

JUL 8 1939

The Billboard

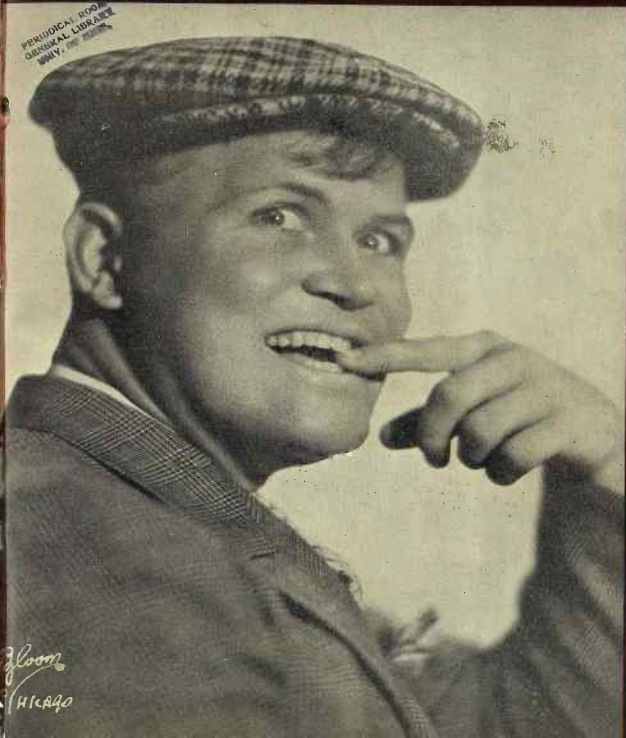
The World's Foremost Amusement Weekly

JULY 8, 1939

15 Cents

Vol. 51. No. 27

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NEW YORK

THE BILLBOARD, PUBLICATION OFFICE, CINCINNATI, OHIO.

CHICAGO

ST. LOUIS

PHILADELPHIA

LONDON

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 measures.

HELEN D. HINDRICKS, 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, making 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 and they were expected to re-introduce the circus, then stating that the WPA had decided to kill the circus anyway. It is the feeling of the CPA that 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 boys 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 program. Craven, Hays, Burton-held Congressmen in the halls of the capital. Tullahan announced pulled at the top of the bill. (See FEDERAL THEATER on page 6)

June-Moon Rhymes With Loon And Tschaiowsky Makes Hits

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

By DANIEL RICHMAN

NEW YORK, July 1.—The children again Tim Pan Alley must scratch their graying 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 present a strange picture to them to see a songhair like Tschaiowsky 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 only a few compositions of fish talk, baby talk and stinky types of garbiero become best selling songs, 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 Tinny 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 Noo wrote it and Robbins published it five years ago. Extracting its main melody from the original was being done on it with a result and a rhyming dictionary gave Robbins one of its biggest (See TINNY PAN ALLEY on page 14)

Four A's Backs Its Right To Try AFA on Inefficiency

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. It is the feeling of the AFA that the bill of particulars by July 5, and the answer by 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 the 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 matter, merely pointing out that money received from benefit shows was turned into the AFA'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 and 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 AFA. It is of interest in the field over which this association has jurisdiction, and should any requirements not complying with the AFA charter may be revoked."

This the Four A's submitted as partial proof of its jurisdiction in pressing trial. In reply to Halprin's suggestion 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 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.

Atlantic City
Hails Vote on
Legal N. J. Racing

ATLANTIC CITY, July 7.—Taking it as a foregone conclusion that Atlantic City will receive track business... ATLANTIC CITY, July 7.—Taking it as a foregone conclusion that Atlantic City will receive track business...

ATLANTIC CITY, July 7.—Taking it as a foregone conclusion that Atlantic City will receive track business... ATLANTIC CITY, July 7.—Taking it as a foregone conclusion that Atlantic City will receive track business...

RUFIE DAVIS
(This Week's Cover Subject)

RUFIE DAVIS was apparently destined to be the last another former when she came into the limelight... RUFIE DAVIS was apparently destined to be the last another former when she came into the limelight...

The Doolittle Bros' Stock Co. gave him his first professional job when he was 20, at St. Paul, Minn... The Doolittle Bros' Stock Co. gave him his first professional job when he was 20, at St. Paul, Minn...

THE FILM WEEKLY AUSTRALIA

Carey C. O'Connell, Editor and Distributor
100 Old Yorkshire Building, Pitt Street, Sydney, N.S.W., Australia

Possibilities

CLEANED BY MEMBERS OF THE BILLBOARD STAFF

To benefit producers, bookers, agents and others concerned with the exploitation of the talent of male stars... To benefit producers, bookers, agents and others concerned with the exploitation of the talent of male stars...

SHOWMEN INTERESTED IN SPECIFIC PROPOSALS
CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1564 BROADWAY.

For RADIO

HOMIO VINCENTI—night club emcee who recently finished a contract with Paramount... HOMIO VINCENTI—night club emcee who recently finished a contract with Paramount...

For LEGIT MUSICAL

LOTHA LONDON—young and lively ballroom girl... LOTHA LONDON—young and lively ballroom girl...

