

JUL 8 1939

# The Billboard

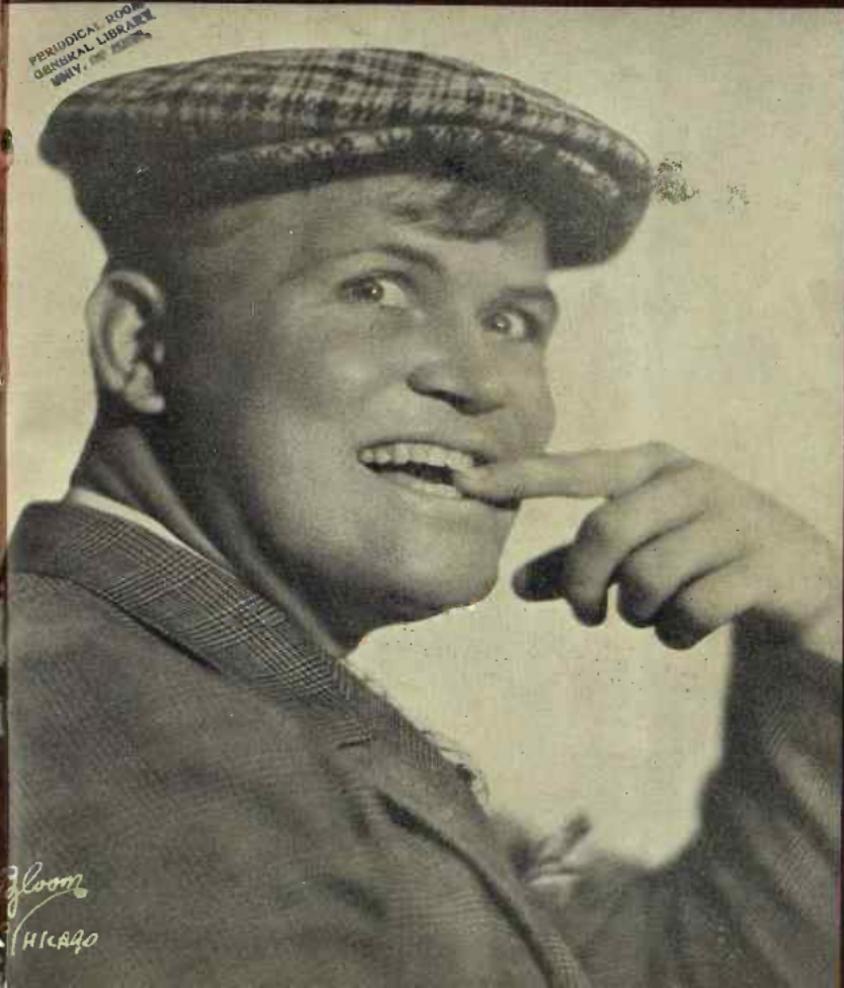
The World's Foremost Amusement Weekly

JULY 8, 1939

15 Cents

Vol. 51. No. 27

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**RUFE DAVIS**

Now Appearing Beverly Hills Country Club, Newport, Ky.

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Exclusive Management: Music Corporation of America.





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# The Billboard

Vol. 51  
No. 27

The World's Foremost Amusement Weekly

July 8,  
1939

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## THEATRE

### Federal Theater Project, Including WPA Circus, Dies When Supporters Are Split

WASHINGTON, July 8.—At the crucial moment when the Relief Bill was warring in the institution of the Federal Theater Project, supporters for the project split. This was learned just after the Senate and House conference meeting to reconcile differences in the bill, slashed the theater project from the appropriation measure.

Senator D. Hildreth, president of the Circus Fans' Association, had previously contacted and informed all members of Congress, sympathetic to the circus, that the CPA was asking support for the entire theater project. It was argued that it would be impractical and also inefficiently larger to support only a part of project. The CPA was promised the support necessary to help put the theater project back into the bill and shortly after the Senate restored the project to the WPA.

It is reported that when the senators restored the theater project the Federal Theater Project was notified the WPA circus that it would not be continued into the next fiscal year. Burns O'Sullivan and Wendell Goodwin, in a delegation from the WPA Circus, made a hurried trip to Washington yesterday to discuss the project with the senators. With this information, the CPA notified its congressional friends that it was for the project. The project was then re-introduced the circus, then stating that the WPA had decided to kill the circus any day Monday. At that time the project body of the theater project by the circus sym-

pathizers and little effort was made to fight for the restoration.

Observers of the congressional battle over the discussion of relief legislation that the WPA administration may have ordered the circus elimination after the Senate had ordered the FTP to be totally sponsored. The general impression was to the effect that it was slightly possible to have some participation for a theater or music project, but that it would be impossible to find a local sponsor for a rolling circus. Even the theater project in feeling out its possibilities was discouraged at finding that the City of New York did not feel able to meet the same required by the Senate's version of the new relief bill.

At any rate, the members of Congress were more sympathetic to the circus portion of the FTP than they were to any other single part. The representatives coming from the hinterlands were largely familiar with the circus and its entertainment but the Federal Theater was considered a project almost local to Manhattan. Despite the important New York box it was impossible to impress the rest of Congress that the FTP was even the biggest project.

Even the highest lobbying by theater and radio luminaries failed to halt the project. Craven, Hays and Burton-held Congressmen in the halls of the capital. Tullahan announced pulled at the top level. A top sponsor of the (See FEDERAL THEATER on page 6)

### June-Moon Rhymes With Loon And Tchaikowsky Makes Hits

Love interest in songwriting overshadowed by fish talk and symphonics—dig archives for inspiration—yesterday songs bigger hits today

By DANIEL RICHMAN

NEW YORK, July 1.—The outlines along Tin Pan Alley must scratch their grayed hair in perplexity and sigh wistfully for the good old days when a song was written, published and became a hit, all in three more or less simple moves, or it must prevent a strange picture to them to see a songstar like Tchaikowsky become one of the more prolific hit producers on the alley (especially when they remember that the distinguished Russian composer has departed this world with connoisseurs of fish talk, lolly talk and stinky types of garbiero become best selling song, and to speculate on the hit they themselves might have had had some band leader dug way into their portfolios and come up with a ditty that turns into a national craze a decade after the ink has dried on the original manuscript.

### Rules N. C. Cities May Tax Carnivals Within Five Miles

RALPHIGH, N. C., July 1.—Cities in this State may levy a tax on a carnival operating within five miles of their limits, Assistant Attorney-General T. Wade Brison ruled this week. He also said if a carnival operated within five miles of two cities it may be taxed by both municipalities.

The ruling was requested by Billy Buntz, owner of the Billy Riding Device. Brison said the 1939 Legislature passed a law authorizing cities to tax carnivals operating within five miles, and that if the carnival happened to be within five miles of two cities—it will have just tough luck for the carnival.

Incidentally, the same law also authorized the State to tax carnivals.

Maybe such generalizations are slightly exaggerated, but the fact remains that the sheet music picture has changed considerably and all during the past year. It almost seems as if a pop tune must trace its genealogy back to King Tin in order to have any chance for success. A check of the outstanding numbers since the first of the year is indicative of what has gone on in the music business these days.

And the *Angie Strip* was adapted by Ziggy Goodman. Henry Goodman's son trumpeter, from an old Hebrew folk melody. Johnny Mercer put a lyric to it and it has been a big success. Vocal solo, Voces said Conn. its publisher, a steadily selling hit over a period of a couple of weeks.

Deep Purple, in its original form, was an instrumental piece for piano or band when Peter De Rose wrote it and Robbins published it five years ago. Extracting its main melodic theme, putting Mitchell Parish on it with a pencil and a rhyming dictionary gave Robbins one of its biggest (See TIN PAN ALLEY on page 14)

### Four A's Backs Its Right To Try AFA on Infeasance

To provide actors' union with bill of particulars by July 5, with latter's answer due July 7—name delegates to hear charges at July 10 trial

NEW YORK, July 1.—In an exclusive interview with *The Billboard* today, officials of the Associated Actors and Artists of America supported its authority to try the AFA on charges emanating from a report submitted by a special investigating committee. Jurisdiction was challenged by the AFA, at a special meeting of the International Board of the Four A's Wednesday. At that time the parent body of the bill of particulars by July 5, and the AFA will submit its reply, overdue since June 24, by July 7. Trial date is still July 10.

Four A's denied statement in any AFA press release that counsel for investigating committee appeared "shocked" to learn that the AFA had distributed thousands of dollars in relief money. The AFA stated in its release that "the report of the investigating committee had charged that not one penny for relief had been paid out by AFA," report submitted by Bernard H. Hays, secretary of the investigating committee, said nothing on that report, merely pointing out that money received from benefit shows was turned into the A's general organization fund.

Four A's President Frank Clifmore made his own name of representative who will try the AFA. Meanwhile, rank and file membership opposed to administration of Ralph Whitehead, AFA secretary, voted to endorse Four A's action at a mass meeting held Tuesday evening at the Polo Gardens.

Upon accepting the charter, AFA executed a contract which was "subject

to withdrawal by said board if board is of the opinion that such jurisdictions have not been or are not being sufficiently or properly exercised," and that grant of jurisdiction is further contingent upon the AFA at all times carrying out and abiding forthwith upon request any and all requirements of said International relating to the relations of members of the AFA to members of any other branch or to members and officers of this association or bearing upon any other matters which in the opinion of the board relate to the interests of the association. It is stated in the deed over which this association has jurisdiction, and should any requirements not complying with the AFA charter, may be revoked."

This the Four A's suggested as partial proof of its jurisdiction in pressing trial. In reply to Halprin's submission that the International turn the trial (See FOUR A'S BACKS on page 5)

### New Indianapolis Coliseum Leased

INDIANAPOLIS, July 1.—The new coliseum at the Indiana State Fairgrounds, still under building, has been leased from the Indiana Board of Agriculture by the Indianapolis Coliseum Corp. Headed by James Norris, Chicago millionaire sportsman.

Attractions announced for the Coliseum include a new Sooja Heslie show in December, a championship rodeo contest in the fall and an indoor circus in the spring. The operators also expect to open a public skating rink in the building, which will have a seating capacity of more than 10,000.

In addition, the new company expects to acquire a franchise for Indianapolis. In either the International League or American Association hockey loops.

The lease, which will run for 10 years, covers the operation of all sports in the Coliseum from October 1 to May 1. The Indiana State Fair customarily is held during the first week of September.

The new coliseum cooperation officials are: James Norris, chairman of the board; Arthur M. White, president; J. Arthur Friedlund, secretary-treasurer; and Walter Meyers, vice-president. First three named are Chicagoans and Meyers is of Indianapolis. The syndicate controlling the new coliseum also controls the Chicago Stadium, Detroit Olympia and other arenas in various parts of the country.

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*In the Name of the King—"Carry On!"*

• IN KEEPING WITH THE WISHES OF THE LATE CHICK WEBB, WE CONTINUE AS A UNIT. MAY WE BE A CREDIT TO HIS NAME AND MAINTAIN HIS HIGH STANDARD OF MUSIC!

*Ella Fitzgerald  
The Boyer Trio Band.*

• OUR OPENING ENGAGEMENT WILL BE AT THE THEATRE WHICH WAS THE FIRST TO SPOTLIGHT THE MASTER'S GREAT ABILITY—

LOEW'S STATE  
THEATRE  
WEEK OF JULY 6th

THE FIRST LADY OF SWING  
*Ella Fitzgerald*

AND THE FAMOUS  
*Chick Webb Orch.*





## Huge Ties to Grab Slugs in Acts

CHICAGO, July 1.—Airwave talents in this town is to for a double squeeze this summer, caught between the hot season of the radio and the annual convention of the Chicago Association of Composers, which is taking up hours of free time in the latter. Only two or three weeks ago with the biggest fund raising dinners in its history, any other newspapers, radio stations and any other agencies it could get the bee on for supper and national pitched in, giving over news broadcasts and educational features to the CAC fathers.

Follow-up on all this civic bids-beating and the "olive in the back" for the actor came this week when nearly every radio outlet in town unveiled elaborate plans to pick up in special remotes just about every sporting, civic and soft-soap event taking place from now until Labor Day and to turn it into a plug for Cbl as a "Vacation Paradise." Whole bit is strictly a gag to him who has just suffered a year from the loss of several conventions and other sums, tied to New York and San Francisco with their own "vacation" shows.

As far as the stations are concerned a company of ten men, which since it gives "on a showman's angle to work in plus a chance to plug their own ads and other business, will be working hard for the various radio press departments. But to the actor and singer it's only an opportunity to "show up" and shine. One air performer expressed the view that it would be a good idea for the broadcast to feature the very talent shows, dramatic and musical, with the "Chicago Vacation" theme predominant. It was his opinion that this type of broadcast would do more to lure a summer influx than a flock of golf and tennis players. He usually sees the listener out before he hears all of the broadcast. My buyers, who probably costs the stations, don't pick up all of these remotes, what with the line and the talk. The radio man's estimate shot with a cast of personnel.

A month or so ago Cbl stations and other networks were concentrating on building Chicago as a "network production center," but it seems to have been just radio man's spring fancy.

## CBS Wants a Show A Day From Coast

HOLLYWOOD, July 1.—Plans for Hollywood-grounded summer shows were set this week by Charles Vande, CBS Western program director. Claiming that the West coast has had no new shows to offer, what one sustaining show a day from Hollywood, Vande confirmed the earlier report that CBS was concentrating on a talent line-up for the hot months. The schedule is not complete yet, and he says he would be happy to hear of any new ones.

One series is titled *Under Western Skies* and will feature John Mack Brown, of the *Reel* fame. There will also be the Texas Rangers, which will also have the Texas Rangers.

Men About Hollywood will find George Kist, who will be appearing in a half-hour shot featuring interviews and discussions of life in the flicker capital. Other series will include *William S. Hart*, *Orin Duane*, *Peter the Hermit*, *Hollywood Reclame*, the Brown, Betty Casler and the *Victor* drama.

A five-week series is *Armadillo Advertiser*, a quarter hour narrated by Frank Frazier.

### Dept. Stores Use Tele as Sales Hype

NEW YORK, July 1.—Television is being put to commercial advertising use in a way that is bound to lead to some things being limited to reception with the stores. Bloomfield store has been using the radio as a promotion. Radio Corp. to put fashion shows and the like over the tele camera. Receivers are being sold in the stores for the reason to give. Camera in the department has been helped and that items shown on the tele screen have been in demand.

## Gael Glee

JEFFERSON CITY, Mo., July 1.—Bid Jackson, commentator at KWOB here, nearly found out how the other shoe would fall, after his radio broadcast county jail, Jackson, in response to prisoners' pleas, placed cigars and other luxuries in the cell. When the county officials paid the bills, he hoisted thru windows. Newspaper which owns the station ran the bid and county officials paid out with statement they intended to prosecute all who "smuggled" anything into the jail.

Radio males gave Jackson such a ribbing he borrowed a striped suit and slipped into the window looking like a fugitive from a chain gang.

## 38 Talent Bill Showed Increase

WASHINGTON, July 1.—Radio's talent bill for 1938 was growing steadily, according to Federal Communications Commission accountants, who drew their conclusions from questionnaires filled out by over 700 stations throughout the country. The pay roll in radio for 1938, including talent and staff musicians, amounted to \$48,660,737, according to the commission figures.

There is a \$4,320,670 figure paid out to officials of the stations and this can be deducted leaving the total paid staff talent and musicians \$44,340,747. Because it was impossible to segregate the amount paid to star talent and musicians the FCC could not set up any figure for the expense. However, some believe that an estimate could be made setting the amount for talent and musicians around \$4,000,000 for 1938. The figure was reached by allowing 20 per cent to the talent and musicians, but it is believed that this percentage would be higher in 1939. The largest factor in keeping the percentage to 20 per cent is that the talent and musician contracts will not sign until 1939 was fairly well under way.

While the \$4,000,000 mark seems insignificant to the FCC, it means that there is a healthy talent pay roll not entered on the station books. These are the contracts which are figured on the agency and sponsor costs, but the FCC hasn't gone into these costs yet and the officials of the FCC can be obtained.

## Actor Goes Classy

DETROIT, July 1.—New radio agency was opened this week in the Book Building as the Jack Douglas Agency, Inc. Douglas, formerly with WABC in New York, is currently with WABC in Detroit. Douglas is associated with Walter Fuller, fraternal editor of the *Detroit News* and William Carlson, of Carlson Post Studios.

# WOR Feeds WHN Ork Overflow After Rumored Beef From MCA

NEW YORK, July 1.—WOR and WIN had a rough week last Thursday when they were given "overflow" dance remotes which WOR cannot handle. Deal is to last only until the baseball season is over. Since starting baseball broadcasts in the afternoon WOR has had to juggle its schedule with night spots that frequently went to sustaining programs have been given to advertisers. Matters are complicated by the fact that the program was given to the Dodgers because they were playing. WOR also feeds these games to WIN.

WOR states the deal does not represent any special spots that WIN contracts with night spots guarantees two weekly half-hour programs for the band, one being \$15 per week. It also states it made the WIN deal as an "additional service for its remote customers" and that in practically all cases the bands have had their two regularly scheduled spots.

# Convention To Deal With ASCAP Problem Also; Interest Centers In Report of First Paid Prexy

NEW YORK, July 1.—Seventeenth annual convention of the National Association of Broadcasters, from July 10-13 in Atlantic City, will have as its most important consideration the acceptance of the proposed code, ASCAP's musicians' fee almost as important, but because there is no agreement as to whether the ASCAP situation may be settled, code takes the lead. It is considered certain, however, that ASCAP discussions will again be a major bone of contention, with the report to members on progress made in NAB's copyright committee scheduled to follow. It is reported that no ASCAP convention will discuss the copyright committee report and the general situation. Self-regulation code has been submitted to member stations by mail, with a request to advise the NAB of any suggested changes. Opinion here is to the effect that there will be no major alterations made. Code highlights provide for station control of religious broadcasts, with no controversies permitted and commercial religious broadcasts disallowed, equity in treatment of time allocations on controversial subjects, with the forum type of handling preferred, and all speakers clearly identified; no political dramatizations; integrity in news broadcasts and elimination of personal opinions and propaganda; freedom for commentators in expressing their own views and conflicting opinions to be given proper broadcast time; programs should reflect high moral quality, with respect toward parents, the law and the religious faith; advertising agencies to deliver commercials, and host-type contents should be judiciously handled. It is expected that the fortunate-telling in any form, post office cards, etc., will be a source of controversy or any other questionable enterprise to be allowed to buy time; commercial copy

## Rumor-Born Renewed

NEW YORK, July 1.—Rexall drugs this week renewed Dave Rubloff and his cohorts and Arthur Borna for a second week. It was said that the duo were recently. Cutting it to start in a fortnight for fall use. Street & Smith is the agency.

## SPokane, Wash., July 1.—WGBA has

been buying its locally produced program at the point where it has canceled its transcription service. Harley Sater and Don McKee, formerly with WJAZ, have been added as announcers. KPFF's producer Bill McCord has gone to KNOX. It is reported that two announcers have been added to the staff: Bob Hurd, of Seattle, and Ed Buhner, KWOC. Lowell Hall, writer, from KWOC, is another addition.

However, there is a report around in New York that the agreement between ASCAP is feeding WIN bands for local coverage in that Music Corp. of America squashed the deal. It was reported that WOR whereby its bands are given a certain amount of time each week. Presumably on WOR's schedule for the station to skip several MCA spots, it is reported, and MCA beamed. With some of the bands, the deal was reported to MCA. WOR will not now have to skip MCA bands. Orchestra being fed WIN are not in the big name class.

WOR-Mutual is rated as having the best of the chain network band line-ups. Leaders prefer this network since they are not being crowded out as frequently cut because of repeat commercials.

WIN bands already fed WIN include Howard Lally, Bill McCune, Howard Woods, Harold Stern and Ed Hoagland.

cannot exaggerate or attack competitors, and (contingents must be controlled, while specific percentage of broadcast time are to be allowed for plays; rates must be published and maintained.

NAB had ASCAP reps have held several meetings in the past month, preliminary steps tending to settle the contract renewal amicably and without legal recourse. It is reported that ASCAP has reiterated its stand to the effect that so long as its financial report is satisfactory and that broadcasters are unanimous in requesting a specific type of payment, it will be able to make an ASCAP's end. It is reported that no payment on a per musical program basis, which would be a 5 per cent of ASCAP's present content, and a 10 per cent of percentage out of radio's gross revenue, but that if the program produces more revenue, the suggested method would have broadcasters pay a percentage only on commercial shows, with the rest ASCAP guaranteed certain minimum and sustaining fee along present flat percentage lines. The per piece method is considered permanently out.

But before any ASCAP deal can be put into effect, the NAB and the NAB will have to agree on the method of paying ASCAP. Networks, affiliates and commercial stations must agree and the last two fee ASCAP's present arrangement is toughest on them. Question of how much ASCAP is to get will be the chief headache. Music copyright group wants more from radio. The NAB, however, is that if a trade contract is signed, it will have to agree to not entering into the terms of an anti-ASCAP nature. Some months ago an ASCAP representative said that when contract renewal time came ASCAP would not forget that broadcasters have ASCAP as a consideration and that State legislation backed by radio men. ASCAP has already made itself clear on this point in the discussions which have been held.

## AGENDA

SUNDAY—Cool Terminals; Board of Directors Meeting; Research Committee Meeting.

MONDAY—Station Meeting; Association of Channels; Television Demonstration; Engineering Discussion; NAB Sales Meeting; Board of Directors Meeting; Luncheon, with an Address on Sales Management by Dr. Herman B. Hettinger and an Open Forum.

TUESDAY—President Neville Miller, first business meeting of the committee will be submitted and discussed.

WEDNESDAY—Meeting of the Board of Directors; Wage and Hour Administration; Orlin Duane, New York Times Radio Editor; Chairman of the Board; Commissioner of Education; Copyright Discussion; Banquet and Show at Night; with a display of records by Columbia and RCA.

THURSDAY—Committee Reports. Address by Joseph Mary, of Radio Service of America. Director of Directors and Board Meeting. Adjournment.

Ed Spence, NAB secretary and treasurer, will be in charge of all the arrangements; Ed Kirby, press head, and Paul Peter, research director, are in charge of the labor relations; and the Director of labor relations, is handling newspaper contacts.



# Advertisers and Agencies

By PAUL ACKERMAN

# TELEVISION REVIEWS

**NEW YORK:**  
**C**OLUMBIA BROADCASTING SYSTEM  
 has made a few radio editors discuss to  
 the Louis-Claudio fight last week, one  
 of the angles being that Oakley would  
 be the only man in Y. & C.'s NBC  
 radio broadcast. But the result was  
 NBC for Oakley anyway. When the boys  
 attacked the crowd, they were all  
 around the ring proclaimed the fight  
 would be broadcast exclusively by NBC.  
 ... Alton Bonice Hauer, sponsor of the  
 prize, paid NBC \$10,000 for the fight  
 but only made a one-hour time on the  
 Blue. NBC cut out all other radio  
 the fight lasted 45 minutes—reason being  
 that the crowd did not pay off stations  
 that broadcast it. Pictures show NBC  
 made expense, which the net feels a  
 day's gain better than putting it on  
 an sustaining base. ... Kay Sit, Central,  
 current at Lora's State with Eddie Can-  
 tloni on the Schaefer Beer program  
 with Al and Lee Reiter Thursday (3).

Murray Helen, producer on the  
 Jack Benny show, left for the Coast  
 office of Young & Rubicam. He will  
 be only man in Y. & R.'s Coast  
 branch with a summer show. ...  
 Joe Stauffer, Y. & R. leaves for  
 Coast promotion department. ...  
 wife of the J. Walter Thompson  
 script writer, due in from the Coast  
 this week. ... Kay Sit, Central,  
 Kay Elliott to write script for  
 Benay Veruta's Monday Call-ling pro-  
 gram WGN. ... J. W. Nicholson,  
 NBC's network sales promotion department, trans-  
 ferred to the Schaefer Beer pro-  
 department as a sales promotion as-  
 sociate. ... Madge R. Tucker has  
 been transferred from the Coast  
 program department to the Artiss'  
 Service.

**JOHN BARBER,** formerly with NBC  
 J Artists' Service, starts Monday (3)  
 on the Coast with the new program  
 WFJA. Youngstown Co. Station starts  
 operating August 1, but in meantime  
 later will develop a batch of programs.

Tommy Galento goes on the Charlie  
 McGee show (5) as a special dance  
 dance. Producer of We, the People,  
 reactions on Long Island beginning Tues-  
 day. ... Walter Thompson, NBC,  
 expected back this week-end from a Eu-  
 ropean vacation. ... J. Walter Thomp-  
 son, NBC, expected to return to the  
 air October 30. ... Gray Gordon,  
 current at Weather-Casey Club, is  
 cutting his third series of NBC transcrip-  
 tion. ... The Star Dusters, mixed  
 vocal quartet, Joz. For Men only  
 (5) will be open again at the  
 Belmont Plaza. ... Alas Kent leaves  
 Hobby Lobby to take over on The  
 Coast for the Coast. ... William  
 Weldon, WJNS staff announcer, goes  
 to Puerto Rico via freighter Sunday (2).

**CHICAGO:**  
**S**TANDARD RADIO, transcriptional,  
 is holding open house here Thursday  
 at its new offices on the Bond Mil-  
 lion. ... Theodore Strubert and Fred Weber,  
 in the building. ... Standard Radio  
 a few days in business huddles with the  
 WGN execs. ... Diana Sawyer, WLS  
 (5) station, is on the way to New  
 York. Had his first song published, a  
 patriotic march, titled "Thank You,  
 Sam." ... Sam Jones, WLS, is  
 of the Judy and Gene series puts Jim Whip-  
 ple, of Lora's, in the production  
 of J. W. Nicholson, Chief, for the  
 General Foods, and Joe Stauffer, Murray  
 Helen and Bill Thomas, of Young &  
 Rubicam, were in for the Washington, D.  
 Eckhart, Inc. ... Bob Elson's Sports Review on WGN,  
 The Knox Galline Co. thru Kenyon &  
 Eckhart, Inc. ... bought three-week  
 of Bob Elson's Sports Review on WGN,  
 N. Goodrich sponsors the other three  
 on the radio. ... Paul Dudley goes to N. Y., where he  
 will assist in production of "Grand  
 Central Station." ... Lenet Altes  
 Wetsa, vice-presy of Don Lee Inc.  
 in Seattle, this week to attend con-  
 ference at Case Menasse Here. ...  
 Bill Harty, who handles Ray Noble's  
 KFI, in town to whip a new crew  
 out of shape for the market's new  
 data. ... Nat Winfield, West Coast  
 manager for Famous Music Co.,  
 of Pacific Broadcasting Co., KFI, and  
 big Price concern, were married in  
 the big city last week. Marriage  
 place at the home of or-keeper  
 Henry King.

Reviewed Tuesday, 8:30-9:30 p.m.  
 Style—Variety, using live talent. Re-  
 viewed on RCA Television Receiver,  
 Style—W2XBS.

Departing from the usual run of  
 television shows, NBC-RCA presented a  
 hillbilly show June 27 starring Charlie  
 Barber, who has been with NBC for  
 rounded, and definition in general was  
 good. Some close-ups, however, lost  
 eye. The girls did the performers  
 any good.  
 Barber, who served as emcee while also  
 had a number of songs, and a few  
 a quartet, proved himself versatile as a  
 square-dance caller. He comes by this  
 rightly, having called at dance near  
 Mountain City, Ga., which is sure  
 enough red neck.

Only the hillbilly band, Barber  
 followed with Donald Bain whistling  
 parts of Elton in the Moulding Street.  
 Busy emotions captured words and  
 animals are enhanced by television. His  
 mugging entertained as much as did the  
 call.

Next up, Emerald (Yerna Sherrill)  
 sang "I'm a Hillbilly Gal From the Moun-  
 tains in true blue-bellied fashion.  
 Outstanding act of this program was  
 the Philharmonic, six harmonica play-  
 ers who went to town on Raymond  
 Scott's Powerhouse and Swamp Fire.  
 One player used two harps each about  
 two feet long, but on real music  
 manipulations on the instruments.  
 Since Mason's dance was another  
 highlight, the act was a real success.  
 Mason (Ebbe) Lockwood pedaled for his  
 part of the program.  
 Walter Winchell and Johnnie fol-  
 lowed in managing piano. Walh's  
 trouble in convincing himself from  
 Johnnie directed the act, and enter-  
 tained well.

The Belmonts, six girls and Don-  
 ald, sang "My Darling, My Darling"  
 of Jack and Jill and Ferdinand.  
 Following the dance of Winfield and  
 Johnnie, the act was a real success.  
 Theodore Newton and James Bell, was  
 presented and was nothing unusual.

However, the mountain locale and plot  
 itself fell into the trend of the pro-  
 gram.  
 Abbott.

Reviewed Friday, 8:30 to 9:30 p.m.  
 Style—Variety, using live talent. Re-  
 viewed on RCA Television Receiver,  
 Style—W2XBS.

This show was divided into two parts,  
 the first a discussion by explorers of  
 travel, and the second by Harry  
 Harrison Foreman, and the second a  
 television talent audition conducted by  
 Alton Bonice Fox, was very interest-  
 ing more so than a lot of motion pic-  
 ture trailers. Foreman, seated at the  
 Explorer's club with Mr. Herbert Wilkins,  
 Julian Ryan and Maj. J. Allen Dunn,  
 all noted explorers, discussed Tibet, cul-  
 ture over South and soda. Session was  
 very informal, and when Foreman  
 brought on his pictures the others con-  
 tinued to probe him for information.  
 None of the girls were beautiful or ill-  
 aimed, and the contribution was both  
 amusing and educational.

In second half talent brought on by  
 Forecot was good and indifferent. In-  
 cluded were: Harry Martin, clever com-  
 edian; Bill Hart, who gave a good  
 dramatized impersonation of an old  
 man; David Jeter, actor and con-  
 comedian; Larry Burke, Irish vocalist who  
 screened well and delivered nicely; Hil-  
 degard and her sister, who sang a  
 sock with a line of boke chatter; Allen  
 and Bunty MacDonald, kid song and  
 dance acts; and a duo, Ted Lewis and  
 Charles Harris, comedy team.

Lewis, not comic, has much in his fa-  
 vor for life, but his material was weak.  
 His appearance is good for plenty of  
 laughs, but the initial effect faded when  
 he went into a old burlesque routine  
 involving a play on words. Harris  
 straightened.

Show general was out of the com-  
 mon run, and while not presenting any  
 sensational stuff, is to be commended  
 for its experiment in actor, Foreman  
 conducting the auditions, asked (to)  
 hopefuls to write in for a chance to  
 appear.

Announcer was William Spargrove.  
 Ackerman.

## From Hollywood and Los Angeles

By DEAN OWEN

**FRANKS** ROLOTT, former for KJL,  
 is taking a couple of weeks off staying  
 back and catching up on his act. ...  
 He is secretary on Al Spain's ...  
 set to take the show with Richard Lay-  
 ard, of KNX engineering department.  
 ... Franks is expected to get back on  
 the Coast after a couple weeks of Mid-  
 west heat. ... Wilbur Hatch, of CBS  
 department here, related to visit  
 Chicago. First time here since he left  
 old home town since 1923. ... Thomas  
 E. Lee, head of the Knott, is buying  
 portable television equipment in N. Y.  
 Expected back on the Coast in another  
 couple of weeks. ... Loretta Fairbridge  
 hits the Coast in July with his  
 his Muse and Musco program.

Franklin Delano, of Young &  
 Rubicam radio office here, left for

Fritco. New spot will be radio  
 aid to Bryan Houston, T. & H. ...  
 there. ... Frances Longford stays  
 out the Port Worth for two-week  
 tour. ... Paul Dudley goes to N. Y., where he  
 will assist in production of "Grand  
 Central Station." ... Lenet Altes  
 Wetsa, vice-presy of Don Lee Inc.  
 in Seattle, this week to attend con-  
 ference at Case Menasse Here. ...  
 Bill Harty, who handles Ray Noble's  
 KFI, in town to whip a new crew  
 out of shape for the market's new  
 data. ... Nat Winfield, West Coast  
 manager for Famous Music Co.,  
 of Pacific Broadcasting Co., KFI, and  
 big Price concern, were married in  
 the big city last week. Marriage  
 place at the home of or-keeper  
 Henry King.

## Coast's Cut-Rate Disc Coast Makes East Look Toward AFRA

**NEW YORK, July 1**—Eastern music pro-  
 ducers, finding it practically impossible  
 to sell their product to West Coast coun-  
 try, are looking to the East for relief.  
 As a result of the situation which will  
 be alleviated when—led H—The Ameri-  
 can Music Co. is to be formed, the  
 contracts with transcription products  
 covering minimum sales.  
 According to the authority, Eastern  
 disc men are not only up against  
 hopeless obstacles in selling to West  
 Coast, but are beginning to feel  
 the compulsion in Eastern areas to  
 the cheap wax has initiated areas.  
 According to the authority, Eastern  
 executives keeping up prices in Florida,  
 where the price is still high.  
 Whereas New York and Chicago talent  
 command high prices, Coast situation is  
 such that the price is low. In the man-  
 ufacturer's own figure because of the  
 plethora of talent waiting to crack mo-  
 tion picture.

One Eastern company, checking up on  
 why its salesmen could not sell wax  
 products in the East, is Talton terri-  
 tory, found out that some of the  
 manufacturers offer a 15-minute  
 chief engineer of WFL, New Orleans, has  
 inaugurated series of lectures on radio  
 for the general public. ...  
 Station's 50-kw. transmitter at Kenner.  
 Noon follows lecture with open forum.

They for \$2.50 or \$3 a program. He  
 points out that the New York  
 musicians get \$18 per man for a 15-  
 minute disc and double for leader, such  
 a selling figure is impossible.  
 Radio Union has established talent  
 pool on network and local shows but  
 not on recording program. With result  
 that competition is killing. AFRA  
 currently negotiating contracts with  
 local stations. AFRA has set up a coordi-  
 nating committee which is gathering  
 statistics on transcription work through  
 the country.

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## From All Around

**HARRIS DANVILLE,** in charge of sales  
 at WJNS, Nashville, Tenn., ...  
 Kennedy Co. to another year of sports  
 programs. Account exec is Knoc Massey,  
 ...  
 sales director at WJNS, Indianapolis,  
 recently made his 6,000th broadcast. Ap-  
 proximately 3,000 spots were pro-  
 moted. ...  
 Lew Tremmer, formerly head  
 of sales promotion at WFL, Philadel-  
 phia, ...  
 Frank Lee and Elwood Prusoff have  
 been added to technical staff at WJNS.  
 ...  
 been added to special events department  
 of KNOX, Rochester, Minn.

with WLS, Chi, now has two shows  
 on the air. ...  
 Stan Stevers, KFAD engineer,  
 trips afterward late this summer. ...  
 the mike, inaugurated the wet set-  
 up from Lincoln's one band, the ...  
 and KOIL. ...  
 There Anna Lee and Connie John-  
 son, ...  
 sportscaster. There may be another  
 operation.

**DIXIE DABBLERS:** M. M. Valentine, Ed  
 Mann and J. B. Morton, all of  
 the Lafayette, La., station, ...  
 American Broadcasting Co. of that city  
 with capital fixed at \$10,000. ...  
 Jack ...  
 New Orleans, as arranger. Mann has  
 been 19 years in similar position for  
 New York. ...  
 culture director for WFLP. ...  
 has completed 3,000-mile trip thru Har-  
 lem and Manhattan in behalf of his farm  
 and family group.

Artist in all branches of the Show Business  
**FIRST TELEVISION STUDIO OF ITS KIND**  
**COMPLETE INSTRUCTIONS IN**  
**TELEVISION ACTING**  
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# Program Reviews

EDST Unless Otherwise Indicated

## Horace Heidt

Reviewed Thursday, 7:15-7:30 p.m.  
Style—Musical. Sponsor—Lewis Howe Co. Agency—Stark Coble, Stratton—WEAF (NBC-Red network).

Another week of high spirit program has something with the chorus singing "Here we Tame with colors bright and gay" or something like that. "A wee little of the corn, eh?" But Horace Heidt has always been one of the best purveyors of the time, following Fred Waring on the NBC Red two nights a week, in temporary and that's a good thing. From that Heidt should follow starting in view of the "Mewaring and Heidtfield feud." Nice to think, too, that just after you've seen the program will tell you how to avoid certain discomforts when some times follow feeding the fies.

Heidt did five tunes on his initial show. Two were new ones, "White Soda and I Poured My Heart. Others were either older or standards. They were "I've done musical corn. The One who is Great All Around and in the Still of the Night. Seems like Heidt has been doing that Great thing for almost 50 years or something. Singers and chorus were mixed to good effect, but somehow the show lacked pace even in the 15 minutes.

Best honors went to Henry Russell singing "White Soda" and accompanying himself on the harmonica. He has a very pleasant voice. Jack Costello announces.

## "By Knulleen Norris"

Reviewed Tuesday, 1:45-2 p.m.  
Style—Dramatization. Sponsor—General Mills. Station—KYW (Philadelphia).

The new series began Monday thru Friday is being tested. The serial, if successful, may go network in the fall. The story being heard is "Woman in Love, a story of a young actress who wants to get ahead in the theater. Hircio D'Amico Jr. has given the tale a smooth production, nicely paced. Keeps the customers interested.

When caught heroine Tamara Todhunter has obtained both a minor role in a Broadway production and the interest of the producer. The romantic angle drops up when Dolores Quinn, leading lady of the play, learns that Wayne Mallory has not been in Hollywood to complete his contract, but instead has been paying attention to Tamara Quinn. This is the first part. The days ahead will be a tale of the ups and downs of Tamara and Dolores.

While the sketch contains enough story interest to attract a steady audience, there are minor production faults. The serial would improve with the introduction of a little more subterfuge. Tamara is altogether too sweet; her sister, Corn, appears to be too ruthless. Perhaps Tamara's lengthy anticlimax should be cut.

## "Hollywood Laff'n Swing Club"

Reviewed Friday, 8-8:30 p.m. PST.  
Style—Variety. Sustaining on KHJ (Mutual Don Lee net).

Latest addition to Pacific Coast variety shows. If future broadcasts measure up to the initial, the half hour should be worth listening to.

Morry Amsterdam, Mabel Todd and Tony Bonomo are graduates of Al Pearce's old Happy Go Lucky Hour. Fred Price and know their mike technique. Price is piloted by Amsterdam, who takes his own show to the next level. Price strengthened somewhat, but Amsterdam's delivery put sock even in the audience.

Mabel Todd presents some stuff that is good for chuckles. Her brand of comedy and short sketches and act audiences is okeh. Chicago does a good job with the featured material. The show has been a feature of many KJL shows and the stuff he dishes up is top. Sustained by David M. Young, the half hour moves swiftly from the opening gun to the close. Others who contribute are Charles Lane, Dorcas and Virginia Orwig, of the Singing Strings Oves.

## Fred Waring

Reviewed Thursday, 7-7:15 p.m.  
Style—Music, baseball results. Sponsor—Liggett & Myers. Agency—Newell-Emmett. Station—WEAF (NBC-Red network).

Fred Waring and his troupe are on the spot formerly occupied on NBC by Amos 'n' Andy, show on at the same time of day. The starting cast of Fred Waring's club is supposed to be for two years at \$12,000 a week and is a distinct departure in mass presentation, running five nights weekly for a quarter hour.

This column is devoted to brief reviews of programs which have been on the air for some time, as well as shows, which, already reviewed, rate further mention. Items in this column are from reviews prepared for a production that carries each item if it presented.

WABC from 6 to 6 p.m., Tuesday (June 14) offered listeners a half hour of variety of one form or another, two dramatic serials and sporadic music. Programs hit one remarkable high spot. That was the first interest was concerned, but the nature presented a fairly strong melange considering the little more subterfuge.

First spot at 6 p.m. to LARRY ELLIOTT, newscaster. ELLIOTT applied just 15 minutes before the start of the program, legislative, international affairs and WPA circles. Crowded his session to the hilt.

EDWIN C. HILL, next for American Oil Co.'s Amoco gas, with the Human Side of the News. As title indicates, Hill does not necessarily rely on spot news, covered adequately by the raft of commentators functioning on the air line. Tuesday sessions told of explosive activities, restoration of Colonial Williamsburg by the Rockefeller and an interesting historical resume of the United States Light and Service. HILL is eloquent, has excellent diction, and on this program fills the news as an unusual feature. Points were exceptionally good, the travel spot on Williamsburg working naturally and neatly into the Amoco coverage, covered well by DAVID ROBB.

Home View, airplane adventure serial, from 7:15 to 8:15 p.m. is a well-mannered stuff for kids, commercial based on the angle that not only airplane pilots but all people can get into it. The story line away Kellogg's Corn Flakes. Simple, straightforward, done with undoubtful good kid appeal.

MEL ALLEN, at 8:30 p.m., did a quarter-hour sports comment for Packard's Soap. Tunes, the fourth, eighth and tenth. GAVE the baseball action, then highlighted activities in fields of tennis, boxing and golf, finally giving a recapitulation of baseball for the United States. Effective.

BARRY WOODS Orchestra at 9:45 p.m. was no outstanding feature. It was instrumental or vocal renditions, but the stuff at least was soothing, which is more than can be attributed to a lot of the music. Woods was on briefly.

LETTIE STEVENS taking over for about seven minutes of the quarter-hour period. Campbell's Amos 'n' Andy at 7 p.m.

script dealing with efforts of Arma and the Kingfisher. The latter, who apparently has been the victim of a snatch. There is some sneaking around a mysterious high spot. The technical competence is greatest announcer breaks in with plug for Campbell. Program ended at the 15-minute mark. The technical advantage of catching the listener at his moment of peak interest, but whether the material does not collapse as soon as the plug is foisted upon him is a moot point.

JIMMY MIDLER, at 7:15 p.m. for Procter & Gamble's Drene, gave Hollywood and trade news in that breathless fashion affected by some commentators. Midler, analyzed DARRYL ZANUCK's box-office column and read an open letter to WEAH. HAYS synopsis of propaganda bias. Period is varied enough and has sufficient attraction for pig wits.

Second Husband, for Bayer-Aspirin, at 7:30 p.m. A serial of domestic housekeeping. This local angle as Carlton. Efforts of elderly people to put the ball and chain on a couple of quarreling lovers. Lush with music. P. A.

Calling Al Gung, a dial favorite for years on KHX. Dole's program of a content vehicle piloting Rio Grande Gasoline Corp. Produced and written by Al Williams. Program is a good one to the end. Show ought Monday, June 19, concerned uncovering of a narcotic ring. The program is a good one to the end. A fast start with police round-up of small-dry narcotic peddlers, and action reaches a climax. The program is of seemingly respectable man as head of the ring. Dope was brought into country by the police.

Cast of the serial is usually fairly high in dramatic ability, show reviewed having been a good one. The program is a capable job adding much to the quality of the show. Williams uses actual police news in the program. The program is a police official familiar with the particular case.

Program has been shifted in schedule several times but still garners its share of listeners. D. O.

And a quarter hour is not really enough for Waring to get started, especially when there are interruptions to let announcer Paul Douglas fill the stuff and also announce the second half. But a thing has advantage and disadvantage, also it does seem better to have the program in the air and the score might be better. The program is a good one to the end. A fast start with police round-up of small-dry narcotic peddlers, and action reaches a climax. The program is of seemingly respectable man as head of the ring. Dope was brought into country by the police.

Merle Pitt

Reviewed Monday, 7:15-7:25 p.m.  
Style—Music. Sponsor—Watching Lake resort. Station—WNEW (New York).

This is one of those harmless little tunes that are too uniform to be remembered. The program is a good one to the end. A fast start with police round-up of small-dry narcotic peddlers, and action reaches a climax. The program is of seemingly respectable man as head of the ring. Dope was brought into country by the police.

Since Pitt's quartet is sponsored by the summer resort at Watching Lake in New York, the program is a good one to the end. A fast start with police round-up of small-dry narcotic peddlers, and action reaches a climax. The program is of seemingly respectable man as head of the ring. Dope was brought into country by the police.

WNEW has a good idea to have "the Watching Lake reporter" expounding on the merits of the resort. The program is a good one to the end. A fast start with police round-up of small-dry narcotic peddlers, and action reaches a climax. The program is of seemingly respectable man as head of the ring. Dope was brought into country by the police.

Don Bach does the announcing. Richardson.

## "Mr. District Attorney"

Reviewed Tuesday, 10-10:30 p.m.  
Style—Dramatization. Sponsor—Repeal.

Agency—Lord & Thomas. Station—WABC. The program is a good one to the end. A fast start with police round-up of small-dry narcotic peddlers, and action reaches a climax. The program is of seemingly respectable man as head of the ring. Dope was brought into country by the police.

Former NBC week sustainer replaced Bob Hope on Wednesday half hour. Written by Ed Byron, produced and directed by Ed Byron.

Show, however, on the gang-buster show of radio. The program is a good one to the end. A fast start with police round-up of small-dry narcotic peddlers, and action reaches a climax. The program is of seemingly respectable man as head of the ring. Dope was brought into country by the police.

Made by Harry Sutter and crew. Open with a musical number. The program is a good one to the end. A fast start with police round-up of small-dry narcotic peddlers, and action reaches a climax. The program is of seemingly respectable man as head of the ring. Dope was brought into country by the police.

With a little more of a program should go over well. Collier.

## Honk, Honk

JIFFERSON CITY, Mo., July 8.—Program director John Corrigan, of KTCB, has announced he will presently to buy a second-hand auto and arranged to get one. He had just signed a contract to buy a car, but a different concern showed up with just the car he wanted. So Corrigan got a car for a lower price.

