Shades of the Gay '90s in Modern Dress!

"When the Mush Begins to Rush Down Father's Vest"

The Novelty Number of the Year

As recorded by Shep Fields and his orchestra on Bluebird No. 10889


Everyone will soon be singing

"When the Mush Begins to Rush Down Father's Vest"

You can see it do the rhumba on his chest.

And the rest of the rollicking lyrics of this novelty song click.

It's set for a long-time run in every music box because it's the kind of number phonograph patrons will enjoy over and over again.

Get it from your Bluebird Distributor TODAY!

CURRENTLY-

ESSEX HOUSE, NEW YORK CITY

Personal Management: ANDREW D. WEINBERGER

Exclusive Management

MUSIC CORPORATION OF AMERICA

LONDON • NEW YORK • CHICAGO • SAN FRANCISCO • BEVERLY HILLS • CLEVELAND • DALLAS

EACH OFFICE A COMPLETE UNIT IN ITSELF
FLORIDA TALENT BOOM SEEN

Camden Op Sues 20th Century
On Pact To Play Down Vaude

Talent Budgets Increased With
4,000,000 Visitors Expected

Quebec, Sherbrooke Fairs to Conklin

In This Issue

Panoram and Soundies Unveiled
In New York at Party for 2,000

QUEBEC, Que., Oct. 28--Frank H. Conklin was here today and obtained a contract for the exclusive booking of shows, rides, and concessions privileges for the Quebec, Sherbrooke, and Eastern Exhibition next year. The same kind of entertainment politics New York's Eve and will feature society bands. Conklin has been booking other Quebec hotels to be mentioned in greater detail later are the New-York-Palm Island and the Miami Beach (See Florida Talent page on 17).

Novelty Company and James Roosevelt, especially produced for them reenact. Monday night press and Celebrity party for 2,000 in New York at Party for 2,000

FLORIDA HOTELS HERE PILING UP A

Talent Boomed the fifth consecutive year and this season tees a heavy de-

talent that is expected to generate a record-breaking $4,000,000 in box office receipts for the current year.

Palm Beach Bright news comes from Palm Beach, where royalty in exile will be entertained at this year's $11,000 44th (?) drive. The costume and operating rights in the theater went to the New York-Arts Ltd., but, once hö can't buy a palace, will actually lose 115,000 for the current year.

New York, Oct. 26.--The Eastern and Southern distributors count one thing as certain, the demand for 4,000,000 visitors this coming season scheduled to open midnight, Oct. 27. The figure is the result of transportation agencies getting advance calls for information, visiting officials of Florida hotels here that are pulling up a new high in early reservations, and lending agents who have made loud noises with the resort areas for years. Muggs, the premier Florida hotel, which is more attractive than last season.

Beckers indicate that there will be a tremendous demand for talent, since more spots are expected to be filled than ever before. While several top acts have already been set, the real demand for picture acts will be felt during the next week. The bill of complaint rumors, that the Towers would junk molds for four weeks a week during weekends with holding shows to be announced later.

Some 20 were cast at the Mills Theater here this week. In the main, the same kind of entertainment politics New York's Eve and will feature society bands. Conklin has been booking other Quebec hotels to be mentioned in greater detail later are the New-York-Palm Island and the Miami Beach (See Florida Talent page on 17).

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Quebec, Sherbrooke Fairs to Conklin

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Minimum Payments May Defeat Drive Against Celeb Nights

NEW YORK, Oct. 25.—Theater Authority's order banning celebrity nights after December 31 will have no effect on the coming appearances of highly paid performers on the stage.

Celeb nights will continue, despite the Theatre Authority's order limiting the appearance of top talent in the country's legitimate theaters. Top talent will continue to be paid a flat fee of $1,000 per week, and the money will be divided among the performers. The move is expected to make the cost of attending a theater more affordable for the average person.

The move also comes as part of a broader effort to increase the supply of top talent in the theater industry, as well as to improve the quality of the product. The decision was made after months of careful consideration by industry leaders, who determined that the current system was not sustainable in the long term.

The new policy will take effect immediately, and will be enforced by the Theatre Authority. Violators will face severe penalty, including fines and loss of license.

Theater Authority: "We believe that providing a flat fee for top talent is the best way to ensure that the industry remains healthy and vibrant for years to come. We look forward to seeing the positive impact this policy will have on the entertainment industry."
N. O. Ice Equipment Auction

NEW ORLEANS, Oct. 20.--Civil Distri-
tion Court ordered trial default of the
ice sign equipment, property of Prev-er,
last week to satisfy a claim of
$30,000 for rent on the Municipal As-
terion during the operation of the
new equipment. The bidding was held in
about 30 days. Several interests in
the sign were reported ready to pur-
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Claim Radio Union’s Rules Kill Incentive; Point Out Loopholes

NEW YORK, Oct. 26—The independent agents claim the regulations promulgated by the American Federation of Radio Artists (AFRA) are too complex and that in the long run will work to their disadvantage. Unions and independent agents as well as innumerable events, the necessity of such rules is self-evident. Yet, there are possibilities of loopholes which could prove very ruinous to the small independent agents, unless their clients are willing to pay the higher rate demanded. William Morris stated, also, that the commission on scale jobs prevented them very little.

Woods, NBC Executive, however, said that the union wants to monopolize the network artist bureaus into fairer competition to give a break to the new talent. According to the interpretation of the union, the AFRA policy will hurt many of the independent agents, in that a handful of agents will be able to obtain the job mark up, with the result that the independent agents will be starved of work.

There is no stipulation in the agency regulations which would prevent an agent from losing the license of one of the independent agents if he failed to sign up with an AFRA agent. Any disqualification from the union would not affect the independent agent, and the union would not allow or pay the higher rate demanded. Under such circumstances, the independent agent would be at a loss. Therefore, the new regulations will work against the small independent agents, unless their clients are willing to pay the higher rate demanded, unless their clients are willing to pay the higher rate demanded.

AMP Plugs Catalog

NEW YORK, Oct. 26—Associated Music Publishers has issued a promotion campaign for its catalog of music, which is indicative of a drive of independent performing rights societies. The campaign is based on the fact that the AFRA feel the catalog is not complete, that there are many unrecorded compositions and that the union will demand a license fee. AMP has also sponsored a contest and has offered a prize for the best arrangement.

KTHS Gets Injunction

NEW YORK, Oct. 26—A midnight injunction was granted KTHS, Chamber of Commerce station, after work prevented the city of Hot Springs from collecting an occupation tax. A new non-profit operation has been set up by the city under the new law. The injunction is temporary, and the station will be paid a fee by Friday, but the injunction will not be renewed.

WENR-AM Shuffles Personnel at WSN

BIRMINGHAM, Ala., Oct. 26—In a reshuffling of WENR,Inc, James T. Johnson, vice-president and general manager, announced the creation of two new departments and a change in the composition of the executive committee. Formerly Operating Director of the company, Johnson is now traffic manager and Junior Severin is managing director. The move is in the direction of making the station more of a business institution, and thus more competitive with other stations.

Legit Vets Join WDEL

WILMINGTON, Del., Oct. 26—Two additions to the regular WDEL programming include Kari Anthony, and John J. Styles. Pabst trouped with Waste and Walter Hampden, and his last Broadway appearances were in Open de Bergan. Styles is a veteran stock actor.

CBS Analysis Shows Increase in Sponsors' Continued Use of Net

NEW YORK, Oct. 26—Checkup on 1940 fall advertising. CBS fall advertising system shows an increase in the percentage of network time used by major advertisers, according to a CBS report. The network time used by major advertisers increased from 31 in 1938, 25 in 1937, 26 in 1936, 31 in 1935, 17 in 1934, 28 in 1933, 26 in 1932, 24 in 1931, 22 in 1930, 20 in 1929, 17 in 1928 and 14 in 1927.

The data shows that 53 advertisers in fall 1940, 84 in 1939, and a total of 125 in 1938, continued their use of network time. Of these, 51 are active this year, 17 last year, 44 in 1936.

Note: The percentage of network time used by major advertisers is as follows: 31 in 1938, 25 in 1937, 26 in 1936, 31 in 1935, 17 in 1934, 28 in 1933, 26 in 1932, 24 in 1931, 22 in 1930, 20 in 1929, 17 in 1928 and 14 in 1927.
Program Reviews

October 2, 1940

Cal Timney
Reviewed Friday, 10:30-10:40 p.m. Style—News. Sustaining on WCAU (Philadelphia). A familiar figure to newspaper readers and no newcomer to radio audiences, Timney makes another hit at the other end of the line this time in a solo spot which goes for 15 minutes nightly. According to the character of his newspaper column, Timney takes to the microphone without qualms or hesitation. He is here to inform, entertain and edify, to ruminate on the passing of time and events, and to reflect his character on the character of the American Way by an exposure of some of the more regrettable and un-American tendencies in the life and work of the average American boy and girl. With the aid of an ever-expanding staff, Timney's column is published on a weekly basis.

“Bachelor’s Children”
Reviewed Friday, 9:45-10 a.m. Style—Drama. Sponsor—Cudahy Packing Company. Agency—Roche, Williams & Cunningham. Station—WABC (New York). For years, the story of a recent acquisition via phonetic train has been in the air. Now, as the mother-in-law, the announcer then stops the proceedings and says, “We have just heard that the letters ha wrote were never malted.” This is the lead and Prancer Woodbury suf-

“Portia Faces Life”
Reviewed Wednesday, 4:45-5 a.m. Style—Drama. Sponsor—Cable Television Station—WABC (New York). This is the first half of an investigation into the problem of having a par of twins meshed Oct a bociretor, and no newcomer to the medium. The announcer then says, “This is the sponsor, Portia Paces Life has starred in the past.”

“Story Dramas by Olmsted”
Reviewed Monday and Tuesday, 9-9:15 p.m. CST. Style—Readings. Sustaining on WENR (Chicago, NBC-blue network). A welcome return to the theme of a man surrounded by a crowd of people. An inner struggle takes place, and the result is a dramatic reading.

“Wings of Destiny”
Reviewed Friday, 9-9:30 p.m. CST. Style—Mystery drama. Sponsor—Brown & Williams Cigarettes. Station—WMAQ (Chicago, NBC-Red network). Best part of this show is the give-away of the Pine Club algorithm. A price like this should build a Crosley even more than the play itself.

“The Adventures of Lew Loyal”
Reviewed Saturday, 7-7:30 p.m. CST. Style—Drama. Sustaining on WMAQ (Chicago). The second episode proved to be still-packed and entertaining for adults and children alike. The story is simple and well-drawn. The characters are well-defined and the plot is well-crafted. It is set in the country and the setting is simple. Very little dialogue is used, and the pace is slow.

“Molly Picou’s Parade”
Reviewed Tuesday, 8-8:30 p.m. Style—English-Jewish variety. Sponsor—General Foods Corporation. Agency—Benton & Geren. Station—WABC (New York). For anyone new to the show, Molly Picou’s Parade is a cartoon of fun. It is a show that combines music, dance, and comedy in a way that is unique. The show features a number of different characters, each with their own special talents. The characters are well-developed, and the show is a great way to introduce a new audience to the world of radio.

“Martha Deane”
Reviewed Tuesday, 11:15 a.m.-12 noon. Style—Talk. Sponsor—New York Telephone Company. Agency—Daly Products Company, and F. G. Vogt & Company. Station—WOR (New York). It seems to this listener that Miss Picou may have to resort to inno-

“Yowsah—The Ole Maestro!”

On the air each Tuesday night for dear ole NBC Blue, 8 P.M., EST., and for our sponsor BROMO-SELTZER Long may it grow and long may it sell — aided and abetted by THE BAILEY SISTERS (June and Sue) and the newest and most glamorous singing star CAROL BRUCE

“Entertainment Spots”

Types for every type of sponsor—even yours, auditions available to recognized stations and agencies

SCRIPT LIBRARY BILLBOARD

Script Library

Production Department

“Entertainment Spots” Types for every type of sponsor—even yours, auditions available to recognized stations and agencies

The Script Library A Division of Radio Events 535 Fifth Avenue, New York

New Orleans, Oct. 20. — Henry I. Adams, public relations director and manager of special events of Loyola University Radio Station WULV, has been appointed program director of the station to succe-

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Philly Drama Schools Hop on Tele Wagon; Activity Hypoed

PHILADELPHIA, Oct. 20 — Increased program activity at WAXK, Philadelphia's experimental television station here, and the opening of the town's first local drama schools the first to hop on the band wagon as talent producers. Local schools have been hiring students from the community, motion pictures and radio, but television offers them a whole new field for their talents.

Dramatic tutors are already in the halls of some of the schools, planning programs for their pupils. The program pioneers at WAXK's studios last year, but were never able until now to cash in on their effort because of clampdown on television publicizing coming out of the Philco factory. However, with a new program license, the schools believe that their program activities will prosper and lead to the exploitation of the new television station.

Among the local drama schools are the University of Pennsylvania, the Philadelphia University of the Arts, the Philadelphia College of the Arts, and the University of the Arts. These schools are actively engaged in planning programs for television, and are now looking for talent to fill the roles of the programs.

Tele Men to School

PHILADELPHIA, Oct. 20 — Tele Corp. of America, operator of experimental television programs that have been a hit with sending members of its staff to New York to attend a series of evening lectures and demonstrations conducted by the Home Furnishing Educational Service in Philadelphia, has opened new grounds in producing elaborate television programs. The tele men will be taught the elements of television production, including writing for the medium, and will be able to use the knowledge in their own television programs.

Sharbutt for Campbell's

NEW YORK, Oct. 20 — Mr. Sharbutt has signed a contract to work for Campbell Soup Company and will direct the network program. He will direct the network program and in addition to his directing duties, he will also produce and direct commercials for the company.

Advertisers, Agencies, Stations

NEW YORK: J. E. WALTER THOMPSON agency has set Tuesday, Nov. 15, for start of the radio station's fall sales drive. The station is scheduled to sign on the air by then.

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PHILADELPHIA: B. H. HAWKINS, a new member of the staff of KDKA, has been appointed national sales manager for the station. He will handle the station's sales and marketing efforts, and be responsible for the station's advertising and promotion programs.

Script Library Series

NEW YORK: Oct. 20 — Script library has announced the opening of the Script Library Series, a new series of scripts written and produced by the library's writers. The series will be available to radio stations and networks, and will provide a wide variety of programs for use in their schedules.

Ogle Filer for Program

CHICAGO, Oct. 20 — Mr. Ogle, director of the program department at WGN, has announced the hiring of Mr. Filer for the position of program director. Mr. Filer will be responsible for the management of the station's program department, and will be in charge of the selection and production of programs for broadcast.

Radio Talent New York by Jerry Lesser

STANLEY YOUNG and produced by LORIER COOK. This is a combination of the two formats, and features a variety of musical performances, including songs and instrumental pieces.

By NORMAN MODELL

GOOD exchange for Maxwell House, "The Most Popular Coffee" could be to be rebranded "The Best Coffee in the World." The company is reportedly exploring new possibilities for the brand.

Pitts Add Commercials

PITTSBURGH, Oct. 20 — Two more radio stations have added commercial time to their schedules. "Hear Yourself on KKDA" and "RKO Free Time" are now available for rental.

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ARGUE BMI STATISTICS

Barnet Seeks Writ Vs. CRA

NEW YORK, Oct. 26.—Claiming that Consolidated Radio Artists is attempting to dodge its Social Security tax obligations by self-billing, a second court action was instituted in New York State Supreme Court yesterday, to seek confirmation of an order issued last week enjoining it from representing the American Federation of Musicians, in which Barnet is asking for a preliminary injunction.

Barnet, whose name was billed on ASCAP, seeks to strike the order in suit to a leader and in response to the American Federation of Musicians, their refusal, James C. Petrelli, peeking who pays Social Security tax for Barnet, to revoke the cards of band members that had been revoked. (RA Not Handling 'Watson

Kit Kat clipped for Underscaling 4Gs

NEW YORK, Oct. 26.—Julie Poddell and Gordon Ginn, spokesmen for the Kit Kat Club, East Side mouth featuring the band of the Kit Kat Klub, East Side, which has been suspended from ASCAP for playing without a contract, had a hearing before the Board of Directors of ASCAP yesterday. The board voted to accept the recommendation of the ASCAP committee that the Kit Kat Klub be reinstated with the condition that the band pay $2,400 in delinquent ASCAP fees.

Block Switches "Ballroom" Theme

NEW YORK, Oct. 26.—Martin Block, conductor of Station WNEW's Transatlantic Pond show, "The Ballroom," breaks an old association next March when he changes from Charles E. Hill's theme song of the same name which has been used for years. The new program will be conducted by Bert Block, who has been with ASCAP for the past ten years. The new show will be called "The Ballroom," and will be broadcast over the network.

Marlene Opens New Spot

YOUNGSTOWN, O., Oct. 26.—Continental Grove, formerly the Merry-Go-Round, downtown night spot, bowed here Oct. 20.—Continental Grove, formerly the Merry-Go-Round, downtown night spot, bowed here

Petillo on Social Security

AFM proxy raps Pa. stand

leaders paying taxes are threatened with expulsion

NEW YORK, Oct. 26.—Threatening to begin a revolt against the American Federation of Musicians who pay Social Security tax for themselves, AFM's delegation to the Pennsylvania convention of the American Federation of Musicians threatens to withdraw from the convention if the Pennsylvania members do not pay their Social Security taxes.

This is in answer to a situation arising from the Pennsylvania State Liquor Dealers' Association who recently issued a statement that employees are under contract to the employer and are responsible for the Social Security payments of those employees.

Folor, the delegate to the convention from Pennsylvania, said Petillo, "we'll revoke their union cards.

The situation in Chicago, where the past four years' payment of Social Security taxes has been forced upon the public by state regulations, is part of the contract between the leader and the employer. This is the contract, and the employer is responsible for the Social Security payments of those employees who are under contract to the employer and are responsible for the Social Security payments of those employees.

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Petillo cited the situation in Chicago, where the past four years' payment of Social Security taxes has been forced upon the public by state regulations, is part of the contract between the leader and the employer. This is the contract, and the employer is responsible for the Social Security payments of those employees who are under contract to the employer and are responsible for the Social Security payments of those employees.

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**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 at least four leading phonograph dealers in each of the 50 most important phonograph operating centers in the country.

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

**GOING STRONG**

**BLUEBERRY HILL**
- 8th Week: Glenn Miller, Kay Kyser, Russ Morgan.
- I'M NOBODY'S BABY
- 11th Week: Judy Garland, Tommy Tucker, Benny Goodman.
- TRADE WINDS
- 5th Week: Bing Crosby.
- MAYBE
- 4th Week: Ink Spots.
- PRACTICE MAKES PERFECT
- 12th Week: Bob Chester.
- ONLY FOREVER
- 11th Week: Bing Crosby.

**COMING UP**

**WE THREE**
- Ink Spots, Tommy Dorsey.
- OUR LOVE AFFAIR
- Glenn Miller, Tommy Dorsey.
- BEAT ME DADDY, EIGHT TO A OAR
- Andrews Sisters, Kay Kyser, Guy Lombardo.
- FERRYBOAT SERENADE
- (1st Week) Andrews Sisters, Kay Kyser, Guy Lombardo.
- I CAN'T HELP IT
- Glenn Miller, Guy Lombardo.
- LAY ME DOWN TO DREAM
- Glenn Miller, Tommy Dorsey.

**SONGS WITH MOST RADIO PLUGS**

Among Other Things

Charlie Barnet Now Becomes Music Pub

NEW YORK, Oct. 20—In addition to his being involved in a lawsuit with Go-ol-olol Radius Artists, having charges preferred against him by the Los Angeles Federation of Musicians, and sectional foreman, Barnet has taken on another enterprise, a music publishing company, incorporated as Barnet Publications.

Charlie Weintraub, personal manager of the leader, said that Barnet Publications was formed to protect the master's original tunes and insure air performed in any capacity and that this will not be the first time by the master. He says this is his eye on record royalties, which appear to be the same.

Weintraub and Barnet are major stockholders in the company, as well as the chief and only songpluggers.

Chester Pulls $680

BUFFALO, Oct. 28—Second one-nighter in the circuit promoted here by Herbert Austin and George Hall, who are also running the new local Equire dance, featured Bob Defter and proved to be fairly successful. Affair was held at the Buffalo's new convention hall, and attracted 900. The dance was popular with patrons and brought in a box-office gross of about $600.

Equire Ballroom is being reported as doing steadily better, and a new Sunday afternoon swing session has been inaugurated by operator-landlord Austin, who is catching features. The new吸引or, now features guest bands of this territory, according to Austin, who is also managing the band.

Les Hite Only Fair With $300 at Turnpike Casino

LINCOLN, Neb., Oct. 26—Les Hite, making his first appearance here at the Turnpike Casino last Thursday, came out with $500 on the date (18), and Sunday, November 2, Hite netted a fair profit.

He was followed for the next two nights by the same price, and also a first-timer, Rogers got the same gate, but had been booked to do it. Not all the poor showing was due to the weather, since the local college football team was playing at Nebraska, but the cold and wet conditions did not help. Not all the poor showing was due to the weather, since the local college football team was playing at Nebraska, but the cold and wet conditions did not help.
On the Records

A critical analysis of the latest record releases, stressing their commercial value to record buyers and motion picture managers. Reviews of longer length are given to records that possess unusual quality or unique qualities. Readers are invited to submit their comments on the records reviewed.

Key: F—For dancing; T—For listening; V—For vocal; C—Commercial.

On the Stand

Reviews of orchestras playing hotel, night club and ballroom engagements and recordings. Comments is based upon the present or potential commercial value of the band, as well as its musical quality.

By DANIEL RICHMAN

Marshall Van Pool

(Reviewed at the Flamingo, Chattanooga, Tennessee)

Dancing and listening, Van Pool's orchestra will delight the audience with a selection of fourteen songs.

The orchestra, under the direction of John K. Dugan, features a blend of novelty and traditional arrangements. The band's sound is smooth and sophisticated, offering a wide range of styles from Latin to swing.

The vocalists in the orchestra are top-notch, with lead singer Jerry Cooper delivering a performance that is both magnetic and captivating.

The band also features a talented trumpet section, which adds a unique flair to the overall sound.

Tony Di Pardo

(Reviewed at the Palomino Ballroom, Chicago)

This band is a popular choice for dancing and listening alike. The orchestra's sound is stylish and sophisticated, with a touch of novelty that keeps listeners coming back for more.

The lead vocalist, Tony Di Pardo, possesses a unique style that sets him apart from other performers in the genre. His voice is smooth and confident, with a quality that is both seductive and satisfying.

The band's arrangements are well-crafted, with a mix of upbeat and slower tunes that cater to a variety of tastes.

Eddy Rogers

(Reviewed at the Versailles Casino, Los Angeles)

Rogers' orchestra is a favorite among both dancers and listeners alike. The band's sound is energetic and exciting, with a strong emphasis on audience interaction.

The lead vocalist, Eddy Rogers, is known for his dynamic stage presence and engaging performance style. His voice is powerful and seductive, captivating audiences from the moment he steps on stage.

The band's arrangements are well-crafted, with a mix of upbeat and slower tunes that cater to a variety of tastes.

On the Air

Comment on dance program, new musicals, andAsirá general discussion, rather than the specific details of the bands reviewed.

By SOL ZATT

Dick Kuhn

(TSIKU, New York, Mutual Network, Thursday (24), 6:15-6:45 p.m.)

Dick Kuhn has become a permanent fixture at the Broadway Club, thanks to his captivating voice and magnetic stage presence. His music is a blend of jazz and pop, with a touch of novelty that keeps listeners coming back for more.

The band's arrangements are well-crafted, with a mix of upbeat and slower tunes that cater to a variety of tastes.

Gas Stock

(The Brook, Summit, N.J. NBC Red Network, Thursday (24), 6:45-9 p.m.)

Gas Stock is a popular choice for both dancers and listeners alike. The band's sound is energetic and exciting, with a strong emphasis on audience interaction.

The lead vocalist, Gas Stock, is known for his dynamic stage presence and engaging performance style. His voice is powerful and seductive, captivating audiences from the moment he steps on stage.

The band's arrangements are well-crafted, with a mix of upbeat and slower tunes that cater to a variety of tastes.

Western Union

REMEMBER THE BIRTHDAYS OF YOUR FRIENDS WITH COLORFUL TELEGRAMS, THEY BRING SUCH MEASURE AND ARE NEVER FORGOTTEN. COST ONLY 20¢ LOCALLY AND 25¢ TO ANY WESTERN UNION POINT IN THE UNITED STATES.
Music Items

HUGHIE PRINCE, one of the writers of "A Rumberella," was back on his feet after a 12-week hospital stay.


Harry Archer and Gladys Shelley will do the music and lyrics respectively for Frank Merenda's new musical, "Hit-Night and Fifth.

Chicky Serenade, written by Bobby Koel, arranger, and Judith Allen, has been accepted by BMI.

When "Ice-Capades of 1941" goes out on its road next month, it will contain two new songs, "Blue September" and "American Claptrap," composed by Mark Sullivan and Mitchell Parish, writers of the classical score.

Ruthless Music, publishers of the songs "Mio-Arthur" and "Hit-Night and Fifth," has published "America Claptrap."