Richard Bennett on New WWP Sustainer

PHILADELPHIA, July 8.—Richard Bennett will head a new series of programs known as The Main Street Empire... PHILADELPHIA, July 8.—Richard Bennett will head a new series of programs known as The Main Street Empire...

Story by Earl Crocker and will tell of the life of a small-town barber... Story by Earl Crocker and will tell of the life of a small-town barber...

By the time Bing White will make no attempt to do a number for the show... By the time Bing White will make no attempt to do a number for the show...

AFA Cost War Continues

BAE' FRANCISCO, July 1.—In answer to former representative Alf Smith's circulation of a petition for members to... BAE' FRANCISCO, July 1.—In answer to former representative Alf Smith's circulation of a petition for members to...

Smith, who would "take over the reins and produce results under democratic... Smith, who would "take over the reins and produce results under democratic...

FEDERAL THEATER

(Continued from page 3)
The House also elected Ben Behler vice, and Byron Porter Sec. of Washington... The House also elected Ben Behler vice, and Byron Porter Sec. of Washington...

more than 500,000 wires. Most of these... The West Coast has about 600,000 installed in some cases as many as 100... more than 500,000 wires. Most of these... The West Coast has about 600,000 installed in some cases as many as 100...

CHICAGO, July 7.—Legislation which doomed the Federal Theater resulted in the immediate closings of Street Scene at the Wilma and Play Lido at the Blackstone... CHICAGO, July 7.—Legislation which doomed the Federal Theater resulted in the immediate closings of Street Scene at the Wilma and Play Lido at the Blackstone...

NEW YORK, July 7.—The theatrical unions fought to save the Federal Theater, various unions officials see in the demise of the present FTP set-up the future possibility of establishing a joint theater run by professionals and under the supervision of the unions... NEW YORK, July 7.—The theatrical unions fought to save the Federal Theater, various unions officials see in the demise of the present FTP set-up the future possibility of establishing a joint theater run by professionals and under the supervision of the unions...

Both performer and stagehand union officials expressed much concern for the \$500,000 fund will be jobless, but lay blame for the present crisis on administration of the project... Both performer and stagehand union officials expressed much concern for the \$500,000 fund will be jobless, but lay blame for the present crisis on administration of the project...

Paul Dullizac, executive secretary of Equity, and James McDowall, executive secretary of Local 1, Stagehands' Union, are among those who put some confidence in the plan... Paul Dullizac, executive secretary of Equity, and James McDowall, executive secretary of Local 1, Stagehands' Union, are among those who put some confidence in the plan...

In the compromise agreement passed by Congress last February for the retention of the Project's administrative employees for 30 days and actors for 60 days... In the compromise agreement passed by Congress last February for the retention of the Project's administrative employees for 30 days and actors for 60 days...

Demonstrations as protests to the closing of the Federal Theater local shows last night when the final curtains came down... Demonstrations as protests to the closing of the Federal Theater local shows last night when the final curtains came down...

Material Protection Bureau

A Free Service for Readers

ATTENTION is directed to the Billboard's Material Protection Bureau embracing all branches of the show business... ATTENTION is directed to the Billboard's Material Protection Bureau embracing all branches of the show business...

The Bureau is not designed to exploit in any way the material... The Bureau is not designed to exploit in any way the material...

Thru Sugar's Domino

AT THE RECENT AFA convention in Miami City, Fla.

AT THE RECENT AFA convention in Miami City, Fla., one of our ex-clubbers and Gold-nosed scoups ran into Sugar's Domino... AT THE RECENT AFA convention in Miami City, Fla., one of our ex-clubbers and Gold-nosed scoups ran into Sugar's Domino...

Perhaps the biggest news item pointed by the showmen... Perhaps the biggest news item pointed by the showmen...

IF YOU'RE BEEN

IF YOU'RE BEEN in the swim of things you know... IF YOU'RE BEEN in the swim of things you know...

Such being the case we want to bid farewell to our constant to the "clubbess" pillar on the phenomenon known as Eddie Cantor... Such being the case we want to bid farewell to our constant to the "clubbess" pillar on the phenomenon known as Eddie Cantor...

Continued on page 7

Advertisers and Agencies

By PAUL ACKERMAN

TELEVISION REVIEWS

NEW YORK: Columbia Broadcasting System... A major broadcast system... NBC radio broadcast... NBC made expense, which the net feels... Murrey Helen, producer on the Jack Benny show...

Tommy Galento goes on the Christie MacGowan... expected back this week-end from a European vacation... The Star Dusters, mixed vocal quartet... Chicago: STANDARD RADIO transcriptionists... Theodore Strubert and Fred Weber...

Reviewed Tuesday, 8:30-9:30 p.m. Style-Variety, using the talent. Re-viewed on RCA Television Receiver, Style-Variety, 60.

Departing from the usual run of televised shows, NBC-RCA presented a hillbilly show June 27 starring Charlie Barber... Barber, who served as emcee while also having ambitions as actor with his own sketches, proved himself versatile as a square-dances caller...