No sooner were the two parked in front of his home, Corrigan, than a friend of his in Chicago, a car dealer, wrote saying he was making \$100 a week on an automobile.

Wanna buy a car?

Phil Baker's  
"Honolulu Bound"

ON

PHIL BAKER'S  
"Honolulu Bound"

ON

Extra facts if you want 'em

CHOIRS ON:

Chesterfield, Chrysler, Sealtors, Rudy Walker, Meigs, M. S. Ruben, Fred Allen, Soames, Geffin, Ford, Coker and Lucky Strka.

ORCHESTRAS ON:

Woodbury and CBS orchestras.







Songs With Most Radio Plays

# "Stairway" Shoves "Sails" Down a Notch To Take Lead

Songs listed are those receiving 10 or more network plays (W.F.Z. WEAF, WABC) between 8 p.m. to 1 a.m. week days and 11 a.m. to 1 p.m. Sundays, for the week ending Thursday, July 6. The data are compiled by R.C. Schafer, W.F.Z. WEAF, New York, and W.R.M. Plim-Turner are denoted as "P.M." musical production numbers as "M." Based on data supplied by Accurate Reporting Service.

Rank	Title	Artist	Plays
1	1. Stairway to the Stars.....	Robbins	49
2	2. White Sails .....	Foist	39
3	3. Whirling IP .....	Crawford	37
4	4. The Lady in Love With Me .....	Spencer	35
5	5. In the Middle of a Dream.....	Bregman, V. & C.	29
6	6. Deer Barrel Polka.....	Shapiro-Bernstein	23
7	7. Strange Enchantment (P) .....	Pompos	22
8	8. All I Remember Is You .....	Pompos	20
9	9. To You .....	Berlin	19
10	10. I Poured My Heart into a Song (P) .....	Farouka	18
11	11. Tenderloin .....	Harms	17
12	12. Rerendvous Time in Paris (M) .....	Harms	16
13	13. South American Way (M) .....	Harms	16
14	14. Back to Back (P) .....	Bregman, V. & C.	15
15	15. And the Angels Sing .....	Bregman, V. & C.	15
16	16. Blue Evening .....	Mills	15
17	17. Charming Day in My Arms .....	Shapiro-Bernstein	15
18	18. Don't Worry 'Bout Me (M) .....	Mills	14
19	19. Begin the Beguine .....	Harms	14
20	20. If I Didn't Care .....	Chappell	13
21	21. You Grow Sweeter as the Years Go By .....	Widmar	13
22	22. Come to the Park .....	Berlin	13
23	23. My Heart Has Wings .....	Red Star	13
24	24. Sunnys Serenade .....	Jewel	12
25	25. A New Moon and an Old Serenade .....	Berlin	12
26	26. Sing a Song of Sunbeams (P) .....	Santley, J. & S.	12
27	27. You Don't Know How Much You Can Rely .....	Remick	11
28	28. If You Ever Change Your Mind .....	Miller	11
29	29. The Day After Tomorrow .....	Miller	11
30	30. There's Only One in Love .....	Roy	10
31	31. Whirling in the Wildwood .....	Oman	10
32	32. Three Little Fishes .....	McCoy, J. & L.	10
33	33. Alsteths Coming Out .....	Kalmar & Ruby	10

## Detroit Bands Find Bookings Plentiful At Up-State Stands

DETROIT, July 7.—Summer stands in Michigan are concentrating largely in four-week engagements. This is the season, reports from around the State Institute. While the big-name bands are largely confined to two spots in Detroit, Eastwood and Westwood gardens, both now under the same management, local names are being booked in plenty of summer spots around the State.

Sunny Burt and his Duke University Band, now at Flint Park at Flint, open July 7 for two weeks at Bartlett's Pavilion, Pleasant Lake. Velma and her Tony Maids play the spot the week

before Gene Owens returns Turk on August 4 for two weeks.

Outstanding up-State engagements for the annual Showboat, a specially constructed river show at Lowell on August 20, are Gene Owens and his Tony Maids.

Other summer spots are opening. H. W. Platin's Big Pavilion at Saugatuck opened July 5th with Doni Platin's Orchestra, and Frank D'Loughy's Crystal Palace at Kokoma the following day. William Wynne's Crystal Palace at Parilla, on Devils Lake opened June 30 with Fredrick Brock. Music Corp. bands. Stan Brewer, manager of The Delta, Lansing, had booked Leo Walters till June 29, with Ray Williams following in for two weeks. Frank Sidney has been booked for the Deer Hunt Inn, Cadillac, for the summer season. Doc Wright and his Town Players opened Saturday at the Parkland Hotel, Grand Rapids, for a four-week stand. The Decker comes into Walden Lake pavilion July 1 for a month's booking following Johnny tramp. Jack Collette set for the Avalon, Barron Lake, at Niles, for four weeks.

## TIN PAN ALLEY

(Continued from page 3)

pop successes of the new year. Another Bregman, Voco and Conn hit, Little Sir Echo, traced its source back to the Old Serenade and one of the original songs. Incredibly enough, it was Joe Marava, swing charmerlet de jazz, and Adele Gerald who put it into Tin Pan Alley form. Several years ago Franklin Carle, now fronting his own band at the Beverly Club, New Bedford, Conn., penned Sunnys Serenade as a piano number. Glen Gray unearthed it, made a hit record of it and the song published copies now bear a lyric by Jack Lawrenson. Despite the fact that the song had been composed and played leading sheet music early currently.

As regards "Charming," that is one of the weakest things in a list that is not too bad normally. Now that it's too late for him to correct it, it is a pity that he made the distinction of having supplied the melody for one already established hit. It is a pity that he failed that direction. When he wrote his opera "The Day After Tomorrow" he had no idea that one of its love themes would turn up as a song pluggers' delight on the Broadway stage. The adaptation by Larry Clinton, Bob Zimmerman and Buddy

## Sheet-Music Leaders

(Week Ending July 1)

Acknowledgment is made to Maurice Richman's Music Dealers Service, Inc., Atlantic City, Pa.; to Ashby Music Supply Co., New York; Lyons & Healy; Carl Fischer, Inc.; Gamble Music Co., New York; and to Booth and Strattonway Co., of Chicago.

Position	Title	Artist
1	1. The Whirl	Spencer
2	2. Beer Barrel Polka	Shapiro-Bernstein
3	3. Sunnys Serenade	Pompos
4	4. The Lady in Love With Me	Bregman, V. & C.
5	5. And the Angels Sing	Bregman, V. & C.
6	6. If I Didn't Care	Chappell
7	7. Strange Enchantment	Pompos
8	8. Three Little Fishes	Mills
9	9. Little Sir Echo	Wynne
10	10. Don't Worry 'Bout Me	Mills
11	11. My Heart Has Wings	Red Star
12	12. A New Moon and an Old Serenade	Berlin
13	13. Old Bless America	Berlin
14	14. A New Moon and an Old Serenade	Berlin
15	15. My Last Goodbye	Berlin

Berlin. Nor should he conceive that his brilliant "With Symphonies" record, of which "Charming" is from it, at any rate would foster the anti-and-coming-Faustianism of the "Charming" record, as interpreted by Mack David, Mack Davis and Andre Kostelanetz.

Having "Charming" into the Tin Pan Alley charts was the more or less inevitable result of Clinton's success with his Debutay adaptation of "My Favorite Things." It was another "Charming" success to qualify. The boys are now turning to Maurice Havel with the "Lamp Is Low, Peter De Rosa, Bert Shuster's and "The Day After Tomorrow" where the "Lamp Is Low" seems to sound like "Clinton's swing version of Tom Fokker's "Marina overture" was another forerunner of the current classical trend in pop music.

Along the lines of Deep Purple's ancestry in the background of another Robbins hopeful, "Stairway to the Stars," Frank Stagnell and Matty Malneck composed it as an instrumental number that was right up Paul Whiteman's modern music style several years ago, and now it is being recorded by the Purple Robbians, who published the original, just parallel on a lyric for the same title. The "Stairway" is the case of the country's current No. 1 tune, "Whirling." Buddy De Sylva thought it a bit corny even then, stuck it away and forgot about it until someone pointed out the need for it. The RICO pic he was working on with Irene Dunn and Charles Hoyer, "Lore A/Inn," Out came "Whirling" and there it was on the credit side of Crawford Music's books. "Begin the Beguine," I've had "Lore A/Inn" for years. It's an old standard around the alley now. How the first-named was an obscure Cole Porter song, it's a mystery. It's been years ago, until Artie Shaw heard it; how the second doubted the success it achieved, it's a mystery. It's been years ago, until Artie Shaw heard it; how the second doubted the success it achieved, it's a mystery. It's been years ago, until Artie Shaw heard it; how the second doubted the success it achieved, it's a mystery.

From the same standpoint, "Three Little Fishes," Blake Donnell's bonanza, takes the prize when it's realized that a lyric consisting of "fish talk" (whatever that is) makes a song one of the nation's earliest additions of the "fish" theme, hardly distinguished for its intellectual qualities, and now "With All Right" is being recorded by the Purple Polka, while not exactly screwy, is far from an originality. One of the "fish" songs that has been a long out and world beater.

The hat could go further, but the music of these days are definitely not composed along customary, cut-and-dried lines as of yore.

## BANDS ON TOUR

(Continued from page 3)

with Beach Park, Akron, O., August 17; Elmore's 194, White Plains, N. Y., August 17; Sunnys Serenade, Sunnys, N. Y., August 20 week; The Day After Tomorrow, Brooklyn, N. Y., September 28 week; Windsor Theater, Bronx, N. Y., October 12 week; The Day After Tomorrow, New York, October 12 week.

## Music Items

Songs and Such

Stuff Smith, of "Fae d'Esperia" fame, comes thru with another one, after a somewhat long absence, with "The Day After Tomorrow" tune-writing match. New one is tagged "Ah Said, Ah Said It."

Henry Tomlinson's writing and is featuring as the Baltimore show in Los Angeles his latest bid for his honors, "I Did It for You, I Did It for You, I Did It for You." Let's Do Something About It.

Opus Davney is one of two new stars in the novelty kid number sweepstakes. "Opus Davney" gives the boys, this one, and Lincoln is releasing its current competitor, "I Wanna Hat With Cherrie."

Clearance Kelly, with Kalmus Music Corp. for the publishing, is turning them out right and left these days. Latest efforts are "Lob-Troop" (the "Zephyrus of the Clock"), in collaboration with George H. Sanders, and "Subway Serenade," written with Fred Carty and Louis Braxton.

Shobby Old Caddy, from the pens of Nat Simon and Al Stillman, is a new Shapiro-Bernstein hopeful.

## Music Man and Matters:

Al Brackman moves over from Exclusive Music to handle exploitation, publicity and promotion work for the Bluebird Corp., starting July 15, Mickey Ouldman moves into Brackman's post in similar capacity as Al's assistant.

Gray Ordway's summer location, the Westchester Country Club, Rye, N. Y., is being reported to give the boys a less than ideal situation as much as it is a private men's berth with outsiders de trop. Gray, Ordway, is planning to give the boys a week by throwing a luncheon for them once a week at the club, as is the well-known "The Day After Tomorrow" shindig of his-idea-of-memory.

Al Trilling is now singing the praises of Genly-Joy-Select tunes to his readers, as is Al as part of the irons professional staff.

Clarence Williams, one of the Alley's best known figures, and his wife, Eva Taylor, leave July 15 for a trip to the Coast, taking in all the tank towns and other spots in the "Big City" for stop-overs to little his firm's catalog.

Little Jack Little is dropping his "Little by Little" in favor of the first number, the diminutive maestro ever wrote.

Sidney Mills returns to his former job of general manager of Exclusive Music. Mills still retains his band management duties, in addition to his publishing activities.

## Publishers and Peoples:

Mills Music reached a milestone during July's first week. Chalk up 20 years in the publishing business for the firm, having been founded in the year 1919. Mills was plugging songs in Philadelphia.

Herbert Marks is back from a class reunion at the University of Pennsylvania, New Hampshire. It's been 15 years since he carried schoolbooks under his arm.

Marty Diamond is back in the song field and will shortly release several numbers he penned in collaboration with William Franke, of the New York City band, of Chicago, and Miriam Crane, of Providence. Titles are "I've Been a Fool, O' Mine," "Breakin' Ground on a New Romance," "Open the Gates of Heaven and When You're Thru With My Heart," "Marty does it."

Universal's Hawaiian Night pie will honor four Little Malneck-Frank Loesser tunes. One of the new ones is "Happy, Good Looking? Then I Wrote the Minute in G and I Found Love. Boys will be boys from Paramount, their own home studio.

## Who's Who

NEW YORK, July 7.—George McParland, 10 E. 12th St., is a "Twist" whose band is playing at Riverside East, Occident, N. Y., is sitting at a table with a "Twist" who is chinning with friends. A table across the side was occupied by another set of "Twists" who were looking as if they were like the McParlands and that's probably George. George took his head, "Oce," he said, "I can't tell one of those girls from the other."

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## Squawks Claim Arthur Murray Dancers Cut In on Hotel Business

Murray, protesting innocence, has cuffs dancers in 57 hotels, 11 steamship lines—managements not only save talent cost but cash in on deal—performers say unfair

By SOL ZATT

NEW YORK, July 1.—Revolution against the lack of employment in many sections of the country, ballroom and dance teams are making themselves heard on the reasons why and accuse Arthur Murray of throwing professional teams out of work and placing dance reception units in hotels, the cuff, Murray, on the other hand, told *The Billboard* that he was not competing with professional teams and that he was placing out teams which have not benefited over regular cash show where people have replaced them," stated Murray, "then I'll take my people out of that spot."

This condition had an sting last week at a meeting called to oppose the advertisement policies of American Federation of Actors. One dancer cited that the reason ballroom teams have been on the hunt for acting was because Arthur Murray's teachers supplanted them in hotel spots, working for nothing and getting the patrons' lessons from which they derived a percentage.

Altho Murray denies that he's cutting in on the theatrical business, the former dancers are squawking that he makes attractive enough offers to hotel owners to get out of the dance team from the floor show and use his dancers instead. Hotel owners not only get a dance team's salary, they claim but also make money in the bargain by getting a percentage of money taken from dancing.

Murray has teachers in 57 hotels throughout the country, including resorts and 11 steamship lines. In Chicago, Murray has a reception unit at the Essex House and Waldorf-Astoria. Murray insists that his teams operating in those places are receiving salaries on the average of \$60 a week per person. In the case of the Essex House, Murray's management pays \$75 a week for the team and he pays the additional \$25, an amount which Murray contends is not a bonus as dancers are directed to the Murray studios in New York and the dancers receive no percentage.

On the whole out of town, Murray claims they are operated independently by a branch manager who employs teams and pays Murray a percentage, ranging from 5 to 10 per cent for the use of the Murray franchise. In Chicago, Murray claims the performers work on a straight 50 per cent commission basis. In Murray's resorts, 20 per cent and the resort owner collects 30. Murray has been operating in the resorts for three years and last year's books show a gross of more than \$60,000.

Murray, in insisting that he wasn't competing with the theatrical business, is aware that his own business interest was to make America dance-conscious. When asked if his interest was to make America dance-conscious, Murray said he was trying to make people dance-lesson conscious.

Murray's hotels include the Statler chain, Hotel Belvedere, Hallmarks, Drake, Chicago, Netherland Plaza, and the Statler chain in Philadelphia, all of which he claims do not employ dance teams before and therefore, Murray, is not cutting in. Murray said he has never been responsible for causing unemployment among the dancers. The dancers of Miller and Koff, who were canceled out of the Essex House two years ago when he began the Essex House, are the beginning of the craze. The Big Apple craze is what established Murray into the business, Murray said.

The idea of dance instruction hours.

### But He Lost

CHICAGO, July 1.—Clude Whitson, of the Whitson Brothers, is a prominent ballroom dancer and is a resident of Ballwin, Ind. He recently lost an election for mayor by a few votes but is expected to try again at the next campaign.

however, on night club and hotel floors was not started by Murray but by professional dance teams themselves as a feature of the show. They didn't, they carry their teachings any further than the floor show.

Oliver and LaFite were the early proponents of the Champagne Dance Hour, but isn't being done by very many teams in the country. Some of those who are paid for their stunts on the night club floor are Louis, Colette and Bern at the St. Moritz, Oakland and Maria, Fern and Jordan at the Hotel New York.

Many professional teams have been approached by Murray, he stated, with the argument that they could make more money working for him, but thus far have refused, since they would lose their identity as ballroom dancers and become dancing exclusively.

Technique that the Murray instructors use in coring patrons as prospective pupils is the "Hot Shot" method. Identification card the card entitles them to a free dance lesson at the Murray Studios. If the customer feels that his technique needs a little brushing up he can take twice lessons at \$5 an hour. Many of the customers are said to really dance in from 10 to 20 lessons.

Engagements for the Murray instructors on cruises are handled in the same manner. White Murray claims he has been muscled in on cruise employment either, dance teams claim that those avenues of employment will not closed to them.

Port Worth, Tex., July 1.—Chas. Mann's Revue of 1939, still three weeks to go before opening July 21 here, is rating almost as much publicity as the much-publicized Billy Rose one during the 1938 Frontier Centennial in Port Worth, which was the record publicity year.

Campaign for this year is on the same order as that used in 1936 and is being carried in the smaller cities and towns of Texas.

Boyer House, publicist for the show, has a column in 100 Texas newspapers, which he is devoting much space to the show. In addition, the Interstate Circuit of Theaters will plug the show in the smaller cities and towns of Texas. Sold to be the first time the theater chain has cooperated to such an extent with the local outdoor show.

Also clicking with the Texas State Network to air and broadcast the night, Sweetheart Contest also is rating publicity in the coverage of the State by Lee Wolfson and Laurence, referring to the 1939 Frontier Centennial and the 1937 Frontier Fiesta, will be co-producer.

Line-up of the show will be to be a taking shape after one major change. Frances Langford goes in as singer during first two weeks replacing Jennie Baker, who remains in Hollywood for picture work. Hal Bygler, Bob Williams (See *FF* on page 62).

## Hazy Philandering and Maisie's Really Worried About the Future

By PAUL DENIS

Dear PAUL: I'M BEGINNING to feel sorry I ever teamed up with Hal Hazy. And it's not so much because he has a hangup and can't handle those lifts and spins any more, but because he's not understanding at all.

Now I'm not going to tell him how to run his life. Of course not. But he should be able to get the message that I handed him in Georgia. She is nothing more than a broken down contortion dancer—and, after all, anybody can get out of shape. That's the fact. But she has been doing it her own way, whether so much that he doesn't want to re-team with her new numbers any more.

Of course, I'm not jealous; but it just makes me mad to see him running after that girl. I realize she can't dance partner and I'm not supposed to be interested in his personal life—but I just can't close my eyes to his hanging around with Mae.

Really, Paul, you ought to talk to Hal, but don't mention me.

I'VE BEEN doing a lot of thinking about Hal. He's not a very good ballroom dancer, but, even so, he can't do any more lifts. He always borrows money from me, claiming he can't do work well when he's broke. When I think of all those things I wonder why I stay with him.

I remember how he explained that a girl all alone could not make the grade in show business. But now I know that it's just as hard for two people as it is for one.

Maybe I ought to quit the act and marry Phil, the trumpet player with Pete's band. Phil never proposed to me but maybe he would if I encouraged him. He's a good dancer and you may think he would start his own band and maybe become a name band leader. I could be the vocalist for the band. Of course, I'm not a good singer, but I probably won't sound so bad when the band plays loud.

Whenever I feel blue I always think I should quit show business and get married, but right now I think the best thing is for me to stick with the act and have Hal come back to Georgia.

Despite his faults, Hal is really a fine fellow. In fact, he's quite brilliant. He told me yesterday that he knows the weight, anatomy and record of every young horse in the nation and you may think that's a big trick to know. It really Hal reads a lot, too. His pockets are always full of newspapers and it's always studying them and making notes on the margins.

MAISIE

### No Monksy Business

PHILADELPHIA, July 1.—(Hawaldin Room of the Hotel Adelphia here is going strong.) They're doing a first-class job at half buck per, which is served in the shell of a caterpillar.

When a reporter asked what they're prepared for the first week the reply was: "We're prepared for anything."

Performers are satisfied with the figure as long as they don't get paid off in shells.

## Ft. Worth Casa Show Garner Heavy Space In Publicity Tie-Ups

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## Philly Niteries Appeal Closings

PHILADELPHIA, July 1.—All but two night spots in Philadelphia have had their licenses suspended have appealed to the Court of Common Pleas, thus automatically staying the date of suspension, which were to have begun last Monday.

The only clubs not filing an appeal were the Rendezvous and the Evergreen Casino. Both spots closed last Saturday night. Irvin Wolf, operator of the Rendezvous, had planned to shutter earlier in the season, but delayed closing until the date of the suspension became effective so that the time he would be closed would be applied against the license.

Meaning the hearings against offending bars and clubs are being continued by the Pennsylvania State Liquor Control Board. The sessions now are concerned with numerous appeals, most of which do not expect entertainment. Court appeals are expected to begin about July 12. In the interim all niteries are operating. In many cases the board is expected to allow the convicted spots to operate during the suspension period. However, no \$100 fine for each day of suspension. Most cases ordered to shutter were cited for selling liquor on Sundays.

### Niter Employment Down

PHILADELPHIA, July 1.—Due to the action of the Pennsylvania Liquor Control Board, Philadelphia niteries losing spots, entertainment employment figures are far below those of last year. According to the Pennsylvania State Liquor Control Board, many spots are cutting down on entertainment to economize in the face of the suspension.

Until the time the state started to lift the night spots for liquor law, night spots were in a state of flux. Many night spots still open are using their regular spots for the night. The state is expected to lift the night spots on Saturday night.

## Too Many Girls Being Painted; Bookers Squawk

CHICAGO, July 1.—The headache of ditching up novel stuff at handouts, a familiar pain to club agents, is becoming more severe these days thru reportedly increased competition. Aired at a recent meeting of their local association, members boasting of original ideas claimed that as soon as they are presented at a club, they are being snatched up by competitors and used on their own dates.

Just how way of spotlighting most of these features, due to the many possible ways of presenting them, the strict agents are being asked to make good as soon as their tried stunts get into the hands of too many neighboring club bookers to work at a profit. The Entertainment Managers Association of Chicago has an unwritten code of ethics restricting the copying of ideas to work at a profit. It may not follow a member of old established clubs.

Just hotbed of controversy is a "gelc painting stunt" which is already being used by several bookers. Club department men are being asked to make claims priority and is trying to find a means of stopping duplication. Features are being asked to make good in brackets. They are brought to the center of the floor and the audience. The audience is being asked to be prominent men of the organization in question, are invited out to "make up" the features. The features are being highly popular because of the audience participation case. Crowd gets a kick out of the features. The features are being in a different line of endeavor. Entertainment committees of importance (See TOO MANY GIRLS on page 62)

## Hotel Biltmore Roof, New York

After its last summer's flop on a Hawaiian parade, disguised in a green and yellow tropical costume, the Biltmore Roof is back to a very normal scene. The walls and huge windows look as if they could be torn out and carted off to the beach. The most strikingly phony Honolulu palm trees and adonias and, baited in a peacock position as one of the coolest, most comfortable and most attractive hot weather spots in town.

Also helping to generate a normal atmosphere are the 100-piece orchestra crew of 30 musicians and 15 specialty artists, continuing to draw them up to the roof by their thousands. They are attracted to the Heidi cavertings in the Bowman Room during the winter months. In Berlin, on the other hand, the late date that Heidi puts on a good show, and he's gaining his current work to the music of the top-down clientele here for the World's Fair. Caught at a dinner show, with the room filled practically to the top, New York crowd, the band specialists led a great deal more toward the classical than the comedy and novelty.

Only the opening—military number setting to introduce the bandmen—an ensemble version of *Three Little Fishes* and a vocal number for Mr. and Mrs. America (complete to banners and a mock election parade) are the only things that are not the town's usual comedy was ill (unfortunately); instead it was Larry Cortez, who is longer and more of a comedy voice who on *Begin the Beguine*, and a duet with Corlan on *Magnolia*, and for the first time a vocal number by Cotton. Miss Hughes and Bob McCoy, Fred Lowery, blind whistler who joined the group in the fall, and New York the final touch of classicalism with amazingly whistled versions of *The World Is Waiting for the Sunrise* and *Swing with Me* overture. The latter is one of those things that has to be heard to be believed.

Only act in the 85-minute entertainment program is the aggregation of Tom and His Dooling, who come out and sing well enough, the boy partners have the hands of a professional class and polish for a spot like this. A better wardrobe would help, but even that is not necessary. They also do a waltz dancing class between the dinner and supper hours.

In addition to the showmanship and general entertainment ability of the Heidi ensemble, the boys continue to turn out nice, danceable and lively music made broken up with waltzes from tried soloists and harmony groups. They are all that's necessary for a trip on the floor, and the instrumentalists respond almost like a unit of military table conversation, to cheer themselves up as generally as ever.

There is twice nightly, 7:45 and 12. Over charge of \$1 after 10 p.m., 50 cents additional Saturdays. Food is excellent. The service is not really bad, it's horrible. Daniel Hichman.

## Bon Air Country Club, Wheeling, Ill.

The new show, designed under the label *Six Lane*, is just another night club revue, emceed in the usual manner by a team of comedians and comedienne. Originally intended as a bona fide show, it needs more body in continuity to make it a bona fide show. The rubber-stamped type of nicey set-up, individually, however, the performers are good. The show is to be expected from a line-up including Gertrude Niesen, Eddie Gray, Grace and Eddie, and Johnnie Blue.

The 20 girls are more or less wasted in parade numbers to conform with the weak theme. They are usually colorfully costumed, however, bringing similitude to the eye if not to the soul. In their good pose as Hollywood celebrities, introduced in song by Johnnie Blue; later are featured in *The Good Luck* take-out of an old Zerkoff production number in which Green and Eddie are featured as "Crazy" and "Daddy" (Lippo Gray, and Fred). Green's dashily realized spectacle, walking to the music of a melody tune, *You Got Me a Personality*.

A stagy hit is Gertrude Niesen with her "You Got Me a Personality." Her song style is elaborate but commercial, and her chants in the same style are not really original. Her originality. Appearance is bright and sexy. At this viewing she did finish

## Figur' Reviews

**Don't Be Lazy, Strange Enchantment, Best Foot Forward, Dead! Bubblicious, The Congo.**

It is probable that he has changed his material on this trip, having used the same act in his previous appearance with the same material. The same name and are too familiar with his stuff. And, too, the enlarged seating capacity makes it longer and more comfortable with his wares. Unless the performer has something new and strong to sell the crowd here will continue to turn away from him. To the uninitiated, however, clear remains a strong favorite with the Cantor and comedians. Later he employs to open and close the show. Chevalier and Penner, among others, and gag lines.

Grace is holding up with his carbon, going over big with his big act of Cantor and comedians. Later he employs to open and close the show. Going thru Joseph's well-known telephone conversation. Johnny Baran, penner, and lanky tapper, is on early with a couple of good routines, appreciated by the close party table holders.

Grace and Nikko are a good tight comedy dance team, offering in addition to their own material, and a few several strong legit tricks. Nikko's hand-over-shoulder roll for a climax of one of his numbers is fairly hand-sprung. Fredy Martin's band stays on an additional month, contributing both the good and the bad. Fredy's band's outfit is in for the relief season.

Sam Homolucky.

## Chez Ami, Buffalo

Being the first night here to try an act, the show is a disappointment. The lion's share of the existing business by keeping patrons cool with his air-riding and witty monkey and the Ben Valley Joe Frolic, headed by Bobby Brown.

The actively elevated stage of Chez Ami is covered with chemicals to provide a shabbling rink between shows. The stage covered with boxes for diving, and background and general decorations are neat and attractive.

Opening was very impressive with an effect of falling snowflakes accomplished with a big and intricate lighting effect. A six-girl line in Melson skating Adrienne, consisting of attractive young girls, performing a variety of routines. Cute costumes are designed by Mrs. McLean. The juggling and military act is well presented, as well as the line, which includes Virginia Poley, Betty Zerkoff, Betty Peterson, Lorraine Sorensen, and the comedy duo of Moe and Margo. A team of six skaters, who their dancing with abandon and perfect balance. The waltz and tango presentations were top.

Issue (Plains) Jones is not only a accomplished actor, but possesses great comedy appeal. He started off with some hillbilly drollery and ended up with a good one-liner on the stage.

Main attraction is headliner Bobby McLean, one-time Olympic speed champion. His two spot was a special one, with a jumping routine and an exhibition of speed skating, both very fine.

The witty, far comic is Buffalo's own Bud Beverly, who has just returned from a tour of London. Beverly is a real party for anyone who already well show. Violet Becker, figure skater, is being added to the show this week. The show is a real party for anyone who already well show. Violet Becker, figure skater, is being added to the show this week. The show is a real party for anyone who already well show. Violet Becker, figure skater, is being added to the show this week.

## Ace Cain's, Hollywood

One of the old stand-by hitlers in this sector that continues to keep the customers is Ace Cain's. Other spots are good, but the show is not really new. It seems to do his. Like good solid acts are being put on, but the show is not really new. It seems to do his. Like good solid acts are being put on, but the show is not really new.

Wald headed by Candy Candido, formerly had the team of Candy and Cooco. Candido emceed as well as plays the piano and sings. He is a real party for anyone who already well show. Violet Becker, figure skater, is being added to the show this week. The show is a real party for anyone who already well show. Violet Becker, figure skater, is being added to the show this week.

of gags and new twist Candido puts on a good show. He is a real party for anyone who already well show. Violet Becker, figure skater, is being added to the show this week. The show is a real party for anyone who already well show. Violet Becker, figure skater, is being added to the show this week.

Dovling and Davies get top billing. Dance team do some intricate hoofing the show. The show is a real party for anyone who already well show. Violet Becker, figure skater, is being added to the show this week. The show is a real party for anyone who already well show. Violet Becker, figure skater, is being added to the show this week.

U.S. Ambassadeurs, Paris

Nothing advantage of the natural environs of its location on the lower Champs Elysees windows have been opened to allow aristocratic noses to inhale "Paris in Spring." With mixed results. The show is a real party for anyone who already well show. Violet Becker, figure skater, is being added to the show this week. The show is a real party for anyone who already well show. Violet Becker, figure skater, is being added to the show this week.

Specialty numbers are high class and come in a variety of forms. The show is a real party for anyone who already well show. Violet Becker, figure skater, is being added to the show this week. The show is a real party for anyone who already well show. Violet Becker, figure skater, is being added to the show this week.

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## Anchorage, Philadelphia

Now in its sixth year of operation, Anchorage's al fresco ality still continues to be a showplace and excellent food as main attractions. Situated in the heart of the city, the spot is ideal on a moonlight night for romantic couples as well as rovers anxious for a breath of fresh air. The weather man co-operating, proceedings are held in a maritimo tent, suitably decorated in a maritime motif to simulate the upper deck of a ship. The show is a real party for anyone who already well show. Violet Becker, figure skater, is being added to the show this week. The show is a real party for anyone who already well show. Violet Becker, figure skater, is being added to the show this week.

Weak spot on the entertainment curriculum is the act of Roger Kent, a 10-man crew, but all of them being what one might call accomplished musicians. The show is a real party for anyone who already well show. Violet Becker, figure skater, is being added to the show this week. The show is a real party for anyone who already well show. Violet Becker, figure skater, is being added to the show this week.

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## Speaks for itself. . .

Frank Condon and his band of playing a harmonica to his own accompaniment. The show is a real party for anyone who already well show. Violet Becker, figure skater, is being added to the show this week. The show is a real party for anyone who already well show. Violet Becker, figure skater, is being added to the show this week.

Billboard, June 10, 1939.

ASTOR HOTEL, NEW YORK.

With thanks to RUDY VALLEE

building up to a nice bend for his fellow workers but forcing the applause too much at the close. His rendering is more than adequate. He's a strong, but he shows up to especially good advantage in *Night and Day* and *Punctual Punctual*.

Weak spot on the bill is Judy Cummings, whose versatility is unquestioned, she includes in singing, dancing, comedy and ventriloquism. The wide range of entertainment dispensed does not permit her to impress in any one line. She would do better to stick to her dancing, at which she prevailed best. Her take-out of *Doctor Porel* is nearly as good as the original. Her starts of wit and mimicry, doing imitations of Roy Atwell, Garbo, Charley McCarthy and Jeanette MacDonald, many of her impressions are far removed from the original, but funny lines get her by in this department. She returns later to sing, doing passably in a group from *Vagabond King* and *Maria*.

Bill is completed by the taps of Betty McKee, a flame-thatched looker who will sell appeal along with her tapping. The gal does an energetic routine and gets a fiery response. Returns later to do a sophisticated version to *Deep Purple* and registers nicely.

No minimum except Saturday night (60-60) is charged. Bill Shapiro does a nice job of getting space to the party.

Joe Cohen.

## Rainbow Room, Asbury Park, N. J.

This popular shore spot offers a type of entertainment that is in proportion to the crowd it draws. During slow seasons entertainment is on the minus side, but during the summer months the paying customers are plentiful, an excellent show running from 30 minutes to 45 minutes.

Show opens with a tap routine by Duke Michale, formerly in *Subes in Arms*. His flashy style is good above-

and below. The show is a real party for anyone who already well show. Violet Becker, figure skater, is being added to the show this week. The show is a real party for anyone who already well show. Violet Becker, figure skater, is being added to the show this week.

MURIEL BYRD

Contracted Song Stylist  
announcements heard all the plans.  
+ Joe includes in his show a number of COURT OF FLAME, New York World's Fair, currently at  
GLASS HAT  
RELMONT PLAZA HOTEL, N. Y. C.

manahip and goes over big with the crowds. He repeats later on.

Leading the music group, Bernita Chia does a typical Spanish dance in the accepted style. Costume and show are eye-catching, but this type of act doesn't get a good response here.

The Gyany Trio, using accordion and guitar, entertain behind the bar during bar intermissions and offer an act in their own right. Stuff is good and well put over.

Undoubtedly the best act of the evening and the most original is the musical comedienne, in that of Red Smith, the musical plunger.

The lovely looking Carroll Biers, dirt dancing tune, went over big, not so much because of the dancing, but because of costume and show. A combination of ballroom dancing and tap routine, with a bit of acrobatic stunt tossed in, fills out the act.

Beatrice Howell, one of the best female comedians to appear in this section in some time, performed as an impersonator of Hollywood stars.

Jack Malby's hand acrobatics, the boys, Melvin Evans and Gene Waco. Hand uses a sweet swing style that meets with approval with the audience.

Rainbow Room, one of few show spots opened all year round, is handled by M. G. Warnock. Dwight Felton

leverages toward the ballet of Chausse-Bours, does a series of double and triple acrobatics. Winds up her early appearance with a windmill trick, the usual stationary acrobatics, cartwheels and acrobatic stunts. Neat and attractive.

Billy Pele handles the vocal and does Let's Make Memories Tonight and does a series of vocal bits. The big crowd sings along to Charlotte and Charles Lambert, brother and sister dance team, who do a ballroom style number that is on the myso-magic side. They get their rhythm from the floor vibrations, and that's really something.

Gerald Hers.

### Empire Room, Palmer House, Chicago

A light, breezy show has been pegged on to the musical strains of Joe Richman and orchestra, who opened Thursday for the summer. Line-up of Lloyd Staples and Maria Cerny, singing team; Oxford boys, Bob Ripps, the Four Giders, Ish-Ti-Opi and the 13 Abbott Circle makes up a strong summer-face combination. Opening bill has some what abbreviated due to the absence of Bob Ripps. Arrival of trunk loaded with his juggling props was delayed and he was unable to appear in the first show.

Reichman, from his piano stool, whips out shape theory satisfactory dance music and leads a show with the definition of jazz. Band carries block instrumentation and plays good, reasonable music in an admirably orthodox fashion. In the lead with able vocal assistance is Paul Howe, a clean-cut chap with a clear, melodious voice. Sings in favored style and winds up with impressive results despite little apparent effort.

The Abbott line, a dozen young, un-sophisticated kids, open the major floor shows with an enjoyable light routine to Love Is the Sweetest Thing, featuring the vocal efforts of Staples and Cerny. Group presents a warm-hearted contrast in gingham and organdy costumes and light, graceful soft-shoe steps. Mingling scene, a holdover, displayed considerable ingenuity in both delivery and appearance. Have better control of their voices and harmonize pleasingly. While regarding the girls they did a duet to Sweetly, Sweetly, and when on their own, several numbers connected well, including "I'm in Love With

MARTY WHITE, New York, has turned concrete again, his nerves being flat as to swing.

MRS. KATHERINE LAFORD, daughter of Joseph White, was severely injured in an auto accident at Gross Pointe Park. She received a broken arm and a broken leg.

HELEN CAMPTON is the new secretary in the office of EDDIE (MCA) and replacing Helene O'Neil, who has turned housewife.

ATLANTA THEATRICAL Agency has moved its office from Atlanta to Augusta, Ga.

APPLALED PRODUCTIONS, formerly Bill Hunter Enterprise, have reopened offices in Houston. They report a shortage of acts.

JOHN BILLESBURY and Al Weston, Chicago agents, have parted company and are now operating from separate offices.

TAYLOR THOUT, who was recently appointed recreation director of Hollywood, Fla., will continue to operate his theatrical agency in that city.

JACK LEWIS, now connected with

Vienna and New York shows, will stage the operetta Naughty Marietta.

The Oxford Boys, a trio offering sharp vocal and instrumental work, and leaders, will probably climb another step in the right direction during the professional tour they are making. Professionally born and reared abroad, the boys have mastered the art of combining familiar classic instruments with themes used by jazz masters and are selling them with an abundance of energy. Ripps, the mainstay, is a Wait-Diane character.

Seasonal adagio work by the Four Giders, three men and a girl, and bartoning by Ish-Ti-Opi, American Indian, are spotted in the Indian show. Ripps and the girl, in attire, Ish-Ti-Opi leads the natty costumed girl line in the Indian dance. Ish-Ti-Opi, who has been and between his emphatic toe step dramatizes the scene in song. The other Indian girls are busy with stepping up their number strikingly with a solid one-hand catch of the girl. It is a well-planned and well-executed show and night spot.

During the 10 o'clock "title show" the band gets its generous dose of liveing several numbers in various tempos. The individual acts get their share of edge-on-the-edge dancing technique while dexterously fingering the keyboard and the new warbling by Paul Moore are highlights.

Max Lyon, refreshing, bubbling burst from the Abbott line, closes this portion of entertainment with a well-trained toe routine. Phil Doolery's intermission combination held over again.

Potter Palmer III in charge of publicity. Tom Holsberg.

### Del Shore Brodie; 3 Others, Too, Open Summer Schedules

CHICAGO, July 7.—The Del Shore, one of the first summer spots to open for the season near here, opened its doors for the week end. The boys Ray Mathies and Phil Harrison opened it during last week in May with an original show, but the Del Shore topped it with a dominating bank roll. Sherman Hotel's Old Town Room, a week-end spot, closed last night for the summer, a seasonal procedure, but the band (Muggsy Spanier) is being retained to play intermission during the week-end nights to be followed by Harry James in a couple of months.

Chicago is instituting floor shows in its Villa Moderna this month, planning to use acts in both its indoor and outdoor sections. The first and most prominent of summer season cases here, opened its roof garden today, piping in the big show, The Pavilion. The show and Henri Garden must be for the convenience of the overflow.

Chicago's new room to unfold is the Commodore Club of the O'Connell Hotel in Grand Beach, Mich. It is an outdoor spot, where the party is in the trade. Room started season Wednesday (7), and talent line-up includes Eddie "Warner" Davis, Gene Krupa, Alvin Martin and Arlette and Ken Shoups.

## Women Agents

O'Neill and Harris, New York, announces they will do coasted and a comedy in the fall and is now selling acts for radio, pig and club.

WILLIAM BUCKE, Buffalo, whose exclusive talent bookings include such spots as the Glen Park Room, Williamsburgh, N. Y., and the Casino, N. Y., and Hotel Martin, O'Connell, N. Y., is now managing the act of Leon Feld, Neil Layton and his four girls, who are appearing at the Three Patricia Page Orpheum Club and three girl line for Bruce H. Bruce, Chicago, for Eastern bookings.

FRED WILLIAMSON, of Frederick Ford Music Corp., New York, has signed the Starburst vocal quartet, comprised of three boys and a girl, to a personal management contract. Williamson will handle their exclusive work, and they have been conditioning with Adrian Rollins.

RAY S. KNEISLAND, Buffalo, has added the Van Huren Trio, Detroit, N. Y., to his books for exclusive talent supply, and reports that the spot will use about eight acts Saturday night.

PETER J. IDIOT, of Amusement Booking Service, Detroit, has added in the act of the Three Gals, N. Y., and Wena Beach Park, Bay City, Mich. The act is using an emcee, it chorus line, featuring a girl and a boy, and five novelty acts weekly. Wena Beach chorines, Betty Jackson, with five chorines, and Betty Jackson, with five chorines, are also booked.

RONNIE DARE, Kansas City, acts now working at Detroit, Jack Churchill, Martin and Marcel, the Three Patricia Page Orpheum Club, and Alletta and her

ELIOTT KALCHER, youngest of the Kalchers Brothers, graduated from law school in Detroit, and is taking the bar examination in September.

LEF ELMAN, managing the club department of the Del-Jay Attractions office, Detroit, has left the organization, Betty Hyden, of the same office, will manage the department.

GEORGE PUGOT has rejoined the booking staff of the Del-Jay office, Detroit, and will be in charge of club spots.

LEF ELMAN, formerly with the Del-Jay Attractions, has joined the Jules Klein Agency, Bureau, Detroit, as booker.

### Crash Victims Receive Awards

SYRACUSE, N. Y., July 7.—Five night club entertainers were given small awards for auto-crash injuries and a monetary payment for the club spots while she was alleged to have been laid up, was refused damages by a jury here.

Mrs. Catherine Bryant, roller skater, was the performer who on examination admitted she was filling out papers for the club spots after the crash. The others and the amounts they received were: Donald Brown, \$50; Freda Brown, \$50; Freda Brown, \$50; Yvonne Logan, singer, \$50; John Harty, pianist, \$20; Helen Silviski, dancer, \$50. The awards were given by a jury preparing a motion to set aside all the verdicts on the ground the amounts are inadequate.

### Shreveport Club Reopens

SHREVEPORT, La., July 7.—The 41 Club in suburban Shreveport, reopened with bands and floor shows.

WEST END, N. J., July 7.—Closed for two years, the Trocadero-by-the-Sea opened this week.

### He Should Be a Good Performer

NEW YORK, July 7.—Giovanni, probably the world's only honest magazine publisher, has been spread in last Sunday's New York Mirror magazine section. In a piece written by Howard Rosenberg, the New York Mirror shows nice illustrations of Giovanni's act, but with Giovanni in the background. Giovanni, an Italian, Mirror reporter acting as Giovanni's confederate: Marcelita Flood, model, who was in the act of the act, some "scratch," and Vic Guinness, Mirror artist, who is shortly to have his "poke" lifted.

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**Loew's State, New York**  
*(Reviewed Thursday Evening, June 22)*

Marking his final Broadway vaude appearance, this star with it, goes back at the State this week, and the house is jammed. Cantor, it is claimed, has the most successful show in the house the first two days of the engagement—and small wonder, with the only show played the place in the past few months.

A week prior to the opening Broadway was really made Cantor conscious (see review above), stars with it, appears specifically every performer on the bill and then closes. And what's gratifying about it is surrounded with excellent talent and real performers who keep the show going at a very fast clip.

He had a tough time getting started at the show tonight, with the thunderous applause as soon as he stepped into the stage, which he met with some odes that were sold on the delertry. With him is Bert Parks, another "hot" talent. A featured show: Bert Gordon, Ed Fields, Edna Fairchild and Adam Campbell, also from the "hot" act. Other featured shows: Miller, Cobina Wright, Kay St. Germaine and Harrison and Fisher.

Ed Fields, as Mr. Duffy, went thru an old chatter routine with Cantor that was really in the routine was a "hot" act. The other show that was sold on the delertry was by Parks, Wright, Fields and Gordon. First assist with Edna Fairchild. A good clean style and straight songs with a good clean style and a good buffer for Cantor's stories.

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Harrison and Fisher were late replacements to the Stuart Morgan dancers, canceled when one of the troupe was injured the day before show time. The duo did not put on a very good routine and classic finish. Fairchild and Carroll filled in with a couple of piano songs. Cantor's top number was best to closing, an imitation of Shirley Temple (the crowd was not amused), singing the *On the Good Ship Zeffireo*; that was a center and sent the house into a frenzy. Other numbers included *Yea Let's in Love With You*, *Whoopee*, *Margie* and the above-stopping *Two*.

During the entire hour that Cantor was on he performed with a bounding confidence that is impressive, and was glad to be back in vaude again. Understood that he is receiving \$20,000 for the week and that he has a contract for next week. Cantor pays off the acts out of his cut.

Picture is *It's a Wonderful World*, a discourager, but it doesn't matter. Bill. Sol Zoff.

**Oriental, Chicago**  
*(Reviewed Friday Afternoon, June 30)*

In a minor degree, Earl Taylor's new edition of his *Revue Goddesses*, augmented for the date, is one of the more decorative and entertaining units to play this house. It has nice production touches which are not overdone and the troupe numbers are graded to good taste. Combined on this bill with the second run showing of *Metrol's Society Pages* the act should experience more than average activity.

A line of 16 dancing girls and some first class vocalists with a fine stepping to society talking song num-

ber, topped with an acrobatic specialty by Gladys Zimmerman. Harry and Dorothy Bergmann, in their usual school team, follow with a brief, hilarious season of leg work and tomfoolery, with the duo's act being closed by the red-haired Marisa Rayish paragon.

