

ADVERTISING
GENERAL CIRCULATION
OF JUNE

MAY 17, 1935

The Billboard

The World's Foremost Amusement Weekly

MAY 20, 1935

15 Cents

VOL. 51. NO. 20



FRAZEE SISTERS

Ruth Anne and Mary Jane
Currently Ben Mardon's
Rivera
Direction...William Morris
Agency, Inc.



accurate, authentic news
about the New York World's
Fair as it happens and before
it happens . . . inside stuff,
features, grosses, reviews and
gleanings from the showmen
who built and run the huge
amusement area . . . in The
Billboard every week. . . .

Published weekly at Cincinnati, O. Entered as second-class matter, June 4, 1897, at Post Office, Cincinnati, under Act of March, 1879.
22 Pages. Subscription, \$3 per year. Copyright 1939 by The Billboard Publishing Company.

TELE'S PEANUT PAYOFF

Ticket Code Okehed; State Law in Works

NEW YORK. May 12.—Theater ticket code will probably withstand its first court test yesterday before the Justices of the High Court of the New York Supreme Court confirmed Justice Morris Cooper's report to the Empire Theater That's All Day unit during the hearing of the New York Theaters and dismissed the complaint. Murray C. Speer, counsel for the plaintiff, said he was making plans to appeal the decision in the Appellate division.

The justice's confirmation is expected to have a favorable bearing on the legislation which will make it a misdemeanor to sell theater tickets above the code's 75-cent maximum, and on the bill introduced yesterday by Sen. and Rep. Bill, which passed the Senate yesterday May 10 providing for the transfer of the licensing of the ticket brokers from the secretary of state to the municipal mayor or commissioners of Health.

The Mitchell Bill, patronized by Assemblyman MacNeil Mitchell, is almost identical with the measure submitted to the Senate by Sen. Frank Quinn, except for the amendment, initiated by the League of New York Theaters, that the ticket sale mark-up to the 75 cents and the 10-cent maximum be retained in the bill, which passed the Senate yesterday May 10 providing for the transfer of the licensing of the ticket brokers from the secretary of state to the municipal mayor or commissioners of Health.

In this city, where the bill could have been easily passed, Commissioners expressed approval of the change, adding that, should the state bill become law, his regular staff could handle the new responsibilities without increasing their expenses, and that his approach would be one of education and co-operation with the brokers.

An Angel?—It's A Heavenly Choir

NEW YORK. May 13.—Administrative pay roll of the Federal Theater Project No. 1 has been \$200,000 a year, rental of 48 theaters \$160,000, and cost of production \$60,000, said H. B. Burton, investigator, testified before a congressional committee investigating the WPA, as reported by William Edwards, reporter for The Oregonian last week. Edwards' story described the WPA "as an angel which sets a reward in theater flags." Testimony was listed the estimated production costs for local PTP productions:

Andromeda and the Lica, \$50,000.
By Shaw, \$17,000.
Mardi, \$10,000.
Pinocchio, \$80,000.
Tales of Hoffman, \$25,000.
Trojan Incident, \$63,000.
On the Rocks, \$72,000.

Chicago Papers in Tiff With Cafes, Hotels on Ads of Dives

CHICAGO. May 13.—In the controversy among cafe and hotel men on local newspaper policies regarding the advertising of prostitution and venereal diseases, it was revealed that Leo Abramo, advertising manager of The Chicago Times, issued out 23,000 leaflets to the city's 100 bars and night spots after an all-night round-up of the accounts in which he learned that many of them do not care particular regard to the service and caliber of talent ballyhooed in the ads.

Operators of the better spots have long maintained that they have no objection to exploit all types of after-dark dives in the same columns with the more legitimate rooms and to receive the same equal praise from the reviewers.

Judging from close studies of the

Acts Get Thanks and a Whistle Because of Experimental Costs

NEW YORK. May 13.—After television is born on a regular schedule out of NBC's studios and starts next month on a regular schedule out of CBS, indications are that it will be some time before it becomes a permanent addition to the stage acts to performers. As matters stand now, tele is strictly paying off in profits.

The permanent income sums into the technical perfection of television and with no possible commercial return on this investment for 18 months, the budget must be pruned in other directions.

The five-year return estimate is said to have been made by Lenox Lohr.

NBC is doing two hours a week of studio telecasts, in addition to World's Fair film pick-ups, which use no live

talent. Built of the three hours is made up of live talent, either vaude acts or legit performers in plays. Network's weekly talent expenditures run to about \$1,000, or \$200 a show, while the cost of a matinee program for a one-night vaude show using non-name acts. However, NBC is using standard acts, in the main, and in some cases headline acts.

(See TELE'S PEANUT on page 6)

Ripley Odditorium Takes Club Site As Stem Fair Bid

NEW YORK. May 13.—Robert L. Ripley's "Odditorium" in the meadowlands of New Jersey has agreed to become a permanent Broadway oddity next month on the site of the old Hollywood Restaurant. Will be operated jointly by the stem fair and the odditorium, the "Street of Parts" at the Chicago Fair, and Stanley Graham, operator of the Midway City at the Chicago and Dallas.

Ripley's was first proposed to World's Fair officials more than a year ago, but after several months of haggling off and on, the stem fair and the odditorium Graham-Ripley deal and signed DuFour & Rogers to operate the John Hill "Strange as It Seems" exhibit in the "Street of Parts" at the Chicago Fair, and Stanley Graham, operator of the Midway City at the Chicago and Dallas.

Ripley's secured the lease of the old Hollywood last week after it became a certainty that the night club would not renew. It has been shown that the stem fair will not be able to reopen at the beginning of the year. It has been reported at various times that the spot would take on new life if the stem fair would not, but new booking was not forthcoming.

An auction sale, to dispose of the furnishings and equipment valued at approximately \$150,000, yielded an estimated \$40,000. Performers' legal claims, totaling approximately \$1,200, must be paid out of the stem fair's net.

Ripley's will make a telephone call for a three-story building into a museum with over 30,000 feet of square space and will have fresh starts collected by Ripley. There is a good chance of getting a \$100,000 to \$200,000. There will also be five fresh exhibits, most of which will be shown at the stem fair on the second floor.

Ground floor museum will feature the stationary exhibits and have a hall of sex appeal with 30 girls lecturers working 25 cents for adults and 25 cents for children, and will include a card blanchette all over the room. The stem fair's managers, the Graham brothers, have also secured the lease from several of the tenement operators stores on the Broadway and Seventh Avenue side of the street, which will be used as public entrances and exits. The property was taken over on a three-and-a-half year lease at a total rental cost of over \$200,000, according to Fred McMahon, who will cost another \$100,000.

Present architectural plans call for a remodeling of the two avenue fronts in modernized Art Deco style, with modernized theme through. Outside architecture will be done so that the interior (See RIPLEY ODDITORIUM on page 6)

unfounded statements to the press and before seeking a court injunction.

Meanwhile, the APA's general Jack Kramer to Los Angeles to replace Tom Corcoran, branch representative who resigned last week. Kramer will co-operate with the new manager of the Los Angeles branch in reorganizing the L.A. branch. Lewis has auditors checking the books of the branch of A.P.A. in San Francisco, and the manager of the San Francisco office, Lewis, is also helping Mitti reorganize the S.F. branch.

Whitehead says an independent auditor's report will be made available to the S.F. branch shortly, but that responsibility for this has not yet been fixed. He says all officers and employees have been informed that the branch will be handed the auditor's report when it is completed.

Whitehead received a notice signed by Ralph Whitehead, president of the branch announcing that the branch had given him the A.P.A. home office "a vote of confidence" (See WHITEHEAD HITS on page 21).

In This Issue

Broadway Beat, The	1
Business	24
Comics	24
Circus and Carnival	24
Classified Advertisements	24
Comments	24
Endurance Shows	24
Fairs, Expositions	24
Feature Column	24
General Outdoors	24
Hollywood's Business	24
Legislature	24
Letters	24
Movies	24
Music	24
Newspaper Columns	24
Mores From the Committee	24
Orchestra Notes	24
Out-of-Town Column	24
Parks Products	24
Prints	24
Radio	24
Radio Talent	24
Recreation	24
Sports	24
Stock-Skaters	24
Actors	24
Units and Attractions	24
and 25.	24
Dramatic and Musical	24
Comics	24
and 25.	24
Domestic and Wild West	24
Cartoonists	24

ROUTES: Oklahoma, 18	18
and 25.	18
Dramatic and Musical	24
Comics	24
and 25.	24
Domestic and Wild West	24
Cartoonists	24
25.	24
Show Fugitives	24
Scared Fugitives	24
They Support Divorce	24
Violent Crime	24
Wanted Persons	24
World's Fair Report	24

TELE'S PEANUT PAYOFF

Acts Get Thanks and a Whistle Because of Experimental Costs

(Continued from page 3)

This means that on a straight financial basis the acts get a whistle and a fan!

However, the trade generally feels that the network is justified in paying on the present basis. In the first place, the WCCB are not required by law or any other statute to carry on these expensive experiments, especially in view of the heavy losses involved in some of the recent. Secondly, acts are doing their own turn, with not much rehearsal time, all things considered, required. This is a good point, since it has been agreed, since these early tele dates may mean that in the future they will get regular tele runs on the strength of the performances.

Thirdly, the stations feel that at this point that the dates give performers valuable training and experience, plus a novelty angle on which to cash in when they go over to other fields.

An idea of what tele costs NBC is shown in the fact that NBC takes about \$3,000 weekly for production, plus about \$1,000 weekly for salaries, plus another \$1,000 weekly, plus \$13,000 for that \$20,000 being the talent cost. Production costs include sets, art, production, etc.

A booker for a vaudeville theater couldn't

touch the line-up of talent NBC is getting with the same kind of a budget. NBC television bills have increased to \$100,000 since May 1, and the Green trouper, Richard Rodgers, composer Maceo Westcott, Marjorie Clark and Eddie legit vocal act, May 8; after Green, Josephine Shuster, Novello Brothers, and seven girl ensembles. May 10 show had acts like the Top Hatters, Billie Holiday, Eddie Phillips, Maxine Stewart and others. May 12 show had Helen Morgan, Eddie Cantor, Alida, the dancing team Paul Stevens, Well Brothers. And the May 17 show will have Martha Hampton, Ned Weyer, Burford Hampton, Dorothy Lamour, Eddie Cantor, Eddie Hager and Ann Miller are set for future shows. Dorothy Gish emerged the May 18 show.

NBC directors, in hiring acts for tele shows, explain reasons above for the slender pay check. A number of larger agents are already contacting NBC for tele dates. NBC tele directors hire their own casts.

Understood that top tele money is now \$100, closing down to no doubt. Acts from Maxxons worked for nothing.

Han Co.'s New Show

DETROIT, May 18.—The Young Club, sponsored by WXYZ, will go on the air this week to the John Morrell On, of Ottawa Hills, to meet parkers. Show is a 15-minute slot, Tuesday thru Saturday, and uses the services of the Young Club Orchestra with Vernon Calvert, soloist.

Janet Jenkins, guest relations secretary of WXYZ for three years, is leaving to join the Young & Rubicam staff, where she will fill the Nancy Wilson program on WXYZ, Chicago.

Kid Radio Bill

MADISON, Wis., May 18.—"Central participation in radio advertising" will be used under 16 would be permitted under the terms of the Krebsky Bill, No. 802, S. introduced in the State Senate. The measure, relating to the advertising of commercial entities, would amend the statutes to allow children to participate in air programs when not engaged as employees for hire.

Stowe's CBS Job

SAN FRANCISCO, May 18.—Arthur W. Stowe, writer and producer, has been appointed production manager in San Francisco for the Columbia Broadcasting System.

He will handle production work on CBS shows originating in San Francisco.

NBC Pruning Again; Sales Dept. Revamped; Artist Bureau Next?

NEW YORK, May 18.—Art Director and sales manager position job at WBT, Charlotte, N. C., next week. He leaves the Mutual sales promotion department for the job and is succeeded by W. E. D. Dabbs, who has been with WBT as CBS owned and operated, with Link Dealer manager.

Phileo Show Shopping

NEW YORK, May 18.—Phileo Radio and Television Corp. is looking for a new home for its radio station, Phileo, Firm has been a radio absentee since dropping Beale Carter some time ago. Hutchinson agency handles.

Nom Winter at B&T.

Talking Shop

By JERRY FRANKEN

Out Goes the Neck

After seeing several NBC television shows, I'm still puzzled as to why production methods there seem to be so different from those of CBS or NBC. Thereabouts, I'll be the first to admit that I'm talking out of plain, unvarnished ignorance, but I'm willing to be educated. I've seen Peter Lorre and Hitchcock a nice new hat that any capable legit director, or even a good assistant film director—or even I—can don without shame that these NBC is doing something.

These questions come to mind: Is it possible to get away with efficiently on the air? Is it common knowledge when the acts are in and out of focus?

Is it possible to get acts with a small amount of screen time to do more than have to go to 12 minutes away from the cameras and look like puppets seen thru the wrong end of a pair of binoculars? Is it possible to train announcers to make mistakes so that they know the few lines they must put off in order to introduce the next act?

Is it possible to make up words while material is being read, like the Askin Hoffman pleat NBC did a week or two ago?

Is it possible to train announcers doing interviews from the World's Fair to (a) stay in focus and not wander out of focus so that the announcer and the interviewee can be heard in a faded大象声? Or (b) not repeat every single answer the interviewee makes?

In other words, isn't it possible to get television production on a professional, showmanly basis?

NBC Says Use of RCA Records on Free Air Show Is a Violation

WASHINGTON, May 18.—Use of RCA records on free-air shows by stations like Music For You Want What You Want It, is a violation of the code of ethics of the National Association of Broadcasters, the NAB said yesterday. The statement was made after the NAB had asked and received from RCA an explanation of arrangements made with stations broadcasters.

RCA later was signed by Tom Joyce, the RCA sales manager, and said that the company had three types of Victoria recordings available for stations to use on their program on NBC. Second is a program in about 33 markets plugging popular recordings and the third is a series of records by the vocal group, Letter pointed out that originally RCA refused broadcast permission on NBC. Now RCA (classics) pictures, and that last year the company's record division, RCA letters, said it felt its broadcasts helped the recording talent by increased sales and royalties.

Any station is free to use the records, and therefore of aid to the stations. Letter drew a comparison between the broadcasts and the columns in newspapers and magazines.

Joyce stated that excluding the Magic Key costs, NBC will spend about \$100,000 on records this year. It is the only record manufacturer spending money for time. Next year, it was stated, RCA hoped to double this expenditure.

Believe WHO Program Is Champ Commercial

DON MCKEE, May 18.—The Crescent Hour of Music, sponsored by the Crescent Meats and Cracker Co., is believed to be the oldest continuous commercial program on the air. It began in 1918, the 15th year of consecutive broadcasting on WHO, Des Moines, April 25. The 15 years the show has been on WHO exceeds by far the record of any other station which holds the record for longevity among network commercial accounts.

Built up thru WHO's own efforts, the show has won many awards. It has been a smash hit in Latin-American and gipsy melodies. Live talent was used on the show for many years. Has been a transcription show for about four years.

BUFFALO, N. Y., May 18.—Ramsey Lee and Davis Day have rejoined the announcement team of WGR-TV. Lee was taken on to replace Coleman Wilson, who tries to Hollywood for a short sabbatical.

Snerd Cartoon

NEW YORK, May 13—McNaught Syndicate will make a cartoon of Ed Berger's "Charlie McCarthy" and Mortimer Snerd, the two most popular characters. It is understood that the McCarthy character will run all week with Snerd then becoming the permanent star. Sam Landau, representing Berger, came from Hollywood to conclude the deal.

NewNAB Program Code May Mean Radio To Get Own Judge Landis

NEW YORK, May 13—Escape from embarrassing time requests is to be provided the broadcasting industry by the program standards now in process of formulation by the National Association of Broadcasters, according to information reaching New York broadcasters this week.

Altogether, not definitely accepted, the industry code, which will go to a vote before the NAB convention in Atlantic City in July, would endow the NAB with power to make itself a judge. Furthermore, and Father Coughlin is using his time on stations adhering to the code. Other priests and clergymen of all faiths on stations wishing to avoid embarrassment may refuse the time or require such stations to pay him fees, practically encouraging militant extremists from using the air.

Preliminary discussions with organizations involved in the broadcast industry seem to point at the possible objections to the industry step toward self-regulation. It is understood that an offshoot of the NAB, which will be partially covered by the code when adopted, will be administered thru that NAB and to some extent the unaffiliated organizations of the women's clubs and organizations.

Control of children's programs is to be one of the important goals of the new code in order to effect changes that will end thunder and is the prevalent kiddie entertainment. Still another item of importance is to prevent the code from making children's programs "dull" in recognition that kids require a stimulating program.

Emphasis is to be placed upon radio's public service obligation. New York informants indicate, and that broadcasting must have no bias in its favor, remains a privately owned industry. Current thinking is toward developing some kind of a national code, the most recent view of William J. Cameron on the Ford programs or to require that an opposite view be presented during the code.

It is understood that the formal draft of the code has been circulated but its general terms have been discussed by NAB President Kevin McNamee and Broadcast Relations Director E. Gilling with industry figures during recent meetings.

Annenberg Drops Libel Suit Vs. WFIL

PHILADELPHIA, May 13—Libel suit against WFIL, radio station, by former radio jockey, the "Reddy Kilowatt," was dropped yesterday. The claimants were Homer Annenberg, publisher of *The Inquirer* and plaintiff, who based his claims on remarks made in the station's radio campaign in 1937. Annenberg sued the station and Samuel Rosenbaum, WFIL pres., for \$100,000. One speech on September 22, 1937, by Annenberg, in Greenfield, a political and realtor, while another was made by Senator John Gutfreund of Ontario, E. Z. Dimittman, city editor of *The Inquirer*, was made public. The station was made up units would follow in the event the speech was broadcast.

The claims against WFIL, Rosenbaum, Gutfreund and Greenfield were filed October 14. After a conference of attorneys in the chambers of Judge George L. Nichols, the court ruled that the suits were marked withdrawn and discontinued. Counterfeits against Annenberg and E. Z. Dimittman, city editor of *The Inquirer*, were simultaneously dismissed.

It was understood that Don Withycomb, former WFIL general manager, was the star witness for Annenberg in the suit. Withycomb was reported on his way from Miami to testify. He was interviewed in New York by Annenberg's attorneys and told that his appearance was not necessary. Withycomb, who was in charge of the station at the time of the libelous broadcast, was dismissed on charges of inefficiency by the studio management. He subsequently sued for the remainder of his contract and the terms of his contract, and a settlement which station officials said was generous was recently made.

by makers of the car of the same name. Jack Erskine, Rob Casay, Shirley Chilton, Eric Cullen, Walter Berry, Walter Bequell and Walter Prestrud, staff writers at NBC, have started their own "Jamboree" and had their debut on the "NBC Jamboree."

Radio Talent

New York By JERRY LESSER

HUGH JAMES, NBC announcer, was recently assigned to make a record of his voice. He has been doing this for years but just got off answers without questions. He was told it was just a laugh and let it pass at that. But a few days later he was asked again to make a record of his voice. He was asked to do it again. Called on to announce a special program from the Engineers' Club in New York. It was part of his job to introduce the program. Hugh asked the first question on the prepared script, the robot replied in the voice of Hugh James. Hugh asked the question a few days before. JOSEPH BOLAND and IRENE OVIATT (show Mr. and Mrs.) sailed for Europe Wednesday on their honeymoon. They will be back on their honeymoon. On May 21 a script by SID SLON will be done on CBS' *Walls Without Music*. Script is titled Two Creeds a la Wall Street. The show is to be presented by the author, Mr. and Mrs. Boland. Mother east, GARNET Heater developed an acute case of tongue-twitching when introducing himself on *CBS' The Price of Life*. Heater started with "This radio," corrected that to "radio reader," mixed in "blue river" and finally admitted he was "a radio reader." ANGELINE ORLI of *Kitty Keene* show, is an expert rider and her hobby is bronco buster. She is probably the only 10-year-old kid. If the kid laughs everything is ok, but if the youthful critic fails to read them in line. Once again the script writer has done a good job. The story is well told and the scenes in order. . . . JULIAN NOA rescues his character of Eugene Snell on *Tony Day* or Ours.

Harry MacFayden, NBC director, gets the assignment to do *"Women in the Making of America"*. A new series of dramatic programs in the construction field. The series moves west to the culture of the United States. Premieres June 11. Written by MacFayden and directed by the book. Twenty-five years ago Harry MacFayden was appearing in *"Boys in the Back Room"* in Los Angeles. He was a radio jockey in the same city in *"Ready Money"*. In Harry's company was William Harrigan, and in Terry's was Robert Ober. Robert Ober and William Harrigan played a scene together, with Terry sitting in a corner, directing the show. Don Ganzler appeared on the *Quaker Oats* program last week and rated notices for his "smooth delivery." Harry Small was exempt from her exams at NYU, proving she's a smart little girl. Her mother, Mrs. Harry Small, 49, *"The New Friends of Rhythm"* has been signed by the William Morris agency. . . . Ed Casay will be back on *WGN* on May 21 for the first *First City Service* broadcast from the fair. . . . Janet Lane, former *New York* actress, may now be heard as Helen Garver on *"Phone of Life,"* which comes from Chicago.

Chicago By HAROLD HUMPHREY

PAUL BARNES, promising young actor protege of BOBBY BROWN, WBBM's program director, tried to get a job as a reporter for the *Chicago Tribune*. He failed to get an appointment with his BROWN but his secretary did not know anyone else he could see. Who suggested that the boy change his name from Samuel Zimmerman to the new moniker? . . . JANE WOODWARD, star of *"The Big City"*, *"The Wild Affair"* show for *WGNers*, Inc., Dr. Preston Bradley will do the stilt for her at *"KTLA"*. . . . On the same date, *"The Big City"* and *"The Wild Affair"* program was canceled after only two weeks on account of a sprained foot, but has received fast, getting a full hour, *"Drama Queen,"*

fore hopping off for Holland, Mich., and the *Midwest Film Festival*. A local son of honor, DAVID STAULT, local station, starts a news commentary shot Monday on *WJJD*.

Add tough breaks: Carroll Blodder, foreign editor for *The Daily News*, was rushed to a hospital Sunday for an emergency appendicitis operation. *"The Big City"* and *"The Wild Affair"* show for *WGNers*, Inc., Dr. Preston Bradley will do the stilt for her at *"KTLA"*. . . . On the same date, *"The Big City"* and *"The Wild Affair"* program was canceled after only two weeks on account of a sprained foot, but has received fast, getting a full hour, *"Drama Queen,"*

Conducted by M. H. ORODENKER—Communications to 1564 Broadway, New York City.

FREEING BAND "SLAVES"

Mistaken Indemnity

NEw YORK, May 13.—Lou Levy, major domo of Leeds Music Co., is very much perturbed about the rumors currently afloat to the effect that his company is now the last refuge for the rovers. He, to speak them, he offers definite proof that "ain't. It's really a case of two other people."

The company in question is free that innocently gave rise to the reports in Leeds' Clothiers, currently running its first forced sale, with the way to go. The reason is set out in detail in a form letter to its customers. Levy's infant music publishing house, which it is now a member of, is headed by "Unwedded and Term'd When You Do among others, is far from being in financial difficulties and is doing very well, thank you."

Scranton Business Seen as Investors For Eli Oberstein

SCRANTON, Pa., May 13.—About 20 prominent Scranton business men are reported to be investing \$400,000 each for forming a new record company here. It is said that E. I. Oberstein, president with the RCA-Victor Recording Co., and Louis L. Fink, president of the American Record Corp., are also interested in the new company. Local financial interests look upon the new project as a good investment opportunity to town a receding industry but also providing immediate work for 150 persons. Home-town investors have agreed to invest \$100,000 each of \$400 to \$500 persons with an annual pay roll of at least a million.

New company will be located in the former plant of the Consolidated Molded Products Corp. Factory here is for pressing plates only, geared for 10,000,000 output the first year, and capacity will be expanded up to 30,000,000 pressings annually. Brunswick and Columbia records were pressed here until A&U moved to Bridgeport, Conn., this past fall. Oberstein, who was treasurer of Consolidated, admitted that he knew negotiations were under way for a new recording company here.

Clinton Almost Nil on Drive With a 8395 Gate

BUFFALO, N.Y., May 13.—Larry Clinton, plainclothes public dance manager of Auditorium Hall Tuesday, turned out to be a flop of the first water for no apparent reason whatsoever. Attendance counted 1,700 persons with gate of \$200 in free passes. There was a special ticket arrangement for students at 50 cents per and with about 200 students gate was \$125. The remaining 250 paying patrons at 80 cents for advance-sale discs and \$1.10 at the door added \$270. Clinton, however, was not licked by most dancers. The total gross in all of \$905 seemed a mere drop in the bucket to promoter Cartyll. (Pete) was unable to obtain arrangements over to even \$2,000 for the promotion.

After having been quite successful with similar ventures this season, Smith feels that the reason for the failure was simply since the weather was perfect and with Ford Levy, of the band, being a home-born boy. Possibly the fact that that particular night was the first time the grueling program had something to do with it. Smith is in the red for about \$1,000 on the dance.

Tie Tockers 81,032 Great

STONEBORO, Pa., May 13.—Great Gatsby did a sensational job for Tom Sullivan last Monday at stoneboro Pavilion. Total gate was \$1,000 with advance sales of \$1 per in advance and \$1.25 at the door made a gate of \$1,032, which was one of the largest totals taken in the history of Sullivan's promotion. Last attraction is Henry blouse, coming in May 23.

Federation To Rule Standard Contracts for Band Managers

Exec board hits at inequitable contracts—long-term blinder taboo—comish on jobs booked direct no go —must offer more than their "efforts"

NEW YORK, May 13.—Hitting at the band management and personnel representation field while it will bring about and have their earlier inaction deferred somewhat only like a love tap, the executive board of the American Federation of Musicians meeting here next Thursday (18), will design legislation to create a standard contract form to be used by band leaders and managers. The action will be taken after a public hearing floor month in Kansas City, Mo., and union leaders feel confident that the measure will pass. Agitation against the management contracts made by the band offices has been held heavy for some time on the part of local unions of the Federation. "The issue has been brought to a head chiefly by the action of the band offices," says Bert Henderson, assistant to presy Joe Weber and in charge of the APM hegemony. "They will step up a bit more in the period ahead and will sell out to a big office and continue cashing in on the earnings of the band leaders long after having outlined their usefulness to the office and the success of the business. There is no room for a middle man. It's a situation akin to slavery. If you go to a band office, you are at the mercy of the manager. You can get away from him after 10 days if you want to. The conversations we will get will give me an idea of what I mean."

The exec board has examined contracts used by all the band offices big and small alike, and has hardly found one that could be termed equitable. "Hardly any one of them," opined Henderson, "is worth the paper it is printed on." The rights are all reserved by the band manager and booking office, and the most they promise the band leader is their "efforts."

No Long-Term Binders

One of the chief reasons for delaying a standard contract form is to limit the number of years the band leader can be "tied" to an office. Contracts in use today bind the band leader for at least three years, with some offices specifying three or four option clauses always in favor of the band office; that keep a band on or under the office's thumb for 10 or 12 years as you please. A standard contract would limit the binder to about three years, with the option clause in terms of months instead of years.

Members of the exec board are fully cognizant of the fact that it requires several years for an office to build a clientele, provide a market and that offices usually have big investments in a band and should get part of their investment back. However, they also see a reason too, in 200 bands that should be tied by long term to any single office when it is humanly impossible for that office to work on more than one band at a time. Putting in that with short-term binders the hand-picked bands getting the build-up would stick to the office anyway, while the others should be free to seek better connections after their term is up.

No Work, No Pay

Still another inequality which the APM aims to correct with a standard contract is the matter of commissions paid to the office by the band leaders. The local band leaders are getting the amount of commissions the band booker or manager can exact, as long as the leader and band manager require payment. However, they feel that it is unfair for a band leader to pay commissions to the office on a job he gets himself just because he is signed with him.

"With offices having a many as 200 or more bands under management, it's practically impossible to keep them all from getting commissions," says Henderson. "And if a band leader gets work thru his own efforts there is no reason why he should pay the office the commissions. We believe that in first place, bands are paid commissions on only what they actually sell. Even if an office has only

WOOSTER, Ohio, May 13.—Two dozen members of Paul Whiteman's troupe made an unexpected breakfast stop at bear-by Apple Creek last Monday when a bus transporting them from Cleveland to Cincinnati got stuck in a ditch off a road into a field. None injured, and bandmen returned their trip two hours later aboard another bus. Whiteman was not with the orchestra.

No Skidding

Kayser Quits RGAC Chi One-Night Desk

CHICAGO, May 13.—Joe Kayser, head of the one-night department for Radio City Music Hall, has left the CGH office, leaves that post this week. He has been with RGAC for a year and a half, leaving CRA at that time when he joined RGAC. Kayser has been a director of the orchestra and has been a member of the orchestra for 10 years. Kayser says he has no definite plans as yet, altho there are a couple of deals pending with other firms. Reason for his departure is that he has been offered a salaried engagement. Kayser is credited with being one of the first to book one-night stands for orchestra, besides giving many one-night shows today a start in the big years ago.

\$472 on Two-Bit Bargain Night Nifty for Webster

AURORA, May 13.—Ralph Webster, who holds the attendance mark for the Monday night bargain dances at Suburban Beach Park Ballroom, turned in a best record ever Saturday night, May 12, with 1,440 at two bills a copy for a \$472.30 grade. And ballroom manager Lew Pratt feels Webster will have done even better if the bill started raining at 8:30 p.m. just when the crowd was starting to come in doors.

Summer dataset is only open a few evenings a week and is holding its big position this year ahead of last season to date.

Milwaukee Truck Drivers' Bill Hits 5G With Lopez

MILWAUKEE, May 13.—About 10,000 turned out for the ninth annual May ball last Saturday at Milwaukee Auditorium. The Milwaukee Truck Drivers' Council Inc. No. 6, WUW locals at 30 cents per, union realized almost \$3,000 at the gate.

Bandstand highlighted Vincent Lepore, who shared the mike with local favorites Red Roberts, Lila Schmidt, Johnny Warren and Joe Caravella. The entertainment was directed by Betty Lopez, the vocalist, and ballroom duo of Pranno and Aida.

DETROIT, May 13.—First summer stand was grabbed off by Lowry Clark for Book Casino, to remain for the season.

So, Gents Get for Cops

OGDEN, N.Y., May 13.—Southern Gentlemen, playing from the 18th annual May ball last Friday at the Hotel Ballroom, attracted 1,000 dancing. At 80 cents to each, gate hit about \$1,000.

Frederick Brothers Music Corp. Moves Kaycee Office to Chicago

CHICAGO, May 13.—Making marked strides in the band-bookling industry is the Allstate Agency, which has been band-bookling offices in New York less than six months ago. Frederick Bros. Music Corp. is invading the Windy City, transferring the house office from Kansas City, Mo., to Chicago, effective in early May (22). Due to the increased activity of PMSMC in and around Chicago, decision to move here had been pending for some time. With the opening of new production facilities from Chicago to handle all accounts under the Kansas City territory, the Allstate Agency will have its main base of operations in the Windy City.

Present day office for shuntis arrangement, with D. W. Frederick and Williamson sharing the Cleveland and Chi burdens alternately in addition to the Allstate Agency's main office, will be Lawrence Walk coming here for an Edgewater stand June 10. Office also plans to add many local names to the bill.

Please also call for a club department leader, with a representative Chicago

Off the Records

La Balle and the Blues*

NOT since Midge Williams' "Fortune Teller" has there been such a wistful offering of the low-down blues in a lovable setting. And since only serious students are able to digest the race record regulars a long-time record has been missing. Well, here it comes, letting Eddie Bailey sing the song she sings the best—the blues.

Music publisher Jack Robbins opines that one can't appreciate the blues unless one has suffered. So all ye neophyte and veteran sufferers dig into Miss Bailey's "La Balle and the Blues." Columbia, Address: 1250 S. Larchmont Avenue, Los Angeles 10, Calif. *Comet Blues* and *You Don't Know My Mind Blues*. Not only are her pipes in form or formless, but she is well backed by her Oxford Chorus, packing plenty of musical meat. It's a sepiaswinged rounder, together by John Kirby, Alvin Johnson, and Eddie Bailey. In turn, those piano flashes sound enough like Mary Lou Williams to be Mary Lou Williams (Allyn, Kirby's pianist).

For the blues lover, there are commercial aspects and with their customary professional seal, the Decca labels offer

Eddie Crosby's soft and sentimental for *Ain't Gonna Cry No More*, and

Andrews Sisters spright and swingy for *Rock Rock-a-Bye Baby*, and *You*

Don't Know How Much You Can Smile, and *It's a Long Way to the Top*, ballyhooing *Don't Worry 'Bout Me* and *The Angels Sing*. Rich orchestral background enhances each of the sides.

Funny Platters

IT was not exactly the first time for Jack Jenney's "I'm a Little Groove" to receive attention with *Don't You Wish More Care I Give You?* For the same label under Erving Mills' name, Jenney had recorded a similar kind of swing star about a year ago. This time, however, Ward Alexander Urtigado, Jenney's round-up to just another dance band, striking off on his own hook for protology of his sweet-singing, the trumpet of the stars, cut. The unphilid folk voice on the Get To The Point side, we only suspect, might be Ray Charles.

Switching to Bluebird after an inauspicious Vocalion career, Vincent Lopez made a belated attempt to climb onto the Commercial chart with *It's a Long Way to the Top*, ballyhooing *Don't Worry 'Bout Me* first two sides round, *Whistling in the Wildwood* and *The Daughter of Sweet Georgia Brown*. Bill (See OFF THE RECORD on page 73)

Rockwell and Roden To Settle 8G Suit Against Crosby Ork

NEW YORK, May 13.—Rockwell General Amusement Corp. has withdrawn its action against the Bob Crosby Orchestra for \$40,000 claimed by the band owner that it was not given advance notice, according to Horace Wornham, Crosby attorney. Bill, however, has not been dropped. Rather both the agency and band insist that the suit will be settled out of court. Rockwell, however, is insisting that R.G.A.C. not do anything on the suit until both principals can get together to effect a settlement out-of-court. The band, however, is not so well. R.G.A.C. president, Bill Roden, pries of the Crosby Band Corp., may be able to settle matters in a round-table discussion, but no action is taken before June 1st after such meeting. In addition, it is understood that Miller is withholding his personal claims against the band for protection.

Litigation does not involve the contractual clause the Crosby Band has found itself in and which, according to Rockwell, is not only to the money due claims lodged against the band several months ago while playing the Paramount Theater here.

Litigation does not involve the con-

tractual clause the Crosby Band has

found itself in and which, according to

Rockwell, is not only to the money due

claims lodged against the band several

months ago while playing the Para-

mount Theater here.

Litigation does not involve the con-

tractual clause the Crosby Band has

found itself in and which, according to

Rockwell, is not only to the money due

claims lodged against the band several

months ago while playing the Para-

mount Theater here.

Litigation does not involve the con-

tractual clause the Crosby Band has

found itself in and which, according to

Rockwell, is not only to the money due

claims lodged against the band several

months ago while playing the Para-

mount Theater here.

Litigation does not involve the con-

tractual clause the Crosby Band has

found itself in and which, according to

Rockwell, is not only to the money due

claims lodged against the band several

months ago while playing the Para-

mount Theater here.

Litigation does not involve the con-

tractual clause the Crosby Band has

found itself in and which, according to

Rockwell, is not only to the money due

claims lodged against the band several

months ago while playing the Para-

mount Theater here.

Litigation does not involve the con-

tractual clause the Crosby Band has

found itself in and which, according to

Rockwell, is not only to the money due

claims lodged against the band several

months ago while playing the Para-

mount Theater here.

Litigation does not involve the con-

tractual clause the Crosby Band has

found itself in and which, according to

Rockwell, is not only to the money due

claims lodged against the band several

months ago while playing the Para-

mount Theater here.

Litigation does not involve the con-

tractual clause the Crosby Band has

found itself in and which, according to

Rockwell, is not only to the money due

claims lodged against the band several

months ago while playing the Para-

mount Theater here.

Litigation does not involve the con-

tractual clause the Crosby Band has

found itself in and which, according to

Rockwell, is not only to the money due

claims lodged against the band several

months ago while playing the Para-

mount Theater here.

Litigation does not involve the con-

tractual clause the Crosby Band has

found itself in and which, according to

Rockwell, is not only to the money due

claims lodged against the band several

months ago while playing the Para-

mount Theater here.

Litigation does not involve the con-

tractual clause the Crosby Band has

found itself in and which, according to

Rockwell, is not only to the money due

claims lodged against the band several

months ago while playing the Para-

mount Theater here.

Litigation does not involve the con-

tractual clause the Crosby Band has

found itself in and which, according to

Rockwell, is not only to the money due

claims lodged against the band several

months ago while playing the Para-

mount Theater here.

Litigation does not involve the con-

tractual clause the Crosby Band has

found itself in and which, according to

Rockwell, is not only to the money due

claims lodged against the band several

months ago while playing the Para-

mount Theater here.

Litigation does not involve the con-

tractual clause the Crosby Band has

found itself in and which, according to

Rockwell, is not only to the money due

claims lodged against the band several

months ago while playing the Para-

mount Theater here.

Litigation does not involve the con-

tractual clause the Crosby Band has

found itself in and which, according to

Rockwell, is not only to the money due

claims lodged against the band several

months ago while playing the Para-

mount Theater here.

Litigation does not involve the con-

tractual clause the Crosby Band has

found itself in and which, according to

Rockwell, is not only to the money due

claims lodged against the band several

months ago while playing the Para-

mount Theater here.

Litigation does not involve the con-

tractual clause the Crosby Band has

found itself in and which, according to

Rockwell, is not only to the money due

claims lodged against the band several

months ago while playing the Para-

mount Theater here.

Litigation does not involve the con-

tractual clause the Crosby Band has

found itself in and which, according to

Rockwell, is not only to the money due

claims lodged against the band several

months ago while playing the Para-

mount Theater here.

Litigation does not involve the con-

tractual clause the Crosby Band has

found itself in and which, according to

Rockwell, is not only to the money due

claims lodged against the band several

months ago while playing the Para-

mount Theater here.

Litigation does not involve the con-

tractual clause the Crosby Band has

found itself in and which, according to

Rockwell, is not only to the money due

claims lodged against the band several

months ago while playing the Para-

mount Theater here.

Litigation does not involve the con-

tractual clause the Crosby Band has

found itself in and which, according to

Rockwell, is not only to the money due

claims lodged against the band several

months ago while playing the Para-

mount Theater here.

Litigation does not involve the con-

tractual clause the Crosby Band has

found itself in and which, according to

Rockwell, is not only to the money due

claims lodged against the band several

months ago while playing the Para-

mount Theater here.

Litigation does not involve the con-

tractual clause the Crosby Band has

found itself in and which, according to

Rockwell, is not only to the money due

claims lodged against the band several

months ago while playing the Para-

mount Theater here.

Litigation does not involve the con-

tractual clause the Crosby Band has

found itself in and which, according to

Rockwell, is not only to the money due

claims lodged against the band several

months ago while playing the Para-

mount Theater here.

Litigation does not involve the con-

tractual clause the Crosby Band has

found itself in and which, according to

Rockwell, is not only to the money due

claims lodged against the band several

months ago while playing the Para-

mount Theater here.

Litigation does not involve the con-

tractual clause the Crosby Band has

found itself in and which, according to

Rockwell, is not only to the money due

claims lodged against the band several

months ago while playing the Para-

mount Theater here.

Litigation does not involve the con-

tractual clause the Crosby Band has

found itself in and which, according to

Rockwell, is not only to the money due

claims lodged against the band several

months ago while playing the Para-

mount Theater here.

Litigation does not involve the con-

tractual clause the Crosby Band has

found itself in and which, according to

Rockwell, is not only to the money due

claims lodged against the band several

months ago while playing the Para-

mount Theater here.

Litigation does not involve the con-

tractual clause the Crosby Band has

found itself in and which, according to

Rockwell, is not only to the money due

claims lodged against the band several

months ago while playing the Para-

mount Theater here.

Litigation does not involve the con-

tractual clause the Crosby Band has

found itself in and which, according to

Rockwell, is not only to the money due

claims lodged against the band several

months ago while playing the Para-

mount Theater here.

Litigation does not involve the con-

tractual clause the Crosby Band has

found itself in and which, according to

Rockwell, is not only to the money due

claims lodged against the band several

months ago while playing the Para-

mount Theater here.

Litigation does not involve the con-

tractual clause the Crosby Band has

found itself in and which, according to

Rockwell, is not only to the money due

claims lodged against the band several

months ago while playing the Para-

mount Theater here.

Litigation does not involve the con-

tractual clause the Crosby Band has

found itself in and which, according to

Rockwell, is not only to the money due

claims lodged against the band several

months ago while playing the Para-

mount Theater here.

Litigation does not involve the con-

tractual clause the Crosby Band has

found itself in and which, according to

Rockwell, is not only to the money due

claims lodged against the band several

months ago while playing the Para-

mount Theater here.

Litigation does not involve the con-

tractual clause the Crosby Band has

found itself in and which, according to

Rockwell, is not only to the money due

claims lodged against the band several

months ago while playing the Para-

mount Theater here.

Litigation does not involve the con-

tractual clause the Crosby Band has

found itself in and which, according to

Rockwell, is not only to the money due

claims lodged against the band several

months ago while playing the Para-

mount Theater here.

Litigation does not involve the con-

tractual clause the Crosby Band has

found itself in and which, according to

Rockwell, is not only to the money due

claims lodged against the band several

months ago while playing the Para-

mount Theater here.

