cooperating to the fullest extent and have, it is said, expressed the hope that an annual coin machine show sponsored by the Ontario operators will be held in Toronto.

Reliable Specialty Has Wall Organ
CLEVELAND, Oct. 5.—Reliable Specialty Company, Cleveland, manufacturer of cabinet stands and auxiliary speakers, announced today that it is now in production of its new Wall Organ. The new Wall Organ features a Magnavox speaker, indirect illumination, and a two-tone high-gloss Art-Lite finish. It is a self-contained unit designed to be placed anywhere. It is equipped with a coin-operated handle which, when inserted, operates a coin-operated organ. The Wall Organ is fully enclosed with switch and volume control. Orders are already pouring in. Reliable heads industry, and indications point to a heavy demand.

mind on all future recordings.
A letter has gone out to all operators informing them that the license for Victor-Bluebird popular records in Canada was extended to include the classical disks.

Jennings Releases Telephone Music
CHICAGO, Oct. 5.—C. D. Jennings & Company, telephonists, have made arrangements with a telephone music firm. Along with this announcement is the report that Jennings officials, Dick Wiggins will head the sales department for the company.

"The Wiggins transcription method has been in operation in several cities during the past month, and the Jennings officials. "Dick Wiggins, now in production, will represent the Jennings operators the benefit of his counsel and experience in guiding their operations," they stated.

"Jennings' Telephone Music will handle the hotel, one central studio," declared Wiggins. "The studio unit is compactly built and one operator can handle the 15 turntables with the greatest of ease.

"Inasmuch as tests and actual operators have proved that several locations will pay all the operating and overhead expenses, it is easy to see that a unit at 15 locations will turn in a good profit.

"The equipment has been tested under the most rigid location conditions and it has functioned perfectly. Beautiful and accurately designed cabinets, compact studio units, and the strictest compliance with regulations which require this product outstanding in quality. We are not content to sell a unit and forget about it. We have a competent staff of engineers to answer your questions and to aid operators in any problems they might meet in operation at any location.

"We realize that many operators would not feel able to pay for the complete outfit, but we are prepared to finance their purchases we have at the present time the greatest liberal finance plan," concluded Wiggins.

Clarke Covers Ohio for Buckley
CHICAGO, Oct. 5.—Buckley Clarke, field representative of the Buckley Music System, Inc., has been spending considerable time in Cleveland and surrounding territory, according to the Buckley staff here. At an early date they announced that his next headquarters would be established in Cincinnati.

Clarke states that Ohio music operators are enthusiastic about the direct touch operation which is offered by the Buckley Music System. "It would seem that there is a remarkable amount of interest in Ohio today as there are in any other State in this country," declared Clarke.

"According to sales reports, there are the average number of top spots for the Buckey System, but in many others, Ohio operators have found that an installation becoming a top spot as far as earnings are concerned when a Buckley Music System is installed.

Clarke again points out, that there have been no complaints on the part of the distributors and factory representatives, but also the problems of cooperation from non-members.

Boston Music Men Consider Various Plans
BOSTON, Oct. 5.—Members of the Automatic Music Association and distributing firms here agreed on several points in the music business, according to reports.

During the convention, the organization in its membership drive, Lloyd F. Taitt, chairman, said that eight new members had been re- signed, and that several former members had returned to active membership. He also reported that an entire river music operator being a member of the association.

Installation problems were discussed with the distributors and factory representatives, and also the problems of cooperation with non-members.

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AMUSEMENT MACHINES (MUSIC)
Phonos Flourished Fifty Years Ago

Cleveland, Oct. 5.—The column "It Happened in Cleveland," by Russell M. Bacon, in The Cleveland Plain Dealer, October 5, 1940, contained the following interesting bit of phonograph history: "A few years ago phonographs were flourishing all over the country." The Plain Dealer reported eighty years ago next Saturday (October 5, 1940), "Cleveland has one permanent one, which is doing a bustling business. Selections from popular opera, concert, and dance halls, and brass bands are given. The effect is novel. As a musical reproduction, it is quite good; however, the phonograph is not a decided success. Every piece is accompanied by a phonographic twang which is far from pleasing." This practice makes perfect—and those good people in the adjoining apartment who have been changing records eight hours a night for what seems a half century must be bearing perfection.

Reorders Hail Pfanstiehl Needle

Chicago, Oct. 5.—"More reorders than ever before," said Bill Remminger, sales manager of the Pfanstiehl Chemical Company, as he discussed the September business on the 4,000-play Pfanstiehl Needle. "While we like to receive new orders for our needles, the repeat orders give us the greatest satisfaction. When a man repeats, it means he has put the needle to test and found that it was everything we had represented it to be. Our enthusiasm of operators and distributors of Pfanstiehl Needle is increasing, as is shown in the letter received from George Nelson. "Nelson is with the Denver Sales Company. He said that some operators in his territory are receiving 6,000 plays with the Pfanstiehl Needle, while others are receiving 4,000 plays for the needle, this letter illustrates the results that many of the operators are receiving." Molding is an art that is not an exceptional case but merely as an extension of the many letters we receive every day."

Philadelphia

Philadelphia, Oct. 5.—"The introduction of the long-headrowed coin machine movies is promised this month," Mario Castagnaro, John Sitz, and Ralph Hammeras, distributors for the Techni-play company, have advised operators that they expect to be ready with the machines soon.

Sylvia Proos, singing at Club Bali, glasses in hand, is busy in local papers over the fact that she is one of the few women making the machine movies. Emphasis on that angle is expected to help the situation, especially if Si, Max, and Joe Kaminer, operators of the "Bali-Chicago" are caught. It is claimed by distributors like Casper, who have invested for the promotion franchise in this territory, that Si, Max, and Joe Kaminer have been sent to the Pfanstiehl Company and that they have gone away looking for new machines with the Pfanstiehl Needle. Target machines, which have been so good all summer, are getting a fresh play all over again. Operators at targets, who have caught the fancy of the players as much as the airplane shopping.

Thomas F. Joyce, vice-president and advertising director of the RCA Manufacturing Company, Camden, N. J., was slated over the comment of records and phonographs. The song hit "I'll Never Smile Again, Joyce told a meeting of company employees, was first declared a flop. After being recorded by Victor 35,000 records were sold in all. Another indication of the rise of the phonograph in public music sales is the fact that H. J. Bond, RCA commercial vice-president, who pointed out that two years ago an average of only 500 units for playing records and automatic record changers were manufactured weekly by the company, Production for the balance of the year, he said, has been stepped up to 15,000 weekly.

It was quite an event last Sunday (29) at the Nineteen Hotel for the amusement machine industry, occasion being the wedding of Bill McBeth, treasurer of the Philadelphia Amusement Machine Operators' Association, and Enter Rosen-berg.

Sanitary Automatic Candy Corporation had a display at the annual convention of Allied Theater Owners held the last week in September at Hotel President, Atlantic City. Max Bank, was charged, explaining the candy vending machine, with free samples as well, to the theater owners, all potential location owners.

Morlon Howard's South 15th Street record shop always carried the slogan, "Where It's Fun, To Buy Music," and now that he is moving the counter to the next building, it is being edited to read: "Where It's More Fun Than Ever."

Current gag among the music machine operators, in view of the increased popularity of record programs on the radio is the one about which suddenly went off the air the other day—a man of phonograph needles.

All the night club comedians are incorporating the bit from the Phony Drive, byight movie into their routines, and it seems that no evening at any night club in town is complete without one of those impersonations of the gent playing a phonograph.

Molly Jacobs, secretary of the Pasadena Novelty Company, back from her honeymoon and getting used to being called Mrs. Donald J. Freeman. It was a September 15th matrimonial merger.

Ed Westen, the former University of Chicago drop-out, has sold his millionth writing record as local salesman for Columbia Record Corporation.

Coinage of pennies at the Philadelphia Mint in August set a new record with a production of 60,201,727. The previous record output was 56,486,750 in July. An extra force of 300 skilled workers has been taken on, bringing the total to 850 on a 24-hour-a-day basis. Officials at the Mint said that the increased activity will continue at least until January 1, pointing out that the demand for pennies is caused by the odd-unit tax on automobile insurance admissions and cigarette vending machines. As a result of the increased production at the Mint, the deficit on orders has been reduced from as much as $150,000 in certain coin denominations to between $2,000 and $3,000 a day. All coinage for foreign countries has been stopped until domestic orders are filled.

Buckley Music System, Inc.

4225 W. Lake Street, Chicago—Ill.

EASTERN BRANCH: 600 BROADWAY, BROOKLYN—N. Y.

TOUCH-TOUCH-TOUCH!

THAT'S WHY MORE AND MORE MUSIC OPERATORS ARE INSTALLING THE BUCKLEY MUSIC SYSTEM WITH DIRECT ACTION! IF YOU HAVEN'T YET Got ALL THE DETAILS, GET THEM TODAY!

NEW JERSEY MUSIC OPERATORS

GET 30 DAYS' FREE TRIAL ON BUCKLEY MUSIC SYSTEM

EVERYTHING YOU WANT IN AN AUTOMATIC PHONO NEEDLE

S A M P L E 35c.

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MASTERCRAFT BADED COVERED

For Automatic Coin Phonographs

For Every Size and No. 4 Adjustable Pad Phono Machines, All Makes $10.25 each

For Every Size and No. 3 Adjustable Pad Phono Machines, All Makes $6.25 each

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1014 E. 23rd Street

CHICAGO, ILL.

ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS.
Manhattan Distributing Opens New Offices With Gala Party

Attendance runs over 1,500—Eisen, Margolin perfect hosts—talent present

NEW YORK, Oct. 7—Joe Eisen and Dave Margolin, of Manhattan Distribut- ing Company, Wurlitzer distributor in metropolitan New York, introduced themselves officially to the music mer- chants yesterday with one of the finest parties ever held by the trade in this city. Beginning at 2 p.m., guests poured into the spacious headquarters at 52 West 45th Street until the early hours of the morning. It is estimated that some 1,500 people took in the affair. Food and liquor were plentiful. In keeping with the policy of giving nothing but the best, Joe and Dave hired the services of Loui- sherry, famous caterers. The offices and showrooms, designed by Paul Puder, had only been completed a few days before and were the main attraction.

Wurlitzer executives who came into the city were Carl Johnson, Bob Conner, Jim Broyles, Mike Hummernagel, Bill Baten, Lee Hayden, Walter Hend, Dave Joe, Darwin, and Mort Twiller. In addition to Eisen and Margolin, Jerry Thunner, Milton Schwartz, Florence Colby, Joe Peres, Jules Peres, and Janis Russel, of the Manhattan staff, all joined in to assist in making the guests happy. Recording, radio, and stage talent was part of the elaborate entertainment sup- plied. Among those who appeared were Jack Leonard, Abe Lyman, Frankie Mas- ters and his singing star, Marion Prager, Betty Allen, Dina Shaw, and the Char- lottes. Many vocalists appeared out of town. Many wires of congratula- tion were received for the effort

televised to capacity from good with- out.

Manhattan Distributing raffled off a Wurlitzer 700 and the winner was Lord Gunn, of Brooklyn. A consolation prize of $50 was presented to Mr. and Mrs. John Moskow.
Talent and Tunes Supplement
Inspires Columnist To Study
Success Formula of Phonos

CHICAGO, Oct. 5.—In his column "Sharps and Flats," Robert M. Yoder, acknowledging the Chicago Daily News, comments on the automatic phonograph business as the latest Talent and Tunes Supplement. Published by The Billboard (September 28). With the permission of The Chicago Daily News the column is printed here in its entirety. It appeared in the paper's issue of October 1.

"Probably never before has anyone shown such tender regard for what the public wants in the way of music as now, when there are 5,000 to 10,000 men who would dearly love to humor the public's slightest whim. These, of course, are the nation's music box operators, who profit by a ring of bells every time they provide a successful number. As yet, even under the music business, big improvement, the magic formula hasn't been found—the key to what makes a hit tunes that are as popular as they are so much alike. But it looks as though you and I, at least, the makers of the music boxes are trying very hard indeed.

"The Billboard magazine, for instance, devoting considerable space to this problem and publishes reports each issue of 30 correspondents scattered on 20 key music box centers that are making a name for themselves. If the Detroit salon crowd is tiring of Ain't It a Shame About Mame and is turning to No Name Blues, the well-informed music box operator knows it as fast as The Billboard can slip the word to him. And the other day, in an excess of the scientific attitude, The Billboard carried a whole symposium on the subject, with leading minds of the music box business agreeing on how they go about it. Fortunately, it appears that the end is not yet in sight.

"That's still valid.