Lopes Lazlo, lesser winner in the men's amateur division, being ad away like any other three days a week. They work with enough amusements and hand. *Old Man* comes in with a touch of the men's *How and Sweet Fry* on the menu.

The girls return on an elaborately decorated platform to a moderate dramatic tempo identified with *The Bluest and White Penury*, climaxed by Roberto Garcia's girl team, with a presentable Belafra.

The Belgians, three men and a girl engaged in comedy acrobatics, have some good tricks but don't sell them well. They go from one feat to the next with little ado. Should work more toward the audience and tie up their bits more commercially.

The Odell Triplets, three singing girls, are a fair battery act. They look good and, while their voices are not too impressive, they at least are not offensive. They are doing a good imitation of versions of *There'll Be Some Changes Made* and *Alexander's Ragtime Band*, and their vocal lines are well blended. Some laughs with their *Jeaneie Babylon* act, a better than usual blackout. For the most part, the act is a little dreary formula parody to *Lady of the Evening*, warbled in good tenor voice by the younger sister. The act's partner show up once more with a pleasing waltz routine.

The Bob and Jack Talley are next to closing, and their comedy turn has never been better. Talley is a moon man and Jack is a moon man. The baby talk, and session on the whole runs smoothly and merrily. Have a strong act.

**Music Hall, New York**  
*(Reviewed Friday Evening, June 30)*

The M. H. goes native this week with a 37-minute production that looks as if it were sponsored by the Hawaii National Exhibition. *Isle of Paradise*, the show drags thru two-thirds of its distance with typically conventional Hawaiian decor and costumes, and manages to keep itself from being an absolute waste of time only by a final scene that matches the arbitrary of its staging with the imagination of its conception.

There is more than a mood meter, working its way into a Hawaiian village setting in which are trotted out a few numbers of local chants and melodies of the islands. Interpretation of the numbers is up to a motley crew that includes Alonzo and his Psycozoona. Hilda Bekker, Adrienne Turner, Margie Miller, Titi Haruamalani, Gladys and Bobbie, and the Hawaiian Rockettes. Later, as usual, walk off with the honors, this time in a grand-skirted routine, the Hawaiian Dance.

Second half goes dramatic, with William Horne as a blind Hawaiian creature who has had his country's youngsters in an over-long scene set in one of the recesses at the side of the stage. Song is an insufficient melody which is too confined and sentiment to merit the time given it. Build-up for the finale is started after the number, with Dolf Biving as an old sailor reminding the singer that the islands are dangerous as well as beautiful, emphasizing the point with a legend about a pearl diver who followed his lost love to the bottom of the sea.

Finale enacts the legend and is truly imaginative. Setting achieves a period but mainly realizes its effect and is a tribute to Bruno Mailli's designing ability. Work of Eleanor Tomlin, Nicholas and the orchestra is commendable, with the staging, and the combination alleviates to a large extent the boredom of the rest of the bill.

Overture this week is a first performance of a rhapsody by Eugen Zager, written at the suggestion of Reno Hayes. On the screen, *Bachelor Mother*, Ginger Rogers-David Niven starrer for RKO, opens at the RKO. Performance caught. Daniel Richmond.

**Madeline Reviews**

**Capitol, Washington, D. C.**  
*(Reviewed Friday Night, June 30)*

Billie Holiday leads this week on the Capitol stage and it richly supports an entertaining feature, *Madeline*, which is a musical comedy with a good supply instrumental background for amateurs, who are billed as *The Swing School*. Louis Brown units with plenty of brass, the band getting hot, and a quartet of flutists getting hotter. The main attraction is the band introduced as the Rhythm Novels, come before the center mike and almost duplicate Brown's lead. *Madeline* has Pull a good hand, and return with *The Culi Mr. Skane*.

The *Swing School* shows the folks a brief roller skating tour, the usual skills and neck splits and very little else. *Three Harmonica Males* render a good version of the *Swing School Rag* and *Heaven On War*, utilizing the *Bozzan* Minkwitz style of crowding the mike. The applause given the mouth organ trio brings out *Begins the Beguine*, which Billie Lorraine, blond blond singer, leads the members with plenty of rums and fairly decent rendition. Her style is slightly like that of Marjorie Farrer, but quite distinct under certain conditions. The usual imitator is present, Bobbie, Jack Murray, imitates Farrer's style, but applause found him without an encore.

Herman Silverman was introduced as the opening Pro Astaire. We don't believe it: his taps are excellent but his personality needs some jolts. The same for the solo, Buddy Lewis, almost takes honors with imitations of Johnson, Winchell, Henry Armetta, Ned Sparks, Gene Kelly, Hugh Hopper, *Emmett*, Lloyd Steiner, Edward G. Robinson and Cantor. He used Ted Lewis for an encore. His imitations were not perfection but he ran them together in a connected story more effective than most of this kind.

Three Smart Girls are a trio of acrobatic dancers whose slow-motion number is far far the best of their turn. The blonde has almost enough personality to successfully carry the other two members, but not quite. Marie Smith is the surprise of the show, the *sinus Fry* dust in a disappointing style, but after a party of washing goes into a more gestic tap to the same tune. The tempo is speedy and a little later her tempo. Season with difficulty. Her weight of 300 pounds, he keeps pace with the daughter and rounds out the show for a grand finale, *Roper Jones*.

Dream an improvement over his predecessor Charpentier. He uses *Debutante*, continues to draw.

The specialty numbers are good, with the good top. Two-year-old *Blossoma* Rullo, whose tiny fingers render the most difficult piano classics with the touch and feeling of a maestro. One of the more talented acts to appear at the Capitol.

Yana Oan, Chinese songstress, had a bad spot following Victoria, but gets a good top. *George* and *Dean*, young American comic dancers, with a lot of bobe and eccentricity, had the audience going overboard.

Manfield and Lamar, classy American dance team, hold over, by contrast their past success. *The Jetties*, *Melrose*, a line of tall French and Russian beauties, continue to add the needed color.

G. Chambers.

**Roxy, New York**  
*(Reviewed Friday Evening, June 30)*

Roxy this week has a couple of strong acts, and with the strong box-office pull. *Second Fiddle* (20th-West), should separate the burghers from a good chunk of dough. Business was good during the show. A very probable word being for the late opus.

Pop lifting to Stan Kavanagh, one of the best comedy jugglers in the business. Worked fearfully with balls and clubs, using magic and juggling throughout, and gave a beautiful imitation of eccentric timing. Kavanagh for years has been a consistent performer and was far far the best turn on the bill.

Pat Henning and Betty Ray, instead comedy team, do books of various types, dancing, chatter and act. Act is panned somewhat by coming on against a One-Poster production number, but the best of the time was on its own. Best of the material was a nut mandolin playing routine, an eccentric dance and some posturing. Material was just fair.

Jimmy Hudsona, boomer, appeared with the poster girls did well and then gave examples of various dancing forms, including tap, Irish jig and Russian. Season with difficulty. Some good acts. Last part of the turn, presumably a reason in tap, developed into an exhibition of some difficult steps. Hudsona might well forego this part of his act and stick to more of the straight book. It's a good performer but the last part of the turn chilled the audience.

Carlton Emmy and his Mad Wags, dog

**ABC, Paris**  
 With a few slight changes in the script and the replacing of Duvallet by Charles Trent and Mary Dubas by Parlyle, the show substitutes and

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 "ANY BODY COULD DO IT"  
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**HARVEY & PINKIE OLVER**  
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 Direction: BANNY GRAHAM.

act, scored very well. Emily has a raft of territory who do miscellaneous, such as a sketch on top of a ring table. While pacing the procedure he keeps up a steady line of amusing chatter.

Variety singers, mixed group of seven (male) artists, are each but did not have much chance to display on the bill. Did mostly background vocals for film productions.

Powerfully did a dance based on the Robert Hood legend. Best and costumes were colorful, but routine was unimpressive.

## Chicago, Chicago

(Reviewed Friday Evening, June 30)

The fact that he is one of the most promising headliners in the comedy field, and catering as he does to a radio audience, turned on superior material, makes it hard to figure out why Bob Hope, in his current appearance, is so busy in keeping some off-color material in his act. When the title is clean it is plenty funny and the customers get a lift.

He will undoubtedly attract a good number of his toothpaste program followers and will disappoint the political writers who have been trained to laugh at clean punch lines. In justice to Hope, he has a number of bits that are clean and amusing but, as they say, it takes only one rotten apple in a barrel of good apples to spoil the barrel.

With him appear Jerry Colonna, the hilarious professor with the screw drawing string voice, and Dolores Heade, Hope's warbling wife. Colonna holds his own with a couple of songs, but has no act act. Heeds mostly in bits with Hope. His reads is not a strong asset by any means, but sets by thanks to her husband.

Three outside acts augment the show. The Stadlers (formerly Stadler and Borel) do a comedy sketch, one with a wait and their amusing and clever novelty trip. Around the World. Heeds mostly in bits with Hope. His reads is not a strong asset by any means, but sets by thanks to her husband.

Den Bert, juggling pantomimed, net-

ted good laughs with his well-timed and humorous ball and club juggling. Some of the acts which are good stage material, but all of them are entertaining.

The Maxwell, novelty acrobats, furnish another laugh-provoking act. The three moon and two girls have had a good time this week with Bob Hope on a bouncing stage. Their semi-sustaining act is a hit.

On screen, Ann Southern is doing a good job as Maise (Metro). Big good first evening show. Sam Hanftberg.

## Paramount, New York

(Reviewed Wednesday Evening, June 28)

Combination current at the Paramount should have a prosperous stay. The show is a well-balanced and punchy stage show. For the opening day theater had Jack Benny and Dorothy Lamour, occurred in the picture Men About Town, in two personal appearances and the customers were hanging from the rafters. Even so Benny's last appearance was the signal for a big audience break, the house continued strong.

Band attraction is the drum showman, Gene Krupa, on a return engagement. The band is a first-class one and the return justified. Spotted in the center of his crew, Krupa maintains a terrific pace and contributes solid but not overly soloistic. His drumming is here, but clarinet, sax and trumpet soloists rated strong hands as well.

Three Troiana. Cliff Nazario and the Andrews Sisters are the musical acts. Troiana, three men, do a fast somewhat routine, each doing various kinds of whiffs, their act. Paramount's mainstage is a tough place for an act like this, and their routine may not be so good. Even so they got a handsome reception, the trio was on a minute or so too long.

Most of his staff with Benny has been working in pix and on the Jack Benny program. Most of his staff with Benny has been without billing. His act at the Paramount is nothing really so good. It could be much funnier with decent material and if he didn't keep on doing the same thing. His double talk is unimpressive, among the best of the act.

Completed of singing one song and was fairly well liked.

Top girl harmony outfit, the Andrews Sisters, did five numbers and could have done 10. They whistened, but really, Times were Rockabye Baby, Bear Barrel, Broke, and the best of the act.

Benny did about six minutes of amusing chatter and he talked with Ed Anderson (Rockstar), who almost tore the house down. Did some fire-free with Benny and some of the same routine from the picture. Benny also brought on Andy Devine and Miss Lamour, but fortunately no one could hear the latter.

mentioned his sponsor, Jello. It evoked a burst of applause, probably some sort of record, and was applied in a Broadway de luxe.

Jerry Franken.

## Review of Unit

Major Bowes' World's Fair Revue

(Reviewed at Palace Theater, Astor, C., June 12)

Major Bowes' World's Fair Revue unit, which has been touring the country since the first stage show in several weeks at the local playhouse and was accorded

## —Vaude Grosses—

# B'way Biz Looks Up for Strong Attractions; Grand Knocks Off \$45,000; Roxy Lays an Omelet

NEW YORK—Local grosses jumped this week, leaving no doubt that conditions are improving noticeably for the theaters that have weak box-office attractions remained in a rut, while others, like the Grand, are making financial returns.

Paramount, with a first-week layout including Harry Alan Corb, Jane Bryan, the Chesterfields and pie, injection in Happiness did a good \$25,000. Previous take on last same bill was \$20,000. New show, with Gene Krupa, Andrews Sisters, Cliff Nazario and pie Men About Town (Paramount's) opened strong.

Misla Gold showed a strong comeback, taking \$42,000 for the first week of Good Girls Go Paris, plus the stage show with the Jacksons. Previous gross was \$30,000.

Strand, with Sammy Kaye's Band and pie, brought in \$45,000 for the first week, strong \$45,000 for the first week, more than 20 grand above the previous take of \$24,000 for Warner's third week. Kaye's opening-day take was \$7,000.

Roxy, with Shirley Temple in Susanah of the Snowies (20th-Fox), laid an egg—the muppet accounting for only \$2,000. Pie was figured to hold a few weeks, but was upped to a week and a week's debacle. Stage show included Nelson Lovelace, Jay and Lou Seiler, and pie. The show, which had been before was 10 grand for the third week of Young Mr. Lincoln.

The show, which had been heading the flash layout, took another shelling with a 17 grand gross, but was upped to a week and a week's debacle. Eddie Cantor show this week.

## Blame Fairs for Chi Lull

CHICAGO—Operators are finally admitting that the gross lull week in and week out is a result of the two world's fairs, which are attracting away the visitors who normally take in the Windy City in the summer. They are not admitting during the first week of the fair, but will feel okish if they can manage to break even. Palace, one of the four big houses, has been closed for that period. Frank Palya's act in his final week grossed only a net of \$12,500, compared with the \$20,000 he had made in his previous week. The Sun Never Sets being surprisingly weak. Pie was in on a \$1,500 guarantee.

Chicago held up fairly well with Phil Spitalnik's Band and Injection to Happiness, scoring up \$30,000. New combination of Harry Alan Corb, Gene Krupa and Metro's Maise with Ann Southern may top figure by a couple of grand due to Hope's radio showing marked improvement with his policy of second-run films, and balanced stars like Frank Kelly who it brought a healthy \$15,000, with

excellent patronage during the engagement here. It has a clever group of youngsters, including a young girl, who like to see the boys and girls they voted to victory in the Majora contests.

Three Rhythmatiks, girls with good voices, are pleasant to harmony and so very cute. The rhythm beat went to the harmonica novelty turn, the Rhythm Beavers, who presented a brief appearance of numbers so difficult that the mouth harp lads' attempts.

They are the impersonations of Henry Hank, who has a touch of acting to his voice mimicry, and Charles Doss possess with a well-planned, novelty patter and stunt worker, mixed comedy and some ball juggling. Edith Runderstedt stage star.

The two lads are, as their name hints, fast and furious. The show is a well-balanced, interesting acrobatic dancing plus a few musical pie, and a good body.

Ray McConnell

a repeat in for the current season with Earl Taylor's Revue (closed) on stage and Metro's Young Ladies (closed). Earl Taylor had a \$20,000 week—the \$114,000 figure indicates the show's success. Winner Take All, a \$1,000 flopper, closed this week with Lew Alton's \$100,000 in a bargain gross, plus Missing Daughters on screen.

## Para, L. A., Still Diving

LOS ANGELES—Paramount, with Panchito and Marco Vester and Don Rice on stage, plus pie, My Men Godfrey and The Old Dear House, dived to a gross of \$10,000 for the week ending June 28. House average is 10 grand. Previous week Para did \$12,100 on a second-week pie act, plus Injection to Happiness. This layout first week grossed \$10,100.

## Philly Dives Deep

PHILADELPHIA—This week is a dry-off. No collections amounted to a slim \$1,000. Much of the gross came from the juvenile trade attracted by Shirley Temple's Susanah of the Snowies. On stage, Tommy Riley and Raymond White, Jurgler, were added last to the bids. Lynn, Boyce and Vanya, Rachel Carley, Paul Gravano and Co. completed the bill. Even with the current figure, it was a profitable week because of the low cost of the show.

Carman grossed \$3,000 for the week with Howard Fuller, Valentina, Clifford (See VAUDE GROSSES on page 69).

## 15 Minutes From B'way Unit Still Having Pay-Off Trouble

NEW YORK, July 1—Licensing Commission Paul S. O'Connell says he was on aquerra from acts which were not paid off in the unit, 45 Minutes From Broadway. O'Connell said he had to get the unit's owners, Lyons and Green, and try to make them pay before Tuesday. "I got all the facts and figures and I know that did estimate about \$780 is owed. One performer estimated the total cost of the unit to be \$1,000."

Unit included Lewis and Arno, Bobby Collins, Amy Peng, a girl line and others.

## Madison Restricts Signs

MADISON, Wis., July 1.—Nitero and dance halls located off of State trunk highway in Madison County are being told that two locations where a county town highway intersects with the State trunk highway, under the provisions of new regulations issued by the State highway commission, effective July 1, 1939. Signs of size and type approved by the commission may be erected at the location of such spots on the highway.

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Complete selection of featured films, music, comedy songs, jokes, card powers, etc. for your show. Write for complete list of prices and terms to your nearest Amstron Show agent.

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## THE HERBES

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# Detroit Burly Trade Drops; National Folds for Summer

**DETROIT, July 7.**—A prolonged spell of hot weather, high record gas prices and a casual local burlesque trade to take a sharp drop, with week-end business reports showing the burly trade is going to summer vacations and lakos for week-end insertment.

However, the National, is expected to fold tomorrow (8) for the summer for the first time in its history. The National burlesque troupe, a three in line.

## MCA Setting Dates For One-Night Unit

**CHICAGO, July 7.**—Ned Alford, MCA exec, in charge of the one-night road show which will begin an extensive tour in October, returns to town Wednesday to set additional dates. He has been touring since June 20, and his reports indicate that he landed a number of spots in the Midwest, and a shipment of money was made in the vicinity of N. S. Berger, operator of the Rialto Theatre here and former owner of the Hippodrome in this city. He has, several name acts are being set.

## S. S. Clermont Marks Show Boat Season

**NEW YORK, July 7.**—Loe Loew (Hatschek) Clermont, burly show boat entertainer, mostly exhibited in vaudeville, also newspaper man and columnist, announced today that he has secured a company of a steamboat captain, in addition to a ship which he has chartered in the city of S. S. Clermont, scheduled to make trips nightly from the battery up the Hudson river for the burly season.

Letter, in this instance, takes the form of a real novelty on a showboat—sings and dances. The line-up includes: two burly, sandy males and females, with the fair sex predominating. Girls of all sizes, some of the burly type, headed by Mickey Walker, ex-pugilistic champ, of holding as announcer, lecturer and performer. The line-up also includes a burly man rights and lefts in burlesque fashion. Prior to and after the bottle full dance music is furnished by Foxe's aggregation of what he calls Yucatancitas, a set of seven female musicians working on a co-operative basis.

The maiden voyage took out but 200 because of the threatening weather. There were 100, including Edna Arnold; Sylvia Brier, a former night club singer; Clara Giroux, Anne Wenzel, a former vaudeville star; and Detroit, Paul Austin, Rolle Ralk, Julia Toubser, Rachael Maier, Johanna Lombard, Lucille Hamilton, and a variety of other burly artists. The Mad Russian mixed it with both sexes for the first time in his career. The company composed of the best of the boat. Drinking and dancing sessions on board reported by Oscar Markovich.

## Mayfair Changes Hands

**DETROIT, July 1.**—Mayfair Gardens, late side floor-show spot, passed into the hands of an American couple, James M. Blumhagen as sole partners. Louis Blumhagen, original proprietor, withdrew from the business and transferred the wood change in ownership in a major Detroit night spot within two weeks. Mayfair now has 600 seats.

## Connecticut Goes Soft And Extends Curfew

**BRIDGEPOR, July 3.**—The Connecticut General Assembly, before closing its annual session, extended night curfew for the summer. The curfew was extended from 12 to 1 o'clock all year round. Restriction of making patrons of the food and drink establishments with drinks has also been removed.

A regular weekly open house Monday evening for local and visiting burlesquers has been instituted by Arthur Clamage, owner of the Avenue. In the Black Stage Bar.

Harry Clamage, son of Arthur, who used to be around the house 20 years ago, has returned to show business to assist his father.

At the Empress. Detroit's other burlesque center, Manager Arthur Clamage, has added three new principals to the cast. Ernie Schroeder and Freddie Frampton, comics, and Pat Burns, straight man.

## Club Gets Permit Back—But They Couldn't Be Good

**COLUMBUS, O., July 1.**—Permit of the Arabian Co. to operate the Arabian supper club for the remainder of the period until August 1, 1940, was allowed by the state liquor board. Board's order, however, provided that the license be held by the club, from rooms occupied by the Top Hat Club, adjoining to the rear of the Arabian, as well as proof that no gambling device will be permitted on the premises. Top Hat Club was operated by an organization known as the American Club, which gave a lease to the other organization for a monthly rental of \$100, and that employees of the supper club who are not in the employ of the other organization.

## Harris in BAK Follies Again

**CHICAGO, July 1.**—Bill J. Harris, returns to the B. & K. fund to produce a unit for the State-Lake Theatre, opening in Chicago on August 15. Harris, Leon Miller, and if the idea clicks he will be retained for additional shows.

## Hi-Lo Club Uninvited

**DETROIT, July 1.**—Hi-Lo Club, in the La Salle Hotel.

The management of Milton Macel, former proprietor, after being closed for two weeks. Spot will employ a three-as-weekly bill.

## Harris-Griffin in MCA Unit

**NEW YORK, July 1.**—Musco Corp. of America, Inc., has set up bookings for its contemplated J. J. Harris unit, which may have Betty Gracie heading the cast. It is offering it around for \$1,000 per act.

## Club Talent

### New York

VICTORY GOMEZ, guitarist, opens at the Luban Club Wednesday (6).  
ALICE and ARNO open at the Acor Room Monday (3).

### Chicago

PORCUPINE COBURN is taboring in a performance at the Elmer's in the Coca-Cola Grove Friday (7). Douglas Hope will direct the show troupe.  
SEARCHER FOR THE MOTHER who is touring by Betty Olyn, is filling in Nedine Olyn, who took a leave of absence last year for a rest cure in Arizona, is scheduled to return in October.  
VOLA CALLI has a Dixie Partner and are back at the Rose Bowl. Floor shows are scheduled to return in the market room next week.  
HARRIS and BIGHIE are holidaying in Mexico.

### Here and There:

GLOVER and LAMAE opened the new room at the Mount Royal Hotel, Montclair, N. J., under the management of Alvin H. Wynn at the Villa Venice, Chicago, for an identical engagement. Planned by the management of the Mount Royal Hotel, Montclair, N. J., under the management of Alvin H. Wynn at the Villa Venice, Chicago, for an identical engagement. Planned by the management of the Mount Royal Hotel, Montclair, N. J., under the management of Alvin H. Wynn at the Villa Venice, Chicago, for an identical engagement.

## New York

VICKIE WILLIE, Melaine LeBeau and Ann O'Connor, late additions to the cast at the Madison Club, will be opened for the summer to a good start June 27.  
The COOPER CO., general manager of the Continental, and artistic Stewart CHARLES ARBOTT, burlesque comic, is the author of words and music for two new songs, "The Merry Old World" and "Way Was I Born Prety," written exclusively for Mike Sachs, comic, at the Casino, Toronto, and Arthur Brown, dance team of Kook and Allen, with Ann O'Connor, star in season on the First Circuit, writes of a visit of the actor at the Bonaventure Hospital, Somerville, Mass., and eight-pound boy, Lawrence Williams, singing solo.  
RICK-ANN LILLIAN Carver and Willie and Bubbles replaced Jackson, Bessie Carver and Johnny Gentry for the regular June 30.  
NATIONAL, Detroit, for the first time in 29 years, closed for the summer July 2.  
JOKER (JACK) BIREAZELLE posted from Steele, Mo., also is having a grand time back in Dixie. Here HENRY COLBY, Nadine Mann, Max Coleman, Leonard Kramer and Irving Solo moved into the Trio, Philadelphia, June 28.  
GROSS HILLARY, comic, now a barber in Old New York, at the "one of the crew in charge of Bobby Durr, also an ex-burlesquer. Other ex-burlesquers at the fair include Acquarian, Brownell, ROCK-ANN LILLIAN Carver and Willie and Bubbles replaced Jackson, Bessie Carver and Johnny Gentry for the regular June 30.  
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## Diane Rowland

**DETROIT, July 7.**—Diane Rowland, following a one-week stay (June 27 to July 3) at the Casino, Toronto, will be appearing at the Club, Detroit, for four weeks; then to the Casino, Toronto, for two more and back to the Casino, Toronto, for two more. She is signed at a flat salary for the part of Salome in Chester Hale's new show for the Casino, Toronto, for two more and back to the Casino, Toronto, for two more.

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HARRIS and BIGHIE are holidaying in Mexico.

## By Bill Sachs

### (Communications to New York Office)

and Alma Matlen booked all summer at the Finger House, Fallsburgh, N. Y. . . DWIGHT GREEN, come back to the Casino, Toronto, for two more and back to the Casino, Toronto, for two more.

## Chicago

DETROIT, for the first time in 29 years, closed for the summer July 2.

## Patricia Morgan

**CHICAGO, July 7.**—Patricia Morgan, comedienne, is going to the Casino, Toronto, for two more and back to the Casino, Toronto, for two more.

## Diane Rowland

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HARRIS and BIGHIE are holidaying in Mexico.

## By Bill Sachs

### (Communications to Cincinnati Office)

**PRESTON**, musician and vocal-act, has just returned to his home in Princeton, N. J., and will be on a week-long vacation trip during which time he covered more than 7,000 miles. He teaches in 12 different schools in New Jersey and Canada. While in Hollywood, Preston, who is known off stage as W. P. Silver, was the star attraction in the show "The King of the Kings" and also was the guest of Tom Rittler, movie performer, for several days. He hopes to visit his home in Princeton, N. J., this summer in his vacation trip.

## Luneford Gets Pair Date

**NEW YORK, July 1.**—Jimmy Luneford's Orchestra has been booked into the Tombs Club, New York, for one month ahead for one week, beginning either November 20, December 6 or December 13, and in provides for options of at least one additional week.

## Peephole Reducing Lens

**NEW YORK, July 7.**—Peephole Reducing Lens, a new device for reducing the size of the eye, is being marketed by the Peephole Reducing Lens Co., 307 State St., New York.

# Whele To Take Rest; Sells Center to Gene Austin

### Letter takes over "Star-o-Rama" July 10, with cast remaining the same—Whele retains Billroy show title and may launch new canvas attraction next spring

CINCINNATI, July 1.—Billy Whele, America's best known tent showman who in past years has operated Billroy's Comedians and who early in the spring launched his large outdoor show, Star-o-Rama, at the Star-Jones of 1939, featuring Gene Austin, stage, screen and radio crooner, this week signed contracts disposing of the show to Austin, with the latter taking over July 10. Details of the transaction will be revealed in due season. Austin has retained the Star-o-Rama label and all equipment. Whele retains Bill Roy title and intimates that he may launch his Billroy Comedians tent act again.

Austin will keep the Star-o-Rama cast intact, including his popular comedienne, Candy and Coco. While he will be retained as secretary, and Charles Underwood has been engaged to handle the managerial duties, P. J. Patton will continue to advance the show.

Star-o-Rama, which has just concluded a dip into Wisconsin, this week fills Michigan engagements, moving into Ohio July 10. In addition to center for a week in three Kentucky and Tennessee. Business to date this season has been somewhat spotted for the Whele organization.

Whele engaged Austin early this year to head his company at the highest salary ever paid an act on a tent show business venture. It is reliably reported that Austin and his conferees, Candy and Coco, were in on a guarantee of a second season.

Whele's plans for the remainder of the season are indefinite. He will however, be seen several weeks later.

Mrs. Whele being caring about for something else to keep him occupied.

## Christy Obrecht Show

OLIVIA, Minn., July 1.—After our sixth consecutive week here, we have decided to call the show the Christy Obrecht Showboat. Our last lot in Hector, Minn., was little less than a swamp and the show was in a very reasonable position had been taken, our trucks were mired. By superhuman effort the show was pulled out of the mire and out of the tent, allowing us to drop the covers. This was accomplished by a "hook" in the morning, and by daylight the rest of the trucks were freed from their swampy resting places. Our driver, Mr. Hefner, has been here since afraid to look any of us in the face since contracting that lot.

It is the first show of this kind to invade this territory, business is only fair. This section of the country appears to be experiencing a serious economic depression. The audiences enjoy the show, but the majority of the show is lost. We have a few old friends, the movies can touch for that. This town seems to consist of all Irishmen and the children's delight we have become O'Brechts, O'Bergs, etc.

Mickey Arthur, our juvenile and the show's star, is very popular (and very) always at hand and always a part of the big one that got away. We are in luck, this is a specialty that promises to be a hit.

Oscar Powell, who enthralled the audience last year, is literally laying them in the shales. Le Seour, Minn., built around a excellent show, the best available show town. Despite refracted night, the merchants tickets and beautiful scenery, it was a very successful show. The audience were appreciative and easy to work to.

Christy Obrecht has added a trailer to his fine outfit. It is remarkable in this day of poor show business to find such a well equipped outfit. The trailer is well equipped and, contrary to reports from other traveling shows, we have experienced no reduction in earnings. We feel that we owe our substantial increase to good management and our routine.

RIZZIE BRUNDELL

Want to Buy? Tentacle Tenth all Tent. Director. He Means. Write: 1000 W. 10th St.

# On the Wagon!

CINCINNATI, July 1.—There's no singing and swaying on the Allen River. The members according to a clipping from the front page of the June 28 issue of The Rolling County Standard, N. W., received at the rep desk this week.

It reads as follows: "The Allen River show, the largest and best kept up on some of the best programs a company of that sort ever did in our history. The members of the company were all nice folks, no rowdy, no roughnecks. They played their music and sang and danced and they were drunk. It is a pleasure to tell outsiders that these folks are real people."

## Davis-Brunk Rep Shows Improvement

MANEFIELD, Mo., July 1.—Davis & Brunk Comedians, which played here last week, showed considerable improvement since he last stop here, with E. F. Davis still handling leads. Company's repertoire is slanted toward the melodramatic acts.

Davis has added to the cast of players Betty Zane and Loretta Kinney, and Jerry Gray and assigned to them the roles of Slim Andrews, who signed with the show when it appeared in Mansfield last year. Roles in all comedy parts, including the vaudeville end of the show have been added Dick and Alden Lanham, telephone artists, and Peggy Lanham, child lap dancer.

## Hefner-Vinson Hi-Lites

LANCASTER, Ky., July 1.—Show played one-nighters last week, with several long jumps. At Grayson, Ky., Monday, the Paul and Rayce duo opposed and it rained hard at opening time.

Willy Kliparth, Betty and Nicky Lee, Johnnie Rayce and Nicholas spent last Sunday in Cincinnati.

At Louisville, Ky., Tuesday, business was good. The show started at 10:30. In Palestine, Wednesday we showed outside the city limits. Jack at opening night. Rayce duo opposed and it rained hard at opening time. No damage was done. At Clark 100 or more headlamps came out of the hills and being about the force of the wind they started they left, we thought for good, but not so much luck. They went into the hills and all the hills the show broke at the foot. None of our people were bit but a native received a bad cut above his eye. When the show started they returned to the lot. There was one "law" on the lot, but he said he couldn't do a thing. Manager Jim Hefner smelled trouble, so he dropped the show and left them to it. As soon as the concert was over they left the lot. The only thing good about this date was the swimming pool next to the lot. Betty fell over the footlights, but wasn't hurt.

At Beattyville, Friday, there was no show. The next day after the show, Tom (Slim) Morgan caught a fellow cutting the ropes. When film spoke to him he said, "This is a show, it's a show, it's a show." He chased him off the lot. But he was not (See HEFNER-VINSON on page 67)

## Rep Ripples

JOEY AND MAE LA PALMER wrote J. from Madison, Va.: "Hello! Billy Jones was Star-o-Rama last show at Waterstown, Va., June 18. They had a good time. I enjoyed a pleasant visit with Gene Austin in his new show. This is a knockout. Gene Austin holds the record for the longest run of Gene and Coco at the show. Outfit looks great and moves like a circus."

W. T. Jones, N. W. KENYON launched his vaude and picture stunt June 28 to play resort towns in Vermont and New Hampshire. FRANK ALPERT, daughter of the late Mildred Austin, has been signed for the Zepfeld Follies Co. appearing at Shreve Island at the San Francisco World's Fair. Talent agents appearing at the Playhouses, Sam Lawrence and Penn State above.

Recent visitors on the show included Gene Austin, Harry and Betty and Mildred Layne, magician; Arthur Hawk, prize agent; Raymond and Percy and Gene and Betty and Sam Lawrence, Sam Lawrence and Penn State above.

LEON HARVEY postal from Mt. Carmel Hospital, Columbus, O., that the doctors have removed the cast from his arm and, if everything's OK, will leave him to go home in a few days. Leon recently suffered serious injuries in an auto accident near Mt. Vernon, O. which also resulted in the amputation of his right leg above the knee.

ALBERT J. HENNING recently launched a picture and mystery show under name of play the Maine coast towns. J. J. DOUG MORRIS, son of Mrs. Blaise Morgan, the concert was very good, was graduated from Polytechnic High at Long Beach, Calif., June 15. A member of the varsity football team and a member of the school athletics. After a brief vacation on the Coast, he will join his mother and father in the show.

ALBERT LEE is a recent addition to the cast of Capt. J. W. Menck's Golden Rod Showboat. He is a very good actor. (See ABE LOUWER, ahead of the Nail and REP RIPPLES on page 67)

# "Hit Parade" in Reorganization; Invades W. Va.

ST. MARYS, W. Va., July 1.—Reorganized and revamped, The Hit Parade tent show has moved into West Virginia after a return here by Charles F. Choate that netted the management little business and a bit of grief in the way of an audience. The show is now being run by troupe, thru Toby Eastman, comedian, for back pay. Southern Ohio yielded good results for the show, and after reaching West Virginia the company's business and running order has returned to normal, according to Charles F. Daugherty, treasurer.

Attachment proceedings were filed at Newark, O. June 21, when Dan Miller, local actor, representing the performers. Miller effected an agreement with the show management whereby the performers took 30 per cent of what they had coming and nothing if it means. Show that three nights as a result of the suit.

One of the show managers, in commenting on the former action, stated: "These people were all paid in advance. They were never asked to take back pay. The show was run by the actors and other employees got their salary until one of the performers refused to work any more and then they were the only thing due anyone was one week's holdback, due when a two weeks' notice was given, and three days salaries which, of course, was not due until the week was up." The performers claim they were not asked to take back pay, and are coming for several weeks.

With the reorganization Fred Carter and Mrs. Toby Eastman, Charis Holloway, Richard Curtis Burns and Earl Kelso took the show to W. VA. (See PARADE on page 67)

## Walter L. Main Recalls Old Stage Show Days

Genev. O. Editor The Billboard: John F. Brown, veteran tent showman who has been in the business since 1880, was in the first show in Pittsburgh, N. Y., when it first started in 1880. He has a 20-year experience in the business. He is a very old man, but a better worker for someone else than for himself.

Walter L. Main, who has been in the business since 1880, was in the first show in Pittsburgh, N. Y., when it first started in 1880. He has a 20-year experience in the business. He is a very old man, but a better worker for someone else than for himself.

## No. 1 Boyes Troupe Begins Lincoln Stay

LINCOLN, Neb., July 3.—Check Boyes Troupe, which has been in the business since 1880, was in the first show in Pittsburgh, N. Y., when it first started in 1880. He has a 20-year experience in the business. He is a very old man, but a better worker for someone else than for himself.

## Mrs. W. C. Chonté Passes

CAMBRIDGE, Ill., July 1.—Mrs. W. C. Chonté, 70, of this city, who with her husband founded the well-known Chonté's Comedians 47 years ago, died at Herrin Hospital, Herrin, Ill., June 29. She was a native of Illinois. Mrs. Chonté gave up trouping this season, leaving the management of the show to her husband. She was a very successful business woman. Her husband died in 1914. She is survived by her children and grandchildren. Her funeral will be held at 10 a. m. at the First Baptist Church, Herrin, Ill., on July 5.

# Bill Sachs

(Communications to BILL SACHS, Cincinnati Office)

GENE WILLIAMS, now on vacation in Lake Charles, La., pencils that he'd like to glimpse a live deer on Lou Brown, Tom Clark, this summer. Write: Forest Daley and Ducky Nacarato.

JACK LA RUE, who began his dance marathon work in 1927, infers from Germantown, Philadelphia suburb, that he plans to break back into the act. He is a very good dancer. He was in the New York World's Fair and he's had in his prize of the big show.

We have had NO report of a walk-out to be held soon at the San Francisco Golden Gate Exposition. This is in reply to queries received recently.

JOHNNY GUILFOYLE is playing Wisconsin territory with a comedy revue and is reported to be doing all right.

INQUIRIES HAVE BEEN RECEIVED on Phil Carr, Vance Hendon, Al Smith, Nick and the other members of the show. Jerry Brennan, Wiggin Royce, Bob Turner, Slim Hanson, Bickie Latessa, Mickey Kelly, and the other members of the show. Phil Carr, Opal Perle, Billy Cam, Alne Edger, Sammy Lee, George Walker, Jo Jo (see audience shows on opposite page)

WE GENERALLY receive news during the run of a contest, but do NOT always get the final outcome. And that's the way it is with all our contests.



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Chapin, The
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Kahn, Mrs. Ray
Krohn, Edna
Krohn, Mrs. Edna

Women

Adams, Mrs.

enter list

NOTE-Mail held at the various offices of The Billboard is classified under their respective heads - Cincinnati Office, New York Office, Chicago Office, St. Louis Office. Requests to have mail forwarded must be received in Cincinnati by Friday morning (early) and in New York, Chicago and St. Louis by Thursday morning, otherwise names of those concerned will be repeated in the following issue.

Adams, Mrs.

Men

Adams, Mr.

Adams, Mr.
Adams, Mr.
Adams, Mr.
Adams, Mr.
Adams, Mr.
Adams, Mr.
Adams, Mr.
Adams, Mr.
Adams, Mr.
Adams, Mr.

When Writing for Advertiser Mail, Please Use Postcards. Also state how long the forwarding address is to be used.





## Darling Resigns As Set-Up Changes In Children's World

NEW YORK, July 1.—A shake-up in management and control of Children's World occurred this week with Frank P. Darling resigning as general manager of the Fair Corporation and the Manufacturers' Trust Co. stepped into the operating picture. Sub-concessions and the bank, which holds a vote on Children's World, Inc., met last week to discuss ways and means of bettering financial and operating set-up of the project with the result that Darling was requested to relinquish active participation.

Darling will remain as president of the company, tho his activity will be confined to a "consultant" capacity. Maurice Merrory, director of exhibits and concessions for the Fair Corp., will directly supervise the project, temporarily at least, and William F. Dunn Jr. will represent the bank. It is expected that over the week-end an outsider will be brought in to assume the managerial duties. Neither Merrory nor Dunn would make a statement today concerning contemplated changes in policies, etc. Dunn was out of town most of the week visiting the Ringling-Barnum circus of which he is secretary-treasurer and a member of the board.

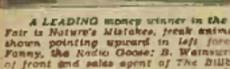
## Lammers Named New ACC Leader

NEW YORK, July 1.—Reorganization of the fair's Amusement Control Committee, which has been without a chairman since resignation of Jay Downer, puts a retired naval commander in the middle as head man charged with directing midway tactics and conduct and running the fun foundry up to show requirements in general.

New chairman is Howard M. Lammers, former manager of the Maxine Building, where he was in charge of space sales. His service in the navy ended in 1936.

(See LAMMERS NAMED on page 63)

## NATURE



A LEADING movie winner in the entertainment area of the New York World's Fair is Nature's Miracle, fresh animal show managed by F. W. (Slim) Kelly, shown, pointing upward in left foreground. The other, left to right, are Fanny, the Nido Gooie; B. Wainwright; J. B. Marsh; Al Shirine, in charge of front end sales agent of The Billboard; F. A. Malenbach and (on ground) Virginia West, assistant manager of background behind rolling freight; and V. Crowley, of the fair's treasury department. Show, spectacularly boosted and with one of the best customer-producing fronts and billies on the fun stretch, is part of Lind Dujour and Joe Rogers' array of six attractions.

Gross Attendance	
Previously reported .....	8,234,931
Saturday, June 24 .....	239,271
Sunday, June 25 .....	245,570
Monday, June 26 .....	268,117
Tuesday, June 27 .....	168,203
Wednesday, June 28 .....	197,287
Thursday, June 29 .....	187,022
Friday, June 30 .....	85,130
Total .....	10,850,181

Includes fair employees, concession personnel and other free admissions now averaging 40,000 daily.

## Gale Seeks Redress For Extra Expenses Thru Court Action

NEW YORK, July 1.—Moe Gale, operator of the Ferris, became first concessioner to take definite action toward compensation from the fair for extra costs in construction when he filed suit in Supreme Court of New York yesterday asking \$10,000 redress for "extra amount of money we were compelled to expend to open our concession for business April 30." Several concessioners have threatened similar action.

Claiming that he was told by fair officials that his attraction had to be open and operating April 30 and that all concessions would be open then, Gale holds that he went to additional expense in overtime and material costs on the assumption that the midway would be virtually complete on that date.

"On opening day," Gale charges, "less than 50 per cent of the concessions were open for business. Roads were not paved and the area unlighted. The incomplete condition of the fair itself deferred official opening of the Amusement Area to May 15." Gale claims that when he complained to the management he was passed along from one official to another and at no time was he able to discuss the matter with one in authority. "It became apparent

(See GALE SEEKS ON page 64)

## An Insider Looks at the Fair

—Second of a Series—

### Subject: The Gate

The writer of this series is a consultant on the staff of the New York World's Fair who sought an outlet for a frank discussion and analysis of Amusement Area problems. His aim—his only aim—is to help the midway solve these problems before a solution is too late. In common with The Billboard, he feels that the amusement world at large is entitled to the information on the basis of its future, as well as present, value. For obvious reasons the name of the writer cannot be disclosed.

OF ALL the questions that need settling most at the fair, probably the one concerning admission charges to the grounds is the most immediate. Much has been said about reducing the admission price. Many suggestions have been put forth and yet nothing has been done.

Of course, back of the refusal of fair officials to give serious consideration to this matter and to act upon it lies the mistaken notion that they are keeping faith with the bondholders and with other previously made commitments to keep the admission price at 75 cents. However, it is often foolish to pursue a set policy when time and experience prove that policy wrong. There are certain things peculiar to this World's Fair that were not present or evident at other fairs, and it is because of these factors that it is important that something be done at once about the admission charges.

### Expo and Showmen Are Partners

I believe that little can be done to reduce the 75-cent charge to any other figure for most of the day. I also believe that from the exhibitors' standpoint it is hardly necessary to reduce the price since the Exhibit Area is getting a very large payoff from present attendance. However, the Amusement Area is in a completely different situation. It is wrong to think of the Amusement Area solely in terms of the concessioner, for the New York World's Fair has as much interest in the success of the Amusement Area as it has in the success of the fair as a whole.

Particular percentages from the Amusement Area were counted upon to carry along the operation of the fair. As a matter of fact, a good deal of time was spent in computing the amount of money that a square foot had to bring to return to the fair a sufficient participation in a given project to make it financially enough for the fair to let it have space. No fair receipts from the Amusement Area have been extremely disappointing to the fair. It would therefore seem to me to be far better to have more money taken in from a reduced price with more people than to keep the price as it now stands and total loss money.

The Amusement Area gets comparatively little play until after dark, etc. In other words, until after 9 o'clock. The peak hours are reached in most cases between 10 and 12, sometimes even later. This is due mainly to the location of the Amusement Area and to the closing hour of the Exhibit Area. This is a fair where, by practically unanimous opinion, the exhibits are of such magnitude and of such public interest that the Amusement Area is meeting with almost unheard of competition.

### Nighttime Inducement Needed

The public that goes to the fair early does not go to the Exhibit Area and remains there practically until closing time, at 10 o'clock. Just after the Lagoon of Nations' combined display is over, a great many of the visitors leave the fair, and all too few of them find their way into the Amusement Area. This happens for many reasons—first, because the public is unfamiliar with interesting, amusing and worthwhile exhibits of a magnitude never before seen; secondly, because by the time the public has spent its day in the Exhibit Area it is foot-weary and tired; third, by the time the day is over a large portion of the money brought with them has been spent in the Exhibit Area on food, souvenirs and knickknacks. It is for these reasons that it is highly essential that some inducement be offered to a fresh audience that will come to the fair just to spend an evening in the Amusement Area. This could be best accomplished by reducing the price of admission to the fair after 9 o'clock at night to 25 cents.

This might seem to be a considerable reduction from even what the concessioners are asking, but they are asking for a reduction in price to a level that they think the fair might grant. Since they are partners with the fair in this venture, this is a public and good procedure, as they know extremely well that a 25 cent price would be of much greater value to them than a reduction to 50 cents. Any number of the bankers and particularly merchants on the Board of Directors know perfectly well that the ratio of customers to a reduction in price is never in an exact ratio to the price reduction. Rather it tends to mount geometrically in what might be said to be fantastic ratios. Mr. Strauss, for example, whose organization has made a very careful study of pricing, could very well point out to the fair what a reduction of this type might mean in increase in attendance.

### Sees Gate-Cut Objections

It might seem unfair to the exhibitor to make the public pay 75 cents to get into the combined Exhibit and Amusement Areas, while late at night, when it essentially has only the Amusement Area to visit, the price be reduced so drastically. This objection, however, will not bear close examination. At the very early following morning going thru the complete fair if it so wishes, where, after 9 o'clock it can, at best, see very little of the Exhibit Area, and is therefore forced to go to the Amusement Area.