Litigation does not involve the con-

tractual clause the Crosby Band has

found itself in and which, according to</p

The Champagne Music of
LAWRENCE WELK ON TOUR
 Permanent Picture Shows
 Exclusive Management
 FREDERICK BRO. MUSIC CORP.
 New York — Cleveland — Kansas City

RAY HERBECK
 and his
 MUSIC with ROMANCE
 EDEgewater BEACH HOTEL
 Chicago
 Drummer-Vocalist Rhapsody
 Exclusive Management
 FREDERICK BRO. MUSIC CORP.
 New York — Cleveland — Kansas City

HERBIE HOLMES ORCHESTRA
 GLEN ECHO PARK
 Washington, D. C.
 Exclusive Management
 FREDERICK BRO. MUSIC CORP.
 New York — Cleveland — Kansas City

EDDIE PAUL AND HIS ORCHESTRA
 Broadcasting WHK
 (Mutual)
 Ballroom
 Exclusive Management
 FREDERICK BRO. MUSIC CORP.
 New York — Cleveland — Kansas City

Lopez and Welk Draw 8,650 To Each at Turnpike Terry
 LINCOLN, Neb., May 19.—Engagements of Vinton Lopez and Lawrence Welk at the Turnpike Terry were two days negotiated within a few dollars of identical money. Lopez, in first last Friday, was \$110 advance per and \$125 at the door. Welk, in second, was \$100 advance and \$110. Few more paid admissions for Welk pushed him into the shadow of Lopez's fair box. Difference in admission price was due to Lopez getting a better margin for the Turnpike Terry. Next big deal for the house is Ted Lopez June 3.

Barnet Big With \$14,250
 BRIDGEPORT, Conn., May 19.—Charlie Barnet, in his initial appearance at Rita Ballroom last Sunday, did mighty nice for himself and operators Maxine and Eddie. Total gate was approximately 1,200, with lovers to the spot. Ducales were selling at 75 cents, making a gross take of \$2,250.

Sheet-Music Leaders
 (For Week Ending May 12)

Acknowledgments are made to Maurice Richmond's Music Dealer's Service, Inc.; Music Sales Corp. and Ashley Music Supply Co., of New York; Lyon & Healy, of Chicago; and to the Hinged Music Co. and Western Book and Stationery Co., of Chicago.

- Lengths, Tunes
 1. Three Little Fishes
 2. Little Red Echo
 3. I'm a Little Angel Song
 4. Our Love
 5. Little Shopper
 6. Whining
 7. I'm a Wolf
 8. Beer Barrel Polka
 9. Deep Purple
 10. East Side of Heaven
 11. I'm a Little Devil
 12. I'm Building a Sailboat or
 Dreams
 13. Penny Serenade
 14. Tears of Joy and Joyful
 15. Sunday Serenade

Orchestra Notes

By M. H. ORODENKER

Talk o' Town
 WILLARD (WILLIAM MORRIS) ALEXANDER, who is building his new building wagon to a day gig and a white steeple . . . latter is LARRY BOTHNER, a singer who had been a drummer with Lawrence Welk, and whose talents are too hemmed-in by both ocean and gidge water . . . that's where Willard found him, brought him to New York, will now be organizing an ark for him . . . Sotter, whose singing talents to these ears can as a heart throb for Neitherland cardigan will be his first chapter on the new record label . . . with the other, he hopes to out-base the Coast, giving his guidance to JUNIE FIELD, whose association with the "Swingin' Seven" is out in Tulsa, Okla., for some five years . . . RAY BALTZER, personal manager to LIZZIE BORDEN, is busily touring the Midwest, may soon put together a band to manage . . . gals are turning up June wedding bells instead of the usual bangles . . . GEORGE FORD leaves the MCA Book for the Frederick Bros. Music Corp. fold . . . Clown Prince Crawford was one of the most popular stars in the country, in fact, played in the same band with JULIUS STEIN, MCA presy, some 30-odd years back . . . PHILCO has also taken TONY COLE into its fold . . . ARTIE REINHOLD, who replaced brother Harry on bass with BENNY GOODMAN, becomes a permanent mem. of the band quartet . . . and with CORNEY CORNEAUX taking brother Irving's slot in the trumpet section, there is no room left in the unit . . . Benny contemplates several other changes in the band when he comes to New York late in July . . . Strang, Trotter and Williams, William Trotter once grabbed off an exclusive for the month of June at Manhattan Beach, but hasn't set the band as yet.

Western Wing

MCA holds on to the Hotel Stevens, Chicago, account, selling non-HANSON new outfit to follow EDGY MANHATTAN on Friday (19).
 The new outfit, which has been holding on to a slot at Chis Chas Purse debut with a seven-piece band . . . CHA almost grabbed off the Stevens on Friday (19), but the hotel decided not to install a \$100-a-week network wire and Sudsy would come in without an outfit after CHA closed . . . BOBBY HARRIS, who makes for Lulu Miller, replaces Jay Mills this week atachetrode Hotel, MILWAUKEE (Milwaukee). BOBBY HARRIS makes for Lulu Miller, Purse partition, Buckley's Lake, Oreg., July 7 for an indefinite sentence.

Cochran Cowboys

SOUTHLAND JUXTA VILLE, opening this week at Blue Mirror Room, Baltimore, make it male barge slappers to sit all our their foursomes . . . missing from the band is the new girl, PEGGY DAVIDS, new Dick Kastner, for many years with Isham Jones and Frankie Adams and until recently hanging the hat for the band . . . ROBERT Moulton, manager of Hotel Piccadilly, New York, brings back the ADRIAN ROLLINI TRIO to the scene of their first triumphs at the Hotel Piccadilly last Friday (19), and get four NBC airings weekly . . . LOU LANG, who books and supervises music at Hotel Piccadilly, brings back the new girl, the VIBRAPHONE TRIO for the Mary Murray Room . . . three times in Dan Deakoff's vibraphone; Joe O'Neill, trumpet; and Artie Schuster, drums. With the departure of Sammy Kaye, summer policy goes into effect at Palm Beach Hotel Comedians, New York, with PAUL COOPER, new boy for the cocktail and dinner hours . . . JACK KURTINS' Rollbacks opened at the Sampson Room of Hotel Piccadilly, Columbus, Ohio, to the great success of the first six weeks' success of the MILT HERTZ TRIO in the Tavern Room of Hotel Piccadilly, New York. JACK KURTINS' Rollbacks building a special session at the hotel especially for the Herbithians, to be ready next month . . . THIRTY PIECES current at Pacific Coast Hotel, New York, and the cut Decrease record sales . . . and east coast for straight to Heaven, a sepia screened being produced by Docino Film Co. of the old silent film era, the Bronx here . . . TITTY and his Swingers, opening this week at Hollywood's Trocadero, the old silent film era, the Bronx here . . .

EDDIE DE LANGE

EDDIE De LANGE AND HIS ORCHESTRA
 ELITCH'S GARDENS
 Denver, Colo.
 Exclusive Management
 WILLIAM MORRIS AGENCY, INC.

green has been assigned to MCA by its manager, Sidney Mills, for eight weeks with options for pic and radio work on the Coast.

Dolce in Dixie

ROY MOORE, who handles the musical bookings for Prudential Hotel, Memphis, has re-opened the Hotel redecorated and renamed Royal Garden, and will appear with JOHNNY HAMP for the May 21 week, the band en route to Atlantic City for a summer stretch at Hotel Amberson, Atlantic City, and Green Onion comes in for a fortnight on the 27th . . . Jumping from the West Coast, DICK BARTLING gets into the Worth, Tex., Friday (19) and on Saturday night, June 10, and the competitive Show Boat starts the season on the 26th with DICK STABLER. Infant parades are still in vogue in Charleston, S. C., though many cancellations . . . COUNT BASIE had to miss a race dance last week, and TOMMY TYKKER has been forced to the University of South Carolina from June 2.

Eastern End

WITH his week ends at Hotel Sagamore, Rochester, N. Y., his first click in the East, JIMMIE WHITLEY, who has been appearing at the Sagamore with his wife, has joined the cast at Chez Anatole . . . TONY MARLON Lingers at Martin's Terrace Gardens in Rochester . . . BONNIE HOUBINS, of Baltimore, is still the new girl manager. He is rehearsing a band of his own . . . RAMONA finished out the month at Hotel Sagamore . . . and ERIC BARTLING and BOB BARCLAY, now ERIC Becker, christens his new band this week at New Kemmons Hotel, Albany, N. Y., N.Y. . . ZIMA ALTHORN is back for a second engagement at the Hotel Penn, Pittsburgh, N. Y., on Grandview Hotel, Pittsburgh . . . ATREY LAMARIE into the State Roseland Ballroom, New York, June 10, and continues on the 23rd . . . N. PODOLSKY and JIMMY EVANS, later a New York agent who just started promotions of his own, have lined up a string of stellar attractions—which isn't much good news for McCormick and Barry, who bring in the new girl, Shirley, to the State Roseland Ballroom . . . HORACE HESLT is at the Arens next Sunday and the 25th gives another show at the Hotel Penn . . . and LOUIS ARMSTRONG on the stage stand . . . With a half-back bill, Arens gives an afternoon and evening show with name bands and eight-odd vaudeville.

Gordon Cup

UNLESS THE Tropic, new 52nd street nitery, gets its license in time, LOUIS PRIMA will locate at the Famous Doors, 20th Street, New York, June 10, and leave the door this week to start a Southern tour Saturday (20), getting back to New Orleans late in June for weeks at the Hotel Roosevelt, New Orleans . . . BOBBY HACKETT being groomed to follow COUNT BASIE into the Bowery in September . . . PETER LAMARIE into the Hotel Penn, New York, June 10, and returns to the Hotel Greenway Village spot Sunday (21) . . . ART LANDRY is back in the fold with a Hip Rhythm Band that boasts a new girl, Shirley, to the Hotel Penn . . . THE PENNY . . . ALLEN ROTH and DIOSA COSTELLO help to reopen International Casino Sunday (17); AUGUSTO VASCONCELOS, new girl, to the newly opened Cuban Casino, and RAMMY KAIE starts swinging and swaying at the Essex House May 25.

Notes Off the Cuff

BILL DAVIS into Hotel Adolphus, Dallas, this week, will frequent the bar and bawling out . . . ENTHUSIASM Park, Pittsburgh, gets RONNY BERGON Wednesday (17) and GEORGE HALL Thursday (18) for a double date . . . BOB MILLAR into Holleman Hotel, Cleveland, Friday (19) . . . same day has JIMMY TATE opening at Jefferson Park, Detroit, June 10 . . . SAM KAYE becomes the regular Hal Kemp band canary this week, replacing Maxine Gray . . . MOONMOON begins his fourth consecutive week at the Hotel Canyon, Lewiston, Canyon Lodge, Yellowstone Park, Wyo., . . . and so we send our curse to the cleaners.

CRAZI ADDOZ Johnny Morris to the band rolls. Morris is the former Vincent Lopez drummer now on his own.

PANCIOTTO
 Eddie De Lange
 915 Broad,
 Vicksburg,
 Miss.
 THEATRE
 ROOMS
 OPENING
 SATURDAY
 MAY 20



Chi Dansants Join Swing Lane

CHICAGO, May 20—Andrew Kerron, operator of the twin dansants, Aragon and Tennessee, is going to let his girls in the ballroom and on the dance floor, evidently so to get in the groove with the rest of the town which for the nonce is known as Kappa Kai, the swing club.

Kappa Kai, led by the swing king, Eddie De Lange, will be made June 17 when he books in Woody Herman for a four-weeker at the Aragon. The girls in the ballroom that night will be allowed to strictly swing-out to enter either of his palaces for more than two nights.

Music is in a policy, which definitely lets down the bars to the dancing cooties, is evidently being made to coincide with several of CHI's girls' desire to go to the groove with the rest of the town which for the nonce is known as Kappa Kai, the swing club.

Woody Herman for a four-weeker at the Aragon, the girls in the ballroom that night will be allowed to strictly swing-out to enter either of his palaces for more than two nights.

Music is in a policy, which definitely lets down the bars to the dancing cooties, is evidently being made to coincide with several of CHI's girls' desire to go to the groove with the rest of the town which for the nonce is known as Kappa Kai, the swing club.

The Woodey Herman booking also marks a first for the Rockwell General Corporation, putting a band intact for a week, and offering free necessities for a run. Up to now MCA has served Kappa Kai almost 100 per cent.

A Tip to SMART AGENTS and BOOKERS

* Get hot leads for band and act engagements from the lists of outstanding fairs and events appearing in The Billboard the last issue of each month.

* Read the Fairs and other Outdoor Departments regularly. Outdoor spots are using more bands and acts now than ever before.

PUBS, WAXERS SQUARE OFF

Music Items

Music Men and Matters

Maurice Baron, Inc., adopts a new policy, going into the field of pop music, with new tunes set for release by June 1. Paul Hillman is in charge of the professional department, Andre Baron being in charge of sales. Maurice Baron is on the composing staff of the Radio City Music Hall.

Jack Tatum signed to do the score for George White's forthcoming scenario, *This Is My York*. Marie Madriguera's new musical comedy, *It's a Girl*, has been delayed. Andre Baron is on the composing staff of the Radio City Music Hall.

The *Paris Parade* is the latest in the never-ending procession of dance-step songs. Being featured by Leo McLean's Band at Hotel Victoria, New York. George A. O'Brien Jr. took over United Musical Co. from his father, and has made a catalog arranged by himself for stringed instruments. Jerry Vogel Music Co. has a new patriotic duty by George M. Cohan, "I Want You to Be Happy."

Songs and Scores

Sam Brothman has now two song-writers with Oh, the Elephant Never Forgets, to be used in their new MGM film *A Day at the Circus*. Herbert Stothart, who composed the score for *Rebel Yell*, Belafonte, while Almond Rosenberg and Gus Kahn contributed *Soldier of the Cross*.

Sam Brothman's first compo was published half a century ago and his latest one comes out this week, published by the Time and Tide Agents, available with *Never Know When* and *Wards*. Robbins releasing an anthology of 87 Stephen Foster songs, hitherto unavailable in book form, titled Stephen Foster Immortal Melodies.

Park Fire Destroys Dan Duggan's Deck

WORCESTER, Mass., May 13.—Fire of incendiary origin destroyed Dugan's Deck at White City Park Lake Quinsigamond, Worcester. The entire resort was endangered for a time as the dance hall was damaged to the rating of \$800.

Protected by three fire companies, the confined the blaze to the wooden dance pavilion and the adjoining concession booth. John Nafti, owner of the restaurant, had just lost his home on May 10, while Duggan lost his effects. The park and dance hall were to have opened today (13) after a week's delay owing to unseasonable weather.

Samuel Hamid, representative of George Hamid, owner of the park, said that the dance hall would be rebuilt at once and would open again on July 4. Duggan, who leased the dance hall, said he did a \$10,000 bill at the Deck last year, his third as operator of the spot.

Clinton's 3-Grand Grand

PROVIDENCE, May 12.—Larry Clinton, playing a charity ball last Friday at Rhode Island Hall under sponsorship of Lincoln Hospital and Community drew 2,000 at \$1 a head. Nelson Alexander and Walter Johnson, heading the dance committee, were well satisfied with the \$5,000. Clinton, on his own, shared the band platform, playing in early evening, with Clinton taking over at 10 p.m. Bill 3.

3,000 Turnout for Tucker Sis New Totem Pole High

BOSTON, May 13.—With ideal weather conditions prevailing, Tommy Tucker proved a surprise drawing card last Saturday for Roy Gill's Totem Pole Ballroom, which, despite the high cost of admission of about \$2.00, dances made the biggest crowd in the eight years of the Polka's existence. Roy Gill, in all at \$3,000 for admission and \$6 for favors, Tucker's gate bettered the \$2,000 mark.

Equally surprising, was Harry Moon, Atomic Corp. of America, who came in last week from New York to check on MCA bands playing stands in town.

The Way to a Maestro's Wire Is Thru His Stomach

NEW YORK, May 13.—Music publishers are either getting more inventive in their methods of plugging their wares or the current trend toward palefante titles practically suggested a novel method of plugging itself. At any rate, the *Record Retailer* in its present issue, publishing the professional opinion with celophane bags containing a couple of the twisted titbits. Now comes *How to Get a Girl*, *How to Get a Guy*, *Cheer Your Bubble Gum*, and it won't take a meek giant to figure out what sort of sticky situations are attached to each black-and-white copy.

With the return of summer, That Shaggy Dog Song, which has been good for luck to its chaps in anticipation of a nice three-decker on toast but definitely written on the pub's attached menu, is now appearing on the menu of a cellophane bag. *Ring Me a Rug* professionals depart from the culinary department by offering inclined metal folding chairs, which, according to Music Apparently, figuring a same Persian rug might spoil the boys, in addition to a big little boy cumber-

band. Band leaders now have hope that *Shaggin' Belafonte* will take the hint with *Shaggin' Paganini* and other or vice, optimist, right brainy efforts for a revival of *Champagne Waltz*.

DET-RAY ORCHESTRAS, Detroit booking office, spotted Tommy Tucker, thru *Record Retailer*, for the May 22 weekend at Moonlight Chardonnay, Saginaw, Mich., with Sonny Durkin on the fellow for four weeks.

Songs With Most Radio Plugs

"Angels" Still Pacing Air Racers; "Worry" Takes 2d

Songs listed are those receiving 10 or more network plugs (WJZ, WEAF, WABC) for the past 10 weeks and 100 or more Sunday and Monday plug-ins during the week of Friday, May 12. Designated plugs are those received on WOR, WENN, WCAG, and WIN. Film tunes are designated as "F" marked production numbers as "W." Based on data supplied by Accurate Reporting Service.

Position	Title	Pluggers	Plugs
1	I And the Angel Sing	Begelman, V. & C.	32
2	I Don't Worry About Me	Mills	28
3	Night Must Fall	Marks	24
4	Our Love Will Last	Bantly, J. & B.	27
5	Our Building's a Sailboat of Dreams	Shapiro-Bernstein	24
6	Heaven Can Wait	Renick	23
7	Lady in Love With You (F)	Paramount	21
8	Love, Love, Old Sweetman (F)	Shirley, J. & B.	20
9	How Strange (F)	Piper	19
10	Years From My Inkwell	Witmark	18
11	New Moon and an Old Bernadette	Berlin	18
12	Whispering	Spino	17
13	Little Sir Echo	Crawford	17
14	Begin the Beguine	Begelman, V. & C.	16
15	It's a Little Bit Like That	Harms	15
16	Marquesas Is Over (F)	Brown	14
17	Moan Is a Silver Dollar	Crawford	14
18	Never Never Never Could Speak (F)	Robbins	14
19	How Deep Is Your Love (F)	Robbins	13
20	Beer Barrel Polka	Begelman	13
21	Strange Enchantment (F)	Pfleiderer	12
22	If I Didn't Care	Chappell	11
23	It's a Little Bit Like That	Chappell	11
24	It's All Yours (F)	Chappell	11
25	That Sentimental Sandwich (F)	Famous	11
26	Song of the Southbeans (F)	Shirley, J. & B.	11
27	Don't Forget	Harms	10
28	I Want My Share of Love	Harms	10
29	How Warm Is the Weather?	ABC	10

None week-end had Benny Moreff at Ray Calvin's Raynor Ballroom, and Harry James playing the Boston in front of Copely Plaza. The new band of Harry James, for the current week-end at the Polka, with Bobby Hackett in for May 18 to 20, and Johnny Long for the official opening May 23 is operating the new hall for the first time, formerly occupying the demolished Normandie Ballroom here.

First Round Coming Up in War Over Levy on Music Machines

Plans for test case almost complete—new copyright bill being drafted guarantees victory for publishers if defeated first in court

NEW YORK, May 13.—The next definite step in Music Publishers Protective Association's effort to control the songs of its members in coin-operated machines takes place next week when plans for the proposed test case involving the recording of the title of the song to be played in the machine are completed. The moment will be made as to what bands will record what song for the three disc firms, Columbia, Decca, and Brunswick, and what publisher will actually bring suit for violation of the copyright law that stipulates that publishers will receive payment for the use of their songs.

Music Publishers Protective Association is in the case of a published song.

Plans for test case is the result of MPPA's determination to license to the country's 300,000 coin machines, with the subsequent yearly revenue to the publishers estimated approximately \$100,000 if it is planned now, can be exacted. Publisher's org. has been working in cooperation with the other organizations in mapping out the litigation, both sides deeming the legal issue to be clean-cut as possible. Copyright spirit has been shown at the point of agreement involving the matter of limiting appeals to mitigate the usual long-drawn-out procedure before final settlement. When ready, the case will be heard before a judge alone.

It is understood that the song around which the case will be built will be one of the probable hit tunes from the show

of the *Bluebird's* forthcoming musical, *Parry of Paris*, which will record songs for the show, one of them being designed to make a special arrangement of the song and was the number, according to the *Record Retailer*, to be recorded upon release of the platters. Sidney Wallenberg is handling the suit for the *Bluebird*.

(See PUBS, **WAXERS** on page 22)

FREDERICK
BROTHERS
MUSIC
CORPORATION
ANNOUNCE
THE TRANSFER
OF THEIR
KANSAS CITY
OFFICE TO
520 NORTH
MICHIGAN
AVENUE.
CHICAGO,
ILLINOIS
TEL.:
WHITEHALL 6440.

PHOTO REPRODUCTIONS
Lip Originals, All 8x10.
10¢ 5x7, 25¢ 4x6.
15¢ 3x5, 20¢ 2x3.
25¢ 2x2, 35¢ 1x1.
MURK PHOTO SERVICE
1000 Broadway, New York City
Subsidiaries: USA, CBA, U.S.A., Mex. Mex. USA, France, etc.

ROLL TICKETS

Printed to Your Order
Cheapest GOOD TICKET on the Market
Keystone Ticket Co., Shamokin, Pa.
Dept. N 100,000 for
\$17.50 10,000 - 50,000
100,000 - 200,000
Stock Tickets—\$1.00 per 100,000, any quantity.

Club Talent

New York

HILDEGARDE goes into the Pierres June 16 and returns to the Savoy June 21. Her tour is set to make 15 stops of Noel Coward and Rodgers and Hart tunes for Decca.

DET. CLAIN AND DAVIS returned this week from their tour of Europe and South America, including an eight-month record run at the Casino Atlantic in South America. **CASEY FRASER**, dancer, opened her definite engagement last Sunday at Mammy Wolf's. **PATRICIA HOWMAN** follows her engagement at the Versailles with a tour of the United States with a symphony orchestra. She will later join the Mordkin Ballet.

LADY MARQUETTE STRICKLAND arrived in New York recently for a singing engagement at the Coq Rouge, beginning next week.

Chicago

VILLA VENICE reopens end of month. **ANDY ANDERSON** changed the name of his social club from Villa to the Rocket to the Rock. **MINCET CLUB** is now under sole management of Frank Sherman.

MARIO opened at the Eggwater Beach Night, the first Windy City engagement. **LORETTA HARRIS**, of the accident-stricken Harris-Torrey Hospital, has been writing from the Mattoon Hospital in Covington, Calif., where she has received the use of her limbs. . . .

Hare and Theres

HANS LIEWIS engaging at Silvers, Cleveland, Ohio. **ALICE LYMAN**, Walker Drug Store, and Shirley Hunt opened at the Beverly Hills Club, Los Angeles May 11. **STONE AND VICTOR** are current at the Bartlett Club, Chicago, N.Y. Their third return date is . . . **RUDDY HAYES** and Vienna opened at old Vienna, Cincinnati, April 26.

HARRIS AND SHORE, during their tour of the Midwest, in Indianapolis did a show with Johnson and Dean, old-time colored dance team and originators of the Cakewalk.

COVIRO AND ARDELLA are playing their second week at the Palace at the Red Oakleaf Night Club, Indianapolis. . . . **DAVE JEFFREYS**, emcee, went into his 10th week at Al Rita Club, Fort Pitt, Pittsburgh, May 8. **JO JO LEE** is back at Al Rita's. Lee's wife, Mary, and Jack Lewis is in his 11th week there, and Harry Monksnow, "Booey" Shore, and Jim McPherson are still doing their best.

VERA KANE just finished three weeks at the Embassy Club, Philadelphia. **A. L. DAUBO** has a new line of girls booked at Red Oakleaf, Indianapolis, for four weeks starting May 15. . . . **PHILO AND ANNETHIE** in the Detroit area for the last six weeks as Jack Davis, of the Gun Club, Venezuela, and **OUR VANS** have been rescheduled to headline at Beverly Hills Country Club, New York, beginning May 18.

DANNY AND THE JAZZERS is the new emcey at the Club Normand, Atlanta, Georgia. Also current are Cooney and Letitia, Helen Colby and Jean Caten, Grace Callahan, Jacqueline Malone and Gloria Ray.

ESTHER LITA LOPEZ was closed her long engagement at the Plantation Club, Jackson, Miss. **PAUL AND QUITTA** are current at the Green Well, Louisville, for Jack Morris' Cinco boulevard. **DR. GENE DOOGEE** and **THE FORD**, Ford Kennedy and Eve Tyrone, moved into the Cat and Middie, Cincinnati, May 15. . . . **RED ACE** closed his engagement at the Palace, definite engagement this week at Jimmy Cox's roadhouse, north of Detroit. . . . **TUCKER, KRY AND ARTITA**, plus top of The Tower, are at Louis' Mart. **RUBY SARTI** is working the Evergreen Casino, Philadelphia.

LEO ROME and **Ray Greenwell** Charnier, and remaining eight weeks at the Hotel McCoy, St. Louis. . . . **ANNE BRADLEY**, singer and emcee, closed Sunday at the Ritz Supper Club, Columbus, O., after two-week engagement. **CLIFFORD FALLSIDE** made back from a 12-week engagement at Quaglino's and Hotel Beresford, London, opened Friday at the Club Empire, Toronto. **CAPTAIN BLACKIE'S** circus current at the Plaza Beaumont, Pittsburgh.

England Prepares To Close Show Spots in Case of War

LONDON, May 13.—In the event war breaks out in Europe the English Government will ban all public entertainment spots here and in other cities and towns in "recreational areas" ideal bases to prevent large numbers of people from congregating in any one spot.

Introduction of conscription, however, is regarded here as the greatest step thus far toward preserving general European peace.

Epstein, Wolfson Handling Ft. Worth Revue for Morris

FORT WORTH, Tex., May 13.—Clem Madle, local operator, male-queen, will have a show, "Clem Madle's Show," when it opens its fourth season July 21. William Morris Agency is booking the show, which opens July 1, with Louis Epstein, in charge, and Leo Wolfson heading the staff.

In final conference between Wolfson and Epstein and show directors last night, the show's financial arrangements were agreed upon. The 25 run-up winners in the Texas Sweetheart Competition and the Texas Sweetheart will be given the top spots in the show. In this contest will be picked by Wolfson and Laurice Jefferson, ballet mistress. Joyce Howell will produce the Sweetheart.

It is said Clem Madle, directors weren't so happy when the Morris Agency booked Russ Morgan's orchestra, set to open at the show, but the show's manager, John Morris, insisted on Morgan. The three will get round at about three-week intervals. Roads have employed vaudeville and musical comedy acts at the Roxy, Knoxville, the past five years.

Produced with the High Steppers of 1939 company, which opened at the Voluntaires this week, are Al Brown, Bob Miller, and Eddie Murphy. Eddie Murphy produced the chorus, which features Jerry Dexter, singing and strip.

A line of six girls and a male pit orchestra will be increased. Roads said, "Our show is not complete until we've completed. First show indicated need of more talent and training out of the rough spots."

Additional acts and musicians are being sought, Roads said.

Fi. Worth Club Reopens

FORT WORTH, Tex., May 13.—Ernest Palmeul, orchestra leader and producer, has leased the Ringside Club on Jacksonville Highway here, for three years. Show opens in June. Backers this time are the Ringo's.

The Ringside, formerly the most exclusive club here, has been dark since November.

New Oshkosh Club Opens

OSHKOSH, Wis., May 13.—Treddie George opened his new grill and taproom May 8, featuring Joe Whipple band and Michael Varelo, harpist.

Chicago Agents Complain AFA Is No Guard Against Chiselers

CHICAGO, May 13.—American Federation of Actors' assignment to line up new bookings for 1939-40 has proved a costly business, and many agents among AFA licensed agents, who claim they are facing unfair competition from unlicensed agents, say they are getting less salary and account benefits involve the smaller office and night clubs spots where an attempt is being made to hold up the AFA's minimum wage scale.

Involved agencies claim that the AFA is not co-operative and as a result they cannot operate as signified in their AFA license. They point out that the AFA minimum wage scale is \$30 a week and a minimum scale and consequently they cannot hope to sell the same acts to AFA spots at a higher salary. They also claim that the AFA is not interested in holding up the minimum wage scale and consequently they cannot hope to work for as low as \$22.80 and \$23 a week (minimum for 16 single in the night clubs) or \$30 in spots where an attempt is being made to hold up the operators.

Explains Guy Magley, AFA chief: "Instead of holding our acts starry, we are holding them down to a minimum wage scale and the same time help line up the operators of non-union clubs using some of the same acts." He adds: "We are pointing out to the owner that this show is made up of AFA talent and threatens to

World's Fair No Bonanza to Nitery Biz; Still Hoping

Figure It should perk up by mid-June—Int'l Casino, Arabian Nights and others set to open this month—License Dept. No Picnic Either, to a couple of them

NEW YORK, May 13.—All the night club owners who have been sitting around patiently waiting for the World's Fair crowds to come in and put the books into the black are now wondering whether it will bring worth dodging the bill collectors. Thus far out-of-towners have been coming here to visit the Fair in very thin streams, but are concentrating their time in the Flushing hub-bub, and not in night clubs. Regular and night railroad passengers from the various states have been billeted adlocos and can be found at night in the amusement area of the Fair getting a hook-up before the out-of-towners take over the place.

Students, mostly from foreign countries, night club visitors, agents, bookers, performers and above show little business men figure that the coin won't begin rolling around until the middle of June, and then there will be more trade than the night club owners will be able to shake a clip at. At least they're hoping.

Int'l Casino opens May 21 International Circus after several postponements, is finally set to open its doors again May 21. In addition to headliners, such as Fred and Harry, and Charlie, Billie and Frattee, Virginia Verrell, Bill Brady (the leg producer), Sam Grauman and his Music Masters, the Four Freshmen, the Dixie Stampede Band and the show and Dennis Costello's Band will play in the cocktail lounge.

Also included in the May openings are the **Orpheum**, May 21, featuring Glenn Miller's Band, featuring Bob Eberle and Marion Weston; Bay Gardens of the Hotel St. Moritz, May 18, with show and orchestra; the **Alhambra**, featuring Eddie and Betty and Billie Phenomen's Orchestra, and the **Hi Ho Casino** in Coney Island, which opens as a night club, May 27, after being closed for the winter. The **Alhambra** and Lincolfield's Orchestra opens its spot.

Scheduled to open in the next few weeks is the **Arabian Nights**, which opened at short notice early in April, only a few weeks ago. Bobby Sandford will stage the show. The Brown Derby, which is not yet open at 42nd street some time before June, with an all-star cast, will open a policy of cold-time performers. John Steele has been the first one signed.

AFA and License Trouble continues among those having trouble with the license department and the American Federation of Actors is the Alameda Motor Hall on 47th and Broadway and the Troc on 32nd street's Benning Alley, Alcazar, which opened in April, and the Troc, 28, but hasn't because they haven't been able to secure a liquor license, was called before the AFA carpet because the performers already signed contracts. The Arts are squawking because they were supposed to be paid as of the 30th of April, but claim they've been left out in the cold.

Opening of the Troc has also been deferred because of some alleged trouble with the license department.

Schiller Sets Auto Show

DETROIT, May 12.—Abe Schiller, local booster, has cleared several large contracts with auto manufacturers for shows for their salesmen. Schiller recently contracted the 30 shows for the Hudson Motor Car Co. and has added shows this week for the Oldsmobile, Chevrolet, Motor Wheel, etc. Each show will use a 12-piece band and sit to eight sets.

Another Club Using Films

PROVIDENCE, May 13.—With local exhibitors clamoring for more on screen dancing, Leo Mandini is experimenting with 16mm talking movies as added Sunday night attraction at his Club Mandini.

Mandini was perhaps first night club in country to use talking films, way back in 1929 when established business in Providence, and has been using them again dusted off and brought into play for hour and a half of film entertainment between supper and late floor show. The 16mm projector is a portable model, and the 16mm feature films now available in 16mm size he sees good possibilities in the use of them handicapped by Sunday no-dance rulings.

A dancer by name pants legs rolled up and a bandana for shirt; a mad burglar with a pistol and knife; a Native American who wears a feathered headdress; a superstitious assistant on stage and a temperamental conductor in the pit; however, the conductor throwing coal into the brazier, even the dancer grabbing from a steamer an exit in a good soft-shoe eccentric dance, and an encore of stuff comical and perfectly done.

M. P. Service.

Oriental, Chicago

(Reviewed Friday Afternoon, May 13)

While some of this duplication will be probably straightened out after the first week, there is still a certain abundance of impersonation on the same bill. Three acts in succession make carbon of patches in some way or another and in every one of them is this incidental.

The Three Wives, on second, have a crisp poverty dance act, doing a magic-mime and French impersonation. The Wives' impersonations are of Chardin, Durante and Groucho Marx then adapting to a snappy tune. The boys do effective work with sharp emphasis on the more comic side.

Herman Timbrey follows, and the two men in his company do impersonations. George Prentiss, in a mad Russian character, does a good job. Timbrey's act does takeoffs of Arliss and Marcellini while Roy Richards comes thru with several others. Andrew Parker supplies another good impersonation of a famous prima donna. Timbrey's act is faintly timed, however, with a few off-colors.

More Ballroom is the best of the impersonators, although opening show found him a bit uneven. His excellent impersonations of Edward O. Bremmer, Fred Allen, Willard Waterman, Eddie Cantor, several others and a "Hoodoo" Shadow skit, Roy's personality is amiable.

Don Ford and four youthful girls wind up the show with a Parisian dancing and singing act. This time Bill Kristoff, musical comedy weakling, Fresh and Entertaining. In the opening chapter are Hatch and Oad, Oriental novelty team that do a good job with their acrobatics and aero finish for thrilling effects. Only setback here is women's unflattering appearance. Weekly amateur night. This time Bill Kristoff, Donald Duck (not native) make a wishful end.

Verne Buck and orchestra on stage was a definite plus and support, making a good firm show opening day. On screen, Risky Business (Universal) and Zero Hour (RKO).

Tom Houghberg.

(This review was crowded out of last week's issue. It is run this week for the record.)

Music Hall, New York

(Reviewed Friday Evening, May 13)

Show at Radio City this week is short, commercial and plays up the World's Fair theme. The show is good, but act has the Fair theme and fair commercial.

The opening scene with the passing flags, pageantry and lighting effects looked almost like a World's Fair exhibit. Located in the lobby was a small room, with Eric Rappaport directing the orchestra thru a series of Gershwin selections. Included was a Pig Deane, performed

**WIGS BEARDS
MAKE-UP**

FREE CATALOG

F. W. NACK 206 N. State St.
CHICAGO, ILL.

SCENERY

Dye Drapes, Flat Sets, Carpets, Dope Curtains, Thatching Materials.

SCHELL SCENIC STUDIO, Columbus, O.

WANTED

NATIVE HAWAIIAN BAND—Oahu Girl, writer, TEA YOUR CHORUS GIRL—2nd-story Dancers, Personality for Night Club. Fred and Edie, Radio City Music Hall, 1251 Avenue of the Americas, N.Y.C.

PAT GALLAGHER, Mgr., Cambridge, Md.

WANT GIRLS

Streets, most cities. Singers, Dancers, Thugs and Gangsters, etc. Also Tumors and Kidney Johns.

EDWARD THEATRICAL AGENCY, 200 E. V.

by the Corps de Ballet, with the dancers coming up out of the pit and walking in full view of the house while the orchestra played a march. This was followed by the inauguration of George Washington, and a coating routine by the Rockmites, and a hit by the Music Hall Chorus.

One outside act brought in is The Triton Trio (billed as The Spartans), working against a gorgeous background of water and fish. They worked with unmatched precision and grace.

But the finale was a breathtaking bit of pageantry symbolizing the spirit of war.

Picture is Bing Crosby's East Side of Heaven, good. Sol Zett.

Penn Liquor Board Drives on Niteries

PHILADELPHIA, May 13.—Against liquor law violations got underway yesterday when the Pennsylvania State Liquor Control Board sent by registered mail notices to 1,000 bars and 100 night clubs here ordering the operators to show cause why their liquor licenses should not be revoked. Notices were expected to be received during the next few days. The spots already named are scheduled to have hearings held May 23, 24 and 25.

Those receiving letters include Benny the Bum, Jack Larson's Walton Room, the Embassy Club, 20th Century Tavern, the Madison Club, 12th Street, and the Ritz Club, all in Center City. Mrs. Ruth Shatzkeller, John Curran, in charge of enforcement, said the citations would not end the drive, and State agents are already on the scene to see that the laws are enforced all over the city. It is expected that by the end of the week 40 clubs will have received subpoenas. In the majority of cases, the owners will be summoned to appear before the State-Lake Trodell, Southwicks, Matrons and Hardings. The 12th Street Club, 12th and Locust, Gateway and Belmont are Tuesday.

Most of above-mentioned houses have formerly been valid stand-bys and are now closed. Local agents, to interview and interrogate, have been sent to the places placed included the State-Lake Trodell, Southwicks, Matrons and Hardings. The 12th Street Club, 12th and Locust, Gateway and Belmont are Tuesday.

Miss Singleton made a quick p. a. trip to New York recently where her latest film opened at the Criterion.

Charges against the Club Morocco in the 12th Street area for serving liquor to Johnny McGee, of the 18 Club, is charged with obtaining his license thru misrepresentation. Evergreen Casino is accused of adulterating liquor.

Dow-Bank Act for Million-Dollar Pier

ATLANTIC CITY, May 13.—Memorial Day weekend show at George Mamid's Million-Dollar Pier here will be opened by Benji Fields, 19-year-old boy from Brooklyn, N.Y., who won the Dora Award in New York. These acts will play Saturday and Sunday.

Benny's Band also engaged for the same two days, with Mel Hobart coming in Monday and Woody Herman Tuesday. Regular stand-by acts will be Eddie Herman, plus Ray Kaye's matinee.

2 Jeff City Clubs Out

JEFFERSON CITY, Mo., May 13.—The Madison Ratskeller, the oldest night club here, and the Wonder Room, which was recently opened, were closed in the fire which razed the Madison Hotel. Damage to the two resorts was estimated at \$20,000. Leo H. Ladd, manager of the hotel, has no plans for rebuilding.

Ohi Mellers in Tavern

DALLAS, May 13.—Beginning since Christmas Day, The Ohi Mellers, a group who replaced Louie Sava's English Village Tavern, Fair Park, has replaced last week with a new show, She Was Only a Farmer's Daughter. Two shows per night, with the Ohi Mellers appearing on outdoor theater May 17 with only one performance nightly.

Adelphi Roof To Reopen

PHILADELPHIA, May 13.—Adelphi Roof Garden is expected to open in early June as a Hawaiian atmosphere spot.

According to Howard Holt, manager, the roof garden will be closed during the hotel's trouble with the waters' union will have to be fixed out first.

VICKSBURG, Miss., May 13.—New Rainbow Club opened Saturday night Highways 80 and about two miles east of city limits, with Ramona and her Twelve Men of Music. Cover charge \$1 on weekends.

NIGHT CLUBS-VAUDEVILLE

Candid Camera Night Idea Still Draws 'Em

PROVIDENCE, May 13.—"Candid Camera" idea has come to the Rhode Island nightclubs bars in their eyes. Reason? Leo Mandel is bidding each bar a chance to win to his "Warren Party" ticket. Mandel is leaving a bottle of champagne as his weekly prize for best shot made inside place.

Started four weeks ago, stunt has caught on. Even bartenders are getting used to patrons saying they'd "have a sidetop and a cleanup."

Picture was joined weekly by a down-town camera shop tied up with the stunt.

"Blondie" Star Hypos Films With Quicky P. A. Dates

CHICAGO, May 13.—Battled against liquor law violations got underway yesterday when the Pennsylvania State Liquor Control Board sent by registered mail notices to 1,000 bars and 100 night clubs here ordering the operators to show cause why their liquor licenses should not be revoked. Notices were expected to be received during the next few days. The spots already named are scheduled to have hearings held May 23, 24 and 25.

Those receiving letters include Benny the Bum, Jack Larson's Walton Room, the Embassy Club, 20th Century Tavern, the Madison Club, 12th Street, and the Ritz Club, all in Center City. Mrs. Ruth Shatzkeller, John Curran, in charge of enforcement, said the citations would not end the drive, and State agents are already on the scene to see that the laws are enforced all over the city. It is expected that by the end of the week 40 clubs will have received subpoenas. In the majority of cases, the owners will be summoned to appear before the State-Lake Trodell, Southwicks, Matrons and Hardings. The 12th Street Club, 12th and Locust, Gateway and Belmont are Tuesday.

Most of above-mentioned houses have formerly been valid stand-bys and are now closed. Local agents, to interview and interrogate, have been sent to the places placed included the State-Lake Trodell, Southwicks, Matrons and Hardings. The 12th Street Club, 12th and Locust, Gateway and Belmont are Tuesday.

Miss Singleton made a quick p. a. trip to New York recently where her latest film opened at the Criterion.

Fl. Worth Excludes Kids

PORT WORTHY, Tex., May 13.—District Attorney's office is now rigidly enforcing liquor laws, prohibiting children under 18 years of age from entering places where beer is sold. Some of the clubs and dance spots here have had a tough time anyway getting a crowd since liquor laws are so strict. The police have watched spots closely for possible liquor drink sales and gambling.

53 Days in Minnesota

NEW YORK, May 13.—Starting June 17, 1940, the 53rd annual 53 Days in Minnesota, America's largest circuit, Lou Goldby, Bowes' booker, said most the dates were two and three-night stands, including such cities as Fargo, Grand Rapids, Duluth, Red Wing, St. Paul, Minneapolis, Mitchell and Jamestown.

Tacoma Roadhouse Opens

TACOMA, Wash., May 13.—With three shows nightly and dancing to Al Gitterman's music, the Club Liberty has opened on the north side of the Olympic highway at Lakewood. This spot was formerly the Villa.

FAIRS

THEATRES

HOTELS

HASHI & OSAI

Spectacular Oriental Equilibrists

NOW—ORIENTAL THEATER, CHICAGO

Direction—GUY PERKINS

OPENING NIGHT, MAY 20

OPENING NIGHT

45th YEAR

The Billboard

Founded by W. M. DONALDSON

The Largest Circulation of Any Amusement Weekly in the World.