"Charles D. Altro, for instance, operates the Maestri in this very city, and if you think pleasing those Yale music box lovers at the Maestri is easy, then take a look at them, The One O'Clock Jump! when they have first play on a constant rent hits, it appears they may flop up at Yale as it may be, and even the smallest bands may cross interest whatsoever. What do they want, then? music, says Mr. Altro, they seem to go for music by each of the bands playing in the St. Regis, Savoy Piano, or the Rainbow Room.

"The students, he adds, are not always Mr. Altro's paper, and you see that outgrowing the young music lovers of Yale is no pipe.

"A little more confidence shines forth in the report of the symposium, one by Everett Johnson, writing from the Harlem area. Not that Mr. Johnson knows a sure-fire test for an ace-nickel-grubber, as the ads call it, but he's working on it. He knows, for instance, that the 14 to 18-year-old Southern Negro Harlem soda fountain group will respond to hot swing, while it is well to mix in a little sentimental music for the more doddering 20 to 25-year group. For the next classification, the 25 to 40 probably married—beer—garden set, he chooses straight sentimental. No live, no mixture of jive and sentimental. Just good, hearty sentiment.

"That you may say, is doing it down to the time it's due, but you are smiling too soon. None of Mr. Johnson's findings, it is plain, will be any good to Louis Herman, of Mount Vernon, New York, who must cater to the music box aficionados of Westchester county, where joke mice, he knows, are hunting with representatives of the smart set. For anyone to maybe nab these, his experience shows that the music has to be soft and sweet.

"Yet his experience is no help to Max Lipen, of Detroit, who supplies phonos music for the Detroit mother for the drinks of Detroit's saloons. This is a commercial piece of work, yet Mr. Lipen has learned to set out a variety of hits. 'The typical band,' he writes, 'is a little world in itself—a true cross section of the music business. It never lasts more than until midnight it closes to every type of music. We are in the music business, think, we will find the answer. What please a typical Detroit tavern full of typical Detroiters, is a cross-section of the country. But no. All Mr. Lipen has discovered is that Detroit likes its music mixed. He loads his Detroit juke boxes as you would punch a picture book—two hillbilly, two Viennese waltzes, two polkas, four ballads, and so on. Obviously, altho we've heard from Westchester, Harlem, Detroit, and Yale, we've closer to the ultimate truth than if we'd caught a nap.

"But it is easy to see just now valuable the formula would be. According to The Billboard, there are 400,000 music box operators in the country, and while this is higher than some other estimates, it doesn't sound improbable, only discouraging. Assuming that they were all in play at once, it would mean that patrons paid in $400,000 in nickels or $20,000. Continuing this bad dream, suppose that some Geron Tizzie should turn out a wonder-record music box fans would play 15 times an hour eight hours a night. On 400,000 machines this total would bring in $2,600,000 a day. As it is, a tune played only once a day brings in 2500 and gets 400 repetitions. It indicates the possibilities, both for revenue and for such musical punishment as the country has as yet not even dreamed of.

"ROBERT M. YODER.

"Editor's Note: The author, Mr. Yoder, used the term "juke boxes" in his column. We have substituted the more favorable term, "music boxes," instead.

Seattle

Seattle, Wash., Oct. 5—Business is on the up-and-up, and dealers in the State are finding themselves filling future transactions and activities.

Joseph Kolodny, executive secretary of the State Association of Tobacco Distributors, visited the Pacific Northwest for a week. Kolodnys from his state are the only ones in the country, and at the evening meeting, where general discussions of the Wash. State, will be, the Wage and Hour Law, and other legislation pertinent to the tobacco and candy business were held. Many tobacco dealers agree that the value of business and profits are augmented right now because of the games that have installed. They are magnets that draw the trade and leave money in the cash registers.

Keeney Wall Boxes are becoming more plentiful hereabouts. The Half Way House, popular eating place on the Seattle-Tacoma main highway, has installed the equipment.

Moving picture theaters have found their experiments with candy, popcorn, and soft drink machines so satisfying that the machines will be permanent installations. The West Coast Automatic Phonograph Company, of which James O'Neil is manager, has placed the bright, shiny machines in the downtown district theaters.

Northwest Sales, Inc., distributors of Book-Ola phonographs and Dial-a-Tunes report business has been exceptionally good.

Anti-aircraft games are proving more popular each day—the players seem to respond to these machines with a patriotic spirit. Pleasurable and educational, the games are recommended by operators and distributors.

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EDDY HOWARD (Columbia) Love Lies—V. Stardust in the Dawn—V.
Howard's customarily capable singing style takes care of a couple of ballads here that make nice enough listening without being particularly of extra-ordinary saving. Lou Adrian's smooth little-filled orchestral backing, deep-toned, matters much more than the star of the desk might care to admit.
WAYNE WATTS (Vocalion) I'm Training For Ships That Never Come In—PT, VC. Some Of Your Sweetness—PT.
King turns away from waiters temporarily to lend his soft, slow, typical styling to a pair of soothing numbers. Highlights are the singer's alto sax on the B side and some exceptionally listenable string work on its companion. But on the whole it's evocating rather than listenable.
DOROTHY LAMOUR (Blu-ray) I'm Gettin' Sentimental Over You—V. There's Danger In Your Eyes, Cherrie—V.
La Lamour shows again that she's just as much at home with a song as a string. Taking Tommy Dorsey's theme and an oldie of several years back, she lets her scat-sing voice loose on them in such a way that they sound new all over again. It takes definite vocal ability to project TVA. musical signature and make the listener forget all about Tommy's trombone.
AL DONAHUE (Okeh) Fifth Avenue—PT, VC. I'm Afraid to Laugh—PT, VC.
Donahue generally smooths out an appealing sweet-swing or pian swing as the case may be, and here he delivers again. Neither the songs nor the renditions are outstanding, but the sum total is danceable, listenable, and saleable enough as a result.
LARRY CLINTON (Bluebird) My Buddy—PT. Dig Me, Honey—PT.
This is a sort of thing for which Clinton is famous—taking a slightly surmised standard (for class, four) and making it ride thru a driving, heated swing arrangement. Buddy is not as good as Larry has done in the past, but his timing is note-perfect. His croon is once more a reverse. But his's in his particular style, and that can never be totally bad.
SHEILA BECHTEL Blues for You, Johnny—PT, VC. Ain't Misbehavin'—PT, VC.
Musically, the Bing Crosby picture tune on the first side has a few added lyrics touches, Larry's scatting is fine vocalizing, and in the few measures the band has to be of a different instrumental, or vocal, the net result is flat and a waste of listen-
ting time.
RUTH CLARK (Bluebird) The Moon Over Medinah Square—PT, VC. A Prairie Fair Tale—PT, VC.
Misty, the Bing Crosby picture tune on the first side has a few added lyric touches, Larry's scatting is fine vocalizing, and in the few measures the band has to be of the usual instrumental, or vocal, the net result is flat and a waste of listening time.
MORRIS AYRES (Bluebird) Goodnight, Mother—PT, VC. Two on the Aisle—PT.
Still using his alto sax style to fine advantage, Ayres couples couple this song with a conventional ballad. Nice vocal on Mother, and that sparkling alto voice on the A side (as usual) are the highlights.

THE SOUTHWESTER each of its FAMOUS PIG STANDS—and the pig stands boast of the Seabury remote radio hookup, reports that Seabury Wall-o-Matics have boosted play earnings considerably.

XAVIER CUGAT (Victor) Almendres—Damon. Cat's Serenade—Congo—VC.
With the word "oat" having the added meaning of swingster nowadays, there may be people who'll rush this disk home from a music store counter only to discover that it's a new twist to a couple of old standards. I'm afraid this one, which the reader doesn't refer to jitterbugs but to Lor- rettas Clements and his big move vocal chorus. Good Cugat, as always.

HORACE HEDT (Columbia) I Am an American—Instrumental; VC. Yankee Doodle Boy—Instrumental; VC.
Hedt comes up for the nth time with a patriotic instrumental. Is it the old George M. Cohan ditty on the B side the best thing he has done along these lines yet. Frankie Carle's piano chorus is excellent. The American side is not the America of the Gray Gorroon and other recordings. It's a dif-
ferent number that Hedt has had in his repertoire for some time.

YVETTE (Bluebird) We Three—V. Two Dreams Met—V.
You either like the heavily accented rhythms of Yvette, or you don't. Unless you do, the French passages are hard enough to make you give up before the three minutes are up. Forgetting the actual music for the moment, there is nothing unusual about the arrange-
ments. Except the accept.

HERMAN BRIGAN (Victor) Ain't She Sweet—PT. Spy—Spy—PT.
With Bunny Berigan in the process of making his big break, Cugat again releases this a week a pair of sides he recorded with his former sideman. Hight-
lighted, of course, are the typical ceil-
gong-driving Berigan trumpet solo, with gong sax and piano passages to break it up.

KAY KYSER (Columbia) What's What—PT, VC. Looking for Yesterday—PT, VC.
Kysers is one of the wackiest guys yet put out by this expert of showmanship His trick of crazy in its parody of quiz programs, but it's silly enough to be genuinely laughable. Yes-
terday is decidedly anti-climactic in its straight, conventional arrangement.

HORACE HENDERSON (Okeh) When Dreams Come True—PT. Fling-
ing a Whoopee—PT.
Fine good, fast sax work, and good rides in general by the boys make almost all the swing division of this side. Henderson's first-class arrangement demonstra-
utes itself all the way thru with sides.

TOMMY DORSEY (Victor) We Three—PT, VC. Tell Me at Midnight—PT, VC.
The golden Dorsey horn and the fine Frank Sinatra vocalizing combine once again to put forth a scintillating, almost over-the-top pair of two pop tunes. The second number is a classic closing theme which is recorded on a whole series of soundies.

JACK LEONARD (Okeh) Only Forever—V. One Look at You—V.
Leonard has been getting better on his starring disks ever since his first re-
lease a couple of months ago, on which he showed none of the quality that made him popular when he sang the choruses for some of his better tracks. This one, however, turns out nice treatment from him.

WILL BRADLEY (Columbia) I Could Make You Care—PT, VC.
A band with the inherent quality of Bradley is not often found. It's a typical outfit of a couple of lackluster ballsters and makes them sound better than they really are— which is what happens here—but by the same token, when it deserves a good time, it gives a better than selec-
tion.
Talent and Tunes
On Music Machines
A COLUMN FOR PHONOGRAPH OPERATORS

"Let's Find a Song," which is also used in his forthcoming RKO pictures. Under the ravaged recording department set up at Columbia, Mark Zuckerman and his associates have made a record by Columbia and Victor to record Is It Love, or Is It Marriage? and What Are the Girls Gonna Do For Loving Me? Records will appear on the Columbia label for Columbia. Leonard Joy, record manager for Columbia, is the recording manager for Victor, is negotiating with Helen Kane (former boop-a-doop girl) for Record Is It Love, or Is It Marriage?" - Deanna Durbin Songs

**Following is a list of reports from operators in various sections of the country who have mentioned artists and songs as local favorites, in addition to the national leaders listed in the Record Guide.**

**Territorial Favorites**

1. **New York:**
   - We Three. Ink Spots. Ray Herbeck.
   - Herbeck, an attraction at the Log Cabin, Armonk, N. Y., for the last few months, has made many records in that period but none is as promising as the one mentioned above. Operators claim that the tune has possibilities on locations. Herbeck leading in the classy spots. While the Ink Spots dominate the colored sections.

2. **Denver:**
   - There I Go. Vaughn Monroe.
   - A new tune and a new band, both coming up strong on music box locations. The song was published by Broadcast Music, Inc., and is one of the first to get coverage among operators. Monroe, a comparatively newcomer in the field, has fashioned a commercial recording out of it, operators say.

**Proving its superiority on thousands of locations**

The New and Improved 4000 Play Pfansiehl Coin Needle Machine

No break in period. A special high polish applied to the needle point gives an extra life to the needle. Operators claim they have extended its useful life by 3 or 4 records. A well balanced, top quality record. Needle must never be turned. One side of the staff is purposely made flat to prevent warping. Reduces time of servicing. Point will not break off. The special Pfansiehl coating prevents it from breaking off even under the hardest service. Round point assures truer tone with each record wear.

4000 plays. The Pfansiehl needle costs you less and saves you more per 1000 plays. Order your supply today.

**Pfansiehl Chemical Company**

Metal Division

**How To Use Patriotic Records**

The story appearing in The Baltimore Sun, September 14, is one of the most interesting accounts yet seen in newspapers on patriotic records in phonographs. An editorial on patriotic records in The Billboard (July 6, page 84) stated:

"The convenience of patriotic phonograph locations must always be respected, of course, and so the national anthem would not probably belong on a phonograph."