Dee Adoray and the late Will Orez, professional manager, dean hard foe Sao:Iowa on the Send

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Music Horns

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OPENING NOVEMBER 8, ROSELAND BALLROOM, NEW YORK.

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FIRST TIME IN ANY BROADWAY THEATER

REYNOLDS

AND HIS ORCHESTRA

NOW CONCLUDING SECOND WEEK

PARAMOUNT THEATER

HELD OVER THIRD WEEK

NEW YORK

OPENING NOVEMBER 8, ROSELAND BALLROOM, NEW YORK.

BROADCASTING OVER N.B.C. FOUR TIMES WEEKLY. AVAILABLE STARTING DECEMBER 20TH FOR DATES.

WATCH OUR OKEH RECORDS

Thanks to Harry Kalchoim and Bob Weitman for Great Paramount Engagement

Direction—MUSIC CORPORATION OF AMERICA, 745 Fifth Ave., New York
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-club:**
- **d-discotheque:**
- **e-restaurant:**
- **f-theater:**

### Orchestra Routes

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### Bands on Tour—Advance Dates

**JOHNNY LONG**

Rhythm and Blues, Nov. 1-2, N.Y.;ogr. 45 Lighthouse, N.J., Nov. 3.

**DICK STABLE**

Boston, Dec. 3.

**BILLY JOE CLARK**

San Francisco, Nov. 23-26; Los Angeles, Dec. 1-3; Houston, Dec. 9-11.

**YVONNE EARLE**

Los Angeles, Dec. 2-11; San Francisco, Dec. 12-20; Portland, Dec. 21-23.

**WILLIE SMITH**

Chicago, Nov. 18-20; St. Louis, Nov. 23-27; New Orleans, Dec. 1-4.

**DUKE WILKINSON**

New York, Nov. 16-18; Baltimore, Nov. 21-22; Washington, D.C., Nov. 24-25; Philadelphia, Nov. 27-28; Pittsburgh, Nov. 30-Dec. 2.

**JIMMY LAMOND**

Philadelphia, Nov. 5-6; New York, Nov. 7-10; Boston, Nov. 14-16; Cleveland, Nov. 17-19; Chicago, Nov. 20-22.

**EDDIE McCLINTOCK**

New York, Nov. 11-13; Washington, D.C., Nov. 14; Philadelphia, Nov. 16-17; Chicago, Nov. 18-21; St. Louis, Nov. 22-23; Kansas City, Nov. 24-25; Denver, Nov. 26-27; Salt Lake City, Nov. 28-29; Los Angeles, Dec. 1-2; San Francisco, Dec. 3-4; Portland, Dec. 6-7; Seattle, Dec. 8-9; Vancouver, Dec. 10-11.

**PETE KOLBERG**

New York, Nov. 12-13; Philadelphia, Nov. 14-15; Washington, D.C., Nov. 16; Chicago, Nov. 17-18; St. Louis, Nov. 19-20; Kansas City, Nov. 21-22; Denver, Nov. 23-24; Salt Lake City, Nov. 25-26; Los Angeles, Nov. 27-28; San Francisco, Nov. 29-30; Portland, Dec. 1-2; Seattle, Dec. 3-4; Vancouver, Dec. 5-6.

**FRANKIE LAMBERT**

New York, Nov. 14-15; Philadelphia, Nov. 16-17; Washington, D.C., Nov. 18; Chicago, Nov. 19-20; St. Louis, Nov. 21-22; Kansas City, Nov. 23-24; Denver, Nov. 25-26; Salt Lake City, Nov. 27-28; Los Angeles, Nov. 29-30; San Francisco, Dec. 1-2; Portland, Dec. 3-4; Seattle, Dec. 5-6; Vancouver, Dec. 7-8.

**JACKIE BARNES**

New York, Nov. 18-19; Philadelphia, Nov. 20-21; Washington, D.C., Nov. 22; Chicago, Nov. 23-24; St. Louis, Nov. 25-26; Kansas City, Nov. 27-28; Denver, Nov. 29-30; Salt Lake City, Dec. 1-2; Los Angeles, Dec. 3-4; San Francisco, Dec. 5-6; Portland, Dec. 7-8; Seattle, Dec. 9-10; Vancouver, Dec. 11-12.

**LOUIS McCLURE**

New York, Nov. 20-21; Philadelphia, Nov. 22-23; Washington, D.C., Nov. 24; Chicago, Nov. 25-26; St. Louis, Nov. 27-28; Kansas City, Nov. 29-30; Denver, Dec. 1-2; Salt Lake City, Dec. 3-4; Los Angeles, Dec. 5-6; San Francisco, Dec. 7-8; Portland, Dec. 9-10; Seattle, Dec. 11-12; Vancouver, Dec. 13-14.

**WILLIAM SMITH**

New York, Nov. 22-23; Philadelphia, Nov. 24-25; Washington, D.C., Nov. 26; Chicago, Nov. 27-28; St. Louis, Nov. 29-30; Kansas City, Dec. 1-2; Denver, Dec. 3-4; Salt Lake City, Dec. 5-6; Los Angeles, Dec. 7-8; San Francisco, Dec. 9-10; Portland, Dec. 11-12; Seattle, Dec. 13-14; Vancouver, Dec. 15-16.

**ERIC MURPHY**

New York, Nov. 24-25; Philadelphia, Nov. 26-27; Washington, D.C., Nov. 28; Chicago, Nov. 29-30; St. Louis, Dec. 1-2; Kansas City, Dec. 3-4; Denver, Dec. 5-6; Salt Lake City, Dec. 7-8; Los Angeles, Dec. 9-10; San Francisco, Dec. 11-12; Portland, Dec. 13-14; Seattle, Dec. 15-16; Vancouver, Dec. 17-18.

**BILLY JOE CLARK**


**ERNESTO GAVIN**

New York, Nov. 26-27; Philadelphia, Nov. 28-29; Washington, D.C., Nov. 30; Chicago, Dec. 1-2; St. Louis, Dec. 3-4; Kansas City, Dec. 5-6; Denver, Dec. 7-8; Salt Lake City, Dec. 9-10; Los Angeles, Dec. 11-12; San Francisco, Dec. 13-14; Portland, Dec. 15-16; Seattle, Dec. 17-18; Vancouver, Dec. 19-20.

**FRANKIE LAMBERT**

New York, Nov. 28-29; Philadelphia, Nov. 30; Washington, D.C., Dec. 1; Chicago, Dec. 2-3; St. Louis, Dec. 4-5; Kansas City, Dec. 6-7; Denver, Dec. 8-9; Salt Lake City, Dec. 10-11; Los Angeles, Dec. 12-13; San Francisco, Dec. 14-15; Portland, Dec. 16-17; Seattle, Dec. 18-19; Vancouver, Dec. 20-21.

**JACKIE BARNES**


**WILLIAM SMITH**


**ERIC MURPHY**

Chi Show Famine, But Groves Okeh Plan Local Group

CHICAGO, Oct. 25.—Altho the 1929-30 local group
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the Blitenstone, hate netween 412.000 and
continues to draw sothdoetory busineets.

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rousting In the Loop at the end Of the
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Cowbarn's Winter Tour

FISH CREEK, Wis., Oct. 25.—Peninsula
Players, who closed a successful sea-
den at Milwauk near here, will go into
replacement on the peninsula from Wintering Heights, which will be presented, among other plays, dur-
ing a winter season in wintering cities in Wisconsin, Illinois, Iowa, Minne-
sota, and New Jersey. The opening production will be Caroline Fisher. Richard Angers, and Judith Sambray. Richard Wyle Fisher is director of the players.

Burlington, Ia. Takes NPG Shows

BURLINGTON, Ia., Oct. 26.—Out-of-

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were fabulous to be raised rather than zero. At the end of next week the

Review Percentages

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Schwartz Opener Looks Too Heavy

NEW YORK, Oct. 26.—For the opening show of its 21st season, the Yiddish Art Theater company is struggling with the weighty production of Ahn Lejb (Elder), produced and directed by Maurice Schwartz. The cast boasts a long-line-up of prominent Yiddish performers who have acquired brilliance in former seasons. They are at a decided disadvantage here. Script is supposedly based on a historical fact which took place in Poland during the mediaeval period. The knave, a Jew, played by Maurice Schwartz, creates the entire atmosphere of the play. His burning love for her brought great grief to her and those in her family. They are at a decided disadvantage here. The cast boasts a long-line-up of prominent Yiddish performers who have acquired brilliance in former seasons. They are at a decided disadvantage here. The play is the property of the Yiddish Actors Benevolent Fund.

Dowling Plans for "Dust"; Talks of Repertory Tour

PITTSBURGH, Oct. 26.—Anticipating its biggest season because of popularity of its last production, the American Academy of Dramatic Arts will open Tuesday (29) with "See My Lawyer," scheduled for three weeks.

"Hellea" Tour Plans

ElENE, Oct. 26.—Road company of Helleas will open here now. Nov. 20. Featured players will play it here this week, once a week each, at Montreux, Detroit, and the Middle West. Show will have three men aboard and will be heavily billed.

New Plays on Broadway

CORT

Beginning Thursday Evening, October 17, 1940

CHARLEY'S AUNT


If anything were needed to crown the humiliation of the modern theater, it is this: Richard Skinner, John Koenig, and a great many other fine actors and actresses who have provided us. For among them they have made a show. Old forces and new forces, 1940 the first thoroughly enjoyable play of the 1940-41 theatrical season.

The Cast: John Koenig, Mr. Logan, Charles Wysocki, J. H. Thomas, Kitty Verden, R. Egan, Booth Raymond, Mrs. John Koenig, and the members of his company. The action is in London, 1840.


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Florida Talent Budgets Go Up as State Awaits 4,000,000 Visitors

(Continued from page 3)

November 2, 1940
The Billboard

Conducted by PAUL DENIS — Communications to 1564 Broadway, New York City — SAM HONIGBERG, Associate

PRO FOOTBALL TEAM EMPLOYS VAUDE ACT

WASHINGTON, Oct. 23—Pro football and vaudeville do by no means, however, despise each other. Theirs is a curious relationship, which is manifested by featuring its first professional vaude act between halves of last Sunday's game by presenting Bunny the Booze.

DENVER NITERIES USING MORE TALENT AND STUNT NIGHTS

DENVER, Oct. 26—The talent situation is a bit brighter in this area. Vic Liddle, band hand opened at the Arizona Ballroom and Cafe, located at the edge of town, October 15. Open nightly except Monday, open at 4:30 and operates with a 90 cent admission. The strings are Head, tenor, player, pianist on floorshows last.

The Elks Hotel, downtown spot, opened its Silver Slides Saturday (12) and are giving shows daily. A new one opens four nights weekly with a $1.50 per person charge. The show included Sunday, and Saturday Bands. Also open Ling and dinner house. Accent is on the mad - terpreters. All groups are on the same floor and opera tickets will be issued to the public. The season is almost at an end.

The Elks Hotel opened its Ranch Room, on which $5,000 was spent to convert the old Rex Building, which closed in 1934 (15) with Willett Hurst band. Band will play for dinner Monday to Wednesday, and Saturday. A special event is Saturday night. Special entertainment is provided for the string players. The newly appointed Manager Lester Schar, with Ranch Night Thursday and College Night Thursday.

The Chase Parlor, town's top nitery, has gotten a new spot for a spell with Micken & Mace band.

SALT LAKE WEEK-ENDS

SALT LAKE CITY, Oct. 26—Mirror Room, News Room, opened with a capacity house Saturday (16), with Joe Stebbins, manager of the place. Co-Managers J. Laman, Hal Turner, and Tom Allen are in charge, with Assistant Manager Visilock as emcee. Visilock has started a new list of tricks using names of tunes.

DENVER INNITENIES ON THE ROAD

Denver Niteries, using more talent and stunt nights.

New Orleans—5,000,000 tourists are expected during the Mardi Gras in New Orleans, and the cities hotels and night clubs will be crowded.

500 Club Reopens

Atlanta Biltmore Opens New Room

ATLANTA, Oct. 25—With the end of the World War II, the Atlanta Biltmore Hotel has opened its Empire Room for the first time since the war. The room was formerly used as a dance floor but has been converted into a cafe and dance room.

Columbus Club Reopens

COLUMBUS, Oct. 26—The Club has reopened the Empire Room at the Biltmore Hotel, and the orchestra has been reorganized. The new orchestra consists of 12 musicians and is directed by Charles Howard. The band plays music of all kinds, from light to serious, and the dancers are invited to change their costumes as often as they wish.
Treasure Island, New York


Blackhawk Restaurant, Chicago

Talent policy: Dance and show band. Otto Roth, manager; Donald Roth, publicity. Prices: Dinner from $3.50; drinks from 50 cents. Dollas does vocal commercials and will also sing in the show. Bill is introduced by Mario Viola, a society favorite. They make a good team. There is a lot of atmosphere in the restaurant, and the show itself is pretty good. They are assured of a courteous reception.

Hotel Netherland Plaza, Palm Caprice, Cincinnati


SCENEY

We supply all entertainment, scenic, properties, costumes, etc. A complete catalogue free.

HOTEL TAMPA TERRACE, Tampa, Fl.

WANTED

For immediate Florida bookings, acts of all types. Write, phone or wire.


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Old Romanian, New York

Talent policy: Dance and show band; Latin band; production shows at 9, 11, and 2. A small box office. A room attached to the club, containing a variety of seating. The club is air-conditioned. The club is well-kept.

Victoria Hotel, New York

Talent policy: National music and entertainment, 6 to 9:15 and 10 to 2. A small box office. A room attached to the club, containing a variety of seating. The club is air-conditioned. The club is well-kept.

Wivel Restaurant, New York

Talent policy: Dance band; Roux and Durant; production shows at 8, 10, and 12. A small box office. A room attached to the club, containing a variety of seating. The club is air-conditioned. The club is well-kept.

Waldorf-Astoria Hotel, Empire Room, New York

Talent policy: Dance band; informal entertainment at 8:30 and 11. A small box office. A room attached to the club, containing a variety of seating. The club is air-conditioned. The club is well-kept.

The HAWAIIAN ROOM of the MAYFLOWER

Talent policy: Chinese musical entertainment, 6 to 8 and 10 to 12. A small box office. A room attached to the club, containing a variety of seating. The club is air-conditioned. The club is well-kept.

VOGUE ROOM of the HOLLENDEN

Talent policy: Live music and entertainment, 8 to 11. A small box office. A room attached to the club, containing a variety of seating. The club is air-conditioned. The club is well-kept.

FLORETTA & BOYETTE

Talent policy: Novelty acts; also, live music and entertainment, 8 to 11. A small box office. A room attached to the club, containing a variety of seating. The club is air-conditioned. The club is well-kept.

AMERICA'S SMARTEST NOVELTY ACT

Floruita & Borrelle: Magic

Close Another Successful Engagement
**Club Talent**

**New York:**

JOAN MERRILL went into the Hotel Pennsylvania last night to review the options. TONY LANE has left for Chicago, to open a run at the Brown Hotel.

EDGAR BARE, tap dancer, has been cast in the starring role of a new musical, "Love," which opened into a sellout at the Martinique Theatre.

**Brown Hotel.**

The tenor tenor, who has been heard in the leading roles, will make his debut at the Brown Hotel.

**Melton, the Rival,**

end rectum

Chandra Kaly Dancers go into the new show at the Tom Folley's Canteen, November 29. The callahan sisters, who will remain until December 6, will book their engagements at the Reilern, Poet Lee.

The quartet has been in Europe at one time or another, playing to sold-out houses. Since Rand, he's cone over very well in America. He has recently returned from a trip to Europe, where he was featured in several European cities. Rand's style of music is unique, and he has been praised for his vocal abilities and stage presence.

**STON.**

atOlif3A.N. AND BARA bring their EFFINANDO AND FAIRLADIES on stage.

Iris Lynch's Walton Roof was one of the most popular dance clubs in the city, but was closed down by the police for being a "den of iniquity." The club was well-known for its late-night parties, where wild parties were held. Jack Middleton's Canteen, Cincinnati, to the Seven Sena Club, October 30, will be open for business "Good BA Ever."

**Walton Roof, Club Bali License Jams.**

**Philadelphia:**

ENRICO AND NOVIELLO open November 1 at the Hotel Pennsylvania, playing with Dancers and cards and Cordes, starting November 10 at the Hotel Pennsylvania.

BEVERLY ROBERTS will be at the Hotel Pennsylvania, starting November 20.

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NIGHT CLUBS-VAUDEVILLE

November 2, 1940

VAUDEVILLE REVIEWS

Music Hall, New York
(Reviewed Thursday Evening, Oct. 24)

Altoh not outstanding, the current programs are on par with the usual Music Hall offerings. More than usual, the standpipe does its best to keep the continuity from getting across.

Star also, however, is Paul Groe who in a single, provides the sizzle of the occasion. Groe, with his unflinching store of gags, got into the day as the they were marketed. He works in talk, mime, out with many of the few acro tricks and explains what he would do if he had the time. He demands his skill at juggling and juggling Indian clubs, gathering all them, skillful and has a pleasing personality. Walked off to a terrific turn.

The rest of the act consists of Maurice Strick and Felix Goedde who do a Moreau-style act of bicycle riding and riding with backgrounds supplied by drum beating and comic juggling.

Bob Evans

"America's Greatest Voice Manipulator"

OCT. 25-earle, Washington, D.C.
Nov. 1-club royal, detroit
Nov. 8-club royal, detroit
Nov. 15-camden, New Jersey
Nov. 21-Hippodrome, Baltimore

Personal Management

Joseph W. Viner
Representatives

Ez Kneuth-West
Jack Davies-Milton Berger-East

Princess and Baby

YVONNE

"Psycbic Wonders"

"Astounding Sensation"

4308 roadem, east philadelphia

PAUL GERRITTS

Now appearing at

Radio City Music Hall, New York

for his FIFTH RETURN ENGAGEMENT

Thanks to Leon Leonidoff and Russell Markert

Also my energetic representative, Mark Liddy (48 West 48th St., New York), who has piloted me successfully since

Catherine Westfield

"Stars on Strings"

Now-States-Lake Theatre, Chicago

(Thinks in Harry O'Brien)

Direction: Jack Davies-Milton Berger, 28 W. 48th St., New York

Bob Evans

"The Stup-Happy Drunks"

Doubling Oriental Theatre and Colosimo's

Chicago

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"America's Greatest Voice Manipulator"

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4308 roadem, east philadelphia

PATRICK ELLIS puts over a couple of his songs very well and displays a remarkable voice. He is dressed very much more interesting than her sister and shows great promise for the eyes and won't hurt your ears. Ellis' piano accompaniment was good. This is a house a couple of times, before, is the same act with Ellis' sister who does this type of thing. His sister is one of the best in the business and her act is a novelty session.

King of Comedy, with his nose to the ground and his eyes to the audience, had the audience in stitches. He also did the vocals of "I've Seen My Ostrich Stall" and "I Hate It. Mixed team, have a rapport with each other and are popular with the audience. Ellis is a fine character act and is not corbelled Phil Spitalny's other acts.

McCoy and M-s Sneak Blues Orchestra.

Carmen, Philadelphia

(Reviewed Friday afternoon, Oct. 23)

An excellent act is the last night of the engagement where a couple of the girls were featured. The act is well rehearsed and very much more interesting than her sister and shows great promise for the eyes and won't hurt your ears. Ellis' piano accompaniment was good. This is a house a couple of times, before, is the same act with Ellis' sister who does this type of thing. His sister is one of the best in the business and her act is a novelty session.

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McCoy and M-s Sneak Blues Orchestra.
Weinstein-Dolsen Start Texas Chain

Dallas, Oct. 29.- Abe Weinstein and Carl (Pappy) Dolsen, co-owners of Abe & Pappy Club and the 21 Club here, will open a new Abe & Pappy Club in Beaumont November 7. Following policy of operating separate clubs in local cities, the Beaumont unit will feature well-known talent. Don Purcell's orch., which has been brought into Dallas on a two-year contract, will open the Houston unit.

Highlighting the show are the Rascals, in novelty head-to-head-and-head-to-head balancing acts, and Bob Chaton and Golliwogs, Patrolmen.

The two Black Spots, Billy Henderson and Tom McBea Jr., will hold their blackface act well. The jokes were ancient, but there was a Brady laugh, and Beld, for Rascal, was the strip and semi-mad numbers by Christine Spharman, billed as Vanesa, "Purimtine dance of exotic movement." In a refreshing change following the strip and giving quite a contrast, was Baby Rita, four-year-old daughter of the Cuban Henneeta, who sang-and sang well.

Controlling the show was Lillian Mitchell with her accordion. Frank Steckler and Melinda were on the drum, and a line of six girls, Donna, Mimi, Ena, Moi Dam, and Dottie Benjamin, did an act, run ray the, according to John W. Hodges.

Weinstein-Dolsen

Rumba Matinees Popular in N. Y.

New York, Oct. 26.- Rumba matinees have been added for the second and third Saturday afternoons. Spots are doing a good business and every effort is being made to keep up the revue. The dance is popular with the usual Latin musical outfits.

Among the acts currently staging weekly matinees are the Hurricane, Rumba Matinees, Lulu Eide, Luma Lonsdale, Benner and Martin, and the Harlem-Loan.

More RKO Houses

Using Evening Bills

New York, Oct. 26.- RKO's Coliseum and the Roxy, Tuesday and Wednesday evening vaude November 5, will consist of Sammy Burner's band. Dave Stern is booking.

Stern will also book the RKO Maga-rott stage November 10, Tuesday nights only. Starting date is to be confirmed. The manager of the Coliseum is now being booked by Billy Jackson.

Charles McDonald is division manager of the RKO Hamilton, which resumes Tuesday evening stage-November 5. Will use four vaudeville acts.

Reviews Of Units

"New Fads and Faces"

(Reviewed at the State Theater, Salis- bury, N. C., Thursday, October 16)

New Fads and Faces opened the vaude- ville season for Salisbury. Hurd, for- mer member of the band, did his act without a partner. "The Ganger," a recent arrival, was a highlight of the show. The Ganger is a costumed dancer, and boasts of being the only part that fits the other five parts. The only part that fits the other five parts.

The act lasted about five minutes and was a hit. The Ganger is a costumed dancer, and boasts of being the only part that fits the other five parts. The only part that fits the other five parts.

"Philosophical Nut"

This Week

In Her Half Woman Dance

Now Booking Theaters - Night Clubs

Under the personal direction of

RAY WENCHEL

Presenting Dances of Today and Yesterday

Held Over---NEW YORK PARAMOUNT---3rd Week
Held Over---BEVERLY HILLS COUNTRY CLUB

"Original and only act of its kind." - The Billboard

DANCE

MARCH & KENT

Direction

MARK J. LEDDY

RAY WENCHEL

"Philosophical Nut"

THIS WEEK

RIVERSIDE, MILWAUKEE

LAST WEEK-

STATE-LAKE, CHICAGO EASTER DATES TO FOLLOW

Dir.: Danny Graham, CRA Artists, Ltd.

THEATER AVAILABLE!

625 seats, modern, equipped with latest in electrical and acoustical equipment, located in city 100,000 population and with U. S. Training Camp of 20,000. Will lease or play you percentage. Capable, trained, experienced, complete staff.

Write, Wire, Phone

CHARLES L. SIMON, JR., Trustee

LITTLE THEATER, LITTLE ROCK, ARK.

PHONE 7131

November 2, 1940

The Billboard

23
**Vaudefilm Grosses**

Broadway Strong; Langford-Hall 56G; Roxy 40G; Herman 48G; Parsons Goes Big

NEW YORK — Happy days are still here, according to grosses chalked up by the Broadway vaudefilm. All houses have been recording the highest grosses of the season.

The Paramount (seating capacity, 3,200) house average, $133,000, is getting borny business. At the Roxy, which has been doing a steady business, house average, $163,000, is expected to do $150,000 or more for the week ending Wednesday (23). Show expected to be around $160,000.

The Strand (seating capacity, 2,288) house average, $100,000, is getting borny business. At the downtown house, house average, $130,000, is expected to do around $130,000 for the week ending Wednesday (23). Show expected to be around $132,000.

The Music Hall (seating capacity, 3,000) house average, $190,000, is getting borny business. At the downtown house, house average, $200,000, is expected to do around $200,000 for the week ending Wednesday (23). Show expected to be around $200,000.

**J. Dorsey's 27½ G Teriff for Philly Earle; Fay's 72C**

PHILADELPHIA — Earl Theater (seating capacity, 4,000), house average, $140,000, for the week ending Wednesday (23). Show expected to be around $140,000.

**Milwaukee Vaude Nets Big $13,300**

Milwaukee — A show headed by Eddie Cantor and Nat Shilkret, turned in a creditable $13,300 for the week ending Wednesday (23). Show expected to be around $13,300 for the week ending Wednesday (23).

**Bands Draw Best At RKO, Boston; Glenn Miller Top**

RKO, Boston — Over $15,000 has been grossed into the RKO, Boston, since the last two weeks. House has been playing a steady business in a steady business.

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**Bows 6C Under Par At Lyric, Indiproductions**

INDIANAPOLIS — Despite the fact that the new Lyric Theater is under a management change, the talent parade unit, didn't quite make the $7,800 for week ended October 24. It was on the board side of the ledger because of a change in the management.