However, the mountain locale and plot interest fell into the trend of the program. About.

Reviewed Friday, 8:30 to 9:30 p.m. Style-Variety, using live talent. Reviewed on RCA Television Receiver, Style-Variety, 60. This show was divided into two parts, the first a discussion by explorers of travel... Harrison Foreman and the second a television talent audition conducted by Allyn Weaver...

Murrey Helen, producer on the Jack Benny show, left for the Coast office of Young & Rubicam... Joe Stauffer, V. R. Leases for Coast... Benay Veruta's Monday Clubing program...

Chicago: STANDARD RADIO transcriptionists, holding open house here Thursday at its new offices on the Bond 'Mk. ... Theodore Strubert and Fred Weber, in studio... Bob Eason's Sports Review on WGN...

Next up, Emeraldy (Yerna Sherril) sang 'I'm a Hillbilly Girl from the Mountains in true hillbilly fashion...

Outstanding act of this program was the Philharmonic, six harmonica players who went to town on Raymond Scott's Powerhouse and Swamp Fire... The Belmonts, six girls and Donnell...

In second hall talent brought on by Precourt was good and indifferent... Inclusion of Harry Martin, clever comedian: Bill Barr, who gave a good dramatized impersonation of an old man...

JOHN BARRY, formerly with NBC-TV Artists' Service, starts Monday (3) on a department here at WFLA-TV... WFLA, Youngstown, O. Station starts operating August 1...

D. H.

The Belmonts, six girls and Donnell sang 'My Darling, My Darling'... The Belmonts, six girls and Donnell sang 'My Darling, My Darling'...

Announcer was William Spargrove, Ackerman.

From Hollywood and Los Angeles

By DEAN OWEN

FRANKS ROLOTT, former for KNX, is making a couple of weeks off staying home and catching up on his act... Joe Stauffer, V. R. Leases for Coast... Benay Veruta's Monday Clubing program...

Fricco, New spot will be radio ad to Bryan Houston, T. & H. deal there... Paul Dudley goes to N. Y., where he will assist in production of 'Grand Central Station'... Letty Allen, who handles Ray Noble's work...

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

NEW YORK, July 1—Eastern music producers, finding it practically impossible to sell their product to West Coast sponsors... The Belmonts, six girls and Donnell sang 'My Darling, My Darling'...

Radio Union has established talent pool on network and local shows but has no recording program... AFRA currently negotiating contracts with local stations...

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

From All Around

HARRIS DANVILLE, in charge of sales at WMB, Nashville, Tenn., left for Rensselaer Co. to another year of sports programs... Joe Stauffer, V. R. Leases for Coast... Benay Veruta's Monday Clubing program...

with WLS, Chi, now has a two-show spot... Stan Stevers, KFAD engineer, trips afterward late this summer... There James Lee and Elsiebud Pruefer have been added to technical staff at WTRB...

One Eastern company, checking up on why its salesmen could not sell well... chief engineer of WFL, New Orleans, has inaugurated series of lectures on radio...

Genuine Photo Reproductions Any Size - Any Quantity - SPECIAL OFFER - 100 1/2" Photos \$1.00 per doz. 100 1/2" Photos \$1.25 per doz.

ADVERTISERS PHOTO SERVICE 30 WEST 42ND ST. NEW YORK CITY.

Burrelle's (ESTABLISHED 1833) REPRODUCING PLATES, ENGRAVINGS, CUTTING, LITHOGRAPHING, PHOTOGRAPHY, ETC. 185 BATTERY ST., NEW YORK, N. Y. Tel. 3-7771.

DIXIE DABBLES: M. M. Valentine, Ed Mann and J. B. Morton, all of the Lafayette-Laurel Broadcasting Co. of that city with capital fixed at \$10,000... Joe Stauffer, V. R. Leases for Coast... Benay Veruta's Monday Clubing program...

First Television Studio of its kind... COMPLETE INSTRUCTIONS IN TELEVISION ACTING... SOUND-BY TELEVISION AND BROADCASTING STUDIO FOR RENT, WITH OR WITHOUT INSTRUMENTS, FOR THEATRICAL, MUSICAL, COMEDY, OR TALKING BROADCASTING WITH STAGE.

TELEVISION THEATRE STUDIOS

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

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 teaching 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-of-work teams in hotels, taverns and steamship lines which have not hitherto used regular men show where my 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 the 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 market, the former dancers are squawking that he makes attractive enough offers to hotel owners to get them out of the dance team from the floor show and use his dancers instead. Hotel owners not only get a nice team's salary, they claim they 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. He has teachers in 110 hotels in New York, Beach 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 Waldorf-Astoria, Murray's management pays \$75 a week for the team and he pays the additional \$25. Along with these performers, Murray's 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 New York, Murray operates, the performers work on a straight 80 per cent commission basis. Outside Murray's territory, 20 per cent and the resort owner collects 20. 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 market, is interested was to make America dance-conscious. When asked if his interest was in the theatrical market, he stated that he was trying to make people dance-lesson conscious.