As a matter of fact, the crowd going after 9 o'clock will probably be only

(See AN INSIDER LOOKS ON page 66)

# The Flushing Front

By ROGER LITTLEFIELD JR. and LEONARD TRAUB—

NEW YORK, July 1.—T. W. (Slim) Kelly and associates have taken a 100-foot frontage adjacent to the Dufour-Rogers building and are engaged in construction of a almost completed for installation of Olga the Headless Girl and several other attractions. Dufour & Rogers in operation of the highly successful Nature's Mistakes, from across the falls with a show featuring two-headed cow Blow-out... Chang, the Boy With the Tail, out of the Marine Theater as its main attraction. Child labor trouble.

NFC's Congress of Beauty-Sun Workshop's Colony has met its pay roll but failed so far, since this and other bill shows were advertised against the dolls with more habitually. They haven't done any better at the gate, of course.

J. T. Schloss, operator of Merrie England, and Walter C. Duff, owner of a secret mission, Back Thursday, Doc Foster joined the front of the village near a new attraction. Duff, who was in New York, who started on the front of Merrie England and then switched his attention to the village, is completing now with the John Krimsky show opera. Schloss is known to be considering the one-act opera "The Playhouse" being presented into a London music hall-type of presentation to give it more pep and less pageantry.

Yeandle, the all but deceased, will be given the title *George Little's Old New York Village*, which plans to present its new attraction, a two-act comedy, beginning July 15. Sales will be handled separately. Myk, Eddy Jackson is supplying lyrics.

It is no negligible in midway area that even some comfort stations were set up. The village, which plans to present its new attraction, a two-act comedy, beginning July 15. Sales will be handled separately. Myk, Eddy Jackson is supplying lyrics.

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Footers of highly phrases at the blushing pair were presented in Bowling Green of Old New York Wednesday evening season. At Struther, Nature's Mistakes, Frank Bandrich, Art and the World's Fair, Beverly Williams, Waco De Williams as prop, Merrie England, and Jim Ball, Billy Rowe's Bridget, and the Village Theatre, and Eben and Billy Jackson. A pair's first public wedding was held in the village of the World's Fair, Beverly Williams and a production worn around the corner.

# Additional World's Fair News

Sell Field Against Peske  
Palisades Park Column

mony, Marlon Weeks singing O., Promisely M. Wedding dinner was served in Kinkerbocker Inn.

Also there is still some space available, the following routine letter does not to construction which have been approved. The fair corporation has examined all pending applications for concessions, with the fair corporation that are ready to be approved, but no longer be considered as all approved. We wish you have not been approved your interest in the fair and your application for concession has not been approved. It is not our intention to lose any concession-very-high job goes out over the signature of Marlon Weeks Meyer, director of concessions and entertainment, and is interpreted in kind either to mean that applicants who are not desired or cannot be considered for other reasons such as previous commitments, exclusive contracts and the like.

An Aqueduct reached its 200th performance Billy Bowit put a new prize on the night and evening remains as 40 cents. The new show is now on for a few days. The price is \$1.50 for a show and 50 cents for matinee instead of 80 cents. Show is now on a regular four-day show, 1:30, 3:30, 6:30 and 10:45. W. W. French, vice-president Hollywood, is reported to be negotiating with a group of fair for an exhibition of Power dolls, featured in the Main Building. Visitors may see the dolls through a glass in a uniform rate of speed in a Power sock with the ride through the bank to the fourth line. It's a corking skill try, speed being incidental, because if the rider peddle too fast the buffer stops force him to slow down to catch the hand up again. . . . George Langbein, Zulu show, night attraction in his one-act, "The setting, closed after a one-week trial run. . . . Howard Wheeler, op of Cantine Capers, has closed his entry in Children's World and is concentrating strictly on the night attraction. There is some very little night traffic in C.W. . . . Nat Rodgers is associated with Op Bond in the village, where he will be appearing next to Dodgey. It is circulated around that World's Fair Wild West-Rodeo personnel have been handed letters bearing two-week notices.

In a direct attempt to obtain better relations with the nation's press, Lee Casey, former editor of the New York Herald Tribune, was added to Whalen's personal staff as newspaper contact man. Percy Stone, director of publicity, has maintained for several months that his staff was inadequately and needed a first-rate tie-ups between fair and the newspaper. Stone remains in his regular capacity.

Joe Rogers, Law Duford and Frank Miller threw a party for the laborers who built their popular Honderoo restaurant and the fair. After three hours of eating, he reported 400 sandwiches and two barrels consumed and they were calling for more. Last seen 100 of top were taken by the girl show. Giant Caueway, expected to fold a week ago, continues to operate while concession department negotiates with several outsiders with new ideas. Within a week fair hopes to have a new attraction with the Caueway cafeteria. Mrs. Sarah Atwood's cafeteria, bar and restaurant opened late this week early across the midway from concession department headquarters. . . . Restaurant in connection with the Village Theatre, adjacent to the Boat House, has become a popular eat and meet spot for fair officials.

Lee Brown, of the press department of the New York World's Fair, visited at the *The Billboard* office, Cincinnati, June 29, while on a business trip to daily headquarters in Cleveland. Brown is editor of the *Muskegeter* River.

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# THE GREAT MIDWAY SHOW

## NATIONAL EXPOSITION

### SAN FRANCISCO

February 18 to December 2

# Action on Midway Showdown Deferred Till July 12 by CA

SAN FRANCISCO, July 1.—Action to take midway showdown with General Director Charles H. (Doc) Strub deferred by the Concessionors' Association until July 12. The Concessionors' formal letter of protest to Strub a week ago, outlining a long list of grievances, went unanswered. Committee last night sent Strub and each member of the Board of Management a telegram asking a meeting. Walter K. Boney and Sam Rose were named to confer with the board at a date to be set by Strub, but not later than July 10. The CA showdown issue.

Concessioners have openly declared their dissatisfaction over the expo's continued action in turning thumbs down on demands they are making and charging the management with refusal to evidence even willingness to conduct business with the expo in an open-ended above-board way.

They have already consolidated their demands and are now in possession of a restraining order to prevent the expo from handling concession money.

The CA notified Strub of its action earlier in the week, but reported no official acknowledgment. However, an expo spokesman said that the management had been advised and would give an answer today.

It is felt there is no reply, it was indicated that the CA would pursue the drastic course applied at the CA meeting (July 1).

In the meantime, the co-ordinating committee set up two weeks ago to facilitate the handling of disputes which affect concessionors and exhibitors, and the filing of charges with the National Commission, accusing the expo of being in the power business.

Concessionors and exhibitors are seeking an adjustment of asserted overcharges on power rates. They demand that the expo fix the rate.

Meanwhile, in a brief, formal statement from Leonard Traub, vice-president of the fair, he said the fair would not run another year. Contrary to the announcement, however, was the feeling that

President Outler chose to make this announcement now in order to get everybody who would care to visit the expo at this time.

Hitmors of another year for the fair have been widespread. Many give little detail from time to time as to plans for the second year's program.

Group, including Fred Weddelton, former expo concessionaire director, is contemplating installation of a Streets of Cairo layout on the grounds.

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**Paid Attendance**

Previously reported .....	4,018,608
Thursday, June 22 .....	37,987
Friday, June 23 .....	53,917
Saturday, June 24 .....	53,189
Sunday, June 25 .....	60,190
Monday, June 26 .....	11,538
Tuesday, June 27 .....	31,102
Wednesday, June 28 .....	30,321
<b>Total</b> .....	<b>4,223,164</b>

# Goodman Hopped 2 Weeks

SAN FRANCISCO, July 1.—Benny Goodman will open a two-week engagement at the exposition tomorrow. He is said to be in the contract for a show in New York, Atlantic City, Detroit and Philadelphia. It is expected that his negotiations have been conducted thru MCA. Goodman's Camel Caravan show will continue to be presented by the exposition on July 9. His appearance will be followed by other name bands and top-flight music, radio and stage performers, it was announced.

# Gleanings

By WALTER K. SIBLEY

SAN FRANCISCO, July 1.—George Haley, vice president and general manager of the Tex Camerion interests, has resigned after a year's absence from the fair. Haley is still top money single-admission attraction and is expected to appear well. Haley is having a tough row with her Miss America show, so Candice Light Music, Powers and Hoyer have Rand's so member on the front and they give no quarter and ask price. They are in the probability of a Big Bird deal will be reduced to a 25-cent round trip from Treasure Island to San Francisco or Oakland soon. The 40-cent round trip will go into effect soon as an experiment. Also there may be a 10-cent reduction in the Kay Owen fares at night after 9 p.m. It is rumored that Billy Rand is negotiating for the place in the fair and may be in line for being upward of 60 girls in the ensemble. Deal to transform Miss MacIntosh into a Fair-ward show has finally been consummated and work has been started to reframe the building. Mr. Hoyer is organizing a building is being repaired but no one seems to know what it is going to be. There are reports that there will be some kind of a game within Etowah Village is trying out a new show with a big crowd of people. It is the thought of most shown that it can't succeed as *Tramel*. Julian Harvey is making a program on the stage of his *Las Theater* building, which is to house the new *Lus Theater* and one of the fair's new attractions. *Clay Wilson* has finally given in to the union and all of her men are now AFA says (see GLEANINGS on prior AFA).

# Talkers Censored

SAN FRANCISCO, July 1.—Midway talkers and grinders, subtle or otherwise, show up all over the place. They are unable to make it any. John Steele is now from man for Olmsted Drovers of the World's Fair. His sympathetic reason, is the only unorganized AFA spot on the midway.

# New Grounds In Canton, O

### Located outside city limits to the west—no city reader is required

CANTON, O., July 7.—A new lot outside the city limits to the west and located on U. S. Route 33, broken in recent days by heavy rains, promises to become the regular show lot here. No city reader, which for circuits range from \$100 to \$200 a day, depending on seating capacity, and \$100 a day for carnivals, is required. County license is \$300 a day for carnivals, but in most instances in recent years it has been waived. Bus and street car parking available and parking space for thousands of automobiles is possible in adjoining acreage and streets.

With the election of former Mayor James Beecome to Congress from this district, administration has been notably friendly toward carnivals. Several of certain political factions and the near advent of the primaries. Beecome for his public office went to bat for outdoor shows playing this territory and in most every instance made a credit on the show.

New lot is available for a potential charge, is high and drains quickly after heavy rains. Several major circus and carnival executives branded the lot as one of the best in the district on recent inspection. For that, who has jurisdiction in Stark County, where the lot is located, has always been friendly to traveling shows.

# Don H. Harter Asks Reduction of Bond

SOUTH BEND, Ind., July 7.—Donald H. Harter, county secretary of the Wabash Valley Trust Co. of Fort, Ind., was returned to South Bend June 25 by Judge H. H. Rodes to reduce to \$25,000 bond at a hearing before Judge Thomas W. Bick.

Don Harter in Clarosent, N. H. (had been with Downs Bros. Circus), he was returned here to face a 15-cent fine for being in a circus, after receiving \$18,000 from the trust company. District Attorney James H. Fleming and his assistant, Alex M. Campbell, were expected to oppose reduction of the bond in the hearing.

O. S. Marshall John M. Gray, of the New Hampshire district, brought Harter here.

# Russell Bros.' Employees Hurt in Truck Accident

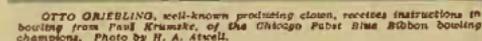
PROVIDENCE, July 7. — An route to Woonsocket yesterday, a truck of the Russell Bros. Circus hit a cement bridge on the city street and flipped over. Arthur L. Carlyle, Rolla, Mo. the driver, and Jerome T. Smith, Baltimore, Md. both were hospitalized in a hospital. Employees were used to haul the disabled truck from the bridge to an adjacent lot for repairs.

NORWICH, N. Y., July 7.—When a lion escape of Russell Bros. Circus was opened last week, six lion cubs, age one and one and a half years, were with them there was not one but three lions in it. Paulina Webb promptly named the cubs Norweth and Norway.

# Honest Bill Pass Used After 30 Years

PITTSVILLE, Mo., July 7.—Some 30 years ago Honest Bill Norton, manager of the Honest Bill Circus, came here and patented a 90-year pass to Clark E. Dural, owner of The Pitssville.

On June 23 when the show was here the pass was presented and the show showed the pass to him. He had word to Mr. Norton was that he would be waiting for the show even if it took another 30 years.

 OTTO ORZIBLAN, well-known producing clown, receives instructions in bouts from Paul Kraemer, of the Chicago Cubs; Rose Ribbon bowling champions. Photo by H. A. Atwell.

# Parker & Watts To Return to Ohio

ZANEVILLE, O., July 7.—Parker & Watts Circus, which has been playing Upper Michigan the past month, will return to Ohio the middle of July to make several stunts passed by several of the circuits on their latest trek thru the Buckeye State in May.

The Washington County fair board has granted the show permission to use the fairgrounds July 27. It will be the first in of the season here.

# Mauer Elected President

CANTON, O., July 7.—Fred Matser, secretary of the Millers' Alliance Local No. 122, Canton, Fred Matser Jr. is secretary-treasurer and William C. Hinkle, Huth, sergeant at arms; Henry Martin, O. M. Hemley, trustees.

# Duane Wants Addresses Of McCoey Vow Claimants

WILMINGTON, Del. July 7.—Following is a list of McCoey vow claimants whose claims have not so far been adjusted and whom the trustee has as yet been unable to contact: Oscar Kenneth Boyer, Earl H. Faust, James David Francis, William Goodie, Christian Hagan, Capt. John Moore, William O'Connor, Herman Ostermeier, Robert J. (Kendrick), Marcus Standfield, M. O. Standfield, L. D. Stratton, John W. Tull and Bill White.

Howard Duane, Industrial Trust Building in this city, attorney for Byrd U. Ward, the trustee, would like to have their addresses in order that he may contact them with the view of adjusting their claims. Duane states that all are claimants against G. O. Tim McCoey and Associates, Inc., which has been adjudicated, was paid in full by the trustee June 21.

# Ringling-Barnum, Legion Shows Day and Date in Detroit July 16

DETROIT, July 7.—That Detroit will see its first day and date circus engagements in many years was definitely confirmed this week when the original dates of the Ringling-Barnum circus for July 16-18 were given final approval. The show will open Sunday, July 16, at Warren and Congress avenues on the same well-known site as the circus sponsored by the American Legion will close its two-week stand on the opposite side of town at Warren and Congress, also some carnivals here.

What disturbed by the worst cloud-burst in this city, Rochester, some years ago, damage was reported, however, and subsequent light rains failed to discourage the evening crowd.

The R-B show will move the next day for two-day stand at a new lot in the northeast section at Livernois and 33rd-avenue, a location never before played by a circus, also some carnivals here played there. The location is in the center of Detroit's most thickly settled middle-class neighborhood.

Bidding for the Legion circus is apparently being held to a minimum, with about 20 shows being put up, according to representatives of the big "porters' union. As a comparison, the Bill Curtis usually plays up about 15,000-17,000 individual sheets in the city, it was said, as against the 2,600 being posted for the Legion circus.

RODINA, Mich., July 7.—Ringling-Barnum will play here August 9. Permidan has been granted the circus to use land controlled by the Regina Exhibition Association, also it is understanding in arrangement has been reached to avoid conflict between the publicity issued for the exhibition the previous week and the circus.

SYRACUSE, N. Y., July 7.—Ringling-Barnum circus played to a two-thirds majority and almost full night house here June 20. Fred Bradna, who was once a member of the Syracuse Tribune and who has many friends in the latter City, played host in the backyard.

The circus made a pretty picture on the McCarty Island show lot. The show is using six caterpillar tractors, eight trucks and tractors and has recently added three crane tractors, which are used at the rate for loading and unloading in place of train teams.

# Shows at Buffalo

BUFFALO, July 7.—Ringling-Barnum did big here June 21. Both performances were sellouts. Success of this stand may be attributed to the fact that a Kodak workers' convention was held here last week, attended by about 8,000.

Amalinda Concello, a home-town girl, scored, as did other acts. Her mother, Mrs. Jane Purdy, was in the audience.

# Dodge Bros.' Show Rejected in Stands At Tecumseh, Mich.

DETROIT, July 7.—Dodge Bros. Circus was reported stranded last Saturday at Tecumseh, Mich., and without a tent to house the show. It is reported that the difficulty arose over separate ownership of the tent and of the show proper and that Frank and Willie O'Neill, who owned the tent, were dissatisfied with the returns from the show and with their profit.

They were located by Michigan State Police at Napoleon but declined to return to Detroit. The O'Neills, who own the property was at Tecumseh, with plans for the future uncertain.

# Nine Are Given Professional Posts

MANTONVILLE, Wis., July 7.—Nine proteges of Billy Malinee, who appeared at his vocational school circus the past season, have been given professional posts. Anita Rieder is town, The William Moore troupe; Bobby Mauer and Bernard Fraser, with the Cordova; Elaine Buehl, with the Kay and the White; Bill and with the Moore (teeterboard) artists; Leslie Brodbeck, with the Royal; Ronald Jones, with the White; William Morris Jr. troupe; Eugene Hike, Engord West Show, and Johnny Armstrong with State Brothers and Paul. Armstrong is about to leave in November for a 12-week tour of Australia with the States.

# Townsend Walsh's Comment on R-B

ALBANY, N. Y., July 7.—This city has always prided itself on being a circus-going community, even back in the days of the Ringling-Barnum circus. Grandmothers (who, bless their dear hearts, never saw such a stupitious show as this one) would take their grandmothers (who, bless their dear hearts, never saw such a stupitious show as this one) to the circus. The Ringling-Barnum circus, which has been in the city for many years, has always been a big show. It has always been a big show. It has always been a big show.

The two enormous audiences were the most sympathetic and demonstrative I ever knew at a circus performance, and their enthusiastic applause made me conscious that the spirits of Hendrick Hudson and the ghostly crew on the summit of the Catskills tower above must have roused from their legendary slumbers to invoke the shade of Dan Rice. The enormous mob that gathered for the circus is at hand should have seen the delighted throngs in Albany and taken note of the fact that the Ringling-Barnum has not abandoned this city.

Great Opening Spot  
Everyone declared the opening spectacle to be a revelation of conjuring. The costumes were pronounced as enchanting to the eye as harmonious tints in the eye. The show was a real success. For pictorial effect "The World Comes to the World's Fair" was on paper the most interesting attraction of the show. (See TOWNSEND WALSH'S on page 34)

# Cole Bros.' Briefs

OWEN SOUND, Ont., July 7.—Cole Bros. Circus arrived here early last Sunday and will play here until the date of fishing. Art Mils, Gene Weeks and Eric Sylvester comprise the big orchestra. George Orban and family, Detroit, visited at Windsor, as did Bally Marlowe. Sid Markham was on hand at Bally and Mrs. M. C. Bally, who visited at Windsor. Members of the Erie (Pa.) Chamber of Commerce arrived at Owen Sound last night and will take a boat cruise and remained long enough to see the parade. Joe Atkins, Zack Ter-Moran and other members of the Owen Sound Rotarians, reports Stanley P. Dawson.







# Spurt in Biz at Detroit Eastwood, Strikes Settled

DETROIT, July 1.—Business at Eastwood has taken a decided spurt the past two weeks. Manager Henry Wagner reports. Principal cause of this is the new swimming pool which is located in the automobile field.

The weather alone has given outdoor show business a real break recently.

## Concessioners Operating On Show Boat, Ft. Worth

PORT WORTH, Tex., July 1.—Concessioners now operating on the Show Boat, land boat on the Jackboro highway near Lake Worth, at Fort Worth, are Ray Conley, at Casino Park seven days, who has the scales; Mrs. Jack Berryhill (also known as Costin), has picture machine; R. J. Smith (concessioner at Casino Park), pop-corns stand; Roy Smith, also connected with Casino Park, has penny pitch on Show Boat, while D. M. DeBaryshe has large "Prize" Jarvis has future and Olga Sanducky hand-writing.

John Dukler is in charge of the kitchen. Sully Montgomery, who has charge of boxing ring, is in charge of the sale at Show Boat, and PeeWee Mercer also formerly at Casino Park, is ticket.

The Show Boat is owned and operated by Bob Cavanaugh, formerly connected with Casino Park.

## Attractions at State Fair Park, Milwaukee

MILWAUKEE, July 1.—State Fair Park has a special open-air circus, with a number of feature acts, booked for July 1.

Benjamin Bentum and her divers have arrived and are ready to open next week.

Moderate Ballroom next Sunday will have Johnny Caldwell, George and the Rhythm of 17 people. Glen Gray's Band follows.

Many large unions are booked for special picnic, as well as industrial plants and department stores, etc., throughout the coming week.

Tomorrow there will be AAA auto races; motorcycle races, July 4 and every night; bridge race under direction of Thomas Marcebe.

G. R. Rose, president of the park, is supervising the building and improvements. Has just completed one of the finest Showways to be found in any park.

## Bands at Pleasure Beach

BRIDGEPORT, Conn., July 1.—Perry W. Rodman, director of Pleasure Beach Park here, reports that the new "George" band orchestra is playing same bands Sunday nights and local bands the other nights. T. J. Murphy started his pool, which is expected to be finished this week. The third beach, which is near the pool, is a combination convention and picnic area. A platform and a new stage ball is being rushed to completion. The new pier, which is now in its final stage. An unusual feature of the building is that there will be a crumbed stone floor.

## Crescent Park on Air

FALL RIVER, Mass., July 1.—Orestes P. B. Riverside, R. L. and the Trustee Doc Tracy, Providence, have bought spot announcements on the air here. George Park Advertising Agency handled the broadcast announcements, which follow Zamboni's new spots. Track is taking The Anita daily.

## Myriad's New Reflector

CINCINNATI, July 1.—Reflector Co. of this city has a new reflector, especially for dance hall, skating rinks, night clubs, etc. It has a very powerful electrically operated revolving ball, of about 1,200 mirrors, with four colored spot lights which give the colors of the rainbow; rheostat speed control.

JOHN VOORHEES, who has dam gates at Conroy Island, Cincinnati, reports good business. His daughter, Mildred, and a Conroy Island Band has the first season all the trio at the park.

# Ft. Worth Casino Concession and Ballroom Biz Okeh

PORT WORTH, Tex., July 1.—Concession business on the boardwalk at Casino Park has decided the new building had better break for a month after the park opened in May, according to Bill Cooper, owner of new Casino Park, Conroy Island. The Casino Ballroom also is doing okeh, with name bands again booked by Manager J. J. Smith. Smith's special-event nights are helping to draw spectators to ballroom.

## Rides and Concessions

Rides and concessions and personnel operating them are owned strictly Bluebeard's Casino, owned and managed by Janice Kille, Bingo E. O. Smith; Speedie, operated by R. J. Smith; Casino cars, owned by Fred McCallis and operated by Jake Berryhill; Dodgem, operated by Bill Smith; Boy Smith's little train, managed by Jake Berryhill and run by Shorty Walker; Tumbler, owned and run by Andy Patton; Thriller, also park owned and run by Homer Weaver; Roller Skade; Tride Lade, owned and operated by Ed R. Ballew. Tride Lade may give free exhibition on Rocket Sky bookers and also in form of floating ride night, in form of floating. Joe Armstrong is in motion. Joe Armstrong has his dog show here for the season and also is in motion. Joe Armstrong also for special occasions at the park. Buster Scott, who, it is claimed, has biggest fete at the show for an added attraction, until after July 4.

## Pick-Up in Biz At Walled Lake

DETROIT, July 1.—Business is showing a fairly steady pick-up since last year at Walled Lake Park, north of Detroit, although the increase is still very slight on average nights. General industrial uncertainty in the area, reflected to some extent in the recently settled strikes, has affected business in this city, which draws from a number of upstate cities as well as from Detroit.

Ground improvements have been the principal changes made in park this year.

P. H. Laubach has the six concessions on the west side of the midway again, and has in addition the goose-you-go weigh booth in a permanent building. Bob LaBordia has been made manager. Laubach's former Baseball Toy Game has been replaced by a new type of Ballroom Baseball Game, in which the batsmen throw the balloons by throwing baseballs at them. He has become a permanent resident of Walled Lake, where he has a new home on the lake front last week.

Mrs. O. A. Shepard, a number of refreshments, has the optimistic outlook about business here, reporting a change of late popular booked for August, which shows her good luck in business.

A number of school picnics have been held lately, with some of them booked as far ahead.

The ballroom, again under the operation of Mrs. Louis Tolstene, is having good business on week-ends, and is followed by Tommy Tracker's Band, Johnny Klamp and his orchestra closed a five weeks' engagement last night, being followed by Tommy Tracker's Band who open a four-week stand tonight. Albert Tolstene, who manages the ballroom, or has since he has been in New York completing arrangements for later bands for the spot.

## Gleanings From the Field

MORRIESTOWN, Pa. — Springmont Park, formerly Huber's Beach, above Norristown, has been greatly improved. The new swimming pool has a fine bathing beach. Has rink, dance hall, pool and many concessions. Moving on as free attraction. Roy Huber is general manager.

THE DALLAS, Ore.—Equipped spectacularly with underwater and swimming, this city recently opened one of the finest and perhaps the most unusual of the type in the U. S. It is big 164 feet in length.

GEORGETOWN LAKE, Ok.—Ben H. Voorhees, at George Lake Park, has announced the booking of the Renoite Vaudeville Barn Dance for July 23. Until offering is an exper-

iment. The boardwalk restaurant is run by Ed Blakely. Cafe Mrs. E. S. Moore, by H. K. Gillwell and cafe No. 2 by Mrs. Elizabeth Morris, who also operates the snow cone and curd stand. Bomb by Alvin Williams; milk stand, Mac Cooper; Penny Arcade, operated by J. O. Matlock; popcorn, R. T. Wilson; balloon game, H. E. Cadden; country store, M. G. Caldwell; cigar store, Mrs. M. C. McElvey; penny pitch, Ben Harris; fishpond, Paul Allwell; electric pony ride, R. O. Smith; Shoe-Bait Alley, Mrs. Ann Akard; pop-corns stand No. 1, Bernice Barrie, and amusements, Fred McCallis; hand-painted gallery, managed by Jake Berryhill.

## Coupon Books Beneficial

Concrete and ride business received some benefit from the coupon books being used at the park. Many of the books for 50 cents. Free boxing matches again are being held each Monday night, and the contest at the end of the day. Book police are Alfred Bearden and Ray Armstrong.

## Rafal To Visit N. Y. Fair

AKRON, O., July 1.—Frank Rafal, manager of Summit Beach Park, will leave briefly for New York City to meet with exhibitors and manufacturers of park attractions in search of new ideas for the coming season. He had planned to go under way to streamline several of the attractions and add several new features.

meat here and if successful others will be booked at intervals through the season.

YOUNGSTOWN, O.—A new attendance record at Hildrey Day was set June 28 when 18,000 children jammed Iowa Park grounds. The Vendicator for the 10th consecutive year.

BUCKEYE LAKE, O.—Bob Seufft has been named floor manager and will be in charge of the new Show Park Ballroom, handling the WLV roomers.

COLUMBUS, O.—A combination outdoor and indoor restaurant is nearing completion at the new Zoo amusement park here. A dance floor is in the center.

# Bay Shore Set for Shrine Convention

SPARROWS POINT, Md., July 1.—Bay Shore Park, Arden, is preparing for the Shrine convention, which will be staged here all next week. Monkey Circus has been added.

Clear, appointed pilot two weeks ago, reported that at his first survey on the job he had a handle of between 35,000 and 40,000, a mark that hasn't been reached for years. Last Sunday drew almost as much.

## Atlantic Beach Briefs

ATLANTIC BEACH, N. C., July 1.—George Mannix, formerly of Summit Beach Park, Arden, has placed his Bingo into Atlantic Beach Park. He also has his Kentucky Derby table game. Billie Maron, at the park the past 14 years, has put in several concessions and introduced a couple of rides. Tom McCullough has installed his six bridge tables in series in addition to his pony rack. Wilfred Long, of Conroy Island, has taken two merchandise wheels. The Central Jersey and Jersey is taking an interest in Atlantic Beach Park under its new management. Booking extensions by boat, book and rail. The steamer Sandy Hook docks within one block of the park.

## Peak Crowd at La Porte

LA PORTE, Tex., July 1.—Topped by 1,000 parties, of Big Blotter paper for full-day picnic, Sylvan Beach set a new peak for crowd size. Monday night saw the beach jammed the boardwalk and gave concessioners best business of the year. Two of the paper employees were injured in afternoon on boardwalk.

Ed Fitzgerald and crew replaced Nick Steier at five o'clock Tuesday night. The remainder of season will be specialized as Student Nobile at beach.

## Antlers Makes Bow

BURLINGTON, Wis., July 1.—Several things are new on the bow for the opening of Antlers Park on lawn for here June 25. Spot offers bathing, dancing, roller skating and other games and amusements, with the SDS Amusement Enterprises offering pony and kiddie rides. The new management under the direction of Bill Liggett.

WINNEPEG, Man.—A \$8,000 Iron Horse has been built at Assiniboia Park to provide a summer and winter attraction. It has a steering wheel which have outgrown their old quarters.









# LEWIS ON A CAR

## Buy 15 H-W Cars From R-B

With 5 purchased previously will have 20-car train—leaving truck field

NEW YORK, July 1.—Art Lewis, operator of the carnival by that name, purchased 15 railroad cars this week from the Ringling-Barnum circus corporation and announced that his show will be on rails in 1940. Plans are already under way for the launching of a 20-car rail unit next spring. Five flat cars having been obtained from other sources previous to the Ringling deal. Deal with Ringling brought 15 flats, one stock and a Pullman under the Lewis banner.

Ringling equipment is from the old Hagenbeck-Wallace circus and is located (See ART LEWIS on page 42)

## Spring Tour of Can. Gives Wallace Bros. Below-Par Business

**STOUT LOOKOUT**, Oct. 7.—With rain, cold and windstorms the lot of the Wallace Bros. Shows of Canada doing opening the season in Chatham, Ont., on April 27 to fair business, organization moved in here for the last six days of the season before starting its tour of the Class B circuit of fairs. Weather finally cleared up here and the sun broke thru with summer heat for the first time in seven weeks. Reports Owner-Manager J. P. Sullivan.

Following the Chatham stand and two weeks in Windsor, shows went into Dorchester (See **SPRING TOUR** on page 43)

## Percy Martin Goes to Hyde

ORANGE, Va., July 1.—Eric B. Hyde, owner of the shows bearing his name, last Saturday announced the addition of Percy Martin as general agent. Martin is well known in carnival circles, having piloted some of the leading shows in the past decade. He formerly owned and operated his own shows and in recent months has had charge of promotions with one of the Eastern carnivals. Martin assumed his duties here last week after a stand at the Dorchester and a booking tour. James Bates, who has been acting general agent since the resignation of Herbert Watkins, now is handling promotions ahead.



THIS FLASHLIGHT PHOTO of the party on the eve of Mr. and Mrs. G. N. Crafts recent departure for Alaska was snapped by Bernhard Borwick, of the Snake Hole Theater Cafe, San Francisco. Seated at the table, left to right, are G. N. Crafts, Mrs. Roy C. Ludington, Gals. Patricia and Ruth E. Ludington. Miss Ford was a guest at the Crafts' table between acts of the night club, where she and her company are featured.



POSSESSOR OF A LONG and varied career in outdoor show business, **Howard E. Hennies** recently was named general manager of the Hennies Bros. Shows, when it was learned that Harry W. Hennies would be unable to resume his duties this season. Noted as a fast wicket builder and proven hot player, Hennies formerly was a police reporter, but found the work unappealing after joining into show business.

## Howard Is Hennies G. M.; Shows Hit Biz Over Last Year

**POCATELLO, Ida., July 1.**—Owlie W. Hennies announced the appointment of **Howard E. Hennies** to the post of general manager of the Hennies Bros. Shows here last week when it was learned that Harry W. Hennies would be unable to resume his duties this season. Hennies had been confined at Denver, Colo., for the past several weeks, and his physicians have ordered him to remain off the road to insure recovery from a recent attack of pneumonia. Howard immediately said he would speed up work on new wagons for various attractions. When nine Diesel power light plant motors were purchased recently three wagons were rebuilt to house the equipment, leaving shows short of Kodak stock.

The show will superintend conduct. (See **HOWARD IS** on page 43)

## School Teacher Defends Carnival

**P. M. Silvers**, a school teacher of Lewistown, Mont., sure knows the value of the carnival in his section of the community. His finer picture of the situation he now here presented than his "open letter" to the "Head of the Snake Hole."

"Happily Carnival is Feb. 26-27 at Lewistown, the 'open letter' follows:  
"The action of the city council in granting permission to a carnival to operate in the city is commendable. The Board of City Officers also is to be commended.  
"The carnival as an institution is a recognized form of outdoor amusement, and except in a very few unfortunates communities it is regarded as a very satisfactory vehicle of popular enjoyment for the youthful pleasure seekers of any modern city. It lifts the popularity of the carnival as no recreational institution. I mention the fact that during this summer week there are no less than 17 carnival organizations playing cities in Illinois.

A mistaken idea seems to prevail that the operation of a carnival in this or any other city is detrimental to the morals of that particular city. But how can this be? The carnival of the average central locality affords the same kind of entertainment as do the average citizens of any modern community. Moreover, I suggest that if a community were made with Main street or Central avenue in any Montana city on a Saturday night and 9 p. m. (and closing time the same) small boys would be allowed to operate all day long and the world would be an even better world which would find the more immorality or have the more tendency to degrade the morals of the youth of the community. Let the city which is itself without vice cast the first stone at the carnival on the ground of immorality.

"As a financial organization the average carnival is generally framed up on an investment greater than any commercial enterprise in the town or city it visits. Except possibly the public utilities. The biggest show in the West is generally paying heavier taxes into Uncle Sam's treasury than any business enterprise in the city it visits. Also, somewhere in the vicinity, the carnival is paying State and county and school taxes. And besides, it pays into the local strong box of every community in the vicinity license and fees which may increase its overhead beyond that of any local concern.

"The same thing often claims that a carnival or circus takes out of the community all the money that it spends there. The actual fact, however, is that a carnival or circus of the latter variety on tour played one of the best sites in the Middle West where carnivals are always welcome. The entertainment management makes an expert city accounted to audit its books and expenses at that week's stand. The profit through the year of the carnival was \$30,000 at the beginning of its weekly play, and it left the city the following Sunday with \$1,000. That's a record of very few other amusements.

"Carnival boys have to eat and wear clothes and live like all other human beings, and whether they buy garments and clothing in this city or elsewhere makes no particular difference since the same small boys who are employed in this city to clean up after the cars and cans and gas and oil, they do their bit in maintaining good roads and highways, and have a part in all the things in which all most co-operate for the general welfare. The licenses and fees they pay, always according to regulation to the business they eat, remain right at home as city and county funds. The carnival is a special form of amusement enterprise which usually escapes the prohibitive tax to do the maximum amount of business enabling it to carry over its expenses.

"Where prohibition exists against the carnival, it is generally founded on the fact that the same boys in local history whose bright grins he the community fondled that he was another time the city maintained the little boys who are the most helpful in the community. The carnival right now has lost a bunch of money which would have been more generally shared with the community if it had been used to buy things cheap for the carnival's necessities. If it cannot get all its necessities at home and on credit, it remains right at home as city and county funds. The carnival is a special form of amusement enterprise which usually escapes the prohibitive tax to do the maximum amount of business enabling it to carry over its expenses.

"The carnival is an institution devoted to the youthful spirit of merriment and joy. The idea and shows cater to the children and youth of the land. Because there is nothing so natural as to give the children and youth of the land what they are entitled to, the idea should be right at the carnival as a matter of principle. Also, the carnival is a business proposition having a distinctive place in American life, and should be regarded by every citizen as a business proposition. It is one of the most legitimate and profitable of legitimate enterprises, and it should have its legitimate place for those who patronize and enjoy it."

## Crowley HASC Benefit Clicks; Nets Fund \$130

**COUNCIL LEWIS, Ia., July 1.**—First benefit entertainment of the HASC, Crowley's Show for the Heart of America Showmen's Club on June 10 under direction of Council G. C. Crowley during the week of the month of June. The HASC's fund engagement here netted the club's coffers \$130. It was learned this week. Staged in the heart of the HASC, Crowley had Oranville Gordon as emcee in the absence of Clifford H. Smith. Gordon was introduced by W. E. Snyder, who assisted in preparing the program. Among those participating were The Crane, Louis Smith, O. D. Debus, Oranville Gordon, Juanita and members of the Oriental and Harlem teams. Chris Vaughn, head judge at the HASC. (See **CROWLEY HASC** on page 43)

## Lennox Is Good for Thomas

**LENNOX, S. D., July 1.**—Art B. Thomas, Benbadist of the show, was the best stand of the season so far here on June 24, with shows, rides and concessions contributing better than anticipated results, reports Gordon. Smith, press representative. City is the show's home and winter quarters and local business men and newspaper co-operated. Visitors from the No. 2 unit included Manager Vern Thomas and Elmer Larson, secretary.

FRANKLIN, O., July 1.—Doc Edwards, of the W. B. Quill Show, said here this week that his organization had been invited to exhibit the HASC at the fair attractions at the Lancaster, O. Fair. The festival to be staged this fall.

## Hilderbrand No. 2 Gets Away to Good Start at Pottach

**POTLACH, Ida., July 1.**—Hilderbrand's United Shows, No. 2 unit, concluded their inaugural stand of the season here last Sunday, under local Boy Scout auspices. To gratify results, although the weather was cold and unsettled. A 10-cent pay gate prevailed at the six-day engagement. Committee and organization in charge of the stand was the division of Howard H. Cagle and Edwin Hilderbrand, proprietors.

Reorganization of the unit was rapid, with all rides and trucks being repaired on arrival and ready to go. A new marriage from Downie Bros. Inc. has been installed with the electrical effects and decorations originated by Williams. (See **HILDERBRAND** on page 43)

## Krusze Hurt in Douglas-Fire

**SHELTON, WASH., July 1.**—Roy Krause, of the Douglas Crater Shows, sustained serious cuts on his hand while being extinguished a fire which destroyed the tent of Clark Willey's motorhome on the premises of the organization here last evening. Quick and efficient work on the part of a bucket brigade confined damage to the tent, which was opened as usual the following night.

## New Combo Formed in Ga.

**FT. WALTON, Ga., July 1.**—E. H. (Dave) Davidson said here this week that he and his partners in the Red Tent Carnival and will operate a carnival under the title of Peach State Shows. They hope to play the Orange Show area.

"ROCKET" RIDE



ALLAN HERSHELL CO., Inc. North Tonawanda, N. Y.

.. TRIED AND TRUE ..



THE 7-CAR PORTABLE TILT-A-WHIRL... TEN YEARS OF EXPERIENCE... TEN YEARS OF SATISFACTION...

"SPECIAL" BRAND NEW SIDEWALK

100' Length 80' Length... \$27.00 \$14.50... BAKER-LOCKWOOD... AMERICA'S BIG TENT SHOW...

SHOW and TRAILER CANOPIES

Fillton Bag & Cotton Mills... SAVE MONEY... SPECIAL FINANCE PLAN SPECIAL...

BARKER SHOWS

Best Show on the Hill... TILLEY SHOWS WANT... Advertisements in the Billboard - You're Satisfied With Results.

Brown intended to buy a book for his own use but the boys in the plant where he is in charge... "draw" in show business.

NATIONAL SHOWMEN'S ASSOCIATION

Palace Theater Building, New York.

NEW YORK, July 7.—Executive Secretary John M. Liddy visited the World's Fair... After a typical Dufour & Rogers greeting the Liddy group was augmented by Roger Lattiford Jr. and Leonard Traube...

The rets of the NMA drive: Among the first to make complete book sales returns and send in book money were Frank Wirth, Morris Matalsky, Bob Morton and Jack Lichter...

Brother Nelson and family, under the direction of Brother Arthur Hill, have returned applications obtained thru the efforts of George McKee Brothow, Doc Morris and Edward...

Results to date on book sales are encouraging. One will be glad to report that not as yet been put into circulation in order to give the individual members first chance for sale.

Ballymore Bros. Circulating the Expo. A Century of Profit Show

One Street, Colo. Week ended July 1, 1936. Dear Mixer: Our address department registered a bead with the office regarding the lack of publicity in The Billboard...

ter on the front read "Here Comes Advance Car No. 3,7 while on the back was "Three Ours Advance Car No. 4." Hear eye and nod, another eye and we called to mention when writing the roster. Suddenly one of our banner-bearers was seen to jump high in the air but empty-handed. We then learned that he had been leaving his book with itinerant Ballymore but fish were wise to the "Not Good After Wednesday" clause and refused to go for it.

That night the crew went on a spoon-jacking expedition. Loaded down with papers we made our way through town long before the legal closing hour. Arriving back in camp early Wednesday afternoon, the boat bilgees informed that it was too hot to post bills, because the sun dried the paste faster than it could be applied to the walls.

Thursday morning, while crossing a bridge on route to the camp, we were met by a crowd of sheets of Ballymore Bros. paper floating down the river. We were again surprised when the boys who were the boys who were trying a country route had pointed that he was out of posters and floating it down the river, we were quite in a mode of transportation. Furthermore, it aared the boy the trouble of writing for it.

Friday their pay check arrived and the day was spent teasing up camp. The Ballymore crew were very busy regarding no paper being posted in the town by explaining that by keeping it down they would be able to get more from the show's competitors. He also said something about peddling a world of information to the show's manager after the first run. MAJOR PRIVILEGE.

members who have met dues requirements for the year 1936-40. Secretary George Dickson announces that a vote has been taken in a few days and membership is urged to get behind the campaign.

Miss George Haines has proposed the following for membership: Jack Collier, Katherine Hansford, Mimmie Romney, Ray Clayton, Dick and Gladys, Joe Canestrell and Eva Lewis... Fanny Lindeman has proposed Mildred Klein and Charles Klein...

Benson Gives Ramey United a Winner; Line-Up Announced

BENSON, Minn., July 7.—Ramey United, which concluded their seventh week of the season here, have not lost a day's showing since opening, reports Ray, William Webb. Local artist, second place, prize money, Margaret, proved a winner. Dick and Roy Haney are operating the organization.

Line-up: Steve Haxby, Fred Knutson, Assistant. Tice-Whit, George Hancock, forward, Earl Malmgren, Perry Wheel, Boyd Hall, Bill Brock, second, Chair-pusher, second, Merry-Go-Round, Bill Gregor, forward, Pete Underhill, second, Leo Rippe, pop corn, Big Strain, long-range gallery, Paul Warren, cook.

Shows Harvey Mideta, Harvey Williams, Old Show, Billy Moran, Atlantic, Jack O'Brien, Colored Minstrel, Bida Lipsett and Charlie Klatschauer, owners. Concessions: Pearl Conolly, bingo; Roy and Ada Friend, saddle Mr. and Mrs. Otis Boyer, Niagara, art miller, clothing; Bill and Kathryn Webb, nail and dart show; Jack Lockhart, cigar and candy; Fred Gray, and Jimmy Phil Pease; Leo Rippe, pop corn; Big Strain, long-range gallery; Paul Warren, cook.

Adrian Basinet's string of concessions are striking. Jack Dawson found here and his boys, Fred and Gladys, are showing to take charge of service, with Ted Botta and Alec Alexander as semi-regulars. George Gray and Jimmy Phil Pease are the electricians and Harvey Nyström the machanic.

Wellboro Sends Convention Shows Away to Good Results

WELLBORO, Pa., July 7.—Recent State Laurel, Pa., proved highly satisfactory for the newly organized Convention Shows, which moved in here following a successful week's stand in Hornell, N. Y. Jack Hozie, of screen noted, and company joined recently and his boys are in the show, with their filming by Jack Lawrence, directed by Jack Mantley. During the stand in Buffalo, the management of the Hill Parade tent show.

Wellboro entertained F. Lawrence Phillips, general manager of the Johnny J. Jones Exposition, who stopped off here on a very early morning train of "State Day" jobs. He was accompanied by Mrs. Johnny J. Jones and Mrs. J. J. Jones, who are acting agent, visited with Jerome Harriam, of the Balinging circus, in Buffalo.

Shaw's Relatives Sought

CINCINNATI, July 7.—Mrs. Fannie M. Hove, of the Nursing Welfare Service, Inc., Lancaster, O., in a letter to The Billboard, advised that she had the whereabouts of relatives of James John Shaw, former showman, who is confined in the Ohio State Penitentiary. She communicates with her at the above address. His condition is reported as serious.

ACME EXPOSITION SHOWS

Went Coonocourt of all kinds. Will give to the Palace Midway. Very Amused. League of Women Voters. Will give to the Palace with Perry Wheel, Bill Brock, second, Merry-Go-Round, Bill Gregor, forward, Pete Underhill, second, Leo Rippe, pop corn, Big Strain, long-range gallery, Paul Warren, cook.

ADVERTISE IN THE BILLBOARD—YOU'RE SATISFIED WITH RESULTS.







time ducked for cover. Eddie, however, got close enough with a piece of brass to knock the machine into the cage. It recalled an incident of 19 years ago when Eddie went into a cage of 12 lions to rescue a dog and came out with only a bite in the arm, sustained when the dog snapped at him.

WILLIE vacationing in Orange, Va., Dr. F. J. Barry visited Babe La Barrie's lion taming show. He reports it is one of the most beautifully framed and flashed layouts he's seen. Reader, according to Barry, includes Babe La Barrie, manager; Duke Hyatt, head lecturer; Polly Egan and Mrs. Duke Hyatt, assistants; Lucille Rosella, European double-banded vocalist; Mary Hyatt, nurse; Peggy Harlan, assistant; Al Harlan, proprietor; and the use of equipment and transportation: J. Smith and Earl Myers, assistants; Earl Myers, talker; Doc Moore, second operator; Harry Villet, assistant; Grover Harlan and Earl Brookshire, ticket sellers.