After taking a humorous poke at barflies and the national anthem, the newspaper pays Baltimore operators the compliment that they want patriotic songs like "God Bless America" in their machines and not the national anthem.

**Conscription Trend**

With registration day for selective service set for October 16, the music publishing industry and the phonograph industry are preparing their companies to produce a greater number of patriotic songs and records based on the demands of the government. They may not do anything in poor taste and most of the material will be of the kind that will hold up to the serious nature of the occasion. Electric publishers here have been made by Columbia and Victor to record Is It Love, or Is It Marriage? and What Are the Girls Gonna Do For Loving Me? Records will appear on the Columbia label for Columbia. Leonard Joy, record manager for Columbia, is the recording manager for Victor, is negotiating with Helen Kane (former boop-a-doop girl) for Record Is It Love, or Is It Marriage?" - Deanna Durbin Songs

**Notes**

Tedly Wilson, pianist who recently formed his own company in Hollywood, and Columbia, has signed Benny Goodman. Goodman's take his name back to make fresh records for Victor. Several recordings of tunes in the picture "Down Argentine Way" are being rushed to get on location by the time the picture is in distribution. . . . One of Buckley's already on the market is "This Is Dreams," with a feminine voice, singer.

Roy Rogers, cowboy star, is Deanna's latest addition to his feature, "The Singing Cowboy," Bob Crosby will record his own song...
Record Buying Guide

An Analysis of Current and Recordings From the Standpoint of Their Value to Phonograph Operators

**GOING STRONG**

Recordings listed below are currently the biggest money-makers in automatic phonographic lines. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operators in the country. Recordings listed without explanation are those that have been reported under this heading for one week or more.

Maybe, really hit the road from those days. The era that has found new life in its 1940 reissue. It's steady, regular, and a pretty good bet that INK SPOTS' MOTTIN' THE GRASS carried it to the point of being one of the top coin phone numbers of the season. The group has the only recording to measure anything in a widespread, general way.

*N I'll Never Smile Again* (11th week) TOMMY DORSEY.

What's Wrong With You? (26th week) GLENN MILLER*.

Blueberry Hill (4th week) GLENN MILLER, KAY KYSER*, RUSSEL MORGAN*.

I'm Nobody's Baby (6th week) JUDY GARDLAND, TOMMY TUCKER*, BENNY GOODMAN*.

**COME UPING**

Recordings listed below are those which operators report are not yet top-notch money-makers but which are growing in popularity on automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operators in the country.

Practice Makes Perfect. Getting better all the time in the music machines is this BILLIE tune. It's not completely and universally popular yet, but if it does not slack off for any, another week or two may find it enjoying unanimous nationwide favor in the boxes. It's still a good 'OKE in the Coun'try, and it just keeps getting better.

Ferryboat Serenade. Also getting better, after a momentary setback last week, is this follow-up to* MOOD INDIGO. Song is drawing more and more nickels. The number will undoubtedly get even stronger, because its publication has not yet run into the wires and drive that they intend to use shortly. GRAY GORDON and the ANDREWS SISTERS still have no competition from the other recordings on their chart.

That's For Me. This seems to have been a week of considerable improvement, as the standing of this up-and-coming coin phone item, and the BING CROSBY disk here is no exception. Bing's "Praise the Sun" from his last record is gradually emerging this one as being as big at the moment as it might otherwise be, but is it managing to make a big mark is yet another story.

The Nearness of You. Mixed comment and reports are the thing on this ballad this week. Some operators maintain it's among their most popular numbers in saying that others say anything that it's either too fair or not much good at all, but all are agreed that it's the BING MILLER* record that stands out, with nobody challenging it at the moment.

Crossed My Mind. This cute romantic rhythm song is climbing slowly but pretty surely to a position of importance along the phonograph network. GLENN MILLER* again, this time sided and abetted by OLY LOMBARDO*, is helping raise it to that position with the nickel-droppers.

Only Forever. Still another BING CROSBY pressing to make an impact upon numbers nickeling according to successful music in their machine records. This ballad, also from the Crosby Rhythm on the River picture, has been mentioned in "Possibilities" for the past four or five weeks, and finally it comes out of that category to start its actual phonograph career.

The Call of the Canyon. A promising start has been all but rendered null and void by this week's hit record from some reasons beyond the sort of number that makes excellent phon fodder, and it started off here on an unhappy "week end". Recently, TOMMY DORSEY* have the disks here, but neither is very big currently.

Songs listed below are those which have appeared in "Coming Up" for four weeks or more which are still being watched closely enough to warrant inclusion in the Guide, even the they most probably will never climb into "Going Strong."

**CAO BLUES** (11th week) Weeker and weaker. KATE SMITH, BING CROSBY.

**CROSSBONES**

Whispering Grass. (6th week) Beginning to slip. INK SPOTS.

**POSSIBILITIES**

Recordings listed below have not as yet shown any strength in automatic phonographs but for the most likely to have substantial success among new records. These suggestions are based upon radio performances, sheet music sales, reports from phonograph publishers as to their positions in catalogs as well as on the judgment of The Billboard's music department.

**OUR LOVE AFFAIR**

This hit song from the Mickey Rooney-Judy Garland picture on the Band plays well, and is beginning to attract a little people here and there to phonos. It's going to attract a whole lot more before it's finished, so you'd better be prepared.

We Three. A ballad whose title and idea are starting to lift it into promotion on radio networks and over sheet music counters. A few ops have alread, been sufficiently attracted by that prominence to place it in their important phonograph charts.

**DO ME DADDY, EIGHT ON A BAR**

Will Bradley's record of this has caused a great deal of talk, and now GLENN MILLER* comes out with a disk of the same title. As the ANDREWS SISTERS. Any one of those three hits is quite likely to catch on in the boxes in the proverbial big way.

**FALLING LEAVES**

Few music machine operators will ever forget Frankie COLUMBUS' hot hit of a year ago, "Dancing in the Dark." Here is another "Dancing in the Dark" and the composition in the same vein, with a melody every bit as bit as "Dancing in the Dark," GLENN MILLER* has the disk of it, and is using the same treatment that this band applied to "Sunrise."

**GOODBYE MOTHER**

A good number that is started to meet with some success in DICK JURGENS' version. This has a great deal of what's necessary to create a phon hit. * indicates a vocal chorus is included. Double-meaning records are purposely omitted from this column.

 Gentlemen: Please forward the records indicated above, as soon as you have received them. Your number name, Please return this form. Use the address given and any other item that you may need.

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**ATTENTION—Phone Operators**

Lawrence Duchow's

RED RAY POLKA Device 2543

RED RAY WALTZ Device 3022

Booking Address: HILBERT, WISC.
The equipment you buy is only as good as the manufacturer behind it...make sure that the organization with which you deal is big enough—all ways—to give you the support that maintains operations at highest levels of efficiency and earning power!

**Seeburg Leadership**

**OFFERS YOU:**

**PROGRESSIVE, NEW IDEAS—**

"FIRSTS" THAT PUT YOU AHEAD!

* A COMPLETE LINE THAT MEETS EVERY REQUIREMENT OF AUTOMATIC MUSIC OPERATING!
  - Seeburg Symphonolas
  - Wireless Remote Control with the Pushbutton Wall-O-Matic Selector, the Portable Play Boy Selector, the Deluxe SpeakOrgan
  - Wired Remote Control with the Pushbutton Select-O-Matic
  - The Seeburg Central Station, a Complete Broadcast Music System for 10 or More Locations

Seeburg

J. P. SEEBURG CORPORATION 1500 DAYTON STREET CHICAGO

FINE MUSICAL INSTRUMENTS SINCE 1902
Skyfighter Sets
New Sales Record

NEW YORK, Oct. 5.—Manufacturer of Sky Fighter, the International Muto-
scopic Corporation, New York, reports that the gun has established a
new high in sales. "Some of our dis-
tributors have sold all the guns that were put into the
market at the present high pace for many months to come," declares Sales Man-
ger Earl Winters.

"We have had suggestions that we
make Sky Fighters one of our standard products," continued Winters. "It has
been stated that the anti-aircraft machine
gun will maintain popularity for years.

"The demand on the product is greater
than we have ever enjoyed on any pre-
vious machine. Not only has it set a
sales record, it has also figured in the set-
ing of a production record in the
factory. We have turned out Sky Fight-
er faster than we have any other product
previously manufactured."

"Columnists know that our careful and
delicious manufacturing is maintained
depth of our production. Manu-
facturing requirements and
in every detail of our automa-
tic and semi-automatic machines,
"Skyfighter is equal to our Photo-
tronic in production manufacturing.

Sugar Quota May
Continue in 1941

WASHINGTON, Oct. 5.—Candy
prices will increase if the quota sys-
tem is not temporarily raised and au-
nomously approved by the Senate finance
committee, according to a letter written
by U.S. sugar producer, now.

The measure authorizes the Secretary of
Agriculture to continue or discontinue the
determination of sugar consumption requirements
and allocation ratios, but not to sugar-producing years.

The bill continues a 50-cent tax on
each 100 pounds of sugar purchased.
Proceeds are used for benefit payments to producers, as well as for
revenue coming from the sale of surplus sugar.

The measure is also expected to ease the way for the Senate finance
committee to continue the sugar quota system through 1941 if Congress
pass it. The sugar quota bill was initia-

Kaycee Vending
License Break

KANSAS CITY, Nov. 5.—Vending
machines in Kansas City would be ex-
empt from the present 50-cent tax on the
investment, the makers claim.

Marcor Vender
Well Received

NEW YORK, Oct. 5.—A time payment
plan which allows the merchandise ma-
chine operator to amortize the cost of
the machines from his profits has proved
successful to the highest degree as evi-
denced by sales, according to reports
received from the firm of Marshall Curbelo.

Marcor Vender, regarding its recent offering, the Marcor 1-4-3
unit.

In this way the operator can improve his route and realize more profits by
managing his initial nominal payments
and allowing the machine to actually pay for itself within a short time.

Marcor and other vending operators are reported
installing the Marcor Vender alongside machines
in their present locations. As
operators receive, the additional few
minutes needed to service the Marcor Vender is more than worth while and will
be as the price of cigarettes.

The Marcor Vender is expected to
be available in about $5000 to $7000
in stores and carry its own name of
Elizabeth.

Many operators have expressed interest in the Marcor Vender as a
possibility between the two machines.

Candy Trade Urged
To Prepare for '41

NEW YORK, Oct. 5.—The Confection-
erie Creme World, a trade paper,
urged the candy trade to be prepared for
the "legislative season" that will be
next year's counterpart to the convening of many State legislatures in

The candy trade will be interested in the
markets and laws that will be
proposed to conform with the Federal Drug, Food, and Cosmetic Act of 1938,
which has been in effect in New York since July 1, 1939.

According to the candy trade paper, all
States have thus far enacted conforming State laws to the Federal statute.
More than 40 State legisla-
tures will be in session by 1941. Some of the inspection and labeling require-
ments in most statutes will relate to candy.

Denver Cigarette Appeal
Keeps Business Waiting

DENVER, Oct. 5.—The Denver city
cigarette tax question is still pending be-
fore the State Supreme Court and keeps the
cigarette business here in an un-
settled condition.

Revenue reports indicate the city
will receive more than $18,000 in the
first year's collections. If the cigarette tax is not approved by the
State Court, the city may receive over
$85 per cent of the revenue coming from the city tax.

As to why the State legislature is
protected, store owners are seeking a
judgment whereby the city tax can be
brought back into the court with the
belief that the state will be asked to
abrogate the tax, and the until
the issue is settled.

They sell about $5000 wholesale and retail tobacco licenses with the occupa-
tional fee being $65 per year.

Tax Pennies Up Use
Of Penny Venders

CANTON, O., Oct. 5.—A new corps of
toys and novelties machines has sprung up
in this district as a result of the rise in the retail price of cigarettes. They are
in stores and bars, handy to the cigar counter or cigarette machine, with cig-
ettes selling at 15 cents the city over the
today, the shrewd owners figured they
might as well snatch those extra pennies received as change from 20 cents.

Evie Vender Demand

CHICAGO, Oct. 5.—Chicago newspa-
ters report that the Cohn Company, makers of the cooked vender, anticipates that putchi-
ing machines will reach 100 a month
in all localities where cig-
ettes selling at 15 cents the city over the
today, the shrewd owners figured they
might as well snatch those extra pennies received as change from 20 cents.

IF YOU WANT THE BEST IN BULK VENDING—BUY

Northwestern

More than ever Northwestern leads the bulk vending industry for high quality, built for years of dependable, service. Submit your requirements today for complete details!