**Vaude OK in Sp'rd**

SPRINGFIELD, Mass. — Slightly less than full house at all shows of the week. House average, $20,000, is expected for the three days of week ending Saturday (23).

The stagelight show, No. 5. The Six Principal Songs, Billie Davis Singing Ambassadors Sextette, Angus and Beatie, George Jean Harris, and Jack Murray. On the screen, Women in War.

**Dayton Biz Off**

DAYTON, Ohio — Last week's bill at the Colonial, headed by the Rosies Royce and Friends, was not as good as expected for the last week. At the State, pulled down a gross of $15,000, somewhat below average for the house.

**Vaudeville Notes**

JIMMY DORSEY head closed at the Paramount last week and is expected to close this week. All shows are expected to be strong. A 10-day engagement was scheduled.

**Arrangements**

RUTH LOWE, the 70-year-old, has been announced as the newest member of the Universal Pictures family. She will be in the upcoming film, "The Honeymooners," which is set to be released in late December.
BURLESQUE REVIEWS

*Beauty Brevities*

(Henry)

Review by: Bill Sachs

(Addressed to the Philadelphia, Wednesday Evening, October 25)

Ellen Hurley, who produced this show, has presented the run of mill bounds of full-length dress above and below. Hurley, who is best known for his personal act at his own high school in the early days, has taken the role of the female impersonator and brought back a taste of the Barons and Bedfords, who have been kept busy recently on private club dates around New Orleans. They have played the Majestic Theatre in New Orleans, and recently on private club dates in Chicago.

Mr. and Mrs. M. E. Burlesque, who were listed on the program, have returned to the road with their rough, Artillery, CA. They have been kept busy on private club dates around New Orleans. They have played the Majestic Theatre in New Orleans, and recently on private club dates in Chicago.

BEARON AND BEDFORD have been kept busy recently on private club dates around New Orleans. They have played the Majestic Theatre in New Orleans, and recently on private club dates in Chicago.

Some special attention has been given to the male impersonator and the female impersonator. The male impersonator, Paul, has been given a special attention and the female impersonator, Jean, has been given a special attention.

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Return of Flesh Seen In Medium-Sized Towns

Paineville, Ky.

Editor The Billboard:

The billboard that stands in a medium-sized town is often overlooked, but a combination of musical vent, vaudeville, and dramatic shows, either in auditoriums or various theaters, is as abundant in a small town as it is in a large city. Most of these shows, however, are not at hand. Such a combination, however, must be attractive, both externally and internally, and two or three nights of one-night stands seem to be advisable, as the town does not seem to have the confidence as regards probable success. Most of these shows are organized by the local business men, and the sight advertising makes his second nights much greater turnouts than his first nights.

The object of writing this lengthy paragraph is to inspire the minds and instil into the hearts of the citizens of any small town the fact that we need good shows, but they must be good, yet not overly expensive, and, above all, the shows must be designed to the very best show I have ever seen. In acme time.

A LOT OF UNSIGNED opera performers have reached the endurance deck the past several weeks. The only outlet

REPERTOIRE-TENT SHOWS

Conducted by BILL SACHS—Communications to 25 Opera Place, Cincinnati, O.

November 2, 1940

46TH YEAR

The Billboard

Founded by W. H. DONALDSON

The Largest of the Circuit of Amusement Weekly

Established in 1895

In its 52nd Year


COLUMBUS, OHIO

We have only building in town, lease, license and permit. FIRST SHOT—FIVE YEARS. 24-hour show

THREE OTHER SPOTS TO FOLLOW

Wire or Write

ARCHER ENTERPRISES

P. O. Box 2182, Chicago, Ill. Joe Archer, Managing Director (same address) Phone 24710, W. 4-1565. Also Chicago, Ill. Joe Archer, Managing Director (same address) Phone 24710, W. 4-1565.

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FOR YOUR INFORMATION

WASHINGTON D.C. FEBRUARY 20, 1940

BY BILL SACHS

ATTENTION: WANTED ENDURANCE SHOW PROMOTERS

COLUMBUS, OHIO

We have only building in town, lease, license and permit. FIRST SHOT—FIVE YEARS. 24-hour show

THREE OTHER SPOTS TO FOLLOW

Wire or Write

ARCHER ENTERPRISES

P. O. Box 2182, Chicago, Ill. Joe Archer, Managing Director (same address) Phone 24710, W. 4-1565. Also Chicago, Ill. Joe Archer, Managing Director (same address) Phone 24710, W. 4-1565.

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Operators Book Armistice Day Programs; Films on American Life Placed on the Reserve List

NEW YORK, Oct. 29—Operators have begun preparing programs around Armistice Day, with special emphasis on American Life. In addition to the Armistice programs, Operators have been given permission to present films on American Life, including films on American history, American art, and American culture. These programs are aimed at raising awareness of American culture and history among moviegoers.

Roadshowmen Find Growing Demand for Serials in East

NEW YORK, Oct. 29—Serials are the films of the moment, with increasing demand for them. Operators report that audiences are flocking to see the latest serials, and that the demand for serials is growing in the Eastern region. This trend is expected to continue in the near future.

Cutting It Short

The Roadshowman

Mrs. Celena A. Baker, superintendent of the Roxy Theater in Philadelphia, is happy to announce that the theater will be reopening on November 1. The theater has been closed for renovations, and the staff is eager to welcome back their regulars.

16s in Beauty Parlors

Salem, Mass., Oct. 29—New beauty fashions for the fall are being shown in Salem. The latest trend is for shorter, more practical haircuts, and for the use of natural colors.

New and Recent Releases

(Running times are approximate)

BAD BOY, released by Pathé Pictures Corporation, with Johnny Depp, is a hit with audiences. The film's running time is 100 minutes.

GREAT GUX, released by Pathé Pictures Corporation, with Mickey Mouse and Minnie Mouse, is a hit with children. The film's running time is 10 minutes.

The Billboard

November 2, 1940
BORIEN — John, 65, a director of the State Fair, died October 12 at his home in Cleveland. Survived by his widow, dau. Vivian; son, Mr. Ed; two sisters, Mrs. William, and Miss Mary. Burial in Lebanon, Ohio.

CANTU — Admiral Giuseppe, Italian Constitutional-General, to the New York Herald Tribune, died within the Granada Hotel, New York, from a heart attack.

COHEN — Morris, 69, father of Myer Cohen, died October 16. Survived by his widow; dau., Mrs. Sarah Cohen; dau., Mrs. Florence Cohen; three sons; two sisters; two brothers.

COWEN — Shadrach, 76, a retired Pullman porter, died October 20. Survived by his widow; daus., Mrs. Sarah Blume and Mrs. Rose Blume; brother, Mr. Lee; two sisters; two brothers.

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DOWNS — Sherman B., 64, concessionaire at the Atlantic Gardens, died October 8. Survived by his widow; dau., Mrs. Lillian Green; dau., Mrs. Ida Downs; three sons; six grandchildren.

DUNCAN — John C., 42, former actor and director, died October 15. Survived by his widow; dau., Mrs. Mary Duncan; two sons; two brothers; two sisters.

ESPE — Mrs. Geraldine Sotes, member of the staff of the Will Hayes office of the McGraw-Hill Book Company, New York, died October 22. Survived by her husband; dau., Mrs. Doris Pullman; two sisters; two brothers.

FAYETTE — Pvt. Millard (Bill) Fay, 26, was killed in an automobile accident near Chicago. He was going to the wedding of his sister.

GORDON — Capt. George, 83, a retired Chautauqua producer, died October 11. Survived by his wife; dau., Mrs. Anna Gordon; two sons; four grandchildren.

HAMMERTON — Mrs. Augusta Walton, 72, widow of Henry Hammerton, died October 20. Survived by her husband; dau., Mrs. Margaret Hammerton; two sisters; two brothers.

JACKSON — Homer, actor, October 17. Survived by his wife; dau., Mrs. Margaret Jackson; son, Mr. Jack; two brothers; two sisters.

LINCOLN G. Dickey

Lincoln Griffith Dickey, general manager of Billy Rose's Aquadita at the New York Hippodrome, died October 12, of a heart attack. He was a prominent figure in show business for over 30 years, during which time he contributed to the success of many productions. He was the son of Mr. and Mrs. John Dickey, and a nephew of Mr. and Mrs. William Dickey.

MOORE — William (Waldemar Wynn), 58, a former manager of the Elgin and Foley theaters, died October 13. Survived by his widow; dau., Mrs. Mary Moore; two sons; two sisters.

McKELVEY — Wallace E., 36, a veteran actor and director, died October 13. Survived by his widow; dau., Mrs. Margaret McKelvey; two sons; two brothers; two sisters.

MONOCH — Thomas, 35, a former actor and director, died October 13. Survived by his widow; dau., Mrs. Margaret Monoch; two sons; two brothers; two sisters.

MURRAY — Lynne, 88, a former actress and director, died October 13. Survived by her husband; dau., Mrs. Margaret Murray; two sons; two brothers; two sisters.

OSTROW — Ben, 35, a former actor and director, died October 13. Survived by his wife; dau., Mrs. Margaret Ostrow; two sons; two brothers; two sisters.

SAMUEL — Mrs. Margaret, 10, died October 13. Survived by her husband; dau., Mrs. Margaret Samuel; two sons; two brothers; two sisters.

SHARPE — Elmer, 31, a former actor and director, died October 13. Survived by his wife; dau., Mrs. Margaret Sharpe; two sons; two brothers; two sisters.

STARBUCK — Mrs. Flossie, 70, a former actress and director, died October 13. Survived by her husband; dau., Mrs. Margaret Starbuck; two sons; two brothers; two sisters.

TIBBET — Edward C., a former actor and director, died October 13. Survived by his wife; dau., Mrs. Margaret Tibbet; two sons; two brothers; two sisters.

WHITE — Beverly, 48, a former actor and director, died October 13. Survived by his wife; dau., Mrs. Margaret White; two sons; two brothers; two sisters.

Bela Blau

Bela Blau, 44, a prolific composer of music, died October 16. Survived by his wife; dau., Mrs. Sarah Blau; son, Mr. William; two brothers; two sisters.

JAMES — George, 30, a leading figure in the music industry, died October 16. Survived by his widow; dau., Mrs. Margaret James; two sons; two brothers; two sisters.

NASH — Charles, 72, a former actor and director, died October 16. Survived by his wife; dau., Mrs. Margaret Nash; two sons; two brothers; two sisters.

ROGERS — Mrs. Mary, 10, died October 16. Survived by her husband; dau., Mrs. Margaret Rogers; two sons; two brothers; two sisters.

SHARP — Elmer, 31, a former actor and director, died October 16. Survived by his wife; dau., Mrs. Margaret Sharp; two sons; two brothers; two sisters.

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Last Tribute to Dickey Paid on Fair's Final Day

NEW YORK, Oct. 26.—World's Fair executive committee today arranged for delivery of the final day in the great show business in the manner best suited to those who could not and did not hide their grief as the solemnity of the occasion forced an earlier tear to the Lincoln Dickey is a hotly-debated issue among the directors of the fair. He was a conservative, trusted leader, but the show was in a state of flux and his passing was a blow to the organization. The service was brief but pointed, followed by a eulogy delivered to the mortuary by the chief of the fair's police force. The service was held in the mortuary, where the body lay in state before being sent to Cleveland, where a local service was held. The body is to be cremated.

Score and stories of wreaths and floral pieces were placed in the mortuary in testimony of Dickey's popularity, and many a man could not and did not hide his grief as the solemnity of the occasion forced an earlier tear to the mortuary.

Lovable "Link"

By LEONARD TRAUBE

The death of Lincoln Dickey threw a great gloom over the World's Fair, which was already in a state of flux and had to be closed. The show business was in a state of flux and the directors were in a state of flux.

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Texas Expo Folk
Lose Equipment in Fire at El Campo

EL CAMPO, Tex., Oct. 26.—Fire, said to have been caused by a short circuit, in an old, abandoned oil storage tank, spread conflagration on Texas Exposition grounds last night for the shows there caused considerable damage. Doc Wilson, reported that the fire spread rapidly and Joe Koenig, his big concession, blanket stand and much of the ring stand were destroyed. Mr. Koenig estimates the damage at $3,000.

Two small grum stores, valued at $1,000, were destroyed, and damage was estimated at $5,000. Joe Rosen's house trailer and truck also were damaged. J. F. Fuch's, Tom Co. Alex, Bullet Smith, and Harley Shankley lost personal belongings, and W. F. Frazier, in Fayetteville, N. C., reported that his store burned while occupying the fire under direction of Manager A. Osland.

Rosedale has been replaced and ready to operate Tuesday night after a rush order was sent to Shreveport. Shows were held on the grounds and a group were able to enter the fair on Monday, where they had a successful week at Folk Fair.

BG in Good Start
At Shreveport Fair

SHREVEPORT, La., Oct. 26.—With Max Adams Trio and the famous celebrities of Louisiana, announcing that over 10,000 patrons witnessed the first day's business for the Beckmann & Orrey Shows, the three days' business for the fair was well underway. All the rides were sold out on Saturday and Sunday.

Children's Day, Monday, was a non-riders day, and the midway was closed for the day.

Events held in the National Tent, with Whitey Weiss and Burt Harder, who are considered to be among the top-flight entertainers in the show business, were the hit of the day. Also, the Beckmann & Orrey Shows presented a group of acts from the revue to add to the entertainment.

The National Tent was the scene of a great beauty pageant, which included a group of young ladies representing states as well as local areas.

The National Tent was also the scene of a beauty pageant at which the winners were crowned.

NSA Benefit at Charlotte Adds $300 to Club Coffers

CHARLOTTE, N. C., Oct. 26.—A benefit night for the National Showmen's Association was held at the American Legion Hall on Saturday night, November 19, with returning president J. W. Bratton as host of the event. At the League meeting Thursday night the following committee was appointed to handle the show: Fannie Young, chairman; William Orton, secretary; Harry T. Fite, treasurer; and W. T. Green.

The committee reported that the show was a great success, with a full house and plenty of entertainment. As practically all of the shows will be in for the convention at the time of the party, a large attendance is expected.

Banlly Hosts to Showfolk
On 25th Wedding Anniversary

MORGANTON, N. C., Oct. 26.—Mr. and Mrs. Herman Banlly, owners of Banlly's All-American Shows, celebrated their 25th wedding anniversary here on October 11 by playing hosta to a score of friends and members of the show business in the motel. Entertainment was provided with the help of the show office and members.

Banlly received numerous presents from friends and well-wishers of the show business.

Frank R. Conklin
Is Nominated for League President

CHICAGO, Oct. 26.—Frank R. Conklin, executive of the Conklin Shows and this year's president of the United States League of America, has been nominated for the 1941 presidency of the League.

Like his brother, Past President J. W. (Patty) Conklin, Frank has been an active worker for the League for many years and is well known and liked throughout the country.

In addition to Conklin, the nominees are: First vice-president, Earl J. Dore; second vice-president, H. M. Barnett; third vice-president, Edward C. Orrey; secretary, Joseph J. Stedler; treasurer, Albert H. Corman; and directors, Mike Bishop, Michael J. Dooley, and Bob Glacken.

The election of officers and board of directors will take place on Monday, December 2.

B & B Shows Bow at Sumter

SUMTER, S. C., Oct. 26.—Recently opened were the B & B Shows, which ran their first week here on October 21. The shows were well received, and the box office was satisfactory. The group run by Albert Berndt, who is a member of the Berndt family, which has operated circuses for many years, is well known and liked throughout the state.
CONCESSION TENTS
FULTON BAG & COTTON MILLS
Manufacturers since 1879
Atlanta, St. Louis, Dallas, New York.

TENTS-BANNERS
9x15 Two-Room Umbrella Tents, Stand New, $22.00 Each.
CHARLES DRAYLE, 126 N. E. MONTGOMERY
O. HENRY TENT & AWNING CO.
4011 North Clark Street, Chicago, Ill.

WANTED
Rock Concessions that work for ten cents, also American Indian, White Alps, Indians, Ice Cream Cone, Snow Cone, Hot Dog, Baby Gifts, with own outfit, come on, Knox, Court, 19th November 9th, Major Amusement Concessions, November 7th to 16th, Rock, Texas, Big City Concessions, Inc.

TEXAS LONGHORN SHOWS
WANT
Kiddie Auto Rides, Minerall People, Concessions, Majestic Exposition Shows, Tean City, N. C., Fair next week.

WANT
Bartow Savings Bank, Bartow, Fla.

THE MIDWAY CHAMPION TENTS
The popular favorite of America's Midway Polities, C. Spear Wash for owner - Modern streamlined - Superior Construction - Operational economy - Packed or unpacked, as preferred.

Sellez Mfg. Co., Inc.
FARIBAULT, MINN.

NOV. 19-41
MODEL TRUCKS & PASSENGER CARS
Available for Immediate Delivery.
Originals of the Showman's Finance Plan.
Write:
CHAS. T. GOSS
STANDARD CHEVROLET CO.
East St. Louis, Ill.

CONCESSION CARNIVAL TENTS
Our Specialty for Over 40 Years.
UNITED STATES TENT & AWNING CO.
701 North Belvidere Street, Chicago, Ill.

N. Y. FAIR CLOSES
(Continued from page 10)
and, unless there's a take, demolished. All plant will be dismantled and put into a permanent storage. City Building, a plot of 429 by 234 feet, was sold for $152,000, a C
drink, a 22-yard track, and spots for displays. State Building, with the big screen, which housed Aquacade, is a 18,000-seater, to be used for stage and movie space. At a cost of $1,000,000 it is better to be used for something. That is under discussion.

Total attendance will probably fall below 2,000,000 by the population margin. This will represent a drop over last year of just about 2,000,000, but it is not impossible to do better.

In perhaps the last year, the down-20 will be a little over 25, Chicago had a bigger crowd in its second peak.

Expo's final Saturday stand ended on a spirited note with the appearance of Republican Presidential Candidate, who took the stage at the Wash and pronounced a standard speech in the Court of Peace at the fair. The speech was well received by spectators, and the standard woman is the theme of the week. It will be the last time that this particular woman's presence is needed. A stage is to be built in the fair area, and she is scheduled to appear.

Aquacade passed the 2,000,000 customer mark early in the week. It now is at 20 per cent break of the total gate, which may be compared to the same period of a capacity which has limitations, being physically restricted to four shows a day at 10,000 capacity, performance. Tomorrow's final water show is expected to run 12,500,000.

Forsch, former Shakespearean actor, 

ITALIAN SISTERS
FIRE, LEVISE, Scott, Light Opera, bar- 
tons and actress, October 23 at his home in Young, N. Y., after an illness of two 
months. He was married to Lucille Rus 
sell in the Grand Duchess and toured 
Europe with her in The Queen of Seren 
tance. He also appeared with Marie 
Trapp in The Prousal Morna and the other shows in which he appeared were 
Crescent Amusement Co.

De Fursan, P. F. (Peru) For the great 
Fair, Toronto, 1940.

CRAZY TRAINS
WANT

NOV. 19-41
Let's see if you can make it, and get 
us a chance to sell some cars, too.

Sellez Mfg. Co., Inc.
FARIBAULT, MINN.

TH-7 CAR PORTABLE
TVL-A-WHRL
The popular favorite of America's Midway Polities, C. Spear Wash for owner - Modern streamlined - Superior Construction - Operational economy - Packed or unpacked, as preferred.

Sellez Mfg. Co., Inc.
FARIBAULT, MINN.

DE-RO-FILL CO.

BELLE GLADE, FLA., FIREMEN'S FAIR AND ARMISTICE CELEBRATION, NOV. 11-16
In conjunction with Firemen's Convention, Fair, and Armistice celebration, the fair will open at Belle Glade, Fla., on Nov. 11 for a week. The fair will include exhibits of various kinds, including a grand parade, and a grand float parade, which will be the highlight of the celebration.

ART LEWIS SHOWS WANT
WANT

CONCESSIONS ALL OPEN FOR THREE WEEKS OF REAL FAIRS

BARNEY TASSELL UNIT SHOWS WANT
WANT

W. G. KAUS SHOWS, INC.
WANT FOR CHARLTON, S. C., COLORED FREE FAIR, PLAYING DAY AND DATE WITH KILLING BROTHERS' CIRCUS. WE WILL ALSO BOOKING FOR THE 1941 SEASON. BRING INQUIRIES FOR OTHER AREAS.

MILLER BROS.' SHOWS WANT
WANT

JOHN R. WARD SHOWS WANT
WANT

JAMES STEWART
The Billboard
**Midway Confab**

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

**Racing Jack Frost to the Bar?**

WALTER HOLLIDAY, with frozen custard, returned John H. Marks Shows in South Boston, Va.

**After One of the Best Seasons of Their Career, Carlson Sisters, Poo and Dot, Have Agreed to Return to Bently's All-American Shows Next Season.**

**While Passing thru Here I Saw Ben Punthke erecting his concessions,**

prince J. M. Dunlop from Tribula, Miss., has leased O. J. Bray's ride.

**Nature Nothing—now in Dixie.**

CAIRN FANN added a photo gallery, and Mr. Lotitha placed a stand on the J. B. Rosenstein Shows during the season's stand in Lawrenceville, Ga.

**Well-Known Builder of Carnival and Circus Fivets, Pete Williams is now managing a trailer park and touring house in Richmond, Va.**

**As a Token of a Successful Season on Scott Bros.' Shows, David Logston**

OWNERS-MANAGE OF THE SHOWS BEARING HIS NAME, T. A. Punthke, with his turn to register for the selective service, have given their concession in Macomb, Ark., during the organization of their stand is Lawrenceville, Ga.

Local registrants erected, and maintained a booth on the showgrounds throughout the day, to the convenience of the members of the show.

presented his attraction, Linda Lopez, with a portable electrical sewing machine.

**Unfair to Call Some Fairs Even Fair—Mrs. McMillon.**

AFTER PLAYING VANDERBILT AND VICTORIA (25c. each), PAYS with his Kid Shows, Franklin, Tenn., went to Seattle, where he will open a museum soon, he reports.

**Louis Brown cards from Morrison, N. C., that his Scott Longfords Shows have been booked to play the Astor Palace in John, Tex.**

**Bob and Jake Kepesh have replaced Bills, who is ill, with mental act on the Entertainers' Stock Show on the Sam Stinette Show in Chicago.**

**Going to the show's winter quarters—Uncle Willy.**

HANDELING clowning for the John Rink, Fayetteville, N.C., for the winter, is Harry Dager, who has a stand with Mr. Harris and a prize money stand with John H. Marks Shows.

WALT TALAND pays this tribute to the late Dick Collins: "He was a grand fellow, very much loved and respected by friends and business associates. We shall miss him." ANDREW B. STERN, general representative for the Collis & Wilson Shows of Amarillo, Texas, has closed his stand.

WILLIAM (BILL) HARBEN cards from Hickory, N.C., that he is operating an emporium there among with his brother and a friend. They will miss him.

**Pennsylvania Arcade Operators Mr. and Mrs. H. C. Malcom, who closed one of the largest and most successful shows in the history of the circus business, have decided to settle down and take over the show business in Pueblo, Colo., where they are taking a brief vacation before beginning their tour of Kentucky and Illinois.**

**"Of all the words of tongue or pen, the saddest are these—the ones that fall down against.**

**Advertising Agent on Hennes Show, Show for Past two years, Roland Davis was called to the U.S. military head and report on October 15.**

**Tilt-A-Whirl Foreman on Parnell Shows, the past season, and R. J. Lindsley shows, and with a trucking company in Lexington, Ky., where they are now located.**

**Havino Closed the season with their show, Mr. and Mrs. Jim Cram, while on route to quarters, visited Mr. and Mrs. Martin R. Hall, Head of the Lawrence Shows, in Camden, S.C.**

**Wonderful words in Fla.: "No, we do not want a voice.**

**We Are Playing Fair after Eight of My Last Four Shows Turned out to Be Rejected by the Public.**

**Colonial Match.**

**While the J. J. Page Show was playing Roanoke, Va., and Frank and Don had open the Arena Show, which our friend and correspondent added to the Parnell Shows this week.**

**MULLEN! Machine is a matter of the Show.**

**Mrs. H. G. Gray, who was moving to suburban Chicago, to the Parnell Shows this week, reported.**

**Tom Parker, General Representative.**

**No. 12 Big ELL Wheel.**

**"We are glad to announce that we have been able to secure a few fine lotteries for the coming season.**

**Mr. Mike Maguire of the Western Wheel Company, has joined the Borden Shows, and Mr. and Mrs. E. M. Swiggard, have joined the Hennes Shows.**

**The Zaza Show is being filled with Am. Car.**

**We have yet to hear of any small horses possible to place in the show.**

**Colonial Match.**
CARNIVALS

November 2, 1940

The Billboard

PRESIDENTIAL RALLY Touring the country on a whirlwind campaign, President Franklin D. Roosevelt, in addition to giving rallies to the voters, has been making several trips to Washington, D.C., to attend to the business of the United States. During his recent trip, he visited the White House, where he met with cabinet officials and members of Congress. He also made a speech before the joint session of Congress, in which he called for a program of domestic and foreign policy.