Murray's hotels include the Statler chain, Hotel Belvedere, Hallmarks, Drake, Chicago, Netherland Plaza, Commodore, and the Statler. Philadelphia, all of which he claims do not employ dance teams before and therefore, Murray's not cutting in. Murray said he has never been responsible for causing unemployment among the theatrical market. He and Koval, who were canceled out of the Beach House two years ago when he became the manager, were the first in the beginning of the craze. The Big Apple craze is what established Murray into the business (See Murray's story on page 17).

The idea of dance instruction hours.

But He Lost

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

NO MONKEY BUSINESS

PHILADELPHIA, July 1.—(Hawallan Room of the Hotel Adelphia here is going strong. They are doing a first-class job which is served in the shell of a caterpillar.)

When a reporter asked what they proposed for the first week the reply was, "We'll do it right."

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

PORT WORTH, Tex., July 1.—Casa Marina Hotel, of 1939, still three weeks to go before opening July 21 here, is raising almost as much publicity as the much-publicized Billy Rose are during the 1939 Frontier Centennial in Fort Worth, which was the record publicity year.

Campaign for this year is on the same order as that used in 1926 and is being carried in the smaller cities and towns of Texas.

Boyer House, publicist for the show, has a column in 180 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 raising publicity in the coverage of the State by Lee Wolfson and Laurence Leffler, judging the various contests promoted by theaters and newspapers in the State. The contest will be held at the 1939 Frontier Centennial and the 1939 Frontier Fiesta, will be co-produced. Line-ups to be made to be made to be 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 Boger, Bob Williams (See FT. WORTH on page 62).

Philly Niteries Appeal Closings

PHILADELPHIA, July 1.—All but two night spots which 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 23. 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, niteries are losing night 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 current economic situation. Until the time the State started to cut the night spots for liquor law violation, many niteries were being slighted over those of the past year. The spots still open are using their own money to keep their spots open on Saturday nights.

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 meeting, 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. They may not follow a member of old established clubs.

Chief hotbed of controversy is a "gelc painting stunt" which is already being used by several bookers. Club department heads are being asked to claim priority and is trying to find a means of stopping duplication. Features are being asked to be made good in briefs. 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 being used to "make up" the show. The audience is being asked to be highly popular because of the audience participation case. Crowd gets a kick out of the show. The audience is being asked to be in a different line of endeavor. Entertainment committees of importance (See TOO MANY GIRLS on page 62).

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 that.

Oliver and LaRue 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 paid for their stints on the night club floor were Louis Colette and Bert at the St. Morris, Oakland and Maria, Fawn and Jordan at the Hotel Elmer.

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 teaching.

Technique that the Murray instructors use in coaching patrons as prospective pupils is the "Hot Shot" method. This identification card the card entitles them to a free dance lesson at the Murray Studios. If the customer feels that his terminology needs a little brushing up he can take twice lessons at \$5 an hour. Many teams claim that they learn 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.

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 a little more interested in the handout man, Gordon. She is nothing more than a broken down contortion dancer—and, after all, anybody can get out of shape that's not her fault. Hal has been acting his own head and he's got to be done and I'm to be reformed—now and 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 his only chance of getting a girl is to be interested in his personal life—but I just can't do so 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 he's got a lot of money and 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 he's got a lot of money. 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 out of my hair for good.

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 actor in the nation and he told me that he would start his mind to read it. Hal reads a lot, too. His pockets are always full of newspapers and he is always studying them and making notes on the margins.

MAISIE

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

Leading the night tip, Bernetta Cilia does a typical Spanish dance in the accepted style. Costume and show is eye-catching, but this type of act doesn't get a good response here.

The Gyro Trio, using acrobatic and guitar, entertain behind the bar during bar intermissions and offer an act in the show. Stuff is good and well pulled-off.

Undoubtedly the best act of the evening is the most intriguing—The Islanders, in that of Red Smith, the musical plumber.

The lovely looking Carroll Heger, dull dancing tone, went over big, not so much because of the dancing, but because of costume and hair. A combination of ballroom dancing and tap routine, with a bit of acrobatic stuff 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 in the show, Melvin Brown and does vocal. Band uses a sweet swing style that meets with approval with the patrons.

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

leverages toward the ballet of O'Rourke's, does a series of double and triple acrobatics. Winds up her early appearance with a windmill trick, the usual stationary acrobatics, cartwheels and handstands aplenty. neat and attractive.

Billy Peck handles the vocal and does *Let's Make Memories Tonight* and does *Close to the Heart*. He has several songs 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 there's really something.

Gerald Hara,

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 Loyd Staples and Maria Cerny, singing team; Oxford boys, Bob Ripps, the Four Giders, lah-Ti-Opi, and the 13 Abbot 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.

Richman, from his piano stool, whips out a shape theory satisfactory dance music and leads a show with the deft touch of a technician. Band carries back 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 reversed style and winds up with impressive results despite little apparent effort.

The Abbott line, a dozen young, 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. Singing team, a holdover, displayed considerable improvement in both delivery and appearance. Have better control of their voices and harmonize pleasantly. While repeating the girls they did a duet to *Sweetheart, Sweetheart*, and when on their own, each performed a solo concert number, including "I'm in Love With

MARTY WHITE, New York, has turned concrete again, his nerves being laid in to sympathy.