THE NORTHWESTERN CORPORATION
208 N. Armstrong St., MORRIS, ILLINOIS

... FOR SALE...

ALL A-1 Reconditioned Cigarette Machines

186 National & 8-6 National
4-6 National
2-5 National
1-5 National
1-4 National

Also Candy, Gum, Nut and Penny Machines

Mumford & Co., 158 W. Church St., Chicago

E & S CIGARETTE MACHINE EXCHANGE

Sells and buys all makes and models of cigarette machines, candy, gum, nut machines.

156-29 Liberty St., New York, N. Y.
N. Y. Takes Over Two Million in Cig Taxes

ALBANY, N. Y., Oct. 5—New York State's 2-cent-a-pack cigarette tax drew $2,000,000 in the month of August. This was slightly less than July collections, but more than $1,000,000 ahead of August, 1939.

The State Department said that the yield in August, fourth consecutive month to exceed $2,000,000, brought revenue for the month of 1940 to $5,270,079. Jobbers and others acting as agents for the Commissi

New York State, by virtue of popula-

tion leadership, is the largest cigarette tax collector of the 26 States which tax the product.

**Minneapolis-St. Paul**

MINNEAPOLIS, Oct. 5—Appointment of J. Klein and Company, Balboos, Canal Zone, as agency for Spin-O has been announced by Manny Levine, head of Spin-O Sales Company here. "With a large de
tachement of United States troops stationed in the Canal Zone doing defense work," Levine said, "the appointment of this firm and Company as our agency comes at an opportune time."

Maurice Strong, colored coin machine operator and an officer of the Klein and Company, specializing in automatic phono-
graphs, said that his quarters are crowded with orders from the State's patrolmen.

**Gottlieb's Gold Score is Doing Big Business at Hy-O Games, According to Hy Greenstein, head of this distributing firm. Seeburg's remote control has been mounted at the machine and is drawing heavy play.**

At La Beau Novelty Sales Company, Groebstein's Mercury and Liberty are in great demand. Jennings' Bob-Tails are getting a great deal of play, according to N. L. Greenstein, manager. The company has mounted a concerted effort to gather into its quarters a large stock of used machines, which are available for the fall and winter.

A recent visitor to this section was H. C. Abbot, of Chicago, representing the Rock-Ola people.

**Boston**

BOGTO, Oct. 5—Apparently one of the oldest music machines still around, an antiquated coin-operated phonograph bearing a trade name believed to be "Rogina" has been unearthed by Ben Wells of the Apex Coin Machine Company. He has been tinkering with it and hopes to have it in good working condition for demonstrations. The machine takes pennies, nickels, dimes, and quarters and vends a stick of gum each time a coin is inserted. The box holds eight steel records which must be played before vending is possible. It is believed the machine is over 15 years old.

Figures are expected soon on the trend in cigarette vending since the addition of federal defense taxes. Machines are now selling packets for 5c and 10c per reel. The exception is for a few operators who are not members of the C.S.A. The result of the entire sales of penny cigarette vendors reported.

Harold Budman, of Pinley Music Company, will be married tonight to Dorothy Cutler, of Chicago, Miss. Budman is a survivor of the Chicago fire.

Considerable interest is being shown in the first two wired music installations in Cambridge, Mass. The installations are at Charlie's Tap and at the Flag Club. Players in either of the spots can dedicate numbers to persons they know to be in the other location.

Bert Pinberg recently closed his sum-

mers arcades located at Howes Wharf, Boston, and at the boat wharf in Watert-

ask, Mass. Pinberg also had the con-

ception on the boat line which ply between the Boston and the amusement center.

Al and Mike Coulter, of the MAC Vending Company, Worcester, Mass., in Boston for buying trips, reports business good.

Chief subject of conversation is still the increase in business which has re-

sulted from the effect of the war on these or-

ders in many New England mills.

Ralph Cobbold, Massachusetts Cigare-

ette Tax Administrator, reports re-

markable business for the year so far. The 10c cigarette vending but has had no appli-

cations for licenses as yet.

Operators in town for their fall buy-

ing trips will have no trouble in finding the Bally Rapid Fire. In some cases three or four have been seeing their turn to take shots at the diving submarine.

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**ANNOUNCING**

At last a COMPLETE SERVICE for all Msde. Vending Machine Operators

**Write one order—Pay one freight**

**SALTED NUT MEATS**

**BALL GUM** (5c dia.)

**5c PACKAGE CANDY**

**HARD SHELL CANDIES**

**CHARMS**

Write for price list

**PAN CONFECTIONS CHICAGO**

ONLY A FEW LEFT—USED CIGARETTE MACHINES—LOW PRICES

FEATHER TOUCH—STEWART & MCIQUE—8 COLUMNS..............$49.50

MASTERS—6 COLUMNS—CHROMIUM FRONT (With Medal Stand)........19.50

NATIONAL 9-30 (With Encl. Stand)..................49.50

NATIONAL 9-30 (Locking Enclosed Stand)...........139.50

NATIONAL 10-40“GI” (With Medal Stand)...........42.00

NATIONAL 10-40“Gi” (Locking Enclosed Stand)........119.00

BALANCE—C. O. D. ..........................$55.00 EXTRA

WURLITZER, ROCK-OLA, MILLS PHONES, Perfectly Reconditioned. Low Prices. Write

Babe Kaufman

250 W. 54th St., N. Y. C. (CIRCLE 5-9415)

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**Voids Vending Tax**

PHILADELPHIA, Oct. 5.—The city license fee on vending machines was voided here by the Allegheny County Court following an appeal by Jack Bradley, operator. The court ruled that "ordinances are attempting to exer-

cise police power delegated to it in order to restrict or prohibit a business which is out of the province of the subject for regulation under po-

lice power. Assuming that the business of vending general mer-

chandise is a business, the present ordinance, is unconstitutional in that it discriminates arbitrarily and unreasonably between this method of doing business and the method used by storekeepers who handle the same merchandise."

The ruling did not include amusement machines also li-

censed by city ordinance.

with the results being obtained.

Bally's new one-half Long Shot is now.

Davil's new Gold Award, coming soon is on the way, while American Eagle is selling faster than ever.

It is believed that the Sky Fighter is on the increase, while Bally's Rapid-

Fire is making ops happy with the way it is being played. A slight increase in demand for Kenney's wall boxes is being registered which shows the trend.

Take it from Sam Taran of Mayflower Novelty Company, Mills' Spinning Reels are doing a tremendous business. Operators report locations are get-

ting extremely heavy play on this game.

Wurlitzer automatic phonographs, ac-

counting to news from Acme Novelty Company, headed by Ted Bush, are do-

ing a tremendous business through fall and winter season just opening and bus-

iness looks extremely promising.

Seeburg Wall-O-Matic, according to Jonas Bessler, of Amusement Games, demonstrates the push almost to a great deal of ease. Calls for this product, he said, are showing regular increases each week.

N. L. Nelson, of Lakeview Novelty Company, St. Paul, reports his firm is doing good business with the Liberty and Mercury, penny counter games. Jennings' Bob-Tails, automatic console, said Nelson, has been doing ex-

cessively well. Rock-City games with wall boxes continuing as the big thing in this area.

Operators are reporting increased in-

terest in classical records, according to Sid Leidon, of Roycroft Company, Co-

humbour, Pennsylvania. Distributors are re-

ducing prices on Columbia's master works has served as an added incentive and the number of automatic phonographs in the trend to the musical discs is on the in-

crease, London reported.

M. M. (Doc) Berenson, of Minnesota Amusement Games, said business with his firm has been on the up grade, in line with general business conditions in this area. The employment picture is growing and as a result there is more money floating around than ever before.

From Hy-O Games Company, Min-

neapolis, by Greenstein is author of the popular song "Seeburg Shoot the Chutes, gun game, is a big score-maker these days. Arrival of Gottlieb's Gold Score was a big hit at this Games, with Harry Leonard, of H. & L. Novelty Company, the first of the new game. seeburg's remote control moves along at a fast pace, with many new installations reported. Three-score game continues a favorite.

William (Sphynx) Cohen, of Silent Sales Company, reports that out-of-town operators have been coming in to view new merchandise. Operators have been coming in from Minnesota, Iowa, Wis-

consin, and the Dakotas, and all report business very good in their respective territories, he said.
The Billboard
Music Coverage EVERY WEEK is Tops for Orchestra Leaders, Singers, Retailers of Music, and Music Machine Operators.

MUSIC POPULARITY CHART — The BEST SELLING RETAIL RECORDS and HIT MUSIC BEST SELLERS are listed nationally as well as regionally according to East, West Coast, South and Midwest. SONGS WITH MOST RADIO PLUGS are listed showing position held last two weeks, which indicates whether number is going up or coming down. Records most popular on Music Machines are also listed.

SERVICE FEATURES INCLUDE SELLING THE BAND, a weekly review of outstanding exploitation, promotion and showmanship ideas being used by foremost bands. ROUTES of approximately 500 orchestras are listed in every issue. BANDS ON TOUR are listed when ADVANCE bookings of orchestras are available.

COMPLETE REVIEW COVERAGE includes "ON THE STAND" — authoritative reviews of bands in location, in hotels, nightclubs, ballrooms, theaters. "ON THE AIR" — reviews of orchestras on dance remotes. "ON THE RECORD" — detailed reviews of LATEST RELEASES stressing the COMMERCIAL VALUE most artists perform to.

RECORD ARTIST
Bing Crosby

RETAILER
Lottie Cozart

OPERATOR
Harry Cohen
Ohio Specialty Co.

www.americanradiohistory.com
Detroit

DETROIT, Oct. 5—Peerless Products Manufacturing Company, based by Harold Gordon and Ben N. Osher, has become distributor for the products of the Victor Vending Company, as well as for the Pan Confectionery Factory for the Detroit area. The Peerless company recently brought out a new coin counter with an operable end, which greatly facilitates loading and unloading of coins.

Bud Sauer, of the A. P. Sauer Company, reports 350 installations of Rock-Ola wall boxes for the month of September, making this the busiest month for the popular company in Detroit.

Lincoln Amusement Company, managed by Russell Truick and Frank Stauff, has established what is believed to be the largest urban installation of coin-operated telephone-type or wired music boxes around Detroit, under operating conditions in the southern suburbs, with an office on Port Street in Lincoln Park.

The company uses Siegman machines and has signed the response up by officials that the personnel of the firm has been forced to devote its entire attention to this department the last few weeks.

Elmer Clemons, of Fort Clinton, O., formerly head of the Magic Music Company, was in town recently inspecting some coin machines and getting ready for a week's hunting trip to Canada. Elmer is a brother of Edwin Clemons, of Modern Music Company.

M. Y. (Petey) Blum and V. Christopher, of Ajax Novelty Company, were rushed to the company business this week by the demand for new games, with indications that the Bally Rapid Fire II will be the best seller this firm has ever handled.

Thomas (Mac) Herds, operating at the Bally Music Company, has moved headquarters of his company out to Dearborn, a west side suburb. Bally operes a route of Siegman phonographs.

Harry Green, who has taken over the sole ownership of the H & L Vending Company, has moved headquarters of his company Broad Street to a new location on Blaine Avenue.

Louie Markovich, who was a partner with Green in the old H & L Company, has established his own company, the New York Vending Company, with headquarters in blackstone Avenue. The company will operate in the peanut and gum vending field.

Minneapolis, loco-motivally, is a strong believer in the selection of machines that are complementary in operation otherwise machines prove good summer vendors, but their sales drop in the hot weather and he then promotes his nut machines to offset the season.

L. G. Monger has succeeded William Swingler as Detroit manager for the Canteen Company, which has moved from 22nd right to 28th Boulevard Avenue. Swingler has gone to the Chicago Bally Music Company as the confreres of the communicators of the Monger has been in Detroit about 20 years and was former assistant manager here.

Denver

DENVER, Oct. 5—E. Smith, of the Rock-Ola factory, has been spending some time in the Denver area.

Spencer Reese, assistant sales manager for Wurratt, was a recent visitor at the D. H. Ochorn Phonograph Company, Rocky Mountain distributor.

Milton Pritts, Denver operator, has placed two Kayeey anti-aircraft machines side by side at a location and reports good business with the Jasper film. Patrons get a big kick out of firing at opposite screens.

Denver Distributing Company recently installed a super model record machine at a dance hall at Cliff, Colo., for O. M. Yost, operator Stanetn Baskin.

Houston

HOUSTON, Oct. 5.—George French, service man for Houston Rock-Ola Corp, and Bille Wiggins were married in Dal- las September 1.

The new style Siegman phonograph cabinet displayed at the local Rock-Ola Hall office attracted much attention, had received no calls for it. The floor display included phonographs with interchangeable wired music at.