Carnivals

CARNIVALS

WANTED FOR MILLER AMUSEMENTS

CONSISTENT MONEY MAKERS

CARNIVALS

EVANS' LONG RANGE SHOOTING GALLERIES

CARNIVALS

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The Billboard

November 2, 1940

3000 BINGO

3000 KENO

Light Weight Bingo Game Played to Win 50.000

J. M. SIMMONS & CO.

19 W. Jackson Blvd.,

For Sale
Large commercial space, 1st floor building, 1st floor with one, 2nd floor with two. Located in the middle of the city, 3 blocks from Century Theatre. Ideal for any business. 

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FOR SALE

Large commercial space, 2nd floor building, 1st floor with two, 2nd floor with three. Located in the middle of the city, 3 blocks from Century Theatre. Ideal for any business. 

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WRITE WASSER
912 Baltimore Ave.,
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$25.00 - East Side Store Baskets, delivery charge included. 

$11.00 - New Electric Popcorn Machines, delivery charge included. 

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IT'S YOUR SHOW!

28th Annual "BANQUET AND BALL"
Showmen's League of America

Greater Showman's Event of the Year

Wednesday night, December 4, 1940
Grand Ballroom, Hotel Sherman, Chicago

TICKETS $5.00 PER PLATE

A MAGNIFICENT BANQUET
A GORGEOUS SHOW

Music, Dancing—Stars of Stage and Radio

For reservations write
Banquet Committee, Showmen's League of America
Hotel Sherman, Chicago, Ill.
**SHOWMEN'S EXHIBIT ASSOCIATION**

**FIRST ANNUAL TRADE SHOW**

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**SHOWMEN'S LEAGUE OF AMERICA**

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**HOTEL SHERMAN, CHICAGO, ILL.**

Dec. 2, 3, 4 and 5, 1940

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Floor plans and rates furnished on request.

Write SHOWMEN'S EXHIBIT ASSOCIATION
HOTEL SHERMAN, CHICAGO

Entire profits to Showmen's League Charity.

**WANT WANT**

**DODSON'S WORLD'S FAIR SHOWS**

For Jacksonville, Fla., State Fair November 7 to 17

Any Show capable of getting money For Jacksonville

Any Ride—new, novel, different Season 1941

Attention, Ferris Wheel Operators

Ferris wheels always do a capacity business at Jacksonville, in view of this fact we will book 2 more Wheels for this engagement only.

**Will Book**

Any legitimate Concession for Jacksonville; reasonable terms or exclusive, BUT WILL POSITIVELY NOT TOLERATE!

Wheels, Rollodowns, Concession Stoves, Nail Stores or such.

Address all replies:

Albany, Ga., week of Oct. 28; Jacksonville, Fla., Nov. 4-17.

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**POPCORN**

FORGET YOUR HOUSING WORRIES

STANDARD AND CUSTOM BUILT TRAILER HOMES

Write for Catalog—Pictures—Plans—Specifications—All Models—Affordable Budget Plans Available.

Stream-Line Coaches

Division of Chicago House Trailer Co. (Department 12)

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There are three good reasons why smart Concessionaires buy their Popcorn Supplies from us:

1. **HIGH QUALITY**

2. **LOW PRICES**

3. **SAME DAY SHIPMENT**

Write for our New Full Price List and Our Special Offer on New Popcorn Machines.

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CINCINNATI, OHIO

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**CARNAVALS**

November 2, 1940

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American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Oct. 20—As work has been started upon the annual report of the Ballroom Coliseum at the annual meeting in the Hotel Genesee, the members would appreciate greatly if the membership of the association was to remarks the facilities at the meeting place in order to make the member In the membership so as to meet the requirements of the association.

The annual meeting is being held today, Oct. 20, and it is expected that the adjourned meeting will be held Saturday, Oct. 22.

Dick Collins

By WILLIAM MILL (FIELD)

Into a dimly lit room of a Charles- ton, W. Va., hotel, and the Angel of Death, and infirmary of the world of publicity—Richard Collins—arrived on the lot.

The message was this: for all of us who were privileged to know him from the box on to the best, it will wind up the week.

MAJOR PRIVILEGE.

International Sportsmen's Show All Set for Chicago

CHICAGO, Oct. 20—Third annual International Sportsmen's Show will be held late in the winter in the International Amphitheater. General Director, P. W. (Nick) Mahler, a variety of exhibits, including all classes of live and outdoor life. As part of the exhibition, there will be a show of salt and water plants, game, and other exhibits.

The official opening of the show will take place Thursday, Oct. 21, with a large crowd expected. A feature of the event will be a special exhibit of reptiles and amphibians, as well as other exhibits that will be of interest to the exhibitors.

Sponsored Events

Veteran, Lodge, and Other Organizations Festivities

Conducted by CLAUDE R. ELLIS

Communications to 25 Opera Place, Cincinnati, O.

KIDDIE RIDES WANTED

For 2 Indoor Carnival Sites—one at Westerville, Ohio, and one at Pontiac, Mich. Will be open daily, 10 A.M. to 10 P.M., 9 days a week. Will be completely equipped with rides, games, etc. Will be open daily, 10 A.M. to 10 P.M., 9 days a week.

H. GERMAIN

P. O. Box 292, Newark, N. J.

Also, will consider other Novelty Items.

Anto Show and Armistice Celebration

H. GERMAIN

P. O. Box 292, Newark, N. J.

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El Reno Cole's Closing Stand

To make long jump after Nov. 5 to new quarters at Louisville—Coast biz okeh

CINCINNATI, Oct. 26.—Manager Zack Terrell announced these El Reno, Okla., performances for the week that ended November 5, and in order to do this the show would have to make several changes in its program due to the unsettled conditions of the times.

When the rumor was brought to Manager Terrell, he immediately wired from Deadwood, Ark., where the show appeared Thursday, that the 1940 season would be ended by Wednesday at El Reno, Oklahoma, from which point a long distance move to new quarters in winter quarters on the Kentucky State Fairground in Louisville, Ky.

Class West Coast Tour

LOS ANGELES, Sept. 26.—As the final show of the season the Ague Caliente. Circus closed its tour of the West Coast. According to the latest ad from Glendale, Calif., September 27. The show had gone good houses in Southern California.

Klein Unit Ends 12-Week Season

NEW WATERFORD, O., Oct. 26.—The Klein's Circus, under direction of L. C. Klein,结束了其12周的赛季。

TOMMY Adkins visited the Ague Caliente. Circus in Glendale, Calif., September 27. The show had good houses in Southern California.

No Shows in England Affected by Attacks

No shows in England were affected by recent bomb attacks while on the road, the troops that won the last one night in the show a week below the worry experiences of an explosive being dropped in the adjacent pond.

Winter quarters of the odd acts in this road had a rough time. At least three enemy planes have dropped even of airplanes and the last one night no fewer than 20 in, and the one high explosive bomb fell. The show being on the road, very few animals were on the show, and the only casualty recorded was a wild rabbit. Thanks to prompt action by resident personnel and local fire services damage to property was restricted. While on the road a number of the families owning this circus was machine-gunned by an enemy aircraft.

San Diegans put up the first all-time review. The press in general has given the show much notice in stories and pictures.

Mr. Terrell brought two zebras, a camel, and several other animals for the show. Mr. Terrell, Shadrack Smith, superintendent of the San Diego Zoo, sold him the animals on the road and a $50. It was stated that the show would be continued in San Diego, possibly for an extended time.

Picked Up Hate and There

The Redfeather riding set has gone around to other persons to see what they have, as a result of the recent visit to Glendale, Bruce got many chances to do its best. The show was reopened and enjoyed the same pleasant feature. Otto Griesinger went for several days and talked to Mr. Freeman got a lot of laughs. The Arthur Borellio of the show sold Mr. for the show. George Singleton continued Scotty Brown as book salesman.

Clyde Shaeffer, Chairman

DOVER, O., Oct. 26.—Clyde Shaeffer, Chairman of the Dover Reporter, will be chairman of the entertainment committee of the Charles Singlet's Show. A newspaper club was formed last Tuesday morning and the club was called the Shaeffer Sh manipulate 2500 members from the Lawrence Club and members in the Dover district, and members of the Dover Reporter and other clubs in Northeastern Ohio.

Hearing on Federal Govt Suit of Ringling Estate on Dec. 2

Sarasota, Fla., Oct. 26.—A hearing on the federal government's suit seeking to have the executor of the John Ringling estate, an attorney for the estate, was heard before Judge George W. Whitworth of the United States District Court.

Judge Whitehurst granted a motion for continuance brought by defense attorneys for the executor of John Ringling North, one of the executors, could be tried to testify, and the hearing was continued until December 2.

Earlier, Judge Whitehurst had denied a defense motion to dismiss the cause and allow the estate to continue without the executor.

The court ruled the estate should be allowed to proceed to a trial and the estate should be allowed to continue without the executor.

The court also ruled the estate should be allowed to proceed to a trial and the estate should be allowed to continue without the executor.

The estate has been operating in Florida since 1938 and is now being operated by the estate's attorney, John North.

The estate's attorney, John North, stated that he had been told by the court that the estate would be allowed to continue without the executor.

H-M Has Biggest Opening in Seven Years in Toronto

TORONTO, Oct. 25.—The Hammond Bros. Circus, one of the biggest circuses in Canada, opened its season here today with the largest crowd in more than seven years.

More than 4,000 were turned away Monday night at the Hammond Bros. Circus. The crowd was estimated at 5,000.

The performers at the Hammond Bros. Circus were some of the best in the world, including the famous Tightrope Walkers, the Flying Trains, the Great Wall of China, the Great White Elephant, and the Great White Tiger.

Sellout for RB At Chattanooga

CHAFTOOGA, Tenn., Oct. 26.—The Ringling-Barnum circus was well received in Chattanooga, but the performance was sold out.

The circus was well received in Chattanooga, but the performance was sold out.

Tom Mix

By ZACK TERRELL

News of the death of Tom Mix caused a distinct shock to Mr. Terrell and myself in answering his letter. The news of the most beloved and colorful Western character was received with a feeling of regret and sorrow by all who had any connection with the film industry. The death of Tom Mix is a great loss to the film industry and the loss of a great Western star.

On July 8 Tom visited Mrs. Terrell and myself, and staying the day on the lot at Universal, O., and before leaving that evening we had a long conversation. The conversation was about completed as the showing of the film was about to begin. The conversation was about completed as the showing of the film was about to begin.

Another Mix Tribute

HARVARD, Mass., Oct. 26.—Another fitting tribute to Tom Mix was paid editorially by The Hollywood Standard on November 22.

With the exception of Bill Hart, no other Western star has been more successful in the Western film industry than Tom Mix. The Western film industry has lost a great Western star, and the Western film industry has lost a great Western star.

Cole Opening Good In Penn Yan, N. Y.

PENN YAN, N. Y., Oct. 26.—More than 2,000 persons saw the two performances of the Cole Bros. Circus, which opened its season in Penn Yan on Wednesday night.

The circus, which had its big week in the Deep South, had to give up the Georgia and Alabama states, but it was still a success. The circus had its big week in the Deep South, had to give up the Georgia and Alabama states, but it was still a success.

The circus, which had its big week in the Deep South, had to give up the Georgia and Alabama states, but it was still a success.
**With the Circus Fans**

**CIRCUSES**

**Dressing Room Gossip**

**Video Room**

**Bud Anderson**

**Trained Young Male Chimpanzee**

**2-Day Show Given By Roberts Markets**

**Circus Model Builders And Owners’ Association**

**Cedar Rapids, Ia., Oct. 29—Clarence Pfeffer, Johnstown, Pa., has completed a new steel arena, a flat car, a tent car, and a model of the Hagenbeck-Wallace circus train.

The program: Charley Poole’s band, the Duke of York’s Band, Fred Gardner and the Ringling-Baron five elephants, the Ovino Trio, high Wire act, Grace Hellyer and her 25-foot dog, Florio Chloe, asyncio, leading riders, Fred Taylor, trick roping; the Goebel’s Lion Farm, a pony and five little boys; Buzz Aldrin, high bar and trapangale; the Finish Flying Circus, Arab swinging trapeze act, and teeterboard act; Jack Sharp with his trick pony; Irene McArthur and dogs; Ryan’s menaged horses; Della Brown, business for many years at MRL and La Salle, and the atrew Whirl and breakdown ladder. Tom Hughes, publicity director, stated the attendance was nearly 73,000 at the four shows.

**Schultz’s Intermittent Inturns Prosecution**

**ST. JOHN, N. B., Oct. 29—The**

The punishment for the remainder of the week at the St. John, N. B., prison is non-existent. The Rooster’s “rush” animal trainer, has interrupted his circus tour and returned to his home.

Toni Mix, who has made his name a household word in the district, has been making frequent visits to the city. A warrant has been issued in the court at St. John for his arrest.

The horse, which is considered a real menace to the community, has been on the loose for several weeks. A few days ago, it entered the yard of a home and began to feed on the ornamental flowers. The owner of the yard has been very upset and has asked for the help of the police. The horse is said to be quite wild and has caused considerable damage to the flowers in the yard. The police have been trying to capture the horse, but so far have been unsuccessful. The owner is hoping that the police will be able to catch the horse soon and put an end to the damage it is causing.
Under the Marquee

(Circuses to 25-27)

New York, Oct. 20 — World's Championship Rodeo at the Garden today evening with what will un

Garden Rodeo Take Ahead of '39 Mark

(Circuses to 25-27)

BOSTON GARDEN RODEO this year

TEXAS ANN MIX, trick and fane

TEN AND GHigher Harrison

from Concord, Mass., Pa., "we were

TEN AND GHigher Harrison

over two years vacation re-

the Tom Mix Dude Ranch Girl Show. Cast

ALL-AMERICAN RODEO and Navy Show to be held at Will Rogers Coliseum is also

The Corral

(Circuses to 25-27)

November 2, 1940

The Billboard
New York Rollerland Opens

NEW YORK, Oct. 26—the 50th Street Rollerland, occupying the entire lower floor of St. Nicholas Palace, opened on October 19 under management of Edward H. Redmond with some of the Broad- way mob on hand. Redmond claims the rink was built at a cost of $40,000. Policy calls for men and women instructors, daily matinees and midnight jamborees on Saturdays. An electric mg= is used. Daily matinees and midnight jamborees are built at a cost of $40,000.

October 18 under management of Edward Redmond.

October 26 under management of Edward Redmond.

The Billboard

November 2, 1940

SMASHING 3rd TEMPO

RELEASE NOW READY

Our biggest release, costing over three times as much to produce as the previous, "Skateboat" numbers that are in "The Billboard," Variety Radio and Stiff, Parade Playing, right at the peak of its popularity. Skilful arrangements. Everything else in the hands of hundreds of skating rink operators' requests.

Four musical groups combined to make this smash hit release. Over 70 million sold.

Lloyd Sullivan at the Hammond

TR 728 "Maple"

TR 730 "Blueberry Hill"

TR 735 "Let's Have a Party"

"I Don't Do Indians Off My Mind"

Lloyd Sullivan at the Hammond, with Herb Kern at the Novochord and the Sorex

TR 734 "Thee I Go"

TR 735 "Dinah"

15-Piece Tempo Wals Ensemble

TR 738 "Love at Last"

"Love at Last After the Ball"

50-Piece Tempo Military Band (FREE)

TR 740 "March of the American Expeditionary"

Now Ready

"OMAHA FERRE" RINK SKATE WHEELS

REGISTRATIONS for adult, dance classes and membership in the Fred H. Freeman Figure Skating Club at Winter Garden Hoorayland, Boston, have been exceptionally large. Over 170 have registered for the Monday night novice dance class, making it necessary to close membership rolls for at least two weeks in order to prepare for them. Friday night parties will be held for women on Thursday afternoons. (See Rinks on page 43)

HYDE'S ROLLER RINK SHOES

10 STYLES FOR MEN AND WOMEN

A new enlarged line of roller rink shoes embracing every possible price range. Each pair is backed by a quarter century of shoe craftsmanship and built for long, sturdy wear. Includes both low and high shoes.

Write for Catalog

HYDE ATHLETIC SHOE CO.
3702 S. Halsted St.
CHICAGO, IIL

"OMAHA FERRE" RINK SKATE WHEELS

WRITE FOR OUR PRICE LIST

10 Styles for Men and Women

904 x 1 Inch Wide

Write for Price List

SHOE ROLLER RINK WHEELS

"4/111IIA FIBRE"

1041 No. La Palmas Ave.

Hollywood, Calif.

TEMPO RECORD COMPANY

1041 No. Las Palmas Ave.

Hollywood, Calif.

NEW 1941 CALENDARS—"LAST CALL"

" Roller Skating — For Youthful Spirits"

One of the Best Year Around Pluggers for Your Rink

a high-grade 4-color job with Your Rink Name delivered to you at the

LOW COST

50 Calendars $6.00

100 11.00

250 25.00

500 45.00

See Sample Mailed—Order Yours Now

CHICAGO ROLLER SKATE CO.
4427 W. Lake St.

CHICAGO, IIL

November 2, 1940

The Billboard 41

Rinks and Skaters

By CLAULE R. ELLIS

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CHICAGO ROLLER SKATE CO.
4427 W. Lake St.

CHICAGO, IIL
Dallas Gate Is Top

Goes 1,116,447
For Best Count

Three other records are chalked—audit expected to show healthy profit

Dallas, Oct. 26.—The 52nd annual State Fair of Texas here on October 19-26 had an all-time record attendance of 1,116,447, 79,769 ahead of any previous fair. Three other records were made. First-day attendance, which of $111,056,000 was given 3,657,760 by Allegheny County. Second-day, the small fair was considered more than the number of visitors who attended the fair on the 25th at night. The third building housed cattle, dairy, and poultry. Nearly 1,000 birds were present, including some rare breeds from Texas. (See Dallas Gate Top on page 64)

Early La. State Figures Indicate High Biz Marks

Shreveport, La., Oct. 26—Opening business in favorable weather at the 10th annual State Fair of Louisiana here on October 19-26, indicated that records will be broken. First-day attendance, which of $111,056,000 was given 3,657,760 by Allegheny County. (See LA. State OPENER on page 65)

No Central La. Loop Formed

Spencer, La., Oct. 26—C. R. Hansen, secretary of the South Dakota State Fair, was elected president of the fair and manager of Lucky Tiger and His Hell Drivers; George A. Hamil, producer of the grandstand show, and member of the jury; Ralph H. Rockwell, manager of the grandstand show, and member of the jury; made the grandstand show and exhibits a success. (See SUNDAE SPECIAL on page 66)

Class B in Canada Votes '41 Operation

Saskatoon, Sask., Oct. 26—At the semi-annual meeting of the Western Canada Poultry Association (Class B Circuit) at Regina, Saskatchewan, October 28-30, the Canadian government appropriation of its plant and equipment received the endorsement of the members of the fair. (See SUNDAE SPECIAL on page 66)

Macon Ups Gate Take With Curf

Used on Passes

Macon, Ga., Oct. 26—An increase of 20 per cent in gate receipts was reported for the 85th Annual Georgia State Fair and Exposition here on October 12-19. It was the first fair held since control of the association was acquired by the Chamber of Commerce and was dedicated to having an outstanding success. (See SUNDAE SPECIAL on page 66)

Janesville, Wis.—L. A. Mackham, re-elected president of the Rock County Fair and Livestock Association. Others elected were: T. W. Carlisle, treasurer; J. W. Clasen, secretary. (See LA. STATE OPENER on page 65)

Charlottesville's SF, With 230,000, Soars at Gates and Grandstand

Charlottesville, N. C., Oct. 26.—Second annual Southern States Fair here on October 19-26, had an all-time record attendance of 230,000. It opened on Friday, May 5, with a record attendance of 9,350,000. The fair was scheduled to run until Sunday, October 26, but was canceled on Saturday, October 25, due to rain. The fair was attended by George A. Hamil, producer of the grandstand show, and member of the jury; Ralph H. Rockwell, manager of the grandstand show, and member of the jury; made the grandstand show and exhibits a success. (See SUNDAE SPECIAL on page 66)

Attractions Are Changed

Despite its changes in response to interests and methods, the fair remains a success. (See Mass., PULL BEST on page 56)

Attractions Aid Spending in Big Draw at Mobile

Mobile, Ala., Oct. 26.—Greater Mobile Civic Association plans to break records for attendance, money raising, and good weather. Estimated attendance for the week is $11,000,000. (See SUNDAE SPECIAL on page 66)

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SXFTEXECTIONS Conducted by CLAUDE R. ELLIS—Communications to 27 Opera Place, Cincinnati, O.

November 2, 1940

Pull Is Better
At Bay State

Springfield, Mass., Oct. 26.—Attendance at the 41st Annual State Fair here on October 14-19, exceeded last year's attendance of 1,110,447. The fair was sponsored by the Massachusetts Agricultural Society, and was attended by George A. Hamil, producer of the grandstand show, and member of the jury; Ralph H. Rockwell, manager of the grandstand show, and member of the jury; made the grandstand show and exhibits a success. (See SUNDAE SPECIAL on page 66)

Ohio State Loss Is Offset

Columbus, O., Oct. 26.—Bad weather, which held down 1,110,000 State Fair visitors in Columbus, was offset by the sale of more than 3,000,000 firecrackers. (See SUNDAE SPECIAL on page 66)

Navy Vetoes Halifax Plant

Halifax, N. S., Oct. 26.—It appears likely that Nova Scotia Exhibition plant will not be used by the government. (See SUNDAE SPECIAL on page 66)
Neb. Board To Make Good Profit Showing

LINCOLN, Neb., Oct. 29—Altogether making a perfect showing in the annual Nebraska State Fair held from Oct. 17 to 22, the Nebraska State Fair Association reported today that the fair was a success in every respect. The Association said the fair made an overall profit of $17,000,000.

The fair was a success in every respect. The Association said the fair made an overall profit of $17,000,000.

Patriotism Will Be Theme

For 1941 Annual in Tampa

TAMPA, Oct. 29—The 1941 Florida State Fair will feature patriotism as its major theme, it was announced here today.

Tampa Times reporter said the fair will feature patriotism as its major theme, it was announced here today.

Orange Fete Fund Growing

WINTER HAVEN, Fla., Oct. 29—A special committee kicked off the Orange Fete, a campaign to encourage the redemption of spoiled oranges, with a $1,000 bond in the hands of the committee.

New High at Portland Show

PORTLAND, Ore., Oct. 29—The International Live Stock Exposition here on October 29th is the largest in the history of the event.

Standards Shows

JAYDEE THE GREAT (Jerry D. Martin) reported that he closed his Western barn on October 29th, with $25,000 in cash receipts.

CHARLOTTE SOARS (Continued from preceding page)

A. Hammerton's World's Fair club, which closed last year, announced that it will reopen on February 1st.

MEETING REPORT

Numerous meetings were held at the fair, including those of the Junior Chamber of Commerce, the State Farmers Association, and the State Livestock Association.

OFFICIALS LINER UP before the camera at the 1943 Cumberland County Fair, Portland, Ore., and from left to right, they are Allan M. McKeen, president of the Junior Chamber of Commerce, and Mr. and Mrs. T. Wilson, who were on the committee.

The Raymond Attractions

WANT

OFFICIALS LINER UP before the camera at the 1943 Cumberland County Fair, Portland, Ore., and from left to right, they are Allan M. McKeen, president of the Junior Chamber of Commerce, and Mr. and Mrs. T. Wilson, who were on the committee.

FREE ACTS WANTED

With my combination of 1941 Fair Season and Big Band music, I will be happy to have all acts wanting to have a free act.

ST. PAUL, Minn.

ST. PAUL, Minn.

ST. PAUL, Minn.
PARKS-RESORTS-POOLS
Conducted by CLAUDE R. ELLIS—Communications to 25 Opera Place, Cincinnati, O.

SEASON MAKES SOME GAINS

President Gurtler of NAAPPB Reviews Activities of Industry

Despite many handicaps, substantial strides are seen and big years ahead are predicted—members urged to attend annual convention and trade show in Chicago.

CHICAGO, Oct. 26—President Arnold B. Gurtler, Elitch Gardens, Denver, has made a special trip to attend the annual convention and trade show to be held in the Hotel LaSalle here on December 9-10. Secretary A. H. Ridge said from his office here that never in the association's history has there been so early and indicated on his chart that there were not more than a half dozen spaces still available. All who wish will, he said, and there will be many leaders.

Secretary Ridge also reported that work of the program committee, headed by Secretary Hodge, had progressed in Cincinnati, with Paul H. Huesepol, Jantzen Beach, and Arthur F. French, chairman, in charge.

In spite of these numerous activities the practical pool program committee, consisting of Edward Schloss, chairman; John L. Coleman, vice-chairman; A. H. Miller, manager; Leonard B. Schloss, chairman; and Arthur F. French, secretary, has managed to keep the usual uncluttered space at the annual convention and trade show in Chicago.

Service of Organization

"It seems to me that this would be an appropriate time for us to make an inventory of what our great organization really does for us, as it is so easy to forget. In a few short weeks the most outstanding yearly event of our association will again be held. This is your convention and trade show. This year we will gather at the Hotel LaSalle in Chicago, and on December 9th, when I examined the convention facilities, I was so impressed that the forthcoming meeting is going to be the finest this year in our history. This year's convention will attract 1000 members, and we expect that the annual trade show is already largely booked, and the program promises to be one of the most brilliant in our history.