Showmen's League of America

165 W. Madison St., Chicago, Ill.

CHICAGO, July 1.—Among showmen playing near here recently were Bob's Liberty Showmen Midway, Greater Exposition and Beckman's & Coety. Visitors from town were conspicuous on the job. Members attended burial services for the late John H. Johnson, President of the showmen, who was one of the leaders among showmen back in the Peratt & Patterson days. Attending were President Fred Weitzel, secretary Zebley Fisher, Walter F. Driver and Secretary Joe Strehlich, Doris Woyens (Hospital to post), Paul Herold and R. F. Tavel. Her is still in American Hospital and Odom is still under a doctor's care and Colonel Owens and Tuna Rankine are confined to their homes. Ginger Nye hangs at their regular locations. Al Kemm has decided to return to Detroit, but Max Hirsch has not announced his plans. Joe Murphy and Irving Skala were in Detroit, Ill., for the Fourth and M. J. Doonan has rides in several locations for the holiday. Herbert Morrow came to see Dr. Troock, but left the same day.

Secretary Strehlich reports a pleasant time with Walter Hochstadt at the Hotel Chicago. Bill Walter is publisher of The White Post. President McCaffrey, the former Detroit showman, and several members are planning a trip to Ann Arbor, Mich., during the CPA convention there. Chairman Edward A. Highten advises he has started to lay the ground work for the annual banquet and ball to be held in Toronto on the 29. Literature is in the printer's hands and advance mailing will start soon. Looks like Canada Secretary A. Haft and several members are planning a trip to Ann Arbor, Mich., during the CPA convention there. Chairman Edward A. Highten advises he has started to lay the ground work for the annual banquet and ball to be held in Toronto on the 29. Literature is in the printer's hands and advance mailing will start soon. Looks like Canada Secretary A. Haft and several members are planning a trip to Ann Arbor, Mich., during the CPA convention there.

Missouri Show Women's Club

ST. LOUIS, July 1.—Members were entertained at a bridge party at the home of Mrs. Ethel Hunter. Mrs. Florence Parker, Mrs. Cleo Jacobson and Mrs. Kathleen Riebe.

GILBERTVILLE, Pa.—Misses' Model Shows have been contracted for Great West End Fair here and Twin County Penn. Northampton, Pa., reports R. H. Mine.

CONCESSION TENTS

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25 Years Ago

(From The Billboard Dated July 5, 1924)

Zedman & Polite Shows again made their appearance in Pittsburgh, getting off to an excellent start on their second visit to the Smoky City within a few weeks. Green Bay, Wis., proved lucrative pickings for the Worthan Shows. . . . Phoenix Exposition Shows reported the season on downtown Post Smith (Ark.) lot after spending five weeks in Little Rock for repairs and repairs. . . . John J. Rogers was again Jones Exposition clicked at a three-day stand in Minneapolis previous to opening its string of Canadian fair sites. . . . Lock Haven, Pa., turned out a total rank for the Nardor Bros. Shows. . . . Pittsburgh, recovering from a serious illness.

Ruth Gray, after attending school in Michigan, returned to the Gray Shows to spend the summer with her parents. Mr. and Mrs. Roy Gray, John F. Grayson joined the advance staff of Billie Clark's Broadway Shows as special agent. . . . The new show agent for the Victory Producing Co. . . . The Lansing fair, handicapped with the Shipping Exposition Shows, was proceeding as a concessioner, having two weeks left to run. . . . Wm. Smith, of mechanical show note, left the carnival field in favor of selling retail in Southern California. . . . Fred, George Larsen and wife migrated northward from Charleston, S. C., and joined the staff of the new show, under the managing management of the Hlusion Show.

Robert A. Campbell, amateur wonder, joined the Lashman Exposition Show, which will feature a number of attractions. . . . Dick Johnson, 24-hour and banner man with the Burns Greater Shows, will feature a number of attractions in favor of entering the advertising field in Cleveland. . . . Morris & Castle joined the showmen's ranks in Detroit to good results. . . . W. H. Davis joined the Boyd & Linderman Shows with a good line of the show. . . . William Bremmerman closed as general agent for the new showmen's show, The William of the Eastern Canadian Shows, in Basar. . . . Settling his connections with Matthew J. Billy Shows, Joseph H. Williams, former manager of the new show, with several concessions.

Philadelphia

PHILADELPHIA, July 1.—Weather has been good here for the showmen. The World's Fair shows did well at 24th street and Snyder avenue. Bunny Roy Campbell and Fred W. Decker, from Pennsylvania, have several units working here under supplies, and Sam Tassell also operating a number of units in the city.

Mike Ziegler played the recent Elka Carnival at Pottstown to good business. . . . The Philadelphia showmen are busy in Flourtown Park this year, marking the first time an organized carnival company has been contracted.

J. T. Hutchens' Tour Okch Despite Inclement Weather

LISA, O., July 1.—Altho weather has been bad and business quiet, J. T. Hutchens' Modern Museum continues to move smoothly. . . . Mrs. Jack Brand. Now in the fifth week, museum called a successful 10-day stand in St. Louis, and a good one to be sure. . . . Before running into inclement weather and subsequent poor business the last three weeks, Hutchens has been on the right side of the ledger thus far. . . . While in Ft. Wayne, Ind., Mr. and Mrs. John T. Hutchens visited Frank Meeker at the Latham Hotel. . . . The condition serious, altho somewhat improved. . . . Guy Samson recently purchased a new show. . . . The new show, Okell are sporting a new car. . . . Owner Hutchens plans management of the unit in the near future. . . . Hutchens is not fully recovered from a recent illness.

Heart of America Showmen's Club

Reid Hotel

KANSAS CITY, July 1.—With several shows in the city, the Heart of America members have visited the rooms during the past week. J. L. Landen, at Topeka, Kan.; Broderick, at St. Louis, Mo.; and the showmen here have contributed their quota. Broderick's second consecutive birthday anniversary on June 13. Brother Jack Butcher, of Western States Show, visited. . . . Brother Frank Capps, secretary-treasurer of the J. L. Lande Shows, is spending the week at the Reid Hotel. Brothers H. L. Altshuler, Harold Levin and Scott Bond left for a week with the J. L. Lande Shows. . . . Brother Carl Byers, operator of the Byers Bros' Shows, was here on business, and Pradick and Anselman are vacationing at their summer home at the Lake of the Ozarks. Brother Cliff Adams located last week, apparently are vacationing at their summer home at the Lake of the Ozarks. Brother Ed Ward and family of the Princess Show Co. were here on business.

Brother Jimmy Mortimer, of Baker-Lockwood Co., left for an extensive Northern trip, combining business with pleasure. . . . McDowell, blind pianist, formerly with Midwest Shows, left for several weeks. . . . Dan near Metkman Mills. . . . Brother Bob Nathan, owner of a unit with the J. L. Lande Shows, on a trip thru the South and reports business much better than in the past few weeks. . . . Wm. Smith, of mechanical show note, accompanied by Mrs. Hugo and daughter, Laura Lee, visited, coming in from the St. Louis Shows, where he is the first attraction.

Gerald Martin and Mrs. Emma and daughter are visiting the Lande Shows. . . . Brother Frank Capps, entertainment committee member of the Heart of America Park that he and his wife are having a successful trip. . . . W. H. Hall and H. M. Egan, of Crowley's United Shows, are also attending the benefit performance given by Crowley's Shows at the Reid Hotel. . . . The new showmen's policy of giving their benefit shows to the Heart of America Park, in the last few months, receipts of which are applied to the hospital and cemetery fund. . . . Brother George Kohn, one of the committee members, has the rooms ready received and will be ready for the fall meetings.

Brother Frank Capps, entertainment committee member of the Heart of America Park will have several innovations to offer at the annual banquet and ball on New Year's Eve. . . . Brother Frank Ryan, operator of Ryan's Cafes in the New York City Building, is contemplating taking a trip to the show during August, when his wife will be pleased.

Floyd E. Gooding Acquires Greater Shows' Equipment

AMHERST, O., July 1.—Floyd E. Gooding, president of the Gooding Amusement Co., has acquired the property of Gooding Greater Shows, Inc., a unit of the Greater Shows' equipment used by the F. E. Gooding Equipment Co. It was announced this week that the Gooding Amusement Co. is planning to acquire several units in the Middle West, and the dissolution of the firm known as the Gooding Amusement Co.

Officers of the latter organization included: Secretary, secretary and treasurer, William J. Gooding, president, and E. G. Drumm, a member of the board of directors. . . . Gooding is operating in his other enterprise.

Property used by Gooding Amusement Co. is being held in a trust. . . . The spring was successful. . . . Chief Rain-in-the-Face was on the sick list for several days during the week. . . . The show is now making second openings.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., July 1.—A variety of items have been taking place in the halls of Congress in Washington which are of interest to the carnival industry. Under date of June 12 we find from the Congressional Record an address delivered by Congressman Carlwright of California to the American Association of State Highway Officials at Dallas, dealing with the subject of future roads and federal road legislation, in which the congressman details the history of the federal legislation on the subject as adopted in 1904 and succeeding years. His address is lengthy but gives a fine review of the subject, which subject we feel should be of interest and importance to the motorized members of the association.

There also is the new rather odd problem of railroad transportation which is covered and addressed by Congressman Lindsey C. Warren of North Carolina on June 20 in which he sets out the views of several members of Congress on this all-important and controversial subject. From time to time we have discussed in some detail the matter of the cost of electric power which is purchased by association members. We have additional data on the subject. Data also includes an address by Congressman Rankin of Mississippi, fourth in the Congressional Record of June 23.

Articles of this nature come to the attention of the association from time to time and it is impossible to detail them at great length in this column. As best we can only state briefly the scope and aim of the articles. We have additional data on the subject. Data also includes an address by Congressman Rankin of Mississippi, fourth in the Congressional Record of June 23.

FITZE BROWN

CAN Police Capable Agents for Coupons, also Wheel Agents. Claude Hughes and Freddie are in touch with the West Coast. . . . C. H. Hoyle, Inc. . . . FITZIE BROWN, West's Western Wander Shows, the week fourth of July Celebration. . . . Pittsburgh-Elk City Wheel Great Crowd.

**FULL-DATE CARNIVAL SHOW LETTERS**

**New England**

**Berre, Wis.** Week ended June 17. Location, 21st. Weather, fine. Business, good.

Despite inclement weather, Berre and Madison were held in good numbers and business proved satisfactory. Max Gould, of the Clouid county, was in charge. Other attractions were Superintendent Tommy Carson and Admoran Agent Ross Manning also participated. Came from Dick Symington of Sloats Chevrolet Co. Sylvia Gould joined and will be with her parents for the remainder of the season. Wednesday night's benefit show was well patronized and a good program presented, with the aid of sponsoring and assisted by his wife, Sonia. Society's Hillbillies band which joined this week was popular. Visitors to the jamboree included Eberly Charles Lawson and Police Chief Vanderhoff and daughter, Doris.

Kanaboro Court netted several dollars in addition to admission fee. All moneys derived from the shows go to help pay in district, with all money left at the end of the season going to the National Showmen's Association Cemetery Fund. **ELSIE M. GIBBUD.**

**John H. Marks**

**Morganston, W. Va.** Week ended June 24. Location, Geneva. Shows, good. Weather, very hot. Business, good.

Due unexpectedly turned out excellent results. Shows were fortunate in meeting with a severe drought, which helped considerably. Local papers have an established policy of no free help to circuses and Walter (Bill) Hart co-operated. Shows have a new lot of pictorial and black and white including a show card, and George Chestnut, advertising agent, billed within a radius of 40 miles from the show. Came from J. J. Dorn, manager of the Congress of Living Freak Oddities, returned from Narragansett Pier, N. H. and F. J. Dorn, and unit operating with J. C. Jarbacher's circuit there. He brought back several attractions.

Mrs. Harry Rankish returned after a lengthy absence and reports that Harry is doing well after a long illness. He has been in the hospital at Memorial Hospital, Richmond, Va., and returned to his home at 3224 First avenue, Richmond. Charles A. Abbott returned for a visit and with owner John H. Marks left on a booking on the Fire Festival Albion Troupe left for the Fire Festival at the association. Stella Birt is vacationing in the West. Contact with C. A. (Red) Galt is in charge of the main attraction. **WALTER D. NEALAND.**

**Dee Lang's**

**Barnesville, Minn.** June 22-24. Location, Clay County Fair. Shows, fair. Business, good. Weather, hot and warm.

Opening the Red River Valley Fair all day and the show was held with the gross for the three days exceeding any previous year. With committee from the fair and the association, Halting daily, many favorable comments on the show's appearance were heard. The circus returned to the fair for the Erie Young's Panning Parade, which will play the circuit. Visitors included H. W. Ireland, secretary of Red River Valley Fair Association; Erickson, president of Folk County Fair Board; Mace, secretary of the association; Sanford and Smith, Detroit Lake Water Works; Charles Jack Stearns, Pomeroy, N. D.; E. J. Egan, secretary of the fair; Fred, Pederson, Schacka, Zimmerman and Wallace, etc.

**St. Cloud, Minn.** June 18-20. Location, Benton County Agricultural Association. Shows, fair. Business, good. Weather, fair and warm.

Hot and warm weather and the special inducement of 3-cent admissions to all shows and rides last three days of the fair, has resulted in good business all around. **G. P. ARMSTRONG.**

**Bantley's All-American**

**Ambridge, Pa.** Week ended June 24. Location, 26th Street, ball park. Shows, fair. Business, good.

Date marked shows' first appearance here and business was exceptionally good the latter part of the week. Local paper co-operated, with shows landing front-page stories of Four American Eagles and Dick Keller's Motorcycle. Good Fellow Club, headed by Buddy Hilly, staged the weekly meeting on Tuesday, including the American Eagles, who left here for Moose Jaw, Can. They were replaced by the Flying Senations, Buddy Hilly's Illinois Show topped the show, with Buddy Brewer's all-girl revue second. Visitors included Mr. Beckus, general agent of Zaccchini Bros.' Shows; Herman Bantley maintained Mr. and Mrs. Reid and Mr. and Mrs. Korfman of the local paper, Mr. and Mrs. James Bland, Mr. and Mrs. Edward Thorp also visited, the former with their son, Frank, special agent. Mr. and Mrs. Rosenblum were guests of Mr. and Mrs. A. Wallace in the evening. Shows, visited Mr. and Mrs. C. Wilson Show, visited Mr. and Mrs. J. H. Harris on route to New Castle, Pa. **WALTER J. GONZALES.**

**RIDE FOREMEN AND HELPERS**

on *Vie Horilla's Motor City Show* in their new uniforms, which were used for the first time during the organization's ride on the Coast right, are Jerry Schuler, Middle ride; John Bernard, foreman, Merry-Go-Round; Alvin Nash, foreman, Ferris Wheel; Herb Simpson, Rollophone operator; Charles Miller, Tilt-a-Whirl; Harvey Moore, Tilt-a-Whirl foreman; Joe Rocco, top superintendent and maintenance of rides, and Eddie Kruse, mascot. In the year you are some of the concession boys. Photo furnished by Harvey [Doc] Arlington.

agent, is still in Pennsylvania. Writer will continue to handle the press until Wilson returns. **WILLIAM WHITMORE.**

**West Bros.**

**Aberdeen, S. D.** Week ended June 24. Location, downtown lot. Business, good.

For the fifth consecutive week receipts surpassed those of last season. Daily matinees were largely responsible for a good week's gross and excepting Monday rides were from noon on to a fair play. Scooter ride snaked its best week since arrival. Rollophone also proved popular. Despite the large crowds, shows didn't get the play expected. However, the Hi-Rate Revue and Doc Round's Rollophone Livingston, Margie Selley, Carolyn and Ruth Piere, Sally and Babe Kerr, Jackie Ranell, Ray Martin, George (Skipper) Douglas and Leo Bergau.

Travis Clark has added the following to the Hi-Rate Revue: Bill Rind, (Skipper) Douglas and Leo Bergau. Jack Conway joined with cohostess and Tony Morocco with diggers. Visitors were Mrs. J. J. Douglas, Mrs. M. J. Matryla, and Mr. and Mrs. Charley Deuben. **DON TRUEBLOOD.**

**F. H. Bee**

**Parris, Ky.** Week ended June 24. Location, Junior High. Shows, fair. Weather, rain every day. Shows started very Sunday from 11:00 a. m. and continued through to good attendance, all concessions, rides and shows chatting fair business all week. **ALLEN HEFTON.**

week. Lewis Fee joined with his carmel crew, and Chief Monitors Athletic Arena topped the show, with Stumpy Warner's miniature second. John Denlon reported the best week of his season so far with his bingo, Manager F. J. Bee, who has been on the sick list, is improving. Bud Dudley, general agent at Livingston, Ky., was attended by about 50 showfolk. They presented a good offering. Recent visitors included Walter B. Fox, agent, Wallace Bros.' Shows; George Hall, Carly Vernon Show; Billy Dooler, general agent J. P. Sparks Shows; H. E. Savage, special agent J. P. Sparks Shows, and B. Calder, secretary Lexington Colored Fair. Mr. Motley joined with his grand store.

Mrs. Joe Gross, Mrs. Bill Cooley, Mrs. C. E. Krug, Al difredo and the writer have been on the sick list. Charlie Drill purchased a new concession top and Leonard McQuinn has framed a new snowball stand. Mrs. Edy Owens had all her goods two orders and pieces from Mr. Joe Gross joined J. W. Perrella's concession line-up. Fred Vincent Belmont is the band leader and A. Gorrell has the sound truck. C. H. Krug bought a new truck. Fred Vincent Belmont has a new Lincoln. W. M. Jarvis, The Billboard agent, greeted numerous friends here. **ALLEN HEFTON.**

**Kans Exp.**

**South Hackensack, N. J.** Week ended June 24. Location, Tiger Bill Club. Shows, fair. Business, below average.

Shows opened to a small crowd during the night, and business was slow to start. Crowds increased the latter half of the night, with one exception. The most popular attraction was the Cotton Club proved popular and since shows were seen New York many showfolk were out of the World's Fair area near the Goodyear Landing Field and General Miller. Shows were held at Manager George Whitehead's look a new place. Shows were held at a new place in New Bern, N. C. Major's Burns has recovered from a recent illness. Glen E. Hyder, of Ed Bridge Co., visited. As did Harry Schwartz, former concession owner and now connected with National Shows Association. Harry Phinigan and wife looked up old friends on the midway and Mrs. James Carl was visited by her son, Paul Thomas, of New York. He was accompanied by his wife and daughter, Josephine. Carl returned with them for an overnights stay at their home. One of the visitors included W. G. Kang and Russell Owens, of New York; Harry Heller, of the shows bearing the name; Don Lester Klein.

**Gruberg's World's Expo**

**Utica, N. Y.** Week ended June 24. Location, Mayfair Park. Shows, fair. Business, good. Weather, fair.

Showing at Mayfair Park, four miles from Geneva, N. Y., was well patronized registered thru publicly deals in "Beverly Drive," Department Store and Station WITEX. Shows were held in the open space used by the department store and not used. A double-page spread was placed by the show in the program to the opening, followed by a full page Friday before opening, and each day. Starting Saturday, the playing dates, 30-inch spreads were used. Shows free attractions appeared in store windows.

**300 BINGO**

Handwritten notes regarding bingo results, including names and amounts.

**3000 KENO**

Handwritten notes regarding Keno results, including names and amounts.

**J. M. SIMMONS & CO.**

19 W. Jackson Blvd., Chicago. Candy Floss & Corn Poppers also hard candy and confections.

**DARE-DEE OLVER**

World's Famous High Dive. Shows open 10-11. Lett. Write to representative. Show open 10-11. Lett. Write to representative. Show open 10-11. Lett. Write to representative.







# Dodsons Rejuvenate Midway; Massillon Opening Only Fair

**MASHILLON, July 7.**—Midway of the Dodson World's Fair Show, held by a wind and rain storm in Toledo on June 10 has been rejuvenated and there was no evidence of damage when the organization opened a week's stand here last Monday. New carnies, representing an outlay of several thousand dollars, replaced the tops on the Gay Parade, Harlem Hot Spots and Slide Show, destroyed by the blow. Portions of the shows, also badly damaged, have been repaired and the fair crowds attracted up until midway of the stand, spending as slow and few of the attractions got any real money. Ideal weather prevailed and Dodson's American Legion Post Band proved popular.

Roy D. Jones, in charge of publicity, landed a four-column story with art on the show in The Massillon Independent on June 26. C. O. McGoar, local newspaper man and circus fan, co-operated. Financier, promoter and showman, Ed Clem Warner, Mr. and Mrs. Rex McCondon and Ted Danish. Mr. Dodson visited Mrs. Jeanette Dodson, whose entertainments have been at Meyers Lake Park at near-by Canton for the past month. Roy D. Jones entertained many visitors here.

Renate recently but could not weather House resentment over failure of certain amendments to pass.

### CO-OPERATION

(Continued from page 49)

The idea of co-operation has worth a trial. Undoubtedly there has been nothing but failure the other way around.

In closing let me emphasize the fact that ring men are fortunate indeed in having The Billboard available as a medium to air such discussions.

### UNDER THE MARQUEE

(Continued from page 34)

"Spide" Robson, manager, Merrill Reichen and Blaney, equilibrista; Harry Trivigiano; Don Hernandez, on slack wire; Pete Danica, drum major.

**ED HEILER**, general agent of Haag Bros., Circus, who left June 21 to Appleton, Wis., is now plotting the G. W. K&S Show.

**TEX OSHROCK** spent the day on the lot with the circus located at Burlington, Vt., and met a number of old friends. Fairly good crowds at both performances.

**JUNE RUSSELL**, of the Bud Anderson Circus, who was injured at the opening date and underwent an operation, rejoined at Wheaton, Minn. It will be several weeks before she will be able to resume work in program.

**L. CLAUDE MYERS**, Parker & Watts band leader, cards: "At Marquette, Mich., a large sign was on band wagon of this show reading, 'This band is 100 per cent American. Affiliated with American Federation of Labor.'"

**HAROLD C. ATWOOD** informs that Dennis Bros. had a good matinee and packed night house at Greenfield, Mass. Management made use of **BLISSON WILAT** in advertising. Atwood says that Jim Sailer, 24-hour man, is to be commended.

# Truck and Trailer Legislation

**SPRINGFIELD, Ill., July 1.**—The Illinois House of Representatives by a voice vote June 28 killed the Lohmann-Thompson measure restricting heavy trucks from the highways on Sundays and holidays. The measure passed the

# OFFICIAL BALLOT FAVORITE OUTDOOR PERFORMER CONTEST

Sponsor: The Billboard

**DONORS:** Circus Saine & Sanders Club of America (Dexter Fellows Tent), Circus Pans of America, National Showmen's Association and Hollywood Troupe Co.

Balancing is open to any person in, or catering to, show business, including show trade organizations and accredited fans holding paid-up membership cards.

**RULES AMENDED TO INCLUDE VOTING BY PERFORMERS, WHO MAY NOT VOTE FOR THEMSELVES, HOWEVER.**

### IMPORTANT

**BALLOTS ARE VOID IF ALL 10 PLACES ARE NOT FILLED OUT WITH NAMES OF 10 DIFFERENT INDIVIDUALS OR TROUPES.**

NAME OF UNIT, ARTIST OR TRAINER	TYPE OR CLASS
1. (10 Points)	
2. (9 " )	
3. (8 " )	
4. (7 " )	
5. (6 " )	
6. (5 " )	
7. (4 " )	
8. (3 " )	
9. (2 " )	
10. (1 Point)	

The Billboard is the final judge of all ballots, and decisions made by it are irrevocable and cannot be appealed. Contest closes with coupon in issue of November 28, 1939.

**YOUR NAME** \_\_\_\_\_ **PLEASE PRINT**

**PERMANENT ADDRESS** \_\_\_\_\_

**Acquaint in Show Business** \_\_\_\_\_

**or by Whom Employed** \_\_\_\_\_

**Signature** \_\_\_\_\_

Ballots without signature are void

**CUT OUT PERFORMER CONTEST EDITOR AND MAIL TO** The Billboard, 1564 Broadway, New York, N. Y.

## PIONEER SHOWS WANT

FOR THE 24TH ANNUAL ALLEGOY O. FIREBIRD'S CONVENTION, 2610, E. 7, JULY 10-12.

45 Companies Contesting in 2 1/2 Day Parade and Mainstage Water Fight. This is one of the finest Conventions in the State. Seats to be Filled, P. O. Box 106, Toledo, Ohio. For more information, contact: J. J. McLaughlin, 71919 E. 21st Ave., Cleveland, Ohio. For more information, contact: J. J. McLaughlin, 71919 E. 21st Ave., Cleveland, Ohio. For more information, contact: J. J. McLaughlin, 71919 E. 21st Ave., Cleveland, Ohio.

## BIG CELEBRATION

7 DAYS JULY 10th to JULY 16th, INCLUSIVE

7 DAYS JULY 17th to JULY 23rd, INCLUSIVE

7 DAYS JULY 24th to JULY 30th, INCLUSIVE

8th ANNIVERSARY AND ITALIAN CELEBRATION COMBINED.

Free Show, Free Food, Free Entertainment, Free Admission, Free Refreshments and Better THAN EVER. 7 Big Weeks of Outdoors in Fair. WANT Companies of all kinds. Will sell to you. Cash Show for this season. Free Show, Free Entertainment, Free Admission, Free Refreshments and Better THAN EVER. 7 Big Weeks of Outdoors in Fair. WANT Companies of all kinds. Will sell to you. Cash Show for this season.

811 Adams Street, Harrisburg, Pa. 17101. Phone 1-10.

## OLD ANNUAL HOME WEEK

HOCKWOOD, PA., SIX DAYS, STARTING JULY 10.

Biggest and Best Show Celebration in Pennsylvania for West Philadelphia's Fourth Week. Three Shows, Three Fun Attractions, Entertainment, Refreshments, Free Show, Free Entertainment, Free Admission, Free Refreshments and Better THAN EVER. 7 Big Weeks of Outdoors in Fair. WANT Companies of all kinds. Will sell to you. Cash Show for this season.

**ED WEYLS, MANAGER, WEYLS PRODUCTIONS CO.**

## LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST MOVIES, PRIZES PREMIUMS AND SPECIALTIES

the way he marked the route into and out of town. Signs were so placed that they were not conspicuous.

WHEN COLE DROB, was at Stratford, Ont., several of the Stratford Rotarians had chat with the circus Rotarians—Jess Adkins, William Lowell, Jess Morden and Rex de Rossell. T. J. Dolan, news editor of the Stratford Record-Herald, reports a splendid performance.

MRS. ELVA GEORGE informs that Willie O. Clark, top juggler, who has been playing circus in Elmwood, Ohio, and surrounding cities, will join Hayes Bros' Circus for remainder of season, also that Alvie T. Clark, who has been in advance of circus, was violently stricken with a heart attack at his home in Tuscaloosa, Ala.

## 15 Years Ago

(From The Billboard, Dated July 5, 1924)

Ringling-Baronum circus made a stand in Canton, O., after a hard fight to get a permit. At first it had been refused because of no parade. . . . The Dixie Dog and Pony Show had encountered difficulties and returned to Macon, Ga., where Flew Hat Jr. sought a dissolution of the show. J. H. Hatfield was named temporary receiver. . . . Prince Blimzer reported that the Atkinson Animal Circus had its engagement in Havana extended three weeks. . . . John Robinson Circus had its best stand in Michigan at Bay City June 18. . . . Ringling Bros. cancelled its date at Joliet, Ill., for July 21.

Aerial Clark and Jack Callahan and

## 1939 DATED BOOKS NOW ON SALE

Arranged Especially for Your Needs

Dated From January 1, 1939, to January 1, 1940.

The most convenient memorandum book for Managers, Agents and Performers in all branches of the show world. Actual size 3 1/2 x 5 1/2 inches—fits the vest pocket. Contains complete calendars for years 1939-1940, U. S. and World Maps, 110 pages for daily memoranda, a space for recording receipts and disbursements, money census figures, and much other valuable information.

PLENTY OF SPACE FOR BOOKINGS, ROUTES AND SPECIAL NOTATIONS

For sale at the office of The Billboard or mailed to any part of the world for 25c each.

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ALL MAIL ORDERS SHOULD BE SENT TO CINCINNATI OFFICE

The Billboard Publishing Co. 25 Opera Place, Cincinnati, O.



**HELP WANTED**

**ACCORDIONIST — MUST BE YOUNG, NO habits, firm.** Open July 10th. Also Soap Box. Wm. W. ROGERS, 177 Colchester Place, Cal. Oklahoma City, Okla.

**GIVE FOR FREE ACT—STAYS ALL.** ACTS need not be used for one season. BOX 978, The Board, 1564 Broadway, New York.

**WINDMILL LEAD THAT CAN PLAY SOME PARTS.** Year around use. Tent also showing that script ball. Disappointment course and billboards. **ARTISTS TO USE PERFORMERS** in ALL LINES — EAST— Sprague, Venette Tent. Play on accounts. For salaries. **MANAGER AND** Bill Clark and Eddie Gould, 1004 So. Maple and Madison, Wash. D. C.

**VEGETABLE MEAL PERFORMERS** — TEAM with trailer. Single Men and Woman, sleigh or motor, preferred.

**Female sales** and particulars first letter. **MADAME MAYFIELD**, General Delivery, Grove City, S. H. Tex.

**SAINT WATER ON CIRCUIS ACTS—FOUR DAYS** each week. **ALEXANDER OTT**, Jones Beach Station, Long Beach, Calif.

**WANT MEDICINE BLACK FACE THAT CAN PRODUCE** — State salary. First letter or no answer. Address, Mr. THOMPSON, General Delivery, Wilmington, Va.

**WANT MUSICAL TEAM AND COMEDY** — See ad. No tickets. **DOC PRAMTO**, Martinsburg, Mo.

**MAGICAL APPARATUS**

**AT LAST — VENTRILOQUIST FIGURES, \$8.00!** regular \$10.00. Over 100 Woodcutting and Illustrating. **W. TURNER**, 405 Broadway, Third Floor, St. Joseph, Mo.

**CATALOGUE OF MINDREADING — MENTALISM, PSYCHICITY, CRYSTALS, LUCKY PLACES, PSYMETRY, CRYSTAL GLOBES.** Wholesale prices. World's largest and most complete illustrated catalogue. **300 NELSON ENTERPRISES**, Nelson Ave., Philadelphia, Pa.

**1000 BOOKS ON CARDS AND DICE, 51¢.** Free. Books, Cards, Dice and Novelty List free. Complete guide. **VINTI, MILL & CO.**, 220 E. Superior, Chicago, Ill.

**LARGE PROFESSIONAL MAGIC CATALOGUE.** **MAX HULDSIN**, 220 W. 43d St., New York City.

**NEW BOOKS ON CARDS AND DICE, 51¢.** Free. Books, Cards, Dice and Novelty List free. Complete guide. **VINTI, MILL & CO.**, 220 E. Superior, Chicago, Ill.

**WORK STAGE ILLUSIONS, PROFESSIONAL MAGIC, MYSTIC ACTS, VANISHES, CARD TRICKS, MAGIC AND TRICKS, PALMISTRY, CARD TRICKS, RAZZLES, NOVELTIES.** Two big catalogues, both new and old, 50¢ each. **W. L. MOON**, 4106 G. Dept. 312, Queens Village, N. Y.

**TRICKS PROFESSIONAL VENTRILOQUIST AND MAGIC.** Lists free. **PINKET**, 1201 N. West, Chicago, Ill.

**WANT TO BUY AT ALL TIMES—STANDARD Used Magic Apparatus, Books in good condition.** **WALDMANN**, 332 E. 73d St., New York.

**MISCELLANEOUS**

**CARDBOARD BOXES — 48 1/2 INCHES,** AT, 40¢ each. **51.50 per 1,000.** Write for samples. **FEEBLEES METALLIC SALES COMPANY**, 2728 Stuyvesant, Detroit, Mich.

**M. P. ACCESSORIES & FILMS**

**A NEW LIST OF BARGAINS IN 16MM. FILM** and other equipment. **W. W. HOBBS**, 1321 S. MAHANIMA, 191 15th St., Union City, N. J.

**ARE YOU IN THE MARKET FOR 16MM. SOUND Equipment or Film?** Write for our new List containing many bargains, 5354 W. Parkdale, Chicago, Dept. BOSHAN. Theater, Books and Accessories. **ZERTHO**, 350 W. 44th, New York City.

**ATTENTION, SHOW TALKIES, THEATRELESS Communities — Sound Equipment, Weekly Programs, Rental, 50¢ per Week.** **Theaters, Pittsburgh, Pa.**, or 107 S. Court, Memphis, Tenn.

**CASH PAID FOR LIVE RELEASE TALKIES.** — See ad. **CHAS. JAY GARDNER**, Gibbst. La., 3.

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**EXCEPTIONAL BARGAINS — 35MM-16MM Equipment, Rental, Programs, Rental, 50¢ per Week.** **Theaters, Pittsburgh, Pa.**, or 107 S. Court, Memphis, Tenn.

**CASH PAID FOR LIVE RELEASE TALKIES.** — See ad. **CHAS. JAY GARDNER**, Gibbst. La., 3.

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**TRAVEL FILMS, INC.**, 29 Central Ave., Clarkston, Ga.

**DISPLAY SHOWS — HAVE CASH FOR YOUR 16MM. Sound Film.** Need Features, Shows, Sales. **OTTO BARBARA**, 630 North, New York City.

**DISPLAY SHOWS — HAVE CASH FOR YOUR 16MM. Sound Film.** Need Features, Shows, Sales. **OTTO BARBARA**, 630 North, New York City.

**Show Family Album**



**HAWAIIAN DANCERS, members of Golden Era's Circus, season of 1933,** snapped on the set of *Corpus Christi, Tex.*, with the *Gulf of Mexico* as background, left to right, **Burt Kane**. His first name was remembered: **Flora Bruce**, now residing in Garland, Tex.; Mrs. **Ira M. Watts**, wife of the manager of *Parker & Watts Circus*; and **Mary Rickman**.

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. If especially remembered they remember: **CLEAR** must that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are **STILL LIVING** will be accepted. They will be returned if so desired. Address: *Show Family Album editor, The Billboard*, 25-27 Opera place, Cincinnati, O.

**THREE GOOD 9-REEL PRINTS UNBORN CHILD.** \$100.00 each. All three, \$110.00. Other **UNLTD.** Features cheap. Will trade for Comedies. **ASHLAND THEATRE**, Ashland, Ill.

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## Banner Holiday Looms Over 4th Demand for Seasonal Products Up As Crowds Throng Resort Spots

60 well-developed beaches within 90 minutes of New York report summer goods moving rapidly—good business anticipated by veterans during remainder of season

**NEW YORK, July 1.**—New that the rush to beaches in this section is on, sale of seasonal products has shown sensational increase during the past month. With approximately 60 well-developed beaches within 90 minutes of Times Square, it is no wonder metropolitan distributing houses are feeling the demand for summer articles. Operators at Coney Island, Brighton and Manhattan beaches report that in addition to demand for beach apparel, sun glasses, sun shades, sunburn lotions, candid-type cameras and portable radios are also claiming attention.

## Jersey Ops Busy

Out in New Jersey "as Union, Sea Bright, Monmouth, Highlands, Atlantic Highlands, Belmar, Asbury Park and Spring Lake, beach concessionaires are adequately supplying the trade. As Long Branch, where nearly \$500,000 was recently spent in repairing damage done by erosion, items demanded at New York beaches are sought in addition to fruit, ice cream, furniture, novelties and silverware. Inland spots report insect repellents, fly swatters and fly traps are popular.

The consensus among operators in resort towns and adjacent cities is that seasonal merchandise is bringing higher prices this year. Operators prepared for crowds by painting their places and changing, in many instances, antiquated styles of displaying merchandise. The arrangement has been improved and displays are reported to be more flashy.

At Asbury Park, about two hours from New York by train, a long stretch of the boardwalk is being reconstructed. In the section which has been completed at cost of nearly \$1,000,000 concessionaires and pitchmen are reported more than satisfied with take during early weeks.

## Color Prevails

Taking advantage of improvements of walk in the area, concessionaires have incorporated their stands along the beach by using bright and inviting colors. In some sections preparation for summer business started as early as February 15.

Veterans in the game feel that a general upward trend in business in the vicinity of amusement centers is partly responsible for the record takes this season. In the vicinity of Sea Bright business is setting new records. Mayor Walter J. Sweney reported. The borough recently authorized construction of several projects which included erection of new municipal plans and several jettes. The program is aiding business in general. It is news of a plan has been reported for housing in Long Branch.

## Banner Year Seen

At Atlantic Highlands in the Barnitz Bay area, concessionaires are optimistic over prospects for summer business. Early weeks of the season have indicated that there will be better results. The influx of summer residents and workers on the \$10,000 harbor and breakwater project at Stony Hook is also stepping up take.

Prices collected by concessionaires are in many ways valuable, especially in this time where the coupon system is used. Spreading of this phase of the business, dominated by Belmont and Pelicciolo, Long Branch concessionaires, said that operators are only attracted by successful and worth-while merchandise. In-

terrupting this change, the two operators took advantage of time and stocked their places before the rush was on to obtain merchandise for premiums.

## Eyes on Tomato Festival

**ELWOOD, Ind., July 1.**—Pitchmen, streetmen and roadside workers are turning their eye toward this city, where a gala event featuring the tomato will be held on July 10. The festival is expected to attract, in addition to thousands of people from the farming area, a great many from other Indiana cities, and even Chicago, where vegetable brokers and railroad officials are forming teams to visit Elwood during the annual event.

## NOTES from SUPPLY HOUSES

Tucker-Lowenthal, Inc. has issued a special midsummer bulletin featuring reduced prices on its watches, cameras and jewelry for prime and subprime use. Included are 25,000 pieces of jewelry, such as brooches, rings, watch bands, the clip case, earrings, pearls and crystals. No order is too large or too small to fill, the firm states, and shipments are made promptly.

M. Friedman has opened a new store at 74 Forsyth street, New York, to supply the trade with guaranteed rebuilt Waltham and Elgin watches. Until six months ago the store was operated as a time selling John Public direct and knows just what the boys need to make money. Firm carries a complete line of men's and women's wrist and pocket watches.

Lafayette Radio Corp. is offering a public address system which may be operated from a moving coupe. The only external appearance of the system is two chromium loud-speakers mounted on front fenders in the position usually occupied by lamps. The amplifier, a 30-watt unit, is mounted on the shelf behind the driver and controls are accessible to the driver. Power is from a 300-watt six-tube vacuum tube amplifier. (See SUPPLY HOUSE on page 34)

## A Column for OPERATORS &amp; DISTRIBUTORS OF SALES-BOARDS, SALESCARDS and TRAINING STIMULATORS.

By BEN SMITH

Who has just entered the summer season, distributors of fall are already with us. For cost deals are beginning to crop up with it. An excellent one to break the barrier is one that works on a 100-hole card and gives away two coats as usual. Operators were inclined to hold back when first approached on a cost deal. They felt the take was too high and that the deal would not turn over fast enough to make it profitable, for which they could not be blamed too much. The trend had been toward deals with a take less than \$20 and in many cases less than \$10. Then again, fur coats seemed such an unusual item to offer on a card. However, when several operators tested the deal and it checked its way long before others hopped the band wagon. Fur coats dealt went big last fall and held strong this winter as well as early spring. They should repeat this year.

Success of the fur coat on a big deal helped pass the way for acceptance of battery-operated radio, which also require a comparatively large take on a card. The latter cost a few cents and has become increasingly popular on a deal. Recently the battery was offered added value with the addition of a new feature. It is now available with a plug-in for AC-DC current. With the new combination the radio may be operated either from battery or power well wherever offered. J. Malloy is negotiating with a manufacturer for a low-priced combination unit and may offer it on a deal as soon as necessary arrangements have been completed.

Retable Bairo Service Co. reports that its Swing Mirror vanity box candy deals are doing well. The firm is offering boxes are filled with summer candies or chocolates and are available on three deals. First one works on a 50-hole card with \$6.50 take. The second works on a 60-hole card with \$7.95 take, and the third on a 1,000-hole board with \$20 take.

Operators interested in a new item for the summer season are advised to check they want in the 26-piece Hotties silverware set recently placed on the market by H. Metzbach & Co. Set is a natural for such a deal and includes six knives, six dinner forks, six spot spoons, six teaspoons, six butter knives and one sugar spoon. Each piece is stamped Shelton Silverplate and is guaranteed for 15 years.

## HAPPY LANDING.

## W. F. Medall, Key Chain

Something new in key chains is the World's Fair Medall and Key Chain stamped with your name and Social Security number. The item is rapidly becoming a headliner with novelty merchandise. Reliable Sales Co. reports. The identification tag, the size of a half dollar, has the Persiparee and Trylon on one side and the owner's name on the other. People who don't key rings bearing identification number on the other. People who don't key rings bearing identification number. Because of its usefulness, compactness and flash, it will gain quick returns for operators. The firm reports.





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A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Shows, Agents, Streetmen and Others.

by **BILL BAKER**

(Cincinnati Office)

**CHIEF (OWEN) RED FEATHER** — sold pipes from St. Louis: "I am hitting the road again next week with my indolite... Made money, but I don't know where I am leaving. My first stop will be Centralia, Ill. in the oil fields."

**JACK (BOTTLES) STOVER** — says the boys are doing fair in the Blue Mountains of Virginia. He's made several sheepees with the Eric H. Hyde. "To be seen," he writes, "were Phil Babcock, Doc Haulstrop, George Patterson, Whitey Barlow, Kid Pharis, Billy Dietrich, Mackie Chiffert, Spocke Higgins—all cutting it up at Fiddle's Restaurant."

**NOW'S THE TIME** for careful thinking and talking.

**DOC JERRY COATES** writes from Madison, Wis.: "I'm up here working to fair take, and fishing, swimming and enjoying life. I have a cottage on Lake Wisconsin. I worked chain stores in Green Bay, Oshkosh, La Crosse and Fond du Lac. Business was all right at Green Bay and just fair in the other towns. Met some good fellows here. I enjoyed Art Nelson's article, as it broke him into the headlines. I'm sure you'll get more news than at any time in 70 and 71. I'm still pitching my own brand of pipe from the States."

**GEORGE HANBY** writes from Chicago: "I am a pipe salesman, continues to stick with those spots in one of the Queen City's best pitch spots."

**SURE YOU CAN** talk in public places, but be sensible.

**MAXIE OELSTEIN** shooting from Bowling, N. C., where he has been working a jewelry auction around the cattle sales in that vicinity, says things have been pretty bad down here, but that indications point to one of the best tobacco seasons to a long time. He would like to see pipes from Harry Peterson, Ed. J. Jones, E. J. Kahnroff, Bill Preston and Mr. and Mrs. Harry Busch.

**DOC G. T. WHEELER** has been transferred from Mountain Home, Tenn., to the Helen Hospital, Chicago, pens William H. Balzer from Mountain Home. He says Doc would appreciate having any of the boys to take vicinity pay him a visit.

**MEMORIES!** Remember the old-time pitchmen who were working a city in the Middle West for a number of years. It's 10 years! Formerly he had sold his wares from a pitched-up wagon, but when he returns to pitch, he's working from a car. While he was making his pitch some youngsters kept snapping him by turning right and left and making a dash for the door. Dejected, he turned half-way around and in impressive manner said: "Say, boys, you'd better try every time that here's the car!"

**STANLEY NALDRETT** writing from Chicago, Wis., under date of June 27: "Working my junior layout here this week. I enjoyed a visit last week with the boys from the Bailey Laboratories. Hazel recently bought a new Schulz trailer in Milwaukee, and Al's Pittsburgh couple is working his foot layout and Hazel her yum renders in Oshkosh, Wis. this week."

**AL D. POWERS** after a good show in Neiners, Cincinnati, with curiers, has switched to a lot on South street in Cincinnati, Ohio. His Business is hard to get, but he's doing reports, is doing okay.

**ACT LIKE** and be big business men.

**W. D. COOPER** recently worked solo fairs just outside Paesoude, Ark., to sell crowds, but spent his time in the city and he's one of the boys can get gas money at the rate. Cooper pencils from Cooler, Mo.

**OAK-HYTEX BALLOONS LEAD THE PARADE to BIGGER PROFITS**



**OAK-HYTEX** balloons are the most popular among vendors and show customers. Buy ready-made balloons—ready to go. Buy in bulk. Don't cut down on profits. Buy in bulk. Don't cut down on profits. Buy in bulk. Don't cut down on profits.

**OAK RUBBER CO.**

174 Oak Rubbers Co., Kansas, Okla.

**WILD BILL OWENS** — broadcasts "Working specialties to mighty good takes in small Texas towns. Oot the most long given in Toague, Tex. that I have ever seen so far, am looking for a good show to join for rest of the season."

**ROBERT MARSHALL**, who was released recently from Bethesda Hospital, Cincinnati, where he had been confined for several weeks as the result of an accident in Sharroville, O., in which Prince Yogi Bami was killed, visited the pipes dealer contained in the advertisement. Several broken ribs and a fractured spine. He reports he plans to remain in the Queen City for some time to fully recover from his injuries before hitting the road again.

**IT'S HARDLY** sensible to believe that you will ever become conspicuous for what you do. You are so familiar with what you have seen.

**TWO YOUNG FOLKS** — are following in their dad's footsteps are George J. and Eddie Lane. Both are working to good takes in Cincinnati where they are in the Park Store and Eddie in McAlpin's.

**RAY HERBERS** — from Akron: "Gary, South Bend and Elkhart, Ind. are working to capacity. I'm working in Akron, and I find this one not bad. Will make Canton and Youngstown, O. then Buffalo and the rest. Ray's Joe Jones Expedition is playing a lot downtown here."