Men and machines were the object of the week. Wittenberger pushed by thieves recently, when two cigarette machines, three phonographs, and two drink-vending machines were broken into and robbed; and Joe Planos, music operator, had his pocket picked.
LOS ANGELES, Oct. 5.—Taking a leading
part in community affairs, the As-
signed Operators of Los Angeles Coun-
ty (AOLAC) recently conducted a cam-
paign for traffic safety, particularly in
regard to traffic deaths among children.

Commencing a year of safety, dur-
ing which AOLAC members' organi-
izations did not figure in any traffic in-
turies, the association's board of direc-
tors issued a bulletin to all members
which was headed, "A Message from
AOLAC" and featuring the slogan

"Have a Heart, Mister"

"This poignant plea coming from
the lips of thousands upon thousands
of school children is not a cry for food,
or clothes, but the plea to let them live.
More deadly than the bombs of the
invading enemy, deadlier than the germ
of disease, is the germ of the traffic
fugitive that daily takes its toll, es-
specially among children.

The AOLAC and its members have
just completed another year of com-
munity traffic safety in which every
member achieved with magnificent co-opera-
tion and excellent results. Once again
this organization dedicates itself to the
youth of this land—now standing on the
threshold of manhood and womanhood
and looking forward with hope to life
of achievement and happiness. Let us
as motorists, keep them, these children
of today, the youth of tomorrow, free
from occlusion on our streets and high-
ways, to the end that the tragic toll of
millions of shattered bodies of our
young people will become a thing of the
past.

"As a group of men continuously driv-
ing into the heart and soul of the
city and county of Los Angeles, you are an
ideal audience with this in mind.

"Truly, "Have a Heart Mister" is a
poignant plea, it must come from the
lips of your own child, for who knows,
"Will Your Child Be Next?"

A few days ago the schools in the
county of Los Angeles reopened, and
country schools are crossroads for chil-
dren, and as one glance thru the eve-
ning traffic, across to the ever-rush-
ing line of traffic fatalities, the slogan
"Have a Heart, Mister" seems to lose
its tragic toll from the wards of the hos-
pitals, thru the tear-stained eyes of
inarticulate children, of yourself and
your family, of your neighbors, if you
will keep this phrase uppermost in your
mind.

"The subject of protection of school
children is right in the heart and soul of
this noble nation. It is strange that while
it is true that the friendly police
officer, the sworn police guard at com-
ter corners does his utmost to protect
the children from harm, that you, sir, your
appeal is made—a special appeal for added
cautions.

"It is true that children are proverbially
dumb, just as we are; and what happens
sometimes during play in the street is
likely to draw a boy or girl into the path
of traffic and it is in that moment of
thoughtlessness that the scoter of death
blows the death knell. Therefore, today, this
week, every day, and every week, and
more especially so while schools are in session,
we again entreat you to take the initia-
tive of department in all traffic safety
movements, for they have the vigorous
support and sentiment of your organiza-
tion. We are depending upon every
member of this group to carry this
problem of co-ordination with traffic
safety to the highest degree.

"There have been many slogans, all
are excellent, but no slogan perhaps ox-
presses better the thought of safety
than "Have a Heart Mister"; for we
expressly state to the motorist, cour-
cing down his heels, his voice raked
with the lowing sound, "Have a Heart
Mister.""

"AOLAC, Inc.,

The 1940-1941 campaign will
be continued, for we are determined
to make Los Angeles the safest city in
the state, and so let the slogan be
"Have a Heart Mister.""

Business Firms

Feel Loss of Pinball Play

NEW ORLEANS, Oct. 5.—Business
houses, especially small establishments,
are beginning to feel the effects of
the anti-pinball crusade here. Six
small restaurants and a small pinball
arcade are being closed.

The paper is said to be feeling
the weight of the house too small
and would be hard to pinch a newspaper.

The case is to be heard before the
complaints of large firms who had
the pinball play as customers. The
large firms apparently lost one of the
most beautiful race tracks in the country,
perhaps due to local crusading zeal by
newspapers.

The loss of business is beginning to
be felt by larger firms, enterprises that are
big enough to speak to the newspapers.
The small places may not count, but they
buy all the newspapers and not letting
the larger firms know that pinball
games help them to stay in business.

Small Locations

Gaining in Trade

NEW YORK, Oct. 5.—C. F. Hughes,
manager of the New York Times, in
his survey of the newspaper business
The Times, September 8, said that small
reports of business gains in trade at the
present time. This recent report
"With retail trade on the upgrade it
is interesting to note that the smaller
stores are enjoying better gains than
their larger counterparts. It is the
usual experience on the tip side as well
as the down side. The larger concerns
do a more stable business. A compara-
tion of department stores with inde-
dependent dealers for the seven months
thus July discloses that the sales for the
former ran 4.7 per cent over the same period
in 1939, while the other dealers recorded
a gain of 7.5 per cent.

"As the figures indicate, the year's
increases were heaviest in lines outside
apparel and similar merchandises. Top-
ing the list for the seven months was an
increase of 21.4 per cent for motor
vehicle dealers. Following them were
household appliance dealers with 10
per cent, jewelry stores with 11 per cent,
radio and musical instrument dealers
within 9.7 per cent and furniture stores
with 9.4 per cent.

"However, independent stores showed
losses for the seven months, although
the food group, filing stations and
house stores were only fractionally ahead
of their 1939 figures.

"In the July report of the Commerce
Department it is found that Pennsyl-
vanian, Ohio, and Washington led the
increases in the breakdown for States.
Cities of from 25,000 to 50,000 popula-
tion enjoyed the best increase, followed
by cities of 10,000 to 25,000. The big
cities were third, although they jumped
into the lead in July."
Trade Groups May Get Hint In Oil Cases

WASHINGTON, Oct. 5.—Charges brought by the U. S. Department of Justice against several major oil companies, and particularly the trade associations with which they are members, will contain object lessons for all lines of business and also trade associations in other fields.

It is in the nature of a test case to determine what business houses can do to throw their trade associations to control price fixing, buying and selling and also to keep newcomers out of a business.

The government charges that the oil companies maintain the American Petroleum Institute and that the members of the trade have unanimously combined to create and utilize the trade association and its offices and workers to carry out illegal trade practices.

The charges infer that the companies had discussed methods for controlling prices as members of the association and that they had agreed on certain practices which would keep "independents" from competing in the oil business.

The cutting prices so that independents would be frozen out is charged against the trade association in General discussion and an agreement on control of buying and selling prices seems to be included in the charges against the group.

Attempts to control gas service stations through levies of money, credits services, and other methods are included in the charges.

How States Get And Spend Money

CHICAGO, Oct. 5.—An interesting sidelight on how State governments get their money and also the object lesson which this revenue was spent in was revealed in the recent report of the State of Illinois for the fiscal year ending June 30.

According to the department of finance, the largest single source of revenue is the motor fuel tax, which brought in the highest amount of $2,987,533. The tax is in actual practice more than 95 per cent of the consumer who pays the tax. This also includes methods for controlling the retail price of gasoline for resellers and makes the highest amount of $2,987,533. The tax is in actual practice.

The sales tax revenue reached the sum of $59,815,200 and more than doubled the last largest income that the motor fuel tax, which produced 685,868, or, compared in the same manner, 18.4 cents of every dollar.

Among the other important revenue sources were the motor vehicle license tax, amounting to $53,128,810, or 1.0 cents of each dollar; corporation and insurance taxes, 5.0 cents; inheritance taxes, 5.0 cents; Federal aid, chiefly for highways, 1.4 cents; and old-age assistance, noted for 11.4 cents of every dollar that came into the State treasury.

In spending side, emergency relief was the chief item, taking $97,079,270, or 1.4 cents of every dollar in the fiscal year. Old-age pensions with $1,082,000, or 0.1 cents, was the other welfare activities absorbed on an additional 1.4 cents, or 11.4 cents per 1,000 of all funds expended by the State went for welfare purposes.

Promoting Ray Gun Play

By RAY MOLONEY, President, Bally Manufacturing Company

A new name for the modern operator would be amusemenchan. I say this because an increasingly large number of operators are actively merchandising their machines, instead of simply setting our outside parks, as if haphazardly, and hoping for a good catch.

For instance, a Delaware operator recently tried the experiment of passing out handbills to call attention to his latest purchase, a Rapid-Fire, machine gun. He reports that his advertising stunt brought a large crowd across the street to the park where the Rapid-Fire was placed. A considerable percentage of the crowd, which flocked to try the gun, out of curiosity, became "regular habit" repeaters.

Another smart merchandising idea is the use of window banners. Numbers cannot be too large, but don't think Ye Ode Sweete Shoppe just needs a window sign. If you pass by a park where the Rapid-Fire is present, turn it around and see what you see egrets on ye cash boxes.

This brings up another merchandising angle and brings to mind the Rapid-Fire's use—selling the merchant on the power of his pin game to increase sales. The Rapid-Fire pin games are played only by regular customers, but Rapid-Fire players are something like melted milks, oils, sauces, condiments, and cigarettes. Thus Ye Ode Sweete Shoppe enjoys extra sales when crowds flock into shop—in addition to ye sweeter egrets on ye cash boxes.

Fourth Year for Denver Distrub

DENVER, Oct. 5.—Gibson Bradshaw, owner-manager of the Denver Coin Machine Company, is celebrating his fourth anniversary in the coin machine field in the Rocky Mountain region. This month, Denver Coin Company, Inc., was incorporated by Gibson, a family representative for Rock-Ola, coming from Rock-Ola, according to Mr. R. L. Evans, company. He was in the operating business for six years. After traveling the territory for several months, he and his mother-in-law, Houston Griffin, formed the company of Bradshaw & Griffin, and distributors opened an office. Early in 1937 expansion of the business brought in several larger quarters.

In early 1937 Gibson bought out Griffin's interest in the firm and moved to its present location at 1014 West 10th where showrooms, stockrooms, offices, and maintenance quarters are located.

A complete service department, headed by Mr. Gibson, is maintained. Gibson's record for adding the first regular factory distributor for a machine in 1924-25 was outstanding, and he has added a number of new machines since that time.

Most all of Gibson's factories have machines. Gibson has been the leader in coin machines and a leader in the industry.

Gibson Bradshaw pioneered the Rock-Ola machine in Denver, has been in the business for 15 years, and is responsible for the success of the company.

Nome's Incorporation

OMAHA, Neb., Oct. 5.—The Coin Punt, 525 North 15th Street, filed articles of incorporation in the State of Nebraska, Oct. 5, to lease coin-operated vending machines. Capital stock was $5,000, with D. G. Miller, B. R. Miller, and O. B. Brown as incorporators.
Retail Sales
Show Big Gains

CHICAGO, Oct. 5—Augmenting reports from various market centers that coin machine men expect a good fall and winter business are reports that chain and department store sales are constantly rising.

The most recent monthly report of chain store sales indicates that sales are approximately 16 per cent above last year, the most favorable year-to-year comparison in several months. Shoe and candy chain-store systems registered large increases in sales over a year ago. A following decrease in mid-year months, sales of grocery and food store variety stores continued substantially higher.

Department store trade of the nation showed an increase of 10 per cent over last year a week in the week ended September 24. This figure marked a new high, as shown in the previous week. Of the 13 districts (Federal Reserve districts), San Francisco showed the largest increase, amounting to 30 per cent. Cleveland came second with a gain of 31 per cent. Other districts reporting increases were Richmond, up 19 per cent; Dallas, 15 per cent; New York, 7 per cent; Atlanta, 6 per cent; Philadelphia, 2 per cent, and Kansas City, Mo., 1 per cent.

Lasses ranging from 1 to 9 per cent were reported by Chicago, St. Louis, and Minneapolis. Boston was unchanged.

Modern Distributions
In Jacksonville, Fla.

JACKSONVILLE, Fla., Oct. 5—Modern Vending Co. in association with Simon Wolfe will conduct a Seeburg phonograph-distributing company at 470 Riverside Avenue, Jacksonville, which will be known as Modern Southern Distributors.

Wolfe has been a Seeburg distributor in this city for many years, and also has gained prominence as the Vice-president of the Florida Music Machine Association.

During Sommer, who conducts Modern's Miami branch, is sending Leon Seiger to Jacksonville to assist Wolfe.

New Inventions
Start New Trends

PHILADELPHIA, Oct. 5—One can never tell how the coin-operated principle will be adapted to new uses and inventions. The coin mechanism industry has made wide use of the electricity-eye principle and it has proved very successful in amusement devices.

Psychologists and psychiatrists have recently been in convention here and one of the speakers introduced a mechanism that was stated to be a lie detector that reads the eyes. Possibilities for semi-automatic ideas may evolve from this device everyday.