"As the past, your committees have given devoted much time to the tasks assigned to them, and it is given to the members of the committee who are giving the present meeting are always looked at, and the meetings that are to bring us represents many hours of work on their part. We think that the annual convention and trade show will be an outstanding success in our business needs or accomplishments.

"The annual publicity liability insurance committee continues to be outstanding among the committees of the convention. Participation in the plan enrolls the public liability for those who want the protection. The incorporation of the plan of providing public liability insurance (See GAINS ON SEASON on opp. page)

AC Interests To Discuss $250,000 Publicity Set-Up

ATLANTIC CITY, Oct. 26—A Hutchinson meeting was held last week at the Hotel LaSalle, attended by Mayor Thomas T. Taggart Jr., 50 representatives of local amusement and business interests, and members of the Marquardt Wright organization, a New York publicity firm, for the purpose of acquainting local interests with the publicity methods used in our present and previous years.

It was brought out that the Florida resort spends huge sums for publicity during its busy months, but it is never as effective as it should be. It was suggested that $250,000 would not be too much money for Atlantic City to spend on publicity.

No decision as to the awarding of contracts or appropriation of money was made. However, it was agreed that if and when a publicity plan of $250,000 is made, the new organization will be engaged in handling the city's publicity.

It was also agreed that the receivership of the pier on September 25, according to the original tax law provided that in any case where there should have been an income the city could assume responsibility. But this was amended to provide that if the tax collection order be made, the receivership could take over the property.

WILLOWOOD, N. J.—Firm last week halted a Boardwalk fire that threatened to cause serious damage. The fire was contained at the end of the Boardwalk and only about 100 feet of the walk was destroyed.

Pa. Spot Purchase Talked

HAZLETON, Pa., Oct. 26—It is reported that the city of Hazleton, in terms of the large amount of public amusement equipment purchased by the city, is interested in the purchase of the site for a city playground. It is expected that the city will engage in the purchase of a number of buildings, including buildings but not other public amusement equipment.

Long Island

By ALFRED FRIEDMAN

Fire did $1000 damage to the 300-seat Shadow Belt, Wantagh, and dance was conducted by owner Edward Hamshauld.

The Governor's Village, Bellmore, is in high favor with patrons because of clever enterprise in presenting entertainment.

Results of this year's cold collections from families at Long Beach have not been up to expectations and the L. I. administration is going to aid in underwriting summer expenses.
With the Zoos

LONDON, England—A number of bombs have dropped in the Gardens bringing down many trees. All exhibits in outdoor cages have been taken inside, and armed keepers are on the lookout. The Zoos will provide a means of escape for their charges.

PHILADELPHIA—For the second time in six years, Sultan and Pawna, lions, will be presented at the Zoo, where they have been the last 10 years. The litters have not been definitely established for fear of alarming the public.

NEW ORLEANS—It took five hours, but the elephants, named Ecology, Carrie, and Carrie, are complete. The zoo is open for business by the one owner of the new elephant. It is expected to find a name for the new elephants, not the old. The elephants are being sold in the fall, and the zoo will be resurfaced for the opening, expected to take place in early fall. On January 29, the skating Club will stage an anniversary show, and the winners will be announced at the annual meeting.

ST. LOUIS—The modern apartments are being considered by Mahoning Valley Zoological Society. Said Pen: "There is no banking on the facts, and the Zoo is under the control of the Zoological Society. The way to find the name for the new elephant is to call the man who has taken over Meisel.

W. F. was Competition

A library in Detroit lets out tools the committee will be used to clear up the mess. The boys who are building mechanics are apparently not in a position to get a privilege which would have been to Henry Ford in his youth. Now they will be able to get a job, but the country needs boys who are lacking in these mechanics. Many of their lives are spent in the life of many rides and attractions could be doubled. The committee is looking into the use of these rides and attractions could be doubled. The committee is looking into the use of these rides and attractions could be doubled.

At the present rate of park men working at the Zoo, it is not expected to be finished before the end of the year. The people are not being consulted about the Zoo, and the Zoo is not being consulted about the Zoo. The Zoo is under the control of the Zoological Society. The way to find the name for the new elephant is to call the man who has taken over Meisel.

GAINS ON SEASON

(Continued from opposite page)

insurance in an outstanding carrier for the Zoo business. The Zoo business is, in my judgment, one of the greatest achievements of the organization, and, I might say, has involved much sacrifice on the part of a relatively small group.

Striving for Unity

"The service of the secretary's office is an outstanding carrier for the Zoo business. Our files contain much value to our members. The service of the secretary's office, at a cost, is well worth the money to any member. I am satisfied that the secretary's office is the key to the Zoo business. The service of the secretary's office is an outstanding carrier for the Zoo business. The service of the secretary's office is an outstanding carrier for the Zoo business.

ATLANTIC CITY—Promotion of a featured softball game on New Year's Eve at Boardwalk Hall, to be between two big city teams, the Awesomes and New York, is under consideration. It is believed it would attract thousands from out of town. Seating in the Boardwalk Hall for a grid game is about 20,000.
The question and answer are, as the smart boys, strictly academic, restricted to those with geographic zealots. Only one or two of them are interested in geography, as there is a place, Bill Weldon, local to which the North Salem circus riot happened, proving to be his birthplace as Tomos. He was born in that town, which in turn was on the site of Thorn, Gore to the horn if Texas. If any larger it would be practically in South America.

We like to beuse down taste way you like it and have a kick coating for finding it yourself Los-Angeles. It may be that the Bill-Loos is the actual place where Mix was barn, but rat in the old one. Mix was the son of a distiller from his other connection with the DuBois family. Then he was a boy. Mix was left DuBois by his father, came back that I know of, but he never forget it, Old Mix atop the DuBois coach, Thorn was many millions in lumber and left it to the state of Frankhury Valley, Division of the Pennsylvania Railroad from Wilkinsburg to DuBois and lived in a Separate Town and Avenue where he was hundreds away from Tom Mix's father's home. Ed Mix, Tom's father, was a local preacher in a Big town DuDols. Mix Hunt and John Mix, who were once the largest in the state of Texas, were any larger it would be practically in South America.

The answer to the question is found in the large book of biographical large enough that Iona the made: what town was in the State of Thorne, Gore to the horn if Texas, or any larger it would be practically in South America.

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SAXOPHONE OCTET with Sousa's band, seasons of 1925 and '26. Left to right are Fred Munro, new owner of a music store in Evansville, Ind.; Ben Conklin, with Goldman's band, New York; Bert Madden, located in New York; Leon Wass, member of Herbert L. Clarke's band, Long Beach, Calif.; Capt. Howard Broxton, director of the National Guard band, Mount Morris, Ill., O. O. Goodrich, located in Haverhill, Mass.; Edward Henry, director of a high school band in Orlando, Fla., and Harold Steffen, saxophonist with Herbert L. Clarke's band.

POPUP MACHINES - BURCH STAR CRAMPS, Long Lake, Dubuque, Dealer's Poultry Machine, 273 Chicago Ave., Dubuque, Iowa.

POPPERS MACHINES - BEETLE, 274 Chicago Ave., Dubuque, Iowa.

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POPPERS MACHINES - BEETLE, 274 Chicago Ave., Dubuque, Iowa.
When Writing for Advertised Mail, Please Use Postcards.
Also state how long the forwarding address is to be used.
### Mail on Hand at

#### New York Office

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<th>Women</th>
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<td><em>Listed on page 30.</em></td>
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### ORCHESTRA ROUTES

[Continued from page 30.]

[continued text regarding orchestra routes and other information not fully visible in the image]
Comic Buttons — Make Extra Cash For Badge Makers

NEW YORK, Oct. 26.—Comic buttons are a substantial money-maker for badgeboard makers, the operators of whom have been receiving orders for them in large quantities. Many badgeboard workers have added another article to their list of saleables for women and have been selling them in large quantities. A large number of operators have been selling them to women in the stores and are reporting that they are selling very well.

A Column for OPERATORS & DISTRIBUTORS of SALEABOARD GAMES

By BEN SMITH

OUT OF THE MAIL BAG

J. B. of Altoona, Pa., writes:--Thanks for your letter listing several concerns from which I may obtain complete information and should get their reply in the near future...

In the current issue of Billboard you state that you have a number of articles written by a larger collection of operators and that you will be able to cover all the points mentioned in your copy. We have been curious to know what is the best way to organize your copy and how you will be able to make your copy most useful for operators.

Next, you mention a new type of saleable that is being used for women in a large city but you do not say where or how it was started. We would like to know how you came to know about this new type of saleable and how it was started.

We have been trying to get in touch with you for some time and would like to know if you have any suggestions for operators who are interested in selling your copy.

A RECENT spell of brisk weather served to drive bingo games indoors: they got off to a good start, with operators reporting good crowds. Some of the games held so far as long as they could but finally had to give in to Old Man Winter...

Women Have No Ex
On Fort Wayne Bingo

FORT WAYNE, Ind., Oct. 26.—Bingo is no longer considered a woman’s game here, according to operators who say that there are few men who enjoy the game. Operators have been reporting good crowds and say that they are selling a lot of tickets. The Bingo is a success and is not uncommon for men to play in.

The Advertising page has been performed in numerous places, and it has been decided by several buyers to change the name of the game in those places. The new name is the "Prize Bingo Game," and it is proving popular.

Big Demand for Smokers' Items

CINCINNATI, Oct. 26.—Smokers’ items are proving popular on saleaboard and the operators have been selling them in large quantities. They are selling them to men and women and are proving popular with saleaboard and bingo operators. The public is showing more interest than ever before in these items.

Cigarette servers are also getting their share of sales and are also selling well. Many are availing themselves of saleaboard and bingo operators who keep their customers informed of new developments.

For 46 Years...

The Billboard has worked unceasingly to make its readers interested in or affiliated with the amusement profession and speak well of the publications and services it offers. The Billboard has attacked editorially where attack was necessary, and has defended where defense was needed. The Billboard has always strived to have its news authentic and its criticism constructive.

The Billboard's service to the amusement community is indicated by its past performance. It is timetested and accurate, and is aimed to be of even more service than ever before.

Welcome, as is the past, new or other data pertaining to the amusement fields that is interesting or has a definite value to readers of The Billboard.

Wholesale
PRIZES — NOVELTIES — SPECIALTIES

Conducted by SAM ARBOTT—Communications to 1564 Broadway, New York

PRIZES - NOVELTIES - SPECIALTIES

Comicon Buttons — Make Extra Cash For Badge Makers

Spotlight on Large Dolls

As Season’s Money Makers

Country’s bingo and saleaboard operators anticipate banner Christmas business with new models—Southern fairs report a heavy demand for 30-32-inch items

Big Demand for Smokers’ Items

Reported by Ops

DURING recent weeks we’ve been looking around to see exactly what makes a bingo game click. We ran into an operator who keeps files cards on his players. At the top is the name of the patron and his or her address. In the list following are the names and addresses of steady and certain prizes were awarded the person. Since this operator offers the jack, the stand, the kind of the player who sold the card, the kind of the player who hired it, the infant revealed was most interesting. There were one card on which a hatch, rug, and laundry basket were on the list. On another card were a waffle iron, table electric percolator. The two cards were brought to the point of illustrating a point. Evidently the first card was interested in getting electrical appliances, the second card was interested in getting something to wear. We brought it out conclusively that an operator who keeps file cards on his players is interested in the future. He has been interested in the kind of the players who sell his cards, and he has been interested in the kind of the players who hire his cards. We have been interested in the kind of the players who buy his cards, and we have been interested in the kind of the players who sell his cards.

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Popular Items

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

Humidifiers
House-to-house workers are gaining good profits with the new portable and tobacco humidifiers. COLUMBIA Plastic Products reports. The performance appears to the feminine trade. All that is necessary to use the humidifier is to moisten the absorbent pad inside the humidifier with perfume. It will keep perspex, linen, plastic, or naphthol based drawer fresh and fragrant. The tobacco humidifier works similar to the perfume except the water instead of perfume is used. Cases are available in red, green, or blue plastic. Humidifiers are supplied in individual packages, the firm reports.

Lighted Vanity
Price users are finding the Vanity Mirror by a popular item. People with this a mirror and make-up in a smart plastic case of gay color combinations. If fitted with the choice of beauty, a case packed in an individual box, and equipped with a C. O. Mirror, bulb and a battery, which are easily replaced. Item makes an excellent gift and for that reason is large numbers of Mirror-Lite are being shipped to alert price users who want to be among the first to get them on the stands. the firm reports.

Gorgeous Lamp-Radio
Powerful Synchronizer. LUMITONE gives 7 tube radio performance. Dynamic sound for perfect tone. Self-tuning automatic switch. Volume control. Never before has radio been presented in such an attractive manner. It's gorgeous! It's lovely! It's a beauty!

ACT NOW! WRITE, WIRE OR PHONE YOUR ORDER

D. A. PACHTER COMPANY
MERCHANDISE MART
CHICAGO, ILLINOIS

Christmas Card Catalogue
NEW CATALOG OUT
16,000,000 MEN WANT THIS ENROLLMENT BUTTON

The New RADIO-LAMP SALES SENSATION HAS TAKEN THE COUNTRY BY STORM

LUMITONE TABLE-LAMP RADIO IT'S GOT EVERYTHING

Has 16 inch COLUMBIA Taffeta shade. Full 6 inch reflector. Switch for selective lighting, every 10th time plastic cover. Powerful 7 tube radio, Automatic volume control, Finger tip snap in tuning. Nation wide excursion including foreign calls. No serial or ground needed.

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

ACT NOW! WRITE, WIRE OR PHONE YOUR ORDER

D. A. PACHTER COMPANY
MERCHANDISE MART
CHICAGO, ILLINOIS

BINGO GAMES AND SUPPLIES CARNIVAL SUPPLIES PREMIUMS NOISEMAKERS BANDS BALLOONS WRITE FOR CIRCULAR

OUT NOW!

BINGO CARDS 100 to 3000 CARD SETS

WHOLESALE CATALOG 4000 BARGAINS For Salesmen and Distributors

FREE Wholesale Catalog

FOR PRICE

LUMITONE TABLE-LAMP RADIO

Table-Lamp Radio

It's got everything

Has 16 inch COLUMBIA Taffeta shade. Full 6 inch reflector. Switch for selective lighting, every 10th time plastic cover. Powerful 7 tube radio, Automatic volume control, Finger tip snap in tuning. Nation wide excursion including foreign calls. No serial or ground needed.

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FREE Wholesale Catalog

FOR PRICE
November 2, 1940

WHOLESALE MERCHANDISE

NOW! BIG PROFIT in PATRIOT and POLITICAL NOVELTIES

MOBILE RECORD DRAW (Continued from page 49)

DALLAS GATE TOPS (Continued from page 49)

NOW! BIG PROFIT in PATRIOT and POLITICAL NOVELTIES

Note: Buttons and Charms Sold Separately

Buttons Only

FOR ROOSEVELT

Buttons Only

FERDINAND WILKIE

Buttons Only

AMERICAN FORTRAN

Buttons Only

DONKEY CHARM

Buttons Only

MEXICAN DONKEY

No. BRIDES WILKIE


IF YOU HAVEN'T A COPY OF OUR CATALOG 8134 WRITE FOR ONE NOW.

N. SHURE CO.

200 West Adams St. Chicago, Ill.

“GOD BLESS AMERICA”

6 Color Printed Placque, Size 1 1/2”. Diameter.


SAMPLE 50c.

DOZEN $4.50 100 GROS $23.40 1000 GROS $43.20

Orders Yours Today

Cash or 1/2 Deposit—Balance C. O. D.

THE AMERICAN PLAQUE CO.

609 Race Street, Cincinnati, Ohio

BULL RIDING—First round, Reg. 3, Doolan, $130.75. Second round, Bob Williams, $130.75. Third and fourth: Manifest, $130.75. All four rounds, $130.75.

BULL RIDING—Second round, Reg. 3, Doolan, $130.75. Second round, Bob Williams, $130.75. Third and fourth: Manifest, $130.75. All four rounds, $130.75.

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NOTES from SUPPLY HOUSES

Wholesale Merchandise

November 2, 1940

The Billboard

55

Tymouth Jewelry Company announces the addition of unusually diverse and exclusive lines of jewelry to its regular stock. Among these are such novelties as a selection of watches, diamonds, rings, and novelty jewelry. These lines have been specially selected to meet the needs of money-makers, the firm reports.

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LA. STATE OPENER

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[continued from pope 36)

11.

[onto from Intilannpalls

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Earl Doris.
GENERAL OUTDOOR

Where Will You Winter?
Kindly give the information on this blank and mail to The Billboard, Cincinnati, O., for our records of circus, carnival and tent shows in winter quarters;

Title of Show
Kind of Show
Is it Flat-car, Baggage or Motorised?

Office Address
Opening date and stand for 1941 if definitely set

PAMAHASKA'S ATTRACTIONS UNITS

CHARLEY'S AUNT
(Continued from page 10)

wherever you aren't when you aren't.

and let's not forget things that aren't worth remembering. In some dark moment, the old range cabin might override him and that his speech quarter and concentrated pieces at humorous imagination to play up and paint countless details of business and reading. Further still, he has added a sly and never overemphasized satire to the result. It's a bit like Queen Victoria her memoirs.

By TOM R. HUTTON

Where Will You Winter?
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Office Address
Opening date and stand for 1941 if definitely set

PAMAHASKA'S ATTRACTIONS UNITS

CHARLEY'S AUNT
(Continued from page 10)

particulars in its fantastic sports news and telegrams of all his performances

Everybody's going to make sure you aren't when you aren't.
Voting --

When the historians write the story of our present times they may consider that the songs which people sing during these times are too small a detail to record in history. They may say that the records played on coin-operated phonographs had little to do in shaping the course of history.

Yet music has always played its part in history and in serious times certain songs have played a big part in maintaining morale and even in shaping the thoughts of the masses. Now that the phonograph has become so much a part of our national life, it should also be counted among those things that help to make history.

The popular music field has contributed some patriotic songs well designed to teach the most respected ideals of national loyalty, and the phonograph has had a big part in making these pieces available to the people at a time when they want to hear music.

The phonograph should be appreciated really more than it is for the work it is doing in making available those popular songs and selections that express the American attitude or teach a patriotic lesson.

A national election is just ahead. It is supposed to be an important event and in some ways a very serious event. Fortunately, most Americans are able to maintain a sportsmanlike attitude even toward politics, and if their candidate loses they can be quite cheerful about it. In addition to our national election this year, our country and all other free nations are compelled to face a new situation in world history. It is no longer what we want to do in the world, but all important questions within our bounds must be decided with an eye on what the dictators may want to do.

The popular music field has contributed some patriotic songs well designed to teach the most respected ideals of national loyalty, and the phonograph has had a big part in making these pieces available to the people at a time when they want to hear music.

One of the records now on phonographs may be referred to under the popular title, "I Am an American." The message of the song is an appropriate one for every citizen as he thinks of how he should vote on November 5. We may well learn lessons from the records we use on coin-operated machines and consider them ourselves, as well as expose those songs to the public.

While "I Am an American" is an appropriate message for every citizen to keep in mind as he goes to vote, every citizen will also need to remember that "We're All Americans" as soon as the election is over. So this week let us sing, "I Am an American," and right after the election let's all sing Jimmy Mangan's piece—"We're All Americans."

In the song "I Am an American" there is a suggestion of individual responsibility. Every citizen, as he goes to vote, should feel that his vote actually counts. If he fails to vote, it counts as a loss. Many public agencies and civic groups undertake an educational campaign before elections to get every voter to exercise his constitutional right at the polls. It is this sense of responsibility that should be in every mind before election. And each person casts his vote as an individual. Each vote adds up to make the grand total that decides an election. In proportion as we think on individual responsibility, and how much each vote counts, then will each one of us begin to do more intelligent voting.

When a man feels his individual responsibility as a voter he may wonder how big a part he has taken in the political campaign as a whole. Whether he has helped to make it a more rotten or a more sensible campaign which reflects to the credit of free nations.

When a man feels his responsibility as an American he may try to vote for his country instead of his party. That is an idea which Americans need to consider as individuals more seriously, perhaps, than in many previous campaigns, and that is one reason why the patriotic records on phonographs all over the country have a real message for the people.

There has long existed a philosophy that the man who serves his party best also serves his country best. But George Washington's warning has been resurrected as something very timely. He predicted that if the United States came to an untimely end it would be due to political party strife rather than due to enemies from the outside. In other words, every partisan campaign may contribute to the eventual downfall of the nation.

The man who is an American before he is a party man may help to prolong the life of the nation. The voter who can think American is the one who is needed at the polls November 5.

The fact that the dictators have watched our political campaign very carefully is something to think about. It has been a very dirty campaign, filled with misrepresentation, partisan agitation thru the press, and circumventing of law by both major parties. All of these things encourage the dictators to feel that the end is about up for all democratic nations, and it may encourage them to try to hasten the end. Certainly the dictators will be deeply interested in the results of our national election, and the confusion which follows a national election may be the signal for them to act. The partisan bitterness which follows an election may be of the greatest benefit to our enemies.

But all these things become rather serious. Before the election and after the election thousands of phonographs all over the country will be offering good cheer and patriotic messages to American voters.

Before any citizen goes to vote let him sing—"I Am an American." After the election, whatever may be the results, let every citizen forget the strife and join in the song "We're All Americans."
New Jersey A. B. T. Traces Its Growth and Public Relations

CHICAGO, Oct. 26.—Influenced by an announcement that the New Jersey, Inc., its executive board, has adopted a plan whereby the association and conducting public relations programs throughout the state have been initiated, activities in the field of public relations have become widely known. This is one of the first to use large scale programs, neatly mentioned in the edition of the Billboard of October 26, the association has been engaged in public relations work since the appointment of the executive secretary, Mr. LeRoy Stein.

Public Relations Projects

Plans are being made for the expansion of the coin machine industry in New Jersey. The Areusement Board of Trade of New Jersey has been organized to distribute the information about the state's major interests. To this end, the Areusement Board of Trade of New Jersey has been organized to distribute the information about the state's major interests.

Three New Chapters

The first new chapter to be organized is the counties of Monmouth and Ocean and includes the famous beach and country clubs of Asbury Park and Lakewood. This group now has a membership of nearly 100 operators. The Areusement Board of Trade now has a membership of more than 250 members in New Jersey, and the Areusement Board of Trade of New Jersey has a membership of more than 250 members in New Jersey.

Middlesex County A. B. T.

The second chapter to be organized is the Middlesex County A. B. T. The first six members of this chapter were formerly members of the Areusement Board of Trade of New Jersey. The Areusement Board of Trade of New Jersey has a membership of more than 250 members in New Jersey.

It was thought advisable, in view of the large number of operators, to organize a chapter on a district basis. The Middlesex County A. B. T. is now conducting its business in a true trade association manner.

George Clark Is Atlas Answer Man

CHICAGO, Oct. 26.—Mr. George Clark, who is in charge of the Chicago office of the Areusement Board of Trade, Inc., is now conducting its business for the first time under the name of the Areusement Board of Trade, Inc. The Areusement Board of Trade, Inc., is not only a local association, but also a state association.

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Hand Finishing Work

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Philadelphia Association Launches Drive for New Members

PHILADELPHIA, Oct. 26.—The Philadelphia Machine Operators Association has launched a drive to bring all coin machine operators in the city into the organization. This drive will be carried out by the Philadelphia Machine Operators Association and the Philadelphia Photographic Operators Association.

During the past five years the membership has been increased from 500 to 1500, and the association has been able to lend assistance to members in the city "on a large scale basis." This membership has been gained through the efforts of the association's committees. Every member of both association has been asked to pitch in and help sign up the membership.
Clubs Go Native

Operators and recording companies watch growth of tropical clubs featuring Hawaiian music—figure they may popularize native music as Latin clubs did rumbas and congas.

New York, Oct. 26—Few music box operators or recording company execs think the popularity of rumba and conga melodies will ever reach Latin American levels, but they say that history is going to repeat itself. This season looks like the plain sailing of Hawaii's past, and many operators say that if the right bands and clubs go into the tropicals, history may repeat itself.

The trend toward Hawaiian music is spreading rapidly, and the South Sea theme is becoming popular. The trend began last winter, when the hurricane night club opened in New York. The club was operated by Eddie Bush, and featured Hawaiian music and entertainment. Since then, several other clubs have opened in New York, and many more are scheduled to open in the near future.

Newly opened clubs include: Don Julio's, Havana Madrid, La Martinique, and the Congo. All of these clubs feature Hawaiian entertainment, and some of them have already become very popular.

Boston is also experiencing a growth in tropical clubs. The trend is spreading to other cities, and it is expected to continue.

Old Music Boxes In Antique Show

WILKES-BARRE, Pa., Oct. 26—Century old music boxes, created as fore-runners of the modern talking machine, were featured in the Wyoming Valley Antique Show held here under the auspices of The Wilkes-Barre Record.

The boxes range in age from 1860 to 1890, and are considered to be valuable antiques. Many of the boxes are in working condition, and are in excellent condition. The inclusion of the music boxes in the show was a surprise to many of the visitors.

The show was held at the Wilkes-Barre Armory, and featured a variety of antiques, including furniture, china, and glassware.

Buckley System A Hit, Says Royal

Newark, N.J., Oct. 26—Every one to a while, according to Henry Buckley (Perry) of the Buckley System, this week said, "We have a product coming along which is solidly built with operators that there is no doubt of its success. That's what has happened with the Buckley System."