**FAMOUS LAD WORDS:** "Say, did you get one of these. You better buy one now! you know it's my last day here."

**BOB POSEY** from Battle Creek, Mich., that he's still 60-milling in Michigan. Says Pat and Frank England were thru on a visit after leaving the West Coast. Posey would like to see pipes from J. H. Gunn, C. H. G. I. Decker, Jim Rhodes, Al Rice, George and Martha Barr, Doc Coe Hammond and Doc Conly.

**JAMES L. OGDORNE** — tells from St. Louis, that he's still playing tag with the Green River law. "Business isn't so hot this year, but by hitting it early when I'm doing okay," he says, "We're having plenty of work, so the fall fairs should be good. Haven't seen a pitchman this year."

**WE KNOW** several fellows who are pitchmen in the East.

**A. E. (Abe) ROSEN** from Philadelphia, Pa. has been working and reports business poor in Maine. He's been working Sam Lewis' herb products. Says he followed Edw. Snow, Circus for 10 days and that business was poor.

**DICK URBAN** (Ireprent): "Been working foot-toe in the H. Green show on Market street in Philadelphia. The law has six months. Business is hard to get, but he's doing enough to hold the spot."

**OTTIMES** a discouraged pitchman has become encouraged and successful by trying a new line. If you are not doing well, try it.

**FYNNAL AL (POPE) ADAMS** from St. Louis, Ill., is downed to pitching on Main street and a block each way, north and south.

(See PIPES on page 60)

**CONCESSIONAIRES**

**NOVELTY SUPPLY CO.**

FAIRS, CARNIVALS, CIRCUSES, GROUND LEVEL

WIFFS, PAPER, LOBBY GAMES, ETC.

Catalog with New Low Prices

THE TYP. NOVELTY COMPANY

819 P. O. BOX 1010

**PERPETUAL PROFITS!**

Y. E. H. Every Town, City, or Village has Cops, Patrols, and dozens of other police units. Call for list.

Write for prospect and order form.

**MAJESTIC REEL & NOY. CO.**

307 FINN AVE., New York City

**World's Best Values**

In the field of Sewing Machines, Washers, Irons, and other household appliances. Write for prospect and order form.

**MAJESTIC REEL & NOY. CO.**

307 FINN AVE., New York City

**Hoovers Wake Up!**

Write now for latest catalog. Old-time work is hard to get. Write for prospect and order form.

**Yes! YOU CAN MAKE BIG MONEY!**

with HOOPER UNIFORMS!

Write today for prospect and order form.

**HOOPER UNIFORMS**

100 W. 42nd St., New York City

**NEW Sweeping the Country**

Write today for prospect and order form.

**NEW SWEEPING THE COUNTRY**

100 W. 42nd St., New York City

**PREPARED BY**

**PRESIDENT**

435 N. QUIN ST., ST. LOUIS, MO.



Fort Matilda, Old Havana West, 10-13.  
 Boulevard, Old Havana West, 10-13.  
 Springwood, Old Havana West, 10-13.  
 O. Old Springs, Race Mews, 16-17.  
 U. S. Old Springs, Race Mews, 16-17.

## Palisades, N. J.

By CLEM WHITE

Our little cousin, the W. F. across the river, is not only responsible for bringing new faces to the premises. Latest post check-up of addresses shows in our vicinity a lot of State and all over average of 500 miles diameter, . . . packing new fabrications from Pennsylvania increased greatly with considerable additions made to the stock scheme by those from way-out-off.

New visitors were JACK DEMPSEY (whose two daughters rock everything), LOU NOVAK and a delegation of dames in the boat and bit industry and GLORIA SWANSON with an octet of the radio and radio set. JERRY MOORE, not satisfied with being one of the leading construction geniuses of the nation, is now engaged in the construction of streamlined futuristic architecture as a sideline, with results that gratefully surprise.

DOG MOIRER'S Pillboxer prod's five-dayer brought more new faces and from inquiries received from the current Retail Drugists stay-afair it figured strongly. Responses on picture showing in the early morning the strong W. F. opposition, suggesting very well for those entering, the season near starting strongly here before middle July.

Introduction of the TOM ADRIAN CHAMART All-Electric Orchestra proved an innovation, greatly needed, band rates being (this radio) largely stereotyped in minds of patrons. . . Free act presentation of this idea excited committee members who were combined well with the away-pole presentation of SIGNOR FLORIO. . . CRAFT executive committee members BETTY OLEEN, DON LAMONT and ANTHONY TUBERTINI, with conductor ANTHONY TUBERTINI and also coming to the attention of the committee were the STANDARD pool with LER KIBIBIZ and HARRY W. current incumbent PHIL MITCHELL, pool man, received reports from both patrons and New York Mops from the Health Commission.

Staff and chief instructor JACK KATLOW doing everything possible to bring things to the ground.

And speaking of that term in swing-endo, latest band bookings are LITTLE JACK LITTLE and look for July 1 to 8, MONNY JAMES and his combo for the

work following then GEORGE HALL and his aggregation, with DOLLY DAWN featured. Further dates as yet unarranged. BOB FAY and crew to have less trouble assisting JOE FLEMING in the on and off loud-speaker routine than he has in the short-act movement.

And the new easily pleased superintendent A. McKee admits now that his band and crew might be making anything anywhere with Bro. Joe's Bobbed clicking along with Clarence Scott's, Buddy Blythe and the "Lonesome" anything and Jimmy Farrell, FLYING SCOOTER, with Jimmy Hanson; CATERPILLAR, Sam Grieder and SCOOTER with WIMP, with Bill Holland and Rocco Pennington. WALTER SCOOTER with Jimmy Herby, Eddie McDermott, Johnny McTutus and, as usual, the much respected old time man, Hal De Wit, STRATO-SHIP, Sal Di Blasio; LINDY LOOP, Johnny Kamowski and Eddie Hagan; OCTOPUS, Howard Dennis and Willie Capuzzi; LUCK SCOOTER, Joe Hiraldo, Al Henry and "Tootsie" the Party Doctor; Johnny Walker, Sam Compton and Paul Benedetto; SKY-ROCKET, Johnny Greenwald, Bobby Greenwald, George Greenwald, BOBBIERWAY, George Reiser, Pete Albanese, Sam Little and Sam Parsons; KIDNEY, Joe Jones, John Jones and Robert De Perna; ROCKET, Leo Jordan and Al Paoluccio; LOOP-O-PLANE, Joe Salerone, George Salerone and Joe Salerone; FERRIS WHEEL, Eddie McAvoy; MAGIO HORSE, Frank Hoffman; SNAPPER, Bill Pennington, George Pennington and William White; BUD, George Ulrich and Bill Kenner; VIRGINIA BEER, Lou Decker and a string of Virginia Beers; HAPPY DIVE, Mattie and "Always Ready" Frank, and of course the PONDHOUSERS, under the direction of Florence Schwartz with Louis Lupien, Joe De Fore, Phil Goldberg and Charlie Benedetto (a League of Nations if ever there was one).

**Notes From Doc Waddell**  
 CINCINNATI, July 1.—Doc Waddell submits the following items:  
 Mike Dunfee, once tops as bantam-weight fighter, known to the big-top crowd as operating a roadhouse on Rock Island, Ill. Great Cunningham, once a light and middleweight contender in Rock Island. Recently they had banquet dining for "Denver Kid" Curtis Crovay Shores.  
 Col. Don C. Hall, of Mokena, Ill. and wife are planning to hike back to Millington and Parkersburg, Mo., on "Days of '49" at Sacramento, Calif.  
 Col. J. H. Huggins, with wife and Swift and Armour, selling meals to the big circusmen, contemplate taking the road on an automobile tour. Vanoozy roaded in East St. Louis, Ill.  
 Guy O. (Kid) Rogers, in dare game with the circusmen, in teacher show and has the Racine Mission in Rock Island, Ill.  
 C. O. Higgins, circus trainer, is visiting Circuit Show and circus.  
 Princess Marie Somen, Meropine circus clown, has finished the (O'Dell) Kentel as wrestler.  
 George Delmore, who was famous in Chicago, Delmore, who was famous in Chicago, living a retired life in New York City.  
 Ben Phillips, Negro tuba soloist, who served with all the big colored sidewalk bands in the 1920's. Works at Harlem Minstrel Band.  
 Frank LaPierro, former circus and carnival agent, is booked in Waterloo.

# WEST'S WORLD'S SHOWS

## CAN PLACE FOR FOLLOWING FAIRS AND CELEBRATIONS

<b>WESTERN PENN.</b> FIREMEN'S CONVENTION (Always a Red One)	<b>OCTOPUS LOOP-O-PLANE, PLANE, STRATO-SHIP, SILVER STAR</b> (With or Without Role-Out)	<b>HOUSTON COUNTY FAIR</b> Dothan, Ala.
<b>SOMERSET COUNTY TRILL FAIR</b>	<b>SHOWS SAT. LIVE ILLUSION WORKS</b> THE WORLD'S MOST EPIC <b>CRIME ALWAYS INTERESTED IN</b> THEIR CRIMINAL OUTRITS TO RELIEVE SHOWMEN	<b>MADISON COUNTY FAIR</b> Huntsville, Ala.
<b>LYNCHBURG, VA. FAIR</b>	<b>ALLSATIONS ALL OPEN, INCLUDING DIGGERS AND PENNY</b> International Fair set for Week of July 17-22	<b>NORTH ALABAMA STATE FAIR</b> Florence, Ala.
<b>LEJON FAIR</b>	<b>Dr. Carlisle, write or wire, have pamphlet free for tree that is better than any you have.</b>	<b>MONTGOMERY, ALA.</b>
<b>SIX COUNTY FAIR</b> Madison, N. C.	<b>Mail Book Wants 1 Top-Notch Sale Promoters.</b>	<b>ALEXANDRIA CITY, ALA. FAIR</b>
<b>GRAY NORTHWEST FAIR</b> New Westmore		<b>MIDDLE TENNESSEE DISTRICT FAIR</b>
<b>GREENVILLE, S. C. FAIR</b>	<b>All Address FRANK WEST, Care, Memphis, this week Backers Book, P.</b>	<b>2 MORE PENDING</b>

## Heller's Acme Shows, Inc.

HAMBURG, N. J., JULY 6-31; SUSSEX CO. FAIR, BRANCVILLE, N. J., JULY 17-21; SOUTHWESTERN, N. J., JULY 22-27; FIREMEN'S HOME WEEK, ELY, VA., JULY 28-31; Then we complete the following Fair Abington, Va., July 31- Aug. 1; Va. Fair, Royal Va. Wm., N. C. Entold, N. C. Weldon, N. C.; Gardner, N. C.; WANT Man to take charge of performing Ten-in-One. We have complete Ten-in-One, WE WANT Actor to perform in various parts, Tallyard and Standalone Ten-in-One. Also Five Acts, O'Phal and DePahl, get in touch. CAN USE Consistent of all kinds and also Five Acts, WANT acts and Tents for Ten-in-One. Wire immediately to Western Union, the Secretary of Virginia, North Carolina and South Carolina, get in touch, at what hour Labor Day Week open and any week after October 14. All address HARRY HELLER, ex per vote.

## Notes From Doc Waddell

CONVENTION SHOWS  
 Want for Falconer, N. Y. next week and balance of season, including Falconer Wheel, one additional Fair, non-conflicting Shows and Conventions. Address communication to CLAY MANTLEY, Personally, Bradford, Pa., this week.  
 Is His position with Iowa political leaders.  
 Wright Waterman, ex-circus trouper, is traveling representative of Decker's Packing Co., Mason City, Ia.  
 Hon. C. A. Devoquet, member of the Ohio State Legislature, is being groomed for Congress in the Chillicothe district.  
 Ben, a circus major and once traveled with circuses.

## TOWNSEND WALSH'S

(Continued from page 34)

achieved a brilliant showing in all the papers.  
 This, by the way, is the 30th year of George W. Ring's general manager, under the Ringing standard. No one would believe, looking at Mr. Ring's physical personality, that he had been 30 years active in circus business. Still another obscure youngster, James E. John Droye was positively booked 10 years younger than when we worked on the show.  
 The Ringing-Barnum show gave Albany this year a treat of wholesome amusement and entertainment of such a high standard that we have not enjoyed in many moons.

## TRUSTEES SHOWMEN'S HOME FUND

FOR THE PRESIDENT, CHAIRMAN, SECRETARY, TREASURER, AND COMMITTEES

W. W. BARNES, Treasurer  
 W. W. BARNES, Treasurer  
 W. W. BARNES, Treasurer  
 W. W. BARNES, Treasurer

J. C. McAFFERY, President

For the interesting and valuable Fund for the Showmen's Home Fund for the aged and infirm in consideration of the (pledges of our for same purpose, I propose to pay to The Showmen's League of America the sum of \$100.00 Dollars  
 I have checked the treasury before showing how I desire to make payment.  
 One check to be paid August 15, 1939.  
 One check to be paid August 15, 1939.  
 One check to be paid August 15, 1940. Address: 1115 Broadway, New York, N. Y.

## Material

### Protection Bureau

A Free Service for Readers

ATTENTION is directed to the BUREAU's Material Protection Bureau extending all travelers in the show business, but designed particularly to serve the Vaudeville, Variety and Circus Men.  
 Those wishing to establish identity or material priority are asked to indicate their name, address, and telephone number, bearing on its face their signature, permanent address and other information desired necessary. Upon receipt the packet will be dated, dated and so filed away under the name of the individual.  
 Send sealed packets, accompanied by letter requesting registration and return to: JIM E. RICHMAN, The Billboard's Material Protection Bureau, 6th Floor, Palace Theater Building, New York City.  
 The Bureau takes every reasonable precaution, no returned packets submitted for registration with the Bureau but does not guarantee or assume any liability in connection with same.  
 The Bureau is not designed to supplant in any way the service performed by the U. S. Copyright Office, Washington, D. C. The Bureau is intended in regard to the Bureau is to provide a means of establishing priority of ideas that is not within the scope of a Copyright Office.

## MAAG BROS. CIRCUS WANTS

To job on wire, capable Contracting Agent. Big Top Bass Canvasman, Colored Musicians for Side Show Band, Rawlins Combs, July 5, Noyden, 45 Manchester, St. Petersburg, Fla. Kentucky.

## Bazinet Shows Want

Managers for the following shows: Ten-in-One, Club, Handicap, Girl, Girl, Girl, Girl, Girl, Girl. Have excellent outfit for same. Want Agents for Bowling Alley, Ballroom and Theatre. Contact, Wm., July 8-12.

## WANTS

Chesley, D. or Whip. Must make change on account of sickness. A My Foot and so on. It is the government employee territory. Write, wire, 1315 West. BARRY TARBELL UNIT BLDG., QUINCY, ILL.

## LOOK

IN THE WHOLESALE MERCHANDISE SECTION FOR THE LATEST NOVELTIES, PRIZES, PREMIUMS AND SPECIALTIES

REPRODUCTION of the pledge card used by the Showmen's League of America in its campaign to raise funds for the Showmen's Home. Members and friends of the League may use this form for pledge if they failed to receive one or lost the one sent to them.





Lentz Injured in Wreck

MOOSE JAW, Sask., July 5.—Crawford Lentz, member of the American Circus, high-wire troupe, looked as grand-stated as a broken hearted dove when the car in which he was travelling to Canada overtook near Hainsmark, N. D.

ROUTES

(Continued from page 2)
Mary, 4 Billy Daniels (St. Regis) NYC, N.

Phyllis, Bob (Parsons) NYC, no.
Pete, Bob (Fisher) World's Fair, NYC, N.

Phyllis, Bob (Fisher) World's Fair, NYC, N.

Rhythm Rammers (Dog House) Reno, Nev.
Nicola, Orlando (Villa Venice) Northbrook, Ill.

Victor, Primo (Rayburn) Los Angeles, Calif.
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Victor, Primo (Rayburn) Los Angeles, Calif.

Victor, Primo (Rayburn) Los Angeles, Calif.

Walt, Ben (Fisher) World's Fair, NYC, N.



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Popular Foreign Package
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Delight Sweets, Inc.

DRAMATIC AND MUSICAL

Admiral (New York) NYC, no.
Admiral (New York) NYC, no.

Admiral (New York) NYC, no.

Admiral (New York) NYC, no.

Admiral (New York) NYC, no.

Admiral (New York) NYC, no.

Admiral (New York) NYC, no.

CIRCUS AND WILD WEST

Admiral (New York) NYC, no.

CARNIVAL

Admiral (New York) NYC, no.

Admiral (New York) NYC, no.

Admiral (New York) NYC, no.





Mrs. Jack Feilberg Prexy Of B. & V. Goodwill Club

WHITEHALL, N. Y., July 1.—Annual election of officers of the Goodwill Club of B. & V. Goodwill Club... Mrs. Stella Feilberg being inducted into the office of president.

During the show's stand members elected a new president... and half the proceeds accrued from the bingo game went to the National Showmen's Guild.

"HIT PARADE"

(Continued from page 26) the place of Brandino, magazine. Other changes were also made.

HEFFNER-VINSON

(Continued from page 26) since for long. He returned from the hills to the Hogan-Helvey Show at Illinois... Heffner and Vinson.

REP RIPPLES

(Continued from page 26) and Carolina Schaffner Players, recently left the Hogan-Helvey Show at Illinois... REP RIPPLES.

veteran character men and director, announced here in Kansas City, Mo., last week en route to a Northern spot...

DANGING ROMEYS

Friends of Neale Helvey's, recently spent a week's layoff between dates on the Morgan-Helvey Show at guests of Helvey... THE CARAWAIDROE report fair business in Western Canada.

WALLACE BRUCE Players

have invaded the Panhandle of the Lone Star State after playing several stands in the Hogan-Helvey Show at Illinois... WALLACE BRUCE Players.

Wayne Agency Placements

KANSAS CITY, Mo., July 1.—Recent placements by the Wayne Theatrical Agency include Wayne Huff, Loretta Mack, Herbert Burt, Betty Turner... Wayne Agency Placements.

SOUTHERN STATES SHOWS

NOW CONTRACTING SHOWS, RIDES AND LEGITIMATE CONCESSIONS FOR THE BEST CIRCUIT OF COUNTY FAIRS IN THE SOUTH... JOHN B. DAVIS, Mgr., Southern States Shows.

C. F. Zeiger United Shows

New playing Fairs and Celebrations. WANT for Montana Circuit, 2 Tri-State Fairs, 3 State Fairs, 3 Big Celebrations... C. F. Zeiger, Mgr., Conventville, Pa.

Keystone National Shows

Have openings for Secretary and Bookkeeper. Must have good references... C. A. Hartzberg, Mgr., Conventville, Pa.

BARFIELD'S COSMOPOLITAN SHOWS

Will elixir acting and everybody making money. We will show Williamson, W. Va., next week... BARFIELD'S COSMOPOLITAN SHOWS.

Carver with Jack and Maude Brooks Attractions; L. E. McKay and Tudor Lacey with Fred Jackson and Maude Wilkes... CARVER with Jack and Maude Brooks.

Rides - Shows - Concessions WANTED FOR SOUTH JERSEY TOMATO FESTIVAL... G. R. MINTER, Mgr., Jersey City, N. J.

CALICALLAC V16 CALVERT MOTORS... CALICALLAC V16.

COMING MARRIAGES

(Continued from page 27) Martin Shuman, manager of the Cameraphone... COMING MARRIAGES.

LOOK IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

Palmer is booker for Metro-Goldwyn-Mayor... Palmer is booker for Metro-Goldwyn-Mayor.

Divorces

Robert Armstrong, film actor, from Chicago... Divorces.

Birlks

To Mr. and Mrs. Herbert Brown an eight-pound girl June 23 in Detroit.



Prized, Clarence K. Wright, Ray Williams, Ed. E. Brown, Louis...

MAIL ON HAND AT ST. LOUIS OFFICE 480 Annapolis Bldg. Parcel Post...

Women

Archer, J. (Doc) ... Mrs. E. J. ... Mrs. J. ... Mrs. ...

Men

Alban, W. J. ... Mrs. ... Mrs. ... Mrs. ...

TOO MANY GIRLS (Continued from page 18)

national conventions booking shows for their coming fall ...

FT. WORTH (Continued from page 18)

and his chief ... Kay Nobles Orchestra is set to play...

VAUDE GROSSES (Continued from page 24)

Fourth Good to Washington

WASHINGTON—Despite the heavy holiday local houses are heading for respectable grosses for week ending July...

Kyzer's All-Time Record

SAN FRANCISCO, July 1.—Kay Kyzer grossed \$88,000, a new high, for week ending June 25 ...

"Crazy Show" Is Decent

MILWAUKEE—The Big Crazy Show was good for a decent \$100 at E. J. Wedfield's Riverside Theater here for the week ending June 25 ...

Lyric, Indianapolis, Average

INDIANAPOLIS—The \$8,500 gross rolled by the Lyric for the week ending June 25 was exactly average ...

Fox, Detroit, Also Hit

DETROIT, July 1.—Fox Theater, largest local house and premier vaude stand of Detroit, today reported a...

Archer, J. (Doc) ... Mrs. ... Mrs. ... Mrs. ...

second time in its history, House has been working under notice to vacate for some time...

Lyric Closing Leaves Chikero Fleshless (CHICAGO, July 1.—Several head bookings set for the next three months to play the Lyric, Indianapolis, have been made...

PARIS NOTES (Continued from page 22)

can-can dancers are Leo Curdy and Doris Bern...

SANDRINE, owner of the Bal Tabarin, is taking over the Bal du Moulin Rouge and will operate a similar show there...

Nov. 1. Bal Tabarin show will not be brought to New York this year...

Observations From Chicago (By SAM HONIGBER)

SO LONX as theater operators have an open ear to the high-pressure flow of movie talent agents we will continue to have disappointing names...

The movie actor, in most cases one who is already slipping, can hardly be blamed for not accepting offers to do personal appearances en masse...

IN VIEW of the dearth of legit attractions in the summer, an experienced promoter in one of the available local houses with a stab at a two-day vaude venture...

STEADILY increasing number of jobbing bands available in this area has had an unhealthy effect on salaries. Even competition naturally is reducing salaries...

who used to work at the El Morocco; Linda Gray, Sue Taylor, Cynthia...

The archaic tastes of Paul La Vaze and brother (Frank Hooney), after 10 years of sock at the ABC Circus, are opening a new show for the first time...

John Lodge, of the Henry Cabot Lodge of Boston's Back Bay, has returned to Paris to continue his Continental film career...

After Carlisle, whiplash rope swinger, after playing England and the Empire, Medrano in Paris, is playing Belgium before hopping over to Sweden...

CLUB CHATTER (Continued from page 25)

appearing there are Johnny Urban, straight man, and Lewis Twinn, singer...

CONGRESS AREEL with her sylvan, recently featured at the Blue Lantern, Detroit, opens at the Showboat, Indianapolis...

WHEAT WHITTINGTON, manager of the Truancy Club, Santa Fe, N. M., broke all records for the theater...

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trips to New York and Princeton are respectively. DORCEY AND FREDDY DREW are appearing at the Silver Lake Inn, Camden, N. J. ...

GHEEMAL AND TESSIE opened a return engagement at Club Cosmos, Syracuse, N. Y., June 28. ...

MAGIC (Continued from page 25)

feature. NEW YORK CRITICS have had some mighty fine things to say about the "Think-a-Jink" Hoffman's performance...

MARSHALL, who has been in the business since 1884, he was among the entertainers at the ...

JOHNNY BECK proclaims that while playing Miffintown, he was the only one to get a magic coin from the stage but distinctly having laid them on a certain ...

MELBOURNE CHRISTOPHER, appearing in his fourth week at the Sunnyside in Greenparking Valley, near Baltimore, is still holding in a number of club dates before returning to his regular engagements for the Rotary Club...

OWYNE OAK PARK, Baltimore, as did Leavitt, another capable magician.

English papers, titled Choosing a King of Magic, stated: "I believe I am justified in saying that the greatest magician of the century is this young English man whom Dante has chosen to follow in his footsteps."

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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.

## NEW SLOGAN

"Plainly, more people are coming to believe that a social practice which cannot be successfully prohibited should be regulated by the State under the most honest methods that can be devised."—From an editorial in *The New York Times*, June 22, 1937.

The above quotation is the editorial opinion of the conservative *New York Times*, in commenting on the recent popular vote on legal betting in New Jersey. It may well become the slogan of all forms of taking a chance, from bingo to racing. Even the stock market might get in on it.

The country had a generous sample of what is meant in the above quotation during national prohibition. It was found that liquor cannot be "successfully prohibited," and hence the country is now trying to find successful ways to regulate the sale and use of liquor.

Probably the recent popular vote of three to two in favor of legalized pari-mutuels in New Jersey is an indication of a trend, and it is expected that when the voters of New York go to the polls next November they may follow the example of Jersey voters.

It is interesting to note how many newspapers over the country have hailed the action of the Jersey voters as a step in the direction of control and regulation. Many of the newspapers that hailed the Jersey decision are in the habit of staging "holy crusades" against such petty forms of chance as pinball games.

If there is a trend toward legalizing games of chance it will be difficult for the various minor forms to get a fair hearing. Arrayed against them are the most powerful political and propaganda agencies in the country.

Racing interests are very powerful in politics, and in many cases they have the extremely selfish idea that a nickel spent on a salesboard in a small retail store is a nickel lost to the pari-mutuels. People who have any sense of fairness in law will have to keep an eye on such selfish interests.

Unfortunately, newspapers by a big majority are the bold defenders of the selfishness of big-time gambling as against petty forms of chance. If you have been under the impression that newspapers are the champions of impartiality before the law, you need only watch the attitude of newspapers on this question. The reason for this partiality is well understood. Many newspapers would lose half their circulation if they dropped their sports pages.

It may eventually be possible to unite those people who like the petty forms of chance to secure impartiality before the law. The hardest part of the fight will be against the "power of the press." For the press will always be on the side of the big-gambling interests.

The only possible chance to make any sort of a bold attack on the partiality of the law in favor of big-time gambling would be to unite the proprietors of retail locations on the subject. Pari-mutuel betting naturally takes business away from most types of small retail locations. Retail locations, small as they are, are still the myriad outlets for advertised goods. All small retail outlets stand to profit by some

of the petty forms of chance, whether it be salesboards or pinball.

A little unity on the part of retail locations might put its finger on advertised goods and remind newspapers of their obligations to the small merchants as well as the big-time gambling interests. Some organized effort cut the advertising of two newspapers in Chicago practically in half, and if organized effort can perform such work in a big city it would seem that organized effort in many cities over the country might bring boldy to the front the partiality which local newspapers hold for big-time gambling interests.

In any such movements it will be difficult to always keep the emphasis on fair play and impartiality before the law. The supporters of petty gambling are not opposed to big-time sports, racing, etc. It is a well-known fact that the strongest boosters of pari-mutuels are to be found in the amusement games industry. The issue is one of fair play and in this fight the chief opponents of fair play are the newspapers.

An Illinois grand jury, in January, 1939, called attention to the partiality of the law on gambling, and also stressed the fact that newspapers are the worst offenders on this point. This document should be made the rallying cry of all people interested in any form of petty games of chance, from church lotteries to Bank Night. It should be published and distributed all over the United States. Organized groups should emphasize its message to the publishers of all those newspapers that stage "holy crusades" against petty gambling at intervals. The attention of church and reform groups should be called to its message.

It should be made plain to church and reform groups that when they side with the newspapers they are supporting the big-time gambling interests in the very nature of their act. Too many church people are entirely ignorant of what makes the wheels go round.

An interesting sidelight on the extent of legal favoritism to big-time gambling may be seen in New York. Suppose that pari-mutuels win in November; pari-mutuels would still be unconstitutional in New York State. Yet 9 out of 10 newspapers in New York will hail the victory for pari-mutuels. And 9 out of 10 courts in New York State will show favor. A strong move was made to modernize the New York constitution recently so that pari-mutuels, lotteries, etc., could be legalized under the constitution. But insofar as the newspapers are concerned the constitution does not matter when big-time gambling is concerned. But when it comes to salesboards, bingo, pinball, Bank Night—well, that is different and the constitution should be enforced.

Fortunately, a few large newspapers have admitted the unfairness of all such partiality and are in favor of correcting it.

The hidden danger of all such legal partiality is that it creates embittered minorities who are ready to add their weight to movements to undermine the democratic system of government which we try to maintain.

## Genco's Bang Receives Praise

CHICAGO, July 1.—Genco's new novelty table, *Bang*, was received with praise by distributors, operators and jobbers who first saw the game, according to reports coming from the factory and distributors.

"The player will get a terrific bang when he promotes *Bang*," says Genco official. "The rewards for knocking out all 12 lights on the board seem to be more attractive with the brand new four-lights-out-at-a-time hole making it seem easy to get a winner. Player can knock out all 12 lights in two free games are awarded with each additional bump."

"Another new feature incorporated in *Bang* is the extra switch lines at the bottom of the board, which allows the player's interest alive to the very end of the game. The game is simple to play and to understand and has the thrills and colorful action possible."

"Pre-release location tests in prominent spots in Chicago that Genco has a successor to its recent smash hit airport, which, from all reports, is continuing to do a big job on all locations."

## Great States Mfg. Reveals New Game

KANSAS CITY, Mo., July 1.—A new machine, known as the Silver Bell and manufactured by the Great States Mfg. Co. here, has just hit the market. Machines and Billie in reality is a legal ball game introduced from Hawaii. Balls are all individually painted with vegetable ink, same as that used on government-issued checks, and are guaranteed to comply with the pure food laws of all States. Imprints on the ball games, which resemble baseballs, contain the names of representing baseball players. For instance, "HALL" means home run; "DILL", means a strike out and so on. Balls which do not pay are imprinted with the word "out."

Each penny inserted gets a representative penny's worth of merchandise, as the winnings can really be termed consolation prizes. Operators who play and several hundred of the machines and Billie report good profits with the new game. Silver Bell is finished in a plastic enamel known as hammerite, which appears in colors and finish resembling old-time antique hardware. It also contains a permanent five-color decal reproducing the emblem of the New York Yankees, which was used up to the 100th anniversary of baseball.

## Chi 1935 Retail Survey Is Issued

CHICAGO, July 1.—Compiling of figures in the Chicago Retail Trade Survey for 1935 was completed recently and copies of the results will soon be available to the trade. The survey shows total retail sales four years ago were \$1,213,300,000, with 43,855 stores operating. This year the same figures are showing the business.

The principal lines of retail business were: Department stores, \$110,000,000; merchandise institutions, 3,704 apparel shops, 1,816 in the automotive group, 130 fitting salons, 954 furniture and household furnishing stores, 1,414 selling lumber, building materials and hardware, 1,100 drug and druggists, 852 1,988 drug stores.

The food stores got the big out in 1935, with a volume of 39 cents. The fitting salons received 43 cents. Apparel took 87 cents.

That the Leap is enjoying far less a proportion of Chicago's total business

## Missing Address

Letters to the Blood Pressure Instruments Co., of New York City, have not been delivered. Last address on file records is 4340 Park avenue. A new British blood-pressure machine is being brought to America by this firm. The instrument is being made by a new invention arising in these islands. We would like to have the correct address of this firm so that we can supply it.

than many believe is proved in statistics which prove that in 1935 the 2,373 stores, large and small, accounted for total sales of only \$77,796,000, compared to the city's \$1,261,263,000.

## Lumber Bookings Increase Over '38

WASHINGTON, July 1.—Lumber bookings in June 17 was 27 per cent greater than the seasonal weekly average of 1938, while production also reports a gain and net orders gained 12 per cent, the National Lumber Manufacturers' Association reported.

Compared with the preceding 1938 week, production was 4 per cent lower while shipments gained 2 per cent and new orders 3 per cent.

The industry was at 60 per cent of the 1920 weekly average of production in the week ended June 17, 65 per cent of the 1920 weekly average of shipments and 76 per cent of the 1920 weekly average of new business.

The Commerce Department in recently released figures on the lumber picture of 1938 said that lumber production in the United States in 1938 dropped 21 per cent and that exports fell to the lowest level since 1920.

Last year the industry produced 20,557,000,000 board feet, compared with 25,975,000,000 board feet in 1937.

Production followed a corresponding decline in consumption, the department said, exports in 1938 amounted to 2,217,000,000 board feet, compared with 33 per cent less last year before.

## New Orleans

NEW ORLEANS, July 1.—Step into any reputable restaurant, playland or city street in New Orleans and you'll find these days it's a safe bet you'll find most of the patrons crowd around the newly created *Wurlitzer* board. The Chicago factories awaiting their turn at the *Wurlitzer* board to get all operators to admit that it's a highly successful machine in New Orleans, but the *Wurlitzer* at this district of the office of newet machines made by Bally, Gottlieb, David, Stoner, Exhibit Supply, Amusement Mills and other *Wurlitzer* caliber, plus the identification tags attached to the machines on location. The *Wurlitzer* operators who are getting a good return on their investments. Of course, it must be admitted that operators using very old equipment or those who refuse to believe that *Wurlitzer* is best in coinlone have just cause to complain. If only they could realize that a pin game must be put in a healthy condition if it must be judged as a money-maker correctly. A machine with enough dirt lying around it to get it barely running is hardly an inducement to a would-be patron.

The vacationists come and go in a steady stream, many going to the city as cities as they are in New York. On this Monday came Dan Cohen and Mr. and Mrs. J. H. H. Cohen, the treasurer of the *Wurlitzer* Co., attending the Gotham exposition and declaring it to be the greatest *Wurlitzer* Co. for a month. George Brennan, party of the United Music Machine Operators' Association, Hunter Chamber of the *Wurlitzer* Novelty Co. in Leavenworth for a week at Fort Walton, Fla.

Into the Sport Center, the city's ultra machine sportland on St. Charles street, this week go three of the latest pin games, the *Wurlitzer* board, the *Wurlitzer* board by Gottlieb, and Variety, by Bally. Mark Boasberg, manager, is highly enthusiastic over the trip and believes that these three leading manufacturers insure themselves of a good summer with three such fine producers.

Using their bats to slug hard and often, the softball team of the New Orleans *Wurlitzer* Co. put across their third straight win over the *Wurlitzer* team today at City Park. Ralph Bosworth, star pitcher, was very busy in the pitcher's box. He did some fancy stickwork to help his nine companions. See 7 to 2.

A good demand for Bally's Variety and

## PERSONAL

● If that operator who claims receipts are falling off writes for information about *Kraney's Up and Up* he'll get the dope on the hottest 5-ball free game on the market. The address, if he doesn't know it, is 2001 Calumet Avenue, and the name, J. H. Keeney & Co., Not Inc.

## 110 Volts AC Anywhere!

WITH RAYLIGHT PLANTS AND ROTARY CONVERTERS.  
 Furnish standard 110 A.C. 60 Cycle, for operating amusement machines, jukeboxes, juke boxes, electric organs, public address, etc.  
 Complete 200 Watt, 110 Volt Rotary Plant, ... \$10.00  
 Complete 500 Watt, 110 Volt Rotary Plant, ... \$15.00  
 110 Volt Rotary Converter—List. ... \$1.00

KATOLIGHT, Mankato, Minnesota, U.S.A.

Spotless is reported by the Dixie Coin Machine Co. distributor for Bally in this area. Julius Pace, head of the firm, also reports much interest being shown by operators in Dixie's Box Score; Dixie's Flash and Gottlieb's new baseball game, hitting Champ. Kingfish Pace also reports more sales of Koto-Koto-Soda in New Orleans, the latest variety being Harry Bell, well-known out of Pontchartrain Beach, who is using the Koto-Soda in a large number of 3,000-foot boardwalk coasters.

The best June novelty pin in the history of the Bell Distributing Co. is reported by Emil Iaconelli, thanks to a growing demand from the outside country for Jimmy Dixie ball bells. Shipping from 50 cents in red and blue are selling quickly as shipments arrive from Chicago, Mississippi states.

Very busy keeping up with orders for the new second-hand *Wurlitzer* coin slides, Fred King, head of the C. & N. Sales Co., believes this summer will aggregate the best business for distributors in the history of the coin machine business in this part of the country. King has just returned from a trip thru Louisiana and Mississippi and found good business going on in a vast majority of localities.

At Memphis, some sales manager for the *Wurlitzer* Co. has returned from attending a sales meeting of *Wurlitzer* men in the East. He took the longest trip home and arrived with some orders for new *Wurlitzer* from Tennessee, Mississippi and Louisiana ops. The *Wurlitzer* Co. has also placed a territory distributor, has widened its territory and has placed Frank De Barro, for some years distributor of the *Wurlitzer* office as manager, on the road to cover Louisiana as far north as Alexandria and West Mississippi.

Leo Paschak, from the R. *Wurlitzer* factory service staff at North Tonawanda, N. Y., returned to New York after two weeks spent in this area.

Edward Hodgitzer, connected with coin machine operations in the city for several years, has organized the American Coin Machine Co. and opened offices this week at 1100 Perdrea street. A shiny new red truck has been bought to service and place on location the firm's machines, which include a line of Bally's Fifth Impulse and Variety and Gottlieb's *Wurlitzer* board. Hodgitzer, a brother, is in charge of service, with Milton Terry having an interest in the business.

Mrs. Louis Boasberg, wife of the head of the New Orleans Novelty Co. has left for Spokane, Wash., to spend a month with her parents.

Distributions of J. P. Seeburg photographs has been placed for this territory

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 for the  
 LATEST NOVELTIES, PRIZES  
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with the Southern Metal Sales Co. of which Ernie Corlie is head. The account for the large real to New Orleans by Ed Stern, district sales manager for Seeburg with headquarters in Dallas.

Earl Protti, inmate and pin-game operator of the East Bank of the Mississippi, is adding to his line of new *Wurlitzer* photographs as his business continues to grow. Living at Bellechasse, noted historic Natchez resort, Protti reports that 1939 has been his best year.

Emil Iaconelli, head of the Bell Distributing Corp., had a narrow escape recently when his pin game was overturned by a large air grabber. A record string of black bars he had hanging over the side of his boat. Yockey had caught a limit allowed in him and had started to row to shore when the eight-foot fish attacked. He escaped with a ducking.



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## An Open Letter in Answer to Lubell's "Ten Billion Nickels"

By HARRY HURVICH  
Birmingham Vending Co., Birmingham, Ala.

To Samuel Lubell:  
As one of the 1,000,000 to 2,000,000 who get "all or part of their income" from the coin machine business, I am prompted to reply to your recent article. It has many errors, discrepancies and inaccuracies, and I cannot let it go unchallenged, even though I know full well that my reply won't have quite the emphasis nor the thrill that your article had.

In the first place let me begin by stating that as articles of this kind go, yours was much fairer than the average. Even so you might have been commissioned to write a sensational article, your sense of fair play and the obvious facts prompted you at times to admit that perhaps there were two sides to this question, and perhaps the coin machine business was not so completely a menace as it has been pictured.

For instance you pointed out that between one and two million people get all or part of their living from these machines. You called attention to the fact that these people were scattered throughout the country and that many industries benefited. You couldn't help but admit the courage and integrity of a business which, in addition to all the risks and hazards of any highly competitive business, has to fight endless ruses and much hostile legislation. Its products are ever subject to seizure. The markets are in constant danger of being closed. It has to satisfy the fickle public appetite with an ever-changing assortment of new games, yet design them to meet their legal loopholes. What a tribute to a business! As much as I would like to agree with the balance of your figure—as to the profits that are made—the truth forces me to disagree with you. You state that most machines are "gagged" to take from the public

20 to 30 times their cost. This is an exaggeration. The average pin game sells as an operator for about \$75. This \$75 is divided first among factory employees, glass manufacturers, electrical wire people, cabinet makers, metal manufacturers, lumber people and hundreds of smaller industries. Next some of it goes to the railroad, truck lines and steamship companies. A small profit goes to the distributor who sells it to the operator. If the operator gets a machine which happens to "satisfy the fickle public appetite" he might possibly get a profit of \$35 or \$50 before the machine loses its appeal and becomes a "klunk" as you call an obsolete machine (alike so coin machine men I know use this term). If on the other hand he buys one of the "flips" which fail to catch the "fickle public appetite" he stands chance to lose his investment.

If the business is as profitable as you estimate, Mr. Lubell, then why is the turnover in operators so great? Why do half the people who go into the business get out within one year? They don't do that in the shoe business or the jewelry business, since you say our business is more profitable than either of these. And it is just as unfair to say that the coin machine people make too much profit, because there is one large company which happened to make an outstanding success. It means so little to say that every filling station operator should be a wealthy man because a Rockefeller or a Sinclair made millions out of the oil business.

And as for 10,000,000,000 nickels being as much money as Congress ever spent on the U. S. Army or Army: It is the fact on those 10,000,000,000 nickels, collected by federal, State, county and city governments, together with similar taxes on other industries, which help to maintain the army, navy and other

necessary functions of government.

You know, Mr. Lubell, that the greatest trouble with this country today is not a lack of money, but lack of circulation. Don't you think the circulation of 10,000,000,000 nickels into every town and hamlet in the country and divided among one to two million people and their dependents (your own estimate) is a healthy thing? Don't you believe that 86 cents some of these one or two million would be on the WPA, PWV, or some kind of relief if it were not for the coin machine business? And have you ever heard of anyone jumping out of a window or putting a bullet in his head because of money lost on coin machines? It seems to me the highly respectable stock market can be held liable for a few such deaths.

I'll admit that there are some abuses in the coin machine business. But by your own admission ex-bootleggers took over the business with racket methods in some large cities. Didn't they also take over the dry-cleaning business, the fur business, the food business and even the undertaking business?

And I believe also, Mr. Lubell, that you have found that in the places where public officials have been bribed, in many cases these public officials have deliberately created the conditions which make this bribery necessary and possible.

"This is a free country peopled with liberty-loving people. The average American wants the privilege of working for his money and spending it how and where he pleases. The liquor prohibition showed conclusively that he will not tolerate being told how to conduct his personal life. Some people like baseball, some the movies, others like golf and still others coin machines."

I'll conclude as you concluded, "No one forces anyone to play games, and as long as the public wants games they will get them in one way or another." I hope it won't be long before public officials will conclude, as they did with prohibition, that it is futile to try to regulate the uses of money. I would think that they will turn their attention to the more serious problem of providing jobs for the unemployed—rather than trying to increase the unemployed by destroying the coin machine business.

## U. S. To Scrutinize Trade Associations

WASHINGTON, July 1.—The Department of Justice revealed recently that an inquiry into "control of trade associations by management engineering companies" would be undertaken soon by a federal grand jury in New York. It was not indicated to which field of endeavor the inquiry would be directed.

THURMAN Arnold, assistant attorney-general, revealed that the department had made a preliminary investigation of methods of "comparatively recent origin" thru which, he said, small groups gained control of some industries.

The investigation "should be regarded not as an attack on trade associations, but as an attempt to give them the maximum freedom to accomplish their legitimate purposes," he explained.

"Such associations have 'many useful and legitimate functions,'" he said, but at the same time offer "wide opportunity for illegal restraints and coercion."

"Every loose association offers opportunities for control by small cliques," Arnold said, adding that a small group "often employs a management engineering firm with the publicly stated purpose of collecting statistics and disseminating information but with the real purpose of discouraging competition."

He asserted they did this sometimes by taking steps to see that the associations members "produce no more of the total supply than these statistics indicate has been their proportionate share."

"These steps range from mass pressure on dissenting individuals during meetings of the association to actual boycott and retaliation."

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MERCHANDISE SECTION  
FOR THE  
LATEST NOVELTIES, PRIZES  
PREMIUMS AND SPECIALTIES



# Cigarette Merchandisers' Associations

Members of the CMA of New York have been unusually busy the last few days in addition to setting up increased business, reviving routes and getting ready for the change which took place on July 1, some of the operators have been getting their children ready for summer camp. As a matter of fact, so much activity has the cigaret men in a day.

Jackson Bloom's son, already an athlete of reputation will spend the summer at Camp Chicago. His daughter is going to Camp Irvy Mawr.

Irving Silverman's son, Jerry, will spend the summer in the Catskills where he has a job.

**Anchors Aweigh**  
Sam Yolen is busy instructing his children in the art of navigation. Commodore Yolen recently disposed of one of his boats.

Sam Yozel says he doesn't think he will get to take a vacation this summer. Increased business at his restaurant is going to require his personal attention.

Jack Levine, of the Nassau Cigarette Service, has the hardest job of all—he's trying to teach his two-month-old son to walk.

Irving Liv, of the Nassau-Buffalo Cigarette Service, is working overtime on his inventions. From what he says, he has some good ones.

Louie Ben, of the Nassau-Brokers Service, plans to spend quite a bit of the hottest time at his cabin in the woods on Lake Michigan.

**Activity in Jersey**  
CMA of New Jersey reports outstanding results from its expansion program. Several dealers have applied for membership in this organization. In lieu of this program the theme of the regional meetings planned during the summer will be along this line.

The many friends of George Drizin, of the Automatic Cigarette Sales Co., were to hear of his illness. He is now reported on the way to recovery and is expected back at his office within a few days.

Among the visitors to the Newark office of the CMA was Harry Zink, who came up from Aubury Park. He was unable to spend much time in the metropolitan area and rushed back to his territory immediately after the meeting which he came to attend. With scores of city people dodging the heat by going to Aubury Park, the cigaret business is reported at its peak. Many new machines and trucks have been installed to take care of the increase in business.

Both William B. Crozier Jr. and William B. Crozier Jr., of Crozier & Son, were recent visitors to Newark. While in Newark they availed themselves of the opportunity to talk with operators in the city.