MRS. KATHERINE LAPORD, daughter of Joe Lapord, who was severely injured in an auto accident at Grosso Pointe Park. She received a broken leg and a fractured arm, which have now turned bony.

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

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

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

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

Vicena and Fox Nord syndicate with the operetta *Naughty Maricou*.

The Oxford Boys, a trio offering sharp vocal work, under the leadership of the leader, will probably climb another step in the right direction during the proper season. Their vocal work is professionally born and reared around here, the boys have mastered the art of combining familiar classic instruments with the theories used by modern artists and are selling them with an abundance of pep.

Seasonal adagio work by the Four Giders, three men and a girl, and bartoning by lah-Ti-Opi, American Indian, are spotted in the *Judicial Examination* and in the attire, lah-Ti-Opi leads the neatly costumed girl line in the first dance, in which they maintain unity and between his emphatic tone dramatizes the scene in song. The choreography is interesting and sets up by their number strikingly with a solid one-hand catch of the girl. It is a well-executed and well-acting number and night spot.

During the 10 o'clock "little show" the band gets its act generously delivered several numbers in various tempos. The individual acts get into the edge and a few interesting features while dexterously fingering the keyboard and the sweet warbling by Paul Moore are highlights.

Max Lyon, refreshing, refreshing burst from the Abbott line, closes this portion of entertainment with a well-trained toe routine. Phil Doolley's intermission combination held over again for both the Potter Palmer III in charge of publicity. Tom Monberg.

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 here, opened its doors for the week end. The band, Ray Mathies and Phil Harrison opened it during last week in May with the crowd, opening with a well-kept up to a dismaying bank roll. Sherman Hotel, 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. Last night's spot open all summer, continuing with a name-band policy. Bunchy Hill, closed last night, is to be followed by Harry James in a couple of months.

Tring is instituting floor shows in his Villa Moderna this month, planning to use acts in both his indoor and outdoor sections. He has the most prominent of summer season signs here, opened its roof garden today, piping in the pair from the *Proceduro* by the *SAO* and Henri Gordon must go for the convenience of the overflow.

Tring's new room to unfold is the Commodore Club of the Oakmore Hotel in Grand Beach, Mich. It is an outdoor spot which is to feature the trade. Room started season Wednesday (6), and talent line-up includes Eddie Vance, David, Gladys, and *SAO* and Martine and Ariette and Kay Shod.

men Agog over

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

W. J. BOYK, Buffalo, whose exclusive talent bookings include such spots as the Glen Park Room, Williams-Rochester, Fred Astaire and Adele Hagen, N. Y., and Hotel Marlton, Newark, N. Y., is now managing Harry Lester, Leon Nield, Nat Jaynor, Jack McCoy and Leon Nield, Bert Kerton and his four girls, Fred Astaire and the Three Patricia Page Bruno O'Neil and three girl line for Grace 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 acts and has been auditioning with Adrian Rollins.

RAY S. KNEISLAND, Buffalo, has added the Stan Hurst 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 Indiana Jones, New York, and the *SAO* and Wenona Beach Park, Bay City, Mich. Jones is doing an emcee, it shows the band, forming a duo and *SAO* and five novelty acts weekly. Wenona Beach Park, Bay City, Mich. Jones is doing a chorus line with five chorists. Betty Jackson, a new act, RONNIE DAKE, Kansas City, acts now working in Detroit, Jack Churchill, Martin Blake, Jerry Baker, Frances Neil, Judy Thompson and Aleta and her act.

ELLIOTT KALCHAM, youngest of the Kalcham Brothers, graduated from law school last month and is taking the bar examination in September.

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

GEORGE PUDET has rejoined the booking staff of the Del-Jay office, Detroit, after a two-year absence. LEE 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 number of people who admitted playing a show while they were 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 in as emcee for a show on the night after the crash. The others and the amounts they received were: Donald Egan, \$50; Fred Astaire, \$25; Fred Astaire, \$75; Yvonne Logan, singer, \$25; John Hartley, pianist, \$20; Helen Slivinski, dancer, \$20. Attorney G. A. A. A. is preparing a motion to set aside all the verdicts on the ground the amounts are inadequate.

Shireport Club Reopens

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

WEST END, N. J., July 7.—Closed for two years, the *Proceduro* by the *SAO* opened this week.

He Should Be a Good Performer

NEW YORK, July 7.—Giovanni, probably the world's only honest emcee, who has been featured in many spread in last Sunday's New York *Mirror* magazine section. In a piece entitled "How to Profit the New York *Mirror* shows nine illustrations of Giovanni's act, with Giovanni in the center. He is a former actor. *Mirror* reporter acting as Giovanni's confederate: Marcelita Piro, model, who was once in the papers for some "scratches," and Vic Guinness, *Mirror* artist, who is shortly to have his "poke" lifted.

OUTSTANDING DANCER ON ICE!

Starring in the ...