Entered First Class at Boston.

Published Every Week.

By The Billboard Publishing Co.

E. H. LITTLEFIELD, Pres.; E. M. GROSE, Secy. and Genl. Manager.

A. G. MATHIAS, Editor.

Gordon C. Smith, Art Director; Chapman, S.

G. E. SUGARMAN, Edtor.

Editorial Staff: R. H. Peacock, B. V.

Sales Office and Printing Works, The Billboard Building, 25-27 Open Street, Cincinnati, Ohio.

Phone, 56-5004. Cable Address, "Billboard," Cincinnati.

Branch Offices: NEW YORK—203 Park Avenue, New York, N. Y. 10016. Phone, 5-1111. CHICAGO—121 North Dearborn Street, Chicago, Ill. 60601. Phone, 5-1111. LOS ANGELES—1000 Wilshire Boulevard, Los Angeles, Calif. 90017. Phone, 5-4553. LONDON—Edward Grimes, one of the most prominent Englishmen in show business, London, Eng. 7-5474. PARIS—Edouard Chenevert, 12 Rue de la Paix, Paris, France. 5-2100. TORONTO—John Denney, 120 St. Paul Street, Toronto, Ontario.

SUBSCRIPTION RATES, PAYABLE IN ADVANCE—Per Year \$10. One Year \$1. Single copies 10¢. Canada: Rate to all foreign countries, money order or cable to "Billboard," 203 Park Avenue, New York, N. Y. 10016. Please add 50¢ per year postage. Subscriptions should bear name as well as postal address.

DISPLAY ADVERTISING—Per Copy, \$1.00. Minimum \$10.00. Display space \$1.00 per square inch. Minimum \$10.00. Standard rates apply. All rates subject to change without notice. Advertisers are responsible for truth of statements made in their ads. Advertisers are liable for all amounts due us for services rendered or omitted as to whom publishing rights are given.

The Billboard reserves the right to pull off any advertising copy.

Copyright © 1939 by The Billboard Publishing Co., Inc. All rights reserved.

Vol. 51, MAY 20, 1939, No. 20

Magic

By BILL SACHS

(Communications to Cincinnati Office)

A DE DUVAL surprised us with a postal from Paris where he recently resided after a long stay in the United States. From the French capital he has left for Brussels. He's booked abroad until November. Mr. CALVET, after a few days in Paris, has now traveled southward, arriving May 11 at the Opera House, Bayonne, N. J. **HENRY HAYLICK**, after a few weeks with Calvety, has now joined him in the land to play a string of theater dates, beginning Sunday (14) at the Colonial, Portland, Me. He contemplates making a tour of the West Indies this month vacation over there.

D. HOPFMAN, the "Think-a-Drink" magician, opened at the Shubert, Boston, May 10. He's been working hard, taking breaks in there preparatory to jumping into New York. . . . **LE CARDE** is being held over this week at the Reg Club, Chicago. He moved his residence to Fortnight's stand at Porter's Club, Chicago, Ill. . . . **DECATOR DEMONS** Club will hold its third annual picnic June 10 at the Hotel Elkhorn, Milwaukee, Wis. There's no registration fee and dealers and magi from everywhere are welcome. Charlie Wortham, Mike Mound, Eddie Kline, and Dan Deacon heads the program committee.

JOHNNY DEVANT is in his sixth week at the Queen Theatre, Omaha, and postal that one of the most enjoyed engagements he's ever had. . . . **SOMETHING**

We supply all entertainment needs for lodges, dramatic clubs, schools, etc., and for every occasion. Catalog Free.

T. R. DENISON & CO.

101 N. Wabash Ave., Suite 10, Chicago, Ill.

PLATT, now in his eighth week at Angelo's Club, Buffalo, has broken all records for a magician at that spot. He's the only magician ever to play a return engagement at the Club. **JOHN HALEY** has just returned from Bill Deville's route back to City from New York, and Evans Brown, musical magician, who has joined up at the Club, is also a favorite. . . . **ALEX PITTS**, "the shadowman," and his wife, did the doubling for Eddie Pitts and Hugh Herbert in the shadowgraph act at the Palace, Toledo, Ohio. **JOE FREDRICK**, Terrell recently won pictures in Ripley's syndicated feature as a man who "can pick up a deck of 52 cards and produce four fangs between his four fingers and thumbs" . . . **RUSSELL SWANN**, the diabolical deceiver, is in at the Colonial Club, Chicago, for an indefinite stay,

in cooperation with other cities. . . . **QUEEN CITY MYSTICS**, Assembly No. 11, 5 AM, at its recent annual election chose the following officers: John Braun, president; Bert Dean, first vice-president; George Goss, second vice-president; H. Tracy Baldwin, recording secretary; Harold Puff, corresponding secretary; Ronald Haines, treasurer, and the group's annual Hoosier Foursome Jamboree at the Cincinnati Gas and Electric Co. auditorium last Friday (12) drew 134 participants.

REEF RIPPLES

(Continued from page 25)

JUNE 1. COSTA PLAYERS are said to be finding success in their new show in the Cobalt mining section of Ontario. **THE CHAWFONIES** are currently touring Western Canada on three-day engagements. **COUCHER VAMPIRES** Entertainers, three men and a woman, from Rock Island County, Ill., will augment and more under canvas about June 1.

E. R. MISNER players, after a winter in schools and colleges with their lecture attractions, have brought the swing to an end and the West Coast. . . . **PAUL WEISS** jumped to Western Japan to appear with the famous **YOKOHAMA DANCERS**. Weiss' contract included his magic lecture season and departed for his summer home in Michigan, where he will again remain until September. **JOHN HALEY** has joined the **Enterprise**, Columbus, O., after specializing on mental magic exclusively for nearly 18 years. He is a returning star. His new magic shop will have its formal opening in about two weeks with the release of his new catalog. **THE CINCINNATI MAGICIAN** has quoted **JOHN HALEY** in his EDM press, as saying that the annual convention next fall will be held at the Hotel Plaza, Cincinnati. Haleys, resident of the city, who learned to be a magician for as years" . . . **GEORGE L. HALL**, (Mellie), comedian, is doing magic, touring and lecturing for Chico De Leon's "The Show Must Go On" Co. J. F. DeLeon's Broadway Shows of America currently holding forth in the Cinema Auditorium, St. Louis, Mo., and Ante-penit from St. Louis, where they are presently working interior. "Magic is well received here, but money is small

and the cost of production is high."

STANH AND LEE LENOT, formerly with the Orpheum Players in Kentucky, have signed with the Silvers Comet Co., Cincinnati, for a tour of the Midwest.

EDWARD AND LOIS LANE who have been on the West Coast all winter, have returned to the Midwest to sign with a team opy.

JACQUES AND MARIE LEBLANC report back to the Midwest after a tour of the West Coast. Their report back was very satisfactory.

MARGIE AND CHET HUBERT have signed with **Elspeth** and **Johnnie** for another year.

DETROIT BISTERS, formerly with the Frank Smith Players are now playing night spots in the Mid-West, St. Louis. . . . **DEE AND LOU**'s **COMEDIAN** now withers, purchased a new housecar.

JACK DEVINE who was with **Gordon Bros.** Minstrels in 1938-39, Ed F. Muller's Minstrels in 1939 and Old Cossacks in 1940, has joined the **Eric (Pete) Maennerland** review put on by the newly decorated clubhouse. The writer, who is a member of the Minstrel show, offers Pete Devine and Jimmy Longman, veteran minstrels. Pete is the steward of the group, while Jimmy is the steward of the girls. Both Devine and Eric have agreed to go along with the Eric and his honor the mayor after the next election."

DAILY NEWSPAPERS of Glen Falls, N. Y., recently published a 16-page semi-annual edition, which carried a half-cent cover price. The **Edgar Mississippian**, based above Glen Falls, was organized by Walter Brown Leonard, who accompanied the show on a tour of the **Edgar** at **Empire Circuit** in 1918. **WALTER** with his wife were entertained at Glen Falls by Charles Remus, former editor of a local newspaper, and Harry Palmer, owner of Lincoln's Mighty Colossal Minstrels. The **Edgar** has my picture with the story, and I have had much favorable comment on the part. I have also just written a Negro love song, "I'm a Negro and I'm a Minstrel" and musical entitled **A Love Song**.

REPORTS TO KEPF minstrel show has been held in Toledo, Ohio, by the **Maplewood Productions Co.** of that city, which produced a minstrel under auspices of the General Welfare Workers of Ohio. The show is now in its second year and by request will repeat it May 16, 17, 20, and 31. It is slated to follow with shows in 20 other Ohio cities, according to O. D. Keppler.

J. L. JOHNSON of Macon, Ga., informs that a mammoth colored minstrel show is in the making there, with the troupe to open May 25. The show is to run for a swing thru the South, starting June 15 for a one-nighter, carrying 60 people, and will be completely motorized, Johnson says. The show will be mounted on a flatbed trailer and a 24 by 16-foot stage being constructed on a semi-trailer. Other equipment will include a 70-foot round truck, two semi-trailers, two light trucks and 2000 watts, 800 of them practice, Johnson reports.

HAL J. ROSS HAS POSTPONED THE OPENING OF HIS DERBY SHOW

LAKE CHARLES, LA. Due to equipment not arriving in time for the **Derby**—open, **Cantrell** will postpone OPEN

THURSDAY, MAY 25th 1940 fully financed, with excellent shape. Write air mail letters, please, and don't come on until notified by **HAL J. ROSS** Lake Hotel, Lake Charles, La.

DERBY SHOW

LEXINGTON, KENTUCKY

Will positively open 48-Hour Opening for any Outstanding Team.

H. and H. AMUSEMENT CO. Niagara, Balloon
SOB W. Main Street
MONTE HALL

CONTESTANTS LAST CALL

ESPOSITION PARK, AURORA, ILL. A new Summer Show. Good Team. Come on, you're invited. Good Luck Saturday, May 20, 88, 60, 62, Contact.

PAUL G. GRIFFIN



We supply all entertainment needs for lodges, dramatic clubs, schools, etc., and for every occasion. Catalog Free.

T. R. DENISON & CO.

101 N. Wabash Ave., Suite 10, Chicago, Ill.

BALL—Eve Lewis, 86, stage and screen character actress, in Los Angeles May 6. She had been on the stage from 1901 to 1916, after which time she retired.

BRUNDAGE—Mabeline, 70, former film character actress, in a Long Beach (Calif.) hospital May 8.

DUBNOOK—Joseph, 39, businessman, manager, Leopold Co., died April 26 at 10 in the lobby of the Roosevelt Hotel, Chicago, after a dispute.

FRANQUET, W. T., 71, of Newell, N. Y., tenor show and vaudeville performer for the Ziegfeld Follies, in New York City May 8. Burial in Tampa.

GRIFFITHS—Frank Carter, 87, actor and manager, at his home in Middleboro, Mass., April 26. In 1871 he joined the Boston Museum, where he was a juvenile actor. After five years he became manager for road companies sent out by the Boston Theater. For the next 21 years he was manager of the Mass. State Fair. He also managed Little Langtry, Griffith's book, "The Brook," became a best seller. He was well known for his work to help build the first of the early Wild West shows of Buffalo Bill.

GRODNEY—Max, 50, pitchman, in El Louis recently of pneumonia and influenza.

HENKINGER—J. F. Fair, 70, for 18 years secretary of Huron County Fair, Huron, O., May 8 in Monroeville, O., of a heart ailment.

HIGGINS—Roy, of the well-known rep and late Texas stage troupe, died April 5 in Houston. Yes, after a lingering illness. Roy and Irene Hughes were waylaid in the old adage days and had for years been the most popular team thru the West and Southwest. Late they appeared together with various tabloid organizations on the Sun and Hopalong Cassidy shows. They had toured for years with various Western and Midwestern tent shows. In recent years they had been in the West and Southwest. Roy, still played occasional night stage engagements. His last show in which the deceased was financially interested was the original Burley's Tent Show. Irene had no part in that venture. Roy, however, had left. Later he bought out Hughes' interest in the show some eight years ago. His widow, Irene, who had been married to him in Elko, Nev., before he died, was made. Houston performers sent numerous floral pieces to the funeral.

KIMBERLE—Oscar J. G., 30, consultant with the Radio City Light Co., was born in the Bronx on Oct. 12, 1908. He was for many years a radio star in that city. For five years he was a director of the Stevens Point Band and was an honorary member of the Stevens Point Musician's Union, organized by three sisters.

KOHNER—Harold, 22, affiliated with Station WXYZ, The Detroit News shortwave station, in Detroit May 7. Survived by his mother, Mrs. Sophie Kohner, and a sister, Burial in Oakwood.

KOLB—Catherine Ann, 81, blind musician and artist, in St. Mary's Hospital, Jefferson City, Mo., May 4 of pneumonia. She had been a well-known Missouri State-wide reputation as speaker, musician and artist, and had acquired a rating in Braille reading rarely possessed by anyone. Survived by three brothers.

Thomas F. Wiedemann

Thomas F. Wiedemann, 87, veteran showman, died in Charity Hospital, Jackson, Miss., May 10. He had been ill for some time and underwent several operations.

Wiedemann started business in 1902, his first connection being with the Kempton Comedy Co., a drama troupe. Later, he had his own stock show and outfit, which he managed for 12 years.

In 1910 he converted this outfit into a stock company and, during 1911 and 1912 launched the Kit Carson and Jimmie Ranch Show. This venture gave from 15 to 20-25 show dates in 1912. In 1913 he was half owner of the Barber-Pepper Vaudeville Co. The following seven years was general agent for various carnival organizations.

In 1923 he was half owner in the No. 2 W. L. Lewis Show, another dramatic troupe. In 1931-32 he was manager of a whale exhibit for the Pacific Northwest. He had a company that produced classics and plays with a professional cast in the consolidated schools thru the Southwest.

He was born in the town of Riba, Masuria and Siberia. He is survived by his widow, Opal; two sons and one sister. Body was taken to Marienburg, Ill., for burial.

The Final Curtain

and sister, Bertha, in St. Peterburg, Russia, now in China, and in her home in Sacramento Cemetery there.

KUM—Ladislao, 68, Hungarian composer and conductor, May 2 in Mount Sinai Hospital, New York. After coming to America in 1921 he had been on the stage, orchestra leader, and in 1928 conducted the play, "Poor Gyula." He had also been a musical arranger for Paramount-Publix.

LATROBE—Naaman (Elip), 67, former pitchman, May 8 in Children's Hospital, Wilkes-Barre, Pa., of a heart attack.

LEMACH—Louis, 50, well-known mustachio, in Philadelphia May 10 of a heart ailment. Lemach was connected with old fashioned music and other vaudeville houses in Philadelphia and New York. Besides conducting his own orchestra he taught saxophone and clarinet and was a teacher at one time. Lemach was on the board of trustees of the A.P.M., Local 77, and was a member of the Knights of Columbus. He was a member of Washington Lodge No. 59, P.A.M. Survived by a son, Herbert; a daughter, Heloise; a brother, Charles; and a sister, Edith.

LUCAS—Arthur E., manager of Concord's West Side Theater, Beaumont, Pa., in that city May 7 after a long illness.

MCFARLAND—Clarence (Fitzroy), 84, operator of the old French Village and the Old Colony Club, died April 27 in a hospital in that city May 3 after a long illness. Survived by his widow.

MALDON—Aileen, 20, stage and screen actress, in London May 8 after giving birth to twins, a son and daughter. She was known in private life as Mrs. Jack Morgan and had played leading parts in several British films. Her first big stage success in the only feature role in "Pins and Needles" there. She also produced and played in the Hungarian play "Vicky."

MILLER—William C., 57, retired Cincinnati theater manager, at his home in that city May 8. Prior to his retirement he was manager of the Bijou, in show business for many years, formerly manager of the Col. Variety Theater, which is now the Uptown and the Metropolitan Theater. He was a member of the Cincinnati Local Lodge No. 10, Knights of Columbus. Survived by his widow, Caroline, and two sons, William and Edward, and a son, Edward, May 12, with burial in Vine Street Hill Cemetery, Cincinnati.

MILKIN—Van, 54, who trooped for years in vaudeville and with various repertoire companies, and later became connected with the Kinsey Kennedy Co. May 11 in Urbana, O., after a lingering illness. Survived by his widow, Eva, and two sons, James and Robert, and a daughter, Barbara, May 12, with burial in Kinsey's Funeral Home, Urbana, May 12, with interment in Oakdale Cemetery there.

MODDOZI—John, 50, widely known as the "Devil Doctor," had a successful general manager of the Golden Gate International Exposition, San Francisco, in that city May 12. During the World War he was a member of the Red Cross Service propaganda in Russia. Survived by his widow and two sisters, Minnie and Hattie.

MORRISON—William G., 45, manager of the Phillips Auditorium, Toledo, Ohio, at his home in that city May 8 of a heart ailment and complications resulting from an illness of three months. Member of the Toledo Chapter of the Officials' Association and frequently officiated at swimming events. Survived by his widow, Clara, a daughter, Virginia, two brothers, one of whom, Mr. Lester and four sisters, one of whom, Mrs. Lester and Phil Phillips, was associated with him in the operation of the three Cincinnati Phillips Services in Cincinnati May 10, with burial in Spring Grove Cemetery there.

MURRAY—Henry, 73, veteran character actor of stage, screen and radio, May 10 in New York. He was a member of the "Poor Boys" and "Poor Boys" of the "Poor Boys." Survived by seven children.

RAMEH—Pauline, 18, member of the Aerial Fenton Sisters, high-ladder act, at Miller's Hospital, Frostburg, Md., May 10. She was a member of the "horizontal bar while performing as a free attraction with the Keystone Kops in that city May 8. She suffered a severe head injury and died of a brain injury. She had been with the act four years. Body was returned to

Cuthie, known professionally as Florence, singer and actress, in Hollywood, May 9.

EARLIN-MACDONALD—Harvey Earlin, 26, drummer, died April 27 in the hospital of the Duke of Windsor on the John H. Marks Show, in a public wedding on the lot in Harrington, Va., May 8.

PATE-HANSEN—Bill Pate, brother and son-in-law of Alice Pate, actress, and Eleanor Hansen, film starlet, in Tijuana, Mex., recently.

PIKEMAN-DODSON—Dave Friesman, purveyor of cosmetics, with the Dermaline Products Corp., and his wife, Dorothy Dodson, daughter of C. Guy Dodson, managing director of the same organization, in Huntington, W. Va., May 8.

POYNTON—John E. Poynt, brother of George Poynt, in New York and Los Angeles, and Mrs. Betty, recently divorced wife of Walzer, 36, film star, in Caron City, May 7.

GIHON-KRELOW—John Harrington Gibson, of The Chicago Herald-Examiner editorial staff, and Margaret Krelow, dancer in opera in Chicago, in that city May 2.

KIRBY—ENDICOTT — J. B. (Bick) Kirby, night club entertainer, and Emma Endicott, nun, in Presque Isle, Ky., April 27.

LAMAGNA-PEITZ—Orsi Lamagna, conductor master of Muus Morgan's Orchestra, and Paulita Peitz, of Little Rock, Ark., in Memphis, April 27.

MARKER-JEFFERSON — Bernard E. Marker, projectionist at the Beverly Theater, Janesville, Wis., and Dorothy Peterson, April 27 in Manchester, Ia.

SCHEID-WELLMAN — H. J. Scheid, violin virtuoso, and Mary Wellman, stock and repertoire leading woman for eight years, formerly with J. B. Belmont Players, in Chicago May 7.

Coming Marriages

Lee Zimmerman, press agent, and Norma Hoffman, member of Richard Burton's casting agency, May 21 in New York.

PATRICK—J. O'Neil, formerly with the O'Neill, flying act, and Dorothy Beard, dancer, in Chicago.

ROBERT—Leah and Pannie Cambell, secretary in Theater Authority Office, New York, in that city June 3.

SCHNEIDER—Spencer Hale, press agent, and Ruth Friedlander June 8 in New York.

Births

A 1½-pound daughter, Gretchen Klimm, to Mr. and Mrs. Fred Klimm May 8 in Vincent's Hospital, Toledo. Mother is a nurse at the hospital. Father is Dr. Klimm. Their maternal grandparents are Mr. and Mrs. W. L. Cassidy, former carnival comedians.

THOMAS—Dorothy, daughter, Sonja Laverne, to Mr. and Mrs. Okra Wilson in Horace Cave, May 23. Parents were formerly with the L. E. Hilt Show.

CHARLES—Charles (Cherchez Charles) Coast in Pensacola Hospital, Pensacola, Fla., May 7. Mother has recently been associated with Booth Bay, Me., and father is a carpenter.

A seven-pound baby, J. W. Jr., to Mr. and Mrs. J. W. Gorman in Oakland, Calif., April 27.

An eight-month son to Mr. and Mrs. R. O'Brien in Los Angeles, May 2. Parents are comedians with the Donaupark Theater.

CHARLES—An eight-month son, William, to Mr. and Mrs. Dorothy Brosey in Detroit May 4. Father is owner of the Amstelwood Theater there.

A girl, Mrs. Len Taylor, May 8 in New Castle, Pa. Father was formerly announcer at Station WJW, Akron, and is now identified with WKST, New Castle.

A daughter, Rita, to Mr. and Mrs. Peter of the Al Hastings Shows, April 20 in Toledo.

An 11-month son to Mr. and Mrs. Harry Einstein in Cedars of Lebanon Hospital, Hollywood, May 8. Father is a magician, radio and screen comedian.

A 6½-pound son to Mr. and Mrs. Dick McLean in a Central Hospital, White Plains, N. Y., April 27. Father is a radio and television announcer and spokesman with Station WBAW.

Divorces

Carol Landis, film actress, from Irving Wheeler in Los Angeles May 8.

Gene Dell (Frost) former dancer from Ethren Prema, pianist, in Chicago May 10.

Big One Breaks In New Lot

Brooklyn Out, L. I. City In

First canvas date with big decided off—new canvas, mechanical set-up

NEW YORK. May 12.—Returning from its familiar Boston Garden engagement with the best take in years, Ringling Bros.-Barney & Bailey started its 1939 circus at the new site of the "Big One," located in an unfamiliar first stand at 46th Street and Northern Boulevard in Long Island City. Brooklyn had to be passed up for the first time, and the showmen are understandably too soon to seriously expect any real business to develop at the L. I. stand, and in this the prophets were not disappointed. Considering being in a new city, the showmen will be compelled to break even or take a small loss, as the opera needs a week to be broken in, especially in the new canvas, which is not yet up. From the looks of first few days show will be hasty if it doesn't suffer a major box-office loss.

As is commonly known by now, big top canvas has been abandoned almost entirely since the days of the early 1920s, but bigger rings, against the three-ring, four-state layout in which shows have been presented for many years. Middle piece is oil-painted in dark blues, an almost dead blue in center portion, fading somewhat as it moves toward the outer ring. The colors are bright, but not garish. At night this lends a sharp contrasting background to the aerial acts, with better lighting and production advantages than the old-fashioned patterns. They are from center pole. The rings are painted red, almost burnt much better than lime and great visibility for the performers. The children's and animal acts are served mostly in red tops, but about them is a row of boxes, three sets deep, seats being covered with dark blue padding and painted in blue and cream and cream red.

Horse Man Has 150 Stalls

There's no free-looking horse tent with 150 stalls, a horse show in itself. Marquee is placed in relation to connection, so that a number of the owners only had to go to one section of the marquee to get to the big show. This is the arrangement on this lot only.

In the back yard are spotless Cleaned Men's Dressing Rooms for the lighted Feed Room, all-conveniences equipment is due in from Buffalo-Pough Co. this week, to be put into use at Washington periodically.

Altogether top is much smaller and seems much less cumbersome, canvas men claim it takes longer to put up and down, but it is more comfortable (big air conditioning), which have to be given accurately.

Performance is slightly altered from the regular laying out of the sets of stages. Palenberg's bears are now in center ring in later display, same disadvantage of having to work, as in both cases, in the same place. Trained Jumbo big eagle is up. In the other rings are the usual acts. In general, displays are more suitably matched, a combination which did not always happen. But the outer rings are still empty in many instances, heavy concentration being focused on the inner.

In the traps, Charles Albert Powell, veteran aerial contortionist, is reported missing directly above the right-hand side of the main ring, with his wife, much being unaccounted due to the injury in Boston of Fred Bartoli. William Heyer's multiple-gated steel did not appear in their case. Pending after-
(See BIG ONE BREAKS on page 68)

Coleman to Alterbury

DAYTON. O., May 12.—E. H. Coleman left here yesterday for Lakewood City, Neb., to join Alterbury Bros. Circus on three trucks of property, including his elephant, lions, and the Pink trained dogs and ponies. He expects to be with show entire season.



BURNS O'SULLIVAN, managing director of the WPA Circus, which started its current season of Sunnyside, N.Y., May 4.

Anderson Has Only Four Winning Days; Moves on 26 Units

LINCOLN. Neb., May 12.—After a little break in the circus, the "Big One" will open early next fall in city schools of Beatrice, Neb., the Indians were in the schools during the winter. Outfit covers Virginia, North Carolina and South Carolina.

Recently Chief Casper and Mrs. Ingaham were in Charlotte, N.C., continuing on a series of Boy Scout programs sponsored by a leading department store and an automobile agency. Ingaham landed the first place in the 1938 Community Chest sales header for the We the People CCB network program here May 9.

Introduced to Gabriel Heatter, North Carolina's most popular disk jockey, the former bringing out the facts that the Big One will play Canadian dates and the latter giving him the history and features of the Oleander Show.

The Smiles were guests at the R-B

show in Long Island City May 8, and the country singer George Jones

Smith received the first two tickets

calling for box sets in the big top,

under the new seating arrangement.

Heather and his wife, the Concessions, the Pat Valdes, the Bradleys, Miss Taylor and others in the backyard.

(See ADAM ANDERSON on page 33)

Wadsworth Recovering

NEW YORK. May 12.—Condition of J. Frank Wadsworth, general auditor and manager of the New York office of the Ringling Brothers corporation, showed signs of improvement today and physicians are hopeful for his eventual recovery from the effects of a heart attack and subsequent complications. Mr. Wadsworth suffered the stroke at his home April 29 and was removed to Elmhurst Hospital where he has been developing rapidly this week. His condition was considered critical until today.

The circus was en route from Kenton to Galloway.

(See WADSWORTH ON page 33)

Cole First Parade in Cincin in 15 Years; H-W Last To Give One

CINCINNATI. May 12.—After a lapse of 15 years this city will again have a circus parade. No permit having been issued for the last 15 years, the show will be here tomorrow and Monday. The last circus to give a parade in the Queen City was Hagenbeck-Wallace April 28, 1924.

On Wednesday city council unanimously gave permission to hold the parade. It will be out of the congested downtown area, starting at 10 a.m. at Main street, proceed to Center Park way, south of the parkway and Plum street to Fourth street, west to Bayview Avenue, then to circus grounds, Fourth and Smith streets.

Dr. Claude V. Courier, who is superintendent of schools, stated that school children who are not walking distance would be dismissed from downtown schools to see the parade.

The move to permit circus parades was revived several weeks ago by the Public

McCoy Claimants Asked To Get in Touch With Demyan

CINCINNATI. May 13.—John Demyan Jr., 30, the first of Detroit's Townsend County Trust Building, Ann Arbor, Md., requests that all wage claims against the Col. Tim the Cow Wild West Show be paid to him at his office to give him, under oath, a statement showing the exact amount due.

Demyan states that the claimants have deposited with him their names and that it has put him to a disadvantage by some of the men not telling him the truth. All the clients are urged to get in touch with him to advise him of their giving him present addresses and their expected residence for the next few weeks. "I believe that we are now at a point where we can get a handle on the whole situation and it is about to be made," adds Demyan.

Ingham's Indians End School Season

RUFUS, N.C. May 13.—Ingham's Company of American Indians, under the management of Rufus, B. G., April 23, opening early last fall in city schools of Beaufort, N.C., the Indians were in the schools during the winter. Outfit covers Virginia, North Carolina and South Carolina.

Recently Chief Casper and Mrs. Ingaham were in Charlotte, N.C., continuing on a series of Boy Scout programs sponsored by a leading department store and an automobile agency. Ingaham landed the first place in the 1938 Community Chest sales header for the We the People CCB network program here May 9.

Introduced to Gabriel Heatter, North Carolina's most popular disk jockey, the former bringing out the facts that the Big One will play Canadian dates and the latter giving him the history and features of the Oleander Show.

The Smiles were guests at the R-B

show in Long Island City May 8, and the country singer George Jones

Smith received the first two tickets

calling for box sets in the big top,

under the new seating arrangement.

Heather and his wife, the Concessions, the Pat Valdes, the Bradleys, Miss Taylor and others in the backyard.

(See FOREPAUGH ESTATE on page 55)

Wile Unit Overturns

MARION. May 13.—A two-ton elephant caused a truck-trailer belonging to Lettie Wile Circus to overturn near here May 8, this was put to work right away.

The mishap occurred when the elephant apparently shifted its weight as the truck rounded a curve. The elephant was not injured, but three circus workers riding in the cab of the truck. The dog left the scene and could not be found.

The circus was en route from Kenton to Galloway.

(See WILE UNIT ON page 33)

RECREATION COMMISSION. which asked city officials to grant permission for parades if possible.

City commissioners contended that comedy parades should not be taken as a precedent if it should be decided not to grant permission for further parades.

According to the Columbus Dispatch, local papers published editorials on the matter. We quote, in part, from all of them:

"...neither 'A' whole generation of people has grown up since there last was a real circus parade in Cincinnati. The colorful and stirring event which has been a tradition for many generations has been forgotten in this community. Now at last the city manager and council have relented—at least a little. They have not said 'no' but rather 'not yet.' Neither million-dollar movies nor world's fairs can take the place. There is a universal appeal in the

(See COLE FIRST on page 47)

Pass Hat for Boys; Troupers Go Hatless

NEW YORK. May 13.—Visitors to the monthly luncheons of the Citrus Rainmakers and Binnlers Club (Dexter Fellowes Tenal) at the Hotel Astor on Wednesday won't be surprised to find the club's campaign to raise funds for the benefit of old and indigent show people. Recent mention of the home was made early in the year, and since then the club has been gathering a sum of \$300 presented to Father Edward J. Flanagan as a contribution to his Nebraska Boys' Town. Father Flanagan is still guy of the day.

Several months ago CRSCA inaugurated a joint campaign with the National Showmen's Association to raise funds for the benefit of old showmen. Since there has been no announcement of funds raised, altho it is understood by CRSCA authorities that combination plan is still in effect.

North and Smith on "People" Program; R-B to West Coast

NEW YORK. May 13.—John Ringling North, managing director of the Ringling-Barnum circus, and A. Morton Smith, founder and president of the 1938 Community Chest, shared honors at the We the People CCB network program here May 9.

Introduced to Gabriel Heatter, North Carolina's most popular disk jockey, the former bringing out the facts that the Big One will play Canadian dates and the latter giving him the history and features of the Oleander Show.

The Smiles were guests at the R-B

show in Long Island City May 8, and the country singer George Jones

Smith received the first two tickets

calling for box sets in the big top,

under the new seating arrangement.

Heather and his wife, the Concessions, the Pat Valdes, the Bradleys, Miss Taylor and others in the backyard.

(See FOREPAUGH ESTATE on page 55)

Forepaugh Estate \$196,715

PHILADELPHIA. May 13.—The will of Adam Forepaugh, who died in 1920, brought into Orphans' Court May 4 for a trustee to administer a fund set aside for his wife and son. The will, which named his son as trustee, showed that the estate was worth \$196,715. Since the boy was minor, the court appointed a guardian ad litem to represent him. The boy has visited their friends the Terrell Jacobs, the Concessions, the Pat Valdes, the Bradleys, Miss Taylor and others in the backyard.

(See FOREPAUGH ESTATE on page 55)

CHARLES WIRTH. May 13.—The will of Adam Forepaugh, who died in 1920, brought into Orphans' Court May 4 for a trustee to administer a fund set aside for his wife and son. The will, which named his son as trustee, showed that the estate was worth \$196,715. Since the boy was minor, the court appointed a guardian ad litem to represent him. The boy has visited their friends the Terrell Jacobs, the Concessions, the Pat Valdes, the Bradleys, Miss Taylor and others in the backyard.

(See FOREPAUGH ESTATE on page 55)

CHARLES WIRTH. May 13.—The will of Adam Forepaugh, who died in 1920, brought into Orphans' Court May 4 for a trustee to administer a fund set aside for his wife and son. The will, which named his son as trustee, showed that the estate was worth \$196,715. Since the boy was minor, the court appointed a guardian ad litem to represent him. The boy has visited their friends the Terrell Jacobs, the Concessions, the Pat Valdes, the Bradleys, Miss Taylor and others in the backyard.

(See FOREPAUGH ESTATE on page 55)

CHARLES WIRTH. May 13.—The will of Adam Forepaugh, who died in 1920, brought into Orphans' Court May 4 for a trustee to administer a fund set aside for his wife and son. The will, which named his son as trustee, showed that the estate was worth \$196,715. Since the boy was minor, the court appointed a guardian ad litem to represent him. The boy has visited their friends the Terrell Jacobs, the Concessions, the Pat Valdes, the Bradleys, Miss Taylor and others in the backyard.

(See FOREPAUGH ESTATE on page 55)

CHARLES WIRTH. May 13.—The will of Adam Forepaugh, who died in 1920, brought into Orphans' Court May 4 for a trustee to administer a fund set aside for his wife and son. The will, which named his son as trustee, showed that the estate was worth \$196,715. Since the boy was minor, the court appointed a guardian ad litem to represent him. The boy has visited their friends the Terrell Jacobs, the Concessions, the Pat Valdes, the Bradleys, Miss Taylor and others in the backyard.

(See FOREPAUGH ESTATE on page 55)

CHARLES WIRTH. May 13.—The will of Adam Forepaugh, who died in 1920, brought into Orphans' Court May 4 for a trustee to administer a fund set aside for his wife and son. The will, which named his son as trustee, showed that the estate was worth \$196,715. Since the boy was minor, the court appointed a guardian ad litem to represent him. The boy has visited their friends the Terrell Jacobs, the Concessions, the Pat Valdes, the Bradleys, Miss Taylor and others in the backyard.

(See FOREPAUGH ESTATE on page 55)

CHARLES WIRTH. May 13.—The will of Adam Forepaugh, who died in 1920, brought into Orphans' Court May 4 for a trustee to administer a fund set aside for his wife and son. The will, which named his son as trustee, showed that the estate was worth \$196,715. Since the boy was minor, the court appointed a guardian ad litem to represent him. The boy has visited their friends the Terrell Jacobs, the Concessions, the Pat Valdes, the Bradleys, Miss Taylor and others in the backyard.

(See FOREPAUGH ESTATE on page 55)

CHARLES WIRTH. May 13.—The will of Adam Forepaugh, who died in 1920, brought into Orphans' Court May 4 for a trustee to administer a fund set aside for his wife and son. The will, which named his son as trustee, showed that the estate was worth \$196,715. Since the boy was minor, the court appointed a guardian ad litem to represent him. The boy has visited their friends the Terrell Jacobs, the Concessions, the Pat Valdes, the Bradleys, Miss Taylor and others in the backyard.

(See FOREPAUGH ESTATE on page 55)

CHARLES WIRTH. May 13.—The will of Adam Forepaugh, who died in 1920, brought into Orphans' Court May 4 for a trustee to administer a fund set aside for his wife and son. The will, which named his son as trustee, showed that the estate was worth \$196,715. Since the boy was minor, the court appointed a guardian ad litem to represent him. The boy has visited their friends the Terrell Jacobs, the Concessions, the Pat Valdes, the Bradleys, Miss Taylor and others in the backyard.

(See FOREPAUGH ESTATE on page 55)

CHARLES WIRTH. May 13.—The will of Adam Forepaugh, who died in 1920, brought into Orphans' Court May 4 for a trustee to administer a fund set aside for his wife and son. The will, which named his son as trustee, showed that the estate was worth \$196,715. Since the boy was minor, the court appointed a guardian ad litem to represent him. The boy has visited their friends the Terrell Jacobs, the Concessions, the Pat Valdes, the Bradleys, Miss Taylor and others in the backyard.

(See FOREPAUGH ESTATE on page 55)

CHARLES WIRTH. May 13.—The will of Adam Forepaugh, who died in 1920, brought into Orphans' Court May 4 for a trustee to administer a fund set aside for his wife and son. The will, which named his son as trustee, showed that the estate was worth \$196,715. Since the boy was minor, the court appointed a guardian ad litem to represent him. The boy has visited their friends the Terrell Jacobs, the Concessions, the Pat Valdes, the Bradleys, Miss Taylor and others in the backyard.

(See FOREPAUGH ESTATE on page 55)

CHARLES WIRTH. May 13.—The will of Adam Forepaugh, who died in 1920, brought into Orphans' Court May 4 for a trustee to administer a fund set aside for his wife and son. The will, which named his son as trustee, showed that the estate was worth \$196,715. Since the boy was minor, the court appointed a guardian ad litem to represent him. The boy has visited their friends the Terrell Jacobs, the Concessions, the Pat Valdes, the Bradleys, Miss Taylor and others in the backyard.

(See FOREPAUGH ESTATE on page 55)

CHARLES WIRTH. May 13.—The will of Adam Forepaugh, who died in 1920, brought into Orphans' Court May 4 for a trustee to administer a fund set aside for his wife and son. The will, which named his son as trustee, showed that the estate was worth \$196,715. Since the boy was minor, the court appointed a guardian ad litem to represent him. The boy has visited their friends the Terrell Jacobs, the Concessions, the Pat Valdes, the Bradleys, Miss Taylor and others in the backyard.

(See FOREPAUGH ESTATE on page 55)

CHARLES WIRTH. May 13.—The will of Adam Forepaugh, who died in 1920, brought into Orphans' Court May 4 for a trustee to administer a fund set aside for his wife and son. The will, which named his son as trustee, showed that the estate was worth \$196,715. Since the boy was minor, the court appointed a guardian ad litem to represent him. The boy has visited their friends the Terrell Jacobs, the Concessions, the Pat Valdes, the Bradleys, Miss Taylor and others in the backyard.

(See FOREPAUGH ESTATE on page 55)

CHARLES WIRTH. May 13.—The will of Adam Forepaugh, who died in 1920, brought into Orphans' Court May 4 for a trustee to administer a fund set aside for his wife and son. The will, which named his son as trustee, showed that the estate was worth \$196,715. Since the boy was minor, the court appointed a guardian ad litem to represent him. The boy has visited their friends the Terrell Jacobs, the Concessions, the Pat Valdes, the Bradleys, Miss Taylor and others in the backyard.

(See FOREPAUGH ESTATE on page 55)

CHARLES WIRTH. May 13.—The will of Adam Forepaugh, who died in 1920, brought into Orphans' Court May 4 for a trustee to administer a fund set aside for his wife and son. The will, which named his son as trustee, showed that the estate was worth \$196,715. Since the boy was minor, the court appointed a guardian ad litem to represent him. The boy has visited their friends the Terrell Jacobs, the Concessions, the Pat Valdes, the Bradleys, Miss Taylor and others in the backyard.

(See FOREPAUGH ESTATE on page 55)

CHARLES WIRTH. May 13.—The will of Adam Forepaugh, who died in 1920, brought into Orphans' Court May 4 for a trustee to administer a fund set aside for his wife and son. The will, which named his son as trustee, showed that the estate was worth \$196,715. Since the boy was minor, the court appointed a guardian ad litem to represent him. The boy has visited their friends the Terrell Jacobs, the Concessions, the Pat Valdes, the Bradleys, Miss Taylor and others in the backyard.

(See FOREPAUGH ESTATE on page 55)

CHARLES WIRTH. May 13.—The will of Adam Forepaugh, who died in 1920, brought into Orphans' Court May 4 for a trustee to administer a fund set aside for his wife and son. The will, which named his son as trustee, showed that the estate was worth \$196,715. Since the boy was minor, the court appointed a guardian ad litem to represent him. The boy has visited their friends the Terrell Jacobs, the Concessions, the Pat Valdes, the Bradleys, Miss Taylor and others in the backyard.

(See FOREPAUGH ESTATE on page 55)

CHARLES WIRTH. May 13.—The will of Adam Forepaugh, who died in 1920, brought into Orphans' Court May 4 for a trustee to administer a fund set aside for his wife and son. The will, which named his son as trustee, showed that the estate was worth \$196,715. Since the boy was minor, the court appointed a guardian ad litem to represent him. The boy has visited their friends the Terrell Jacobs, the Concessions, the Pat Valdes, the Bradleys, Miss Taylor and others in the backyard.

(See FOREPAUGH ESTATE on page 55)

CHARLES WIRTH. May 13.—The will of Adam Forepaugh, who died in 1920, brought into Orphans' Court May 4 for a trustee to administer a fund set aside for his wife and son. The will, which named his son as trustee, showed that the estate was worth \$196,715. Since the boy was minor, the court appointed a guardian ad litem to represent him. The boy has visited their friends the Terrell Jacobs, the Concessions, the Pat Valdes, the Bradleys, Miss Taylor and others in the backyard.

(See FOREPAUGH ESTATE on page 55)

CHARLES WIRTH. May 13.—The will of Adam Forepaugh, who died in 1920, brought into Orphans' Court May 4 for a trustee to administer a fund set aside for his wife and son. The will, which named his son as trustee, showed that the estate was worth \$196,715. Since the boy was minor, the court appointed a guardian ad litem to represent him. The boy has visited their friends the Terrell Jacobs, the Concessions, the Pat Valdes, the Bradleys, Miss Taylor and others in the backyard.

(See FOREPAUGH ESTATE on page 55)

CHARLES WIRTH. May 13.—The will of Adam Forepaugh, who died in 1920, brought into Orphans' Court May 4 for a trustee to administer a fund set aside for his wife and son. The will, which named his son as trustee, showed that the estate was worth \$196,715. Since the boy was minor, the court appointed a guardian ad litem to represent him. The boy has visited their friends the Terrell Jacobs, the Concessions, the Pat Valdes, the Bradleys, Miss Taylor and others in the backyard.