**Cherry Plans Survey**  
James Cherry, manager of the CMA of New Jersey, is planning a trip over the State. He plans to make a survey and meet those members of the organization with whom he hasn't had a chance to talk since assuming the duties of the CMA. While on the trip he will be in the company of Edward J. Dingley, president of the CMA of Pennsylvania at Philadelphia. Operators in the vicinity of Atlantic City will take the opportunity to renew acquaintance with John M. Murphy, of the CMA of New York, who will be present when the regional meeting is held in that area this summer. Altogether the date of Cherry's tour has not yet been definitely set, but the CMA is expected to take the matter up at the next meeting.

**Advertising Pays**  
The millions spent for advertising in the United States represents less than 1 per cent of the dollar amount paid by consumers for the products they buy, a recent survey revealed. One of the striking facts noted, however, is the low per unit cost of advertising in some of the most intensely advertised lines. Thus the cost per unit for cigaret advertising in 1937 is estimated at \$10,000,000, the average cost for cigaret selling at that time a little more than half a cent a pack.

## Popular Candies For Bulk Vendors

**CHICAGO, July 7.**—“Most popular” candies for bulk vendors, as direct from our sales records, are the following candies have been the big 10 following candies, according to the “Cost to Coast,” dollar-and-cent, and “Pan Confections.” The candies are: 1. The Smooth Peanut, hard shell; 2. Boston Baked Beans, hard shell; 3. Smooth But Peanut, 4. Assorted Assorted Licorice, 5. Cottage Cheese, hard shell; 6. Pee Wee Smooth But Peanut, 7. Chinnamon Peanut, hard shell; 8. Assorted Licorice, 9. Licorice, 10. Black and White Licorice Dibs, hard shell, and 10. Tooty Beans.

## Ads Necessary Survey Finds; Average Cost 3%

**NEW YORK, July 7.**—Altho the sort of advertising goods the country ranges from a fraction of 1 per cent of the price of the finished product to a maximum of somewhat over 18 per cent, the total expenditure for advertising is approximately less than 3 per cent of the aggregate sales paid for by the buyers of finished goods, according to a statistical report prepared for the Advertising Committee of the Twentieth Century Fund.

The report attempts to analyze both the advantages and disadvantages of advertising and, in general, its findings are complimentary to advertising as a social force. The study pointed out, for instance, the low per-unit cost of advertising some of the most intensely advertised lines. Thus, the total bill for advertising cigarets in 1937 is estimated at \$40,000,000, the average cost for cigarets selling at 16 cents is little more than half a cent a pack.

Similarly, widely advertised 5-cent soft drink is less than 0.016 cent for a 10-cent unit of product, or 0.16 cent for a 13-cent standard breakfast food, 0.8 cent, etc.

Advertising expenditures in cents per dollar received by manufacturers in 14 representative fields were:

Alcohol	1.8
Clothing	3.7
Food furnishings	3.0
Manufactures	2.2
Agricultural equipment	1.8
Telescop	0.2
Confectionery and bottle beverages	0.1
Ceramics	0.3
Furniture	0.9
Automobiles	0.8
Clothing	3.7
Home furnishings	3.0
Manufactures	2.2
Agricultural equipment	1.8

Dept. Store Ad Cost is 3.75%  
**CAMBRIDGE, Mass., July 1.**—Department store profits in 1938 were 41 per cent smaller than in 1937, according to the annual survey of the Institute of Business Research of the Harvard Business School. The average net business profit

## LIFE

... COMES TO THE GAINES ...  
... announcement, announced in the magazine cover of Life, Mr. and Mrs. A. Gaines announced the birth of their first child, a girl, Aaron Gaines. She is known to the coin machine trade as a member of the Mitchell-Rose Co., advertising agency.

The announcement was a two-colored affair following the life pattern and portrayed the new arrival, her back to the camera, leaning on her father, Carol Ann Gaines, of course, pictured in her birthday suit.

She arrived at the Edgewater Hospital on Sunday, June 25, weighing 8 1/2 pounds after July 6 at the Gaines home at 6420 Nevard avenue.

was 2.65 per cent against 4.15 per cent in 1937. Dollar sales were 7 to 8 per cent less than in 1937. Advertising costs were cut at 3.78 per cent.

The following table gives the comparative showings for 1938 and 1937 in percentage of sales:

Item	Per. 1938	Per. 1937
Total merchandise cost	18.23	19.97
Total net sell	11.25	17.85
Net retail cost	4.95	4.5
Advertising	2.75	3.6
Taxes	1.8	1.05
Supplies and services purchased	3.1	3.0
All business expenses	6.05	5.85
Interest		
Total cost	10.115	11.55
Net loss (Profit)	1.15	0.66
Soundly or other profits, net	3.8	3.7
Total net business profit	2.65	4.15

## Many Attend Joe Ash Opening

**PHILADELPHIA, July 1.**—Joe Ash, Philadelphia jobber, officially opened the Active Amusement Machine Corp. on June 29. Ash was host to crowds of out-of-town visitors. The party ran into the night. Flowers and telegrams were received from all manufacturers and from many Philly operators.

Out-of-town visitors included Leo Kelly, Exhibit Supply Co.; Dave Coates; Sol Silverstein, Chicago; Joseph Mitznik and Irving Morris, George Pongor Co.; Jack Pitzigobler, New York; Bill Garab; Joe Orick, of the Midwest; and Harold Lawrence, Seaboard Sales representative.

Philly jobbers and distributors turned out in full force. Present were Bill Gross, of Lehigh Specialties; Monty Spiegel, of E. D. Lazar; E. E. Hochstein and Leo London, of Banner Specialty; and Jack Kaufman, of E. G. Norland.

Among the many visitors were Dave Spector, Dave Margolis, Eli Newman, Alex Witrow, E. Raskin, Roy Delmont, Vernon Dave Koss, Al Benoff, Al Stern, Dave Berlin, Oscar Spiegel, A. A. Berger, Jack Mitznik, Frank Urban, Mr. and Mrs. A. M. Rodstein, William Rodstein, Mr. and Mrs. Phil Frank, Sam Weinstein, Al and Mrs. M. G. Al Reikstein, Mr. and Mrs. Ben Pinkover, Sam Rindoff, Mr. Phil Glassman, Max Bushwick, M. Broder, Jules Korshak, Atlantic City.

## SUMMER SUGGESTIONS FOR BULK VENDORS HARD SHELL—

- ★ BOSTON BAKED BEANS
- ★ ROOT BEERS
- ★ CINNAMON PEANUTS
- ★ FRUIT DIBS
- ★ LICORICE PASTELS
- ★ MINT PEANUTS
- ★ COCOA LENTILS
- ★ LEMON DROPS
- ★ CHERRY DROPS
- ★ SMOOTH BURNT PEANUTS

## NEW TEMPT-U NIBLETS

For Bulk Package Vendors Packed With Popular Selection of Banner Candies.

- FILL IN COUPON FOR PRICE LIST**
- Name \_\_\_\_\_  
145 W. 42 St.,  
Chicago, Ill.
- Send me \_\_\_\_\_  
 Bulk Candies  
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**Getment**  
Please send me full particulars and samples on the candy selection.  
NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_

Monty Spiegel, Joe Glickman, Jack Dudnick, Philadelphia; Tippy Kelly,

Bill Gross, Mr. and Mrs. Sam Snyderman, Sam Klein, Frank Hammond, Louis Weinstein, Johnny Bell, Art Pedras, Seymour Pitch, Sam Blern, Fred Walters, Benjamin Hankin, Ben Fierman, Philip Drizin, Dan Rubenberg, Sam Rosen, Harry Mendelsohn, Samuel Pinkovitch, Edward Balin, Oscar Spiegel, Edward Leckman, Al and Mrs. M. G. Al Reikstein, Jack Brandt, Marty Mitznik, John Workman, Sam Moss, Sam Goldfarb, Frank Fromowitz, Harry Lewis, Herb Newman, Mike Capra, Sadio Snyderman, Jack Sheppard.

Prices were won by the following: Choice of any 10c game, Al Stern, 450 credit on purchase of a game, Morris Stein, and 225 credit, Frank and Lenny.

## LOOK FOR THE LATEST NEWSIES' PRIZES PRIZES AND SPECIALTIES

**Franchise Men, Attention!**

We want a few experienced Franchise Men—qualified by ability to sell and manage—on a large territory. We have a few territories open for sale. If you are interested in any of these territories, send us a reply to-day with full particulars.

**HAMILTON'S Entirely New MICKEY MOUSE and HIS PALS Combination 3-Way Vendor**

Special sales and big new 1/2 machine of its kind, new prizes and specialties. It's the feature machine operators are looking for for getting the most out of their business. It's the only machine of its kind.

**AMPLE TERRITORY ASSIGNMENTS**  
To the interested Franchise Men for full details and proof of this big business, send us a reply to-day with full particulars.

**HAMILTON ENTERPRISES, Inc.,** 787 Madison St., Chicago, Ill., 312

**"PAL" SERVICE KIT**, being distributed by the young lady, is being introduced by Automatic Gemco, Chicago. It is a device which makes the operator's work easier and more sanitary. The complete unit, on floor or counter-top, includes and compartments for tools, cleaner and money.



## Hammergren Tells 24-Record Value

NORTH TONAWANDA, N. Y., July 1.—According to M. G. Hammergren, sales manager of the Rudolph Wurlitzer Co., surveys have now definitely proved "that 24 records is the ideal record carrying capacity for maximum earnings from a phonograph."

"We have definitely determined," states Hammergren, "that 24 records enable Wurlitzer music merchants to accomplish several objectives—all of which put more profits in their pockets."

"In the first place, 24 records enable a Wurlitzer music merchant to put on his phonographs the records he knows will get a big play. In the second place he has room for the records which the location owner demand."

"In the third place, the greater carrying capacity enables him to use up records that may be scratched or damaged on one side—so he gets his money out of them before throwing them away."

"Finally, 24 records enable a wider distribution of music from the collection patron's viewpoint. He finds more records that he wants to hear, and therefore, after the initial feature, he spends more nickels, more dimes, more quarters in the phonograph."

"When Wurlitzer first introduced 24 records, the advantage of this move was theoretical. Today it is practical—and beyond any question profitable."

## Reports Brisk Business in Wis.

MILWAUKEE, July 1.—"ARHO business has been very good for the past several months," says Sam London, head of Milwaukee Coin Machine Co., of Milwaukee, "things have taken a sharp turn upward during the past few weeks, and indications for the next few months are excellent."

"I have just returned from an extended good-will tour thru the State in connection with Seeburg phonographs and I was really delighted with the prospects. Everywhere the music operators greeted me most enthusiastically and they couldn't praise the Seeburg phonographs enough. I believe we have every reason for optimism over the future."

## Gilder in West For Rock-Ola

CHICAGO, July 1.—John B. Gilder, who has been seen in coin machine business for many years on the West Coast, has recently taken over his duties as special factory representative for Rock-Ola Mfg. Corp. in the territory of Wyoming, Colorado, Nebraska and Kansas, according to the Rock-Ola Corp. He is visiting distributors and operators through this territory promoting the sale of Rock-Ola products and offering co-operative assistance whenever he can

serve it, it was said.

In commenting on Gilder, a Rock-Ola spokesman said: "Gilder is a devotee of the coin machine field. He reports that he is enjoying the work and that business is a thriving business for the company and its distributors in his territory."

Gilder, Chicago, is with a new Luxury Light-Up phonograph man calling the door is wide open. Operators are certainly in the mood to buy a new model here. The Luxury Light-Up models certainly have what it takes to get the crowd."

## Critic Opines On Phonographs

CHICAGO, July 1.—Edward Barry, music critic of the Chicago Daily Tribune, returned recently from his vacation and, in a column commenting on his returns, spoke his mind in regard to automatic phonographs. His chief complaint seemed to be that enthusiasts might get into the habit of consecutive manner, disturbing those who did not desire to hear the tune. However, Barry did not say that the music itself is so bad it is possible to listen to tunes desired on a phonograph, a feature not to be had in any other branch of the musical field.

Barry wrote: "A rambling column to follow a rambling vacation!"

"The outstanding musical development of this decade seems to be the gradual adoption by roadside joints of a modern type of nickel music machine. Before dropping his coin a customer may select from a group of 10 or 12 tunes the one he is most eager to hear. Then by pushing the pointer opposite the name of his selection he can command the machine to emit this particular piece and no other."

"There is no point in quarreling with progress, but it is permissible to point out the fact that in this case, just as in every similar case, something has been gained as well as something gained. A bystander need not hear Moonlight and Snow, any more than mine. It could not come up again until its turn came—until all the other pieces had been heard."

"Now this protection has been removed. A person dropping in for a snack may find that a group of young boys, who have just been in, have preceded him. It is quite possible that he may hear the piece four times during the time necessary to consume two scrambled eggs and a dish of ice cream. With a more elaborate meal the number of playing can easily rise to six, depending on the supply of nickels the enthusiast command and on the sturdiness of his machine so that they would not play same tune twice in consecutive fashion. Then our critic would only have to listen to the tunes on every other selection. Some location owners would have welcomed this innovation during the recent popularity of 'Have a Heart, Folks.'

Editors Note—"Would be a simple thing to fix machines so that they would not play same tune twice in consecutive fashion. Then our critic would only have to listen to the tunes on every other selection. Some location owners would have welcomed this innovation during the recent popularity of 'Have a Heart, Folks.'

## Record Buying Guide

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

Tabulation is based upon radio performances, sheet music sales and record releases of the week. Reports from music publishers as to the relative popularity of their records are also considered, as well as information received each week from prominent operators.

### GOING STRONG—KEEP THEM IN

**Wishing.** From most of the country show nothing to challenge the continued supremacy of this immediately successful ballad. Nothing new, that is, also a couple of melodic tunes have staged pretty strong comebacks after being replaced more or less to the vaults of forgotten songs. These are suitably good to suggest, the most outstanding items that have clung to their positions up here for some weeks now. Let Glenn Miller on this Dudley Dix Byrna tune, also Tom Morgan's disc has been attracting some attention in circles.

**Dear Sweet Polka.** This department frankly has run out of ways to say it when it comes to discussing this indubitably lively. Wearily we repeat that it got going until it ran out of ways to say it, and so we refer to it ever achieving the state of inertia. And just as wearily we reiterate—Willie Gibbs.

**The Lady in the White With You.** Still no rhythm tune of a similar nature has come along to supplant this exceptionally catchy and fitting picture song. With appropriate lyrics, it has been a big success in the boxes to warrant a niche in this space. Glenn Miller again, practically single-handed.

**Tears From My Eye-Well.** It may be a surprise to see this one back after it was popularly thought to be a dead issue. Several reports, however, place it high up in general appeal currently, naming Glen Gray as the responsible.

**Suzie Sreanede.** The story on this Frankie Carlo number is, like the music in general, slightly odd. The song first came to the attention of the industry through the publicity of a record which had no record garnering considerable popularity. Disc had its day in the phone, re-issues and was considered a thing of the past, but the tune had caught the eye of the public and the public had caught the eye of the record grafted onto the melody was the start of a rapid sale that has boosted it into third place on 'The Billboard's' best selling list this week. And that is the case with the current one buying copies they want to hear. It played all over again, so the Gray waiting is very much back in circulation. And Glenn Miller, clearly, strength of his sudden rush into record prominence, has a popular picture.

### COMING UP—BETTER STUCK THEM

**Stairway to the Stars.** Its fourth position among this week's biggest selling songs is indicative of the favor this adaptation of Park Avenue Party is meeting around the country. Ray Kayser and Glen Miller, getting the nod of approval from phono patrons, and Jimmy Dorsey's come-to-be-released disc may find a audience waiting for it.

**What's the Use of Getting Blue.** This one of the new crop of never crop pouring out of Tin Pan Alley these early summer weeks. It's a Rick Kenny ballad with additional credits going to brother Charles and Harry Kaper. Better to meet this one in the open market than to wait for prospect for No. 1 honors. There are not too many records of it to choose from at the moment, with Ozrie Nelson, Jimmy Kaye and Jack Teagarden getting the most of the current crop. It's a good one.

**I Poured My Heart Into a Song.** This Irving Berlin ballad from the Tyrone Power-Norma Benie Second Fiddle film is going to be big, make no mistake about that. And that being the case there is going to be a flock of recordings of it. Several are available now, but the best bet seems to be Artie Shaw, with his first available platter since he recovered from his recent illness. When Victor Cowen, on the reverse, is also from the picture and also looks very promising. Other of the movie's songs will undoubtedly become popular. It is, however, a good one to try.

**Moon Love.** Second in the parade of Teichowsky adaptations, 'Our Love started it, this may be one of the most popular discs of the summer. Glenn Miller put it and Donatone turns out a particularly luscious three minutes of it.

**Concert in the Park.** Three masters are getting the play on this appealing romantic melody. Ray Kayser, Guy Lombardo and Jan Garber. Song is a bit slower in catching on than was expected by the trade, but its chances are still good.

### OPERATORS' SPECIALS

Listed below these songs which in themselves cannot be classified as popular records of life, which are, or give every indication of becoming, successful phonograph numbers.

**Well, All Right.** There may be some confusion in the minds of both operators and patrons as to the Andrews Sisters and Tommy Dorsey have two of the better discs of the week. All Right song that bids fair to jump out of the class into the sections above. Jimmie Lunceford has recorded this disc and it is a good one to look out to the other in name only. Lunceford platter will not give nickel-droppers the same number they get from the Andrews or Dorsey, so it would be a good idea to make the distinction on the cover of the number. It will probably be the only one that will give returns in this Ring Crosby effort. Rancho Grande. Will bring along to nice returns in this Ring Crosby effort, which should be left in for another couple of weeks at least.

**You Don't Know How Much You Can Suffer.** The already ideal type of record and operators are already beginning to realize the fact. Records indicate that the same combination responsible for the best 100 discs 'Well, All Right' waiting. Tommy Dorsey and Glenn Miller. It is the two who shine on this one. Ray Kayser's platter, however, shouldn't be overlooked in filling up a slot with it.

**Little Brown Jug.** It is no mistake to say that operators are dicing of this one. It is a good one to look out to in this Ring Crosby effort. Love for Sale. Max Kemp comes up with a recording of this old Cole Porter favorite that was pressed in the days of the late 20's. It is a real treat as warbled by Van Veyn it ought to attract more than his share of attention. Song is Paradise, a bit more of some of several years ago.

(Double-making records are purposely omitted from this column.)

MUSIC

PHOTO

SIO

MUSIC

THE FOUR ROUTE MEN (two each on left and right sides) are waiting until the phonograph backs away so that they can get the Luxury Light-Up phonographs out on location. Reports Ben Bennett, owner of Ben Bennett and George Murdock, Rock-Ola factory representative.

# What the Records Are Doing for Me---

HERE'S THE NEWEST SONG SENSATION...  
CARRYING A CARGO OF MORE NICKELS  
INTO MUSIC MACHINES EVERYWHERE!

# WHITE SAILS

(BENEATH A YELLOW MOON)

By Nick Kenny, Charles Kenny and Harry Archer,

Recorded by

- |                       |                          |
|-----------------------|--------------------------|
| SAMMY KAYE—Victor     | JACK TEAGARDEN—Brunswick |
| OZZIE NELSON—Bluebird | AL DONAHUE—Vocalion      |
| RUBY NEWMAN—Decca     | KENNY BAKER—Victor       |

GET THEM INTO YOUR MUSIC MACHINES TODAY!

LEO FEIST, Inc. 1629 Broadway New York, N. Y.

# WURLITZERS

HILLS • WURLITZERS • ROCK-OLAS  
FINEST RECONDITIONED PHONOGRAPHS AT  
LARGEST SELECTION OF THE FINEST RECONDITIONED CIGARETTE MACHINES  
BABE KAUFMAN MUSIC (CIRCLE CORP., 6-1942) 250 W. 54th St., N. Y. C.

# DECCA

Hot Hits for Operators

THESE DECCA HITS ARE REAL MONEYMAKERS!!!

- 2422 BEER BARREL POLKA  
WELL, ALL RIGHT  
Andrew Sisters
- 2327 HEAVEN CAN WAIT PT. VC  
SUNSHINE SERENADE (See PT. VC)  
Glen Gray and the Casa Loma Orchestra
- 2424 EL RANCHO GRANDE (See Remo)  
Bing Crosby assisted by the Four-tome
- 2507 IT'S SUMMER EVERY-  
ONE BUT ME  
JUST FOR A THRILL  
Ira Spotts
- 2421 DON'T WORRY 'BOUT ME PT. VC  
THE SWIFTEST AT THE POLKA  
Bila Fitzgerald and Her Sunny Skys
- 2445 THE LADY IN LOVE WITH YOU  
IF I WERE SURE OF YOU PT. VC  
Bing Crosby and His Orchestra
- 2432 WHEATON (See Remo) PT. VC  
LITTLE SWISS PT. VC  
Mina Morgan and His Orchestra
- 2289 IF I HADN'T CALLED  
THEY WOULD SAY  
I'm SICK
- 2384 BEER BARREL POLKA  
THE SWIFTEST AT THE POLKA  
Jolly Jack Noel and His Band
- 2427 WHERE DO YOU WORK, A  
DOLLY (Puma Point) PT. VC  
Glen Gray and His Orchestra  
Dick Robertson and His Orchestra

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 operators and for the operators. When contributing to this 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., 51 W. Randolph, Chicago, Ill.

Austria, Tex. July 1, 1939.

To the Editors: Your department is swell and is very valuable to us phono ops. We read it every week and benefit therefrom.

Service on records at this time is very good with the exception of the big hits. When we have a real hit, a platter that is really in the groove for big money, we have trouble getting enough of them promptly. The record firms are usually way behind with orders on big hit tunes. I wish that this situation could be made better.

Three of our biggest money-makers the past weeks are Beer Barrel Polka; It Makes No Difference Now; by Cliff Brunner; If I Didn't Care. Sunrise Serenade has also been good.

Some of the latest discs that are getting off to a good start with our customers are With a Hip Never Learned To Love You, by Cliff Brunner; Rose of Washington Square, needed by Bob Crosby and art; Ship Old Gentlemen, by Bing Crosby. In fact, Bing is certainly doing his best job in these parts with the above tunes, as well as Ring Your Heart on a Nubbery Limb, Sing a Song of Sunbeam and East Side of Heaven. Bing Crosby's singing is responsible for a big portion of the nickels that drop into our phone cash boxes. Going back to Sunrise Serenade, I want to say that we have found that the only cutting of this tune that really plays in the coins is done by Glen Gray and his oct.

Glen Aubry, the singing Texas Cowboy from Texas, Tex., is doing a nice job for us phono boys with his We Come a Long Way Together and Wonder If You Feel the Way I Do. Roy Newman is in the groove for big money with his I Cried for You and Blueie Rio Baby, with both tunes still getting the punch on the selector dial. Leaf Letter, by Rex Griffin, is out bud.

These numbers that are clicking in a fine manner right now are Don't Worry About Me, by Count Basie and his Hotpeeps Woopie, whipped around the plat-

ter by Tommy Dorsey; If I Didn't Care, wowed by the Ink Spots.

Swing bands that keep ahead down this way are Bob Wills and the Texas Playboys, Bill Boyd's String Band and Cliff Brunner. Of course, Bing Crosby is a million laps ahead of all crooners so far as automatic phonograph receipts are concerned.

Two tunes that have done their bit and ready to take a long walk down that lonesome road are Three Little Fishes and Deep Purple.

Record prices should all be standard. With high commissions, costs of operations and high costs of equipment, music operators cannot afford to pay more for platters. EDWIN SCHULTZ, Jr., Austin Phonograph Co., Austin, Tex.

Matches. Miss. July 1, 1939.

To the Editor: It is a pleasure for me to see the famous nickel-olium homes, and to the operator of a leading hotel and cafe, the Zeks. I am in a position to meet and greet thousands of these people as well as the hotel-folks every year. Therefore I come to know what they want in the way of records and phonographs. There is a machine in the coffee shoppe, which is run in connection with the hotel, and I have watched with interest the varied discs which they will play.

At present we get our biggest and best play from the tunes of Key Kraser, especially his novelty number, Three Little Fishies. We can't own our phonograph. It is owned by the Serenade Co., but we believe our location is its best in this city of 15,000 people.

Other numbers which are clicking nickels into the cash drawers at present are Beer Barrel Polka, by the Andrews Sisters, and their new tune, Well, All Right is okay. Watching and If I Didn't Care are doing all right. So are Bing Crosby's El Rancho Grande and I'da Sure as Apple Cider. Bing Crosby is a swell nickel-getter for our place, and all of his tunes, old or new, are always in demand. His East Side of Heaven and Swing a Song of Sunbeams are good.

# Decca Records Inc.

NEW YORK

# USED PHONOGRAPHS

Victor Polyphonic R. Gram, Newark, South Dakota (See in 1st Column)	\$15.00
SEBRING	
Adelphi, Newark, Newark	\$12.00
O.P. (Famous Notes)	\$12.00
Blue	\$12.00
Revel	\$12.00
Opera	\$12.00
Opera	\$20.00
Opera	\$25.00

# WURLITZERS

418	\$60.00	model no.	\$75.00
	\$30.00	model no.	\$35.00

# MILLS

Commercial	\$10.00
Spring Mill	\$12.00
Star	\$10.00
Star	\$10.00
Do Not Mix	\$8.00

# W. R. BURTT

530 W. Douglas Ave., 1478 St. 6th St. Wichita, Kas. Omaha, Neb.

The Real Moneymaker  
is the original  
**VICTOR**  
International Record  
V 710 Beer Barrel Polka  
Hot Preziels, Polka  
by Will Glahe's Orchestra  
See your local VICTOR jobber!

M. O. HANSENHORN, sales manager of the Republic Wurlitzer Co., expresses the view that the 28-record phonograph is a definite necessity to the phonograph operator.



with swank!  
**DON REDMAN**  
VICTOR ARTIST  
and leading coin-capturer

Tunes as strange...dealer-out of novel, effective, smart swing! Don Redman's new Victor Records in machines put dollars into bank accounts. Let him swing you into never-bigger profits.

- NEW VICTOR AND BLUEBIRD RECORDS
- 72726—Baby What's Your Place Come Home (See 1st Column)
  - 72528—Lonesome—Over—Over—Over (See Your Radio)
  - 72529—Over—Over—Over (See Your Radio)
  - 72530—Over—Over—Over (See Your Radio)
  - 72531—Over—Over—Over (See Your Radio)
  - 72532—Over—Over—Over (See Your Radio)
  - 72533—Over—Over—Over (See Your Radio)
  - 72534—Over—Over—Over (See Your Radio)
  - 72535—Over—Over—Over (See Your Radio)
  - 72536—Over—Over—Over (See Your Radio)
  - 72537—Over—Over—Over (See Your Radio)
  - 72538—Over—Over—Over (See Your Radio)
  - 72539—Over—Over—Over (See Your Radio)
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  - 72543—Over—Over—Over (See Your Radio)
  - 72544—Over—Over—Over (See Your Radio)
  - 72545—Over—Over—Over (See Your Radio)
  - 72546—Over—Over—Over (See Your Radio)
  - 72547—Over—Over—Over (See Your Radio)
  - 72548—Over—Over—Over (See Your Radio)
  - 72549—Over—Over—Over (See Your Radio)
  - 72550—Over—Over—Over (See Your Radio)

It Plays to You  
**VICTOR AND BLUEBIRD RECORDS**  
Victor-Decca, RCA 4629, U.S. Pat. A Service of the Republic Corporation of America  
Trademark "Phono" and "Victor" Reg. U.S. Pat. Off. by RCA Mfg. Co., Inc.



Vocallon here the jump over Decca on these above scores.

Sticking to the theater tunes, Bluebird brings to a closing from The Ardono, Billy Bunch and his Smokey Rhythms making a smoky sorta swing for Three Little Birds and a 7-8 Flowers' Red Moon in the Spring. Both sides mix on every count and there's a strong bounce that Billie in a smoky screen for Don Redman's 'Ock.

Grig's Jack Maikover
IN ADDITION to the aforementioned going-over by Ray Noble, making Decca's Grig's Jazz sound pretty good as a jazz tune, Red Doolittle is a badly on Brunswick for the composer's Norwegian Dance. It's neither a good nor a bad piece, but the arrangement and playing is hitting as low as the platform. London bridge is falling Down. However, Ludke is in order for John Kirby on Vocallon for trompeter Chas. Abner's torrid treatise in Rhythm's Dance from Free Gaid. Not since the Raymond Scott age has a stereo provided so much excitement as these discs and it's not as yeamanly in adding with the flip-over, Drift to Me Only With These Eyes. This is a good record for the time.

Ten Pan Alley again calls on Technobunny for a top tune, this time Moon Lovers. The theme is more of a pop-symphonic. Makes for a beautiful ballad with Glenn Miller giving it a smart setting. The melody is marked by another use of taking time. Cinderella, Stay in My Arms. Originally a waltz, Miller gives it a Tommy Kayon, on a Victor, couples the Moon music with a sure-fire novelty disk, shade and a hair-raising roller coaster ride. The Vocallon a smooth and rhythmic double duty with Moon Lovers and the ballad Tux.

Taking a further hint from the long-hair, misty Maikover, his fiddle and the accordion predominate, give account of a new series to the perennial Fight of the Bumble Bee, with his smart solo swing standing out to better advantage for Lydia Lee. Soverear.

Proton Debutay's Perenne, the moon-jazz rhymer have devised the haunting The Leap is Low. Doreby Lamour tries her pipes at it for Bluebird, coupling with Gertrude's The Men I Love. But for the time being, the best is unaccompanied by the absence of a raring. The King's Men give college pie club love to the dance in the creation, Flip over in Steepley to the Stars being just as so so.

The company has arranged a couple Freshen Potter classics for Gene Krupa on Brunswick, Sweetie River and I Dream of Jennie for the Lights Blue Heat (Jeanie being Mrs. Power). While the arrangements carry plenty sock and played with as much force, the couple fills short of hitting an appreciable mark. Flip Fields makes muzzy and in the music of the 1930s for Bluebird, faring better on the flip-over, Tex Center's Buffalo being better than the Caesar Mussolini's accordion rippings.

And for those who can take their classic straight, Columbia offers a most delectable in the best recording of the orchestral version of The White Peacock, a local time poem from Charles Griffes. The five discs of the album read by Howard Barlow and the GDS Symphony Orchestra. Decca also comes forth with a valuable feature in the new release of the songs by the Russian Imperial Strageta. The five discs and robust vocalists of operatic quality and there is a haunting and irrealizable quality to both their singing and their offerings are all full of life. While Rostand's and the sad and melancholy but also the gay opera. Ever heard the Imperial Singers in concert, you won't want to miss up on this set. Oro.

U. S. Salesmen Best in S. A.

American exporters outstrip German competitors better than two-to-one

WASHINGTON, July 1.—Exports to Latin America in the first three months of 1939 from the United States amounted to \$119,420, according to a recent report of the Specialized Division of the Bureau of Economic Warfare. The report compares the exports of Germany and the U. S. and shows that Germany for a similar period exported goods amounting to \$58,211. This means that the U. S. outstripped Germany better than two to one, exporting \$22.55 of goods more than her chief rival, Germany.

However, both countries' exports are running slightly behind last year's totals for the same three-month period. Showing the total amounts of export for 1938, 1937 and 1936, the report revealed that since 1936 the United States' exports have increased twice the amount that Germany's exports have. The figures follow:

Table with 3 columns: Year, Exports from U.S., Exports from Germany. Rows for 1938, 1937, 1936.

Argentina was the largest single country in 1938 purchasing from the U. S. goods amounting to \$40,772 as compared with exports from Germany totaling \$20,912. The customers for the first three months of 1939 had been Cuba, buying from the U. S. in an amount of \$16,028 against Germany's \$4,800, and Mexico, buying from the U. S. exporters' goods worth \$15,499 and from Germany \$4,668. Germany has led the U. S. in exporting to only two countries out of 20 accounted for in the summary. The report lists in detail the figures of exports to each country from the two major powers as based on official German and U. S. export statistics. German re-exports were converted into U. S. dollars at average annual exchange rates.

Supreme of Boston Phono Showings

BOSTON, Mass., July 1.—Operator and coin machine men spent a busy two days last week at an officers' reports. The president, president of the Business

Patents and Inventions

By KEN C. SHYVERS

Patents are issued once each week by the Patent Office, Washington, D. C. A search for all coin-operated devices and parts thereof, also pieces adaptable to coin operation, revealed:

Patent Bulletin of June 28, 1939 (Patents Made June 13, 1939)

Patent No. 2,167,285. Pertaining to Coin Separator.

M. F. MOSELEY, Inc.

- 10000 175.00
10000 175.00
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10000 175.00
10000 175.00
10000 175.00
10000 175.00

MOSELEY VENDING MACHINE EX. INC.

Day Phone 3-6511 Cable Address: Moseley

BARGAIN LIST

Table with 3 columns: Item, Price, Price. Rows for various items like 3 Dominoes, 1 King Cab, 1 Single Cab, etc.

The above machines are offered subject to prior sale. An order must be accompanied by 25.00 deposit in the form of P. O. Order or Telegraph Money Order. Write for our list of 100 other machines.

MOSELEY VENDING MACHINE EX. INC. 100 BROAD ST. Richmond, Va.

Day Phone 3-6511 Cable Address: Moseley Night Phone 5-6228

premise Amusement Co. of New England. They have recently undertaken the distribution of the new Rock-Ola Luxury Light-up phonographs under George Young Rock-Ola distributor in this territory. The complete line of phonographs made by Rock-Ola and on display and a lively enthusiastic crowd of visitors were present through out the two days of the party. Particularly prominent and receiving much favor was the new Rock-Ola counter model.

Palustrant, pleased with the distribution arrangement with George Young for Rock-Ola's phonographs, said: "We are certainly aware of the popularity of Rock-Ola phonographs all over our territory. They are 100 per cent in every way as to beauty, superior reproduction of music and fine mechanical performance. The Luxury Lightup models are making our operators and locationists plenty of money and naturally we're benefiting too."

George Young stated, "We feel that operators in our territory may expect quick and efficient service from the Supreme Amusement Co. It is well established and has a fine reputation among coin machine men. I am sure that the new set-up will be agreeable and satisfactory to the lay audience."

Application, August 20, 1936. Pertaining to Meter. Renewed May 1938. Number of Claims, 23. Inventor's Name—Ernest W. Franck, Paterson, and Harold E. Reeves, New York, N. Y.

Mechanism containing turntable and sound arm providing means for bringing sound arm into contact with photographic record and after reproduction to remove sound arm therefrom.

Patent No. 2,163,491. Pertaining to Meter. Application, November 24, 1936. Number of Claims, 11. Inventor's Name—William N. Woodruff and Charles A. Toce, Houston, Tex., and William Poy Henschel, Cincinnati.

Assigned to Vehicular Parking, Ltd., Washington, D. C. Assigned to inventor having timing mechanism, timing indicators, etc., providing a signal to show inoperative meters upon which allotted time has not been completed before the vehicle departs.

Patent No. 2,162,877. Pertaining to Amusement Device. Application, February 29, 1937. Number of Claims, 10. Inventor's Name—Alvin Bloch, Chicago, Ill.

Assigned to inventor having timing mechanism, timing indicators, etc., providing a signal to show inoperative meters upon which allotted time has not been completed before the vehicle departs.

Patent No. 2,162,877. Pertaining to Amusement Device. Application, February 29, 1937. Number of Claims, 10. Inventor's Name—Alvin Bloch, Chicago, Ill.

Assigned to inventor having timing mechanism, timing indicators, etc., providing a signal to show inoperative meters upon which allotted time has not been completed before the vehicle departs.

Patent No. 2,162,885. Pertaining to Phonograph. Application, March 10, 1937. Number of Claims, 1. Inventor's Name—Fred E. A. Wallin, Chicago, Ill.

Assigned to St. Marshall Scarborough. A coin separator operating on magnetic principles.

Patent No. 2,162,000. Pertaining to Phonograph. Application, May 19, 1939. Inventor's Name—Paul M. Fuller, Chicago, Ill.

Assigned to the Rudolph Wurliizer Co. Ornamental design for an electric juke box control casing.

Design Patent No. 118,929. Pertaining to Game Design. Application, October 19, 1938. Designer's Name—Maurice M. Levy, New York City. Ornamental design for a game device.

Design Patent No. 118,234. Pertaining to Design. Application, October 8, 1938. Designer's Name—William J. Wendler, North Tonawanda, N. Y. Assigned to Allan Harschell Co., Inc., Tonawanda, N. Y. Ornamental design for an amusement device.

WANTED! VERY POCKET SIZED PHONO. SLOT MACHINE. BIG GAMES. HIGHEST PRICES. KING-HARRY'S 1123 Broad St., AUGUSTA, GA.

JOE ASH, who recently opened the Active Amusement Machines Corp. Philadelphia, was a well-known coin machine man. He played back at a party celebrating his opening June 29. Above he sits at his desk in his office.

Any Quantity BALLY'S GRANDSTANDS and PACE-MAKERS, GOTTLIEB'S TRACK RECORDS.

ACME NOVELTY CO. 1124 Hennepin Ave. Minneapolis, Minn.



# GROETCHEN'S

## New Columbia Check Separator

Choice of Jack-Pot Gold Award Slide Vender or Rear Payout Model. Convertible to 10-5c-10c or 25c play. 10 stop or 10 stop Reels—Fruit or Cigarette Symbol Reels. Real slug protection. Last coins played, first coins paid out.

Write for Prices

**GROETCHEN TOOL CO.**

114-120 N. Union St., OHIO

Sales on Variety (now in its fourth successful week). Headliner and the Beverage Vender. Jack is especially proud of the fact that in those days of two and three-week game popularity, Headliner is rolling right along, picking up momentum steadily.

**A PROMISED SURPRISE**—In what Sam Rosenberg is talking about these days. But what it is he won't say.

**ALL RECORDS SHATTERED** . . . says Mike Monroe. Sales for the firm bearing his name have soared to the highest point in the firm's history.

**BALTIMORE BUILD-UP** . . . Eddie Rose's Oriole Coin Machine Corp.'s showrooms and offices are among the most beautiful to be found in any business anywhere in the country. . . . Most of the boys already know that the name of Sam Gray & Co. has now been changed to Roy McClain. Roy himself and his right-hand man, Jay Helferman, are both wild over the town and the operation of the new game. . . . Seen around the past week was Bally Art Garvey, pushing that old line ball. . . . Look like the old one-ball will be running here pretty soon and everybody's plenty excited over the possibilities. . . . Sam himself, one of the town's most well-liked ops, who drifted off and became a neighborhood movie house owner, is back with his first loss, operating pin-ball and very happy about it, too. . . . Hub Enterprises is doing a real ruckus business these days. Wire keep popping in and shipments keep popping out. . . . Mike Handor, well-known op, is all

pepped up about conditions around town and about things generally. . . . These Baltimore distrib. jobbers and ops sure like their new line. And we don't blame them either.

**THE 3-CENT N. Y. CIGGY TAX** . . . has brought into being a new change maker which is getting an enthusiastic reception among the ops to whom it's been shown.

**SPEEDY RECOVERY, HARRY** say all fellows owe to Harry Krimsky, popular Tonkers op, who is quite ill.

**MACHINES OF THE YEAR** . . . That's how George Foner describes the battery of winners he's now handling: Davids Liberty, Chicago's coast, Park, Rabbit's Flank, Keeney's Up and Up, Western Baseball and Mills Throne of Music constitute the line-up, and it is slightly terrific all that! And speaking of George, did you know that Sylvia Schulman, of his office, is also a notary public?

**PHILADELPHIA FROM PHILLY** . . . Joe Ash, who took over George Foner Co. as president and now heads the new Active Amuse on the corner, the corner where we have our new place. . . . "Have you seen our new Pittsburgh offering?" asks E. E. (Tom) Rothstein, of Philly's Banner Specialty. "They're going to be the talk of the town." . . . Art Nystrom was in the town, talking love with the first curlard of deliveries on the Bally Beverage Vender. . . . Al Byrd and the new Tending Co. here, says the vender is the greatest achievement in coin machine history. And early sales reports prove it.

**BACK IN THE POLD** . . . Joining E. E. (Smitty) Smith reports he's now handling Deane-Bag peanut machine, cigar machines and the "Big Game" business in great and it's going to be a great summer, says Smitty.

**"I'M ADDING PHONES** . . . that's how good my pinball route has been doing," says Bob Wehman, one of New York's better known ops and is working harder than ever for that good 19-month-old daughter of mine."

**MEETING OF THE MINDS** . . . of Mutoscope's execs now takes place in the city. . . . The new "Work World" fair, where the Penny Arcade and the Photomatic Studios are packing them in. Right in the middle of the "Work of Tomorrow's hustle and bustle the other day Eastern rep Kim Wilson, Western rep Fred McKee and special rep Al Blindow all locked heads with Sales Manager Bert Winter to formulate International Mutoscope's new sales policies.

**THEY'RE STILL TALKING** . . . about that and where they'll make it celebrating the celebrated Herman B.'s silver anniversary in the coin biz. Leaders of the party were turned up and had a good time with ops and all Herman's other friends who came to wish him well.

**ADD AD HITS** . . . That line "Buy Mills from Vemco" from Joe Calcutty's Vending Machine Co., Fayetteville, N. C. business, was set up by many ops who look it to be the sound advice it is.

**SUNFLOWER VENDOR'S** . . . Harry Wain informs of a new plan he is working on and where they'll make it possible for a vending machine op to set up a route of vendors on a rental basis on actual purchase basis with a part-time arrangement. Sunflower is the largest supplier of candies, nuts, etc., for vendors, as well as one of the leading bulk vender supply firms.

**DAVE STERN** . . . of Elizabeth, N. J., spent a few days confabbing with New York music men. Round up the boys, says Dave, and he's something which will make the Jersey music picture even better than it's been up to now.

**NO KIDDING** . . . policy of Ivy Mitchell. When ops ask him about his game, he tells them and tells them the truth. If he's good he says so and if not he says it's not. The ops are raving about Ivy's used machine buys, too. When they're not being treated, they really have . . . and no kidding!



## FREE

### THE ABOVE ROL-A-TOP FREE

With every 10 Rel-A-Top you buy you get 1 Rel-A-Top. You do not need to buy 10 Rel-A-Tops at all one time, you can buy them 1 or 2 at a time, as you need them, as long as you buy 10 Rel-A-Tops before July 31st.

If you buy 20 Rel-A-Tops before July 31st you get 2 Rel-A-Tops free, and so on. The Rel-A-Top and Ball is 1c, 5c, 10c and 25c play.

## THE SEASON'S BIGGEST BARGAIN

DON'T MISS IT—DON'T WAIT

15-DAY MONEY-BACK GUARANTEE

Write for Special Prices

**WATLING MFG. CO.**

4640-4660 W. FULTON ST. CHICAGO, ILL.

Est. 1888—744 Columbia Bldg., Calif. address "WATLWHITE," Chicago.



## A MONARCH SPECIAL!

### FREE

A Genuine MAJESTIC PORTABLE RADIO

the world's smallest portable battery radio. Write for particulars.

## SPECIAL!

Bally SPOT 'EM FREE PLAY Like New. Only . . . \$49.50

Genco RINK FREE PLAY Like New. Only . . . \$39.50

Bally SPORT PAGE . . . \$57.50

Bally FIFTH INNING, FREE PLAY . . . \$52.50

Bally PARAMOUNTS, FREE PLAY . . . \$34.50

Bally EUREKA, FREE PLAY, 4-COIN MULTIPLE NOVELTY GAME . . . \$87.50

Stoner TURF CHAMPS, CASH and TICKET . . . \$14.50

15c Op. With Over Balance C. O. D. Write for Monarch's District Bulletins.

MONARCH COIN MACHINE CO. 1731 Belmont Ave., Chicago, Ill.

## EASTERN FLASHES

**NEW YORK, July 1**—Remember Bally? Henry Swick, one of this town's vet operators, tells this yarn about one and swears it's true. He's had a Ballytop on a certain location ever since the game came out. The owner absolutely refused to let him put in any other game. After it'd been there about four years it began to show a few signs of wear and tear. Henry took it out and a little reconditioning on it, spread a new coat of varnish over it and brought it back to the location. It had been there only a few hours when a ruckus came in for Henry, it was the location owner, asking what the players were squawking that a new machine had been sneaked in on them. "It's the same machine," Henry swore. "I know," said the location owner, "but you'll have to come over and at least show this coat of varnish off to my players will never believe it."

**ELEVEN YEARS** . . . of experimental work has gone into the making of the new game just introduced by the Miniature Bowling Co. of Newark, according to its makers. The miniature bowling alley, designed as a regular alley and it's guaranteed to stand up under the heaviest kind of wear and bombardment. The game is 10cI feet, is portable and contains a coin mechanism. The dispenser which knocked over and reset mechanically by a lever.

**VIAREGGIO MEMOS** . . . Distributors Harry Steinberg, Bismarck, N. D., and (Newark) route manager, just said "I go with Irma Schor" at Goldstein's in Pleasanton, N. J. More than 300 friends of the couple witnessed the ceremony. . . . Harry Radler, one of Newark's most popular ops, gave the hand of his daughter to Stanley Wolf at the Arm Mansion in Newark, with more than 400 guests in attendance. . . . And Myrtle Rosenberg, recent bride, busy taking his new Frau around to see relatives and helping her furnish that honeymoon apartment. . . . The love bug will get you if you don't watch out.

**ENJOY YOURSELF TODAY!** . . . is the theme of the new Brittain campaign just released by the New Jersey Amusement Board of Trade, Car Co. to encourage adults to now bring in and selling the public on coin-operated games.