NEW ICE REVUE

Now in 39th WEEK

ST. REGIS HOTEL

NEW YORK
Direction: MUSIC CORP. OF AMERICA

CASINO

JUST COMPLETED SUCCESSFUL NIGHT CLUB AND THEATER SEASON
OPENING JULY 6TH ON FAIRS BOOKED SOLID UNTIL NOV. 1ST
Fair Direction: ERNIE YOUNG, CHICAGO.

(Routes are for correct week when no date is given.)

Adm. (Leon & Edgar) NYC, de.
Adm. Sisters (Cos. Washington) Jacksonville, Fla.
Adm. Hens (Aqueduct) World's Fair, NYC.
Adm. Hens (Aqueduct) World's Fair, NYC.
Adm. Hens (Aqueduct) World's Fair, NYC.
Adm. Hens (Aqueduct) World's Fair, NYC.

Act-in-Anti-Attractions Routes

Following each listing appears a symbol. Fill in the designation corresponding to the symbol when addressing organizations or individuals listed.
-auditorium; b-hallroom; c-café; d-cabaret; e-country club; f-hotel; m-music hall; n-night club; o-amusement park; r-toe road; s-restaurant; t-showboat; u-theater.
NYC—New York City Phila—Philadelphia, Pa. Chi—Chicago.

Kramer, Sam (Little Old New York) World's Fair, NYC.
Kramer, Sam (Little Old New York) World's Fair, NYC.
Kramer, Sam (Little Old New York) World's Fair, NYC.
Larkin, Jimmie (Club Nomad) Atlantic City, N. J.
Larkin, Jimmie (Club Nomad) Atlantic City, N. J.

Del Carmen, Marie (Club Caoucho) NYC, de.
Del Carmen, Marie (Club Caoucho) NYC, de.
Del Carmen, Marie (Club Caoucho) NYC, de.
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Del Carmen, Marie (Club Caoucho) NYC, de.

McCabe (Barb Ann) (Verdell) NYC, de.
McCoy, Bob (Millon) NYC, N. J.
McCoy, Bob (Millon) NYC, N. J.
McCoy, Bob (Millon) NYC, N. J.
McCoy, Bob (Millon) NYC, N. J.

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

Del Carmen, Marie (Club Caoucho) NYC, de.
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Del Carmen, Marie (Club Caoucho) NYC, de.

PAUL AND NINO GHEZZI STRAND THEATRE, NEW YORK.

Cherry, Lillian (Phonograph) NYC, de.
Cherry, Lillian (Phonograph) NYC, de.
Cherry, Lillian (Phonograph) NYC, de.
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Vaudeville Notes

BILLY POWERS and his Gold Dust Tins will go to London for six weeks at the Hippodrome starting August 12. ... ANTON SCIBILLA, ...

What, No Beer?

CHICAGO, July 7.—In a recent suit to drum up business, the neighborhood Adelphi Theater ...

Sterling Circuit Gets Drop Out; Use Name Again

PORTLAND, Ore., July 7.—Local Orpheum Theater has been leased on a long term basis to the Sterling Theater Circuit, it was announced by Buller & Jangler, leasing agency. ...

Lyric, Indianapolis, To Shut Down After Union Squabble; Fox, Detroit, Also Winds Up

INDIANAPOLIS, July 7.—Unless unforeseen circumstances intervene, and at present there does not seem much likelihood of that, the almost six years of existence of the Lyric in this city has broken Thursday (8) when the theater will shut its doors as a result of a wage dispute with the stagehands' union (page 20 above). ...

MCA, Minn. Morris in Chi Off AFA's Unfair List

CHICAGO, July 7.—American Federation of Actors office here has been notified by the New York headquarters to remove the William Morris Agency and Music Corp. of America from the unfair list, apparently pending the outcome of negotiations between the union and those two agencies. ...

Laudrus Escapes Injury In Auto Crash-Up

DETROIT, July 7.—The Laudrus, five-person midwest troupe, currently playing the Detroit territory, escaped injury in their auto accident Sunday night at Windsor, Ont. ...

Saskatoon's First Niery

SASKATOON, Sask., July 7.—Saskatoon's first night club, the Rainbow Room, has been opened by Vic Colleaux, proprietor of the Albany Hotel. ...

Shallner Bowl Bankrupt

SAN FRANCISCO, July 7.—Owners of the Shallner Bowl, ballroom and theater cake that failed to slick in local night life, have announced the bankruptcy of Shallner Bowl Bankrupt. ...

Paris Notes

PARIS, June 28.—Paul Karfa, of Kerkira, Italy and his American serial act at present in England, has arrived in Paris to make arrangements for a tour of France. ...

Lionel Stoll

Lionel Stoll withdrew waste from Coliseum today, and on Monday starts season of rep. ...

Baraboo, Wis. Liquor Ordinance

BARABOO, Wis., July 7.—City council has amended the liquor ordinance to provide that no woman shall be served in local taverns or saloons unless she is seated at a bar or booth. ...

Cantor Sure To Smash State Record Following Yokel Rally

NEW YORK, July 7.—Sunk Cantor came to Broadway last week in the expectation campaign Low's got on to welcome ...