(See FOREPAUGH ESTATE on page 55)

CHARLES WIRTH. May 13.—The will of Adam Forepaugh, who died in 1920, brought into Orphans' Court May 4 for a trustee to administer a fund set aside for his wife and son. The will, which named his son as trustee, showed that the estate was worth \$196,715. Since the boy was minor, the court appointed a guardian ad litem to represent him. The boy has visited their friends the Terrell Jacobs, the Concessions, the Pat Valdes, the Bradleys, Miss Taylor and others in the backyard.

(See FOREPAUGH ESTATE on page 55)

CHARLES WIRTH. May 13.—The will of Adam Forepaugh, who died in 1920, brought into Orphans' Court May 4 for a trustee to administer a fund set aside for his wife and son. The will, which named his son as trustee, showed that the estate was worth \$196,715. Since the boy was minor, the court appointed a guardian ad litem to represent him. The boy has visited their friends the Terrell Jacobs, the Concessions, the Pat Valdes, the Bradleys, Miss Taylor and others in the backyard.

(See FOREPAUGH ESTATE on page 55)

CHARLES WIRTH. May 13.—The will of Adam Forepaugh, who died in 1920, brought into Orphans' Court May 4 for a trustee to administer a fund set aside for his wife and son. The will, which named his son as trustee, showed that the estate was worth \$196,715. Since the boy was minor, the court appointed a guardian ad litem to represent him. The boy has visited their friends the Terrell Jacobs, the Concessions, the Pat Valdes, the Bradleys, Miss Taylor and others in the backyard.

(See FOREPAUGH ESTATE on page 55)

CHARLES WIRTH. May 13.—The will of Adam Forepaugh, who died in 1920, brought into Orphans' Court May 4 for a trustee to administer a fund set aside for his wife and son. The will, which named his son as trustee, showed that the estate was worth \$196,715. Since the boy was minor, the court appointed a guardian ad litem to represent him. The boy has visited their friends the Terrell Jacobs, the Concessions, the Pat Valdes, the Bradleys, Miss Taylor and others in the backyard.

(See FOREPAUGH ESTATE on page 55)

CHARLES WIRTH. May 13.—The will of Adam Forepaugh, who died in 1920, brought into Orphans' Court May 4 for a trustee to administer a fund set aside for his wife and son. The will, which named his son as trustee, showed that the estate was worth \$196,715. Since the boy was minor, the court appointed a guardian ad litem to represent him. The boy has visited their friends the Terrell Jacobs, the Concessions, the Pat Valdes, the Bradleys, Miss Taylor and others in the backyard.

(See FOREPAUGH ESTATE on page 55)

CHARLES WIRTH. May 13.—The will of Adam Forepaugh, who died in 1920, brought into Orphans' Court May 4 for a trustee to administer a fund set aside for his wife and son. The will, which named his son as trustee, showed that the estate was worth \$196,715. Since the boy was minor, the court appointed a guardian ad litem to represent him. The boy has visited their friends the Terrell Jacobs, the Concessions, the Pat Valdes, the Bradleys, Miss Taylor and others in the backyard.

(See FOREPAUGH ESTATE on page 55)

CHARLES WIRTH. May 13.—The will of Adam Forepaugh, who died in 1920, brought into Orphans' Court May 4 for a trustee to administer a fund set aside for his wife and son. The will, which named his son as trustee, showed that the estate was worth \$196,715. Since the boy was minor, the court appointed a guardian ad litem to represent him. The boy has visited their friends the Terrell Jacobs, the Concessions, the Pat Valdes, the Bradleys, Miss Taylor and others in the backyard.

(See FOREPAUGH ESTATE on page 55)

CHARLES WIRTH. May 13.—The will of Adam Forepaugh, who died in 1920, brought into Orphans' Court May 4 for a trustee to administer a fund set aside for his wife and son. The will, which named his son as trustee, showed that the estate was worth \$196,715. Since the boy was minor, the court appointed a guardian ad litem to represent him. The boy has visited their friends the Terrell Jacobs, the Concessions, the Pat Valdes, the Bradleys, Miss Taylor and others in the backyard.

(See FOREPAUGH ESTATE on page 55)

CHARLES WIRTH. May 13.—The will of Adam Forepaugh, who died in 1920, brought into Orphans' Court May 4 for a trustee to administer a fund set aside for his wife and son. The will, which named his son as trustee, showed that the estate was worth \$196,715. Since the boy was minor, the court appointed a guardian ad litem to represent him. The boy has visited their friends the Terrell Jacobs, the Concessions, the Pat Valdes, the Bradleys, Miss Taylor and others in the backyard.

(See FOREPAUGH ESTATE on page 55)

CHARLES WIRTH. May 13.—The will of Adam Forepaugh, who died in 1920, brought into Orphans' Court May 4 for a trustee to administer a fund set aside for his wife and son. The will, which named his son as trustee, showed that the estate was worth \$196,715. Since the boy was minor, the court appointed a guardian ad litem to represent him. The boy has visited their friends the Terrell Jacobs, the Concessions, the Pat Valdes, the Bradleys, Miss Taylor and others in the backyard.

(See FOREPAUGH ESTATE on page 55)

CHARLES WIRTH. May 13.—The will of Adam Forepaugh, who died in 1920, brought into Orphans' Court May 4 for a trustee to administer a fund set aside for his wife and son. The will, which named his son as trustee, showed that the estate was worth \$196,715. Since the boy was minor, the court appointed a guardian ad litem to represent him. The boy has visited their friends the Terrell Jacobs, the Concessions, the Pat Valdes, the Bradleys, Miss Taylor and others in the backyard.

Water Spec for Ohio Coney

Cincy Opening With Pyro Bill

Colorful fete is arranged as innovation—Schott announces working staff

CINCINNATI, May 18.—An aquatic "Water Spectacular," "The Water Ride" on the lagoon will signal opening of the regular season at Coney Island on May 20. Highlights on the bill will include the first ever "Pyro Bill" a 10-mile boat ride on the Island Queen, swimming, dancing, clubhouse events, Land of Oz new Shiratopia and other rides still to come.

"The Water Ride," to be presented as a slightly free attraction on May 20 to 25, will be built up of water pyrotechnics, with a large stage set, featuring high divers and water acrobats, colorful costumes and electrified gondolas, barges and floats. The scene has been designed to fit the production of a story in story form, produced and directed by Ray Anderson, Thorne-Duffield Fireworks Co.

This will be the first time in Coney's history that a season has been opened with a *spay*. A Free show at 4 o'clock every afternoon on Lake Coney will feature the "Pyro Bill" with Art Morgan, Childs and his orchestra, with Ruth Marper, vocalist, will be in the enlarged Moonlite Gondola. Tommy Hoban, the "King of the Beach," will be in the Clubhouse during dinner hour and thru evenings. Art Morgan and his orchestra will furnish music for free on the ballroom deck of the Island Queen.

The Coney Circus, new this season, will entertain day and night, and features all the actors. The new "Pyro Bill" in the line-up includes Rocket Ships, Wild Cat, Clipper, Cascade, Show Boat, Left-in-the-Rain, Tumble Bug, Merry-

(See WATER SPEC on page 24)

Oklahoma Springdale Debut Is Up 22%

OKLAHOMA CITY, May 18.—Annual opening of Springfield Amusement Park here on May 5, had record attendance, with 100,000 visitors, and receipts, said records were \$246 per cent better than at other openings in park history. The new "Pyro Bill" was the record breaker. Third day off for first Sunday receipts because of rain but Monday saw nice crowds again. Two new shows were added Saturday and Sunday and (See OKLA. SPRINGDALE on page 23)

Name Bands for Cedar Point

SANDUSKY, O. May 18.—For opening of Cedar Point-on-Lake Erie with nine music orchestras, Don Bestor is set for the bow on June 10, with Shep Fields to follow. The new "Pyro Bill" at Cedar Point will be the only ballroom in this territory with a week-to-week band policy. As part of an extensive remodeling, under way, \$15,000 has been approved for reconstruction of the ballroom. Acoustical and electrical engineers promise it will be the best in the country. At 1000 breakers, 1000 outside rooms are being made ready, with dredging and beautification of lagoons, redecorating the midway and resurfacing many miles of shaded walks.

Rides and Buildings Ready On New Pontchartrain Site

NEW ORLEANS, May 13.—At the Pontchartrain Beach, to open on June 4 on a site about two miles east of the former beach on Lake Pontchartrain, fees \$1000 AED on page 24

SEATTLE—Rich Heuer's new on-the-water roller coaster has been removed from the existing roller skating "Pleasure Park" opened on May 8. Management will furnish free bus transportation to patrons on Sunnyside this year.



FRANK RAPOF, who has been re-appointed general manager of Summit Beach Park, Akron, by directors of the operating company, presented his third annual budget as director of the midwinter opus. He was manager of Crystal Pool in the old days, and subsequently, formerly managed a chain of theaters in Akron and has been in several branches of outdoor show business.

Riverview in Chi Adding New Rides

CHICAGO, May 13, Riverview Park, which will open its season on May 17, has added a new roller coaster, a 100-foot tall slide. Additions are to Bobbleplane, and a third ride which park officials say comes from England. Setting up of the new roller coaster, the first of artificial rock similar to that used in Brookfield (Ill.) Zoo.

Fourteen rubber cushion seats, which project upwards on the Bobo Coaster last season, have been installed on six other rides. Bound-proofing rides also is being left to the imagination of the park's engineers. Lucy Teeter and Neil Drivers played a return engagement on May 8 under auspices of Atlantic Post, American Legion, to good business.

It is announced that two new shows will be operated in the new "Pyro Bill" in about the same *spay* last summer.

School Day Launches Idora

YOUNGSTOWN, O. May 13.—High School Day launching the season to high school students today with 16,000 students expected, said Max Binden, assistant manager. New on the midway will be Cinderella's Slipper, a thrill-a-minute dance pavilion with Old Tiny Hill and his orchestra.

DETROIT, May 13.—Harry E. Ward, who has been elected chairman of the Michigan Conference on Bathing Places at the seventh annual conference here on May 6 in Webster Hall, Milton H. Miller has been elected vice-chairman and Secretary-Treasurer John E. Miller was re-elected.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.

WEST POINT, Wyo.—Wyoming State Fair Park has awarded its season on May 16 with \$30,000 worth of improvements, including some new rides, modern buildings and parking areas.

House band for the season in modernized ballrooms is that of Steve and Swedish.</

The Pool Whirl

By NAT A. TOR

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

Yo' Fep Talk

With majority of outdoor tanks making波浪 this week-end and next, the column takes role of coach and offers a typical pep talk to get in there and fight boys. Let's face it, swimming is their best relaxation. Hit 'em hard! Don't leave any loopholes for them to run thru' opportunities. Don't visit your poolside or activities. Always give them their money's worth.

Swimmers at all times. Remember, one satisfied steady patron is worth a handful of transients. Don't always wait for weather. A hot spell may be a long way off, but let them know that your pool is there. If your swimmer is too short to sit back and swim, keep your place spotless and span. Be sure to have a first-aid kit prepared for accidents before they happen. Don't feel that because you have a first-aid room your troubles are over. A bottle of beer doesn't justify many naps in your slide. Check your equipment before you open the tank; not after a swimmer complains!

"Are towels right? Are your bathing suits clean? What's the idea of not having soap in the shower room? How do you expect to keep your pool clean? That are the questions you must remember. Give the staff uniforms and make certain they wear them. Two often pool men are lax and think they don't have to worry about high-school jessies. Instead of official pool wardrobe, a big Varsity "Q" on a life guard's sweat shirt might look prettier. You can't expect a well-organized club to make for a well-managed swim estab. Don't be a bunch of mollycoddles and copy cat. Create original new ideas. Run your business. Get away from patronizing your place over others. Break that line. Hit 'em. Hit 'em hard. Get in there and fight!"

Dunkers' Delight

According to reports, it appears as the popularity of hot dogs and hamburgers among pool swimmers will be opposed this summer. Many towns announcing that they will not have these items in the consensus is that this item is fast growing in popularity. Not that plunges are not going to continue, however, it appears as the publicists the Pitts round cases with the holes are receiving at the World's Fair are making them round in popularity. Many aquatics droves are taking to making a clever idea originated by one outdoor pool man. One of the tricks of running a restaurant at a tank has been to get swimmers to take POOL WHIRL (see page 52).

Long Island

By ALFRED FRIEDMAN

Howard Johnson's ice cream spot at Queensbury, serving 30 kinds seems likely to be a success. The place is a great interest, judging from popularity of the spot. Heretofore hot dog and drink places have been ho-hoos, but ice cream places are taking over. In fact, they are getting results in a big way locally. Dedication of the new Rockaway road-project and general beach-front improvement is set for about June 19th, with

NATIONAL SHOWMEN'S ASSOCIATION

An Organization by and for Showmen and Allied Fields.

BENEVOLENT PROTECTIVE—SOCIAL

(Hospitalization and Cemetery Fund)
Dues \$10 Initiation \$10Sixth Floor, Palace Theater Bldg.
1564 Broadway
New York City

Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

SCHAUMS AUDITORIUM RINK. Schamus' Auditorium, located at 10th and Main, was destroyed by fire on May 8 with damage estimated by Proprietor Denton E. Fair at \$40,000, partly covered by insurance. The rink, which had been open since January, and a new amplifying system valued at \$10,000, was destroyed. Property is owned by G. R. Schamus, Pittsburgh, operator with his brother of public skating rinks as cause of the blaze.

LITERATE PARK ROLLER RINK. Whitington, O., opened its doors for the new season, with sessions on Thursday, Thursday, Saturday and Sunday nights. Rink has been renovated and new equipment added.

NEW PALOMAR ROLLER RINK. Milwaukee, Wisc., opened on May 11 with evening sessions on Mondays. Arthur Jurena, manager, features music and new Richardson skates.

P. R. DEXTER'S portable opened well in Leavenworth, Kan., on May 8 under management of W. A. Gallagher, Rink first to play Leavenworth in a number of years. Portable is a 100-foot maple floor in 40 by 100-foot hall.

NEAR WILKES-BARRE. Pennsylvania at a special meeting of Kingston zoning commission, it was granted a variance to Davis to erect an outdoor ice-skating rink and recreation center in that bore at a cost of about \$18,000. It is reported by Harry C. Southerners that the rink will be 100 feet wide by 200 feet long. It will be of the 60-ton refrigeration plant may be used from October to end of March. The skating rink will be built on the site of the dancing, roller skating and other arrangements, he said, and completion is expected in July.

LEADS OF Moonlight Gardens Roller Rink, former dance hall in Springfield, Ill., and operated by A. D. Pearson for two years, were not renewed on April 15. Pearson, who is also owner of the rink, has redecorated the building and began operation of the rink himself on April 16. Pearson plans to operate a rink in another city in addition to his rink in Troy, Ill. Farwell party staged on April 27 featured the Dutch Rollers, Westernaires and Alpine Skaters of the Waits Club. On May 1 the team appeared at opening of Charles Shultz's Silver Skate portable in Jacksonville, Ill. Total cost of the 100-foot floor and machinery is in electric organ.

OUTDOOR roller rink being constructed at 10th and Main, Waco, Tex. John Petrucci, manager of the dance pavilion and rink during the winter, when will have chart, said many novelties will be shown. New rink will be 70 by 150 feet with a terrazzo floor and electric organ.

NEW SPRING GARDENS ROLLER RINK. Sand Lake, Mich., had attendance of 400 at its recent opening, reports Harry McFarland and W. F. Bacon, proprietors. The rink is located on a hill above the town, with views of the surrounding country. Recent visitors were members of Arenas Gardens Skating Club, Detroit, who gave exhibitions, and a group from the Rink, Toledo, Ohio.

FOLLOWING two months of good business in Machesney, Ill., O. Shepherd moved a portable to Highland Park, Meridian, Miss., on May 8 for an eight-week engagement. The portable has recently added to the personnel, which includes Mr. and Mrs. O. Shepherd and Mary Lee, and Dennis Rachel.

INDOOR roller skating is expected to show an increase in Bala Cynwyd, Pa., with a warning from police that the law prohibits outside roller skating will be rigidly enforced. Citizens complained

that they have been forced into streets to roller skate, while householders complained of noise made by skaters late at night.

A WEDDING on roller rinks was performed in National Park, Baltimore, April 26, when Garnet Schulz, of Pittsburgh, when Garnet Schulz, and William Ensmitt who had met when both were roller skating three years ago in front of their homes, were married before the four parents and 1,000 other spectators. Entire service was in skates. Guests were in formal clothes. Sholes of Baltimore and Pittsburgh, are continuing a round of rink trips in Western Pennsylvania, most recent trip being to Sports Haven, Bridgeport.

HOWARD COPELAND, operator of Twin City Roller Rink, Kalispell, Wash., has sold his interest in the rink to Lorenz Walker,abor to be \$60 by 123 feet. He will be aided in construction plans by his father, Ralph Copeland, associated with Imperial Rink, Portland, Ore.

BILL TOMLINSON hypothesized the unusual wading lake operation with "Wade-a-Rama" in the new 100-foot portable at Fairmont, W. Va. The week featured invited by Harry C. Southerners and was a success. The opening of portable is now complete and winter is at hand. At the conclusion of the vacation the rink will be operated on Sundays also.

EARL WOODWARD of the Four Earls, skating act, reports he underwent an operation for blood poisoning at a hospital in Greenburgh, N. Y., on May 3. He is recovering rapidly and is recuperating at his home on Sybil Lake, where Earl and Mrs. Woodward conduct a summer rink. Victor and Ruth Rocca, who have been with the act, will rejoin him in June, when they will play a Canadian fair for George H. Hamill.

JOHNNIE STEEDLEY reports that four roller rinks are operating in and about Dallas to good business. First park Rink is staging races Sunday nights.

AFTER playing Wintergarden Roller way, Boston, Fred (Bright Star) Murres, 72-year-old Pawnee Indian skater, returned to his home in Pawnee, Okla., to Freeman to the recent annual convention of the Roller Skating Ring Operators of the United States in Minnesota. He is now engaged in a 10-day tour and a four-day engagement in Young and McLean's Ball Lost Rink, Bain, Mo. He then played Frank Albin's Rink, Show-Meg, Mo., and was booked for Ben Morris' Rink, Bridgeport, Conn.

Rink Industry On High Plane

By VICTOR J. BROWN

Excerpts from address as retiring president of the Roller Skating Ring Operators Association of the United States of the head of Dreamland Park Rink, Newark, N. J., at the second annual convention in Miriclo (L) Rink, Newark.

Roller skating, recognized as one of the finest pastimes for the child, is now one of the most pleasing diversions and types of exercise for grownups as well as for adults. It is a game that is fast becoming popular, comparable to baseball, football and ice skating.

Looking back over our two years in office, I am very gratified to me that under my leadership this organization has been developed from its infancy to where it is now recognized nationally so that almost every State in the union and beyond the boundaries

of our country throughout the world. Our skaters have brought connections with Europe, Canada, South America and even Australia. We are growing rapidly. What seemed like a completely unorganized, wholesome sport and pastime is now reflected in a membership of this association of 100 clubs, substantially represented in every state.

Can Command Respect

Much has been accomplished by your association. We now have AAU recognition which is something of which every member should be proud. As far as our uniting efforts this association is on the verge of being taken into the Olympic Games. We have been assured by the foreign bodies that we will be recognized. An organization that has developed so healthily, rapidly and successfully as this one should be given the respect and recognition of the Olympic Committee.

Now that we have reached a point where it is recognized in business channels as an industry that represents millions of dollars. As an industry, it has a place of security. Let us estimate the dominating problem of unemployment in this nation, as well as in the rest of the world, and see that the religious, social, professional and commercial leaders find it quite easy to indoctrinate their people to our cause.

My lifetime, as far as time devoted to activities which provide amusement for the public, in no other activity have I found more pleasure than in the unique time character and unusual intelligence of the members of this association.

Guardians of Patrons

No business dealing with the human element, including children, can hope to succeed unless it is based upon a concern in protecting the morals of those who patronize our rinks. At no time should you ever permit anything to take place in your rink that would be injurious to the character and well-being of patrons. Not only is it imperative for you to continue your influence in this direction, but it is also important from a commercial point of view as persons who have money invested in your activity, it is wise to let them fully alert to the fact that you are doing your best to maintain the standard so high that you will be proud to have the world know that your business is that of supplying wholesome and pleasant pastime in the form of roller skating.

It is my sincere hope that this association and all its representatives will always be the considerate, reverent and admiring fathers and mothers of the children of this nation because of the care, concern and love that a father and mother give their own tots which will be given by the patrons of roller-skating rinks of America. If I were permitted to speak to the members of this association, I would like to continue as your president, but because I feel that I have done my duty sincerely, wholeheartedly, untiringly and effectively, I ask that you select another from among our delegates.

GRAND-STAND SHOWS—

(Continued from page 31)
Signed by Edmundson (ATA) Exhibition Association.

GATEWOOD RODEO has been contracted for four night shows at the 1939 Fairfield County Fair, Lancaster, O., reported Secretary Russell W. Atk.

Fair Grounds

ROSENTHAL, S.D.—Site of undetermined origin destroyed one of two racing stables on Rosenthal Fair grounds, damage being caused by fire.

TOPSFIELD, Mass.—Games, shows and picnics rights for Yarmouth County Fair have been awarded to the Yarmouth Fair, Inc., of Salisbury, Mass. Topsfeld management is a leader in the Massachusetts movement to clean midway and every attraction must pass rigid inspection.

NORWICH, N.Y.—Extensive improvements are being made on Chenango County Fair grounds, here, reports Secretary F. W. Littlefair. President Frank E. Littlefair is a force grading the midway, erecting new frames and new railings

around the race track. Poultry buildings have been altered. O. C. Buck Shows have been booked for the four-day annual.

MOOSEJAW, N.Y.—Exhibit prize money for the 1939 Moosejaw Exhibition will total \$3,000, said George D. Mackie, manager. Zimlers Greater Moosejaw, Inc., of the city and surrounding areas, will be held by Zimlers Carruthers. Opening day will have Jimmie Lynch's Death Dodgers. There will be fireworks on first and last days.

CALOCAHAN, Ala.—New stable accommodation for 100 horses will be built on the Caloahan and Diamond Roads, built within the last six weeks. Trainers are being called for construction of two winter horse barns, another racing stable and extension to a stable meeting.

BASKATON, S.D.—James Black was elected president of the 1939 Travelers Day Fair, held annually in the city of Sioux City. The Parade as at the 1939 exposition was started. Committee accepted an offer of the exhibition hall to run a track over the residential end of running the competition among Scandinavian bands held yearly in conjunction with Travelers' Day.

MADISON, Wis.—Dane County Agricultural Association has launched a subscription campaign to raise \$4,000 to save Dane County Fair by selling life memberships. The success of the campaign will depend whether the association will attempt to retain the fair property, against which there are \$10,000 unpaid debts and a \$10,000 mortgage.

MONTGOMERY, Wisc.—Green County Board of Supervisors voted a \$400 appropriation to pay 4-H Club premiums at the 1939 county fair, a reversal of its stand on last fall, when it refused to take any action.

WHITE ALLIANCE, Wisc.—Fire on May 7 in the first floor of the State Fair building here gutted the two-story frame structure, but much electrical equipment stored there was saved. The station wagon was damaged during fair week, when the apparatus is moved by the Milwaukee department.

MADISON, Wis.—An enlarged premium list with total increased from \$17,500 to \$20,000 has been announced for the 1939 Junior State Fair, part of the State Fair, here, reported Secretary W. E. Madison, secretary, and Jean McPartland, women's demonstration agent in Milwaukee, are new members of the board, said Russell K. Frest, director.

DETROIT, Ark.-Hatchett Fair Association has announced its participation in the 1939 fair with W. A. Griffin as president, and Mrs. Joe Lewis, secretary. Another group, including Household Council, Peabody, has been headed by G. W. Smith, president, J. L. Rigsby, manager, and J. E. Williams, secretary.



THE FIRST
BEST SKATE

QUALITY

RICHARDSON BALLBEARING SKATE CO.

Established 1884

2512-2518 Reverend Ave., Chicago, Ill.

The Best Skate Today

SKATING
RINK TENTS

SHOW AND CONCESSION,
NEW & USED TENTS

CAMPBELL TENT & AWNING CO.
Source at Third, Springfield, Ill.

PROFESSIONAL
ROLLER SKATING & DANCE MATS

FOR STAGE, CLUBS, GYMNASIUM,
Corsets, Handbags, in Various Sizes of Linen Cloth,
White, Yellow, Red, Blue, Green.

THE S. L. ROBERTS CORP.
1740 East 6th St., Cleveland, Ohio.

WHY "CHICAGO" SKATES

They are the MOST POPULAR and SERVICEABLE Skates on the Market. Their upkeep is very small and they have proved to be good money savers.

CHICAGO ROLLER SKATE CO.

1427 W. Lake St., CHICAGO, ILL.

No. 728

© 1939 Chicago Roller Skate Co.

Patented by the Inventor, Chicago, Ill.

Manufactured by the Inventor, Chicago, Ill.

Imported by the Inventor, Chicago, Ill.

Exported by the Inventor, Chicago, Ill.

Manufactured by the Inventor, Chicago, Ill.

Imported by the Inventor, Chicago, Ill.

Exported by the Inventor, Chicago, Ill.

Manufactured by the Inventor, Chicago, Ill.

Imported by the Inventor, Chicago, Ill.

Exported by the Inventor, Chicago, Ill.

Manufactured by the Inventor, Chicago, Ill.

Imported by the Inventor, Chicago, Ill.

Exported by the Inventor, Chicago, Ill.

Manufactured by the Inventor, Chicago, Ill.

Imported by the Inventor, Chicago, Ill.

Exported by the Inventor, Chicago, Ill.

Manufactured by the Inventor, Chicago, Ill.

Imported by the Inventor, Chicago, Ill.

Exported by the Inventor, Chicago, Ill.

Manufactured by the Inventor, Chicago, Ill.

Imported by the Inventor, Chicago, Ill.

Exported by the Inventor, Chicago, Ill.

Manufactured by the Inventor, Chicago, Ill.

Imported by the Inventor, Chicago, Ill.

Exported by the Inventor, Chicago, Ill.

Manufactured by the Inventor, Chicago, Ill.

Imported by the Inventor, Chicago, Ill.

Exported by the Inventor, Chicago, Ill.

Manufactured by the Inventor, Chicago, Ill.

Imported by the Inventor, Chicago, Ill.

Exported by the Inventor, Chicago, Ill.

Manufactured by the Inventor, Chicago, Ill.

Imported by the Inventor, Chicago, Ill.

Exported by the Inventor, Chicago, Ill.

Manufactured by the Inventor, Chicago, Ill.

Imported by the Inventor, Chicago, Ill.

Exported by the Inventor, Chicago, Ill.

Manufactured by the Inventor, Chicago, Ill.

Imported by the Inventor, Chicago, Ill.

Exported by the Inventor, Chicago, Ill.

Manufactured by the Inventor, Chicago, Ill.

Imported by the Inventor, Chicago, Ill.

Exported by the Inventor, Chicago, Ill.

Manufactured by the Inventor, Chicago, Ill.

Imported by the Inventor, Chicago, Ill.

Exported by the Inventor, Chicago, Ill.

Manufactured by the Inventor, Chicago, Ill.

Imported by the Inventor, Chicago, Ill.

Exported by the Inventor, Chicago, Ill.

Manufactured by the Inventor, Chicago, Ill.

Imported by the Inventor, Chicago, Ill.

Exported by the Inventor, Chicago, Ill.

Manufactured by the Inventor, Chicago, Ill.

Imported by the Inventor, Chicago, Ill.

Exported by the Inventor, Chicago, Ill.

Manufactured by the Inventor, Chicago, Ill.

Imported by the Inventor, Chicago, Ill.

Exported by the Inventor, Chicago, Ill.

Manufactured by the Inventor, Chicago, Ill.

Imported by the Inventor, Chicago, Ill.

Exported by the Inventor, Chicago, Ill.

Manufactured by the Inventor, Chicago, Ill.

Imported by the Inventor, Chicago, Ill.

Exported by the Inventor, Chicago, Ill.

Manufactured by the Inventor, Chicago, Ill.

Imported by the Inventor, Chicago, Ill.

Exported by the Inventor, Chicago, Ill.

Manufactured by the Inventor, Chicago, Ill.

Imported by the Inventor, Chicago, Ill.

Exported by the Inventor, Chicago, Ill.

Manufactured by the Inventor, Chicago, Ill.

Imported by the Inventor, Chicago, Ill.

Exported by the Inventor, Chicago, Ill.

Manufactured by the Inventor, Chicago, Ill.

Imported by the Inventor, Chicago, Ill.

Exported by the Inventor, Chicago, Ill.

Manufactured by the Inventor, Chicago, Ill.

Imported by the Inventor, Chicago, Ill.

Exported by the Inventor, Chicago, Ill.

Manufactured by the Inventor, Chicago, Ill.

Imported by the Inventor, Chicago, Ill.

Exported by the Inventor, Chicago, Ill.

Manufactured by the Inventor, Chicago, Ill.

Imported by the Inventor, Chicago, Ill.

Exported by the Inventor, Chicago, Ill.

Manufactured by the Inventor, Chicago, Ill.

Imported by the Inventor, Chicago, Ill.

Exported by the Inventor, Chicago, Ill.

Manufactured by the Inventor, Chicago, Ill.

Imported by the Inventor, Chicago, Ill.

Exported by the Inventor, Chicago, Ill.

Manufactured by the Inventor, Chicago, Ill.

Imported by the Inventor, Chicago, Ill.

Exported by the Inventor, Chicago, Ill.

Manufactured by the Inventor, Chicago, Ill.

Imported by the Inventor, Chicago, Ill.

Exported by the Inventor, Chicago, Ill.

Manufactured by the Inventor, Chicago, Ill.

Imported by the Inventor, Chicago, Ill.

Exported by the Inventor, Chicago, Ill.

Manufactured by the Inventor, Chicago, Ill.

Imported by the Inventor, Chicago, Ill.

Exported by the Inventor, Chicago, Ill.

Manufactured by the Inventor, Chicago, Ill.

Imported by the Inventor, Chicago, Ill.

Exported by the Inventor, Chicago, Ill.

Manufactured by the Inventor, Chicago, Ill.

Imported by the Inventor, Chicago, Ill.

Exported by the Inventor, Chicago, Ill.

Manufactured by the Inventor, Chicago, Ill.

Imported by the Inventor, Chicago, Ill.

Exported by the Inventor, Chicago, Ill.

Manufactured by the Inventor, Chicago, Ill.

Imported by the Inventor, Chicago, Ill.

Exported by the Inventor, Chicago, Ill.

Manufactured by the Inventor, Chicago, Ill.

Imported by the Inventor, Chicago, Ill.

Exported by the Inventor, Chicago, Ill.

Manufactured by the Inventor, Chicago, Ill.

Imported by the Inventor, Chicago, Ill.

Exported by the Inventor, Chicago, Ill.

Manufactured by the Inventor, Chicago, Ill.

Imported by the Inventor, Chicago, Ill.

Exported by the Inventor, Chicago, Ill.

Manufactured by the Inventor, Chicago, Ill.

Imported by the Inventor, Chicago, Ill.

Exported by the Inventor, Chicago, Ill.

Manufactured by the Inventor, Chicago, Ill.

Imported by the Inventor, Chicago, Ill.

Exported by the Inventor, Chicago, Ill.

Manufactured by the Inventor, Chicago, Ill.

Imported by the Inventor, Chicago, Ill.

Exported by the Inventor, Chicago, Ill.

Manufactured by the Inventor, Chicago, Ill.

Imported by the Inventor, Chicago, Ill.

Exported by the Inventor, Chicago, Ill.

Manufactured by the Inventor, Chicago, Ill.

Imported by the Inventor, Chicago, Ill.

Exported by the Inventor, Chicago, Ill.

Manufactured by the Inventor, Chicago, Ill.

Imported by the Inventor, Chicago, Ill.

Exported by the Inventor, Chicago, Ill.

Manufactured by the Inventor, Chicago, Ill.

Imported by the Inventor, Chicago, Ill.

Exported by the Inventor, Chicago, Ill.

Manufactured by the Inventor, Chicago, Ill.

Imported by the Inventor, Chicago, Ill.

Exported by the Inventor, Chicago, Ill.

Manufactured by the Inventor, Chicago, Ill.

Imported by the Inventor, Chicago, Ill.

Exported by the Inventor, Chicago, Ill.

Varied Weather, Fair Biz Greet A-S in Wichita

WICHITA, Kan., May 13.—Independent operators here report heavy rain on April 19 damped a cold driving rain that hampered staking of the show on the Franklin road lot, and after a week of variable weather, about 100 exhibitors were in business as fair, with a good Saturday. Shows wintered here for a week before opening several rides operated within the city limits in early April.

Front gate cariers paid ads of local merchants supplying show and no gate charge prevailed here, but pay gate will be used at the new site. Shows have an attractive appearance. Jim Campbell had his ponies on the lot opening night. The Wichita Eagle was liberal with space. Wichita Daily Times and the city daily papers were the only promotion medium staff has H. W. Anderson and M. A. Brader, owners; Fuzzy Brader, secretary; Ray Edmonds, superintendent; Ray Edmonds, electrician; Art Hutchinson, advertising, advance.

Line-Up

Rides: Merry-Go-Round, Slim Houston, manager; Mrs. Harry Stanley, tickets; Lorraine Flyer, 12 ft. high; Perrie Wheel, Perrie Wheel; Alvin Bishop, manager; Carl Dutcher, helper and tickets; Tilt-A-Whirl, Shorty Hines, manager; Jimmy Miller, manager; Artie Hines, manager plus; Clyde Bishop, manager; Alabama Evans, helper; Alberta Houston, tickets; Miss-Ups, manager; Constance, manager; Constance, tickets; Kiddy Karpets, manager; Jerry Shulzammer, owner; Rodney Kramer, (See VARIED WEATHER on page 42)

Chi North Side Shownmen To Party

CHICAGO, May 13.—Recently organized Chicago North Side Showmen's Association will hold a big party and induction meeting at the Performers' Club, 125 N. Clark street, on the night of May 23, with proceeds of the show going into the club's relief fund.

New organization has made rapid growth in the last two months and the annual meeting—operations of many small and night clubs, shows and carnivals, number of new North Side spots are being donated for the party, which is expected to draw capacity attendance.

Fair at Home Has Fair Bow in N. J.

SAYVILLE, N. J., May 13.—Fair at Home Shows concluded their opening 11-day stand of the season here last Saturday with fair business, altho the weather was bad during most of the cold nights. Shows are featuring pillars of new canvas; rides have been repainted and two new organs arrived and are operating on the main platform, with two large organs on the side of the transformer wagon and the free-set platform.

Virtue, Four is the free attraction.

Bennie Wood, the brain, featuring paper of flesh, is eligible.

Shows begin their second stand in Sayville for the season will start in Man-

ville, N. J.

**Badger State Opens
Okeh in Milwaukee**

MILWAUKEE, May 12.—Badger State Shows inaugurated the season here on April 20 with ideal weather and satisfactory business under Verna A. Aspinwall, manager, and Fred Beckles, owner-manager. Fred Beckles, high pole, is free attraction.

Frank Schlimpkoewski returned with his son, John, and son-in-law, Jimmie Hepler, electrician, has his photo gallery with it again, and Sammie Crayton is here with three half-gal units and cigarette machine. Jimmie Hepler, electrician, re-painted. Margaret Roth is operating new ice cream stand and Jim Thayer and wife are back with pop corn and lemonade. Jimmie Hepler, who has the Athletic Show, was called to his home, where his mother is seriously ill.

Dave Prevost's Monkey Show is popular. Showfolks entertained a number of visitors here.



PART OF THE PERSONNEL on the lot when the State Exposition Show opened just under way to a flying start in Arkansas City, Tex., on April 15, with 100 exhibitors and 100,000 visitors despite cool weather. Charles Rotolo is manager of the shows and C. G. Butler general representative. F. G. Bogle, special agent, furnished the photo.

Al Baysinger Tour Launched in Rain, Cold in Litchfield

LITCHFIELD, Ill., May 13.—Rain and cold kept crowds down all week at the State Fair, but the opening night here, which came to a close on April 20, a crowd turned out on the final day and spent freely, however. Mrs. Ellis Williams, manager, and her husband celebrated their birthday anniversary on April 20 and received many fine gifts.

Personnel includes Al Baysinger, manager; Mrs. Williams, co-owner, secretary, and Bob Morland, general assistant.

Rides: Al-o-Plane, Henry Harris (former manager); Jackie Harris, tickets; Flying Carpet, Bob Wimberly, manager; T. Tigres, second man; Merry-Go-Round, Ray Miller, foreman; Don Brumley, manager; Chariplane, Guy Bartell, foreman; White Wall, manager; auto museum; electrician and Kiddie Autos, Andy Widmer; master carpenter, Carl Montgomery; master mechanic, William Dale. (See AL BAYSINGER TOUR on page 42)

Clyde's United Gets Under Way in Pa.

JOHNTOWN, Pa., May 13.—Clyde's United Shows, under direction of George C. Smith, owner-managers, wound up their first stand and stand here under Loraine Flyer, 12 ft. high, with a better record than the first.

Line-up here included Perrie Wheel, Simon Krause, Lester Reed, foreman, Chariplane, Francis Thiel; Leo (See CLYDE'S UNITED GETS on page 42)

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

BALTIMORE, Md.,
Week ended May 13, 1939.

Dear Dixie: A short run in here and an early start on the road saw the lot before dusk, getting our equipment in time to clean up for a big 80 roof furnished by our constituents. This gesture of good will made the show short, but large, and the personal touch of our show's employees let the act of removing a few wrinkles from their abdomen put them right in the audience's favor. The various attractions so short of people that the houses decided to make it a three-day stand. Early department here was given to the auto pool, and on to the stage, starting driving during the late hours of night and in shotgun, kidnap, purloin or proposition, anyone, any place or with any show. Orders were given either

to come in with help or stay out until a show was available.

The Show Brothers, well-known girl-show operators who boast that they have measured more girls for rights than any other show, sent Paul Reeves to the Gate 6 Booth Bunker Show, who was successful in promoting three teasers and a bubble tarpeachoo by using a "no, no" song. The show was a hit at Hollywood by fall more than twice up Mike Jam, former 8 and 10-cent store operator and present manager of the Bunker Show.

On Friday night Duke de Shilling's Odorene Midway had a few oddities. After dining with Manager Duke and accepting other hospitalities, he was asked if she had any plans and was succeeded in presenting Barbara Blitzen, the matador, and several others. Who wanted to get off the nut

(See BALLYHOO on page 42)

Weather Hurts W-M in Philly

Biz, attendance picks up
last 3 days—new shows
line midway

PHILADELPHIA, May 13.—Turnout of 70,000 spectators at the State Fair as they opened their 1939 tent, however, making the scheduled April 20 opening impossible. Wet weather was followed by cool weather, but the weather for last day, excellent conditions prevailed, the last three days, with business being correspondingly good, reports Jim McHugh, manager of the Bremen Brothers' show. The new show was made in good time and then opened with new canvas, giving the midway a new, fresh appearance, and modern shiny—Gordons, Artistic Steel, chrome and fluorescent lighting. (See WEATHER HURTS on page 42)

Elements Hamper Sam Lawrence at Tennessee Dates

MORRISTOWN, Tenn., May 13.—Following a satisfactory engagement in Maryville, Tenn., Sam Lawrence, general manager of the Tennessee State Fair, under Morristown Ball Club auspices, in element weather limited attendance, but those who did turn out spent well, reports General Manager. Local press representative, Hot Marten, reported business was at maximum, while other spots and excursions doing well.

Manager Bill Morris did a good job of laying out the small lot and General Manager Sam Lawrence has kept his show crew occupied and retooling equipment, trying to make the best of the seems to their tool, G. E. Cone of Pollution Bag and Cotton Mills, visited, as did Whitley Thompson, of Whitley's Motor Hotel.

Staff includes Sam Lawrence, general manager; Mrs. Sam Lawrence, secretary-treasurer; Bill Morris, manager; C. D. (See ELEMENTS HAMPER on page 42)

Churchill Is Lawrence P. A.

MORRISTOWN, Tenn., May 13.—Sam Lawrence, general manager of the show bearing his name said here this week that he has engaged John M. Churchill as press representatives and promotional manager. Churchill, 35, formerly was with the Carnegie Lyceum, New York, where he had charge of direction and publicity for two seasons. He also directed the Tennessee Batavia Players as show director for one year and with John H. Rogers Producing Co. for two and a half seasons as director of musical comedies and outdoor pageants.

Mux Gruber Under Knife

PITTSBURGH, May 13.—Mag Gruber, "the world's" Exposition Show, entered Jewish Hospital here on May 8 to undergo a mastoid operation, reports G. Hodges Bryant.

Gibbs Has 50% Increase Over '38 Kansas Debut

PARSONS, Kan., May 13.—W. A. Gibbs Shows' opening stand here, which got up May 4, will April 29 WPA suspension results in a 50% increase over last year's stand here, reports Genevieve Moshnagger. No expense was spared in making the midway more attractive, and new games, new rides and painted fronts added no little to the show's appearance. A new front arch has been erected, but the shows still work on the present site.

Staff has W. A. Gibbs, owner-manager; Mrs. W. A. Gibbs, secretary-treasurer; G. P. Coffey, assistant manager; Joe Martin, manager of the 12 ft. high; Roy G. Coffey, special agent; Ernest Morris, concession manager; Roy J. Clark, concession manager. (See GIBBS HAS 50% on page 42)

Fire Destroys Chalkais Top

JOPLIN, Mo., May 13.—Fire here on April 20 destroyed the top on Chalkais Bros.' side show during the organization's 10th anniversary, according to the Snapp Bros.' Shows. According to reports, the fire started when someone carelessly threw a cigar from the Holloman Hotel into the building. It was quickly in flames. Manager Bill Chalkais estimated his loss at well over \$1,000. He immediately ordered a new top from Barker-Lockwood Co.

Change in Banty's Dates

BRIDGEPORT, O., May 13.—Rain here yesterday and Tuesday caused the cancellation of the Banty Bros. American Shows' appearance to request the organization to remain over until Wednesday. The show, which had been canceled and will open in Coopersburg, O., next Friday, New Philadelphia, O., date had been canceled.