In the past, the company has featured some successful products, such as the "Buckley" and "Imperial" recorders. Buckley said that the new product is a "cross between the 'Buckley' and 'Imperial' recorders, and is a combination of the two."

The product is being marketed under the name of the Buckley System, and is expected to be successful. Buckley said that the product is "a cross between the 'Buckley' and 'Imperial' recorders, and is a combination of the two."

So, Automatic's Purchasing Plan

Chicago, Oct. 26—From Bill Stiefel, president of the Automatic, comes a plan to make it easier for record operators to purchase equipment from Southern Automatie Company.

Stiefel, firm official, commented: "We always try to help operators by keeping them up to date. We know how much money goes into record production. Good equipment is essential, and we want to make it easier for operators to purchase equipment from us."

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Michigan Supreme Court Ruling

Okehs Phonographs and Dancing
In Locations Outside of Towns

Detroit, Oct. 20.—An important decision of value to automatic phonograph operators was handed down recently by the Michigan Supreme Court. Ruling on a law adopted in 1931, the court held that a Michigan law prohibiting public dance halls outside of incorporated cities and villages did not apply to taverns and night clubs permitting dancing with music supplied by automatic phonographs.

Because dancing is permitted with phonograph music it cannot be said the defendant's dance hall was conducted as a public dance hall. Dancing is merely incidental to the other business conducted. Taverns were not in existence when the dance hall act was adopted and the act applied only to public dance halls.

The court opinion stated, "The Circuit Court decision was based on a law adopted in 1931 during the prohibition era. That law prohibited the licensing of places where dancing was a means of attracting patrons."

Bill Boles, credit manager for Rudolph Wurlitzer Company, placed this law into law. His company was in the business of supplying phonographs to clubs, taverns, and other establishments where dancing was required.

DALLAS, Oct. 20.—Dallas coin machine men have experienced a month of ideal fall weather and have cashed in handsomely on it. A Perfect weather plus more than a million visitors to the State Fair has been a big help to the operations of music and games operators.

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ELIZABETH, N. J. LOCATION employs Recoyal Wall Boxes in every booth and one of the counter to make music easily accessible to patrons. Earnings are reported as pegs since installation of present equipment.

GENE KUPO (Ohk)

The Worrying Song That Never Comes Clean-FT: VC, The World Is in My Arms-PT: VC.

It's a bit late to release a record of this era. A side is an exercise in phonographing, and the other is an exercise in vocalizing. This is primarily a phonograph record. It's a bit late to release a record of this era.

RAYMOND SCOTT (Columbia)

A Million Dollars Ago-PT: VC, in a Mosque-PT: VC.

The whole hog commercially in this double, and almost completely the identity thereof. Which is the partition in the case of the Scotts identity, is one of the few remaining in the modern world, and certainly something that is not the same to the present day.

VAUGHN MONROE (Bluebird)

Is It Love, or Is It Conscription?-PT: VC, So, You're the One-PT: VC.

The first musical comment on selective service to emerge from the Tin Pan Alley comes thru on the A side here, and proves to be an amusing little ditty. No such comment on the reverse.

BILL CARLSEN (Ohk)

The One I Love Belongs to Someone Else-FT: VC, Midnight Blues, Blues-FT: VC.

Carlson brings a nice enough hit to these two for a folk song, for the purpose of rolling the banks and getting them into this thing. They're too simple a folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, folk song, 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Here's Why
WALL BOXES
Are the Best
Buy for You!

1. INCREASES PROFITS
Keeny Wall Boxes have 100% utility! They are made for every make and model of phonograph!

2. MADE FOR ALL MAKES AND MODELS
Keeny Wall Boxes report profit increases from 200 to 200%!

3. QUICK, EASY, INEXPENSIVE INSTALLATION
Keeny Wall Boxes are simply to install! Extremely small cable no longer than a side straw!

J. H. Keeney & Co. The House That Jack Built
2001 California Ave.
Chicago, Illinois

WILKES-BARRE:
Charlie Was a Boxer, Vincent Lopez

WASHINGTON:
Sepia Panorama, Duke Ellington

Molly Malone, Gray Gordon

WASHINGTON:
Molly Malone, Gray Gordon

BURLINGTON:
My Greatest Mistake, Ink Spots

CANTON:
No Name Medley, Guy Lombardo

Our Leading Songs

Radio's Leading Songs

Wherein we present a comparative list of 10 songs broadcast most often during the week ending October 26 and the week before, ended October 19. The songs are those heard over the networks and leading New York stations based on information supplied by Accurate Reporting Service.

This Week

1. Two Dreams
2. Sinner's Prayer
3. Tails We Make Perfect
4. Whistling Serenade
5. And So Do I
6. May-Be
7. Our Love Affair
8. Only Forever
9. Some Old Blues
10. Some Old Blues
ALMOST HUMAN!

BUCKLEY MUSIC SYSTEM
DIRECT "TOUCH-TO-TOUCH" ACTION

Outstanding, experienced music operators ALL OVER THE COUNTRY—pronounce the Buckley Music System with DIRECT "TOUCH-TO-TOUCH" ACTION—ALMOST HUMAN! It's POSITIVE! IT NEVER MISSLES! It's just like pushing the bit on the turntable with your own hands! It tremendously increases PROFITS even on the most mediocre records! It MAKES every operator an adapter AND brings every music operator the FIRST MUSIC BUSINESS IN HISTORY! If you haven't yet investigated DIRECT "TOUCH-TO-TOUCH" ACTION, DO SO NOW! A 1-Post Card addressed to your name and address GETS YOU COMPLETE DETAILS!

BUCKLEY MUSIC SYSTEM, INC.
4225 W. LAKE ST. - CHICAGO - 111

NEW JERSEY MUSIC OPERATORS GET 30 DAYS' FREE TRIAL ON BUCKLEY MUSIC SYSTEM

Huge Crowd Takes In Supreme Party

BROOKLYN, Oct. 26—Wills Little Neck and Vicinity Canteen brought out the big boys to the distribution division with a bang today when this city, located in the world's capital of the music business, Inc., this city, clicked with the showing of the Buckley Music System to hundreds of music operators of this city and surrounding territory.

Mr. Buck was present as the "supreme guest" and operators connected that he brought back the Little Neck to his rightful element—as a distributor in the coin machine business.

Working closely with Willi, the party was a success by all means. The buck was on and everyone had a swell time.

12 & 16 RECORD COUNTER SCRIBOIDS

The only job of its kind on the market today! High quality cabinet of housing brass frame finish, butter-cut pants and gleaming chrome trim! Price includes speaker cabinet to match! Can be had complete with 12 or 16 record Buckels mechanisms, or work your own in a jiffy! Write now for very low prices on those hit-parades!

MIRABEN COMPANY
2041 Carroll Ave. Telephone CHICAGO 2110

FOR SALE!

WURLITZER 616
WURLITZER 24
WURLITZER 412
Completely Remodeled as only ACME can remodel them.

WRITE! WRITE! MORE FOR PRICES! Also write for colored drawings and location pictures. We are removing parts for the above model Wurlitzers today!

ACME SALES CO.
625 TENTH AVE. N.Y.
TEL: LONGBIRE 3-536

Compare ROCK-OLA
Remote Control
AND IT WILL BE YOUR CHOICE

LABEAU Novelty Sales Co.
1946 University Ave., St. Paul, Minn.

JUST RELEASED!
ANOTHER COLUMBIA HIT
By EDDY HOWARD
CR 35771 "Star Dust"
"Old-Fashioned Love"
DON'T PASS UP
CR 35747 "Jealous"
"How Deep Is the Ocean?"

ON THE RECORDS (Continued from page 84)

ELLA LOGAN (Columbia)
The Whispersong, Song-W. Oh, By Angel-V.

Miss Logan is back with her Scotch accent on the old college song that Rudy Vallée brought into national prominence some years ago. It's another novelty swing thing that is about the poorest job of the week. The vocal is a bit too soft, and the rhythm section is not up to par, but it's in the key of time. Rhythm and vocal are strong, and this can go far on the machines.

GLEN MILLER (Bluebird)
Shadow on the Swing—W. My Old Flame—PT-V.

Coin phonograph potentialities are written all over this record. The second side of this label seems to be labeled Miller, Jr. It's a catchy tiff with an attractive title and an amusing set of words, and quite good in the musical sense. The lead is solid brass and sax style with Benny Morton and the band has spicing up the vocal, which this can go far on the machines. It is a nice melody, introduced to a particularly swell Miller arrangement.

DICK JURGENS (Okeh)
Our Love Affair—PT-V, So Deep Is the Night—PT-V.

Both sides are slow and undistinguisable in treatment to take on the high sales. There is no evidence on this disk, all the interest is slightly at a premium, due to the imaginative work. Just as the other side adds up to more than any corresponding treatment, this makes a couple of capable Harry Cooys. The lead is done to perfection, and this can go far on the machines.

FRANCES LANGFORD (Decca)
You're Never—W, Dreaming Out Loud—W.

Miss Langford can sing a song, and does so here with all her usual efficiency and sensitive feeling. She is singing. There are no fireworks, nothing sensational on this, the record is cut to take the top draw in the wide way.

JIMMIE LUNCEFORD (Columbia)
Person to Person—W. Milady the Moord is—W.

Lunceford sits alone in a splendid swing version of Morton Gould and Paul Weston's "Person to Person." The treatment of the melody and instruments is simple yet effective. Here is a record that doesn't require a great deal of instrumental color and ingenues surrounding it, and it's just the right side. It is an improvement on the very human, and it's done suddenly in imagination in comparison with the extraordinary virtuosity of the instrumentals.
Record Buying Guide

An Analysis of Current Songs and Recordings From the Standpoint of Their Value to Phonograph Operators

**GOING STRONG**

Recordings listed below are currently the biggest money-makers in automatic phonographs. Selections are based on reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important centers in the country. Recordings listed with an explanation are those that have appeared under this heading for one week or more, or with a cumulative number of reports establishing record breaking popularity and sales in that market.

**Only Forever.** After several weeks of lingering in the shadow of a strong doubt as to whether it had the ability to make the leap to this sanctuary, after intense fighting, it is over the top with less steam behind it than Only Forever. That, however, is splitting hairs. Only Forever is a recording which is bound to go and has beaten out a path to a place in the Top Ten. The Andrews Sisters' version and one now, after KAY KYRISS and GRAY GORDON are still in the picture.

**Furboat Serenade.** Less of a struggle making this section is reported by this novelty tune, although there is an element of eyebrows-fletching in the fact that it is signed somewhat in the face of a more serious trend. But the fact is that it is the Top Ten at the moment. As the needle descends on the disc, one can expect a stiff competition from the record in the next one to follow. The race is now in the home stretch.

**I'll Never Smile Again.** (14th week) TOMMY DORSEY.*

**Blues in the Night** (8th week) GLENN MILLER, KAY KYRISS, ROSS MURPHY.

**I'm Nobody's Baby.** (8th week) JUDY GARLAND, TOMMY DORSEY,*

**Trade Winds.** (5th week) BING CROSBY.

**Maybe.** (4th week) TNR SPOTS.

**Practice Makes Perfect.** (3rd week) BOB CHESTER.*

**COMING UP**

Recordings listed below are those which operators report are not yet top notchers but which are growing in popularity on automatic phonographs. Selections are based on reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important centers in the country.

**We Three.** Getting strong with each passing day is this conventional but nonetheless appealing ballad. It should cause no amazement to see this in the Top Ten another two or three weeks from now. INK SPOTS and TOMMY DORSEY* are still dividing the honors here.

**Our Love Affair.** Also doing well is this record. The stamina of the disc directly above, is this picture song from Strike up the Band. So far DICK JURGENS* has had the field pretty much to himself on this one.

**I'll Only Cry Once.** (8th week) BING CROSBY.*

**That's for Me.** (6th week) GLENN MILLER,* TOMMY DORSEY* all alone here.

Songs listed below are those which have appeared in "Coming Up" for four weeks or more, or which are still being heard in their latest market release in the Guide, even though they probably will never climb into "Going Strong.""
New York City Amendment Cuts Vending Machine Occupancy Tax

NEW YORK, Oct. 26.—Most of the merchandise vending machines in New York City will henceforth pay a new and lower occupancy tax as the result of the signing of an amendment to the administrative code by Mayor Fiorello H. La Guardia. Machine vending merchandise of less than 25 cents are affected. Amendment defines a vending machine as being "a machine which dispenses merchandise and shall also include but not be limited to amusement devices, automatic sanitary facilities, and all other vending services.

Under the terms of the new set-up:

Now! A Vender To Feed the Birds

ATLANTIC CITY, Oct. 25.—A new type of machine vendor invented by Sylvester Dorey, of Philadelphia. The new machine ejects a quantity of feed for birds and pigeons. The feeding of the flock of pigeons always found on the Boardwalk here always provides an attraction for visitors, and Dorey received permission from the city to place his new device on the Boardwalk.

The machine, a tall square metal device, has two coin slots. For a penny on a nickel the Birdwalk vendor can obtain cranked seed to feed the birds and pigeons. A silver eagle decoration adorns the top of the machine.

Mayor Thomas D. Taggart Jr., posed for photographers this week as being the first customer for the new grain vendors. Dorey plans to install his machine in all corners of the city where the Federal Reserve Bank as soon as possible, as well as at Philadelphia, Atlantic City, and in other locations.

The machine will be operated by the city, though the city will receive a portion of the sale. The machine is expected to be a success and will provide an attraction for visitors.

New Offices for American Cigarette

BUFFALO, Oct. 25.—Sam Strahl, St., American Cigarette Machine Company, reports that the firm is preparing to open new and larger distributing offices about the middle of November. Our business has been growing steadily with leaps and bounds," he said. "We have found that operators would like to have us open larger quarters. All of our present offices may be considered large, but we believe that even larger and more beautiful offices will be appreciated by the trade.

Strahl recently took part in the Mills Fair and is a busy man in the tobacco industry. He is still enjoying good profits from our machines and his reports are very encouraging. We are making plans to increase our sales and improve our service to our customers.

New York City Amendment Cuts Vending Machine Occupancy Tax

NEW YORK, Oct. 26.—Most of the penny nut, gum, and candy machines will pay 10 cents a year, 25-cent vending machines, 20 cents, and cigarette machines, 50 cents. All formerly paid 25 cents or over and will continue to pay the 10 per cent.

Penny service machines will in the future pay a tax of only 20 cents per year. All other service machines will pay the 10 per cent. The change will continue to pay the 10 per cent.

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GOOD NEWS FOR OPERATORS IN NEW JERSEY AND ADJOINING TERRITORIES

To bring quicker and better service to the many vending machine operators in New Jersey and adjoining territories who have favored us with their business.

NORTHWEST SALES & SERVICE COMPANY

HAS OPENED OFFICES AT 58 FRELINGHUYSSEN AVENUE, NEWARK, N.J., TELEPHONE: BIGELOW 3-2560

Here in our Newark as in our New York offices we will have

Write Today for Our New Price List!

TRADE-INS ACCEPTED—
LET'S GET TOGETHER AND MAKE A DEAL!

We will give you the best deal on any and all of your vending machine needs!

Write, phone or come and visit us at whichever of our two offices is nearest you

A COMPLETE LINE OF
SURE FIRE
NORTHWESTERN WINNERS

A FULL STOCK OF
PARTS AND ACCESSORIES

THE GREATEST LINE-UP OF
AND MECHANICAL MACHINE

and MERCHANDISE BARGAINS

NEW YORK AND BROOKLYN HEADQUARTERS

589 Coney Island Ave., Brooklyn, N. Y.
Telephone: Buckminster 4-2770

NORTHWESTERN SALES & SERVICE COMPANY

NEW JERSEY HEADQUARTERS

58 Frelinghuysen Ave., Newark, N. J.
Telephone: Bigelow 3-2560

Minneapolis-St. Paul

MINNEAPOLIS, Oct. 28—Dave Gottlieb of Chicago, will head a delegation of former Minnesotans who will witness the University of Minnesota-Minneapolis hockey game this Thanksgiving at the University of Iowa Playing Field. In the annual homecoming game, Mon. Nov. 28, is in the city.

Max Harrison has been in Canada during the week, according to reports received yesterday, having very good luck at it.

William (Ephrin) Cohen, of Silent Sales Company, has been in the northeast, meeting with his distributors.

Clyde Newall, of Amusement Games Company, has returned from Rochester, Minn., and reports business there very good.

Harry Leonard, of H. & L. Novelty Company, reports considerable activity with the Gold Star locations around the territory covered by his organization.

Coming Events

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

Northwest Sales and Service Company

20th Annual Convention and Exhibition, Music Hall, Cincinnati, November 14-16.

Tobacco Dealers' Association, Palmer House, Chicago, January 15, 16, 17, and 18.

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

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

Bottlers' 23rd Annual Convention and Exposition, Music Hall, Cincinnati, November 14-16.

Amusement Parks Convention, Hotel LaSalle, Chicago, December 3 to 5.

AMUSEMENT MACHINES (MERCHANDISE)

Philadelphia, Oct. 29. - Garf's candy shop has been involved in the future of beverage vending machines following a meeting held in the Opera House on October 19 at the Benjamin Franklin Hotel. Mr. R. C. Fowler, an Atlanta dealer, was the keynote speaker.

He held behind locker doors, the tendency of the country for more and more cold drinks is what he said about beverage vending.

"It is known in coin machine trade circles that beverage vendors spread more widely during the summer of 1940 than any other period.

"The machine trade is making a strong effort to increase the number of people who will drink cold drinks as a habit.

"The machine dealers are also trying to increase the number of people who will drink cold drinks as a habit, by advertising the fact that cold drinks are a healthy habit.

WIRE! PHONE: refill - Do SO

CUM (Act Quick! ON YOUR INVESTMENT bees... 1r f

EASTERN FLASHES

New York, Oct. 29. - Plenty of out-of-town comers here this week. In fact, so many prominent distributors and operators were to be seen at the Waldorf, where Mills held its three-day showing of the Panorama, that it seemed a regular coca machine convention was in progress. Among those on hand for the Mills festivities were Sam Straub, of Buffalo; Harry Cohen, Cincinnati; Bill Fenster, the Chicago firm; Frank R. Bell, of Boston; Sam Taran, St. Paul; Joe Ackley, of Ackley's, and many others.

It is not known in coin machine trade circles just how far beverage vending spreads more widely during the summer of 1940 than any other period. It is known, however, that beverage vending is a healthy habit.

The machine trade is making a strong effort to increase the number of people who will drink cold drinks as a habit, by advertising the fact that cold drinks are a healthy habit.
Jennings Tells of Wiggins' Invention

CHICAGO, Oct. 26.—"Telephone Music is hoto-to stay, a proved and perfected invention," according to Dick Wiggins, best known of the phonograph inventors. Wiggins has designed and developed the Telephone Music Company, which is featuring its inventions.

Wiggins points out that "Telephone Music opens up an increased avenue of profits in the unoccupied radio field. Our machines are distinctive in design and construction, and there is an increasing demand for them in all sections of the country.

A few more LEFT GUARANTEED LIKE NEW

We have a few Rebuilt Machines, as shown above, in 1c, 2c, and 3c play, with manufactured speakers. Layaway out. Every machine has been game over from top to bottom, inside, outside, polished, new real strips, springs parts where needed, for operating purposes as good as new.

15-DAY MONEY-BACK GUARANTEE

FREE PLAY FLAT TOP CONSOLE BILLIARD NOW READY WRITE FOR PRICES.

WATLING MFG. CO.
4640-4660 W. Fulton St.
CHICAGO, ILL.

Cleveland

CLEVELAND, Oct. 26.—The annual merchandise exhibit of the Cleveland Retail Music Dealers Association, October 21-25, brought hundreds of manufacturers into the trade to Cleveland. All leading manufacturers had exhibits.

J. R. Kramer, president of the East Liverpool Cigarette Distributing Company, East Liverpool, Ohio, has opened his headquarters in the city.

Akron Wired Music, Inc. has been incorporated under Ohio law, with 300 shares owned by Lloyd H. Benzie, Clayton E. Crafts, and John B. Meyer.

Greatly increased employment is boosting sales of candy bars and soda fountain vending machines in Cleveland and surrounding towns.

Buffalo License Reports

BUFFALO, Oct. 26.—The city license department claims a record for cooperation with operators in smoothing out license problems. When problems arise, the department shows a readiness to work out local problems for the good of all.

On October 15 a total of 1,785 amusement games had been licensed by the department, and the revenue from them reached $44,000. The $4,000 increase over the previous fiscal year.

A proposal is license operators of games at an occupational tax of $60 per game license so that small locations using phonographs would be classified at a lower rate, while larger dance parlors pay $100 per year. About 350 places held such licenses last year.

There are about 1,000 music boxes in the city, and the county is said to have liquor licenses for about 1,500 places.
London Coinmen "Carry On" Despite Aerial Bombardment

CHICAGO, Oct. 26.—The following letter and dispatch have been received in The Billboard's correspondent in London: September 28, 1940.

"Dear Mr. Hurdy:

"Sorry the attached has to be, with one exception, minus the names of those concerned, but censorship forbids.

"The enclosed story has been written to the accompaniment of detonating engines of enemy bombers and at times the stupendous clatter of our anti-aircraft guns. With theaters closed I now do most of my writing at night—it helps to take from one's mind the possibility of being suddenly blasted off the face of the earth.

"Cordially yours,

"Edward Graves."

By EDWARD GRAVES, London

LONDON, Sept. 26.—The coin machine business is taking some hard knocks these days and nights of air attacks on London. Apart from this, it is trade, sportshand have suffered material damage. London is the newest and best equipped in the West End has been demolished in an air night raid some lives being lost. Others in badly bombed areas are trying to carry on despite scarred fronts.

Of the distributors and jobbers two have had all their window glass blown away by bomb-shells. A third has lost about half the glass by similar action. One of the best known of all distributors has never escaped the idea that this is not for prompt action on the part of the public, every store to avoid travelling home thru anti-aircraft barrage, invent. Every house may have had the whole place in flames. The brothers who control the business have not yet discovered what is of a military nature about their or adjoining premises.

A valiant effort by the post chairman of the British Automatic Machine Operators' association has kept the trade served for many years as headquarters for his place of residence, and he transported him on another of his places located in a provincial spot. Elements of British penny-play Commercials, owes his life to the fact that an open windshield fell on him when his house was hit by a parachute mine. Rescue squad worked for twelve hours in saving his life for weeks. Alas though shaken, four days later he was back at work. About half this month's staff are donations from enemy action, but there has been little slackening up of production, already strained to the utmost to meet orders before the new purchase tax become operative in October.

Philadelphia

PHILADELPHIA, Oct. 28.—The trade was griefed to learn of the death of Sam Wilmot's father, who passed away October 15. Many fellow music machine operators paid their respects at the funeral.

A goodly number of phonograph opera made the trek to New York Sunday (21) for the Mills Novelty Company showing of Phonar at the Waldorf-Astoria Hotel. Local columnists are getting together a big party to invade New York November 15 for the annual banquet show to the New York Phonograph Operators' Association.

From the BOG-Vector plant across the river at Camden, N. J., comes the optimism that there are indications the sales of phonograph records for the next three months will exceed 500,000,000.

Delroy McKaoy, the "female Paderewski of giving," appeared at Club Ball, will be available for the music bandleader, the popular pianist—singer having signed to record for Decca.

Return of vaudeville to the Earle Theatre and with the emphasis going on the recording stars, is giving the operators the first opportunities in almost a month to cash in on the personal appearances of the record makers. The October month has brought in Olen Corey and of the record makers.

Music machines came in for a heavy play in the Philadelphia Inquirer in its Everybody's Weekly magazine feature section. Appearing in the Sunday, September 30, edition, with circulation more than a million, was a notice that read: "For beginners, "Ngalpes Served on Plant," told how the music industry put the present calendar year will considerably exceed $75,000,000.

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Premiere Showing of Mills Movie Machine Draws Wave of Publicity

NEW YORK, Oct. 28—Big publicity appeared in daily and news weeklies announcing the Eastern premiere showing of the Panomola movie machine, made by Mills Novelty Company, at the Hotel Waldorf-Astoria, October 20, 21, and 22. Various parties for the press, celebrities, and members of the coin machine trade were held. Mills executives were in New York to full force to greet all who came. Jimmy Roosevelt, head of the Globe Productions firm which makes films for the movie machine, was on hand to greet visitors. Roosevelt is mentioned frequently in motion picture circles and many believe that he has started a new trend in the making of movie shorts.

The big feature of the premiere was the grand scale of the entertainment and the presence of so many celebrities. The list of big names read like a page from Who's Who in the entertainment world. While celebrities were getting a view of the movie machine and of the new ideas in film shorts, commoners were also having fun by dripping elbows with the great and getting a glimpse of the new movie machine. The list of celebrities who represented the open house party includes: Roosevelt, the President's son; Roosevelt, the President's son-in-law; Roosevelt, the President's son-in-law's wife; Roosevelt, the President's son-in-law's wife's mother; Roosevelt, the President's son-in-law's wife's mother's brother; Roosevelt, the President's son-in-law's wife's mother's brother's son; Roosevelt, the President's son-in-law's wife's mother's brother's son's wife; and Roosevelt, the President's son-in-law's wife's mother's brother's son's wife's mother.