After the Hatch

After the hatch, while Cantor was still in the mood to be grabbed for ...

Cantion Plus

CHICAGO, July 7.—Potter Palmer III, publicity head of the Palmer Hotel, isn't taking any more chances ...

Merry-Co-Round To Open

ATLANTA, July 7.—Jack Millard, partner of the Merry-Co-Round for the last 12 years, has taken over the lease of the Merry-Co-Round night club, downtown Atlanta. ...

Before Breving Into New York Cantor

Before breving into New York Cantor met plenty of specious and specious on his own, but the fireworks really started when he was placed in the hands of Oscar Dozier, ...

After the Hatch

After the hatch, while Cantor was still in the mood to be grabbed for ...

Loew's State, New York

(Reviewed Thursday Evening, June 29)

Marking his first Broadway vaude appearance... Cantor, it is claimed, has never been surrounded with excellent talent and real performers who keep the show going at a very fast clip.

The entire show is strictly Cantor, he is not appearing as a performer, but as specifically every performer on the bill and then classes... He had a tough time getting started at the show tonight, with the thunderous applause as soon as he stepped into the stage...

Old fields, as Mr. Duffy, went thru an old chatter routine with Cantor that was funny to those who hadn't heard it 444 times previous.

There was the comedy screen of the evening, willing himself on appearance as soon as he came out. He ended in the routine was... A striking blonde budding from the scene... She handles herself skillfully and straight for the Russian...

Ann Miller, lovely brunet tap dancer, comes next... The group was canned when one of the troupe was injured the day before show time...

Picture is first a Wonderful World, a discourager, but it doesn't matter. Stepping to Society talking song num-

ber, topped with an acrobatic specialty by Gladys Zimmerman. Harry and... follow with a brief, hilarious session of leg work and tomfoolery, with...

Lopes floats, lesser winners in the comedy arena... The girls return on an elaborately decorated stage...

The Belafros, three men and a girl engaged in comedy acrobatics... They go from one feat to the next with little ado...

The Odell Triplets, three singing girls, are a fair comedy act... while their voices are not too impressive, they at least are not offensive...

Billy Lorraine, blond blonde singer, did the number with plenty of vim and fairly decent rendition... Her style is slightly like that of Martha Raye...

Herman Silverman was introduced as the country fop Astaire... He has all the makings of a comedienne...

Billie Holiday, who has made the poplar circle, but appears today without an encore... Herman Silverman was introduced as the country fop Astaire...

Three Smart Girls are a trio of acrobatic dancers who slow-motion number... Marie Smith is the surprise of the show...

ABC, Paris

Music Hall, New York

(Reviewed Friday Evening, June 30)

The M. H. goes native this evening... The M. H. goes native this evening with a 37-minute production that looks as if it were sponsored by the Hawaii Board of Tourism...

Second half goes dramatic, with William Horne as an island heroine... The first act, that matches the arbitrary of its staging with the imagination of its conception...

Second half goes dramatic, with William Horne as an island heroine... The first act, that matches the arbitrary of its staging with the imagination of its conception...

Picture is first a Wonderful World, a discourager, but it doesn't matter. Stepping to Society talking song num-

Oriental, Chicago

(Reviewed Friday Afternoon, June 30)

In a minor degree, Earl Taylor's new edition of his Revue... Picture is first a Wonderful World, a discourager, but it doesn't matter.

Capitol, Washington, D. C.

(Reviewed Friday Night, June 30)

The Studios, taking with plenty of vim and fairly decent rendition... Her style is slightly like that of Martha Raye...

Herman Silverman was introduced as the country fop Astaire... He has all the makings of a comedienne...

Billie Holiday, who has made the poplar circle, but appears today without an encore... Herman Silverman was introduced as the country fop Astaire...

Three Smart Girls are a trio of acrobatic dancers who slow-motion number... Marie Smith is the surprise of the show...

ABC, Paris

With a few slight changes in the script and the replacing of Duvallet by Charles Trent and Mary Dubas by Patsy and Joyce substitutes...

Picture is first a Wonderful World, a discourager, but it doesn't matter. Stepping to Society talking song num-

Dream an improvement over his predecessor Charpentier...

The specialty numbers are good, with the good top solo by and Dean, young American comic dancers...

Mainfield and Lamar, classy American dance team...

Roxy, New York

(Reviewed Friday Evening, June 30)

Roxy this week has a couple of strong acts, and with the strong box-office pick...

Pat Henning and Betty Ray, instead comedy team, do a host of various types of dancing...

Carlene Emmy and her Mad Wags, dog

Princess and Baby VonKne

And Her Wonder Dogs

LEON & EDDIE, New York

With a few slight changes in the script and the replacing of Duvallet by Charles Trent and Mary Dubas by Patsy and Joyce substitutes...