**WHEN THE CAT'S AWAY** . . . the mice work the ball, if all the activity around Jack Fitzgerald's Bally Building on 42nd St. can be believed. With Jack out of town, Bill McDonald, Jack Davlin and Tony Ben are working like Trojans trying to keep up with the rash of op-

**FRANK SCHWARTZ**, of the D. & S. Sales Co., Rockford, Ill. gives a happy smile for the Effritz Party Co. cameramen. The occasion was a gift by Schwartz to the Effritz couple.

# Still the greatest of them all!

**WESTERN'S 1939**
**CONSOLE**

# BASEBALL

Now at its greatest popularity in a year and 3 months of profitable operation. Legal everywhere!

★ **THREE MODELS**  
★ **FREE GAME**  
★ **NOVELTY GAME**  
★ **AUTOMATIC PAYOUT**

**WESTERN PRODUCTS, Inc.**  
925 W. NORTH AV.  
CHICAGO, ILL.

## There's a BILL FREY PROFIT ROLLER for every location!

### NUMBER ROLL

12" x 18" Only

**\$27.50**

F. O. B. Miami.  
1/2 Deposit With Order.

**NOT COIN OPERATED  
NO EXPOSED  
CLAMPS OR SCREWS  
... CHEATPROOF!**

### SPECIAL! OLD STYLE GAMES

12" x 18" machines not rated, tops are covered on certain models. **COIN-ROLL, JITTER-ROLL, CHUCK-A-ROLL.** Full operations signs must be included with order. Inspection allowed with money-back guarantee. **98¢ each.**

Dice micro-course to 1/10,000 inch.  
**PROFIT ROLLERS** are available in various layouts and sizes. Write for literature.

**BILL FREY, Inc.**  
140 N. W. 1st St.,  
Miami, Fla.

## OPERATORS!! PROTECT YOUR RECEIPTS

SHYVERS MFG. CO. proudly present The New Machine Coin Check.  
The result of 32 years of originating and developing Coin Checks.

A. Mounting  
B. Base  
C. Shims  
D. Screws



The Front Cover Steps Cheats.  
Steps Shimming. Steps Bending  
Up or Down. Steps Orthing. Steps  
Forcing and Rejects all Off Size  
Checks. Takes money easily.

The Shyvers repairer  
positively works.  
Thousands in use  
working perfectly.

SHYVERS MFG. COMPANY

2815 W. HUDSON ST.,  
CHICAGO, ILL.

This outstanding check has been tested by over 900 operators and pronounced **THE BEST.** Adjustable to take or reject four or Liberty nickels. No noise in stroke, simplicity and ruggedness of construction. Furnished for 1¢, 2¢, 3¢, 5¢ and 10¢ coins. With front guard or with side support, or without either. Also furnished with separator and separator.

## New York City Cig Day Stays

NEW YORK, July 1.—New York City's 1-cent tax on cigarettes will remain in effect. It was virtually assured recently when the city council refused to vote the tax out of existence. Mayor I. O. Gardner had told the council it must either pass the cigarette bill or find new sources of revenue if the relief program of the city was to continue.

The 1-cent city tax will be collected

in addition to the 9-cent State tax, collection of which began July 1. State tax stamps were purchased by jobbers heavily last week and they must affix them to each package of cigarettes.

Plans are now under way to collect State and city taxes jointly in order to eliminate expense of two collection departments. However, due to uncertainty over the city tax deliberations were held in abeyance until the status of the city's tax was known. Starting July 1, city and State are collecting their taxes separately.



## NEW!—STEADY MONEY MAKER!.. THE ALL-SKILL TARGET

With "Check-Up" Award Feature  
This new ALL SKILL game with every penny that you shoot from the target will be yours. It's the most exciting and profitable game ever introduced. **\$27.50** (including 1000 shells and 1000 targets)  
Rush Your Order to  
**D. ROBBINS & CO.** 1145 B. BROADWAY, N.Y.

### Detroit

**DETROIT, July 1.**—The Pop Corn Robot, now by the company of the same name, is down on the list for these large national organizations, William Russell Young, the president said this week. These are: Paramount Theatre, Union News Co. and S. S. Kroge Co.

Robert Jones, vending machine operator, is building up his route with new Mills cigar venders.

Charles P. Delisle, specializing in the service machine field, is adding extensively to his investment with Walling

Robert Jones has again enlarged his route with the addition of new phonographs. He is also placing cigar venders.

Mini-Pop National Distributing Co. is busy making a few added improvements to their new machine and expect to be in full production of same very shortly, according to Joseph B. Mitchell, general manager.

Russell Wagner was at it again, buying Wurlitzers for his route.

Walter Leckowicz and Reynold St. Onge acquired new music machines recently.

Lawrence V. Rohr, of the Rohr Sales Co., is showing activity in the counter coin machine line, with an order for launchmasters.

John Flannigan and Stanley Kusnetzki are the latest additions to the roll of local music machine operators.

H. Goldberg, who operates the Peerless Automatic Sales Co., is shifting a large part of his operations over to the multi-type vender. He has long been a specialist in the gum machine field.

George E. Lightner, manager of Mills Automatic Merchandising Corp., Detroit, reports business as 50 per cent better than a year ago.

Reede, Inc., Detroit, who furnish parts and puffs for vending machines, report business normal in their line.

Balbridge and Bryan again have the acres at Park Island Amusement Park, Lakeland, Mich., for the summer season. They have enlarged it this season, taking over an acre at one side formerly used by another concession, and now have about 75 machines, giving a

full variety of arcade attractions in the spot.

Steve Kienjolo, who operates around Aurora, Florence County, in Northern Wisconsin, now has the Park Island Amusement Park at Lake Orion for the summer.

O. H. Peinberg, jobber of coin machines and Detroit representative of Stewart & McDoire, of New York, was in New York recently.

Radio Distributing Co. have discontinued the handling of records, and are now concentrating their activities in other lines.

Brunswick Record Corp., Detroit, report their business constantly increasing, month after month. Until they have found it necessary to remodel their existing plant, they have been in the department, doing a complete job of re-equiping at the same time. Manager Earl Brewer attributes their growing business to the increasing popularity of records of Kay Kyser, Horace Heidt, Gene Krupa, Jimmy Lunceford and others.

Edite Clemens, head of Modern Music Co., reports orders coming in as rapidly for the new Mills phonograph that he is unable to fill the orders.

The Stahl Music Co. has been changed to Stahl's Music Service. Harry Stahl, former head of the business and now in another business, has revealed. The company has dropped amusement games and similar lines and is now handling only music machines, of which they have a rapidly expanding route.

Harry Stahl attributes the entire business over to his wife, Mrs. Alice Stahl, who is taking direct personal control.

Ben Robinson, of the Robinson Sales, says his new Betty Variety is in great demand here.

Frank Alluvor, Frank D. Noble and Sigmund Kacyrnski started off the parade of phonograph buyers recently—all were in for orders to build up their routes.

Maurice J. Feldman, managing the new Central Coin Machine Exchange, reports local business in the used games field showing a real pick-up.

Harry Orsham, general manager of Margolis & Co., Detroit's largest coin machine operators, says: "I don't think I've heard a really good record since Bee Barvis' party."

M. E. Yullis, who operates around Pontiac, is planning to go to Miami, Fla., during July.

Fred Farris is concentrating his entire operations on pin games.

Brilliant Music Co. and Champion Automatic Music Co. have united in sharing service and general operating overhead costs. The Brilliant Co. has moved its photograph department to the location of the Champion organization, and service trucks, service men and collectors are shared between the two companies, thus providing full-time utilization of these resources. Joseph Brilliant retains his own amusement game business separately and has kept it in the original location.

Darl Morey, blind Detroit operator, is having slug trouble—on machines located in Detroit Police Headquarters. Morey is checking to determine the source of the slug, which has just been reported to appear and threaten to withdraw his machines if they are not stopped.

Louis Muech, Detroit operator, who was owner of the Mayfair Gardens, located in Baltimore, Md., has withdrawn from this enterprise, and is expected to depart

ROY MCGINNIS stands "of attention" in front of this firm's showroom in Baltimore. He reports, "We're always attentive to our customer's every need."

### PHONOGRAPH CLEARANCE SALE

**HILLS DANCEMASTERS**  
11450 Cash: TWO FOR \$25.00  
MILLS SWING KINGS OR DOBE MUS.  
\$27.50 Cash: TWO FOR \$50.00

RECORDS MODEL A-111 25.00  
ROCK-OLA REGULAR 25.00  
ROCK-OLA RHYTHM KING 25.00  
WURLITZER 4-12 25.00  
WURLITZER P-18 45.00  
RECORDS HX, 1927 115.00  
WURLITZER 7-18 125.00  
RECORDS GCM, 1938 100.00  
WURLITZER 24-10 100.00  
RECORDS REGAL, 1938 100.00  
RECORDS CROWN, 1938 115.00  
178 Colored Records—Mal, G. G. O.  
MILWAUKEE COIN MACHINE CO.  
215 W. Rush Ave., Milwaukee, Wis.

### CORRECTION

1 Bushington used word "Dance" instead of "Dancing" in ad above. The photo should have been a man.

**\$95.00**

**SAVOY VENDING CO.**  
408-6 W. Franklin St., Baltimore, Md.  
2310 Wisconsin Ave., N. E., Washington, D. C.

pare attention to his machine operators. Mizuch operates as the Grosse Pointe Novelty Co.

Ben J. Marshall, who distributes Rock-Ola here, was in Chicago recently buying more machines for his customers. He is reported planning to open a new warehouse to handle the quantity of machines now being sold thru the Detroit territory.

George MacDuff, who is in charge of the distribution of RCA-Victor records to phonograph operators in Michigan, has moved to the Hull Sons Co. This organization has taken over the State distribution rights. Headquarters are established in the warehouse on Adler street at the Detroit River.

Wurlitzer operators are seriously going after the beauty shop trade. It was learned this week. What is being sought is the average class shop, not the exclusive salon type, and in both neighborhood and downtown locations.

Claude Hazel is the latest enrollee among local vending machine operators. His specialty is in the cigar field, with Mills vending on his list.

Wurlitzer business took a big pick-up this week, with Eugene Avery and William Rheamans among the steady Detroit operators buying again, in the quantity buying field were the Palmer Music Co. and the A. M. I. Distributing Co.

### Fort Worth

PORT WORTH, July 1—A bumper wheat and oat crop is now moving onto the local market and is putting thousands of dollars in circulation, employ-

ing hundreds of men, and coin machine operators are coming in for their share of the grain dollars.

Johnny Wilson, dapper up of the row, was a Dallas visitor last week.

Operations in Tarrant County, outside of the Port Worth city limits, are very active with all outside and resort spots supporting hundreds of machines. All of these locations are taken care of by Port Worth operators, with few exceptions.

Operator Storall has disposed of his coin machine interests in Fort Worth and is looking around for a good location in some other Texas or Louisiana city.

A number of the ops on the row have been down on the Gulf Coast. Some report nice catches and some brought back the actual proof.

Jack Maloney, manager and owner of the Panther Novelty Co., with Mrs. Maloney and son, spent several pleasant days on the beach at Galveston recently.

Reports from the office of the F. C. Irving Co. are to the effect that 1939 thus far has been one of the best years ever experienced by that firm for the sale of Columbia vending machines and built-in bar vending machines. Irving is looking forward to a big fall business.

Porter Sales Co. is enjoying nice business on the Superior line of saleboards. This firm also offers operators some good buys in used counter game.

Southern Sales Co. suggest coin machine distributing firm to join the row, is doing a big business at its place on Jennings avenue. Joe Sherburn is owner and manager of this organization.

### Natchez, Miss.

NATCHEZ, Miss., July 1—Business is better around this old Southern city and especially across the river in Louisiana, where there is much activity. Many locations have new machines, and the cigar machines are getting a good play.

Don Tucker, popular owner of the La-Ark-Tux Co., is out again after a long spell of illness and his many friends in the business and out are extending him a cordial welcome. He has been critically ill but pulled thru and looks his old self again. Don's company has many new locations in the Mississippi valley and says he expects business to improve from now on.

The Serama Co. has a number of new spots and reports its phone business is improving, with all of the new records getting a good play.

Frank Parrault, service man of the Serama Co., has returned from his vacation and reports an enjoyable time.

Vera Koerber, secretary of the Serama Co., will leave soon on her annual vacation.

## everybody's talking about Snooks . . .

That fascinating new odds build-up feature has certainly tickled with all my locations—if you're looking for a game that's really different with, Mister, you've got it in Snooks.



**Stoner Corporation**  
Aurora, Illinois

### THANK YOU! THANK YOU! THANK YOU!

For your wonderful wires! Your beautiful flowers! Your many, many good wishes on my Silver Anniversary!

*Norman S. Budin, Mgr.*

**SAVOY VENDING CO., INC.**  
651-653 ATLANTIC AVE., BROOKLYN, N. Y.

### STONER'S SNOOKS

REGULAR NOVELTY, \$79.50 — FREE PLAY, \$39.50

READY FOR IMMEDIATE DELIVERY

We Will Make Liberal Trade Arrangements on Your Used Pin Games, Quarterly Games, Phonographs, Billards, etc., Against Orders for New Games.

**W. B. NOVELTY CO., INC.** 3800 N. GRAND BLVD., ST. LOUIS, MO.

### QUALITY SPEAKS FOR ITSELF

STRICT ATTENTION TO OUR SUPERIOR TRADE

8 1938 5000 Times 287.00	Game Board, 24" P. 25.00	3 1939 Gold Record 27.50
8 1938 Track Times 29.00	Travis Play, 24" P. 25.00	3 1939 Silver 30.00
10 1938 Kentucky Oaks 22.00	Radiola, 24" P. 25.00	8 1939-40 10-15 37.50
10 1938 Ball and 11 19.00	Harvey, 24" P. 25.00	2 1939 G. Y. 10 125
Daily Dots 20.00	Parson 27.50	10 1939 10 125 35.00
1 1938 4000 Times 25.00	Harvey, 24" P. 25.00	4 1939 10 125 35.00
1 1938 4000 Times 45.00	Bonham, 24" P. 25.00	4 1939-40 10 125 35.00
1 1938 4000 Times 27.00	1938 24" P. 25.00	3 1939-40 10 125 35.00
1 1938 4000 Times 22.00	1938 24" P. 25.00	4 1939-40 10 125 35.00
1 1938 4000 Times 22.00	1938 24" P. 25.00	4 1939-40 10 125 35.00
1 1938 4000 Times 22.00	1938 24" P. 25.00	4 1939-40 10 125 35.00
1 1938 4000 Times 22.00	1938 24" P. 25.00	4 1939-40 10 125 35.00

1938-1939 24" P. 25.00

### S WURLITZER AUTOMATIC PH

COIN OPERATED OPERATORS

WURLITZER WURLITZER

AMUSEMENT MACHINES SCALES

KENTUCKY SPRINGLESS SCALE CO. personnel poses in front of the Louisville establishment. To the right of the lampost (center) are Ed Wurgler, Wurlitzer factory representative; J. E. Coob, Kentucky Springs Scale Co.; E. H. Peeling, assistant general sales manager of Wurlitzer at North Toluca, N. Y.; and H. E. Sharp, sales manager.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

We want you to experience the thrill and profit of operating a real slug-proof trouble-free jackpot bell.

Let us ship you a sample Super Chief with slug rejector (1c, 5c, 10c, 25c) play to prove that it will get more play and make more profit. You'll agree that Super Chief will increase your earnings from twenty-five to fifty percent.

This Offer Limited

Order ten additional Super Chiefs and the sample is yours free of charge! On an order for five additional Super Chiefs the sample is yours for only half price. This offer good only during July.

Write or wire today for prompt shipment. If you're not satisfied sample may be returned within ten days for full refund.

Extra: This free offer will apply to any model Jennings Chief. No member - good only during month of July.

O. D. Jennings & Company 4309-39 WEST LAKE ST. CHICAGO

Idea of placing candy and prizes in diggers... one of the first to travel the country building up routes... M. J. Winkler... Mike Muzina Corp.

TAM YOUR OWN OPPORTUNITY... NORRIS HANRIN OPENS PENNY ARCADE in Atlantic...

CMU LEADERS... WALTER A. TRATACH, head of the E. T. Mills Co., Chicago...

Indiana Ops Meet July 9... Combined business meeting and outing for operators...

Indiana Ops Meet July 9... Program for the day has been laid out to include a directors' meeting...

BARGAINS FROM DAVE MARION... 8 Stern, W. P. Bull, Gunwader... 800 York, East...

SPECIAL OFFER ONE JENNINGS Super-Chief FREE



Colnography

Mink in 1912 he purchased a route of 40 penny machines for \$400... had seven arcades... then he started to manufacture his own machines...

NEED MONEY? We offer the 3 best and second ways to get the money you need...

VARIETY THE GREATEST GAME EVER BUILT! RUSH YOUR ORDER HEADLIER

BALLY BEVERAGE VENDER LIBERAL TIME PAYMENT PLAN! GUARANTEED PERFECT! 100% LEGAL!

JOHN A. FITZGIBBONS 453 WEST 47TH ST., NEW YORK CITY

BARGAINS FROM DAVE MARION... 8 Stern, W. P. Bull, Gunwader... 800 York, East...

RAY THREN, Tracy, Minn.

S. Beloit, Wis., Licenses Pinballs

SOUTH BELOIT, Wis., July 1.—Complaint came here June 30 against an ordinance licensing pinball games and similar machines.

# MERCURY

**TOKEN  
PAYOUT**  
Makes More  
Money

Eliminates all guess-  
work as to amount of  
awards paid by location

Write Today for Prices

**GROETCHEN TOOL CO.**

126 N. UNION STREET,  
CHICAGO.

## Arcade Biz Best In Years; Using New Equipment

CANTON, O., July 1.—Penny arcade operators report business so far this season ahead of last year, with every indication that the current season will be one of the most profitable for operators in recent years. There is more new equipment in evidence in Eastern and Central Ohio arcades than there has been for years and operators are taking great pride in the appearance of their units.

There is much noon in evidence in arcade fronts this year and majority have new canvas for their portable arcades. Ferrotype arcades present a much flashier appearance because of the presence of many of the new models. Harry Bucher, of Sandusky, one of the most active operators in the district, reports demand for machines his firm is manufacturing has exceeded expectations. His new arcade on the J. R. Evans Show is a beauty, with a new streamlined front and all new canvas. Many new machines of different types are being introduced into the market. He has large arcade under canvas with one of the Gooding ride units which has been playing in and around Columbus in recent weeks. He reports the usual line-up of fairs and celebrations to start late in July.

Dick Johns, well-known Coshocton operator, has expanded his summer activities, recently having installed a new arcade on the pier at Buckeye Lake near the ballroom. He continues to operate his arcade at Lake Park, Coshocton, where almost 5000 are in charge. Johns reports his fair and celebration bookings complete, those to start late in July at the Ashland County Fair in Jefferson and winding up with the Coshocton County fair at Coshocton in October. He recently added a new front to his under-canvas arcade and has purchased several new-type machines.

Oliver Adams, for many years an arcade operator at Meyers Lake Park, Canton, reports business holding up well despite late bookings at the park. He recently revamped the arcade, extending the floor space and adding a score of new machines. Adams, he reports, has been doing top business on the midway this summer, with several big Sundays registered so far this season.

Robert Wagner, Puritas Springs, has installed an arcade on the midway at Summit Beach Park, Akron. Wagner had the concession there last season. Park management has plans under way to create an arcade under its own direction next season. Frank Haul, park manager, is planning a trip soon to visit machine manufacturers and to see ideas for a modern permanent arcade for the 1940 season, he reports.

Bertha McDaniel, for many years operator of the penny arcade on the Johnny J. Jones Exposition, has installed new front and has added several new machines this season. New canvas adds much to the appearance of the concession this year. The arcade has been "performing good business since they began playing the larger industrial titles in the Zoo and Midland," she reports.

Operators revealed that target-type machines have been accepted heavily

play this season, as well as marble game, cigar machines, of the penny type, weight machines, strength testing and even the old-type moving picture machine continue to appeal to patrons. Newer still-life machines are becoming popular, and from all indications many of the console-type machines will have replaced those that are obsolete, patrons demanding the newer machines, because they have become accustomed to seeing them at the beach resorts and major summering places and amusement parks in the territory.

## Mills Bonus Bell Applauded

CHICAGO, July 1.—"Recently while in Ohio," says Gus Quarnem, Mills trademark, "I visited an operator who started with a Mills Bonus Bell about five months ago. Today he is operating 50 of the machines. He informed me that in his opinion it is the finest machine built today both from the operator's and the player's viewpoint."

"His reason for this statement was that the machine when operated in locations where patrons are not of the transient type is always entering due to the additional award of Bonus, especially when a letter or two of the word is started.

"This machine has proved to be the best money-maker in all European countries where thousands are in operation."

## Werts Releases Ace-High Game

MUNCIE, Ind., July 1.—"Ace-High, a new jar game originated by the Werts Novelty Co., Muncie, Ind., promises to become one of the most popular jar games ever devised by Werts' ingenuity," reports a firm spokesman. Based on poker, it has a strong appeal to jar-game fans and 10 out of 10 men can't resist having several tries.



WURLITZER PHONOGRAPHS on display at the opening of the new Wurlitzer distributor in Kentucky, the Keystone Springdale Scale Co. A huge luncheon was served throughout the two-day affair.

1c or 5c Play  
Cigarette  
Reels.  
New  
Hammerhead  
Enamel  
Finish.  
Choice of  
Colors.  
Open or  
Concealed  
Payout.



**FREE  
PLAY**

Mills Free Play One-Two-Three is strictly a novelty table but earns money like the best payouts. Mills Novelty Company, 4100 Fullerton Avenue, Chicago, Illinois.

**WE HAVE THEM**

"Tickets are clearly printed with a five-card poker hand, and hands containing pairs, straight, flushes, etc. A hand marked Joker gives the player a chance at one of 30 seals in the lower section of the Jackpot card.

"This top section houses the big winners. Four rows of seals, four to a row, are designated as the Jack Row, Queen Row, King Row and Ace Row. A player reaching the Jack Row has one chance in four of promotion to the Queen Row; falling, he wins an award. The King Row pays or advances to the Ace Row. Three of the cards in the Ace Row pay a high award, and the fourth is the high special award.

"Ace-High is a stupendous attraction worthy of the country's leading jar-game manufacturer—well above average in pulling and paying power, even for other profitable Werts games."



**KEYSTONE NOVELTY & MFG. CO.**  
2614 & Huntingdon Sts., Philadelphia, Pa.  
(MILLS DISTRIBUTORS)

**FOR SALE**

**5c, 10c & 25c  
SLOT MACHINES  
Excellent Condition**

Will sell at reasonable price from one to four hundred.

Write

P. O. BOX 329  
GALVESTON, TEXAS.

Send your correspondence to advertisers by using The Billboard.

## Players Fight For

**GREAT "BUILD-UP-AWARD-WHILE-  
YOU-PLAY" MONEY MAKER!**

"GIVE ME LIBERTY" is what they're saying everywhere these days! And when they demand LIBERTY they mean Daval's great 5 ball "build-up" machine which is ATTRACTING CROWDS OF PLAYERS and bringing in MORE CASH THAN EVER BEFORE for operators!

**FEATURES!**

- \* "FOT-LUP" BUMPERS—1 or 2 different 51-cent bumpers all beginning of every game, optional with operator!
- \* BALL RETURN HOLE gives a "fast-see-and-see" impulse!
- \* Dead bumpers add to total score at they see hit!

**GREAT MODELS!**

1. 5-1/2" Build-Up	2. 5-1/2" 5-Prize
\$79.50	\$89.50
3. 6" 5-Prize	4. 6" 5-Prize
\$84.50	\$94.50

ADJUSTABLE AND FULLY METERED!

DAVAL MFG. CO. \* 315 N. Hoyne, CHICAGO

## Monarch Extends Special Offer

CHICAGO, July 1.—Al Stern, Monarch Coin Machine Co. expressed his satisfaction with the results from an announcement last week, in which, said Stern, "we announced that we were offering a genuine Majestic portable radio to operators on a special offer. We made this offer to acquaint operators with Monarch service and to stimulate sales to our many old customers."

The results of this announcement

## Super Track Time Keeps Keecney Busy

CHICAGO, July 1.—"Tails of our 1939 Super Track Time continues at the high level that has been characteristic of this powerful money maker since it was first introduced in the Pacific Northwest. Reports from coinmen in various sections of the country attribute the success of this outstanding game to many reasons, but they all boil down to the fact that 1939 Super Track Time embodies all the basic elements that any amusement device should have—flash, action, fast play and colorful features.

"Up and Up, our sweet five-ball game, is getting new operator coin money over the country," continued Keecney. "Among the features that make Up and Up so attractive to players is the high score awards and the awards for individual skill shots.

"The true value of Up and Up, also 1939 Super Track Time, have been described by the statement of an operator who called them the perfect combination for profitable operation."

## Seattle

SEATTLE, July 1.—With a Rock-O-Tone phonograph, darts and other coin machines on the premises, the Ocean Tavern and Restaurant recently staged a grand opening celebration.

Funland was recently opened for the summer at Point Defiance Park, Tacoma, with a host of new amusement features and concessions.

A young man who by trickery piled up huge scores on a pinball machine in Seattle was arrested and sentenced to jail for two months on charges of attempt to defraud recently. Using a magnetic device, the man guided balls into the high-scoring holes and managed winning scores without a break. Arrested with the man was a young woman who played the game while the defendant jockeyed the balls into the high-scoring positions.

An ordinance adopted late in June at Palouse, Wash., provides for a license of each machine in the city. The new municipal regulation amends one adopted in the fall of last year.

are gratifying to us because we have given the opportunity to do business with many new operators and renew business associations with old Monarch supporters. "Yet, there are still a large number of operators who have not availed themselves of this opportunity to obtain this new Majestic radio. So we are going to extend this offer for a short period, and advise all operators to take advantage of it while the radioe last."

## For Fair Play

Editor's Note: The following editorial, reprinted from The Oregonian (Portland, Ore.) Daily News, June 29, 1939, is an appeal for fair play to coin machine operators in the new Oregon slot machine law, (also the newspaper itself) is apparently opposed to "slot machines," as it could be.

**THE SLOT MACHINE MAZE.**—The Daily News holds no brief whatever for slot machines. The daily constituent authorities may do what they see fit about banning or regulating them insofar as we are concerned, although we are sure that we could get as well agitated over their operation as some of the protestants do and frequently conceive that there are other situations much more worthy of official attention and raids than condemnation and destruction of the "one-armed bandit."

Aside from this general observation, however, there is considered belief that the slot machine must provide one of the biggest muddles, the most complicated legal—or illegal—messes that the State known or has known. What is legal and what is illegal is the matter of laws? The Legislature bumbled, hawed and backtracked. The attorney-general's staff has ruled, going and coming. Various county officials note this, that and t'other way in their attitude, tolerance or seizure; and judges offer almost as many interpretations and instructions as there are jurists in Tarcadia.

In the meanwhile, amidst all this confusion, it is reported from Belding that "approximately 2000" of these slot machines have been licensed by the State since the new revenue act went into effect June 1. Eighteen persons have also obtained a license of \$100 each to distribute and place slot machines.

Now that regulation certainly seems to place a restriction upon the operation of the State machine, it may be that slot machine distributors and operators cannot be trusted and that they will endeavor to install machines beyond the law, if anybody knows it, under the license which they have received. Here is a field for eternal vigilance. But California also indicates that the privilege which they have bought should be theirs. For a State to take an individual's or firm's money and then to allow the latter to continue to operate the machines which were to be operated under that license, and the standards therein set forth, must be the kind of banditry in itself; a taking of one's money and a giving of nothing in return. The existing law may be anything but what it should be; but it is the law nevertheless and as such demands a fair application. Or does and body know what the existing law and the standards which it imposes really are?

## Ocean Park Has Busy Week

CHICAGO, July 1.—"This past week has been one of the busiest we've had in a long time," commented executive Sam Wolberg and Sam Rosenberg of the Chicago Coin Machine Mfg. Co. "In the first place our newest contribution to Ocean Park took a market upturn in sales. Although it has only been on the market for a few weeks, it has already captured the fancies of players everywhere, and operators are ordering it in large quantities to satisfy the requirements of their many locations.

"Ocean Park has what it takes for success, player and operator appeal. Players like being able to score in two different ways; they like the action of the double playing field; they like the new 'extra ball' feature and the new type skill lanes and the high-score bumpers.

"Aside from being rushed with orders for Ocean Park, sales of both Major and Topper continued at the same high level; they have maintained for many weeks the highest profitable gross they kept them on locations everywhere."

**FREE PLAY GAMES**

MULTI-FREE RACE	\$25.00
5 BALL	15.00
BALLY SWI WHIRL	40.00
5 BALL	15.00
SPOTTED	40.00
5 BALL	15.00
KENNY 100	12.00
KENNY 100	22.50

KENNY DEBY CHAMP	\$17.50
5 BALL SWI WHIRL	40.00
5 BALL	15.00
ARLINGTON	15.00
5 BALL	15.00
5 BALL	15.00
PIERCE	5.00
5 BALL	15.00
5 BALL	15.00

1/2 dozen, includes C. O. D. All items shipped with full amount.

ARUNDEL AMUSEMENT CO. 39 WEST ST. ANNAPOLIS, MD. PHONE, ANNAPOLIS 3491

**SALESBOARD AND BINGO OPERATORS**

PREMIUM ISSERS AND PROMOTIONAL AGENTS

We have the latest offered that our operators embracing our systems. All machines are of the best quality. Machines finished in the most beautiful and durable material. Specially for Full Information, write to us for literature and prices.

**S. ANGELL & CO.**  
Manufacturing Purvis,  
238 W. 27th St., NEW YORK CITY, N. Y.

## JENNINGS CIGA-ROLAS

Be and the Play,  
Used Just a Few Weeks.

**\$167.50**

**Kala Coin Games Co.**  
300 E. Michigan Avenue, Kalamazoo, Mich.

ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS.

**RENE GODIN, editor of the Revue de l'Automatique, French coin machine trade paper, is surrounded by a bevy of French beauties at the Fifth Annual French Exposition on Amusement Machines. The occasion was the selection of a queen of the exposition which resulted in the picking of Miss. Gynette (center, seated) to wear the marionette's crown. Ladies-in-waiting were Miss. Anne (left) and Miss. Jacqueline (right). Miss. Gynette represented the Revue de l'Automatique.**



# REPORT

## IS STILL OVERSHADOWING EVERY GAME IN THE MARKET!

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REBUILT  
50,000, 100,  
New York  
100,000  
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Reconditioned

COIN  
AMUSEMENT  
SUPPLY, L.I.C.  
London,  
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### GENCO, Inc.

2621 N. ASHLAND AVE.  
CHICAGO, ILL.

### Banner Specialty Lands Slug Device

PHILADELPHIA, July 1.—"Congratulations to the Pace Mfg. Co." said officials of the Banner Specialty Co., "for offering coinmen such outstanding games as Saratoga, Beiss and Small Bell."  
"It's games like these, with action, suspense and excitement that make big money for operators everywhere. And now with the addition of slug rejectors available on 5, 10 and 25 cent play models, there's no dropping them for earnings. Sales of these machines in both our offices here in Philadelphia and in Pittsburgh have risen far beyond our expectations."  
"There must be a reason, and there is. Operators are making big money with them, they are ordering large supplies. We're 100 per cent behind all these powerful Pace games."

### Saratoga Draws New Customers

NASHVILLE, July 1.—Pace Mfg. Co. did more than offer coinmen protection for earnings in the new slug rejector models of Saratoga, Beiss and Small Bell," said executives of the Altoona, Pa. Co.  
"They offered coin machine distributors an end product for so many new friends in the new customers who bought these profit-making coin machines. Among the many operators who have purchased these products from us are coinmen with whom we have never before had the pleasure of dealing."  
"By selling them Saratoga, etc., we feel that we have gotten off to a flying start with an excellent game, and should do even more business with them in the future, as a direct result. This is our certified opinion of Pace's product."

### Georgia Likes Pace Machines

ROPERTON, Ga., July 1.—Sparks Specialty Co.'s executives report that Pace's Saratoga, Beiss and slug rejector Bell are three of the biggest selling machines in the State of Georgia.  
"Operators here are simply wild about all three of these machines mainly because they are earning such large profits with them. The extra protection of the slug rejector has been most enthusiastically received. Coinmen declare it to be one of the most important reasons why they like these Pace machines."  
"The fact that they are available in 5, 10 and 25 cent play makes it possible for operators to place them in almost any location. Knowing their locations enable them to place the one that they believe will reap the greatest profits for them."

# DeVRY

FULLY  
GUARANTEED



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CIR-  
CULATOR  
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FOR

- ★ Taverns
- ★ Hotels
- ★ Theatres
- ★ Stores
- ★ Offices
- ★ Factories

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Write — Wire  
for details and price list  
also for extensive territorial rights

### DeVRY CORPORATION

1111 Armitage Ave., Chicago.

## BIG PROFITS

follow the PENNANT wherever it is shown. A hit with players — a Profit-maker for you. Features Harlich's Exclusive Baseball Tickets

### 67 WINNERS

No. 960                      960 Holes  
Takes In                      \$48.00  
Average Payout              22.37

PRICE \$3.96 EACH              Average Gross Profit . . . \$25.63

Send for New Catalog Showing Hundreds of other Profit-makers

### PENNANT MANUFACTURING COMPANY

1413 W. Jackson Blvd. Chicago, Ill.

PRICED TO SELL!			A-1 CONDITION!		
Insider	\$30.00	Reps	\$22.50	Snapper	\$12.00
Block	\$20.00	Pepp	\$18.50	Swing	8.00
Domest	27.50	St-Exp	18.50	Ball	18.00
Cl. Man	25.00	Fines	18.50	Boxing	11.50
Clap and G	27.50	Exhibit Station	18.50	Tapp	10.00
Blue	25.00	Ex	18.50	Shooter	11.50
Clap	22.50	Reveri	17.50	Lang Beach	7.50
Clap	22.50	Base Springs	15.00	Control	7.50
Clap	22.50	Flora	15.00	Blowout	7.50
Clap	22.50				

DETROIT COIN MACHINE EXCHANGE, 2416 Grand River Ave., Detroit, Mich.

FREE PLAY GAMES			
Black	\$35.00	Pennant	\$18.50
White	35.00	Grand	18.50
Blue	35.00	Pepp	18.50
Clap	35.00	St-Exp	18.50
Clap	35.00	Fines	18.50
Clap	35.00	Exhibit Station	18.50
Clap	35.00	Ex	18.50
Clap	35.00	Reveri	17.50
Clap	35.00	Base Springs	15.00
Clap	35.00	Flora	15.00
Clap	35.00		

G. N. VENDING COMPANY

### Perfectly Reconditioned

Lat-Def. PP	\$24.00	Funk	\$22.00
Boston, PP	\$22.00	Banker	22.00
Osition	22.00	Supern	22.00
Osition	22.00	St. Manti	22.00
Osition, PP	21.00	Repts	18.00
Osition	21.00	Osition	18.00
Osition	21.00	Osition	18.00
Osition	21.00	Osition	18.00
Osition	21.00	Osition	18.00

MAX MUNDY      524 West 18th St.  
New York, N. Y.

**WILLIAM (BILL) DETZ**, president and general manager of the W. R. Varsity Co., St. Louis, is one of the leading distributors in the Middle West. Bill has sponsored showings in various cities in Missouri and Southern Illinois during the month of June. Displayed at his showings were Scoring Photographs, Neg-Lites and Stone's creations, Don-ners Shooting, a free play pinball. He declares that interest ran high at the showings and is recommending the Scoring Photographs for profits and more satisfied customers.

**ATLAS NOVELTY CO.**

THIS WEEK'S SPECIAL ONLY RECONDITIONED THROUGHOUT **\$29.50**

PHONOGRAPHS	
Cashbox Model (with Illuminated)	\$42.90
Standard (with Illuminated)	\$29.50
Standard (with Music)	\$29.50

NOVELTY GAMES	
Standard	\$18.50

Wires for Dealer with New Free Service Bulletin listing complete line of Reconditioned Portable and Console type Flag Counter Game and Novelty Games. Also write for copy of our newly published Prospectus Catalogue, the only one of its kind in the industry.

**ATLAS NOVELTY CO.**  
2200 N. Western Ave., 1005 First Ave., CHICAGO, ILL. (General Offices)  
Sole Sales Office: Atlas Automatics, 3150 Grand River Ave., Detroit, Mich.

**AMERICA'S LARGEST DISTRIBUTORS**

**AUTOMATIC PATYOUTS**

Alcoholic	\$20.00
Early Entry	\$25.00

Quintette (M)	\$48.00
Event	\$25.00
Thirteen	\$25.00
Wed	\$25.00
Wetwing	\$25.00

St. Morris	\$27.50
Traggy	\$27.50
Beauty	\$27.50

V. B. Dorell, Balance & Co., P. O. B., BALTIMORE, MD.

**ROY McGINNIS, 2011 Maryland Ave., Baltimore, Md.**

**THE MITCHELL & CO.**

We have PERFECT RECONDITIONED PIN GAMES, too many to list, ranging from **\$750**

Our prices are the lowest and our machines are the best. **MACHINES AND SUPPLIES** 1141 De Kalb Ave., Brooklyn, N.Y.

**Bally Variety Inspires Poetry**

CHICAGO, July 1.—Variety makes poetry," says Jim Buckley, general sales manager of the Bally Mfg. Co. Poet Buckley's poem follows:  
Poetry of motion, of color, of action;  
It's the game of the day,  
Its operators complete satisfaction;  
It's reviving locations,  
It's doubling the play,  
It's stopping vacations,  
It's making ope hay,  
It's grooming collections,  
It's the game of the day,  
Outshining all attractions,  
In every old way,  
It's Variety they want, and every-  
where they rally,  
To get this great game, a sensation,  
Only Bally.

Says Herb Jones, ad manager of Bally, this is the manner in which the sensation caused by Variety has affected Jim Buckley, who has since been lost in a deluge of telegrams, letters and "line-dancing" phone calls, demanding immediate delivery and larger quantities daily.

**London**

LONDON, July 1.—London jockey L. H. Lewis has business into London's immediate vicinity under title of Alliance Automatic Amusement, Ltd., for purpose of handling new blood-pressure and heart-beat machine. Device consists of metal chair placed on hospital trolleys with apparatus in small cabinet on one side. Armlet placed on arm above elbow is connected by two flexible tubes to a pump, which is attached to slot, and attendant begins to pump. Pressure measured on customer's arm brings into circuit needle on heart-beat dial and number on blood-pressure indicator. Manual charts will be sold separately, as

it is thought people will make habit of using chair regularly, as they do weighers.  
Sliding floor weigher table and height-measuring arm are being added to equipment of chair, which is being put up as proposition for drug stores, hotels and vacation camps. Lewis has postponed projected visit to United States until fall of the season, actual date depends largely upon perfection of revamped chair for submission to American manufacturers. Lewis says he has also had and larger showrooms here will also have some bearing on sailing date.

Stannic Automatics producing successor to their Okay for Sound, marble game, which played a phonograph record upon attainment of set score. Named Serenade, new model has eight-record capacity with changing mechanism in back-panel. Scoring by means of usual type bumpers.

Samson Novelty Co. has another successful investment in Ortoloch's metal die type. For some years it has been doing steady trade with the Hoover metal die plant, everything indicates there being plenty of room here for both this and Ortoloch's machines. Big user of metal types is British Automatic Co., which holds exclusive machine operating concession on all British railway stations. Fine spots for name embossing device.

At some seaside spots operators continue to feature original Bally Dumpers and find they hold their pitch against later model games. One reason advanced for this is that many people and women in particular like the play simplicity of the Bally Dumpers. In London, regular frequenters of sportslands look for change and variety.

One concern in London does a big business letting out marble tables and other machines at rates in per week, numerous entering into an agreement obligating them for a fixed period. Weekly rental



**CHICAGO COIN'S**  
**ALCO**  
**IS COMING TO TOWN!**  
**OUT SOON . . . ACCEPTING ORDERS NOW**  
*Not a Race Horse Game*  
**CHICAGO COIN MACHINE MFG. CO.**  
1725 DIVERSEY BOULEVARD, CHICAGO.

Evans HITS COUNTER GAME HIT POCKET EDITION GALLOPING DOMINOS Not Coin Operated! A SURE BET FOR OPERATORS! Ideal in restricted territory! No coin cleaners operate in entirely new way! Metal coin receiver remains locked until counter attendant clears it! Played by placing coins under selected numbers in coin receiver and pushing spinner rod. Absolutely eye-proof! Easier operators to the locations larger percentage of receipts—locations pay winners from their share!

LOW PRICE!  
At Your Jobber, or Write, Wire or Phone Harkmarck 7650.

**H. C. EVANS & CO.**  
1520-1530 W. Adams St., Chicago, Ill.  
For Amusement Deptos See Our Ad in Carnival Section.

ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS.

# VARIETY

**BIGGEST MONEY-MAKER  
IN PIN-GAME HISTORY**

Actually earning 20 to 30 per cent more money than Bally Reserve at its best! Because the new "SKILL RESERVE AWARD BUILD-UP" has all the BIG WINNER fascination and "come-close" REPEAT PLAY APPEAL—plus added attraction of SKILL SHOTS to boost appeal! Get your share of the biggest novelty profits on record—order VARIETY today!



44 in. by 22 in.

**\$94.50**  
FREE PLAY  
MODEL: 191-54

## BALLY MFG. COMPANY

2640 BELMONT AVENUE • CHICAGO, ILLINOIS

## Daval's Liberty Is Liked in N. Y.

**NEW YORK, July 1.**—Under the triumphant auspices of the district of Liberty which dominates the portals of New York, a new cry can be heard throughout the entire city, "Give me Liberty," according to the executives of the George Pinner Co. The principals of the George Pinner Co. regard Daval's new Liberty as certainly the most beautiful and appealing game we have seen in a long time. It has everything that operators want added in a good game—its new A. G. construction eliminating troublesome exciters enables Daval to guarantee its mechanical perfection. By giving the player a head start of spotting the ball on different hit-or-miss at the beginning of every game, it adds an incentive—a real come-on—which is the mark of a second-braiding game.

"We feel confident," they added, "that Daval's Liberty is definitely the finest game that operators have had in many a month. The name Liberty suggests freedom from any upward mechanical trouble and the freedom which the operator will feel from financial worries as long as he operates Liberty.

"Upon receipt of our very first shipment we knew immediately that Liberty was a winner, and we are pleased to find that our judgment was backed up by enthusiastic operator reports as well as by overwhelming sales."

## Bill Gross Lauds Pinball Makers

**PHILADELPHIA, July 1.**—Tribute was paid to the ingenuity of the pinball machine manufacturers by William Gross, president of the Lehigh Specialty Co., who declared that because of the alacrity of the manufacturers to keep pace with the demands of the public, the industry has been built up to its present proportions.

"Whenever public interest in pinball games seemed to abate, the designers always introduced some new machine which immediately revived the industry. The ingenuity of the designers is a sufficient safeguard to the stability of the calling, and we can look forward to many prosperous years.

"Because of the influx of the new games, the current year is so far one of the greatest in history. Because of the machines operators as well as distributors are enjoying a greater amount of business.

"One of the best selling machines in Chicago Coin's Ocean Park. The first carload received was sold out in two days. Many orders for that game have been received since and deliveries are being made."

## 200 ROTARIES

FOR  
**SALE OR RENT**  
in Open Territory  
If You Are Responsible  
**WRITE or WIRE**

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### PHOTOMATICS

Reconditioned  
Ready To Operate  
All Stainless Steel  
Equipment

**\$545.00**  
10c & 25c Chiefs.....\$19.50  
50c Chiefs ..... 24.50  
1/2 Dep. With Order

**GERBER & GLASS**  
914 Diversey Blvd.  
Chicago, Ill.

## BERT LANE Says:

I PERSONALLY GUARANTEE  
**1-2-3  
FREE PLAY**  
America's No. 1 Money-Maker  
IMMEDIATE DELIVERIES!

## SEABOARD SALES, INC.

619 Tenth Ave., New York  
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## SAVOY'S WEEKLY SPECIALS RECONDITIONED AND GUARANTEED

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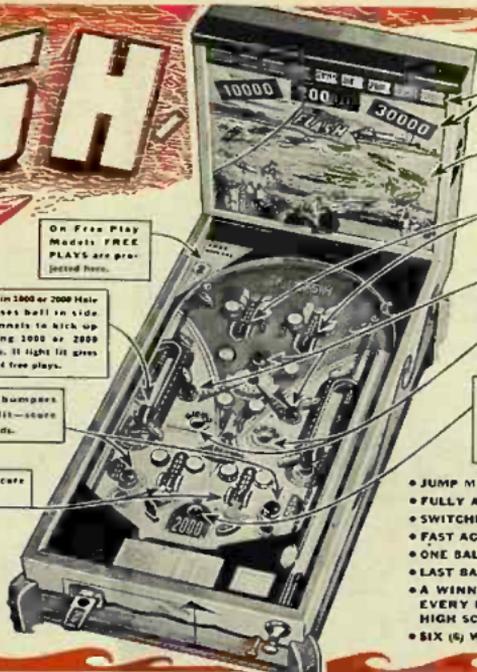
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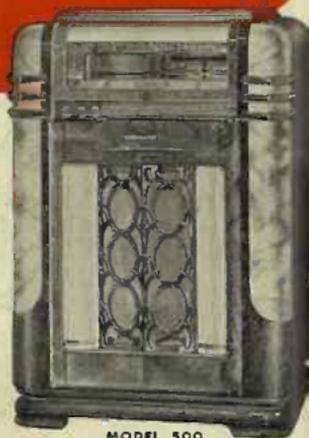
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