Sponsored Events

Veterans, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS

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

Showfolk Aid in Rites Dedicating Calif. Depot

LOS ANGELES, May 18.—G. Waldo Tupper's apt. houses at 18 Bette, drew more than 120,000 at its opening with opening of the \$11,000,000 depot, said Jack Stratton, publicity director.

Among professionals connected with the show were John G. Green, George Hall, Charles Givens, Slim Givens, Steve Clark and Dolph Tewe, pageant director; Glenn Henry, correspondent of the industry; Jimmie Davis, state route; James Bigley, Frank Eagle, Feather, Ed Nello, E. Collins, Jim Brown, Bevvy Hamilton, Fred Davis, Fred Harman, G. C. Johnson, Tom Jones, Tom Bellamy, Ed Hanleman, Stuart Jean, Lillian Stratton, Fred Partridge, Fred Pfeifer; George Fritchman, pageant director; Gary Clark, manager of Princess Showgirls; Charles Drury, Henry Bailey, Maude Peasey, Tex Cooper, Mr. and Mrs. Gary Robinson, Charles Bryant and Charles Rice.

Midway for New York Event

WATERTOWN, N. Y., May 13.—Shows have been booked as midway attraction for a seven-day Old Home Week celebration, marking the 100th anniversary of founding of the city, reports C. W. Craft. John H. Newman has been named general chairman. Businesses, town corporations and others will be invited to band and band concerts. Plans are being made to bill the event in a 100-mile radius.

Stage Show Draws 75,000 To Calif. Food Exposition

OAKLAND, Calif., May 18.—Drawing an estimated 75,000 with a stage program, 14th annual Alameda County Food Show and Stage Auditorium here on April 22-23 under direction of the Retail Grocers' Association was an outstanding success, said Janie D. Anderson, president. The show received wide newspaper publicity and advertised in press, over radio, with billboards and in cinema cars. Part-paid tickets were distributed free.

Benny Walker planned the show, including Lila Mayberry, comedienne;

Henry Walker, emcee; and Lila Mayberry, comedienne.

H. G. HALLSTEIN, Chairman.

ACCOUNT DISAPPOINTMENT CARNIVAL NOT YET BOOKED FOR 8th ANNUAL LEGION RACES

LAWRENCE, KAN., AUGUST 26-31-SEPTEMBER 1, 1939
Contact R. G. HENDERSON, Comptroller.

WANTED CARNIVAL

FOR LABOR DAY CELEBRATION AND 4-H CLUB EXPOSITION
SEPT. 4-5-6-7, 1939
KANSAS CITY, Mo.

W. C. PEDERSON, 50th, Kansas City.

WANT MORE REVENUE

for YOUR ORGANIZATION?

Read

"BINGO BUSINESS"

A Column About Bingo in the

WHOLESALE MERCHANDISE Department

THIS WEEK and EVERY WEEK

Conducted by CLAUDE R. ELLIS

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

Large and Master, meadowlarks; Chorus and Worth, singing duo; Lolita and Ardo, dance team; and Leo Allen, baritone soloist. The show opened Saturday night for the show. Lum and Abner appeared on the last night, attracting more than 18,000.

ACTS Booked for Detroit

Detroit, May 18.—Already booked with the American Legion Circus here is Albin King, general manager, who is known from his other circus, the Detroit Liberty horse act; Harold Voice, aerial daredevil; and three Iron-jawed acrobats. Tom Thompson, director, and 12 girls for the open. Circumlocution of tickets has started. 18,000 books of 20

each have been sold.

ACTS Booked for Rochester

ROCHESTER, N. Y., May 18.—The

New York State Fair, May 25-June 12, 1939, will feature the 10th annual

Legion Circus, which will be held in

the amphitheater at the fair grounds.

ACTS Booked for Milwaukee

MILWAUKEE, May 18.—The 10th annual

Legion Circus, May 25-June 12, 1939,

will be held in the amphitheater at the

fair grounds, featuring the 10th annual

Legion Circus, May 25-June 12, 1939,

will be held in the amphitheater at the

fair grounds, featuring the 10th annual

Legion Circus, May 25-June 12, 1939,

will be held in the amphitheater at the

fair grounds, featuring the 10th annual

Legion Circus, May 25-June 12, 1939,

will be held in the amphitheater at the

fair grounds, featuring the 10th annual

Legion Circus, May 25-June 12, 1939,

will be held in the amphitheater at the

fair grounds, featuring the 10th annual

Legion Circus, May 25-June 12, 1939,

will be held in the amphitheater at the

fair grounds, featuring the 10th annual

Legion Circus, May 25-June 12, 1939,

will be held in the amphitheater at the

fair grounds, featuring the 10th annual

Legion Circus, May 25-June 12, 1939,

will be held in the amphitheater at the

fair grounds, featuring the 10th annual

Legion Circus, May 25-June 12, 1939,

will be held in the amphitheater at the

fair grounds, featuring the 10th annual

Legion Circus, May 25-June 12, 1939,

will be held in the amphitheater at the

fair grounds, featuring the 10th annual

Legion Circus, May 25-June 12, 1939,

will be held in the amphitheater at the

fair grounds, featuring the 10th annual

Legion Circus, May 25-June 12, 1939,

will be held in the amphitheater at the

fair grounds, featuring the 10th annual

Legion Circus, May 25-June 12, 1939,

will be held in the amphitheater at the

fair grounds, featuring the 10th annual

Legion Circus, May 25-June 12, 1939,

will be held in the amphitheater at the

fair grounds, featuring the 10th annual

Legion Circus, May 25-June 12, 1939,

will be held in the amphitheater at the

fair grounds, featuring the 10th annual

Legion Circus, May 25-June 12, 1939,

will be held in the amphitheater at the

fair grounds, featuring the 10th annual

Legion Circus, May 25-June 12, 1939,

will be held in the amphitheater at the

fair grounds, featuring the 10th annual

Legion Circus, May 25-June 12, 1939,

will be held in the amphitheater at the

fair grounds, featuring the 10th annual

Legion Circus, May 25-June 12, 1939,

will be held in the amphitheater at the

fair grounds, featuring the 10th annual

Legion Circus, May 25-June 12, 1939,

will be held in the amphitheater at the

fair grounds, featuring the 10th annual

Legion Circus, May 25-June 12, 1939,

will be held in the amphitheater at the

fair grounds, featuring the 10th annual

Legion Circus, May 25-June 12, 1939,

will be held in the amphitheater at the

fair grounds, featuring the 10th annual

Legion Circus, May 25-June 12, 1939,

will be held in the amphitheater at the

fair grounds, featuring the 10th annual

Legion Circus, May 25-June 12, 1939,

will be held in the amphitheater at the

fair grounds, featuring the 10th annual

Legion Circus, May 25-June 12, 1939,

will be held in the amphitheater at the

fair grounds, featuring the 10th annual

Legion Circus, May 25-June 12, 1939,

will be held in the amphitheater at the

fair grounds, featuring the 10th annual

Legion Circus, May 25-June 12, 1939,

will be held in the amphitheater at the

fair grounds, featuring the 10th annual

Legion Circus, May 25-June 12, 1939,

will be held in the amphitheater at the

fair grounds, featuring the 10th annual

Legion Circus, May 25-June 12, 1939,

will be held in the amphitheater at the

fair grounds, featuring the 10th annual

Legion Circus, May 25-June 12, 1939,

will be held in the amphitheater at the

fair grounds, featuring the 10th annual

Legion Circus, May 25-June 12, 1939,

will be held in the amphitheater at the

fair grounds, featuring the 10th annual

Legion Circus, May 25-June 12, 1939,

will be held in the amphitheater at the

fair grounds, featuring the 10th annual

Legion Circus, May 25-June 12, 1939,

will be held in the amphitheater at the

fair grounds, featuring the 10th annual

Legion Circus, May 25-June 12, 1939,

will be held in the amphitheater at the

fair grounds, featuring the 10th annual

Legion Circus, May 25-June 12, 1939,

will be held in the amphitheater at the

fair grounds, featuring the 10th annual

Legion Circus, May 25-June 12, 1939,

will be held in the amphitheater at the

fair grounds, featuring the 10th annual

Legion Circus, May 25-June 12, 1939,

will be held in the amphitheater at the

fair grounds, featuring the 10th annual

Legion Circus, May 25-June 12, 1939,

will be held in the amphitheater at the

fair grounds, featuring the 10th annual

Legion Circus, May 25-June 12, 1939,

will be held in the amphitheater at the

fair grounds, featuring the 10th annual

Legion Circus, May 25-June 12, 1939,

will be held in the amphitheater at the

fair grounds, featuring the 10th annual

Legion Circus, May 25-June 12, 1939,

will be held in the amphitheater at the

fair grounds, featuring the 10th annual

Legion Circus, May 25-June 12, 1939,

will be held in the amphitheater at the

fair grounds, featuring the 10th annual

Legion Circus, May 25-June 12, 1939,

will be held in the amphitheater at the

fair grounds, featuring the 10th annual

Legion Circus, May 25-June 12, 1939,

will be held in the amphitheater at the

fair grounds, featuring the 10th annual

Legion Circus, May 25-June 12, 1939,

will be held in the amphitheater at the

fair grounds, featuring the 10th annual

Legion Circus, May 25-June 12, 1939,

will be held in the amphitheater at the

fair grounds, featuring the 10th annual

Legion Circus, May 25-June 12, 1939,

will be held in the amphitheater at the

fair grounds, featuring the 10th annual

Legion Circus, May 25-June 12, 1939,

will be held in the amphitheater at the

fair grounds, featuring the 10th annual

Legion Circus, May 25-June 12, 1939,

will be held in the amphitheater at the

fair grounds, featuring the 10th annual

Legion Circus, May 25-June 12, 1939,

will be held in the amphitheater at the

fair grounds, featuring the 10th annual

Legion Circus, May 25-June 12, 1939,

will be held in the amphitheater at the

fair grounds, featuring the 10th annual

Legion Circus, May 25-June 12, 1939,

will be held in the amphitheater at the

fair grounds, featuring the 10th annual

Legion Circus, May 25-June 12, 1939,

will be held in the amphitheater at the

fair grounds, featuring the 10th annual

Legion Circus, May 25-June 12, 1939,

will be held in the amphitheater at the

fair grounds, featuring the 10th annual

Legion Circus, May 25-June 12, 1939,

will be held in the amphitheater at the

fair grounds, featuring the 10th annual

Legion Circus, May 25-June 12, 1939,

will be held in the amphitheater at the

fair grounds, featuring the 10th annual

Legion Circus, May 25-June 12, 1939,

will be held in the amphitheater at the

fair grounds, featuring the 10th annual

Legion Circus, May 25-June 12, 1939,

will be held in the amphitheater at the

fair grounds, featuring the 10th annual

Legion Circus, May 25-June 12, 1939,

will be held in the amphitheater at the

fair grounds, featuring the 10th annual

Legion Circus, May 25-June 12, 1939,

will be held in the amphitheater at the

fair grounds, featuring the 10th annual

Legion Circus, May 25-June 12, 1939,

will be held in the amphitheater at the

fair grounds, featuring the 10th annual

Legion Circus, May 25-June 12, 1939,

will be held in the amphitheater at the

fair grounds, featuring the 10th annual

Legion Circus, May 25-June 12, 1939,

will be held in the amphitheater at the

fair grounds, featuring the 10th annual

Legion Circus, May 25-June 12, 1939,

will be held in the amphitheater at the

fair grounds, featuring the 10th annual

Legion Circus, May 25-June 12, 1939,

will be held in the amphitheater at the

fair grounds, featuring the 10th annual

Legion Circus, May 25-June 12, 1939,

will be held in the amphitheater at the

fair grounds, featuring the 10th annual

Legion Circus, May 25-June 12, 1939,

will be held in the amphitheater at the

fair grounds, featuring the 10th annual

Legion Circus, May 25-June 12, 1939,

will be held in the amphitheater at the

fair grounds, featuring the 10th annual

Legion Circus, May 25-June 12, 1939,

will be held in the amphitheater at the

fair grounds, featuring the 10th annual

Legion Circus, May 25-June 12, 1939,

Wholesale Merchandise

PRIZES • NOVELTIES • PREMIUMS • SPECIALTIES

Conducted by MAYNARD L REUTER—Communications to 1564 Broadway, New York

4-DAY FLYING START ON 1939

Concessioners Look to Decoration Day Week-End for Plenty of \$\$\$\$\$

Park and carnival game stands to be loaded down with wide variety of prizes in expectation of big 4-day play prospects for 1939 season exceptionally bright.

NEW YORK. May 12.—Not since the hush days of '28 and '29 have park and carnival concessioners been so optimistic over prospects for any season as they are about the one just ahead. Most of the boys are of the opinion that all the drum-beating that preceded the opening of the World's Fair, plus the steady stream of reports that has emanated from its press department ever since President Roosevelt threw open the gates two weeks ago, has made John Q. Public more amusement-minded than ever. The effects of this reawakened "amusement consciousness" are expected to manifest themselves in bumper crowds throughout the midwest of carnivals and parks throughout the country. This optimistic attitude is not only a matter of talk amongst well-known concessioners, but is reflected in many of the orders for prize merchandise that they've been placing with wholesalers here.

There has been an unusual amount of activity in wholesale merchandise markets during the past few weeks. Many concessioners are coming in to have their making the rounds, looking over clocks and placing orders for good-against-guess types of merchandise. Park men too, have been busy, and the trend is upward. The bulk of the buying is not expected until this following week, however, when the boys really stack up with the vast quantities of goods required to meet demand over the Decoration Day week-end.

Anually Decoration Day is one of the three big days of the year for the concessioners, who are given a day off with pay-off-mans, for this day annually marks the official opening of the park season. It also finds most of the carnivals on the road, and the boys are always arranged to play this day at a spot where large free-standing crowds are sure to throng the midway.

On to a Big Start

It's been a long time, however, since concessioners have had the golden opportunity to get off to such a flying start as they have this year. While Memorial Day is still a day off with pay-off, many have gone off record that Monday, too, will be a holiday—thus giving the public a four-day vacation to enjoy and have lots of fun.

The last days for the calendar boys to cash in on.

Here in the East preparations are being made to entice expectant crowds at Coney Island, Steeplechase Park, Astroland Park, the Boardwalks at Atlantic City and other well-known parks up and down the Coast. Riverview Park in Chicago, which has not been open since they Midwestern parks are also looking forward to huge throngs of pleasure seekers. Carnival concessioners the country over are also getting into the act. "We're one and determined to get their share of the long green which the week-end will spend."

Mercantile Picture

The acute shortage of "new items" on the merchandise horizon is expected to manifest itself in the fact that one concessioner is not good enough a guarantee for an all-out kind of merchandise but will give all types of goods a play. As usual the park boys with fascination and other roll-down games

will go for the higher priced goods. Those with wheels, hoopla, ball games, foosballs, knife racks, string games and similar items will go around for merchandise in the medium and lower price brackets.

Carnival game operators in both parks and on the highways expect big business. These operators will be the first group to play for their favorite goods outdoors that many dyed-in-the-wool brings-and-takes operators will not. With the fact that the most bingo players have come to expect worth-while prizes as a reward for their efforts, corn games operators are finding that they can go with a wide variety of merchandise that has proved to be most popular with patrons during the indoor season. Buttons, rings, hats, gloves, belts, small minnowware, electric appliances, clocks, lamps and similar numbers are expected to form the backbone of their displays.

Cameras and Radio

In general, however, you'll keep seeing prices in the higher priced field are going for cameras and the new self-powered portable radios. Cameras were the most popular item and all the talk of staging a repeat performance. Many new features have been added to candid-type cameras. In the low-priced field, in addition to the cameras, camera manufacturers are engaging in a nation-wide advertising campaign that will involve an outlay of millions of dollars. Several new models have been reported to be planning to cash in on this new publicity by framing joints exclusively around cameras. Doing the same thing, the camera men are also cashing the stand with giant enlargements of pictureque snapshots, photo cards and making them stand the test of time or cut.

While about one-third of the price range for most concessioners, the new portable self-powered radios as well as the color television sets are bound to be a great draw from carnival game stands and baseball and roll-down epos who distribute prizes on the coin-operated system. The radio is the most popular item, with full-size appeal and their colorful appearance. Little is said to make a real flash. Check blankets, lamps, electrical appliances, decorative items, hats, stockings, quilts, bedspreads, sporting equipment and similar numbers are bound to come in for their share of attention.

Other Numbers in Demand

Lover down on the price scale but still constituting the bulk of prize awards, animated animals and colorful plaster (See 4-DAY FLYING on page 38)

Pitchmen, Streetmen, Roadside Workers Prepare To Cash In on Extra-Long Holiday Week-End

CHICAGO. May 13.—Two weeks from today all America will be celebrating on the Fourth of July, the official end of the year. With Decoration Day falling on a Tuesday and most business houses giving their employees the benefit of the day, many families that ordinarily would stick to the roadside are planning to hit the highways and have themselves a real holiday.

For one group, however, Decoration Day week-end will be no holiday. On

the contrary, it will find them working from dawn to dusk doing their best to bring in as much as possible on the gross-making possibilities of this extra-long weekend which is always one of the three biggest of the year. These people are the pitchmen, the streetmen, the roadside workers, news workers and other purveyors of novelties, souvenirs and gadgets which are highly demanded—both for the summer vacation and for the true observance of this holiday.

Judging by the unusual activity reported amongst wholesalers here and in the West, the operators and their helpers and others of their ilk are leaving no stone unturned to make this week-end one of the biggest of the year. To a man, they are determined to make the long green they can so as to have a nice bank roll to finance their operations for the rest of the season. To this end they are employing every device intended offering with all possible care and forthrightness. Some of the more enterprising are not relying on any old fashioned ballyhoo. Instead, they intend working several items to find out which will strike the loudest chord of response with the public. The new and the next click best will then be in the hole for the rest of the season.

Others of a more conservative nature are sticking close to the tried and true by and are making an experimentation with new numbers to put later in the season. All however, agree that this week-end will bring the opportunity to get off to a flying start on a season that promises to be the best in a decade. World's Fair numbers will undoubtedly get a lot of play, and the attention of the boys who intend working in the cities and along the many crowded roads that lead to the New York World's Fair.

The tryions and perambulators, the balloons, scarfs and similar numbers bearing the tryions and perambulators insignia are sure to get the bulk of the play while the strollers, the fests and the like, and the line of the thousands of numbers licensed by the fair that manufacturers have designed to catch the fancy of



By BEN SMITH

It wouldn't surprise us at all to see camera sales on the increase right now. All indications point that way. Many camera innovations, the stimulus of the two fairs and large manufacturer advertising programs are bringing in new buyers. Operators are sure to record heights. Operators should cash in heavily on this trend before the year is out.

And talking of cameras, a new long-price radio deal has just been introduced by Operator Distributing Co. It looks like booby for a fast turnover. Deal features the eight-o'-scope Duo-Reflex. The radio is the eight-o'-scope and gives away two cameras as major awards and two Wahl Eversharp cameras as complementary awards.

In the verles you actually see the image as it will appear on the print, as shading, details and size, before you snap the shutter. Only recently such cameras have been obtainable at very expensive models and out of reach of most buyers. In the new price range they are sure to be a hit. Operators should find ready acceptance everywhere. The eight-o'-scope Duo-Reflex is claimed to be the only pocket size reflex on the market and is 3 by 2½ inches in size.

Big Bill Burns reports that Operators' Day is off to a flying start. He has another deal which is already ready to spring. This deal features a compact portable radio, claimed to be lighter in weight than the set without exceeding four quarters. Deal features an 181-hole card, 1 to 35 cents, with a \$2.90 take. It gives away two radios as major awards (See DEALS on page 38)

Along the Highways

Streetmen working both at junctions of much-traveled highways and at inns and restaurants are sure to be in for a hand with a galaxy of balloons both of the serpentine and long-suspension variety. New tops-up include Ferdinand the Bull, the King of Hearts, the Queen of Hearts, Mickey Mouse and others are already proved money-makers. Spiral and ribbon numbers as well as the colorful number ones down up in colorful print designs are sure to click. Giving the balloons a hard race for top money will be several of the newer designs in toy tops, notably the King of Hearts, Mickey with monkey, elephant, lion and other conventional designs giving the tops-up with combinations involving Disney birds, the Hawaiian-style Krinkle Clowns and the newer Krinkle Jitterbug clowns, monkey and Spanish band, while the balloons themselves are sure to command their share of attention.

In the Cities

The boys who plan to get their share of folding money by staging in the large cities and piling their wares to fire PITCHMEN, STREETMEN page 38

BOUDOIR DOLLS

Our special arrangement with the artist will enable you to get any size dolls you want. These dolls are made from the original drawings and are what a wonderful money maker.

Send us your drawing or sketch and we will make a special doll for you.

OUR GUARANTEE
Please send me your drawing and I will make a special doll for you. I am sure you will be satisfied with our work.

Send us your drawing and we will make a special doll for you.

No. 74 --- 25" Tall --- Doz. \$18.00
No. 77 --- 28" Tall --- Doz. \$21.00
No. 83 --- 31" Tall --- Doz. \$24.00
No. 99 --- 34" Tall --- Doz. \$30.00
25% dep. with order. Del. O. D.

STANDARD DOLL CO.
36 E. 22d St., New York City

RAINCAPES \$1.50 per dozen

100% pure silk. Big seller. No profits. Advertising in all papers. One full set, off. \$1.00. Shipping extra. Order now. G. D. Money order paid refund if not satisfied.

GRANT MFG. CO.
625 Arch St., Philadelphia, Pa.

WOMEN'S HANDBAGS

Over 100 Different Styles
Assorted Colors

Retail Price \$1.00 Each



Special Price \$2.75 Per Doz.
Aust.

All bags are sturdy looking. Sent w/ shipping and handling. Write for sample doz.

\$1.00 with Order. Salons C. G. B., F. D., Chicago.

MIDWEST HANDBAG CO.
206 W. Adams Blvd., Chicago, Ill.

SPECIAL PRICE OFFER EARL JUNIOR CANDID TYPE CAMERA

Takes 16 photos from
front and back. 16 mm. film.
Model A. \$25.
Model B. \$35.
Model C. \$45.
Model D. \$55.
Model E. \$65.
Model F. \$75.
Model G. \$85.
Model H. \$95.
Model I. \$105.
Model J. \$115.
Model K. \$125.
Model L. \$135.
Model M. \$145.
Model N. \$155.
Model O. \$165.
Model P. \$175.
Model Q. \$185.
Model R. \$195.
Model S. \$205.
Model T. \$215.
Model U. \$225.
Model V. \$235.
Model W. \$245.
Model X. \$255.
Model Y. \$265.
Model Z. \$275.

Special price
75c

50.00 per dozen

25.00 per dozen

12.50 per dozen

6.25 per dozen

3.12 per dozen

1.56 per dozen

0.78 per dozen

0.39 per dozen

0.19 per dozen

0.09 per dozen

0.04 per dozen

0.02 per dozen

0.01 per dozen

0.005 per dozen

0.0025 per dozen

0.00125 per dozen

0.000625 per dozen

0.0003125 per dozen

0.00015625 per dozen

0.000078125 per dozen

0.0000390625 per dozen

0.00001953125 per dozen

0.000009765625 per dozen

0.0000048828125 per dozen

0.00000244140625 per dozen

0.000001220703125 per dozen

0.0000006103515625 per dozen

0.00000030517578125 per dozen

0.000000152587890625 per dozen

0.0000000762939453125 per dozen

0.00000003814697265625 per dozen

0.000000019073486328125 per dozen

0.0000000095367431640625 per dozen

0.00000000476837158203125 per dozen

0.000000002384185791015625 per dozen

0.0000000011920928955078125 per dozen

0.00000000059604644775390625 per dozen

0.000000000298023223876953125 per dozen

0.0000000001490116119384765625 per dozen

0.00000000007450580596923828125 per dozen

0.000000000037252902984619140625 per dozen

0.0000000000186264514923095703125 per dozen

0.00000000000931322574615278515625 per dozen

0.000000000004656612873076392578125 per dozen

0.0000000000023283064365381962890625 per dozen

0.00000000000116415321826909814453125 per dozen

0.000000000000582076609134549072265625 per dozen

0.0000000000002910383045672745361328125 per dozen

0.00000000000014551915228363726806453125 per dozen

0.000000000000072759576141818634032265625 per dozen

0.0000000000000363797880709093170161328125 per dozen

0.00000000000001818989403545465850806453125 per dozen

0.000000000000009094947017727329254032265625 per dozen

0.0000000000000045474735088636646270161328125 per dozen

0.00000000000000227373675443183231350806453125 per dozen

0.000000000000001136868377215916156754032265625 per dozen

0.0000000000000005684341886079585783270161328125 per dozen

0.00000000000000028421709430397928913850806453125 per dozen

0.000000000000000142108547151989644579254032265625 per dozen

0.0000000000000000710542735759498222897520161328125 per dozen

0.0000000000000000355271367879749111496270161328125 per dozen

0.00000000000000001776356839398745557481350806453125 per dozen

0.0000000000000000088817841969937277874916161328125 per dozen

0.0000000000000000044408920984968638939583270161328125 per dozen

0.000000000000000002220446049248431946979161328125 per dozen

0.0000000000000000011102230246242159734895320161328125 per dozen

0.000000000000000000555111512312107986744766161328125 per dozen

0.000000000000000000277555756156053943372383270161328125 per dozen

0.00000000000000000013877787807802697168619161328125 per dozen

0.000000000000000000069388939039013485843095320161328125 per dozen

0.00000000000000000003469446951950674292154766161328125 per dozen

0.00000000000000000001734723475975337146077383270161328125 per dozen

0.000000000000000000008673617379876685730386916161328125 per dozen

0.00000000000000000000433680868993834285019345320161328125 per dozen

0.00000000000000000000216840434496917214999716161328125 per dozen

0.00000000000000000000108420217248458607499883270161328125 per dozen

0.000000000000000000000542101086242293037499416161328125 per dozen

0.00000000000000000000027105054312114651874970320161328125 per dozen

0.0000000000000000000001355252715605732593748516161328125 per dozen

0.000000000000000000000067762635780286629687475320161328125 per dozen

0.00000000000000000000003388131789014331484373766161328125 per dozen

0.00000000000000000000001694065894507165742186883270161328125 per dozen

0.000000000000000000000008470329472535828710934416161328125 per dozen

0.000000000000000000000004235164736267914355472083270161328125 per dozen

0.0000000000000000000000021175823681339571777360416161328125 per dozen

0.0000000000000000000000010587911840669785888902083270161328125 per dozen

0.00000000000000000000000052939559203349892944510416161328125 per dozen

0.000000000000000000000000264697796016749464722552083270161328125 per dozen

0.000000000000000000000000132348898008337432361276416161328125 per dozen

0.0000000000000000000000000661744490041687161813882083270161328125 per dozen

0.00000000000000000000000003308722450208435809094416161328125 per dozen

0.000000000000000000000000016543612251042179045222083270161328125 per dozen

0.0000000000000000000000000082718061155210895211100416161328125 per dozen

0.00000000000000000000000000413590305776054476055002083270161328125 per dozen

0.00000000000000000000000000206795152888027238025010416161328125 per dozen

0.000000000000000000000000001033975764440136190125052083270161328125 per dozen

0.000000000000000000000000000516987882220068095062526416161328125 per dozen

0.0000000000000000000000000002584939411100340475313132083270161328125 per dozen

0.000000000000000000000000000129246970555017023765656416161328125 per dozen

0.0000000000000000000000000000646234852775085118828282083270161328125 per dozen

0.00000000000000000000000000003231174263875425544144410416161328125 per dozen

0.00000000000000000000000000001615587131937712772072202083270161328125 per dozen

0.000000000000000000000000000008077935659688563860111010416161328125 per dozen

0.000000000000000000000000000004038967829844281930555052083270161328125 per dozen

0.000000000000000000000000000002019483914922140965277756416161328125 per dozen

0.000000000000000000000000000001009741957461070482638828083270161328125 per dozen

0.00000000000000000000000000000050487097873053524131944410416161328125 per dozen

0.00000000000000000000000000000025243548936526762065972202083270161328125 per dozen

0.0000000000000000000000000000001262177446826338103298610416161328125 per dozen

0.00000000000000000000000000000006310887234131690516493052083270161328125 per dozen

0.00000000000000000000000000000003155443617065845253247526416161328125 per dozen

0.0000000000000000000000000000000157772180853292262662376416161328125 per dozen

0.00000000000000000000000000000000788860904266471313331882083270161328125 per dozen

0.000000000000000000000000000000003944304521332356566619410416161328125 per dozen

0.0000000000000000000000000000000019721522506661782833097052083270161328125 per dozen

0.0000000000000000000000000000000009860761253330891416654526416161328125 per dozen

0.000000000000000000000000000000000493038062666544523332276416161328125 per dozen

0.0000000000000000000000000000000002465190313332722616613882083270161328125 per dozen

0.00000000000000000000000000000000012325951566613613083394410416161328125 per dozen

0.00000000000000000000000000000000006162975783330806504172202083270161328125 per dozen

0.00000000000000000000000000000000003081487891665003252061140416161328125 per dozen

0.00000000000000000000000000000000001540743945832501625103076416161328125 per dozen

0.0000000000000000000000000000000000077037219291625081255015382083270161328125 per dozen

0.0000000000000000000000000000000000038518609645812540625251910416161328125 per dozen

0.00000000000000000000000000000000000192593048229125203125125952083270161328125 per dozen

0.0000000000000000000000000000000000009629652411456251015625519531252083270161328125 per dozen

0.000000000000000000000000000000000000481482620572812550781252548437510416161328125 per dozen

0.000000000000000000000000000000000000240741310286412525390625125953125519531252083270161328125 per dozen

0.00000000000000000000000000000000000012037065514320625125953125519531252548437510416161328125 per dozen

0.000000000000000000000000000000000000060185327571603125125953125519531252548437510416161328125 per dozen

0.000000000000000000000000000000000000030092663785

Ask for Supervision Of Ringling Brothers By State of Florida

TALLAHASSEE, Fla., May 13.—After Attorney-General Gibbs stated that public interest in the John Ringling fortune was being jeopardized by present executives, a house committee yesterday voted to draft a bill to supersede administration of the \$200,000,000 estate. The report of the committee came to the state legislature in executive session of the measure, which had opposition from J. Valmo Keen, attorney for John Ringling North and his wife, Mrs. Adele Keen.

Committee made broad charge of waste and neglect in the administration. "It is true," Attorney Gibbs said, "we could not find any record with regard to the waste continuing. We have not done it because the executors have such an able lawyer in Mr. Keen, but we want protection for the State."

Gibbs and John L. Graham, assistant attorney-general, presented the case of the estate which was bequeathed to the state \$1,000,000 worth of art masterpieces, the palatial Ringling mansion and half the residue of the estate for maintenance of the estate. The residue of the estate was left to two nephews, John Ringling North and Henry Ringling North, and their mother, Mrs. Adele North.

But they have been unable to settle the account and sufficient expenses" except for \$6,000 a year to Mrs. North.

This was the second time the Ringling estate was before the Legislature. Last year it was before the Legislature to accept the bequest when the state was free and clear of debt. This year it is asked to hasten the liquidation.

J. J. Page Shows

Bristol, Pa., week ended May 8. Location, Penrose Field. Weather, cold, (heat wave). Business o.k.

Cold weather greeted shows here but good business was registered. Another cool day followed Saturday fair. Weather was warm for the remainder and business spurred until Saturday, when the grounds were packed with an unusual number of visitors. Total gate for the four-day business, May 4-7, was \$10,000. Joe Pann, manager, said all on front gate had all he could handle for about three hours. Chris Jennings had the town well advertised and the new grandstand-area lots and advertising in the dailies aid greatly. Shows have made this city over a period of 15 years and many local and traveling performers and folks congratulated owner Page on general appearance of the shows. Every Day's core game is clicking.

Bert Irwin, producer of the Broad- way, Forum and Hawaiian Village, has his shows doing o.k. Eddie Bulger's Minnesota is also doing o.k. Mrs. J. J. Page reported with Bert Irvin, Shows and Dances, Inc., at the former site of Doremus' Lot until the latter's studios are over for the summer. Many from Johnson City visited during the engagement here. J. J. Page has been attending Kidd Key College. Sherman Tex, joined her parents for the summer.

15 Years Ago

(From The Billboard Dated May 17, 1924)

Rubin & Cherry Shows opened to good business in Cincinnati, where the firm's 16th annual Circus, Big Circus Show, was operating to similar results. Laiter was the first show to play the Kentucky city in a number of years. The Ringling Bros. and Barnum & Bailey were presenting a menagerie of the L. J. Heath Shows, stopped off in Cincinnati between trains and found time to pay a few ready calls on some of the city's leading men.

With the midway presenting a menagerie appearance, World at Home Shows inaugurated the season to good results. George H. Clegg, manager, and Conner, general agent of Dijkman & Joyce Shows, was in Chicago making railroad contracts and attending to other business.

Carl M. Barlow's Wonderland Exposition Shows concluded a nine-day opening stand in Butler, Pa., to favorable reports. The opening night of the incident weather was the rule during the Johnny J. Jones Shows' engagement in DuBois, Pa., a Monday. Caught on Monday morning, the show was closed by the hospital after a brief illness. T. A. Woods Shows went into Wheeling, W. Va., for a two-week engagement after a short stay in Pittsburgh. Charles (The Great) Cease, wire artist, signed for six attractions with K. G. Barkod Shows. After winning the Florida State Fair, Mrs. Alvin C. Custer's Circus Side Show won Morris & Custer.

Hank Hansen joined the Otto Pappas and Chet Clegg Athletic Shows on the G. E. Pearson Shows as announcer and talker on front. . . . Louis G. (Louis) King again was setting up exhibits for the 1939 Atlantic Coast Fair. The DuPont Exposition. Among concessionaires at Balboa (Calif.) Beach were Tillie LaDue, pick up who won Young, country sides. Contracts to furnish midway at Business Men's Trade Week and Strawberry Festival, Holbrook, Ariz., were awarded to the Holbrook Fair. Joe Murdock gave up treading to become manager of the Sunset Theater, Baltimore. . . . Jessie Clegg, manager, G. O. Double World's Fair Shows and who had been attending Kidd Key College, Sherman, Tex., joined her parents for the summer.

Gould's Combo Prepares For Start in Minnesota

CHICAGO, May 18.—With opening set for May 29 to Ruthian, Minn., equipment of Jay Gould's Outdoors Circus is in top shape. Show's title is "The Greatest Show on Earth." The Non-Dollar Shows, its name last season, Organization plans to play two and three-day stands.

The new wagon has been added and will be pulled to parades by six ponies. Wagon is mounted on rubber and built along the same lines as those used by big shows.

Minus. Fair Men Will Meet

ST. PAUL, May 13.—Annual spring convention of Minnesota Federation of County Fairs will be held here in the Lowry Hotel on May 22, beginning at 9:30 a.m., said Secretary E. O. Jacobs, Amoco.

Palisades, N. J.

By CLEM WHITE

Predictions of a good season certainly were vindicated on Saturday and Sunday, May 12 and 13, as the weather was perfect and the crowds led by among rides, games, contests and concessions reported profitable business with Ed Smith's Narcotic Show taking the lead and another attraction, the Old Country leading among rides. Case Mann's Revue, produced by Lou Powers, was popular. Scenic artiste Merrile Baker and M. J. Battista, both from New York, were the stars. The latter wife joined from Miami. Irish Kelly reports heavy Billboard sales. Mike Rossman's cookhouse is popular.

Irving Edwards, E. F. Petach and John W. Wilkins, joined Mrs. David D. Reidy from her former home in Porterville, Pa., where she daughter, Joann, attended school on Friday. Eddie Hecht, of Union, N. J., Illinois Show, was called to Clarionburg, W. Va., by the death of his brother. Sam Davis left for home in Erie, Pa., Mr. and Mrs. Benny Weiss' bingo went full blast here.

JOHN R. WARD SHOWS — WANTS

WANTED Performers and Musicians — Big Bands — Show Girls — Singers — Ex. on Circus and Penny Arcade. Call or write John R. Ward, 1016, 10th Street, Toledo, Ohio.

OVERSEAS COTTON CARNIVAL (Around the World), JUNES 8 TO 15.

IDEAL EXPOSITION SHOWS, INC.

America's Best Amusement

Week May 22, Lewiston, Pa.; Week May 29, OH City, Pa.; Week June 5, Niagara Falls, N. Y.

Can Place Motordrome, also Man to take complete charge and operate a Monkey Circus. Have animals and everything complete. Can Place Concessions, including Wheels, Grill Stores, Small Range & Gallery, Kid Game, Potato Chips, Fishtank, Glass Store, Hoop-La, Penny Pitch, etc. Write or wire

EDDIE LIPPMAN, GEN. MGR., THIS WEEK, LEBANON, PENNSYLVANIA.

SMITH'S GREATER ATLANTIC SHOWS

Featuring Billy Siegrist Troupe WANT

None of All kinds except Wheel, M.-H. and Fireworks. Nothing too large or small for our consideration. Figures, Contest Machines, Hoop-La and Penny Arcade. Standard concessions can be had on most of our shows.