The device consists of a chair, head rest, a small white sheet of paper, a light which shines obliquely upon the eyes, and a long narrow black tube in which this light is reflected as the eyes. The stock sits erect in the chair, keeps his head immovable against the rest and looks directly at the little white sheet of paper set in front of him. He tries to keep his eyes immovable. As he does, the investigator asks a few questions and the eyes play no reaction.

The slightest motion of the eyes is recorded as a wiggle in the lines. There is always motion in the eyes no matter how hard a person tries to keep them immovable.

After a short period the subject takes a one-minute rest and then once more tries to keep his eyes fixed on the paper fixedly.

The second test tells whether he has been lying or telling the truth, as he who has told the truth fails in the second look; a lie shows as the liar. The trust-teller's waggly line wiggles more; the liar's does not change much. He can still keep a hold, steady eyes, the inventor said his studies showed.
MONARCH COIN MACHINE COMPANY's new headquarters at 1545-49 North Fairfield Avenue, Chicago. The firm has 3,000 square feet of space covering three floors. Drive-in areas for trucks, elevator service, and specially designed display rooms have been prepared for customers.

More Sky Fighter Arsenals Spring Up

LONG ISLAND CITY, N. Y., Oct. 5.—Thumbing a cue from the success of the Sky Fighter Blitzing Sports Arsenals in New York, a large number of similar spots containing a battery of Mutoscope's Sky Fighter anti-aircraft machine guns are springing up in cities all over the country, Mutoscope officials report. "Ranging locations are already being set up in Newark, N. J.; Philadelphia, and Chicago. Being one complete unit," they point out, "with built-in target, Sky Fighter has the advantage of requiring a minimum of space. Ten or 15 Sky Fighters may be set up in two rows along the wall, with ample space between, in a location of small frontage. The mere sight of this battery of Sky Fighters is enough to attract tremendous attention, as has been proved in the Blitzing spots now in operation.

"These sports arsenals tie in naturally and very profitably with the rising military trend. Americans are beginning to see the need of more avenues of the need to learn to shoot, and Sky Fighter offers them the chance to learn conveniently, thrillingly, and inexpensively."

International Mutoscope Reel Company, Inc., manufacturer of Sky Fighter, reports it is in full production on this machine and still hard put to supply the phenomenal demand. "Never in our 43-year history have we had such a terrific hit," says Bill Gabbin, Mutoscope president. "Sky Fighter was built to help operators cash in on the war news abroad, with Americans becoming defense-minded. It is clicking as few machines have clicked in the annals of the coin machine industry. Busy individual Sky Fighter locations are averaging almost unbelievable earnings week after week. Sky Fighter Blitzing Sports Arsenals have taken the country by storm. The action in these spots is so hectic that many are operating on a 24-hour-a-day basis—and are jammed all day and night."

ATLAS NOVELTY CO.
The House of Friendly Personal Service
2200 N. WESTERN AVE., CHICAGO
OFFICES • Atlas Novelty Company, 1505 Fifth Ave., Pittsburgh.

ADVVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS
TOT, RECORDIT
Keep Western Busy

CHICAGO, Oct. 5—"Speed up production! That is all we seem to hear throughout our factory," claimed Dean Anderson, Western Products, Inc. sales manager.

"Our counter game 'Tot' and our new Recordit are holding the spotlight in the coin machine industry. 'Tot,' the world's smallest counter machine, has set an enviable profit record. It has already demonstrated its unusually high earning power in every section of the country and has become one of the biggest sellers Western has known. Dependable construction, profit-building and profit-protecting features have all contributed their share toward making 'Tot' successful.

"In direct contrast with 'Tot,' as far as size is concerned, stands our new Recordit, announced a few weeks ago. Today it is being bought by operators from every part of the country. 'Recordit' offers patrons the chance to record their own voice, hear it played back, then have the record automatically vended to them. Recordit, because of its newness and originality in a coin-operated machine, gives operators a new profit-making method. Mechanically, Recordit is tops—a single revolution of a coin shaft, controls all operations."

Term Big Chief
Genco's Finest

CHICAGO, Oct. 5—"Swarms of orders and calls for more deliveries of Big Chief, Genco's latest game, definitely stamp it as Genco's greatest hit," declare executives of Genco, Inc.

"Never in Genco's long and successful history of manufacturing big pay-off makers has the demand for a game reached the proportions of the nation-wide clamor for more and more Big Chiefs."

Dave Gensberg, Genco chief said: "It's terrific. I just don't know how to get Big Chiefs off the production line fast enough to fill distributors' orders. We're working day and night now, at a faster pace than we've ever done before, and yet that doesn't seem to be enough."

"The tremendous success of Big Chief is due, according to reports from operators, to the fact that it includes two of the most sensational come-on features ever built into a novelty game, as well as incorporating the style and ideas of Genco's Formation, the game that was Genco's greatest hit up until the release of Big Chief."

"Genco has already far outdistanced Formation and has just really started."

"Reported that Big Chief is making more money than any other game."

A-A Guns in Ohio Fair Arcade

CUBOCTO, O., Oct. 5—Helen and Dave Gensberg, Cincinnati, and Charles, have purchased a new top and have framed a new unit to play fair, and celebrate.

A battery of four Anti-Aircraft guns are housed in the new top and it is being spotted alongside their Fuyland. The Joppes report the machine is selling nicely at county fairs in the district.
GET THIS WORLD'S GREATEST MONEYMAKER FROM Sam Taran
ON 15 DAYS' FREE TRIAL Money Back GUARANTEE!!

MAYFLOWER NOVELTY CO.
2218 UNIVERSITY AVE.
ST. PAUL, MINN.

IMPORTANT!!
WE ARE FILLING ALL ORDERS IN ROTATION
AS RECEIVED. GET YOUR ORDER TO US QUICK
FOR IMMEDIATE DELIVERY! ASK ABOUT OUR
SPECIAL TIME PAYMENT PLAN!

Again—Sam Taran and Mayflower Novelty
Company bring you the greatest moneymaker
of all time—Bally's Rapid-Fire! Complete
battery of Rapid-Fires as in above picture
will be set up in your home town and will
bring you the BIGGEST PROFITS YOU'VE
EVEN EARNED!! WRITE! WIRE! PHONE
US TODAY FOR COMPLETE DETAILS!!

BUFFALO, Oct. 5—A new promotion
to aid retail and wholesale record sales
as well as automatic phonographs
has been started by Dick Levy, who heads
the W. Bergmann Company's record de-
partment. This firm distributes Co-
lonia and Okeh discs, and has been
able to use the idea of using a radio show to pro-
vide business for its records on all fronts.

Tie-up between the Columbia manu-
facturers, Bergman's, wholesale, and
Denon, Oettler & Daniels, prominent
record retail outlet, destroys the cost
of radio time nightly on WPBN, Buffalo,
from 11:15-11:30. Lee Richards pilots
the quarter-hour show, titled Okeh's
Record, which features music on Co-
lonia and Okeh discs. He injects well-
worded short plugs directed at the home
record buyers as well as those playing
the nickel phonographs.

Chief aim is to promote the popularity
of Columbia's records, secondary consider-
éation is to increase the phonograph
play of those discs at the locations and also

to promote retail purchase of the
numbers. Operators are really the ones
to profit, as the idea doesn't cost them
a cent, but undoubtedly helps the play.
At the same time, however, operators' co-operation in using the Columbia
discs locally will aid the retail sale of
the numbers at the Denon store, and
for that matter some of the other stores,
too.

ART NAGEL
IS DELIVERING
DAVAL'S NEW GOLD AWARD
AMERICAN EAGLE
On 10 Days' Free Trial
SAMPLE 32.50
• BALL MODEL $2 EXTRA
• 6-1/2 Or 6-6,0. 0.

AVON Novelty
SALES CO.
2925 PROSPECT AVE.
CLEVELAND, OHIO

Look To The GENERAL For LEADERSHIP!-
Standard 900.00
Droplight 85.00
We're $1.50
New 800.00
Mollar 20.00
Makers 10.00
Red Rim 35.00
Black 39.00
Short Rim 40.00

All Games Expertly Reconditioned. WRITE FOR COMPLETE PRICE LIST!

THE GENERAL VENDING SERVICE CO.
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Baltimore, Md.

Rapid-Fire
MACHINE GUN
WITH DUCKING, DIVING
SUBMARINE TARGET

IN THE STATE OF KENTUCKY
IT'S THE OHIO SPECIALTY COMPANY

ALWAYS ON DISPLAY—OVER 600 MACHINES OF
ALL KINDS

WE BUY . . . SELL . . . OR TRADE
Known Throughout Kentucky as Headquarters for Operators

Bona Fide Distributors for All Leading Manufacturers
Please Take Note — We Do Not Operate Any Machines

OHIO SPECIALTY COMPANY
539 S. 2d St.,
LOUISVILLE, KENTUCKY

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 punch-
board has plus SPINNING ACTION!
Popular slot symbol tickets,
BIG PROFITS—FAST PLAY
No. 11319—1000 Holes. Takes In $50.00 Average Payout $26.03
HARLICH MFG. CO.
1413 JACKSON BLVD.
CHICAGO, ILL.
Keeney Announces New Machine Gun

CHICAGO, Oct. 5—"All operators know that J. H. Keeney & Company is always striving to make it possible for them to make more money by building better machines," declared Bill Ryan, sales manager of the firm.

"This year Keeney has always produced machines that are better than the average. Keeney operators always have the advantage in opening new locations and in holding them.

"We could name machine after machine that has proved this Keeney leadership. Recent examples include the Keeney Anti-Aircraft Machine Gun, Keeney Speed Demon, and the Keeney Wall Boxes for music locations."

"Now we are making available a new sensational gun that will prove to be the biggest money-maker of them all. It's something that operators and players will all like. Most important, it's a game that has completely new appeal."

"It's a new unusual gun machine. Many features incorporated in Air Raider will make it the game that will really keep operators on the profit side of the ledger. The biggest feature of Keeney's new Air Raider is the fact that it is a completely self-contained unit."

Super-Lock Unit Offered to Trade

CHICAGO, Oct. 5—Lee S. Jones is introducing a new lock in the coin machine industry and states it is something to think about. W. G. (Bill) Gray, also a pioneer in the industry, joins him in this appraisal of the lock and states.

"When two old timers think a lock is good, it's worth being watched."

"The device is said to be an entirely new conception of lock security for all kinds of cabinet uses. It is possible to have several thousand combination changes without change of keys or lock by simply changing the tumblers line-up in the barrel of any key.

"The lock is a quality unit and is higher in price than ordinary locks, it is stated. Jones says it will be offered to the trade as a "super-lock."
ALLIED BARGAINS
FREE-PLAY GAMES

Mills 1-2-3... $44.50
Bally's Folly... 57.50
Hope... 54.50
Harry... 54.50
Bally... 54.50
Ohl Johnny... 54.50
Ohl Beauty... 54.50
Burlesque... 54.50
Supreme Champ... 60.00
Red Sox... 62.50

SANE CORD... $41.00
Blue Tree... 50.00
Rip... 39.50
Hope... 39.50
Super Six... 39.50
Burlesque... 39.50
Bally's Beauty... 39.50

Gottlieb's Wurlitzer Red SPORSyr

AMERICAN EAGLES or MARVELS
Unit Price $28.50 Each
10 for $280.00

List Price $32.50 Each

Ball Gum, $2.00 Extra, in wrappers, Write Us.

AUTOMATIC PAYEY
GAMES

Gottlieb's World Series... $114.80

Gottlieb's World Series... $114.80

Wurlitzer 600, Lite New... 149.90

Wurlitzer 29, Jukebox... 170.00

Wurlitzer Variety, All New... 170.00

Wurlitzer OH, 18 Record... 39.50

Wurlitzer OH, 18 Record... 39.50

Wurlitzer OH, 12 Record... 39.50

Wurlitzer OH, 12 Record... 39.50

LEGAL EQUIPMENT

Kenny's World Series... $116.50

Kenny's World Series... $116.50

All Ball (Seeburg)... 42.50

Gottlieb's Makeovers... 84.50

Frisco Traveling, Lake New... 62.50

Frisco Traveling, Lake New... 62.50

Russo's World Series... 39.50

Terms: Cash, Check, O. D., F. O. B.

WANT TO BUY
100 MILLS VEST POCKET BELLS
Also
FREE-PLAY GAMES
SPORT, O' JOHNNY, BALLY BEAUTY, AND BLONDE

Write or Wire Best Prices

937 Locust St., CHICAGO

Allied Novelty Company
Phone: Central 4747
3020 W. Fullerton Ave., CHICAGO

Speed Demon Captures Comment

CHICAGO, Oct. 5. — "It's America's No. 1 game of the free-play type," Bill Ryan, J. H. Keeney & Company sales manager, said as he described the newest, Keeney free-play game, Speed Demon.