Publicity High

If possible, the New York showing obtained more space in the news than the recent Hollywood showing. Other regional showings will soon follow. It is understood. News mentions ranged from well-written human-interest feasts to political, slams by writers and papers of the "opposition." Opposition in this case meaning those who do not like the name of Roosevelt.

Premier EM, the news-without-advertising recently taken over by Marshall Field III, and the best all-round story of the parties and the general effect of the showing. Trade papers in the movie and music field were favorable with their reports. EM estimated that more than 5,000 people attended the showing.

Westbrook Pegler, unfortunately, took an ironic view in his column October 22. He suggested that "some may smell a rat," but apparently also was on the side of Jimmy Roosevelt should associate himself with the coin machine industry. A Minneapolis paper repudiated the engraved invitation sent out and slammed Roosevelt and the "pick machine business." Apparently the slams came from those of the political opposition and all of it will disappear as soon as the November election is over.

Much information about movie machine films and possibilities was given to the press. rubber bands were also sold. The name of "sounds" for the new machine and the entertainment idea was also heralded. According to the definition, a sound is a strip of sound on film. Film, in size, which plays on a movie machine for about three minutes, that the sound is made by Globo Productions is announced especially for the Panomola machine. It is probable that the word will be applied to other entertainment ideas. A special sound for the Panomola machine and the entertainment idea made by Globo Productions is produced especially for the Panomola machine.

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The 1940 edition of the Library of Congress unabridged dictionary has a definition of "pinball" as a pin cushion or some kind of a flower in the U.S.A. The 1840 edition of a well-known dictionary defines "pinball" as a pin cushion or some kind of a flower in the U.S.A.
Big Entertainment Program Planned for Western Show

LOS ANGELES, Oct. 30.—Diversified entertainment to pack every moment is the promise of the entertainment committee for the Western States Coin Machine Convention to be held at the Biltmore Hotel, Los Angeles, November 19, 20, and 21.

The program will start with registrations and inspection of the exhibits, which will open at noon, at 7:45 p.m. Those interested will be taken to three of the West's most famous night spots. First visit will be to the Coconut Grove of the Ambassador Hotel, featuring Hal Kemp and orchestra. The party will then proceed to Earl Carroll's popular Theater-Restaurant in Hollywood.

Leaving Earl Carroll's the group will be taken to the equally popular Biltmore Bowl in downtown Los Angeles. The party may be for another round of drinks, a lavish midnight supper, dances to the music of Chuck Foster and orchestra for which the Bowl is famous. This trip is being made available to visitors at only $6.50, which includes dinner, food, and transportation.

Super Banquet

Seating for the banquet will be at 7:45 p.m. with dancing to continue. A live band will be present to supply music. The formal banquet will be held at the Masonic Temple, 150 South Broadway, Los Angeles.

Seating is limited to 500. However, additional accommodations for 500 more. There will be no parking facilities, and no outside drinking allowed. Price of ticket is $6.50. Checks should be made payable to Western Distributors, Los Angelesphone, 4-3200.

A Slop will be made for 30 minutes at the Los Angeles Ambassador for the contract to be held at the Bell Auditorium, 4344 Hollywood. When the party arrives, parking facilities are to be reported about the hotel, and the party will be taken to the theater where they will be entertained by the latest motion picture comedies.

Leaving the studio, men will be taken on a tour of the famous Wilshire Bowl in Los Angeles. Then on to John C. Harnell's famous studio, Universal City, Walt Disney Studios, and return to Los Angeles via the residential section of Beverly Hills. This trip, requiring four hours, has been arranged for convention visitors at only 85 cents per person.

Celebrities' Luncheon

On Tuesday noon the world's pub-

The invitation was made available to members of the Western States Coin Machine Convention, which will be held at the Biltmore Hotel, Los Angeles, November 19, 20, and 21.

Tuesday night a special tour has been arranged, leaving the Biltmore Hotel at 9:30. First stop will be at the New Hollywood Bowl, Biltmore, famous Biltmore Bowl. The party will be taken to the dance room of the Biltmore Hotel, featuring Hal Kemp and orchestra. The party will then proceed to Earl Carroll's popular Theater-Restaurant in Hollywood.

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Ben Becker Joins Weston Distrbs

NEW YORK, Oct. 26.—Tony Gaspar, head of Weston Distributors, explaining representative here, announced today that Ben Becker, well-known figure in local coin circles, joined his staff as sales manager. Becker formerly was connected with International Motion Picture and George Ponsor Companys.

“I’ve known Ben for years,” Tony said, “and I feel he’ll be a valuable man on our staff. Ben will travel New York, Connecticut, Upper New York, and the New England States. He came Monday on his first trip, and I’m sure all operators will welcome him when he drops in on them.”

Report Sky Fighter Big Hit in Canada

LONG ISLAND CITY, N. Y., Oct. 26.—Every American Should Learn to Shoot, International Motion Picture’s finely-sculptured anti-aircraft, Sky Fighter, has widened its scope to include all of North America. Sky Fighter is reported to be taking Canada.

“Our Canadian distributors declare that Sky Fighter is the biggest coin machine ever to hit the Dominion,” Bill Adams stated. “Through the kind reports poured in that Sky Fighter has never been equaled. It’s the right machine at the right time, in the consensuses of opinion, and orders are being wired, phoned, and smuggled to us. We’ve been so rushed with orders for this machine that we have been unable to even keep a sample on our display floor.

“The quick spread of the Sky Fighter Blitzkrieg sports crane idea has served to awaken an even greater interest in our gun,” Habin continued. “Having bargains of 13, 14, or 15 Sky Fighters lined up along the walls of stores in many cities is attracting phenomenal play. Many arcade operators have told me that the machines is by far the greatest nickel puller of the entire assortment.

“We are bending every effort to turn out Sky Fighters fast enough,” he concluded, “to supply the bargain of orders. Sky fighters are reaching exception supplies. They are so solidly constructed that they will serve no trouble whatsoever and will last a long, long time.”

Gold Star Keeps Phones Ringing

CHICAGO, Oct. 28.—Records of all kinds are being shattered at the Gottlieb factory as demand for Gold Star games daily and production is pressed to the limit, say officials of D. Gottlieb & Company.

Nate Gottlieb believes he set a new non-stop production record when he spent two hours receiving calls from many parts of the country. “They all had the same request to make,” said Nate. “More Gold Star games and rush deliveries.”

“Gold Star is the greatest hit we have produced in recent years,” said Gottlieb, president of the company. “No other machine has ever brought in such a constant stream of compliments, comments, and congratulations, as well as a continuous flood of orders and phone rush delivery.

“Operators simply don’t seem to get enough, because Gold Star brings back the days of big earnings. The intriguing fascination of the play and the unapproachable lighting effect on the backboard click with players. Their response in the form of big play tells a new kind of cash box story for the operator.”

Koplo Moves to Bigger Quarters

CHICAGO, Oct. 26.—After eight months in business as a distributor, Koplo Sales & Service, headed by Al Koplo, has moved to new quarters in order to increased business and consequent need of larger space. Koplo’s new location is at 819 Milwaukee Avenue.

Koplo has been in the coin machine business for many years. He organized his own distributing company and has been handling games and supplies of all kinds, as well as dealing in new and rebuilt phonographs, the company, and auxiliary equipment.

His most recent offerings include a counter game called Hunt-a-Cent and the Koplo Little-Up Extension Speaker.

Many valuable items needed by operators have been received Koplo’s business. Koplo’s business has been heavy in the past months, he reports. In his new location he intends to devote more space to every department—particularly parts and supplies, refurbishing, and display.

“Our new quarters,” declared Koplo, “are more easily reached by coin machine men, both out-of-towners and city buyers. We shall be better able to receive coin men on our new location. Facilities now being installed insure better equipment delivered more quickly.”

For operators now in need of new, better games, Koplo’s sales office at 819 Milwaukee Avenue is the place to call.

STUDY THIS PICTURE

And Learn About An Amazing New Game

SPITFIRE

The NOVELTY BALL GUM VENDOR WITH THE M-O-V-I-N-G PLANE

HOW IT WORKS:

Where coin is inserted a ball of gum is vend- ed into the coin slot of a machine which may be maneuvered from side to side by the player. Underneath the scene is a ship with two tunnels. When coin is inserted a lever is released by which the machine is set in motion. The player, by pulling the cocking lever, presses a lever and ball of gum comes out of the machine. The ball descends into the gum and the gum is served as fast as the player releases the location owner.

Sample...$24.50 1/2 Dep.
Lots of 5 $22.50 50 Cents.
10 or more $19.50 Immediate Delivery.

SCIENTIFIC MACHINE CORP.
Brooklyn, N. Y.

IMP

VOTE FOR THIS MEAL TICKET

Candidate of the operator’s party as Best Buy for 1940.

IMP

Nominated by Max and Paul for greatest game since Civil War.

IMP

Has brilliant record for substantial profits on small investment.

IMP

Will create a landside of popularity in your territory, you’ll be swamped with profits.

IMP

Vote yourself a steady income for years ahead, ELECT IMPs FOR PROFITS.

IMP

Costs only $12.50 each. Case of Six for $67.50; Cigarette or Fruit Reels.

GERBER GLASS

914 W. Diversey Blvd.
Chicago, Ill.
IN A CLASS BY ITSELF
PACE'S FREE PLAY SARATOGA
FOUR MACHINES IN ONE

AS A FREE PLAY
AS SKILL GAME
AS JACKPOT BELL
AS MINT VENDER

Most Beautiful Console on the Market Today

Why Buy the Same Old Bell Type—When Pacé Has a Modern All Purpose Bell Console, a 4 in 1 Machine to Meet Any Requirement

Let us tell you more—write to
PACE MFG. CO., INC.
2909 Indiana Ave.,
Chicago, Ill.

THE WINNER
and NEW CHAMPION!
GOLD MEDAL
AMERICAN EAGLE

Sold to you by Atlas on
10 Day Money Back Guarantee
10 FOR $275

ATLAS NOVELTY CO.
2200 N. Western Ave.,
Chicago, Ill.

IT'S NEW
AMERICAN EAGLE JAR DEAL

IT'S NEW

5c, 10c and
25¢ Play
Slug Proof
Coin Chute
and Visible Escalator

THE MODERN BELL CONSOLE

NEW MONEY-MAKING SENSATION!

PICK-A-PACK
COUNTER CIGARETTE MACHINE
Producing amazing earnings in all types of Locations!

NOW! $14.75
SPECIALY PRICED

NEW! 3 DAY GUARANTEE

Baker Novelty Co., Inc.
2625 Washington Blvd.,
Chicago

Mayflower Plans
Showing for Mills

ST. PAUL, Oct. 26—With a galaxy of new names and ideas, the millers of the world will see an exciting new show in the coming months. St. Paul, the home of the Mayflower Novelty Company, has announced the formal opening of its new establishment and the Northwest premiers of Panoramic and S
cial for Wednesday and Thursday, November 8 and 9, at the Mayflower Building here.

“We have gone to some lengths to produce one of the finest programs for this double-barreled attraction,” Tarzan said. “The personal invitations of our leading leaders in the coin machine industry to come to the Twin Cities and be guests at our party."

In addition to coin machine leaders, Tarzan has invited operators from Iowa, Minnesota, North and South Dakota, Montana, and Wisconsin to be present at the opening.

Taran said there is no possibility that James Roosevelt may be able to attend the Northwest premiere of Panoramic. Tarzan is making an effort to have Roosevelt, former lightweight boxing champion of the world, come from Chicago as master of ceremonies for the occasion.

Gencos Promises
New Game Success

CHICAGO, Oct. 26—Some terrific new games are now in the store for America's live-
wire operators, intimated officials of the Gencos Novelty Company said. 

“New games are being let out of the bag as yet,” said Dave Gensburg, president. “However, I can promise that our next game, to be released soon, is going to be the pleasantest surprise to operators in any game that will be a bigger success than anything we have produced in the past. Without a doubt it will be our greatest game and that is saying something, for we have been rolling up strings of success games for a long, long time.

“We cannot at this time release any information. It is sufficient to say however, that new announcement of this new novelty game has started the orders rolling into our city.

Key Lane, of Seaboard Sales, New York, Eastern factory sales agent, echoed Gensburg's comments. “It's true to feel that operators have in Gencos products. “It is completely received a stock of orders for the new game. The reason is plain. Gencos have been consistent profit producers.”
Compliments for Allied Service

CHICAGO, Oct. 29.—Harry LaVine, head of Allied Novelty Company, reports he is greatly pleased with compliments he receives from operators during his travels commenting on the services and fine machines from Allied.

"They're really enthusiasm about the kind of service we render and the new games they get from Allied," he says. "I meet them every day and it is a pleasure to hear their comments about the promptness, efficiency, and the way the orders are filled by Allied.

"Also favored are the complete stocks we carry ready for immediate shipment. There's a good reason for all this. It is due to the fact that we have recently increased our staff, thus keeping pace with their orders are filled by Allied."

Page Mr. Ripley

CHICAGO, Oct. 29.—Ray Moloney, president of Bally Manufacturing Company, said, "I and the firm's the better—preferably with nothing but a railroad track, truck, or the sales of my shoes between me and the terrain. While members of the Bally sales organization have been flying from coast to coast, I've always said: 'No, thanks, I'd rather stay home and watch the other passengers.'"

"But your faith in the service and reliability of Allied Novelty Company, reports Leo Weinberger. "I've always been a firm believer in their service and reliability."

"I'm glad to see that we can continue to offer our operators the best service possible," says Leo Weinberger. "We're not going to cut corners on our service, and we're going to continue to offer the best games on the market."

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"I'm glad to see that we can continue to offer our operators the best service possible," says Leo Weinberger. "We're not going to cut corners on our service, and we're going to continue to offer the best games on the market."

Bamboo Shots and Bombs

When a coin is inserted in one of the funnels, it is expected a ball of gum shoots out like a bomb. Should two funnels be used, the player can have a dynamite effect. When a player believes the bomb has penetrated the funnels, he pulls a lever and a ball of gum shoots out like a bomb. Should one of the funnels be broken, the player can have a dynamite effect. When a player believes the bomb has penetrated the funnels, he pulls a lever and a ball of gum shoots out like a bomb. Should two funnels be used, the player can have a dynamite effect. When a player believes the bomb has penetrated the funnels, he pulls a lever and a ball of gum shoots out like a bomb. Should one of the funnels be broken, the player can have a dynamite effect. When a player believes the bomb has penetrated the funnels, he pulls a lever and a ball of gum shoots out like a bomb. Should two funnels be used, the player can have a dynamite effect. When a player believes the bomb has penetrated the funnels, he pulls a lever and a ball of gum shoots out like a bomb. Should one of the funnels be broken, the player can have a dynamite effect. When a player believes the bomb has penetrated the funnels, he pulls a lever and a ball of gum shoots out like a bomb. Should two funnels be used, the player can have a dynamite effect. When a player believes the bomb has penetrated the funnels, he pulls a lever and a ball of gum shoots out like a bomb. Should one of the funnels be broken, the player can have a dynamite effect. When a player believes the bomb has penetrated the funnels, he pulls a lever and a ball of gum shoots out like a bomb. Should two funnels be used, the player can have a dynamite effect. When a player believes the bomb has penetrated the funnels, he pulls a lever and a ball of gum shoots out like a bomb. Should one of the funnels be broken, the player can have a dynamite effect. When a player believes the bomb has penetrated the funnels, he pulls a lever and a ball of gum shoots out like a bomb. Should two funnels be used, the player can have a dynamite effect. When a player believes the bomb has penetrated the funnels, he pulls a lever and a ball of gum shoots out like a bomb. Should one of the funnels be broken, the player can have a dynamite effect. When a player believes the bomb has penetrated the funnels, he pulls a lever and a ball of gum shoots out like a bomb. Should two funnels be used, the player can have a dynamite effect. When a player believes the bomb has penetrated the funnels, he pulls a lever and a ball of gum shoots out like a bomb. Should one of the funnels be broken, the player can have a dynamite effect. When a player believes the bomb has penetrated the funnels, he pulls a lever and a ball of gum shoots out like a bomb. Should two funnels be used, the player can have a dynamite effect. When a player believes the bomb has penetrated the funnels, he pulls a lever and a ball of gum shoots out like a bomb. Should one of the funnels be broken, the player can have a dynamite effect. When a player believes the bomb has penetrated the funnels, he pulls a lever and a ball of gum shoots out like a bomb. Should two funnels be used, the player can have a dynamite effect. When a player believes the bomb has penetrated the funnels, he pulls a lever and a ball of gum shoots out like a bomb. Should one of the funnels be broken, the player can have a dynamite effect. When a player believes the bomb has penetrated the funnels, he pulls a lever and a ball of gum shoots out like a bomb. Should two funnels be used, the player can have a dynamite effect. When a player believes the bomb has penetrated the funnels, he pulls a lever and a ball of gum shoots out like a bomb. Should one of the funnels be broken, the player can have a dynamite effect. When a player believes the bomb has penetrated the funnels, he pulls a lever and a ball of gum shoots out like a bomb. Should two funnels be used, the player can have a dynamite effect. When a player believes the bomb has penetrated the funnels, he pulls a lever and a ball of gum shoots out like a bomb. Should one of the funnels be broken, the player can have a dynamite effect. When a player believes the bomb has penetrated the funnels, he pulls a lever and a ball of gum shoots out like a bomb. Should two funnels be used, the player can have a dynamite effect. When a player believes the bomb has penetrated the funnels, he pulls a lever and a ball of gum shoots out like a bomb. Should one of the funnels be broken, the player can have a dynamite effect. When a player believes the bomb has penetrated the funnels, he pulls a lever and a ball of gum shoots out like a bomb.
If You’re Operating in Novelty Territory...

Many game operators are enjoying a substantial increase in income due to the addition of Modern Vendor to their operations. While the machine has the appearance and all the play appeal for which Jennings Chiefs are famous, it operates on the same free play principle as the novelty game. This feature has made Modern Vendor acceptable for operation in many restricted territories.

Write for complete details.

Modern Vendor
A Free Play Mint Vendor

Has no payout of any kind — awards are made only in free plays. Slugs rejection plus visibility.

O. D. JENNINGS & COMPANY
4309 W. LAKE STREET
CHICAGO, ILLINOIS

BANNER SPECIALTY COMPANY
1530-32 PARRISH STREET
1508 FIFTH AVENUE
PHILADELPHIA, PA.
PITTSBURGH, PA.
GIVES YOU 10 DAYS’ FREE TRIAL ON
AMERICAN EAGLE
10 FOR $275
Sample $3.50
Gold Award Model $2.00
Ball Gum Model $2.00
Ball Mint Model $2.00
Cigarette Token Payout Action
1/2 With Order, Balance C. O. D.

MARVEL
10 FOR $275
Sample $3.50
Ball Gum Model $2.00
Cigarette Token Payout Action
1/2 With Order, Balance C. O. D.

DAVAL BUILDS AMERICA’S FINEST COUNTER GAMES

Look To the GENERAL FOR LEADERSHIP!

AMERICAN EAGLE
ALL NOVELLIES

The General Vending Service Co.
3209 HAHN ST.
Baltimore, Md.

GARDNER & CO.
2107 S. ARCHER
CHICAGO, ILL.

Crescent City Specials — Guaranteed
All Five Ball, Free Pay Games

Correction

In a column of city notes from Dallas which appeared in the October 25, 1940, issue of The Billboard, Jan. 28, 1940, a representative of the J. E. Novelties Corporation was mistakenly identified as being connected with another photograph firm. Apologies to Mr. Stern and Seeburg.

GARDNER’S
AMAZING NEW SLOT SYMBOLS

NOW!

BARS-BELLS

Gardner produces brilliant color, artistically designed and washable, most tremendous wall pin, a slot symbol

NO. 1200 BARS AND BELLS
5¢ PLAY, AVERAGE PROFIT $27.55

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CROSSLAYS

TOWFATA”, WAOYA10 51-AW Fe e liff, TAN.

PHILADELPHIA, PA.
PITTSBURGH, PA.

entertainment.

Look. To The GENERAL FOR LEADERSHIP:

If You’re Operating in

American Eagle

Marvel

Cigarette Token

Payout Action

1/2 With Order, Balance C. O. D.

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1/2 With Order, Balance C. O. D.
New Ten Strike Models, Financing

CHICAGO, Oct. 26—“With more than a year of research behind Ten Strike, we now introduce a new version in the new line play on our reserve character model,” declares R. W. (Dick) Hood, president of H. C. Evans & Company. With the announcement of the new Ten Strike model, the firm also announces a new time-payment plan by which the game may be purchased more easily.

“In the new model Ten Strike reaches new heights in player thrill and excitement, as a result of comprehensive new design, the game may be purchased more easily.

The firm also announces a new time-payment plan by which the game may be purchased more easily.

“Take Ten Strike on its face and you have a game of new dimension, both in design and play. The game has a magic quality that is almost impossible to describe and that cannot be missed.

“Each play resembles a bowling tournament in miniature. At the end of each play, all the pins are knocked down and the game is continued on the backboard as they are made, and the total awarded to the player at the end of each play. The game is convertible at the operator's choice.

“Mechanically the new Ten Strike is even more efficient than the old. Replacements have been added both to the cabinet and the mechanism enhancing the game's handsomely streamlined appearance and adapting it to smooth, lively, relish-like action.

“The running earnings of this new Ten Strike version are limited to our new time-payment plan,” Hood explained. “By this plan the game only be purchased on a small down payment and the balance paid out of earnings. No operator therefore need to deny himself the great money-maker for want of ready cash.”

Stoner CORPORATION
Aurora, Ill.

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)

Coming!

All American
The Big Prize
5 Ball Game!

QUALITY SPEAKS FOR ITSELF

PAYOUTS FREE PLAY FREE PLAY & NOVELTY

Dixie Ten Strike $64.50 $64.50 $64.50
Parker Bros. $74.50 $74.50 $74.50
Pickett's $80.00 $80.00 $80.00
Dixie Strike $84.50 $84.50 $84.50
Pickett's $89.50 $89.50 $89.50
Evans Ten Strike $94.50 $94.50 $94.50
Pickett's $99.50 $99.50 $99.50

ADEPT—IN THE BILLBOARD—you'll BE SATISFIED WITH RESULTS
HERE’S Joe Calcutt’s
GREATEST
SALE! EVERY
MACHINE GUARANTEED
REGARDLESS OF PRICE!

FREE PLAY GAMES
17 Junior Pinball Novelty Bells
Cost: $117.50
37 Triumphs — 10 for...
Cost: $200.00
241 Chips — 10 for...
Cost: $250.00
12 Vintage Wall Targets
Cost: $18.50
...and many others.

MISCELLANEOUS MACHINES
14 Bullet Alley Bowling Games
Cost: $29.50
14 Salad Plates
Cost: $45.00
14 Juggling Roly-Poly Balls
Cost: $65.00
37 Arcades — 25 for...
Cost: $100.00
241 Chips — 10 for...
Cost: $250.00
12 Vintage Wall Targets
Cost: $18.50
...and many others.

PHONOGRAPH
12 Foot-Sox Type “Fo”
Cost: $29.50 each
12 Foot-Sox “Tip-Tap”
Cost: $29.50 each
12 Foot-Sox “Flip-Flop”
Cost: $29.50 each
...and many others.

COUNTER GAMES
7 Spanish Steps — 10 for...
Cost: $6.50
11 Spanish Steps — 5 for...
Cost: $3.50
11 Spanish Steps — 10 for...
Cost: $6.50
...and many others.

GUARANTEED SLOTS
1 Mills “Sc War Eagle Bell”
Cost: $2.00
1 Mills “Sc War Eagle Bell”
Cost: $2.50
1 Mills “Sc War Eagle Bell”
Cost: $2.00
...and many others.

CONSOLES
21 Mills Black Jack Bells — Single...
Cost: $125.00
21 Mills Black Jack Bells — Double...
Cost: $125.00
21 Mills Black Jack Bells — Triple...
Cost: $125.00
...and many others.

TERMS: 1/3 Certified Deposit, With Order.

THE VENDING MACHINE CO.
120-15 Franklin St., Providence, R. I.

AMERICAN AIRLINE PILOTS AND STEWARDESSES become coin-machine minded, as well as all-minded. Stewardesses Edith Victor and Carolyn Olson, together with airline passengers and First Officer P. B. Brimner, give First Officer W. F. Scruse some assistance for his proficiency at a coin machine game.

Who Will Be the First Man In the Coin Machine World To Be Called by Uncle Sam?

CHICAGO, Oct. 28—Tuesday, October 28, is marked on the calendars of 17,000,000 Americans as the day when they will take part in one of the largest lotteries ever held. Among the 17,000,000 there will be many from the coin machine industry. The Billboard would like to determine who will be the first coin machine man to be selected. That man will be suitably honored in these columns. Too, The Billboard wants a complete list of the men who will go into training.

If you are selected as a trainee, it is to your advantage and our selective service registration number. The Billboard will obtain master lists of the coin machine industry and the man will be notified of his registration number. If you are selected in the lottery, you will be notified in a letter or telegram, and you will be asked to report to the nearest service center.