May 12, Indianapolis, Ind., 1000 feet of May 22, Parmafield, W. Va.; none of May 29, Homestead, Pa., 1000 feet of June 2, Scranton, Pa.; none of June 12, Louisville, Ky.; none of June 19, Memphis, Tenn., 1000 feet of July 2, Birmingham, Ala.; 1000 feet of July 9, Atlanta, Ga.; 1000 feet of July 16, St. Louis, Mo.; 1000 feet of July 23, Kansas City, Mo.; 1000 feet of July 30, Denver, Colo.; 1000 feet of Aug. 6, Salt Lake City, Utah; 1000 feet of Aug. 13, San Antonio, Tex.; 1000 feet of Aug. 20, Dallas, Tex.; 1000 feet of Aug. 27, Houston, Tex.; 1000 feet of Aug. 24, New Orleans, La.; 1000 feet of Aug. 31, Mobile, Ala.; 1000 feet of Sept. 7, Pensacola, Fla.; 1000 feet of Sept. 14, Miami, Fla.; 1000 feet of Sept. 21, Fort Lauderdale, Fla.; 1000 feet of Sept. 28, Tampa, Fla.; 1000 feet of Oct. 5, Jacksonville, Fla.; 1000 feet of Oct. 12, Miami, Fla.; 1000 feet of Oct. 19, Fort Myers, Fla.; 1000 feet of Oct. 26, Daytona Beach, Fla.; 1000 feet of Oct. 33, St. Petersburg, Fla.; 1000 feet of Nov. 6, Clearwater, Fla.; 1000 feet of Nov. 13, Tampa, Fla.; 1000 feet of Nov. 20, Orlando, Fla.; 1000 feet of Nov. 27, Jacksonville, Fla.; 1000 feet of Dec. 4, Pensacola, Fla.; 1000 feet of Dec. 11, Mobile, Ala.; 1000 feet of Dec. 18, New Orleans, La.; 1000 feet of Dec. 25, Mobile, Ala.; 1000 feet of Dec. 32, Pensacola, Fla.; 1000 feet of Jan. 8, Miami, Fla.; 1000 feet of Jan. 15, Fort Lauderdale, Fla.; 1000 feet of Jan. 22, Tampa, Fla.; 1000 feet of Jan. 29, Jacksonville, Fla.; 1000 feet of Feb. 5, Pensacola, Fla.; 1000 feet of Feb. 12, Mobile, Ala.; 1000 feet of Feb. 19, New Orleans, La.; 1000 feet of Feb. 26, Mobile, Ala.; 1000 feet of Mar. 5, Pensacola, Fla.; 1000 feet of Mar. 12, Miami, Fla.; 1000 feet of Mar. 19, Fort Lauderdale, Fla.; 1000 feet of Mar. 26, Tampa, Fla.; 1000 feet of Apr. 2, Jacksonville, Fla.; 1000 feet of Apr. 9, Pensacola, Fla.; 1000 feet of Apr. 16, Mobile, Ala.; 1000 feet of Apr. 23, New Orleans, La.; 1000 feet of Apr. 30, Mobile, Ala.; 1000 feet of May 7, Pensacola, Fla.; 1000 feet of May 14, Miami, Fla.; 1000 feet of May 21, Fort Lauderdale, Fla.; 1000 feet of May 28, Tampa, Fla.; 1000 feet of June 4, Jacksonville, Fla.; 1000 feet of June 11, Pensacola, Fla.; 1000 feet of June 18, Mobile, Ala.; 1000 feet of June 25, New Orleans, La.; 1000 feet of June 30, Mobile, Ala.; 1000 feet of July 7, Pensacola, Fla.; 1000 feet of July 14, Miami, Fla.; 1000 feet of July 21, Fort Lauderdale, Fla.; 1000 feet of July 28, Tampa, Fla.; 1000 feet of Aug. 4, Jacksonville, Fla.; 1000 feet of Aug. 11, Pensacola, Fla.; 1000 feet of Aug. 18, Mobile, Ala.; 1000 feet of Aug. 25, New Orleans, La.; 1000 feet of Aug. 32, Mobile, Ala.; 1000 feet of Sept. 8, Pensacola, Fla.; 1000 feet of Sept. 15, Miami, Fla.; 1000 feet of Sept. 22, Fort Lauderdale, Fla.; 1000 feet of Sept. 29, Tampa, Fla.; 1000 feet of Oct. 6, Jacksonville, Fla.; 1000 feet of Oct. 13, Pensacola, Fla.; 1000 feet of Oct. 20, Mobile, Ala.; 1000 feet of Oct. 27, New Orleans, La.; 1000 feet of Nov. 3, Mobile, Ala.; 1000 feet of Nov. 10, Pensacola, Fla.; 1000 feet of Nov. 17, Miami, Fla.; 1000 feet of Nov. 24, Fort Lauderdale, Fla.; 1000 feet of Dec. 1, Tampa, Fla.; 1000 feet of Dec. 8, Jacksonville, Fla.; 1000 feet of Dec. 15, Pensacola, Fla.; 1000 feet of Dec. 22, Mobile, Ala.; 1000 feet of Dec. 29, New Orleans, La.; 1000 feet of Jan. 5, Mobile, Ala.; 1000 feet of Jan. 12, Pensacola, Fla.; 1000 feet of Jan. 19, Miami, Fla.; 1000 feet of Jan. 26, Fort Lauderdale, Fla.; 1000 feet of Feb. 2, Tampa, Fla.; 1000 feet of Feb. 9, Jacksonville, Fla.; 1000 feet of Feb. 16, Pensacola, Fla.; 1000 feet of Feb. 23, Mobile, Ala.; 1000 feet of Mar. 2, New Orleans, La.; 1000 feet of Mar. 9, Mobile, Ala.; 1000 feet of Mar. 16, Pensacola, Fla.; 1000 feet of Mar. 23, Miami, Fla.; 1000 feet of Mar. 30, Fort Lauderdale, Fla.; 1000 feet of Apr. 6, Tampa, Fla.; 1000 feet of Apr. 13, Jacksonville, Fla.; 1000 feet of Apr. 20, Pensacola, Fla.; 1000 feet of Apr. 27, Mobile, Ala.; 1000 feet of May 4, New Orleans, La.; 1000 feet of May 11, Mobile, Ala.; 1000 feet of May 18, Pensacola, Fla.; 1000 feet of May 25, Miami, Fla.; 1000 feet of May 32, Fort Lauderdale, Fla.; 1000 feet of June 8, Tampa, Fla.; 1000 feet of June 15, Jacksonville, Fla.; 1000 feet of June 22, Pensacola, Fla.; 1000 feet of June 29, Mobile, Ala.; 1000 feet of July 6, New Orleans, La.; 1000 feet of July 13, Mobile, Ala.; 1000 feet of July 20, Pensacola, Fla.; 1000 feet of July 27, Miami, Fla.; 1000 feet of Aug. 3, Fort Lauderdale, Fla.; 1000 feet of Aug. 10, Tampa, Fla.; 1000 feet of Aug. 17, Jacksonville, Fla.; 1000 feet of Aug. 24, Pensacola, Fla.; 1000 feet of Aug. 31, Mobile, Ala.; 1000 feet of Sept. 7, New Orleans, La.; 1000 feet of Sept. 14, Mobile, Ala.; 1000 feet of Sept. 21, Pensacola, Fla.; 1000 feet of Sept. 28, Miami, Fla.; 1000 feet of Oct. 5, Fort Lauderdale, Fla.; 1000 feet of Oct. 12, Tampa, Fla.; 1000 feet of Oct. 19, Jacksonville, Fla.; 1000 feet of Oct. 26, Pensacola, Fla.; 1000 feet of Nov. 2, Mobile, Ala.; 1000 feet of Nov. 9, New Orleans, La.; 1000 feet of Nov. 16, Mobile, Ala.; 1000 feet of Nov. 23, Pensacola, Fla.; 1000 feet of Nov. 30, Miami, Fla.; 1000 feet of Dec. 7, Fort Lauderdale, Fla.; 1000 feet of Dec. 14, Tampa, Fla.; 1000 feet of Dec. 21, Jacksonville, Fla.; 1000 feet of Dec. 28, Pensacola, Fla.; 1000 feet of Jan. 4, Mobile, Ala.; 1000 feet of Jan. 11, New Orleans, La.; 1000 feet of Jan. 18, Mobile, Ala.; 1000 feet of Jan. 25, Pensacola, Fla.; 1000 feet of Jan. 32, Miami, Fla.; 1000 feet of Feb. 8, Fort Lauderdale, Fla.; 1000 feet of Feb. 15, Tampa, Fla.; 1000 feet of Feb. 22, Jacksonville, Fla.; 1000 feet of Feb. 29, Pensacola, Fla.; 1000 feet of Mar. 7, Mobile, Ala.; 1000 feet of Mar. 14, New Orleans, La.; 1000 feet of Mar. 21, Mobile, Ala.; 1000 feet of Mar. 28, Pensacola, Fla.; 1000 feet of Apr. 4, Miami, Fla.; 1000 feet of Apr. 11, Fort Lauderdale, Fla.; 1000 feet of Apr. 18, Tampa, Fla.; 1000 feet of Apr. 25, Jacksonville, Fla.; 1000 feet of May 2, Pensacola, Fla.; 1000 feet of May 9, Mobile, Ala.; 1000 feet of May 16, New Orleans, La.; 1000 feet of May 23, Mobile, Ala.; 1000 feet of May 30, Pensacola, Fla.; 1000 feet of June 6, Miami, Fla.; 1000 feet of June 13, Fort Lauderdale, Fla.; 1000 feet of June 20, Tampa, Fla.; 1000 feet of June 27, Jacksonville, Fla.; 1000 feet of July 4, Pensacola, Fla.; 1000 feet of July 11, Mobile, Ala.; 1000 feet of July 18, New Orleans, La.; 1000 feet of July 25, Mobile, Ala.; 1000 feet of July 32, Pensacola, Fla.; 1000 feet of Aug. 8, Miami, Fla.; 1000 feet of Aug. 15, Fort Lauderdale, Fla.; 1000 feet of Aug. 22, Tampa, Fla.; 1000 feet of Aug. 29, Jacksonville, Fla.; 1000 feet of Sept. 5, Pensacola, Fla.; 1000 feet of Sept. 12, Mobile, Ala.; 1000 feet of Sept. 19, New Orleans, La.; 1000 feet of Sept. 26, Mobile, Ala.; 1000 feet of Oct. 3, Pensacola, Fla.; 1000 feet of Oct. 10, Miami, Fla.; 1000 feet of Oct. 17, Fort Lauderdale, Fla.; 1000 feet of Oct. 24, Tampa, Fla.; 1000 feet of Oct. 31, Jacksonville, Fla.; 1000 feet of Nov. 7, Pensacola, Fla.; 1000 feet of Nov. 14, Mobile, Ala.; 1000 feet of Nov. 21, New Orleans, La.; 1000 feet of Nov. 28, Mobile, Ala.; 1000 feet of Dec. 5, Pensacola, Fla.; 1000 feet of Dec. 12, Miami, Fla.; 1000 feet of Dec. 19, Fort Lauderdale, Fla.; 1000 feet of Dec. 26, Tampa, Fla.; 1000 feet of Jan. 2, Jacksonville, Fla.; 1000 feet of Jan. 9, Pensacola, Fla.; 1000 feet of Jan. 16, Mobile, Ala.; 1000 feet of Jan. 23, New Orleans, La.; 1000 feet of Jan. 30, Mobile, Ala.; 1000 feet of Feb. 6, Pensacola, Fla.; 1000 feet of Feb. 13, Miami, Fla.; 1000 feet of Feb. 20, Fort Lauderdale, Fla.; 1000 feet of Feb. 27, Tampa, Fla.; 1000 feet of Mar. 6, Jacksonville, Fla.; 1000 feet of Mar. 13, Pensacola, Fla.; 1000 feet of Mar. 20, Mobile, Ala.; 1000 feet of Mar. 27, New Orleans, La.; 1000 feet of Apr. 3, Mobile, Ala.; 1000 feet of Apr. 10, Pensacola, Fla.; 1000 feet of Apr. 17, Miami, Fla.; 1000 feet of Apr. 24, Fort Lauderdale, Fla.; 1000 feet of Apr. 31, Tampa, Fla.; 1000 feet of May 8, Jacksonville, Fla.; 1000 feet of May 15, Pensacola, Fla.; 1000 feet of May 22, Mobile, Ala.; 1000 feet of May 29, New Orleans, La.; 1000 feet of June 5, Pensacola, Fla.; 1000 feet of June 12, Miami, Fla.; 1000 feet of June 19, Fort Lauderdale, Fla.; 1000 feet of June 26, Tampa, Fla.; 1000 feet of July 3, Jacksonville, Fla.; 1000 feet of July 10, Pensacola, Fla.; 1000 feet of July 17, Mobile, Ala.; 1000 feet of July 24, New Orleans, La.; 1000 feet of July 31, Pensacola, Fla.; 1000 feet of Aug. 7, Miami, Fla.; 1000 feet of Aug. 14, Fort Lauderdale, Fla.; 1000 feet of Aug. 21, Tampa, Fla.; 1000 feet of Aug. 28, Jacksonville, Fla.; 1000 feet of Sept. 4, Pensacola, Fla.; 1000 feet of Sept. 11, Mobile, Ala.; 1000 feet of Sept. 18, New Orleans, La.; 1000 feet of Sept. 25, Pensacola, Fla.; 1000 feet of Oct. 2, Miami, Fla.; 1000 feet of Oct. 9, Fort Lauderdale, Fla.; 1000 feet of Oct. 16, Tampa, Fla.; 1000 feet of Oct. 23, Jacksonville, Fla.; 1000 feet of Oct. 30, Pensacola, Fla.; 1000 feet of Nov. 6, Mobile, Ala.; 1000 feet of Nov. 13, New Orleans, La.; 1000 feet of Nov. 20, Pensacola, Fla.; 1000 feet of Nov. 27, Miami, Fla.; 1000 feet of Dec. 4, Fort Lauderdale, Fla.; 1000 feet of Dec. 11, Tampa, Fla.; 1000 feet of Dec. 18, Jacksonville, Fla.; 1000 feet of Dec. 25, Pensacola, Fla.; 1000 feet of Jan. 1, Mobile, Ala.; 1000 feet of Jan. 8, New Orleans, La.; 1000 feet of Jan. 15, Pensacola, Fla.; 1000 feet of Jan. 22, Miami, Fla.; 1000 feet of Jan. 29, Fort Lauderdale, Fla.; 1000 feet of Feb. 5, Tampa, Fla.; 1000 feet of Feb. 12, Jacksonville, Fla.; 1000 feet of Feb. 19, Pensacola, Fla.; 1000 feet of Feb. 26, Mobile, Ala.; 1000 feet of Mar. 5, New Orleans, La.; 1000 feet of Mar. 12, Pensacola, Fla.; 1000 feet of Mar. 19, Miami, Fla.; 1000 feet of Mar. 26, Fort Lauderdale, Fla.; 1000 feet of Apr. 2, Tampa, Fla.; 1000 feet of Apr. 9, Jacksonville, Fla.; 1000 feet of Apr. 16, Pensacola, Fla.; 1000 feet of Apr. 23, Mobile, Ala.; 1000 feet of Apr. 30, New Orleans, La.; 1000 feet of May 7, Pensacola, Fla.; 1000 feet of May 14, Miami, Fla.; 1000 feet of May 21, Fort Lauderdale, Fla.; 1000 feet of May 28, Tampa, Fla.; 1000 feet of June 4, Jacksonville, Fla.; 1000 feet of June 11, Pensacola, Fla.; 1000 feet of June 18, Mobile, Ala.; 1000 feet of June 25, New Orleans, La.; 1000 feet of June 30, Pensacola, Fla.; 1000 feet of July 7, Miami, Fla.; 1000 feet of July 14, Fort Lauderdale, Fla.; 1000 feet of July 21, Tampa, Fla.; 1000 feet of July 28, Jacksonville, Fla.; 1000 feet of Aug. 4, Pensacola, Fla.; 1000 feet of Aug. 11, Mobile, Ala.; 1000 feet of Aug. 18, New Orleans, La.; 1000 feet of Aug. 25, Pensacola, Fla.; 1000 feet of Aug. 32, Miami, Fla.; 1000 feet of Sept. 8, Fort Lauderdale, Fla.; 1000 feet of Sept. 15, Tampa, Fla.; 1000 feet of Sept. 22, Jacksonville, Fla.; 1000 feet of Sept. 29, Pensacola, Fla.; 1000 feet of Oct. 6, Mobile, Ala.; 1000 feet of Oct. 13, New Orleans, La.; 1000 feet of Oct. 20, Pensacola, Fla.; 1000 feet of Oct. 27, Miami, Fla.; 1000 feet of Nov. 3, Fort Lauderdale, Fla.; 1000 feet of Nov. 10, Tampa, Fla.; 1000 feet of Nov. 17, Jacksonville, Fla.; 1000 feet of Nov. 24, Pensacola, Fla.; 1000 feet of Dec. 1, Mobile, Ala.; 1000 feet of Dec. 8, New Orleans, La.; 1000 feet of Dec. 15, Pensacola, Fla.; 1000 feet of Dec. 22, Miami, Fla.; 1000 feet of Dec. 29, Fort Lauderdale, Fla.; 1000 feet of Jan. 5, Tampa, Fla.; 1000 feet of Jan. 12, Jacksonville, Fla.; 1000 feet of Jan. 19, Pensacola, Fla.; 1000 feet of Jan. 26, Mobile, Ala.; 1000 feet of Jan. 30, New Orleans, La.; 1000 feet of Feb. 6, Pensacola, Fla.; 1000 feet of Feb. 13, Miami, Fla.; 1000 feet of Feb. 20, Fort Lauderdale, Fla.; 1000 feet of Feb. 27, Tampa, Fla.; 1000 feet of Mar. 6, Jacksonville, Fla.; 1000 feet of Mar. 13, Pensacola, Fla.; 1000 feet of Mar. 20, Mobile, Ala.; 1000 feet of Mar. 27, New Orleans, La.; 1000 feet of Apr. 3, Pensacola, Fla.; 1000 feet of Apr. 10, Miami, Fla.; 1000 feet of Apr. 17, Fort Lauderdale, Fla.; 1000 feet of Apr. 24, Tampa, Fla.; 1000 feet of Apr. 31, Jacksonville, Fla.; 1000 feet of May 8, Pensacola, Fla.; 1000 feet of May 15, Mobile, Ala.; 1000 feet of May 22, New Orleans, La.; 1000 feet of May 29, Pensacola, Fla.; 1000 feet of June 5, Miami, Fla.; 1000 feet of June 12, Fort Lauderdale, Fla.; 1000 feet of June 19, Tampa, Fla.; 1000 feet of June 26, Jacksonville, Fla.; 1000 feet of July 3, Pensacola, Fla.; 1000 feet of July 10, Mobile, Ala.; 1000 feet of July 17, New Orleans, La.; 1000 feet of July 24, Pensacola, Fla.; 1000 feet of July 31, Miami, Fla.; 1000 feet of Aug. 7, Fort Lauderdale, Fla.; 1000 feet of Aug. 14, Tampa, Fla.; 1000 feet of Aug. 21, Jacksonville, Fla.; 1000 feet of Aug. 28, Pensacola, Fla.; 1000 feet of Sept. 4, Mobile, Ala.; 1000 feet of Sept. 11, New Orleans, La.; 1000 feet of Sept. 18, Pensacola, Fla.; 1000 feet of Sept. 25, Miami, Fla.; 1000 feet of Oct. 2, Fort Lauderdale, Fla.; 1000 feet of Oct. 9, Tampa, Fla.; 1000 feet of Oct. 16, Jacksonville, Fla.; 1000 feet of Oct. 23, Pensacola, Fla.; 1000 feet of Oct. 30, Mobile, Ala.; 1000 feet of Nov. 6, New Orleans, La.; 1000 feet of Nov. 13, Pensacola, Fla.; 1000 feet of Nov. 20, Miami, Fla.; 1000 feet of Nov. 27, Fort Lauderdale, Fla.; 1000 feet of Dec. 4, Tampa, Fla.; 1000 feet of Dec. 11, Jacksonville, Fla.; 1000 feet of Dec. 18, Pensacola, Fla.; 1000 feet of Dec. 25, Mobile, Ala.; 1000 feet of Jan. 1, New Orleans, La.; 1000 feet of Jan. 8, Pensacola, Fla.; 1000 feet of Jan. 15, Miami, Fla.; 1000 feet of Jan. 22, Fort Lauderdale, Fla.; 1000 feet of Jan. 29, Tampa, Fla.; 1000 feet of Feb. 5, Jacksonville, Fla.; 1000 feet of Feb. 12, Pensacola, Fla.; 1000 feet of Feb. 19, Mobile, Ala.; 1000 feet of Feb. 26, New Orleans, La.; 1000 feet of Mar. 5, Pensacola, Fla.; 1000 feet of Mar. 12, Miami, Fla.; 1000 feet of Mar. 19, Fort Lauderdale, Fla.; 1000 feet of Mar. 26, Tampa, Fla.; 1000 feet of Apr. 2, Jacksonville, Fla.; 1000 feet of Apr. 9, Pensacola, Fla.; 1000 feet of Apr. 16, Mobile, Ala.; 1000 feet of Apr. 23, New Orleans, La.; 1000 feet of Apr. 30, Pensacola, Fla.; 1000 feet of May 7, Miami, Fla.; 1000 feet of May 14, Fort Lauderdale, Fla.; 1000 feet of May 21, Tampa, Fla.; 1000 feet of May 28, Jacksonville, Fla.; 1000 feet of June 4, Pensacola, Fla.; 1000 feet of June 11, Mobile, Ala.; 1000 feet of June 18, New Orleans, La.; 1000 feet of June 25, Pensacola, Fla.; 1000 feet of July 2, Miami, Fla.; 1000 feet of July 9, Fort Lauderdale, Fla.; 1000 feet of July 16, Tampa, Fla.; 1000 feet of July 23, Jacksonville, Fla.; 1000 feet of Aug. 3, Pensacola, Fla.; 1000 feet of Aug. 10, Mobile, Ala.; 1000 feet of Aug. 17, New Orleans, La.; 1000 feet of Aug. 24, Pensacola, Fla.; 1000 feet of Aug. 31, Miami, Fla.; 1000 feet of Sept. 7, Fort Lauderdale, Fla.; 1000 feet of Sept. 14, Tampa, Fla.; 1000 feet of Sept. 21, Jacksonville, Fla.; 1000 feet of Sept. 28, Pensacola, Fla.; 1000 feet of Oct. 5, Mobile, Ala.; 1000 feet of Oct. 12, New Orleans, La.; 1000 feet of Oct. 19, Pensacola, Fla.; 1000 feet of Oct. 26, Miami, Fla.; 1000 feet of Nov. 2, Fort Lauderdale, Fla.; 1000 feet of Nov. 9, Tampa, Fla.; 1000 feet of Nov. 16, Jacksonville, Fla.; 1000 feet of Nov. 23, Pensacola, Fla.; 1000 feet of Dec. 1, Mobile, Ala.; 1000 feet of Dec. 8, New Orleans, La.; 1000 feet of Dec. 15, Pensacola, Fla.; 1000 feet of Dec. 22, Miami, Fla.; 1000 feet of Dec. 29, Fort Lauderdale, Fla.; 1000 feet of Jan. 5, Tampa, Fla.; 1000 feet of Jan. 12, Jacksonville, Fla.; 1000 feet of Jan. 19, Pensacola, Fla.; 1000 feet of Jan. 26, Mobile, Ala.; 1000 feet of Jan. 30, New Orleans, La.; 1000 feet of Feb. 6, Pensacola, Fla.; 1000 feet of Feb. 13, Miami, Fla.; 1000 feet of Feb. 20, Fort Lauderdale, Fla.; 1000 feet of Feb. 27, Tampa, Fla.; 1000 feet of Mar. 6, Jacksonville, Fla.; 1000 feet of Mar. 13, Pensacola, Fla.; 1000 feet of Mar. 20, Mobile, Ala.; 1000 feet of Mar. 27, New Orleans, La.; 1000 feet of Apr. 3, Pensacola, Fla.; 1000 feet of Apr. 10, Miami, Fla.; 1000 feet of Apr. 17, Fort Lauderdale, Fla.; 1000 feet of Apr. 24, Tampa, Fla.; 1000 feet of Apr. 31, Jacksonville, Fla.; 1000 feet of May 8, Pensacola, Fla.; 1000 feet of May 15, Mobile, Ala.; 1000 feet of May 22, New Orleans, La.; 1000 feet of May 29, Pensacola, Fla.; 1000 feet of June 5, Miami, Fla.; 1000 feet of June 12, Fort Lauderdale, Fla.; 1000 feet of June 19, Tampa, Fla.; 1000 feet of June 26, Jacksonville, Fla.; 1000 feet of July 3, Pensacola, Fla.; 1000 feet of July 10, Mobile, Ala.; 1000 feet of July 17, New Orleans, La.; 1000 feet of July 24, Pensacola, Fla.; 1000 feet of July 31, Miami, Fla.; 1000 feet of Aug. 7, Fort Lauderdale, Fla.; 1000 feet of Aug. 14, Tampa, Fla.; 1000 feet of Aug. 21, Jacksonville, Fla.; 1000 feet of Aug. 28, Pensacola, Fla.; 1000 feet of Sept. 4, Mobile, Ala.; 1000 feet of Sept. 11, New Orleans, La.; 1000 feet of Sept. 18, Pensacola, Fla.; 1000 feet of Sept. 25, Miami, Fla.; 1000 feet of Oct. 2, Fort Lauderdale, Fla.; 1000 feet of Oct. 9, Tampa, Fla.; 1000 feet of Oct. 16, Jacksonville, Fla.; 1000 feet of Oct. 23, Pensacola, Fla.; 1000 feet of Oct. 30, Mobile, Ala.; 1000 feet of Nov. 6, New Orleans, La.; 1000 feet of Nov. 13, Pensacola, Fla.; 1000 feet of Nov. 20, Miami, Fla.; 1000 feet of Nov. 27, Fort Lauderdale, Fla.; 1000 feet of Dec. 4, Tampa, Fla.; 1000 feet of Dec. 11, Jacksonville, Fla.; 1000 feet of Dec. 18, Pensacola, Fla.; 1000 feet of Dec. 25, Mobile, Ala.; 1000 feet of Jan. 1, New Orleans, La.; 1000 feet of Jan. 8, Pensacola, Fla.; 1000 feet of Jan. 15, Miami, Fla.; 1000 feet of Jan. 22, Fort Lauderdale, Fla.; 1000 feet of Jan. 29, Tampa, Fla.; 1000 feet of Feb. 5, Jacksonville, Fla.; 1000 feet of Feb. 12, Pensacola, Fla.; 1000 feet of Feb. 19, Mobile, Ala.; 1000 feet of Feb. 26, New Orleans, La.; 1000 feet of Mar. 5, Pensacola, Fla.; 1000 feet of Mar. 12, Miami, Fla.; 1000 feet of Mar. 19, Fort Lauderdale, Fla.; 1000 feet of Mar. 26, Tampa, Fla.; 1000 feet of Apr. 2, Jacksonville, Fla.; 1000 feet of Apr. 9, Pensacola, Fla.; 1000 feet of Apr. 16, Mobile, Ala.; 1000 feet of Apr. 23, New Orleans, La.; 1000 feet of Apr. 30, Pensacola, Fla.; 1000 feet of May 7, Miami, Fla.; 1000 feet of May 14, Fort Lauderdale, Fla.; 1000 feet of May 21, Tampa, Fla.; 1000 feet of May 28, Jacksonville, Fla.; 1000 feet of June 4, Pensacola, Fla.; 1000 feet of June 11, Mobile, Ala.; 1000 feet of June 18, New Orleans, La.; 1000 feet of June 25, Pensacola, Fla.; 1000 feet of July 2, Miami, Fla.; 1000 feet of July 9, Fort Lauderdale, Fla.; 1000 feet of July 16, Tampa, Fla.; 1000 feet of July 23, Jacksonville, Fla.; 1000 feet of Aug. 3, Pensacola, Fla.; 1000 feet of Aug. 10, Mobile, Ala.; 1000 feet of Aug. 17, New Orleans, La.; 1000 feet of Aug. 24, Pensacola, Fla.; 1000 feet of Aug. 31, Miami, Fla.; 1000 feet of Sept. 7, Fort Lauderdale, Fla.; 1000 feet of Sept. 14, Tampa, Fla.; 1000 feet of Sept. 21, Jacksonville, Fla.; 1000 feet of Sept. 28, Pensacola, Fla.; 1000 feet of Oct. 5, Mobile, Ala.; 1000 feet of Oct. 12, New Orleans, La.; 1000 feet of Oct. 19, Pensacola, Fla.; 1000 feet of Oct. 26, Miami, Fla.; 1000 feet of Nov. 2, Fort Lauderdale, Fla.; 1000 feet of Nov. 9, Tampa, Fla.; 1000 feet of Nov. 16, Jacksonville, Fla.; 1000 feet of Nov. 23, Pensacola, Fla.; 1000 feet of Dec. 1, Mobile, Ala.; 1000 feet of Dec. 8, New Orleans, La.; 1000 feet of Dec. 15, Pensacola, Fla.; 1000 feet of Dec. 22, Miami, Fla.; 1000 feet of Dec. 29, Fort Lauderdale, Fla.; 1000 feet of Jan. 5, Tampa, Fla.; 1000 feet of Jan. 12, Jacksonville, Fla.; 1000 feet of Jan. 19, Pensacola, Fla.; 1000 feet of Jan. 26, Mobile, Ala.; 1000 feet of Jan. 30, New Orleans, La.; 1000 feet of Feb. 6, Pensacola, Fla.; 1000 feet of Feb. 13, Miami, Fla.; 1000 feet of Feb. 20, Fort Lauderdale, Fla.; 1000 feet of Feb. 27, Tampa, Fla.; 1000 feet of Mar. 6, Jacksonville, Fla.; 1000 feet of Mar. 13, Pensacola, Fla.; 1000 feet of Mar. 20, Mobile, Ala.; 1000 feet of Mar. 27, New Orleans, La.; 1000 feet of Apr. 3, Pensacola, Fla.; 1000 feet of Apr. 10, Miami, Fla.; 1000 feet of Apr. 17, Fort Lauderdale, Fla.; 1000 feet of Apr. 24, Tampa, Fla.; 1000 feet of Apr. 31, Jacksonville, Fla.; 1000 feet of May 8, Pensacola, Fla.; 1000 feet of May 15, Mobile, Ala.; 1000 feet of May 22, New Orleans, La.; 1000 feet of May 29, Pensacola, Fla.; 1000 feet of June 5, Miami, Fla.; 1000 feet of June 12, Fort Lauderdale, Fla.; 1000 feet of June 19, Tampa, Fla.; 1000 feet of June 26, Jacksonville, Fla.; 1000 feet of July 3, Pensacola, Fla.; 1000 feet of July 10, Mobile, Ala.; 1000 feet of July 17, New Orleans, La.; 1000 feet of July 24, Pensacola, Fla.; 1000 feet of July 31, Miami, Fla.; 1000 feet of Aug. 7, Fort Lauderdale, Fla.; 1000 feet of Aug. 14, Tampa, Fla.; 1000 feet of Aug. 21, Jacksonville, Fla.; 1000 feet of Aug. 28, Pensacola, Fla.; 1000 feet of Sept. 4, Mobile, Ala.; 1000 feet of Sept. 11, New Orleans, La.; 1000 feet of Sept. 18, Pensacola, Fla.; 1000 feet of Sept. 25, Miami, Fla.; 1

Hartmann's Broadcast

PROBABLY the most important topic discussed at the recent summer meeting of the Massachusetts Agricultural Fair Association in Worcester was the importance of an annual fair to a fair. All members present seemed to concur in the opinion that the midway is essential to the success of a fair, but that it must be a clean midway, and rightly so.

Frank H. Kingman, secretary of the Brookline (Mass.) Fair and secretary-treasurer of the International Association of Fairs and Expositions, was one of the speakers at the meeting. In his discussion of cleanliness by advocating the appointment of a committee to recommend rules for the fair grounds and General Court that would eliminate off-color games. He declared that his fair was more than ready to meet any financial loss, should he be in the midways, if it were to go to court. It could build for the future and give assurance of a clean, sprightly midway, calculated to bring out thousands of additional paying customers.

Another speaker at the meeting was Harry Eddies, a representative of Marshall Field, who advised his listeners to "take your hats off, because when you clean up your midway, you don't have to worry under your control. If you overcharge concessions they have only one alternative. Don't make criminals or thieves of them."

Reading Kingman's statements made at the New England meeting as published in The Billboard of May 6, prompted Kingman to write to the state fair concessionaires at fairs, the situation of which became such that it was necessary for him to become a carnival operator. For years he has been visiting carnivals throughout the United States and Canada with the unfair concessionaires working on fairgrounds with him. In this manner, he noted, the public has been baited by the unfair concessionaires and did not bother the public very much for the reason that his booth had a fragrance of oil and the rest of the fair had a fragrance of "dipper" merchandise. Goodman's concessions, on the other hand, were from 30 to 54 feet long and had merchandise worth thousands of dollars on display. The unfair concessionaires did not need much merchandise for them

to do well any of it.

"Under our methods of operating we 'sold' our merchandise, the public standing in front of our concessions and trading with us," says Goodman. "They were not afraid to buy from us and our stands just as they would from a bargain counter in a department store."

At times marched on the annual concessionaires and almost always received as large as Goodman's and made these as fair as equally as good. He used devices identical with Goodman's but with a system of control over the stands. When the operators were working side by side with Goodman, the situation became serious for Max and he had to devise ways to meet it. So he began to make some changes in his stands, make some concessions and thereby eliminate unfair opposition. For several years he worked in this manner, and he is aware that no fair where he has ever been a concessionaire has ever been a failure, and that the methods he used advanced the fair and made the public benefit.

This plan worked all right for Max until some carnival operators approached fair地 concessionaries with larger offers for concession rights. Secretaries would tell him of the opposition offer, which would be larger than his own, and he would operate on a legitimate basis as he did. As time went on these secretaries realized their mistake, but carnival operators would not. They would say, "If you want Max Goodman, let him give you a carnival too." And at the winter conventions when Max was approached seeing they wanted him, he would ask what would like to have you, Max? But what are we going to do for a carnival?"

In 1937 Max decided to build the first permanent building for his Plant Show which has been operating in the same manner as he did his concession.

"The dependence of the good people in fairs has been lost in the last 10 years," says Max. "Because of the abuse they have received at the hands of the unfair concessionaires on the fairgrounds or at the carnivals, the public has been retarded the development of fairs."

When a secretary calls a meeting of directors to promote ways and means for fair, this question always comes up: "What about the fair and can we afford to bring in a lot of 50% artists who only antagonize our community?"

"This is the main error I see," he feels that this situation cannot help but retard the growth and percentages to one

way. The other is to boycott those who antagonize and do not live up to their word. Fairs of today are certainly far advanced, both in exhibits and methods of operation. To regain the confidence of the public, the fairs must be honest and stand up to those who promise they will do and then find alibis as to why they did not do it.

Getting operators legitimately is very hard,

but if no receives assistance, it is a pleasure for all. We really should start a campaign for a better future. God knows we need it!"



The Whirl of Today

(Quotable Stuff, Mostly Circus)

HENRY RINGLING NORTH to an employee delivering a message to him on the office way: "How old you get here?" **Walter W. Scott**, president of Mr. North's (a泰) man: "I was wondering whether you had any means of locomotion other than your pedes [sic] express train?" **Tommy Cooper** in his circus, "restyled in beauty and splendor [sic] to mention language] for a changing world."

When the world needs is a good laugh, come on and see us. We work so you can play. You should play as you can work." **Phenie circular from Belmont Park, Montreal**. Looks to us like the new Belmont Park hand of Res D. Billings was a work.

"I have originated a new and novel World's Fair game which throws out World's Fair novelties. Will send you a sample of my game and you will be interested in this in your return if it has any news interest to fellow showmen. Then I can at least say I spring a first." **From J. George Oberholser**, Cincinnati. "Please glad to say that the creator needs a patient right now, not a pat on the back."

"Just a word from Frank Larabee and Tumbleweed Speers, saying hello from Waukegan, Ill., to all our friends before starting east to make Eastern rodeos. We are still here, but have not decided what we will do yet." **Frank Larabee**.

We suggest you get in touch with the people who are running the Carnivals or Circuses at the Fair. It's hard to say exactly what they are doing, but the hosting of those who are connected will simplify the matter; viz: John Ringling North, John Krainik, N. H. Burnside, Fred Gandy, Fred Gandy, Bill Ladd, Zack Miller, Col. Bill Stebbins, Eddie Vaughan, Manufacturers Trust Co., Harvey D. Gibson, George P. Smith Jr., John C. Vining, Vinton, Iowa, and others pending.

We might also refer him to Frank & Wagstaff's "New Standard Dictionary of the English Language" which gives the figurative definition of humor, to wit: "A person or thing viewed as an incongruous union of diverse natures."

From a press release: "The Four Brothers will be the highest act at the World's Fair." It may be if you discount Ginger Wood, who slides from a height of about 200 feet, cable being suspended from the penthouse.

Dribbles . . . Now that Baby Dribble to Washington, D. C., to try to interest Uncle Sam in sponsoring a WPA Circus out of Philadelphia . . . That was Charlie "The Great" Brown who closed the rag with John H. North . . . Many shows are thru with the parks, preferring side-show operation in store locations. . . Bob McRae is finally set to "opposition" with his colossus with a Broadway curtain shop.

RIPLEY ODDITORIUM

(Continued from page 3)

sides double staircases that were used to enter the right side of the building, as the picture indicates. The interior is large and spacious. If present plans go thru, according to the working blue prints, the spot will undoubtedly be the flashiest show place in the city. The building, four stories high, will line the entire Broadway and Seventh avenue sides and several of the street exhibits will be on film synchronized with a large voice to catch the passing street traffic.

In this way the exhibit hopes to attract World's Fair visitors who are out all day and who will operate as an all-day-round exhibit, however, it is not planned for the first four months is figured out to be approximately \$8,000 a week. **Henry F. Prill**, former newspaper executive and representative, has been retained as director of advertising and exploitation.

WANTED!

EXPERIENCED SOBER RIDE FOREMAN.

Address

J. C. McCAFFERY
Hotel Sherman, Chicago, Ill.

HAPPY ATTRACTIONS WANT SHOWS AND CONCESSIONS

MARYSVILLE, O., on Streets, for Playground, Week of May 15-20. QUINCY, O., CENTENNIAL, May 24-27. \$500.00 Spent for Attractions. FIRST BIG CELEBRATION IN OHIO.

HAPPY ATTRACTIONS, MARYSVILLE, O.

WINTERS EXPOSITION SHOWS

Want for Best Spots in Western Pennsylvania, CORNOPOLIS, MAY 15TH TO 20TH; FIRMENICH'S CELEBRATION, CARMICHAEL, MAY 22D TO 27TH.

Bunting Alley, Elvorus, Mickey Mouse, Costard, 2 Stock Wheels, Diggers and Penny Arcade. Shows that do not conflict. Medusa, come on. Disk Palomino, some committees.

GLEANINGS

(Continued from page 31)
 However, even tho' the owners have tried to Americanize appearance of the service, trouble after school closes and children, possibly those who have been introduced to it, come into its own. Harry Dasher, Pacific Coast concessioner, has opened a stand that nicely frames Al Vollman's "Candyland," 1823 S. Main St., Standard Oil Day. All other pay attractions did correspondingly big business. On May 10, the budget for part expenses of the opening of the new building (Spartan Plaza) of the Crafts Show, was a visitor, spending several days in the Gaylord.

The Ziegfeld Follies, to open on May 19, will run as long as customers will pay to see the Scotch Village Inn has been closed. Billie Bishop, manager George K. Whitley, new chief of things entertaining, avers he will especially devote efforts to securing more attractions and more variety. The new "Giant Hole-in-One" Golf game should be open by the time that this is printed. A new "Hole-in-One" on the beach at the location not far from the Ziegfeld, who was featured as "the Queen of the Institute in Greenwich Village, N.Y." has been given a new name, "the Queen of the Institute," and is offering a series of set-ups and to pose for numerous San Francisco artists. One of the most entertaining concessions is the one featuring the "Giant Hole-in-One" golf game.

The Cameron, of many ventures, is forever taking on new jobs, notably like that of president of the Cooper Union, which he has now assumed. As capable as George Haley is general manager, there is not much to worry about, as his good old Jack Martin, veteran of many years, is managing the Greenwich Village property while negotiations are pending in the remodeling of the building. The last major building collapse during the absence of husband Fred, in Texas is one of the best business women at the fair.

One of the most persistent "improvers" on the Gaylord is Ed Martine, operator of the Dining Hall attraction. He has had considerable trouble keeping fresh water and oil alive in his big pool, so he resorted to getting fresh water from a well, which was necessary to run a pipe line, also fuel at considerable cost. At the first annual gathering of the Concessioners Association, The Cameron's Happy Valley Ranch house on May 9 sold all food and drinks were donated, so that the money could go to the construction of Dr. John ("I Hate Showmen") Grimley that the veteran incubator is violent. The men in the not too highly-washed machine and sterilizer in his private kitchen is still used in the exhibit for the use of the nursing personnel.

Dr. John ("I Hate Showmen") Grimley, deputy commissioner of the city's health department in charge of the WPA, has been appointed to the WPA Internee would have to be added to Dr. Conner's staff, in response to which the latter said he was himself a registered nurse. He has been a nurse for 10 years and has a background of 20 years' experience in the handling of premature babies. Dr. Martin A. ("I Hate Deputy Commissioner") Conner is still on duty and it looks as the expo will be in full swing by June 20. A truckload of up-to-date gaming apparatus was soon coming from New York recently, everything "from soup to nuts." Looks as the the screws were loosening.

NEW POLICIES

(Continued from page 31)
 programs and special entertainment to treat the public to the best. The treatment Circle H. Vandenberg, promotion and publicity director, said fair crews hope to reconcile the differences with the management's "unions."

CA Wars More Safely

Expo officials are considering issuing package tickets with a \$5.00 value for \$2.50, including gate admission. Concessioners' Association has been strong for this new method. Tony Martin, manager of the Sir Francis Drake Hotel, has taken over management of the Cafe Lafayette on the island, becoming a liaison officer with Louis Lorin & Q. M. Hilton, hotel chain.

Concessioners are beginning to show dissatisfaction over publicity—or rather lack of it—being given the fair. Mr. Edward G. Landis, manager of management's a proposal for outdoor ballyhoo on billboards and is said to be willing to pay some of the expense.

Also, Mr. Landis will return to Scotland on May 18, leaving affairs at the Scottish Village to Donald Cameron, who constructed it. Henry and Sonie, the Chippendales, have been launched at last.

Newest on the Gaynoray, May 10, has drawn good crowds. Fronting is Pete Sherman. Mel Smith, ex-concessionaire division head, may join Gehr as manager

on the grounds. Gehr is a well-known magazine illustrator.

Workmen have begun construction of a new building to accommodate visitors at the Palace of the Golden West, where seats, particularly at night shows, have been swept by chid winds. Silver King, the new addition to the Buck Jones there Western revs, is now featured in a barn in the Children's Village, where he has proved a bigger draw than the Nude Ranch.

RISK QUESTION

(Continued from page 31)
 rates of 25 per cent. The increase from April 20 to up to 100 per cent, including Thursday, May 11, spanning 10 days, hurtled the 2,000,000 figure.

CLOUD DEFENSE OPEN

Local Council of International Lodgers, Building and Construction Workers Union of America, an AFL affiliate, presented the 11 gates this week an attempt to keep visitors off the grounds, not already attached.

"Perley Poore, head of the World's Fair great bureau, whose duty it is to keep the public informed of all events at the fair, when asked about the presence of the pickets," said according to The Sun, "The World's Fair declines to comment." Pickets were removed later with no reason advanced for the sudden quitting.

Supervisors developed in their studies that the pickets had discovered the line "Federal Tax." This is a government tax of 3 per cent on checks in restaurants, bars, entertainments, etc., customers being partly responsible for the entertainment. They are asking that the "entertainment" be reduced to 10 cents, a saving of 2 cents. The 10 cents tax, to encourage night trade, was shovved aside in preference to more pressing problems, such as the shortening of stretches. Lighting is much improved, though, but several eyewires still remain.

Dr. John ("I Hate Showmen") Grimley, deputy commissioner of the city's health department in charge of the WPA, has been appointed to the WPA Internee would have to be added to Dr. Conner's staff, in response to which the latter said he was himself a registered nurse. He has been a nurse for 10 years and has a background of 20 years' experience in the handling of premature babies. Dr. Martin A. ("I Hate Deputy Commissioner") Conner is still on duty and it looks as the expo will be in full swing by June 20. A truckload of up-to-date gaming apparatus was soon coming from New York recently, everything "from soup to nuts." Looks as the the screws were loosening.

GOVERNMENT AREA

(Continued from page 31)
 coffee cafe seating 100; restaurant seating 100; bar seating 100.
 Venezuela—Building not completed and exhibits not ready.

United States Federal Building—Building construction under way but operating. Restaurant not open to public.
 Hall of Nations
 (Participation)

Arlane—Opened this week, restaurant featuring native dishes "at moderate prices."
 Australia—Completed and open; no food.
 British Colonies—About 20 per cent complete; open; no food.
 Canada—Open May 14.
 Cuba—Will open May 20; restaurant and bar seating 100; "prices moderate." Czechoslovakia—Not complete; no information available.

Danmark—Complete; restaurant serving only Danish dishes, capacity about 60; "prices moderate."
 France—Under construction. Expected to open May 20; official opening May 31.
 Ecuador—Will be complete May 20.
 Finland—Complete; native restaurant with 100 seats; "prices moderate." French Morocco—Will be ready about May 24; no food.
 Greece—Will be ready about May 23; no food.
 Hungary—Complete; exhibits ready May 11; restaurant and bar seating 75.
 Iceland—Complete; no food.
 Ireland—Open May 12; no food.
 Italy—Complete; no food.

Iraq—Will be ready about May 23; no food, but will serve ice cream.

Japan—Complete; 800 food.
 Latvia—Will be ready about June 10; no food.

Lithuania—Will be ready about May 23; no food.

Luxembourg—Will be ready about May 25; no food.

Mexico—Will be ready about end of May; no food.

Netherlands—Not finished but sufficiently so to allow visitors to pass thru to main pavilion; no food.

New Zealand—Will be ready this week. Restaurant, 100 food.

Pan American Union—Will be ready about May 20. Nations participating are Bolivia, Colombia, Costa Rica, Guatemala, Honduras, Nicaragua, Panama, Paraguay and Uruguay.

Peru—Will be ready about May 20; no food.

Portugal—Will be ready about May 20; no food.

Romania—Complete.

Siam—Open this week.

South Rhodesia—About 80 per cent complete; no food.

Switzerland—Open; no food.

Turkey—Open; no food.

U.S. Posts Center—Will be ready about May 20.

Yugoslavia—Will be ready about May 30.