"Everywhere it is hailed as the most irresistible free-play game ever built. In its short time on location it has proved to be one of the biggest earning games of this type. New action, excitement, thrills, backboard light-up, bumpers—in fact, new game thru and thru. That's Speed Demon. Operators all over the country have told us that players like the new and diversified ways of scoring. This is the main reason Speed Demon has become so popular in such a short space of time."

"This is the main reason, too, why Speed Demon has become so big a money maker. With increased production facilities we are now able to turn out Speed Demons at a faster rate than at any time in the past. All orders are being filled in rotation and shipments are being made promptly."

"Just as Speed Demon is America's favorite free-play type game, so are Keeney Wall Boxes the most popular equipment for music locations. Music operators agree that Keeney Wall Boxes are probably the most powerful music play producers ever introduced to the trade."

Business Firms During a Decade

Based on a tabulation released by Dun & Bradstreet, C. F. Hughes, business editor of The New York Times, comments on the ups and downs of the total number of business concerns in the United States during the last 10 years.

Since most of the coin-operated machine firms came into being during that 10 years, the comment is of pertinent interest, Mr. Hughes says:

"The total of all business concerns, which is obtained from the Dun & Bradstreet Reference Book for the Continental United States, was 2,313,000 in 1929 and in 1939 it was 2,166,000. Population growth over that period was 7 per cent, so that to keep the same ratio of expansion (without considering other factors) the number of business concerns last year should have been 2,368,000.

"However, the losses over the depression period took a toll of 283,000 concerns. When the low point of 1,961,000 concerns in 1933 was passed the next six years saw an increase of 162,000 concerns, which represented a percentage gain of 8 per cent. In short, while the 1939 total was under 1929, the decade rise of 7 per cent in population was more than matched in six years of recovery."

"Other influences are at work, of course, upon the numbers in business, and over a period of concentration in trade and industry it is interesting to find that the totals hold as steady as they have."

JUMBO

A Stand-Up Bell, with the proven earning power of the counter model, in a new cabinet with skill play for skill territory. Slug-proof, Mills Novelty Company, 4100 Fullerton Ave, Chicago.

SKILL

"The House of Proven Winners"

"The House of Proven Winners"...
IT'S HERE—KEENEY'S NEW ARRIVAL

SELF CONTAINED MACHINE GUN
(NO SCREEN!)

THE GREATEST ATTRACTION EVER DEVISED—
All in one unit!

AMERICA'S BIGGEST THRILL!

OFFER RAY GUN
Conversion Unit

ROCHESTER, N. Y., Oct. 8—Manufac-
turers of a unit for ray guns report that
business on their product has been so
good that they have heretofore not ad-
vertised it, knowing that they would not
be able to meet the demand. Now, how-
ever, say officials of the Valley Speci-
ty Company here, production is at a high
rate and they are in a position to make
immediate shipment on all orders.

The product offered by the firm, called
Battles Royal, is a unit which has two
parachutes. They are likened to two
different foreign parachutes. The para-
chutes are suspended in the sky and drop
when hit. This continues until the
alotted number of shots have been taken.

Battles Royal comes in one complete
unit. Simple removal of motor from old
backboard and fastening it to the new
board is one of the few minor changes to
be made, declare firm execs. The unit
works perfectly on circuits of 25, 50, or
60 cycles, the firm claims.

EXHIBIT SUPPLY COMPANY's
LEADER is examined by Carl Trappe
(right) and Jack Buse, of the Most
Novelty Company, St. Louis. Both
visited the Exhibit factory on a re-
cent trip to Chicago.
News of Hold-Over Spreads Quickly

AURORA, Ill., Oct. 5—C. R. Adelberg, sales director of the Bally Corporation, commenting on its latest release, Hold-Over, remarked that greased lightning is slow in comparison to the way the story of Hold-Over has been heard by the trade.

"It's the new carry-over scoring principle that's creating such a sensation," said Adelberg. "The idea of carrying a player's possible free games over from one game to the next, providing he contacts the Hold-Over bumper when it is.

"You can imagine what an attraction this is for the player to try extra games. In addition to the Hold-Over feature the game offers many other play building features: the popular high score, lighted out, 5 and 10-cent play, extra awards, and the wild, exciting Hold-Over bumper."

New City Sales In New Quarters

CHICAGO, Oct. 5—New City Sales Company, Chicago, is now located in new and larger quarters at 4533 West Armitage Avenue. "Forgo forward in '41" is the new motto of the firm, according to Mickey Gordon.

"We are prepared to serve the needs of our customers better than ever, with our larger showroom and a larger selection of amusement equipment," declared Gordon. "We have also taken on distribution of products of the Gold Star Manufacturing Company of Detroit. Its complete line of money-making boards is now available.

"Selection from a large stock of machines, quality products, and a-up-to-the-minute service will march hand in hand with our motto:"

A NEW CATALOG OF SALESBORDS AND MERCHANDISE DEALS—AT FACTORY PRICES

SEND FOR YOUR FREE COPY OF CATALOG NO. 55

Salesboard Operators and Dealers! If you want to enjoy real prosperity—send for your Free Copy of this money-making Catalog! It's chock full of the Season's newest Salesboards and Salesboard Merchandise Assurances—any price and style combinations—jammed with money-making ideas that are designed for fast play and profit profits! Write today!

GELLMAN BROS. 19 North Fourth St.
MINNEAPOLIS, MINN.

WANTED
Will buy for cash or will allow top trade prices against the purchase of anything coin operated that you may have. SPORT SPECIALS, P.P. SPORTS, VENDING MACHINES, 5-CENTS PARADES, F.P. FAST TIMES, RAPID-FIRE LOTS, 5-CENTS SANTA ANITA'S, Mills Square Serial Blue Fronto or Cherry Bell, Mills Vest Pocket Belly, Mills Q.T. F.P.

WRITE! Wire! Phone Today to B. D. Lazar Co.
1635 Fifth Ave., Pittsburgh, Pa.
1425 N. Broad St., Philadelphia, Pa.

Lazar Gives You 15 DAYS' FREE TRIAL MONEY BACK GUARANTEE on Bally's RAPID-FIRE MACHINE GUN

Write! Wire! Phone Today to B. D. Lazar Co.
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AMUSEMENT MACHINES November 6, 1940 91

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1635 Fifth Ave., Pittsburgh, Pa.
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AMUSEMENT MACHINES November 6, 1940 91

IN INTRODUCING the Jennings 1941 line, we have applied strenuous effort to give operators machines which are friendly and acceptable by the most discriminating individuals. They are not only the finest coin operated equipment manufactured today, but are far different from the harsh, hostile machines of the past. You will find the Jennings 1941 line favorably accepted by location owners and authorities in your territory. If you will put forth the effort, you will find that you can operate these machines and secure the benefit of Vendor and Console earning possibilities.

THE JENNINGS LINE FOR '41—Modern Vendor and Fast Time console are characteristic of the smart new Jennings line for '41. Notably a line of equipment where the primary appeal is entertainment, and so modified in appearance as to give it new richness and refinement.

Free Play

A Deluxe 1c or 5c Console

A deluxe model, newly designed throughout. Played for amusement only. Has no payout of any kind. Mechanism is the famous Jennings Chief, complete in one compact unit. Illuminated playing field.

Also available with Skill Top where payouts are made only when ball is shot into skill lane.

Modern Vendor

A Free Play Mint Vendor Chief

Has the appearance and all the play appeal for which Jennings Chiefs are famous. Has no payout of any kind—awards are made only in free plays. Famous Jennings Chief mechanism. Slug rejection plus visibility.

Q. D. Jennings & Company
4308 West Lake Street, Chicago, Illinois

Try these on 14 Days Free Trial Offer

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GENTLEMAN BUILDS ITS GREATEST GAME

BIG CHIEF

Facts talk . . . and the facts will tell you that BIG CHIEF is by all odds the outstanding success of the year. It's making a mint of money everywhere! Get YOURS today!

$104.50 . . . free game instantly convertible.

GENCO MFG. CO. INC.

2621 N. ASHLAND AVE., CHICAGO

Place Mutoscope In Crypt To Be Opened in 7940

LONG ISLAND CITY, N. Y., Oct. 5—At Oglethorpe University, Atlanta, a vault known as the Crypt of Civilization has been sealed. Similar in aim to the famous Time Capsule at the New York World's Fair, it is to preserve examples of our present-day science and civilization for the people of 7940 A.D.

One of the most important objects in Oglethorpe's Crypt of Civilization is a Mutoscope moving picture machine. Assuming that people 6,000 years from now will know nothing of 20th-century science and its ways of life, the purpose of the Mutoscope machine is to show them what we did, how we worked, and what we thought.

The crank handle on the Mutoscope is the first movable object the latter-day people will encounter on entering the Crypt. It is assumed that they will turn the crank and see the pictures. The first reel will explain how to change reels to the machine. Then each following reel will show some phase of our science and customs. For example, there will be a reel showing how a typewriter works, what methods of communication and transportation we used, our methods of printing, eating, and so on for many reels.

This will the citizen of 7940 A.D. gain a background of our civilization. Special reels have been made up for almost every phase of our times by Mutoscope for this unusual scientific project.

Says William Rabkin, president of International Mutoscope Reel Company: "It is an honor indeed for Mutoscope to be represented with the wonders of modern science in Oglethorpe University's Crypt of Civilization. The role chosen for the Mutoscope machine is that of interpreter of the customs of our day in this far-futuristic project. It is a highly important one, and one that reflects very creditably on our earnest efforts to produce the wonders of the coin machine world."

Novelty Games

Get Attention

CHICAGO, Oct. 5—"Here are two machines," declares E. F. Winkel, O. D. Jennings & Company sales executive, "which will satisfy every operator. They are Modern Vender and Past Time coarse. Both games are in the novelty class. "The amusement features of the games have carried them far in novelty territory. Both embody all the factors that have made Jennings machines so popular in the past. New brilliance and added player appeal make them all the better. Each has the popular Jennings mechanism, known for its reliability and endurance."

"Modern Vender has no awards except pin play. In addition, it pays a roll of mints with every coin deposited. For further protection a foolproof coin rejector and visible coin detector are provided."

"Past Time, already a success, has been improved continually. Its handsome two-tone base and brilliantly illuminated playing field continually draws players. Its coin rejector and visible coin detector, augmented by the new coin chute which eliminates jamming, are only a few of the many features included to make Past Time the all-around game."
Write Wire or Phone for
EXHIBIT'S LEADER
Roy McGinnis
2011 Maryland Ave.
Baltimore, Maryland

Groatchen Sparks
Is Streamlined

CHICAGO, Oct. 5—Recognizing the importance of beauty of design as an outstanding sales feature, Groatchen engineers have produced a masterpiece of streamline styling in the new Sparks token payout game." declare Groatchen Tool Company executives.

"Typical of the many comments received regarding the new Sparks were those of Joe Abraham on his visit this week to the Groatchen plant. Joe stated: "I have seen a lot of machines in my time, but I have never seen one that came close to Groatchen's new Sparks. It's not only the smartest and smoothest operating machine but it's a world better when it comes to making money."

The new Sparks, with Gold Award, is supplied with cigarette, sports, numbers, and novel race-horse symbols. Groatchen reports production has been stepped up to insure prompt delivery.

WRITE, WIRE OR PHONE TODAY FOR
Stoner's HOLD OVER
WE ARE EXCLUSIVE DISTRIBUTORS!!

BUDIN'S, INC.
174 SO. PORTLAND AVE.
BROOKLYN, N. Y.
Branch: 36 E. MERRICK RD., FREEPORT, L. I. (Freeport 2100)

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Monarch in New 3-Story Building

CHICAGO, Oct. 5.—With the completion of moving activities during the past week, the Monarch Coin Machine Company is now settled in its new three-story building at 1545-1549 North Paulina Avenue. Modern offices and display rooms take up the first floor. Receiving and shipping departments are also located on the ground floor. The second floor is devoted to warehouse storage and the third floor is given over to the reconditioning of used equipment.

“We pride ourselves on being one of the largest of the distributing companies, both in point of volume of business done and space occupied,” declared Al Stern, official of the firm. Stern in describing the new display system reported that games have been departmentally arranged in separate display rooms. The firm will continue to carry a large stock of used operating equipment of all kinds in addition to the latest new game releases.

The Monarch building is located within a few minutes’ drive from many of the coin machine manufacturers in Chicago. Parking space is ample and nearby surface and elevated carparks.