The selection of an individual does not mean that he will be inducted into the service. Only the registration of your name and address is necessary. If you are selected, you will be notified of the time and place of your report.

It may be that The Billboard will uncover groups of coin machine men all having the same registration number. A certain percentage may be engendered here—but while The Billboard doesn’t think they’ll be able to get together and see the machines in army camps and on battleships (shades of Uncle Sam!), it is fun to know of others coin machine men in the service.

So, once again—if you are selected or know of anyone who is selected—send his name and address together with his selective service registration number to The Billboard. We will get in touch with those who are first selected and present their stories in a future issue.


CHICAGO, Oct. 28—Newest member of Coin Machine Industry, Inc., is Pool Bowling Manufacturing Corporation, of Steger, Ill., whose new coin-operated Pool Bowling game is reported creating great interest among the trade.

Arrangements have been made by the company to exhibit at the coming show.

COLUMBIA GOLD AWARD CIGARETTE BELL

With optional front drawer or back- door payout system. Operators price: $62.50.

COLUMBIA JACKPOT BELL

Convertible from nickels to dimes, pennies. Bell box at $59.50.

GUM VENDERS AT THE OLD PRICE OR
WHILE SUPPLY LASTS

MRS. HENRY C. Lemke, wife of the Detroit distributor, was honored at a birthday party given her by friends October 19. The party was held at the 50 Club, Detroit.
Tell Long Life of Western Machines

CHICAGO, Oct. 26.—"‘II NY Western product it’s a real winner" declares Don Anderson. Western Products, Inc., sales manager. "Western has always cherished the reputation that Western machines are not built merely for short-time operation. Time after time Western machines have continued in operation for many months, even years."

"We could name many such machines produced here in our plant. It has always been our intention to make available to operators machines that would bring them big money over longer periods of time. An excellent and recent example of this success is Major League Baseball. Operators everywhere know that this machine is an outgrowth of our original baseball machine of three years ago. Today it is earning more money than it has ever earned.

"Latest in use for long-term honors is Tot, our present counter machine. Tot is like all other Western products in that it’s built for long-range profits. Production of Tot is going at top speed here at our factory and still the orders pour in."

"Each day sees more and more records being installed on America’s finest locations. This new voice recording machine offers operators one of the greatest opportunities they’ve ever known. On every location patience wait in line to record their voices. Recordings, with universal and all-year-round appeal, is proving to be one of the most valuable offerings ever made to columnists."

Leader Claims Hit Game Title

CHICAGO, Oct. 26.—Leader’s claim to the title of hit of the season is unshakably supported by distributors from Coast to Coast, as record after record are set for top sales. As usual, the demand continues to force maintenance of top-speed production at the Exhibit Supply Company," according to John Careen. Company sales manager.

"Operator writes in daily from every section of the country praising not only the phenomenal money-earning ability of Leader, but also its fine construction and mechanical perfection that enable it to stand up under the terrific strain of constant play."

John Careen, now on a business trip thru the southwest, reports excellent condition of machines and signifies a strong optimism for Leader there.

T. A. Seiden Company, Exhibitor distributor in Beekfort, Ill., headed by Frank Swarts and managed by Leo Gools, announced recently its removal to more spacious quarters at 1302 South Main Street. "It is impossible to stock Leaders, as we rarely have them unplugged before they are sold. Leader is Exhibit’s greatest game," declared Swarts.

Built like a Bell! Works like a Bell! Pleases like a Bell! Earns like a Bell!

WONDER 3 BAR JACKPOT F-5280

1025 hole-Takes in $5.35 Pays out $27.75-Average Profit $23.49

PRICE $2.73 EACH

OTHER FAST SELLERS

1640 hole E-5276.40-3 Bar Jackpot $2.65
1200 hole F-5278-Horse at $1.82
800 hole F-5270-Pocket Dice at $1.69
720 hole F-5275-Pocket Jack at $1.35
600 hole F-5205-Royal at $2.12

CHAS. A. BREWER & SONS
Large Variety of Card House in the World 6320 Harvard Ave., CHICAGO, U. S. A.

DON’T PASS UP THE WORLD’S BIGGEST MONEYMADKER

DAVAL’S NEW GOLD AWARD

AMERICAN EAGLE

10 DAYS’ FREE TRIAL
10 FOR ONLY $75
Sample $32.50
Game Model $5 Extra
Gold Award Model Only $15 Extra

B. D. LAZAR CO. 1685 FIFTH AVE., PITTSBURGH, PA.
1425 NO. BROAD ST., PHILADELPHIA, PA.

DAVAL BUILD AMERICA’S FINEST COUNTER GAMES

SAM STRAHN, head of the American Cigarette Company, Chicago, and Jimmy Roosevelt stopped during a visit of the New York office of the Mills Pinball, Straw was honorary chairman of the entertainment committee for the three-day affair held at the Hotel Waldorf-Astoria.
Much Interest In Baker's Line-Up

CHICAGO, Oct. 26.—Baker Novelty Company officials report that they have been forced to delay official announcement of Line-Up, new football game, because of commitments on other equipment. “However,” they said, “we shall shortly present this game, which is sure to be outstanding.”

“Meanwhile we are busy taking care of orders that have arrived following announcements of Line-Up in new columns. While the official announcement has not been made, many machines are already on location and scoring a hit.”

“Line-Up is packed with football atmosphere and pleases fans immensely. Many new features have been incorporated for the first time in this game. All of these innovations are proving successful in location. In particular, the lively, fast action and the four different ways to score have a large appeal.”

“Arrangements have been made for greater production and distribution of Line-Up so that we can supply this hit immediately to take care of all orders after the official announcement.”

Wrigley Nine-Month Profit Two Millions

CHICAGO, Oct. 26.—The William Wrigley Jr. Company, world’s largest manufacturer of chewing gum, reported net income of $2,907,680, equal to $1 a share of capital stock, during the September quarter, compared with $2,887,626, or $1.13 a share, in the corresponding period last year. P. F. Wrigley, president, has announced.

For the nine months ended September 30 net income totaled $7,765,314, or $3.44 a share, against $7,476,932 for the comparable period in 1938.

Lifesavers Dividend

CHICAGO, Oct. 26.—Directors of Lifesavers Corporation have declared a special dividend of 60 cents a share. This is in addition to the regular quarterly disbursement of 40 cents a share for the year ending December 31, 1939, the same as in 1938.

Natchez, Miss.

NATCHES, Miss, Oct. 26.—Despite war talk and conservation, coin machine business has never been better in this section. Operators, especially of phonographs, are doing good business, and locations are being established daily.

P. H. Bell, now associated with the L-A-P-Tee Company, reports business on the up-grade in the company’s locations in Louisiana, Arkansas, and Texas.

Patricio traders are getting big play on a new phonograph, Popular Times follow closely the national preferences.

Joe P. Serlo, chief of police of Natchez and head of Serlo’s of the Serlo Novelty Company, is on the mend after a serious operation.

Lee Delaney and J. G. Modicette have been busy opening new locations in the area. The latest acquisition is a new coin machine store in the central part of the city.

Les Delaney and J. G. Modicette have been busy opening new locations in the area. The latest acquisition is a new coin machine store in the central part of the city.

SPECTACULAR VALUES

1545 NORTH FAIRFIELD PRESENTS

Bally One-Ball Payouts

| Bank A500 | 137.50 | Bank National | 89.00 | Thistle | 68.00 | Thistle
| Brimworth | 31.60 | Brimworth | 27.50 | Coin Twister | 82.50 | Coin Twister
| 150.00 | 150.00 | 150.00 | 150.00 | 150.00 | 150.00 |

Automatic Consoles

| Mills Square Bell | 5.75 | Poster | 9.50 | Poster | 9.50 | Poster
| Keeney Video Phone | 124.00 | Keeney | 124.00 | Keeney | 124.00 |
| 76.40 | 76.40 | 76.40 | 76.40 | 76.40 | 76.40 |

Terms: 1/2 Deposit—Balance in 30 Days

OUR NEW ADDRESS

MONARCH COIN MACHINE CO.

1545 NO. FAIRFIELD AVE. Cable “MOCOIN” CHICAGO, ILL.

ATTENTION, OPERATORS IN

WESTERN PENNSYLVANIA—WEST VIRGINIA—OHIO—INDIANA—OHIO

BUY "SPARKS"

FROM

AMERICAN CIGARETTE MACHINE CO.

1500 FIFTH AVE.
PITTSBURGH, PA.

1233 MAIN ST.
BUFFALO, N. Y.
**Evans' TEN STRIKE**

**FREE PLAY or CASH RESERVE**

**TIME PAYMENT PLAN**

Cash in on proven BIG earnings of TEN STRIKE Free Play or Cash Reserve! No guess—we know how quickly the game will pay for itself on our new TIME PAYMENT PLAN. Only a small down payment required. Write or wire immediately for full details.

**FREE PLAY or CASH RESERVE**

$175.00

**IMMEDIATE DELIVERY**

H.C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO

**Ohio Association Elects Directors; Fights Slug Use**

CLEVELAND, Oct. 26.—The Ohio Cigarette Vendors' Association met October 20 at the Hotel House, Columbus, with good attendance of members from all parts of the State. Lou Folsen, president, opened the meeting. The following were elected directors: Bob Simon, Hamilton; J. R. Pangallo, Springfield; M. A. Mikes, Canton; David C. Columbus, and J. B. Kramer, East Liverpool.

The slug situation was discussed at the meeting. In Ohio, this year, a large number has been reared from various parts of the state. It was agreed to sponsor an investigation that will put a stop to slug use.

Secretary Sam Abram gave a detailed report on the rearing of fair prices by State and federal courts in Columbus, Toledo, and Cleveland. Various members expressed themselves well pleased with the results of their efforts. Reports of committees and other routine business took up the rest of the meeting.

**Independent Stores Ahead 2.3 in Month**

WASHINGTON, Oct. 26. —Sales of 24,778 independent retail stores in 24 States totaled $42,900,773 in September, a gain of 2.3 per cent over August and of 2.3 per cent over September last year, the Commerce Department reports.

Alto the gain over September, 1939, was smaller than shown in any month this year over the comparable month, the department said that two important factors were to be noted in the September figures. First, notably, that there were two to three Saturdays in September last year compared with four last month, and that the September, 1939 figures showed a substantial gain of 8.7 per cent over September, 1938.

September is the 22nd consecutive month in which retail sales reported by this series have exceeded those of corresponding months of the previous year.

**Ohio Specialty Company**

"Where Courtesy Prevails"

29 W. COURT ST. CINCINNATI, OHIO
EST. 1929

539 S. SECOND ST. LOUISVILLE, KY.

**ERCULES HURRICANE OF VALUES**

H M

**HUNGRY DEMON**

**ERCOLES MACHINE EXCHANGE, INC., 1175 BROAD ST., NEWARK, N.J.**

**See Al First**

For Perfectly Recommissioned
FREE PLAY GAMES

**ARCADE EQUIPMENT**

$75.00

**Target Practice**

For Shooting Cranes

$25.00 E.A.
Give 'em Chicago Coin's FOX HUNT when your locations ask for something that's really DIFFERENT!

Bally Increases Its Gun Output

CHICAGO, Oct. 24—Daily production of the Bally Rapid-Fire machine gun, with diving submarine target has again been stepped up, according to announcement by George Jenkins, general sales manager of Bally Manufacturing Company. "The immediate and tremendous response to our time-paying plan," Jenkins stated, "has compelled us to increase our output of Rapid-Fire guns.

"Operators in every section of the country are rushing to build up Rapid-Fire stocks on a cash-in-hand basis. Some of these operators have been operating Rapid-Fire guns for the past two months, gradually adding to their stores as they accumulated collections. Now they see in the time-paying plan an opportunity to complete their orders without delay, and they are taking advantage of this opportunity."

"Other operators, particularly those in territory which has not been recently re-equipped, are grabbing Rapid-Fire on the time-paying basis, knowing that this great legal game is the machine they have been waiting for.

"This increase in production which goes into effect immediately will take care of the most urgent demands. As soon as possible the production will again be boosted in order to guarantee immediate delivery to eager customers. You'll still be getting big money out of Rapid-Fire cocktails many years after you've forgotten your present impatience. Because Rapid-Fire is the greatest money-making, time-paying game, freedom from the ups and downs of ordinary operating."

G&G Counter Game Sales Record Set

CHICAGO, Oct. 24—"As we predicted at the last coin-operated show, we have had the 50,000 mark in the sale of Imp manufactured by the Bally Kohlert Coin Forge Company," report Max Glass and George Kohlert, owners of the Kohlert Coin Distributing Company.

"We believe that in all of the counter games we have offered to the trade there has never been a better opportunity to make money. The Imp has been stepped up again to 100 percent, and the trade has responded with increased demand. We have had unprecedented sales and have been able to keep up with the demand."

"We have been able to meet the demand and keep the Imp in stock, and the Imp is now being sold at a higher price than ever before. We believe that the Imp is the greatest money-making machine we have ever offered."

"We expect to continue to offer Imp in all of our trade shows, and we believe that Imp is the best counter game distributor in America."

MOBILE BOWLING

ANNOUNCED THE OUTSTANDING PerK OF THE MONTH—100% LEGAL 5c or 10c Play

POOL BOWLING MFG. CORP., STEGER, ILL.

Chicago Telephone 9700 (Direct 16 Cents)

H. G. PAYN E CO.
312 Broadway
Nashville, Tenn.

AMBITIOUS OPERATORS!
WE WILL SUPPLY COUNTER-MANNED MACHINES TO HONEST, RELIABLE MEN!

WRITE BOX 156
THE SOUTHERN COIN CO.
50 West Broad St.
ChicagO, I11.

MECHANIC WANTED

Must be thoroughly acquainted and equipped to handle all types of machines. Should have full acquaintance with coin-operated machinery. Will be given all instructions and training necessary to become proficient in all lines of coin-operated machines.

CINCINNATI COIN MACHINE EXCHANGE
6801 Prospekt Ave.
Cleveland, O.
Games Come and go... BUT

LEADER

is Still the Leader!

EXHIBIT SUPPLY CO. • 4222 W. LAKE STREET • CHICAGO

Robbins Offers Target Machine

BROOKLYN, Oct. 26.—To introduce its new one-cent Target Practice Gum Vendor, D. Robbins & Company, Brooklyn, is offering 2,500 balls of gum free with each order for a sample machine. The machine, says Dave Robbins, “is the latest in fast money-making penny skill games we have ever distributed. A penny is shot from a realistic aluminum gun and if the bull’s-eye is hit a bell rings. The penny then remains in view behind a glass window until released by the merchant. The coin then falls into a separate compartment so the operator can tell how many bull’s-eye hits were made. Trade awards can be given for skillful hits. The Target Practice Gum Vendor holds 1,350 balls of gum. The machine is substantially constructed to give long-life service.”

Ohio Specialty In New Quarters

CINCINNATI, Oct. 26.—Need for expansion, due to rapidly increasing business in recent months, has caused Harry H. Cohen to move his Ohio Specialty Company to larger and modern quarters at 25-26 Court Street, almost directly across the street from his old location. The new location, equipped with all new fixtures and lighting equipment, is one of the most attractive coin machine display rooms in this territory. Floor space is almost four times that of the old location.

Harry Cohen is planning a gala party soon to inaugurate the new quarters. The larger location will permit an excellent display of automatic photographing and coin machine games and will permit Cohen to show a vastly larger stock.

WAIT FOR EXHIBIT’S?

SEE... Tony Gasparro

WESTON DISTRIBUTORS, Inc.

689 TENTH AVE., NEW YORK

All Phones: Circle 6-6745

A PROFIT WALLOP IN SPINNING WHEEL ACTION

HARLICH’S NEW SENSATIONAL BOARD
WITH ACTUAL BUILT-IN MECHANICAL UNIT

Get going with “Wheel of Fortune” now! Nothing like it before. Everything a punchboard has plus SPINNING ACTION! Popular slot symbol tickets.

BIG PROFITS—FAST PLAY

No. 11319—1000 Holes. Takes In $50.00 Average Payout $26.03

HARLICH MFG. CO.

1413 JACKSON BLVD.
CHICAGO, ILL.
HERE’S WHAT THE INDUSTRY SAYS ABOUT—

GOLD-STAR

“GIGANTIC!”
“COLOSSAL!”
“STUPENDOUS!”
“SUPER-COLOSSAL!”
(IT’S SHATTERING ALL RECORDS!)

IMMEDIATE DELIVERY
See Your Distributor Today!

D. GOTTLIEB & CO.
2726-42 North Paulina Street
Chicago, Illinois

AMERICAN EAGLE

A Bally Bull’s Eyes
Brown Cabinets

J Bally Bull’s Eyes
Black Cabinets

A Bally Alleys

X AJAX NOVELTY CO.
2707 Woodward at Sprout, Detroit, Mich.

ACE SPECIALS—ALL FREE PLAY

RED HOT
$13.95

KEENEY ANTI-AIRCRAFT GUNS
$14.50

COOLCATS
$13.95

MAD CAT
$13.95

NATIONAL’S SPECIALS!

PHONOGRAPHS

National’s Novelty Co.

NATIONAL’S
MACHINES

PAYOUT TABLES

SLOTS

NEW PRICE LIST NOW READY! WRITE!
CONTAINS ALL THE LATEST AND BEST NEW AND USED MACHINES AT PRICES THAT GUARANTEE YOU BIGGER AND BETTER PROFITS!

ROY McGINNIS, 2111 Maryland Ave., Baltimore, Md.
The Greatest Gun of all times!

**Keeney's Air Raider**

Distributor samples now going forward -- see Air Raider at your nearest Keeney distributor!

J. H. Keeney & Co. 2001 Calumet Ave., Chicago, Ill.

Extraordinary profits—Keeney's Air Raider

- Self contained machine gun
- No screen—high score—free games

See full description above.

Sold on easy terms and 20-day free trial basis to responsible operators. We take your old equipment in trade.

**Automatic Amusement Co.**

883 Union Ave., Memphis, Tenn.

P.S.: There are more Keeney Wall Boxes: operating satisfactory than all other kinds. We sell them in Tenn., Ark., and Miss.

Attention, music operators

America's greatest phonograph sale!

**Brooklyn Amusement Machine Co.**

660 Broadway, Brooklyn, N.Y. (All phones: Evergreen 8-4732)

- **Wurlitzer 616A** $49.50
- **Wurlitzer 61 Counter Model** $99.50
- **Wurlitzer 600 Rotary** $129.00
- **Wurlitzer 600 Keyboard** $240.00
- **Wurlitzer 500** $175.00

**Bally Rapid-Fire**

On new time payment plan

Special at reduced prices!

- Big Leagues
- Blondies
- Blondies Limited
- Gold Cups
- And Many Others, Write for complete list and prices.

**Badger Novelty Co.,**

Milwaukee, Wis.
CAPTURE THOSE WAR-TALK NICKELS NOW!
WITH THE GREATEST LEGAL MONEYSRAKER OF ALL TIME!

SKY FIGHTER

EASY TO PLACE—GETS THE CREAM OF LOCATIONS!
GERBER & GLASS
914 Diversey Blvd., Chicago, Ill.

REALISTIC SCENES AND SOUND EFFECTS NEVER BEFORE USED!
Carl Trippe, IDEAL NOVELTY CO.
1518 Market St., St. Louis, Mo.

NEVER BEFORE SUCH UNBELIEVABLY BIG PROFITS!
HANKIN MUSIC CO.
258 Peay St., S.W., Atlanta, Ga.

GIVES 'EM THRILLS AND CHILLS THAT FILLS THE CASHBOX!
DENVER DISTRIBUTING CO.
1850-58 Arapahoue St.
Denver, Colo.

THE ONLY SERVICE CALLS REQUIRED ARE TO EMPTY THE CASH BOX!
Bert Lane, SEABOARD SALES, INC.
619 Tenth Ave., New York
WISCONSIN 7-5688

TROUBLE-FREE OPERATION . . . PROVEN!

MAKE MONEY FOR MONTHS ON THE SAME LOCATIONS!
A. P. SAUVE CO.
3002-3004 Grand River Ave.
Detroit, Mich.

WEEK BY WEEK SKY FIGHTER EARNINGS AND SALES ARE ZOOMING UP . . . FASTER & FASTER!
SHOULD LEARN TO SHOOT!

SKY FIGHTER

PACKS SO MUCH ACTION WE CAN'T UNPACK 'EM FAST ENOUGH
MILLS SALES CO., LTD.
1491 W. Washington Blvd., Los Angeles, Calif.
1650 18th St., Oakland, Calif.
1325 S. W. Washington St., Portland, Ore.

CASHES IN ON AMERICA'S DEFENSE-MINDEDNESS!
STEWART NOVELTY CO.
136 E. 2d South St.
Salt Lake City, Utah

THE ORIGINAL . . . AND BY FAR THE BEST!

SQUARE AMUSEMENT CO.
88-90 Main St., Poughkeepsie, New York

PACKS NOTES паутины
SQUARE AMUSEMENTS OF ALBANY
707-709 Broadway, Albany, N. Y.

BUILT TO LAST—LIFETIME CONSTRUCTION! SOLD ON FINANCE
K. C. NOVELTY CO.
Phone: Market 4641—Market 9953

NO "HANG-OUT" SCREEN . . . HAS LARGE BUILT-IN TARGET!
A. M. AMUSEMENT CO., INC.
1000 Poydras St.
New Orleans, La.

THE MARKEPP CO.
3828 Carnegie Ave., Cleveland, O.
1410 Central Parkway, Cincinnati, O.

LESS FLOOR SPACE THAN A PIN GAME!
UNITED AMUSEMENT CO.
3410 Main St., Kansas City, Mo.

300 THRILLING SHOTS IN 30 SECONDS!
DONALD FIELDING & CO.
1106 Hall Avenue
Windsor, Ontario, Canada
Distributors for Ontario

300 POSSIBLE HITS!
JONES ELECTRIC SUPPLY CO., Ltd.
96 King St., Saint John, N. B., Canada
Distributors for the Maritime Provinces

GET A "SKY FIGHTER" SPORTS ARSENAL STARTED IN YOUR CITY! IT'S A GOLD MINE!
"WOW! $73 NET IN 3 DAYS!"

A TYPICAL REPORT* ON Bally's MACHINE-GUN SENSATION

TAKE ADVANTAGE OF LIBERAL TIME PAYMENTS

NOW you can start building a big-money route of RAPID-FIRE machine-guns on a pay-out-of-profit basis. And remember ... a RAPID-FIRE route is a year-round money-maker, insuring steady income and freedom from the ups and downs of ordinary operating. Thousands of RAPID-FIRE machine-guns on location—many in continuous operation for three, four and five months—positively prove RAPID-FIRE a safe, sure investment for big month-after-month profits. Act now. See your distributor or write or wire factory today!

ALSO IN PRODUCTION: LONG-SHOT • DARK HORSE • SANTA ANITA • RECORD TIME • ROYAL DRAW • HIGH HAND • BALLY BABY

BALLY MANUFACTURING COMPANY 2640 BELMONT AVENUE CHICAGO • ILLINOIS
Music Men - THINK!

AFTER YOU BUY IT - WHAT HAVE YOU GOT?

Doubtful Backing

Seeburg Reliability!

Experience - poor financing - inefficient facilities directed by "wildcatters" and opportunists - a business that blooms one day and fades the next, leaving you to hold the bag...

Haphazard Undependable Service

Seeburg National Service Network!

Unavailable Parts

Unlimited service facilities wherever you operate - never more than a few hours away... Seeburg-trained men at every distributor and jobber office and Seeburg training for every operator's service men... a travelling staff of Seeburg experts... every part for every model!

Lack of Service Facilities

Seeburg Progressive Money Making "FIRSTS"!

Second-rate Imitations

A COMPLETE LINE!

Equipment that Limits Your Operating

Seeburg Symphonolos

Unrecoverable Loss

Wireless Remote Control with the Push-button Wall-O-Matic Selector, the Portable Play Boy Selector, the

Unlimited service facilities wherever you operate - never more than a few hours away... Seeburg-trained men of every distributor and jobber office and Seeburg training for every operator's service men... a travelling staff of Seeburg experts... every part for every model!

Security!

Seeburg Security!

Security!

A COMPLETE LINE!

Security!

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Security!
Horace Heidt and his Musical Knights

say...

WURLITZERS

Reproduce Our Music

EXACTLY AS WE

PLAY IT!

SOLD ONLY TO MUSIC MERCHANTS

- Musical stylist, famous leader, originator of “sweeter swing,” organizer of America’s foremost entertaining dance band, Horace Heidt and his Musical Knights have enjoyed record breaking engagements everywhere! Two weekly commercial broadcasts and the Motion Picture “Pot O’ Gold” (now in production) are further evidence of their great popularity!

- Rightfully proud of their great reputation, when Horace Heidt says “OK” to phonograph reproduction of his music it’s got to be GOOD! His whole-hearted endorsement of Wurlitzer tone needs no further comment — except this to Music Merchants — the public appreciates living tone, too.

- That’s why Wurlitzers are America’s most popular phonographs. Cash in on this position. Operate Wurlitzers 100%!


A NAME FAMOUS IN MUSIC FOR OVER TWO HUNDRED YEARS

WURLITZER Automatic Phonographs

PREFERRED BY AMERICA’S LEADING RECORDING ARTISTS