Court of States

Arizona—Will open May 23; Arkansas will open in about three weeks. Michigan will open May 13; Nevada, no info available.

New England Combined Exhibit Building—Will open May 20. Participating are Massachusetts, Rhode Island, Vermont, New Hampshire and Connecticut. Jersey, Jersey, and of month, North Carolina, Virginia, West Virginia, Pennsylvania, open; Tennessee, open; Texas, info not available; Utah, open; Virginia, June 1; Wisconsin, Indiana and West Virginia, open; Wisconsin, info not available; Puerto Rico, May 12.

**States Outside
Court of States**

Florida, open; New York, open.
 New York City, open.

Recapitulation

PORTION ZONE—Not complete and exhibits not ready. 100 seats, fully complete but open; 60; no open; 3, open; 18; restaurants, bars, etc., 16.

HALL OF NATIONS—Not complete and exhibits not ready. 100 seats, fully complete but open; 3, not open; 20 (includes Pan-American Union); open; 17; restaurants, bars, etc., 16.

INDIAN STATE—Open; 14; not open; 8; no information available, 7 (includes New England combination).

Elegoman on Fair's stationery: "Time There On."

FLUSHING FRONT

(Continued from page 31)
 sent attractions scurrying for their respective enterprises. Thursday evening, the 11th, the first of the 100 exhibits from the headhouse, amusement control committee dropped an inspection tour abruptly and working newspaper men were sent to the various exhibits. It was a reversed rubout, even a false alarm—and the fun zone is yet to have its first fire.

The delightful entertainment and shooting atmosphere will take Merrie England. Except Green Friends depicts Green Friends, Green Friends, Green Friends production. Incidentally, compressed air, water and sound equipment on Fountain Lake has been prepared for the opening of the fair. There is a semblance of synchronization now and production is nearly as drawn out. Pyramidal construction, the all-shaking motor, which is witnessed each year by dozens of State and county fairgoers.

Show Openings

Attractions joining the operating list since last weekend include Baker and Travers's Laugh in the Dark, Dr. Courtney's Incurables, African Giant, Ventriloquist, the Human Cannonball, etc. Last named opened early in week, closed again because of light trouble and reopened.

Among attractions scheduled to open within next few days are Tony Bang's Enchanted Forest, John Ringling North's Circus, Circus of Color, and Ringling Bros. and Barnum & Bailey Circus. Old New York moves steadily toward completion. Time and Space and Norman Bel Geddes Crystal Lassie apparently taking their time.

Trade visitors to the amusement trade include Charles Pool, Florida concession; William Lynch, Canadian concession; Major Lenox A. Lohr, A Century of Progress, Chicago; Frank J. Morris, museum op., and Wallace Jones, president of the New England Park Mena, Mass., and others. On completion of the exhibit section on official inspection, etc., was Island W. Cutler, president of San Francisco's OGIE. He referred to the amusement zone, but referred to the "amusement zone" as "magnificent."

American Federation of Actors having organization trouble with Cuban Village, which is the largest amusement park in the Americas, regarding wages and working condition chief points of contention. Wonder if Penguin Island will replace its cardboard signs with real signs? I wonder what a manufacturer of weight scales would think of concession department over operation of coin scales in the grounds. Billie Habbin has the concession at present, although no machines have made their appearance as yet.

Several of Ray E. (Pop) Dunlap's seals have ended W.M. opening week and yesterday he had enough time of R. to do mostly poor sporting and P.M. contact with the fair corporation. Everywhere past the entrance, the sign reads "No admittance after 10 p.m. for when closing the gate by auto." There's no exemption for fair employees, concessioners or exhibitors. Amounts to a nice little extra expense for many employees, who necessarily must go to and from the fair by auto several times a day.

**CONCESSIONERS
DEMONSTRATORS
PITCHMEN**
CASH IN ON . . .
75,000,000
PROVEN ATTENDANCE
WATCH THE WORLD'S FAIR BODY THAT FIGURE!

Coney Island Only Free Admission Enclosed Post Paid and Labels and Letters to Seal the Show Box Still Time to Get Your Seats for your own booth when you can. You can do it without waiting for months straight!

Enclosed information for the following:
 1. For One Place
 a. Novelty Jewelry
 b. Novelty Seashells
 c. Glass Jewelry
 d. Count-Yeast-Weight
 e. Jewelers
 f. Jewelry Boxes
 g. Musical Instruments
 etc., etc.

WALTER DE LEENE—This is what you've been waiting for.

For Terms, Call or Write Now
COMMERCIAL EXHIBITORS CO.
 1201 West Ave., Coney Island, New York

AT LIBERTY

General Agent, Assistant Manager would consider banners with good show, have car.

PERCY MARTIN
 329 East Market, Greensboro, N. C.

CARNIVAL WANTED

For County Fair
 McMinnville, Tenn.
 September 7-8-9
 H. S. WILSON, Secy.

CARNIVAL BOOTHES - RIDES
 RECENT Changes
 1939
 1940
 1941
 1942
 1943
 1944
 1945
 1946
 1947
 1948
 1949
 1950
 1951
 1952
 1953
 1954
 1955
 1956
 1957
 1958
 1959
 1960
 1961
 1962
 1963
 1964
 1965
 1966
 1967
 1968
 1969
 1970
 1971
 1972
 1973
 1974
 1975
 1976
 1977
 1978
 1979
 1980
 1981
 1982
 1983
 1984
 1985
 1986
 1987
 1988
 1989
 1990
 1991
 1992
 1993
 1994
 1995
 1996
 1997
 1998
 1999
 2000
 2001
 2002
 2003
 2004
 2005
 2006
 2007
 2008
 2009
 2010
 2011
 2012
 2013
 2014
 2015
 2016
 2017
 2018
 2019
 2020
 2021
 2022
 2023
 2024
 2025
 2026
 2027
 2028
 2029
 2030
 2031
 2032
 2033
 2034
 2035
 2036
 2037
 2038
 2039
 2040
 2041
 2042
 2043
 2044
 2045
 2046
 2047
 2048
 2049
 2050
 2051
 2052
 2053
 2054
 2055
 2056
 2057
 2058
 2059
 2060
 2061
 2062
 2063
 2064
 2065
 2066
 2067
 2068
 2069
 2070
 2071
 2072
 2073
 2074
 2075
 2076
 2077
 2078
 2079
 2080
 2081
 2082
 2083
 2084
 2085
 2086
 2087
 2088
 2089
 2090
 2091
 2092
 2093
 2094
 2095
 2096
 2097
 2098
 2099
 2100
 2101
 2102
 2103
 2104
 2105
 2106
 2107
 2108
 2109
 2110
 2111
 2112
 2113
 2114
 2115
 2116
 2117
 2118
 2119
 2120
 2121
 2122
 2123
 2124
 2125
 2126
 2127
 2128
 2129
 2130
 2131
 2132
 2133
 2134
 2135
 2136
 2137
 2138
 2139
 2140
 2141
 2142
 2143
 2144
 2145
 2146
 2147
 2148
 2149
 2150
 2151
 2152
 2153
 2154
 2155
 2156
 2157
 2158
 2159
 2160
 2161
 2162
 2163
 2164
 2165
 2166
 2167
 2168
 2169
 2170
 2171
 2172
 2173
 2174
 2175
 2176
 2177
 2178
 2179
 2180
 2181
 2182
 2183
 2184
 2185
 2186
 2187
 2188
 2189
 2190
 2191
 2192
 2193
 2194
 2195
 2196
 2197
 2198
 2199
 2200
 2201
 2202
 2203
 2204
 2205
 2206
 2207
 2208
 2209
 2210
 2211
 2212
 2213
 2214
 2215
 2216
 2217
 2218
 2219
 2220
 2221
 2222
 2223
 2224
 2225
 2226
 2227
 2228
 2229
 2230
 2231
 2232
 2233
 2234
 2235
 2236
 2237
 2238
 2239
 2240
 2241
 2242
 2243
 2244
 2245
 2246
 2247
 2248
 2249
 2250
 2251
 2252
 2253
 2254
 2255
 2256
 2257
 2258
 2259
 2260
 2261
 2262
 2263
 2264
 2265
 2266
 2267
 2268
 2269
 2270
 2271
 2272
 2273
 2274
 2275
 2276
 2277
 2278
 2279
 2280
 2281
 2282
 2283
 2284
 2285
 2286
 2287
 2288
 2289
 2290
 2291
 2292
 2293
 2294
 2295
 2296
 2297
 2298
 2299
 2300
 2301
 2302
 2303
 2304
 2305
 2306
 2307
 2308
 2309
 2310
 2311
 2312
 2313
 2314
 2315
 2316
 2317
 2318
 2319
 2320
 2321
 2322
 2323
 2324
 2325
 2326
 2327
 2328
 2329
 2330
 2331
 2332
 2333
 2334
 2335
 2336
 2337
 2338
 2339
 2340
 2341
 2342
 2343
 2344
 2345
 2346
 2347
 2348
 2349
 2350
 2351
 2352
 2353
 2354
 2355
 2356
 2357
 2358
 2359
 2360
 2361
 2362
 2363
 2364
 2365
 2366
 2367
 2368
 2369
 2370
 2371
 2372
 2373
 2374
 2375
 2376
 2377
 2378
 2379
 2380
 2381
 2382
 2383
 2384
 2385
 2386
 2387
 2388
 2389
 2390
 2391
 2392
 2393
 2394
 2395
 2396
 2397
 2398
 2399
 2400
 2401
 2402
 2403
 2404
 2405
 2406
 2407
 2408
 2409
 2410
 2411
 2412
 2413
 2414
 2415
 2416
 2417
 2418
 2419
 2420
 2421
 2422
 2423
 2424
 2425
 2426
 2427
 2428
 2429
 2430
 2431
 2432
 2433
 2434
 2435
 2436
 2437
 2438
 2439
 2440
 2441
 2442
 2443
 2444
 2445
 2446
 2447
 2448
 2449
 2450
 2451
 2452
 2453
 2454
 2455
 2456
 2457
 2458
 2459
 2460
 2461
 2462
 2463
 2464
 2465
 2466
 2467
 2468
 2469
 2470
 2471
 2472
 2473
 2474
 2475
 2476
 2477
 2478
 2479
 2480
 2481
 2482
 2483
 2484
 2485
 2486
 2487
 2488
 2489
 2490
 2491
 2492
 2493
 2494
 2495
 2496
 2497
 2498
 2499
 2500
 2501
 2502
 2503
 2504
 2505
 2506
 2507
 2508
 2509
 2510
 2511
 2512
 2513
 2514
 2515
 2516
 2517
 2518
 2519
 2520
 2521
 2522
 2523
 2524
 2525
 2526
 2527
 2528
 2529
 2530
 2531
 2532
 2533
 2534
 2535
 2536
 2537
 2538
 2539
 2540
 2541
 2542
 2543
 2544
 2545
 2546
 2547
 2548
 2549
 2550
 2551
 2552
 2553
 2554
 2555
 2556
 2557
 2558
 2559
 2560
 2561
 2562
 2563
 2564
 2565
 2566
 2567
 2568
 2569
 2570
 2571
 2572
 2573
 2574
 2575
 2576
 2577
 2578
 2579
 2580
 2581
 2582
 2583
 2584
 2585
 2586
 2587
 2588
 2589
 2590
 2591
 2592
 2593
 2594
 2595
 2596
 2597
 2598
 2599
 2600
 2601
 2602
 2603
 2604
 2605
 2606
 2607
 2608
 2609
 2610
 2611
 2612
 2613
 2614
 2615
 2616
 2617
 2618
 2619
 2620
 2621
 2622
 2623
 2624
 2625
 2626
 2627
 2628
 2629
 2630
 2631
 2632
 2633
 2634
 2635
 2636
 2637
 2638
 2639
 2640
 2641
 2642
 2643
 2644
 2645
 2646
 2647
 2648
 2649
 2650
 2651
 2652
 2653
 2654
 2655
 2656
 2657
 2658
 2659
 2660
 2661
 2662
 2663
 2664
 2665
 2666
 2667
 2668
 2669
 2670
 2671
 2672
 2673
 2674
 2675
 2676
 2677
 2678
 2679
 2680
 2681
 2682
 2683
 2684
 2685
 2686
 2687
 2688
 2689
 2690
 2691
 2692
 2693
 2694
 2695
 2696
 2697
 2698
 2699
 2700
 2701
 2702
 2703
 2704
 2705
 2706
 2707
 2708
 2709
 2710
 2711
 2712
 2713
 2714
 2715
 2716
 2717
 2718
 2719
 2720
 2721
 2722
 2723
 2724
 2725
 2726
 2727
 2728
 2729
 2730
 2731
 2732
 2733
 2734
 2735
 2736
 2737
 2738
 2739
 2740
 2741
 2742
 2743
 2744
 2745
 2746
 2747
 2748

COIN OPERATED • • • VENDING • • SERVICE • • MUSIC • •



AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

BIG BOOST

The Saturday Evening Post probably gave the coin-operated machine industry the biggest boost that it had before the modern era of the industry. That was back in the big money days of the late '20s when The Post published an article, "Millions in Pennies," in 1929. That was in the days when America had gone wild with stock market gambling and the booster article on coin-operated machines encouraged the gambling fever to run away even with legal vending machines and scales.

But the collapse of 1929 took care of that and vending machines had a decided setback. The Post article, "Millions in Pennies," has almost been forgotten. The modern revival of the coin-operated machine industry began in 1931 when the development of new ideas in amusement machines gave new life to the business.

Now The Saturday Evening Post devotes practically four of its valuable pages (May 13 issue, page 12ff) to another boost of the industry, this time to the amusement section of the trade. The title of the article is "Ten Billion Nickels."

The industry has been having its difficulties during the last two years, but so much valuable space in a magazine of so wide circulation may be just the tonic needed to tide the industry into better days.

Chiefly, because the coin machine industry is now better prepared to capitalize on all such publicity. There was a time when manufacturers in the trade could not "stand the pressure" of such publicity, but now they are becoming accustomed to the modern uses and value of publicity.

An indication of the trend may be seen in the fact that Joe Calcutt immediately capitalized on the article for himself and for the industry. Other manufacturers also, instead of rushing to cover, are prepared to capitalize on such valuable publicity for all it is worth.

If the industry learns from this generous boost by The Post how to capitalize on publicity, favorable and unfavorable, then the industry has really grown up and is prepared to take its place in the modern world.

It is evident that The Post is trying to steal some of the thunder of the newspapers. It is evident that the article is meant to be sensational and this sensationalism adds to its human appeal. Probably many newspapers that have used headlines about the industry at intervals to good profit will get sore at The Post. In fact, we may see a race in giving sensational free advertising to the industry.

The article itself suggests the probable value of such publicity. After saying that it is no secret the machines give the sucker little chance to win, it adds that "10,000,000 Americans keep on playing them."

This is the untold story back of the industry. This is the secret of the success of the variety of amusement games: Americans like the fun they get in playing them. If adverse publicity could have destroyed an industry, there has been

enough attempt at adverse publicity to drive slot machines from the earth.

The Post article quotes the Gallup poll on gambling, that "some time during each year one out of every three adults plays a salesboard or slot machine." "During the fiscal year ending June 30, 1938, excise-tax figures indicate that \$30,000,000 worth of nickel extractors was sold."

It could have quoted a Science Service survey on gambling, showing that Americans spend \$55 per year on gambling for every adult and child in the country, and of this average, coin-operated amusement machines get \$8. The survey did not include stock market and grain exchange gambling in the \$55 average.

The Post article pays tribute to the technical progress of the industry: "Technically the industry is so far advanced that its tricks are being borrowed for such surprisingly unrelated uses as improving the control of torpedo and anti-aircraft gunfire."

Worthy recognition is given to the employment possibilities of the coin machine industry in The Post booster. The number of operators is estimated at 25,000 to 35,000. Each operator is said to employ expert mechanics, probably reaching a total of 80,000 such mechanics over the country. "Easily 1,000,000 persons, and perhaps twice that number, get all or part of their income from the business," the article states.

The conclusion of the article is a genuine effort by the author to give credit to the industry for its inherent values to industry and to human nature. "No one forces anyone to play the games . . . and as long as the public wants games, the industry hopes to be able to serve them."

The author of the article is a young newspaper man in Washington, D. C., who contributed the feature as a freelance job to The Post. He attended the January, 1939, convention of the coin machine trade, had numerous interviews with men in the trade and also made surveys in other cities. From a critical viewpoint the article and illustrations are too much like the usual newspaper sensation. Material for a much more original and mature treatment of an unusual industry is available. But four pages of free publicity in The Post is a big favor in any man's language.

Instead of becoming the champion of new and liberal ideas, however, The Post will continue to give its greatest support to big-time gambling by its reactionary fight for the return of the big gambling days of 1929. George Horace Lorimer (retired), partly educated by the nickels, dimes and quarters of poorer parishioners in his father's church, gave The Post its bent and perhaps could not bear to think of poor people getting some fun at putting nickels in slot machines. The somewhat hard-boiled Editor W. W. Stout of The Post is not expected to bend The Post toward the liberal side of life—even the illustrations of bathing beauties may now appear in it.

Read The Post article, "Ten Billion Nickels," and get as many other people to read it as possible.

IMPORTANT DECISION

Test Case Wins Opinion Against Unfair Seizure

Basic rights are made a part of unusual test case—unique organization leads defense—case is expected to go to Ohio Supreme Court

CINCINNATI, May 13.—An important decision relating to the seizure and destruction of equipment alleged to be gambling devices was rendered here on May 9 by Judge Stanley Struble in the Common Pleas Court. The question involved the matter of constitutional rights, as well as the validity of a city council order, and the defense had prepared one of the most carefully planned court tests on basic principles and constitutional rights seen in a long time.

The case involved in the validity of City Ordinance No. 576. The

court decided against the validity of

the ordinance and also that constitution-

al rights had been invaded by the seizure and destruction of devices said

by police to be gambling equipment.

It was indicated immediately after

the decision that the city would carry

the case to the Ohio Supreme Court.

Unusual Plan

The case is significant in that the defense was planned and carried thru under the auspices of an organization known as the Cincinnati Chapter of Civil Rights and Internal Security, Inc.

Atorneys Conlon, Deakill and Thornburn constituted the legal team. John A. Thornburn, attorney,

is secretary of the organization which has its headquarters in the Carew Tower. The organization has for its

broad purpose the defense of civil and property rights. In many situations

which are said to be under attack by reform agencies and otherwise today. (See The Billboard, January 21, 1939.)

The League at about the same time

the test case on alleged gambling de-

vices was instituted also started a cam-

paign involving constitutional rights,

such as the right to carry weapons,

etc. Its basic principles of attack and defense are considered unusual in legal channels.

Pinball games were the sub-

ject of the original test on alleged

gambling devices.

Other Property Destroyed

Involved in the test of the rights to

seize and destroy property alleged to

be gambling devices also was a case

of destroying other property found

in the rooms or buildings where the

games were found. Thus the Clin-

cinnati and suburban Bell Telephone Co.

was a party to the suit as a defendant,

because telephone bills had been torn

and small boxes had been placed under

the call boxes on place of service.

Two suits were also filed by a pre-

scriber, charging that chairs, furniture

and other property had been destroyed

by police in a raid.

The original suit attacked the validity

of the city ordinance, which reads:

"Wherever the city manager, secy-

retary or receiver of information

that there is any instrument or

device used for the purpose of gam-

bling, kept for such purpose in the city

of Cincinnati, he shall forthwith issue

an order to the chief of police to cause

the instrument or device to be seized

and, when seized, to be destroyed

by burning or otherwise."

The ordinance is one under which,

if it is alleged, police have been entering

suspected places, tearing telephone

from the walls and otherwise destruc-

tive methods supposedly being used for

pinball purposes.

Constitutionality

As to the constitutionality of the

ordinance, Judge Struble says City

Council has the right to pass laws and

regulations so long as they are not

arbitrary and unreasonable, are in the

interest of public safety and good

moral and are within the scope of

the constitution of Ohio.

However, Ordinance 576 is not a

police regulation, says the law, the court

says. "The ordinance makes police

power go even the extra step and keep 'in

struments and devices' for gambling

purposes within the city," the court

says.

"What we have here is Section 576

is a councilmanic order on the city

level, giving power to the chief of police

to seize and destroy private property

which he may conclude is being used

or kept within the city for gambling

purposes," Judge Struble decides.

"My conclusion is that the imme-

diacy of this order by City Council

is without force and effect. What

City Council Order 576 actually did

was set up a personal government—

government by men, namely, the city

councilmen and police officers of the city

for the purpose of gambling, a flagrant

denial of a basic right of the people to be governed by laws, not men.

"From what plaintiff says in its

position this order is actually being

enforced: that sometimes with and at

other times without orders from the

city manager, police officers of the city

telephone, telephone, etc.,

smoking tables and other kinds of

private property which they consider

being used or kept for gambling

purposes.

Private Property Rights

"Police officers are acting without

right when, of their own volition, or

acting under void laws, they seize and

destroy the private property of others,

even if it is not used for gambling pur-

poses. That is taken in law into their

own hands, and for doing that they

subject themselves to possible

prosecutions, both criminally and

civilly."

"In view of what I have said to any

and all of us to do in any and all

cases, that is to analyze the

ordinance and see if it is constitutional

or not, I am compelled to hold that

the ordinance is unconstitutional.

"Search and seizure are regulated

by the general law of the state,

G. O. 1340—1 to 11. Police officers

must go armed with a search warrant

issued by a court or magistrate and

property must be turned over to the

court or magistrate to be held

subject to the orders of the court.

"It is to be noted that private prop-

erty seized by police officers on a search warrant is to be disposed of in all cases by the court. Police officers have no power of their own volition to do anything with property they may have seized on a search warrant. If they are to destroy such property it is because the court orders them to do so. It is the same with property taken from those they arrest, with or without warrant. Such property is to be handed over to the court to be disposed of subject to the order of the court.

"Without considering the matter further, and for the foregoing reason, I am holding Section 576 of the City's Code of Ordinances unconstitutional. The court may decide that the effect may be entered if defendants do not care to plead further. Defendants overruled."

Editorial Admits Court Fairness

(Editorial From The Cincinnati Times-News)

"Wherever the city manager ascertains that there is any instrument or device used for the purpose of gambling, kept for such purpose in the city of Cincinnati, he shall forthwith issue an order to the chief of police to cause that instrument or device to be destroyed by burning or otherwise."

These are the terms of Section 576 of the Code of Ordinances, this week declared unconstitutional by Common Pleas Judge Stanley Struble. Judge Struble found that the order actually did "was to set up personal government by men, namely, the city manager and police officers of the city for the suppression of gambling." Flagrant violation of a basic right of the people to be governed by laws, not men." He concluded that "police officers are acting without right when they seize and destroy property of others even if it is not used for gambling purposes." The court took the drastic measures that it did because the gambling laws are peculiarly difficult to enforce. Handbooks, slot machines and other illegal gambling devices have a way of disappearing from view in advanced stages of manufacture and when they do appear, incidental to legal police raids. Commercial gamblers are known to have worked out comprehensive systems of anticipating the law. Even when they are caught in most instances it is difficult to prove they were engaged in gambling for diversion in the local courts, owing to the police say, to a tendency on the part of the courts to look upon gambling as a minor offense.

Granting the difficulty of the problem, however, it is something that under constitutional rights be not invaded. Undoubtedly the police in most cases stick closely to their authority to seize and destroy gambling devices. But it was charged and supported by evidence that in at least one raid, officers destroyed not only gambling devices, but also chairs, tables and tables and other personal property as well. The very fact that such abuse is possible under Section 576 lends weight to Judge Struble's decision.

Gambling is a serious menace, particularly when it is permitted to flourish, it easily degenerates into major racketeering. Yet if courts and police co-operate, it can and should be stamped out within the framework of the Bill of Rights.

N.J. PhonoOps' Assn. Appoints New Mgr.

NEWARK, N. J.—Everett Mancuso, president of the Automatic Music



ROL-A-TOP BELL

The above machine is the first and only Bell type machine on the market. It will bring top show money. The last R. O. T. machine was the best production against views.

Built in 3 Models.
Bell, Front Vendor and Gold Award.
Built for 1c-5c-10c-25c Play
Made Only By

WATLING MFG. CO.

4640-4660 W. FULTON ST.
CHICAGO, ILL.

TEL. 8886—TELEGRAMS 3776
CABLE ADDRESS "WATLINSITE," Chicago

Keeney's

SPINNER-WINNER

CONSOLE ACTION COUNTER GAME with Dice, Number or Cigarette Symbols

J. H. KEENEY & COMPANY

CHICAGO

SPECIAL-CLEARANCE	
USED AUTOMATICS LIKE NEW	
Double Bells, Standard	15.00
Double Bells, Nickel	10.00
Double Bells, 5c	10.00
Double Bells, 10c	10.00
Double Bells, 25c	10.00
Double Bells, 50c	10.00
Double Bells, 75c	10.00
Double Bells, 100c	10.00
Double Bells, 150c	10.00
Double Bells, 200c	10.00
Double Bells, 250c	10.00
Double Bells, 300c	10.00
Double Bells, 350c	10.00
Double Bells, 400c	10.00
Double Bells, 450c	10.00
Double Bells, 500c	10.00
Double Bells, 550c	10.00
Double Bells, 600c	10.00
Double Bells, 650c	10.00
Double Bells, 700c	10.00
Double Bells, 750c	10.00
Double Bells, 800c	10.00
Double Bells, 850c	10.00
Double Bells, 900c	10.00
Double Bells, 950c	10.00
Double Bells, 1000c	10.00
Double Bells, 1050c	10.00
Double Bells, 1100c	10.00
Double Bells, 1150c	10.00
Double Bells, 1200c	10.00
Double Bells, 1250c	10.00
Double Bells, 1300c	10.00
Double Bells, 1350c	10.00
Double Bells, 1400c	10.00
Double Bells, 1450c	10.00
Double Bells, 1500c	10.00
Double Bells, 1550c	10.00
Double Bells, 1600c	10.00
Double Bells, 1650c	10.00
Double Bells, 1700c	10.00
Double Bells, 1750c	10.00
Double Bells, 1800c	10.00
Double Bells, 1850c	10.00
Double Bells, 1900c	10.00
Double Bells, 1950c	10.00
Double Bells, 2000c	10.00
Double Bells, 2050c	10.00
Double Bells, 2100c	10.00
Double Bells, 2150c	10.00
Double Bells, 2200c	10.00
Double Bells, 2250c	10.00
Double Bells, 2300c	10.00
Double Bells, 2350c	10.00
Double Bells, 2400c	10.00
Double Bells, 2450c	10.00
Double Bells, 2500c	10.00
Double Bells, 2550c	10.00
Double Bells, 2600c	10.00
Double Bells, 2650c	10.00
Double Bells, 2700c	10.00
Double Bells, 2750c	10.00
Double Bells, 2800c	10.00
Double Bells, 2850c	10.00
Double Bells, 2900c	10.00
Double Bells, 2950c	10.00
Double Bells, 3000c	10.00
Double Bells, 3050c	10.00
Double Bells, 3100c	10.00
Double Bells, 3150c	10.00
Double Bells, 3200c	10.00
Double Bells, 3250c	10.00
Double Bells, 3300c	10.00
Double Bells, 3350c	10.00
Double Bells, 3400c	10.00
Double Bells, 3450c	10.00
Double Bells, 3500c	10.00
Double Bells, 3550c	10.00
Double Bells, 3600c	10.00
Double Bells, 3650c	10.00
Double Bells, 3700c	10.00
Double Bells, 3750c	10.00
Double Bells, 3800c	10.00
Double Bells, 3850c	10.00
Double Bells, 3900c	10.00
Double Bells, 3950c	10.00
Double Bells, 4000c	10.00
Double Bells, 4050c	10.00
Double Bells, 4100c	10.00
Double Bells, 4150c	10.00
Double Bells, 4200c	10.00
Double Bells, 4250c	10.00
Double Bells, 4300c	10.00
Double Bells, 4350c	10.00
Double Bells, 4400c	10.00
Double Bells, 4450c	10.00
Double Bells, 4500c	10.00
Double Bells, 4550c	10.00
Double Bells, 4600c	10.00
Double Bells, 4650c	10.00
Double Bells, 4700c	10.00
Double Bells, 4750c	10.00
Double Bells, 4800c	10.00
Double Bells, 4850c	10.00
Double Bells, 4900c	10.00
Double Bells, 4950c	10.00
Double Bells, 5000c	10.00
Double Bells, 5050c	10.00
Double Bells, 5100c	10.00
Double Bells, 5150c	10.00
Double Bells, 5200c	10.00
Double Bells, 5250c	10.00
Double Bells, 5300c	10.00
Double Bells, 5350c	10.00
Double Bells, 5400c	10.00
Double Bells, 5450c	10.00
Double Bells, 5500c	10.00
Double Bells, 5550c	10.00
Double Bells, 5600c	10.00
Double Bells, 5650c	10.00
Double Bells, 5700c	10.00
Double Bells, 5750c	10.00
Double Bells, 5800c	10.00
Double Bells, 5850c	10.00
Double Bells, 5900c	10.00
Double Bells, 5950c	10.00
Double Bells, 6000c	10.00
Double Bells, 6050c	10.00
Double Bells, 6100c	10.00
Double Bells, 6150c	10.00
Double Bells, 6200c	10.00
Double Bells, 6250c	10.00
Double Bells, 6300c	10.00
Double Bells, 6350c	10.00
Double Bells, 6400c	10.00
Double Bells, 6450c	10.00
Double Bells, 6500c	10.00
Double Bells, 6550c	10.00
Double Bells, 6600c	10.00
Double Bells, 6650c	10.00
Double Bells, 6700c	10.00
Double Bells, 6750c	10.00
Double Bells, 6800c	10.00
Double Bells, 6850c	10.00
Double Bells, 6900c	10.00
Double Bells, 6950c	10.00
Double Bells, 7000c	10.00
Double Bells, 7050c	10.00
Double Bells, 7100c	10.00
Double Bells, 7150c	10.00
Double Bells, 7200c	10.00
Double Bells, 7250c	10.00
Double Bells, 7300c	10.00
Double Bells, 7350c	10.00
Double Bells, 7400c	10.00
Double Bells, 7450c	10.00
Double Bells, 7500c	10.00
Double Bells, 7550c	10.00
Double Bells, 7600c	10.00
Double Bells, 7650c	10.00
Double Bells, 7700c	10.00
Double Bells, 7750c	10.00
Double Bells, 7800c	10.00
Double Bells, 7850c	10.00
Double Bells, 7900c	10.00
Double Bells, 7950c	10.00
Double Bells, 8000c	10.00
Double Bells, 8050c	10.00
Double Bells, 8100c	10.00
Double Bells, 8150c	10.00
Double Bells, 8200c	10.00</td



Miss Lowe Named Modern Vice-Pres.

MIA BEACH, Fla., May 18.—Tules Lowe, 26, has been named manager of the West, where she was born, and secretary of the Dade County Music Operators' Association, has just been appointed vice-president of Modern Vending Co., according to Irv Neuman.

Summer report: "Miss Lowe is one of the most popular personalities in Florida's coin machine industry. She is the picture of an extremely contagious



TULES LOWE, able member of the Modern Vending Co.'s Miami Beach, Fla., office, has been named as vice-president of the company. Miss Lowe has twice been chosen as beauty queen and is commanded by Modern executives for her efficient business ability.

amiable and a winning personality. She thoroughly grasps the theory of the business and her aggressiveness and keen business ability.

"We believe that Miss Lowe will prove herself one of our best executives," said Irv Neuman, president of Modern Vending Co., looking forward to her introducing many new systems and services for the continued superiority of our business.

"Her appointment as vice-president has met with unanimous approval among the executives of our organization. Her knowledge of the business and her drive is second to none. Her popularity within the Florida coin machine industry is well deserved because of the good work she has done in the interest of the public to do 'battle' the entire trade here."

Miss Lowe, in collaboration with Leon Berger, Modern Florida territorial manager, has been placed in charge of the Miami office while her Sommer is at Modern Vending Co. headquarters in New York. It was announced.

Gerett Announces Improved Needle

MILWAUKEE, May 13.—Research department of the M. A. Gerett Corp., manufacturers of the Miracle Point coin phonograph needle, has been working on methods of improving the needle so that the phone needs get nowadays in machines that are subjected to shaking and vibration, because of heavy driving or starting. Working along with this in mind, a new shaft material has been developed that provides the necessary strength to serve in all and all locations. Gerett officials claim.

The playing quality of the round point has been retained, in the 1940 Miracle Point needles, and with the new research improvements, the top executives are reporting the unusual performance. Gerett says my. As an added improvement, the previous metal tip has been replaced by a tungsten tip, which gives more than the regular 2,000 plays are becoming common.

The new improved needle can quickly be replaced from broken needles because the shaft is plated with gold and therefore remains bright and attractive indefinitely.

From the information accorded the improved needle, the M. A. Gerett Corp. feels that the cost of the research de-

Record Buying Guide

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

By DANIEL RICHMAN

Tabulation is based upon radio performances, sheet music sales and record releases of the week. Reports from music publishers as to the relative importance of certain songs in their catalogues are also considered, as well as information received each week from phonograph operators.

GOING STRONG—KEEP THEM IN

Three Little Finkies. Top sheet music seller this week and about the strongest number all around of anything on current lists. It seemed to be a natural from the start and it certainly lived up to its promise. May Kyser's disc is leading the pack in the machine, and the vocal, which is given a few short cutes, is a real winner, swinging with a feeling fitting the Four Modernaires, offers a version that has some clever touches, and Our Lombardos proves a nice greeting.

And the Angels Sing. Supreme on the air waves and selling just a little more than a copy of a nickel-entree as any the horse has had all season.

And with good reason, for in this corner's humble opinion it would walk away with the Pulitzer Prize for the finest pop song of the year. If there were such an award. Benny Goodman and his band have done a fine job of arrangement, and the vocal is enlivened and embellished by that grand Zigzag Xmas trumpet chorus and Ming's slow and dreamy, with the entire three minutes given over to only one chorus. Jim Savitt also does a nice job on it with his sensitive rhythmic interpretation.

Little Shampoo. Another great hit, which has likewise taken a jump upward in the public's affections give this a featured position up here this week. It's not exactly terrific but it should be in the phonos as played by either Ozza Nelson (known for her "I'm a Little Teapot") or Dick Haymes.

Bear Market Blues. Still very important to operators is this porcile, and it looks good for several more weeks. Its phone popularity has spread to copy sales and air performances and even the 16s have been getting to town and it seems going down in price, not up as it's doing now. White Chiffie, Olly Jack Robot and the Bee Bee Tavern Boys are far outstanding the Americanized versions of Eddie De Lange, Gray Gorion, etc.

Sunrise Serenade. This is the type of record that is bound to be a smash melody when it becomes available in sheet music form. It's starting to sell plenty of copies, which won't hurt its position under the needless. Keep Glen Gray's record in there; it started the number. It's way and on one

has been able to equal the Come Lassie disc.

COMING UP BETTER STOCK THEM

Years From My Heaven. Now, this is an outstanding hit record that is bound to be in the machine, and Glen Gray's phony is getting the nod around Chicago, and Glen Gray's growing in popular favor along the Atlantic seaboard.

Wishing. Another fast-rising ballad that ought to hit the real high spots. It's a simple, easy-to-learn song, made to make both eyes and patrons happy, and for the West Coast there is Shirley Ennis, a favorite out there thru a sleepy night club joint since fall and his work on the Bob Hope radio show, both of which have made his break big thing in the last few months. Orville Trotter's wailing is reported to be in demand around Chicago.

I'm Building a Sailboat of Dreams. Going ahead quickly, this has what it takes to click in a big way, especially in the Midwest. It's a song approaching and the "up" side of the sailboat of the title. Quite a number of records have made of the number, with Chick Bullock's seemingly having the edge on the others at the moment. Dick Robertson's has earned some nice comments, also.

Night Must Fall. This goes second on the Billboard's list of songs which are hot. Many think it's about likely that this rumba-fox by Xavier Cugat will chalk up a nice success for itself in the next few weeks. Cugat handles it on his disc with the authority that a composer can bring to his work.

OPERATORS' SPECIALS

Ending covers those popular songs in thematics cannot be classified as popular action-walls hits, which are, or give every indication of becoming successful phonograph numbers.

My Baby. This looks, from this stage in its development, as a pretty potent item for the boom. The appearance of the old-time famous years ago by Fannie Brice—in the film *Hone of Washington Square* is bound to keep it in the lead in it, and Wayne King has the phony to develop that interest.

Rose of Washington Square. Benny Goodman turns out the picture's title song, which also goes "way back, in a swing arrangement that doesn't detract the old favorite but just brings it up to date. No doubt it will find favor for it at yet, but it's got a good chance of catching on.

Whining the Wires. Even if the customers don't understand the intricacies of music making, in particular piano playing, they will understand the title of this. Leon Hampton borrows his vibraphone temporarily to turn to the Irvines and, using the same technique, knocks out an almost continuous three minutes of pianistic that are little short of amazing.

Hi, Baby. The first recording made by The Smoothies (Lester, Charlie and Little) under their new waxing contract, and it's a fine start. It displays all the tricks and techniques that make the trio the great harmony threesome that it is. On the review is the novelty, "Your Liars' Mouth."

Top Dog. Kenny Moore's *Woody You Can See* is latest in the parade of Andrews Sisters' phony and up to the others in point of quality. Coupled with a swing version of the classic opus, Rock-a-Billy, either side should be popular.

Woo-Woo Bell. One of the fast-swinging bands is Woody Herman, and this is the first of his recordings to catch on. Woody's clarinet and a startle swing group to back it up are going to be important to ops very shortly.

Ragtime Joe. Harry Vonoma's combination of swing and hillbilly action and right for itself under the needle. It's a clever item that has plenty of appeal.

(Double-measuring records are purposely omitted from this column.)

Bermuda Trip Is Canceled By Wurlitzer

NORTH TOWAWANDA, N. Y., May 18.—Rudolph Wurlitzer Co. has canceled its Bermuda cruise. In a letter to all Wurlitzer customers, Carl G. Johnson, general manager of the North Towanda division, explained:

"Ever since our announcement in January we have been working and planning to entertain our customers in true Wurlitzer style with a cruise to Bermuda on June 1st. We are France."

"Since our original announcement was made certain conditions have arisen over which we have no control and the French government has issued an order that the S. S. France will not leave France until we give us a positive guarantee that the S. S. France will be available on the date scheduled or any other date we might choose."

"This letter is, therefore, a notice to you that the Bermuda cruise scheduled for September 30 is hereby canceled. We hope that you will understand our position and the necessity for this cancellation."

"Your enthusiasm and co-operation has been splendid and we want you to know that we sincerely appreciate it."

"Full of Curves," Says Art Cooley

CHICAGO, May 18.—Art Cooley, Mills Novelty Co., in speaking of Mills Threes of Music phonographs, stated: "It's got plenty of curves! It's sweet, attractive and has a great deal of snap. The new Mills new phonograph is really an imperial throne for the Throne of Music. It's designed not as a music box, like some of the other instruments, but as a high-class machine, sparkling with chrome, strength and compactness. All features are at the correct level, allowing players to sit in comfort and allows players to play and operator to operate machine with greatest ease."

"The cabinet is heavily figured Oak, which is accented with Tudor-style inlay and composed almost as much of gleaming Catalin as wood of steel! Catalin corner caps of huge size, beautiful designs, and the new color scheme. The interior color schemes are red and white, green and white or yellow and blue. Illumination is mainly by use of Mardi Lamps, placed to give maximum light."

Southern Automatic Host to Coin Men

LOUISVILLE, May 19.—Southern Automatic Music Co., 200 W. Main, managers staged a full four-day open-house celebration at their newly remodeled quarters here May 17 to meet and greet the firm's many friends who journeyed to Kentucky in order to catch the running of the Derby. The affair proved a huge success and drew huge crowds of visitors, who were loud in their praise of the firm's new quarters and their fine display.

Reopened quarters give Southern Automatic a large display room across the hall from the main entrance, decorated with draped, potted plants and lighting effects. Arranged in a semi-circle in the showroom were the new Southern Automatic automatics and special-o-matic, which operates with out wiring. To the rear of the display room were demonstrated the new Seeing Red, Old Gold and the new Southern Automatic.

The remainder of the showroom was given over to the serving of refreshments and food, with an electric refrigerator, bar and bottle bus boy service, and the need for a cash register was eliminated in abundance by two white-clad Southern自动化的 waiters who had down the knack of making a stiff drink disappear in a single swallow.

Visitors to the new quarters here never closed, and with the big attendance during the four days and nights Southern Automatic racks and salesmen got their sleep.

**Listen
TO
Miracle Point
NEEDLES
AND YOU'LL HEAR
THE DIFFERENCE!**

M. A. GERETT CORP.
2017 N. 3RD STREET • MILWAUKEE

ASK YOUR
DEALER

EVERYTHING
YOU WANT
IN AN AUTOMATIC
PHONE NEEDLE

SAMPLE J's.e.

See Your
Distributor
or
Write

THE
ELDENE CO.
PLAYS
129 W. Washington
Milwaukee, Wis.

ADJUSTABLE
Fulco
PHONOGRAPH
COVERS

Cannot be surpassed
for long life and general usage... adapt-
able to all automatic machines as well as phonographs.

Wilson Bag & Cotton Mills

SELLING OUT
Slightly Used
PHONE RECORDS

100 5.50
150 8.00
200 10.00
300 15.00
500 25.00
1000 50.00

M. R. M. MUSIC CO. 25 Broadway, New York City

MUSIC MACHINE OPS!

Want a tip
to tell your take?

See "THE TINKLE SONG" on Page 11

FOR SALE

25,000 RECORDS

(including 10,000 78's and 1000
Wax or Shell for Information)

A. EICHLER, 87 Canal Street, N. Y. C.

Tel. Concord 4-6757.

What the Records Are Doing for Me---

In this, the operators' own column, the music merchants of the entire nation help one another to select the biggest money-making records. It is a service by the publishers intended for the operators. When contributing to the column be sure to include the name of the recording, the name of the artist and the type of location the recording goes best in.

Address communications to WHAT THE RECORDS ARE DOING FOR ME, THE BILLBOARD PUBLISHING CO., 34 W. Randolph, Chicago, Ill.