Drive-in areaways will allow loading and unloading to be done without troubles regardless of weather. Elevator service is expected to speed up service for operators thru quick, efficient handling of machines. Modern equipment has been installed throughout the plant. Direct communication to clients will be made thru installation of a Western Union Teletype wire.

“The entire set-up of the firm is certain to make us grow by leaps and bounds,” Stern continued. Greater speed, augmented facilities, and many new service assets will enable us to offer coin machine buyers a service second to none on new and used equipment of every known description.”

HIT OF THE YEAR
BY UNANIMOUS OPINION!

8 WAYS TO WIN:

Plenty Skill Play!

* New! Rainbow-Glow Backboard!
* New! 4-Way Scoring Bumpers!
* New! Duo-Searing Bumpers!

IMMEDIATE DELIVERY
See Your Distributor Today!

D. GOTTLIEB & CO.
2716-42 North Paulina Street
Chicago, Illinois
**Exhibit**

**LEADER LEADS THE WAY**

**Don't be Satisfied with next best - See Your Distributor Quick**

**EXHIBIT SUPPLY CO. • 4222 W. LAKE STREET • CHICAGO**

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**ATTENTION OPERATORS**

**THE VENDING MACHINE COMPANY**

205-15 FRANKLIN STREET-FAYETTEVILLE, N. C.

(I've included the text from the ad as it appears in the document. It contains various advertisements and promotions, including the sale of vending machines and related supplies. The ad is colorful and includes many advertisements for different types of vending machines and games.)

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**WESTERN'S NEW SENSATION!**

**TOT**

**THE WORLD'S SMALLEST COUNTER MACHINE AND BIGGEST Coin CatheR!**

Write, phone, wire your order today!

**SIMON SALES, 437 West 42nd Street, N. Y. C.**

---

**GRAND NATIONAL SPECIALS**

- **Western Baseball Comb., F. F. & P. O., 1939 Model**
  - Price: $92.50

- **Western Baseball Comb., F. F. & P. C., 1939 Model**
  - Price: $92.50

- **Keene Anti-Aircraft Guns**
  - Price: $116.50
  - Chicken Sams with Base
  - Price: $116.50

- **Bally Bull's Eye**
  - Price: $116.50
  - Eight Ten Strikes
  - Price: $116.50

- **Skeeballettes, Like New**
  - Price: $116.50

**Immediate Delivery**

**BALLY RAPID-FIRE**

Write for our complete Price List of our thoroughly reconditioned games, consisting of Free Plays, Pin Tables, Counter Games, and others.

**GRAND NATIONAL SALES COMPANY**

All Phones: Humble 3620.

2300-36 ARMITAGE AVE., CHICAGO

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**Look Over These New Low Prices and Save $$$**

- **All Reconditioned Ready to Operate, 1/3 Cash With Order, Balance C. O. D.**

  - **Bally**
    - $15.50
    - $25.50
    - $35.50
    - $45.50
    - $55.50
    - $65.50

  - **Keene**
    - $15.50
    - $25.50
    - $35.50
    - $45.50
    - $55.50
    - $65.50

  - **Rock-Ola**
    - $15.50
    - $25.50
    - $35.50
    - $45.50
    - $55.50
    - $65.50

  - **500e Models**
    - $15.50
    - $25.50
    - $35.50
    - $45.50
    - $55.50
    - $65.50

Write for our Special List and Listing Over 500 Reconditioned Machines.

**BADGER NOVELTY CO., Milwaukee, Wis.**
WAKE UP NOW!

TO THE GREATEST, SUREST MONEY MAKER EVER BUILT!

EVERY AMERICAN!

SKY FIGHTER

EASY TO PLACE—GETS THE CREAM OF LOCATIONS!

Bert Lane, SEABOARD SALES, INC.
619 Tenth Ave., New York
WISCONSIN 7-5888

REALISTIC SCENES AND SOUND EFFECTS NEVER BEFORE USED!

Carl Trippe, IDEAL NOVELTY CO.
1513 Market St., St. Louis, Mo.

SKY FIGHTER

TROUBLE-FREE OPERATION ... PROVEN!

GERBER & GLASS
914 Diversey Blvd., Chicago, Ill.

MONEY FOR MONTHS ON THE SAME LOCATION!

HANKIN MUSIC CO.
258 Pryor St., S. W., Atlanta, Ga.

P.S. "BLITZKRIEG" SPORTS ARSENALS, containing barrages of SKY FIGHTERS, are the hottest money-making ideas in years! "BLITZKRIEG" spots territories throughout the country. Because SKY FIGHTER is one compact unit with built-in target, a SKY FIGHTER "BLITZKRIEG" location
SHOULD LEARN TO SHOOT!

SKY FIGHTER

BUILT TO LAST—LIFETIME CONSTRUCTION!
SOLD ON FINANCE

K. C. NOVELTY CO.
Phone: Market 4641 — Market 9953

SKY FIGHTER

NO "HANG-OUT" SCREEN
... HAS LARGE
BUILT-IN TARGET!

J. H. WINFIELD CO.
1022 Main St., Buffalo, N. Y.

SKY FIGHTER

NO PHOTO ELECTRIC
CELLS!

THE MARRAPEP CO.
3828 Carnegie Ave., Cleveland, O.
1410 Central Parkway, Cincinnati, O.

SKY FIGHTER

SAME FLOOR SPACE
AS A PIN GAME!

A. P. SAUVE CO.
3002-3004 Grand River Ave.,
Detroit, Mich.

SKY FIGHTER

300 THRILLING SHOTS
IN 30 SECONDS!

STELLE & HORTON
1514 Louisiana St., Houston, Texas

SKY FIGHTER

300 POSSIBLE
HITS

MILLS SALES CO., LTD.
1491 W. Washington Blvd., Los Angeles, Calif.
1640 18th St., Oakland, Calif.
1325 S. W. Washington St., Portland, Ore.

are already tremendously successful in New York... leases are now being signed for additional locations in New York, Newark, Chicago, Philadelphia, and other can be set up cheaply, with very small frontage, on busy streets in every city. Write, wire, phone for details TODAY!!
WEEK BY WEEK SKY FIGHTER EARNINGS AND SALES ARE ZOOMING UP . . FASTER & FASTER!

SKY FIGHTER

MAKES MORE MONEY LONGER!

KENTUCKY AMUSEMENT CO., Inc.
919-927 W. Jefferson St., Louisville, Ky.

SKY FIGHTER

CASHES IN ON AMERICA'S DEFENSE-MINDEDNESS!

UNITED AMUSEMENT CO.
3410 Main St., Kansas City, Mo.

SKY FIGHTER

PACKS SO MUCH ACTION WE CAN'T UNPACK 'EM FAST ENOUGH!

SILENT SALES CO.
200-206 Eleventh Ave., South, Minneapolis, Minn.

SKY FIGHTER

NEVER BEFORE SUCH UNBELIEVABLY BIG PROFITS!

STERLING SERVICE
Rocky Glen Park, Moline, Ill.
(Midway between Scranton and Wilkes-Barre, on Route 11. 24-Hour Service.)

SKY FIGHTER

GIVES 'EM THE THRILLS AND CHILLS THAT FILLS THE CASHBOX!

DENVER DISTRIBUTING CO.
1852-53 Arapahoe St., Denver, Colo.

SKY FIGHTER

THE ORIGINAL ... AND BY FAR THE BEST!

SQUARE AMUSEMENT CO.
88-90 Main St., Poughkeepsie, New York
SQUARE AMUSEMENTS OF ALBANY
707-709 Broadway, Albany, N. Y.

GET A "SKY FIGHTER" SPORTS ARSENAL STARTED IN YOUR CITY! IT'S A GOLD MINE!
BY POPULAR DEMAND!

POOL BOWLING

COIN OPERATED!

100% LEGAL

NOW ADAPTED TO ALL LOCATIONS!

MOP UP SPECTACULAR PROFITS!

NOW—you can give ALL your locations the phenomenal game that put strictest territory back into the money! Now you can cash in juicy, big, griefless profits from one end of your route to the other! By insistent demand from operators who tasted its sweet earnings in restricted territory, POOL BOWLING is now built in coin-operated model, PERFECT FOR EVERY LOCATION! POOL BOWLING uses regulation billiard balls and cues. Every shot must be banked against opposite cushion before entering alley, which requires science and skill. Pin action and scoring are same as in bowling. Average playing time for 4 is 17 minutes—earnings easily up to $1.20 an hour. Occupies no more space than an average pin game.

OPERATORS: See Your Distributor or Write Direct Today!

COIN-OPERATED MODEL—A MARVEL OF SIMPLICITY!
Fool-proof in operation. Accommodates up to 4 players at one time by simply inserting coin for each player. Each coin releases one line of play on numbered score sheet, which automatically meters play and furnishes cross-check on operation. Has standard plug-proof coin slot, last coin visible. Available for 5c or 10c play.

Coin-Operated POOL BOWLING is the answer to the industry's problem, the greatest boon to operators in years. Be the first to ease up your headaches with this Ace attraction!

COIN-OPERATED MODEL $124.50
REGULAR MODEL $99.50
IMMEDIATE DELIVERY

POOL BOWLING MFG. CORP., STEGER, ILL.
Chicago Phone: Interocian 9760 (Direct to Factory)
If you're skeptical... if you wonder how an all-fun amusement game can possibly earn pay-table profits... here's your opportunity to find out without risking a penny. Try a sample RAPID-FIRE on location for two weeks. If RAPID-FIRE performance fails to convince you that RAPID-FIRE is the long-life, big-money, legal machine you've been looking for... simply pack up the sample and use a portion of the money you find in the cash-box to ship the machine back... and every penny of your purchase price will immediately be refunded. Get cash-box proof... get started with the greatest money-maker you ever operated... get your sample RAPID-FIRE now. See your distributor or write direct to Bally Mfg. Company, 2640 Belmont Avenue, Chicago, Illinois.

DELIVERY PROTECTION is hereby guaranteed to RAPID-FIRE operators with machines already on order. Above sample offer does not change Bally's policy of shipping orders in rotation, as received.

BATTERY OF RAPID-FIRE machine-guns at Treasure Island, San Francisco World's Fair, attract crowds of "gunthiasitc" players, earn hundreds of dollars daily. Start a battery operation in your territory. Vacant stores are gold mines when equipped with a battery of RAPID-FIRE machine-guns and "LEARN TO SHOOT" banners in the window. Get in on the ground floor, ride the biggest amusement boom in history.

Bally RAPID-FIRE MACHINE GUN WITH DUCKING, DIVING SUBMARINE TARGET
California's Famous Chain of Dine and Drink Establishments Chooses Rock-Ola Dial-a-Tune Wall Box and Bar Boxes

Operators from coast to coast are installing Dial-a-Tune in their smartest locations

From the west coast comes a tribute to Rock-Ola's "Dial-a-Tune" Remote Control (the newest and most modern equipment available for simple and efficient installation in locations of all sizes).

Tiny's restaurants are located in every large city in California. They cater to a discriminating selection who demand the best in food and drink and the finest in musical entertainment.

Therefore, Rock-Ola Luxury Lightup phonographs and modern Dial-a-Tune Remote Control were the natural selection to do the job perfectly.

Rock-Ola wall and bar boxes are beautifully finished and colorfully, yet harmoniously, illuminated. They are appealing and act as silent salesmen in the sale of music "as played by a Rock-Ola phonograph."

For your smartest locations ... for a service-free, simplified Remote Control installation ... choose the latest and most modern equipment — choose the Remote Control that is selected by the finest establishments throughout the country — choose Rock-Ola's Dial-a-Tune.
"THE ACE DRUMMER MAN"

Gene Krupa says

"When a WURLITZER plays our records IT'S US ALL OVER AGAIN"

LEADER OF ONE OF AMERICA'S GREATEST BANDS PRAISES THE FIDELITY OF WURLITZER

Another indication that the men who play America's best dance music hold Wurlitzer reproduction in high regard is this compliment from Gene Krupa.

A favorite with millions of America's dance lovers, Gene Krupa "The Ace Drummer Man" ranks with the royalty of the music world. The reception accorded his music wherever he plays is a phenomenal tribute to his talents and those of his band.

Wurlitzer is honored by his regard and that of other leading musicians for Wurlitzer's matchless tone.

It's an opinion shared by location owners and patrons too—the basic reason why Wurlitzer Music Merchants make the most money.


A NAME FAMOUS IN MUSIC FOR OVER TWO HUNDRED YEARS

WURLITZER Automatic Phonographs PREFERRED BY AMERICA'S LEADING RECORDING ARTISTS

SOLD ONLY TO MUSIC MERCHANTS

www.americanradiohistory.com