New Orleans

May 18, 1939.

To the Editor:

Bing Crosby continues to hold his crown in the Crescent City circles and the way to riches from him will be hard to replace.

He has stepped out with his poacheiros for the past few weeks and three of them have won the most辉煌的 sales. *East Side of Heaven*, *Lilac Fair* and *Sing a Song of Sunbeams*. Like Crosby, name disks that have been favorite for years have also been doing well, except for instances, Whitechapel, like Dick Robertson, Bob Crosby, Benny Goodman, Shep Fields and a few others, don't seem to measure up to their failure to receive tuning turns.

The four barrel polka number continues to be heard above the din of the restaurants, midday dish serenades, and disc jockeys getting the ear here and Glahn Music Co. has sold over 100,000 records all right too. As for Heidt, his stock has risen in the estimation of the Crescent City listeners at 40%.

Little Jimmy and Fats Waller have even at least singly on the majority of machines whereas four weeks ago he was passed up. Before we leave the Grabs we would like to give some encouragement to Guy Lombardo's rendition and Dickie Todd's efforts.

Glen Gray and Kenny Barron and Ella Fitzgerald and Chick Webb are组合 that are doing well. The latter has some success with *Years From My Jailhouse* and *You Grown Sweeter as the Years Go By*. Gray also wins high regard with at least one record each week. Dickie Todd's *Hoagy Carmichael's Second Best*.

If Benny Goodman has a standout, credit goes to his recordings of *Extravaganza*, *Let's Dance*, *It's a Sin to Love You* and *It If You Ever Change Your Mind*. Louis Armstrong, native son, getting back into the groove again with his *Hotter Than Honey* and particularly his *When You Wish Upon a Star*. *He's Talking to You* and continued success with *When the Saints Go Marching In*. Count Basie leads the play in

colored sections and his best is *Now Long Blues*.

Dick Robertson is moving up along with Jimmie Dorsey and his band, and with brother Tommy with *Our Love*, Connie Nelson and Dick Jurgens' betteries, thanks to Little Shoppers. The Andrews Sisters are doing that thing, *It's a Pity* and *Gettin' to Town* and *That's What I Do and Understand*.

Business has decidedly improved since the winter turned warmer. ACQUET CATALAZZO, Star Amusement Co., New Orleans.

Benny Goodman Meets Phono Ops

ST. LOUIS, May 18.—Benny Goodman, "the king of swing," was the guest of Martin G. Balmerleiter, a distributor of wireless equipment, who invited him to his offices and display rooms recently.

About 75 music operators of St. Louis and vicinity were on hand, also the guests of the radio station, KMOX, and its orchestra leader. The famous swingin' auto-graphed phonograph records and other memorabilia for all of those present, and Goodman, in turn, made himself well acquainted with all those present. Goodman was currently playing a week's engagement at the Hotel Theresa in this city and accepted the invitation of the manager to meet the phone operators of this vicinity. Goodman is one of the recording artists who have contributed much to the popularity of the telephone business by the excellent recordings they have made in the past several years. On the occasion of his visit to the Wurlitzer distributor, Martin G. Balmerleiter, Goodman records on the various phonographs on display during the one-hour festival.



THESE DEMAND NUMBERS
MEAN QUICK PROFITS TO
EVERY OPERATOR!!

2479 *THREE LITTLE PIGGIES* PT. VG.

Paul Whiteman's String Wing

2484 *THREE LITTLE PIGGIES* PT. VG.

Guy Lombardo and His Royal Canadians

2484 *DEEP BARREL POLKA* PT. VG.

John T. Jones and His Orchestra

2480 *DEEP BARREL POLKA* PT. VG.

Bob Crosby and His Orchestra

2480 *EAST SIDE OF HEAVEN* PT. VG.

Bob Crosby and His Orchestra

2480 *OUR LOVE* PT. VG.

Jimmy Dorsey and His Orchestra

2481 *HEAVEN CAN WAIT* PT. VG.

Glenn Grey and The Casa Loma Orchestra

2484 *DEEP BARREL POLKA* PT. VG.

Bob Crosby and His Orchestra

2484 *IT'S A LITTLE DANCE* PT. VG.

Dick Robertson and His Orchestra

2484 *I DON'T CARE* PT. VG.

Knock Knock and His Orchestra

2481 *IF I DIDN'T CARE* PT. VG.

Bob Crosby and His Orchestra

Decca Record Inc.

NEW YORK

FINEST RECONDITIONED PHONOGRAPHS
AT
LOWEST PRICES IN U. S.
WURLITZERS - ROCK-OLAS
LARGE SELECTION OF THE FINEST RECONDITIONED CIGARETTE MACHINES
BABE KAUFMAN MUSIC (INCORPORATED)
250 W. 54th St., N. Y. C.

With Pleasurable Pride
We announce a New Ballad Hit....
"HAVE MERCY"

By Buck Ram and Chick Webb
To Be Released on May 25th, Recorded by
CHICK WEBB and His Orchestra,
with ELLA FITZGERALD
(DECCA 24681)

Also Recorded by
FRANK DAILEY'S Orchestra
(BLUEBIRD RECORDS)

Exclusive Publications, Inc., 1619 Broadway, New York City

SOUTHERN AUTOMATIC MUSIC COMPANY
DISTRIBUTORS OF THE NEW SEBURG MARBLECO

CLASSIC and VOGUE PHONOGRAPHS

New and Display at All Three of Our Offices

SOUTHERN AUTOMATIC MUSIC COMPANY
820 Massachusetts Ave., Indianapolis, Ind.

542 S. 2d St., Louisville, Ky.

112 W. 7th, Cincinnati, Ohio

THE LAST "WORD" IN YOUR LETTER TO
ADVERTISERS, "BILLBOARD"



PHONOGRAPH OPERATORS

Light up your old model Automatic Phonographs and increase your take 100 to 600%. Call, write or wire for full information on how to make your old phonographs produce like 1939 models. Hold your old locations and pick up new ones. Be the first to equip your machines. The best bargain on the market today. Buy direct from the manufacturer. Order today and save.

THE STARK NOVELTY COMPANY
1510 Tuscarawas St., W.
Canton, Ohio

TEN DAYS' FREE TRIAL

ON OPTION TO PURCHASE THE

Bally BEVERAGE VENDER



You may best interests for complete details of my offer today!

John de Fitzgibbons

SEE IT ON DISPLAY AT OUR SPECIAL SHOWROOMS.....

630 TENTH AVE., N.Y.



**FOUR FITZGIBBONS
OFFICES TO SERVE YOU..**
453 WEST 47TH ST., NEW YORK

362 MULBERRY ST., NEWARK, N.J.

217 ELIZABETH ST., UTICA, N.Y.

509 W. PRATT ST., BALTIMORE, MD.

Uncle Bert Wilder, 103, Is Dead

Aged pinball fan urged liberalism — Auroraans mourn passing

AURORA, Ill., May 18.—Uncle Bert Wilder is dead. At the age of 103 the man who came to this area in a covered wagon and who often urged liberalism in the early days of the country, will be buried this evening at the cemetery. Uncle Bert Wilder, who was a close friend of the Stoner family, owners of the Stoner Mfg. Co., was a fond devotee of the skillful game of pinball. In his home he had a game, the gift of the Stoners, which he often played.

Wilder, who was Aurora's oldest citizen, came across country and settled on the wild prairie city 100 years ago. The then 2-year-old Wilder and his parents settled in an abandoned Indian cabin and took up the occupation of farming. He died yesterday. Wilder's home was soon situated on that pinball ground settled by the Wilders in 1838. Wilder himself was a son of the soil and for many years actively engaged in farm life. He also a showman and exhibited horses at the Geneva Fair before the Civil War.

Wilder's wife, Anna, 99, survives him. Death came to all members of the Wilder family. Mrs. Anna Holly, Wilder's mother, affectionately known to all Auroraans as Uncle Bert; not one Auroraan did not know him. Last year he was a participant in the Aurora Centennial Commemoration, celebrating the founding of the city by his father and mother.

Uncle Bert became endeared to this coin machine trade when he attended a coin machine convention some years back as the guest of the Stoners. The Stoners were then, and are, devoted to his famous liberalism, declaring in effect that all should be allowed to do as they liked in regard to amusement games. He suggested that the men who play should be allowed to do so; and those that did not like the game, he advised, to stay away. "They're good clean fun," he said. "If they would be better off if they spent more time amusing themselves with pinball games and less time gallivanting around in high places, let them do so. I feel being blue and after 10 minutes on a pin game feel like a kid of 40 or 50."

On his 103rd birthday on last July 24 he imparted the following information

for those who desired to live as long as he: First, mind your own business; second, do anything you want to provided it doesn't do one; third, take moderation in everything you do from keeping to eat-

ing to those who desire to live as long as he; here is his recipe:

First, mind your own business; second, do anything you want to provided it doesn't do one; third, take moderation in everything you do from keeping to eat-



UNCLE BERT WILDER, 103 years old, is dead. He died May 7 at the home of his granddaughter in Aurora, Ill. Uncle Bert was well known to all Auroraans and was famous for his fondness for pin-ball games, which he regarded as "merry-chasers" and good clean fun.

Drinking, smoking, playing cards and games were part of his creed.

He was born in Lawrence County, N. Y., on July 26, 1836. He often told tales about how the Indians were just then moving across the Mohawk River Valley, in which Aurora is located, when he and his parents arrived.

The date of his death was May 9, 1939, at the age of 103 years. The coin machine was his best friend.

"Uncle Bert Wilder is dead.

Wurlitzer Conclaves



CLEVELAND WURLITZER MEETING Andis in attendance the following, left to right: District manager Fred Fields, O. F. Krieger, M. H. Rosenberg, R. E. Rydman, M. O. Haenratty, general sales manager; district manager; Carl E. Johnson, vice-president and North Pennsylvania general manager, and district managers Harry Payne, J. A. Dervin and W. H. Deaton.



AT THE DENVER GATHERING were, left to right: District managers Fred Fields, O. F. Krieger, R. G. Kramer, M. H. Rosenberg, R. E. Rydman, M. O. Haenratty, general sales manager; Carl E. Johnson, vice-president; William P. Bulles, credit manager, and W. G. Moesberger, district manager.

Much Interest in Orchestrola Unit

NEW YORK, May 18.—Hard on the heels of the announcement last week that Orchestrola, Inc., was coming out with something new for phonograph operators that not only would greatly up their profits but would also enable them to place these units in entirely new type locations have come numerous inquiries seeking to discover when the new unit would be announced, what it is, what it looks like, what it will do, etc. It is reported.

Officials of the firm anticipated this interest and report they'll be set out to unveil their Orchestrola Unit next week. "Wait until you see it," these executives state. "Every operator who we will have access to is a money-maker when he sees it. He will wonder why something just like it has never been put on the market before."

The Orchestrola Unit is said to be different from current machines as night and day. Although it is not coin-operated, it fits in perfectly with any type of operation. It need only efforts of the owner to easily operate and it insures him a big and dependable income from year to year, but it frees him of the time and trouble involved in maintaining a fleet of service men and collectors. For these units our company require no such attention.

"The Orchestrola Unit will not and is not meant to supplant the automatic music machines. Instead, it will tap a new source of revenue for the operator who has heretofore been closed to him. It enables him to make money where none existed before."

"There are two basic units," officials continued. "One is the standard unit which we have proof to back every statement we've made. Don't forget these units have been getting the most play right now. The second unit is the same but for more than three months by some of the most prominent music machine operators in the East. All these people have to say about these units is that they are a money-maker of potential. Also, we're making deliveries to these operators who placed orders for large quantities of these units after seeing for themselves what they can do."

"Judging by the many rumors we've heard floating about the East, interest in this unit of ours is approaching fever pitch. Just wait until next week, however, and the mystery of the Orchestrola Unit will be solved," they concluded.

OFF THE RECORD

(Continued from page 11)

There's nothing quite about it and it's far from swing—merely a ballroom brand of syncopation.

Rudy Barron is coming back with a new Bluebird blushing couplet of *Then Came June* and *Night Must Fall*. It's mellow music and smartly styled in the Barron pattern.

Two-Fingered Wiz'in'

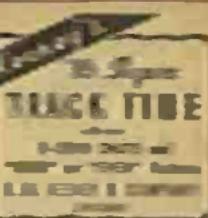
USING his two fingers for hammers and galvanizing about the piano keyboard instead of the right hand, Eddie Hawkins, the "two-fingered wiz" (Bluebird) and Dickie, his partner, with *Wiz'in' the Wiz* (*Tiger Rag*) and *Desolation* (*Beardo*), sound like Milt Hirschfeld. He turned the trick some time ago for the Chicago Stone, but for the first time on record, Hawkins, with his two fingers on the piano side, duplicating his familiar wiz style, is even more amazing in a tempo that is traffic stoppers. Eddie has been doing his best at playing the piano in a more conventional fashion. Barking on the session was Chu Berry's *teen* satire and a rhythmic romp with skin-beater Guy Coker setting the pace.

Worth having for your own, send out for Erroline Hawkins (*Bluebird*) for *Swing Out*, this theme song and *Hold On*. John Kirby's *Swingin' March* and *Rock Style* for *Sing Porter's Stomp* and *Indians*; his top trumpetting the main reason the Bluebird release of Louis Vierne's *Te Deum* (*Bluebird*) is a smash hit. In this 1938 *Bluebird* for *Swing You Cat* and *Swearroll*; Eddie DeLange for a novelty nicely (*Bluebird*) with Flippy Joe and a Wayne King (*Victor*) for *My Man* and the tango *Arrenecas La Vieja*.

Gro.



EASTERN FLASHES



Brook, Conn's
Newest Addition

Dayal
Production Co.

Search Continues
For Seal Test.

Willing Hills Inn Re-

"TAPS Is TOPS"---
SAY ENTHUSIASTIC OPERATORS!
"Putting life into locations, producing prodigious
profits . . . players almost have to be driven
away from it!" Quick delivery assured. Rush
your order today!

'TAPS'

SENSATIONAL LAUGH-PROVOKING 5-BALL NOVELTY TABLE

WITH 4 BRAND NEW FEATURES;
Animated Tap Dancer • 5-Min. Jackpot
• Free Game and Free Ball
Hole • New V-Type Ball Trap and
Kicker.



Serial Model
\$89.50

Free Play
\$99.50

THE HARRY HOPPE CORP.

Manufacturers

1738-40 N. Paulina St.

Chicago

"Chrome Bell Not Just a Machine"

CHICAGO, May 13.—In a talk with Vince Shay, sales manager of Mills Novelty Co., he pointed out "we didn't design Chrome Bell just to have another bell in our line without adding another just to have another! There was a special purpose behind Chrome Bell. We wanted to have a machine, a coin machine whose main object in life would be to make more money for an operator while giving the player more amusement than ever before. We have never had the location move pride and satisfaction than any coin machine ever supplied in the past. A tell order, it's true, but we believe the bell perfectly in Mills Chrome Bell."

The entire front of Chrome Bell is heavily chrome-plated with a surface of extremely highly polished chrome that reflects the light brilliantly. This insures permanent brilliance and newness to the machine. It won't scratch, chip or dent. It needs no special polishing or attention other than an occasional touch of a dry cloth. Both air and metal won't hurt it in the slightest. The chrome surface is permanent and Chrome Bell remains everlasting now.

Daval Box Score Sales Going Strong

CHICAGO, May 13.—According to Daval officials, sales on Box Scores, five-ball box-type novelty game, are surpassing all previous records. The predictions made for the game when it first appeared on the market six weeks ago, Dr. Helmut Heinen, secretary of the International Association of Amusement Trade, said, were far exceeded.

"The success of Box Scores gives me pleasure. It is rather personal, because the moment I saw the first Box Score model, I proclaimed it a winner,

"However, everyone readily agreed with

me, and the faith in Box Scores, attested to by distributors and jobbers when they began to order large quantities, has been proved many times over by a record-breaking sales volume.

"The success now in the sixth week of success, is going stronger than ever and the continual demand by wire and long-distance telephone is taxing our facilities to the limit."

"I want to take this opportunity of assuring the many operators, jobbers and distributors who have ordered Box Scores that we are doing everything in our power to keep up with the demand. We are able and that we are shipping huge quantities daily in an effort to keep up with demand. I also want to thank the advertising agencies which have been bestowed upon this money-making merits of Box Scores. Such praise must be deserved."

Topper Well Named, Say Its Makers

CHICAGO, May 13.—"When we chose the name Topper for our newest release we didn't know just how apt it was," states Sam Woerber, official of the Chicago Coin Machine Mfg. Co.

"In the beginning it was a catchy name for a smart, lively game, but the minute it went off the production line into the showroom of our distributor it became known as Topper. That may just be the name of a game." It was an accurate picture of its immediate popularity making it stand with operators and with operators of all types. It is better than anything we have yet produced and distributors saying it with heavy orders. Topper is an inspired game and a surprising game."

Sam co-director Sam Gersberg: "Originality is the spice of life in this novelty-game business, and in Topper we have incorporated enough space to keep play-

hold everything!

Snooks

will be ready next week

IT'S ANOTHER STONER NOVELTY SENSATION

USED MACHINE BARGAINS	REGATTA	BALLET	LOVING	82.00
Regatta	Ballet	Loving	82.00	
Regatta	Handicap	82.00	82.00	
Regatta	Bally Line Up	7.50	7.50	

SPECIAL CLOSEOUT!
TIK BIT TIK VERDOR... \$10.00

WATCH FOR STONER'S SNOOKS

Wires for Complete List of Used Games! Low Price!

BUDIN'S SPECIALTIES, Inc.

570 E. Cleveland Ave.
TM. Matrix 8-7322

BARGAINS

PHOTOGRAPHS

Regatta	\$87.50	Stewart	\$12.00
Regatta	82.00	Stewart	7.50
Regatta	82.00	Stewart	7.50

NOVELTY GAMES

Robotron	\$87.50	Stewart	\$12.00
Robotron	82.00	Stewart	7.50
Robotron	82.00	Stewart	7.50
Robotron	82.00	Stewart	7.50
Robotron	82.00	Stewart	7.50

REGATTA

Regatta	\$87.50	Stewart	\$12.00
Regatta	82.00	Stewart	7.50
Regatta	82.00	Stewart	7.50
Regatta	82.00	Stewart	7.50
Regatta	82.00	Stewart	7.50

TERMINAL, 1% Certified Deposit, Bal. G.O.D.

AUTOMATIC AMUSEMENT CO.

1000 Pennsylvania St., Kansas City, Mo.

RECONDITIONED GAMES AT BARGAIN PRICES

NOVELTY GAMES

1. Baby Vicks	25.00	2. Baby Vicks	15.00
2. Baby Vicks	27.00	3. Baby Vicks	15.00
3. Baby Vicks	27.00	4. Baby Vicks	15.00
4. Baby Vicks	27.00	5. Baby Vicks	15.00
5. Baby Vicks	27.00	6. Baby Vicks	15.00

1. Baby Vicks

1. Baby Vicks	25.00	2. Baby Vicks	15.00
2. Baby Vicks	27.00	3. Baby Vicks	15.00
3. Baby Vicks	27.00	4. Baby Vicks	15.00
4. Baby Vicks	27.00	5. Baby Vicks	15.00
5. Baby Vicks	27.00	6. Baby Vicks	15.00

2. Baby Vicks

1. Baby Vicks	25.00	2. Baby Vicks	15.00
2. Baby Vicks	27.00	3. Baby Vicks	15.00
3. Baby Vicks	27.00	4. Baby Vicks	15.00
4. Baby Vicks	27.00	5. Baby Vicks	15.00
5. Baby Vicks	27.00	6. Baby Vicks	15.00

3. Baby Vicks

1. Baby Vicks	25.00	2. Baby Vicks	15.00
2. Baby Vicks	27.00	3. Baby Vicks	15.00
3. Baby Vicks	27.00	4. Baby Vicks	15.00
4. Baby Vicks	27.00	5. Baby Vicks	15.00
5. Baby Vicks	27.00	6. Baby Vicks	15.00

4. Baby Vicks

1. Baby Vicks	25.00	2. Baby Vicks	15.00
2. Baby Vicks	27.00	3. Baby Vicks	15.00
3. Baby Vicks	27.00	4. Baby Vicks	15.00
4. Baby Vicks	27.00	5. Baby Vicks	15.00
5. Baby Vicks	27.00	6. Baby Vicks	15.00

5. Baby Vicks

1. Baby Vicks	25.00	2. Baby Vicks	15.00
2. Baby Vicks	27.00	3. Baby Vicks	15.00
3. Baby Vicks	27.00	4. Baby Vicks	15.00
4. Baby Vicks	27.00	5. Baby Vicks	15.00
5. Baby Vicks	27.00	6. Baby Vicks	15.00

6. Baby Vicks

1. Baby Vicks	25.00	2. Baby Vicks	15.00
2. Baby Vicks	27.00	3. Baby Vicks	15.00
3. Baby Vicks	27.00	4. Baby Vicks	15.00
4. Baby Vicks	27.00	5. Baby Vicks	15.00
5. Baby Vicks	27.00	6. Baby Vicks	15.00

7. Baby Vicks

1. Baby Vicks	25.00	2. Baby Vicks	15.00
2. Baby Vicks	27.00	3. Baby Vicks	15.00
3. Baby Vicks	27.00	4. Baby Vicks	15.00
4. Baby Vicks	27.00	5. Baby Vicks	15.00
5. Baby Vicks	27.00	6. Baby Vicks	15.00

8. Baby Vicks

1. Baby Vicks	25.00	2. Baby Vicks	15.00
2. Baby Vicks	27.00	3. Baby Vicks	15.00
3. Baby Vicks	27.00	4. Baby Vicks	15.00
4. Baby Vicks	27.00	5. Baby Vicks	15.00
5. Baby Vicks	27.00	6. Baby Vicks	15.00

9. Baby Vicks

1. Baby Vicks	25.00	2. Baby Vicks	15.00
2. Baby Vicks	27.00	3. Baby Vicks	15.00
3. Baby Vicks	27.00	4. Baby Vicks	15.00
4. Baby Vicks	27.00	5. Baby Vicks	15.00
5. Baby Vicks	27.00	6. Baby Vicks	15.00

10. Baby Vicks

1. Baby Vicks	25.00	2. Baby Vicks	15.00
2. Baby Vicks	27.00	3. Baby Vicks	15.00
3. Baby Vicks	27.00	4. Baby Vicks	15.00
4. Baby Vicks	27.00	5. Baby Vicks	15.00
5. Baby Vicks	27.00	6. Baby Vicks	15.00

11. Baby Vicks

1. Baby Vicks	25.00	2. Baby Vicks	15.00
2. Baby Vicks	27.00	3. Baby Vicks	15.00
3. Baby Vicks	27.00	4. Baby Vicks	15.00
4. Baby Vicks	27.00	5. Baby Vicks	15.00
5. Baby Vicks	27.00	6. Baby Vicks	15.00

12. Baby Vicks

1. Baby Vicks	25.00	2. Baby Vicks	15.00
2. Baby Vicks	27.00	3. Baby Vicks	15.00
3. Baby Vicks	27.00	4. Baby Vicks	15.00
4. Baby Vicks	27.00	5. Baby Vicks	15.00
5. Baby Vicks	27.00	6. Baby Vicks	15.00

13. Baby Vicks

1. Baby Vicks	25.00	2. Baby Vicks	15.00
2. Baby Vicks	27.00	3. Baby Vicks	15.00
3. Baby Vicks	27.00	4. Baby Vicks	15.00
4. Baby Vicks	27.00	5. Baby Vicks	15.00
5. Baby Vicks	27.00	6. Baby Vicks	15.00

14. Baby Vicks

1. Baby Vicks	25.00	2. Baby Vicks	15.00
2. Baby Vicks	27.00	3. Baby Vicks	15.00
3. Baby Vicks	27.00	4. Baby Vicks	15.00
4. Baby Vicks	27.00	5. Baby Vicks	15.00
5. Baby Vicks	27.00	6. Baby Vicks	15.00

15. Baby Vicks

1. Baby Vicks	25.00	2. Baby Vicks	15.00
2. Baby Vicks	27.00	3. Baby Vicks	15.00
3. Baby Vicks	27.00	4. Baby Vicks	15.00
4. Baby Vicks	27.00	5. Baby Vicks	15.00
5. Baby Vicks	27.00	6. Baby Vicks</td	

Buy With Confidence—Remember—It's Not A Sale Unless You are Satisfied!

GRANDSTANDS	Thoroughly Reconditioned	\$99.50	BALLY KLONDIKE	4 COIN MULTIPLE LIKE NEW.	\$75.00	
HEY DAY'S	2 COIN MULTIPLE	\$29.50	SPORT PAGES	VERY CLEAN.....69%	DERBY TIME MULTIPLE 1 COIN	\$39.50
FAIRGROUNDS-FLEETWOODS-AK-SAR-BEN	1 COIN MULTIPLE	\$19.50	ONE TWO THREES	USED TEN DOGS-Latest Model	49.50	
GROETCHEN GINGERS	2 COIN MULTIPLE	\$14.50	1 LARGE NUMBER RECONDITIONED COUNTER GAMES from \$2.50	REVERSED REELS - Bally Units	42.50	
ROCKOLA	12 FT. ROCK-O-BALLS	SEPT. 1938 Release RECONDITIONED LINE NEW	\$79.50	GROETCHEN'S ZEPHYR	New Editions \$12.50	
MILLS	BROWN FRONTS	SERIALS 3 WEEKS	Serials up to 7,000	WURLITZER SKEE BALLS	(WITH HIGH SCORE AND FREE DIAL) \$49.50	
MILLS	COLUMBIAS	ACTUAL 29.50	14%	MELON BELLS	SERIALS UP TO 437,000	
YELLOW FRONTS	Double Jack - 5¢ and 10¢ Play.	\$19.50	BLUE FRONTS	365,000 - 5¢-10¢-25¢	\$29.50	
YELLOW FRONTS	Single Jack 5¢ and 10¢ Play.	\$22.50	BLUE FRONTS	400,000 SERIALS 5¢-10¢-25¢	\$34.50	
YELLOW FRONTS	OVER 600,000 Serials 5¢ and 10¢ Play.	\$24.50	BLUE FRONTS	OVER 400,000 10¢-25¢-50¢	\$39.50	
Q.T.S ORANGE AND GREEN FRONTS	12.50	G.T.S. BLUE FRONTS	12,000 SERIALS USED 2 WEEKS	\$29.50		
MILLS	BROWN FRONTS	SERIALS 438,000	JENNINGS CHIEFS	LATE SERIALS 5¢-10¢ PLAY	44.50	
PAGE	ALL STAR COMETS	1¢ Play	7.50	MILLS CHERRY BELLS	5¢ PLAY	
PAGE	ALL STAR COMETS	5¢ Play	7.50	MILLS BONUS BELL	440,000 SERIALS 5¢ PLAY	
PAGE	ALL STAR COMETS	10¢ Play	7.50	JENNINGS DIXIE BELLS	5¢-10¢-25¢ PLAY	
PAGE	CONSOLE SLOT	10¢ Play	7.50	MILLS FUTURITY	5¢ PLAY	
MILLS-JENNINGS-WATLING-PAGE-	Many Machines Too Numerous to Mention	SKYSCRAPERS	PRICE BRANTAMS	MILLS EXTRADORDINARY	WATLING ROTOPOL 5¢-10¢-25¢	
		LITTLE DUKES	7.95			
BUCKLEY'S COLORS	New in Crates	6.29.50	PACES, RACES	ALL MACHINES THOROUGHLY RECONDITIONED IN OUR SHOP		
MILLS SQUARE COINS	New in Original Crates	6.29.50	PACES, RACES	RECONDICIONED IN OUR SHOP		
BALLY'S 4 HORSEMEN	New in Crates	7.99.50	PACES, RACES	BUCKLEY'S COLORFUL MODELS		
WESTERN'S DEWEY JR.	7 Coin Upright Console-Floor Model	6.69.50	PACES, RACES	BUCKLEY'S JACKPOT 6000 SERIALS		
EXHIBITS 1938 LONG CHAMP	10¢ Play	7.95.50	PACES, RACES	KING PIN JACKPOT 6000 SERIALS		
EXHIBITS LONG CHAMPS	THIS IS A COIN CHAMPS	6.69.50	PACES, RACES	MARATHON SERIALS OVER 5,000		
GOTTLIBE'S DERBY CONSOLE	JENNINGS Slant 10¢ Console	19.50	PACES, RACES	SERIALS 5,000 Brown Cabinets		
WESTERN'S FAST TRACK	7 Coin Console	10.25				
EXHIBITS 1938 LONG CHAMP	10¢ Play	7.95.50	WESTERN'S RACE MEET	MILLS HIBOY	New SERIALS	
BUCKLEY'S	BUCKLEY'S TRACK ODDS	13.50				
JENNINGS PARLAY RACES	JENNINGS FLASHING IVORIES	13.50				
	JENNINGS PARLAY RACES	13.50				

Wire or Phone Your Orders in Now—First Come—First Served

15 Certified Deposit on All
Orders—Orders of less than
\$25.00 in Full—Orders over \$25.00
Accompanied by Certified Check
in Full—Deduct 2%.

Acme Novelty Co.
1124 HENNEPIN AVE., MINNEAPOLIS, MINN.

"THE HOUSE OF PROVEN WINNERS"

NOVELTY GAMES.	AUTOMATIC PAYOUTS.
Bally (Metalord)	84.50
Aladdin	7.50
Bally Angels	9.50
Various Models	12.50
Old Bill	14.50
Bill HI	9.50
Baby Reserve	4.50
Baby Racer	9.50
Bally Devil	9.50
Rag Time—Fruit	1.50
One-Tenth Deposit Must Accompany All Orders. Balance C. O. D.	84.50
J and J NOVELTY CO.	84.50
4840 MT. ELLIOTT AVE., (Please 1432)	84.50
Detroit, Michigan	84.50

J and J NOVELTY CO.
DETROIT, MICHIGAN

BATTER'S UP
Baseball is here, and Superior is here with the greatest baseball board ever made! Symbols in a baseball board, with all the great features of Superior symbol boards combined with the appeal and color of the national pastime. Each colorful ticket bears symbols that represent the nicknames of major league baseball teams.



Jackpot in the form of a baseball diamond. Designated punches advance to each of the four bases. Something new in the realm of baseball boards that assures operators a profitable summer!

We sell operators only. Weekly committee meetings invited. Write for full details.

SUPERIOR PRODUCTS
14 N. Peoria St., CHICAGO, ILLINOIS

pledge our full co-operation to maintain the service of this establishment so that it will at all times be a credit to the community. 2. We advocate moderation. 3. We believe that drinking and driving is wrong. 4. We believe that it is wrong to minors. 5. We believe in living up to the spirit as well as the letter of the law. 6. We will not practice "sobriety contests." 7. We will never serve any liquor, gin, wine and cordials. 8. We earnestly strive to merit the confidence of our customers. 9. We need your co-operation—

we want your good will.

The sign reads, "We want the good will of our community therefore, 1. We

"Perk" Perkins Joins Bally

CHICAGO, May 13.—Bally Mfg. Co. has appointed Bert (Perk) Perkins to be assistant sales manager in charge of Daily Novelty stores. He succeeds Jim Buckley, vice-president and general sales manager. Perkins comes to the Bally organization with a background in advertising and sales activity years as sales manager of a coin machine manufacturer. Prior to this Perkins was for five years sales promotion manager and assistant sales manager of a firm dealing in phonographs.

"Known by the nickname Perk in coin machine circles, Perkins is said to be the most popular man in the industry. He has traveled practically every section of the country promoting the sale of bell machines and is said to be personally acquainted with more bell operators and distributors than any other man in the bell field. He is also a recognized authority on every phase of bell operations and is generally credited with being the originator of the bell license idea," declared Bally officials.

Describing his appointment to the Bally staff, Jim Buckley said, "Naturally, we had occasion during the past year to watch the growing popularity of the Bally Bell with keen interest, and I have been drawn to the conclusion that in the World's Fair, the Bally Bell is the Bell of Tomorrow—and the Bally Bell is going places today. The double principle of being a particular coin operator per-

son playing a bell always attracts others. Thus earnings are more than doubled because of constant stream of people drawn to the coin operator. I've sold a hundred per cent on the Bally Bell and I'm going to see that every operator is 100%."



"A GREAT MACHINE," says Bert Perkins, assistant sales manager in charge of Bally Bell sales. Jim Buckley, Bally vice-president and general sales manager, agrees.

NEW, BIGGER AND BETTER OFFICES BROOKLYN AMUSE. MACHINE CO. 660 BROADWAY, BROOKLYN, N.Y.

NOW OPEN WITH SENSATIONAL BUYS FOR YOU

NOVELTIES

FLEET \$10.00

CORAL REEFER \$10.00

GRAND SLAM \$10.00

REBEL \$12.00

PIRATE BOAT \$12.00

ST. MORITZ \$20.00

SPINNER \$20.00

TITAN \$20.00

CHIEF \$40.00

BROADWAY \$40.00

15.000 Order. Safety. G.O.D. 100% G.P. Complete Line.

WANT TO SAVE MONEY? REMEMBER OUR NEW ADDRESS!

PHONOGRAPHS

WURLITZER Model 410-B

WURLITZER Model 410-C

WURLITZER 410 \$16.00

"BAMCO GRILLE"

For Phonographs. Open
Little. Sale. You Old
Machine. New. Same
Phone. You Buy From Us
Same. Price. Same
Label. New Lighted
Panel. White or Green
Panel.

Mills One · Two · Three



Measure its life
by years, not by
months or weeks.

There was never
a stable like it!

Mills Novelty

Company, 4100

Fullerton Ave.,

Chicago, Illinois

FREE PLAY

Atlas Shows Mich. Ops New Phonos

CHICAGO, May 12.—Michigan phonograph operators were treated to the best of their lives at the party and exhibition of the new Seeburg line held Sunday afternoon at the Hotel Del Norte. The new models were exhibited in the beautiful Starlit Room, amidst a setting that accentuated the brilliant career of the "Czar" and the great reporter Irving Orritz, Atlas Chicago representative.

The turnout exceeded expectations, and it was surprising to see the many operators from the far west and of the State, some of them driving in from as far as Milwaukee. Among the operators to be seen at the 150th anniversary meeting were Bob Bennett of Battle Creek; Phil Phillips, of Toledo; Fred C. Koenig, of Saginaw; Benedict of Charlotte; L. G. Kremer, of Port Huron; Rock, veteran Seeburg operator from Toledo; the Douglas Brothers, Bill and George, who also present were local Detroit operators, who helped to swell the gathering.

Factory members present included Max Miller, manager of the Michigan Reed Crawford and Fred Koenig. The Chicago office of the Atlas Automatic Music Co. was represented by Phil Orlitz, manager, and his wife. Other guests who drove in from Pittsburgh to attend this all important showing.

Arthur Koenig celebrated his first anniversary as the Michigan Automatic Music Co. attending operators presented him with a bouquet of flowers and congratulations.

Philly Assn. Seeks 100% Membership; Fair Trade Dealing

PHILADELPHIA, May 12.—Negotiations between the Amusement Machine Operators' Association of Philadelphia and the jobbers and distributors in the area, and the manufacturers of slot machines and other resort places are the spots where new automatic equipment is getting the plumb today. Several new dine-and-dance places have been opened recently and a number of the older summertime places have been refurbished and reopened in the past three weeks. These summertime resort spots are proving good locations for local open.

The sale of records is increasing rapidly in the eastern territory according to W. A. Alexander, manager of the Indiana branch for Decca Distributing Corp. For the past three months the sale of records has shown a nice increase over the previous year. The increased sale of combination radio players and the revival of the phonograph for dancing purposes is increasing the demand for recordings. The recent letup innite club has forced some of these spots to resort to phones for dancing instead of records and general music. Misses brokers are complaining that the phones are cutting into their band business.

The many friends of Arthur Hughes, manager of the phonograph department of Electro-Bell Co., will grieve to learn that he has been confined to a local hospital for the past two weeks. On account of the slow improvement in his condition Hughes may not be able to leave the hospital for some time. Ed Stoen, sales representative for Seeburg phonographs,

thwart competitive methods were curbed. Recognizing the association, several non-members had already filed applications for membership. Applications for six operators were accepted and will be voted upon at the next meeting. They are John Nichols, John Nichols, Sam Basoff, Johnny Bell, Collins and Rhodes and Joseph Aguirre.

Price said the meeting, the jobbers and distributors met in conjunction with officers and directors of the association. Various plans of action were reported as having been discussed, but no definite conclusions were reached, which will be continued at subsequent conclaves. Third Bernard M. Cohn, attorney for the association, an inquiry has been made to the Federal Trade Commission regarding the necessary steps that may be taken towards the adoption of any program that will maintain the standards of the industry. An early reply is expected.

Spokesmen for the association declare the co-operation of the jobbers and distributors is essential in order to eliminate the unfair competition which threatens to disrupt the stability of the industry. They seek to curb unfair trade practices and to prevent operators by unethical means. Unethical operators have been accused of granting unfair concessions and paying excessive rates of location costs. In fact, 90 per cent of the operators in the area are now governed by the discipline of the association.

Representing the distributors in the negotiations are Jack Kaufman, H. & G. Vending Co.; Bill Gross, Lehigh Specialty Co.; I. L. Rothstein, Banner Specialty Co.; Monty Spiegel, B. D. Lazar, and Joe Ash, Orange Fouser, Inc.

Dallas

DALLAS, May 13.—Highway taverns and the drive-in and dance emporiums on the North-Dallas highway and around Waco, Tex., are the spots where other resort places are the spots where new automatic equipment is getting the plumb today. Several new dine-and-dance places have been opened recently and a number of the older summertime places have been refurbished and reopened in the past three weeks. These summertime resort spots are proving good locations for local open.

The sale of records is increasing rapidly in the eastern territory according to W. A. Alexander, manager of the Indiana branch for Decca Distributing Corp. For the past three months the sale of records has shown a nice increase over the previous year. The increased sale of combination radio players and the revival of the phonograph for dancing purposes is increasing the demand for recordings. The recent letup innite club has forced some of these spots to resort to phones for dancing instead of records and general music. Misses brokers are complaining that the phones are cutting into their band business.

The many friends of Arthur Hughes, manager of the phonograph department of Electro-Bell Co., will grieve to learn that he has been confined to a local hospital for the past two weeks. On account of the slow improvement in his condition Hughes may not be able to leave the hospital for some time. Ed Stoen, sales representative for Seeburg phonographs,

THE ONLY BASEBALL TICKETTE DEAL

13 Advances
To Jackpot

Jackpot Pays Off on
Regular Baseball Player's
49 WINNERS

Starts June 1 to the Last Sale.

IT'S A BIG HIT

ALL-STAR BASEBALL

Jar-Style Tickets

600 Tickets

Average Profit \$15.50.

\$10 Tickets

Average Profit \$12.50.

Write for Circular.

GAM SALES CO.

Manufacturers Only.

1819-21 S. Adams Street,

FLORIDA, ILL.

graphite, has been holding down Hughes' desk during his absence. Stern reports the receipt of a solid carload of the new Seeburg phonographs last week and says that his company has sent the shipment is not for two orkards, as he needs another carload with which to supply present orders.

The Electro-Bell Co. is experiencing a splendid business with the new remote wallphones. William Stern and Select-omatic wallphones, Stern says, are the types of wall boxes are coming in from all over the Southwest.

On a swing thru the East Texas oil fields and down into South Texas section, Charles O. Kidd found operators in those sections not only optimistic but good buyers. Kidd is doing well and continues on his work on a very easy stick deal. He reports East Texas operators are doing a good business. In the south Texas area Kidd says salesboards and counter games are selling well.

W. R. Smalley, manager of the House of Electro-Bell Co., was in Dallas recently when his wife is a patient in the Medical Arts Hospital.

A recent visitor to coin machine row was Charlie Harwick, well-known operator of Granger, Tex.

SPECIAL TICKET SALE

25¢ Tickets
Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

Gives the following Cards (Limits

each purchase): BOARD OF TRADE, LET'S GO, 25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets, Box, Holder and Box Complete Deal, \$12.25 Each.

25¢ Tickets

MORE MOTION

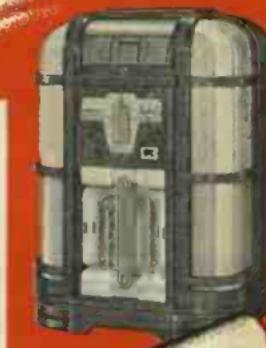
ROCK-OLA HAS MORE MOTION AND MORE LIGHTUP THAN ANY OTHER PHONOGRAPH

for GREATER EARNINGS operate ROCK-OLA
with 2 to 4 times more motion than other phonographs!

Patrons PAY for glamor, excitement and change! That's why Rock-Ola's 1939 Luxury Lightup line of phonographs leads the parade of profits. It offers more than superb music; it thrills the crowds with its continuous-color-show in MOTION! Rich, deep colors welling up from within, diffusing through the beautifully colored catalin arcs of the new modern cabinet—a breath-taking sight—continuous floating clouds in color! The most brilliant, fascinating color-animation ever used in an automatic phonograph!

MOTION MAKES MORE MONEY FOR YOU!

Many locations say their customers put money in over and over again just to "see the clouds go by." If you operate Rock-Ola's Luxury Lightup models, you may well expect increased patronage and increased EARNINGS because people simply can't resist going to a "Luxury Lightup Phonograph Place." Don't forget that Rock-Ola has many other exclusive features—all combining to make it the PRIME money-making favorite: superlative tone quality, crystal pickup, 99% slug-proof coin chute, double cash box (Deluxe) and flawless service-free mechanism. Others are having splendid results. Why not see your distributor and get your share of "Luxury Lightup" profits?



Standard MODEL

New feature in model Lightup and
standard models. 20% higher
gross, double cash box, 99%
slug-proof, double service-free
mechanism. TRADE-IN ALLOWANCE.



DeLuxe MODEL

Has over twice as much lighting
as standard models. Many models
offer colored discoloring shades.
20% higher gross, double service-free
mechanism. TRADE-IN ALLOWANCE.

ROCK-OLA

Luxury Lightup for 1939!

ROCK-OLA

MANUFACTURING CORP.

800 No. Kedzie Ave., Chicago