Picture is first a Wonderful World, a discourager, but it doesn't matter. Stepping to Society talking song num-

MISTER AND MISS NITWIT HARV & PINKIE OLIVER

AT THE ORIENTAL THEATER, CHICAGO

Direction: BANNY GRAHAM

Detroit Burly Trade Drops; National Folds for Summer

DETROIT, July 7.—A prolonged spell of hot weather, high noon sunbaths and casual local burlesque trade to take a sharp drop, with week-end business reports showing a decline in burly trade to summer resorts and lakes for week-end insertions.

Meanwhile, the National, is expected to fold tomorrow (8) for the summer for the first time in its history. The National is folding with only one burlesque burlesque.

At the American Grand Prix and Ted Lewis comedies are opening this week-end, with Marjorie Francis, Stella Mills and Dick Midgeley all selling.

A regular weekly open house Monday evening for local and visiting burlesques 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.

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 the country and his reports indicate that the number of spots in the Midwest is dropping rapidly. He is expected to take a number of spots in the Midwest, including a stop at the Grand in this venue is N. B. Berger, operator of the Rialto Theater here and former owner of a strip club in Chicago. He has had several name acts are being set.

S. S. Clermont Marks Show Boat Season

NEW YORK, July 7.—Loe Loeb (Hartmann) former, who has been in burlesque for many years, mostly exhibited in vaudeville, also newspaper man and columnist, announced the start of his new show, "The Show Boat," which is a steamboat captain, in the blue and gold lace-trimmed regalia of a ship's captain. It is the first of the S. S. Clermont, scheduled to make trips nightly from the Saturday up the Hudson for the boat-rail trip and entertainment.

Letter, in this instance, takes the form of a real novelty on a showboat—some of the most popular and successful between sundry males and females, with the fair sex predominating. Girls of all ages are featured, including the likes of Mickey Walker, ex-pugilistic champ of holding as announcer, jockey and referee, and a number of other girls, including men rights and lefts in burlesque fashion. Prior to and after the bottle flip dance music is furnished by Rosemary's aggregation of what he calls "Y-musicists, a set of seven female musicians working on a co-operative basis.

The maiden voyage took out but 200 because of the threatening weather. The regulars for the first night include Edna Davis; Sylvia Bruce, a former night club singer; Claire Clince, Anne Arden, and a number of other girls. Detroit, Paul Austin, Rose Palk, Julia Toubey, Rachael Marie, Johanna Lombard, and a number of other girls. The Mad Russian mixed it with both sexes for the first time in the history of the show. The first dance music on board reported by Oscar Markovich.

Mayfair Changes Hands

DETROIT, July 7.—Mayfair Gardens, that side floor-show spot, passed into the hands of the former owner, including Edna Davis, Sylvia Bruce, a former night club singer; Claire Clince, Anne Arden, and a number of other girls. Detroit, Paul Austin, Rose Palk, Julia Toubey, Rachael Marie, Johanna Lombard, and a number of other girls. The Mad Russian mixed it with both sexes for the first time in the history of the show. The first dance music on board reported by Oscar Markovich.

Connecticut Goes Soft And Extends Curfew

BRIDGEPORT, July 7.—The Connecticut General Assembly, before closing its annual session, extended night curfew for the summer. The curfew is now in effect from 12 to 1 o'clock all year round. Restriction of making patrons of the good restaurants and bars, and with drinks has also been removed.

Club Gets Permit Back—But They Can't Be Cool

COLUMBUS, O., July 7.—Permit of the Arabian Co. to operate the Arabian supper club for the remainder of the season was granted July 1, 1940, was allowed by the state liquor board.

Board's order, however, provided that the club must be operated 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 Arabian Club, which gave a lease to the other organization for a monthly rental of \$100, and that employees of the supper club who was not in the employ of the other organization.

Harris in BAK Follies Again

CHICAGO, July 7.—Will J. Harris, returns to the B. & K. fad to produce a unit for the State-Lake Theater, opening in Chicago on August 1, 1940, with Leon Miller, and if the idea clicks he will be retained for additional shows.

Hi-Lo Club Unsmilers

DETROIT, July 7.—Hi-Lo Club, in the La Salle Hotel, is being managed by Milton Macel, former proprietor, after being closed for two years. Spot will employ three or four weekly bill.

Harris-Gingel in MCA Unit

NEW YORK, July 7.—Musco Corp. of America, Inc. has set up bookings for its contemplated TGI Harris unit, which may have Betty Grable heading the cast. It is offering it around for \$1,500 per act.

Club Talent

New York: VICTORY GOMEZ, guitarist, opens at the Le Ruban Club Wednesday (6). AMES AND ARNO open at the Acoler Room Monday (3).

Chicago: PORTER COBURN is tabering in a performance with NUTS in Congress next Grove Friday (7). Douglas Hope will direct the show troupe. SEARCHER will appear in the show with Dorothy Bryan O'Leary. He is filling in Nadine O'Leary in One for the Money at the Harris. AL. FILLER, the Palmer House 9, 6, who took a leave of absence last year for a rest cure in Arizona, is scheduled to return in October. VERA CLAY has opened at the Villa Verano, Chicago, for an indefinite engagement. Planned by the American Music Co. with the vocalists, formerly with Allen Fielding's Orchestra at the Florida Hotel, Miami Beach, and with NUTS in Congress of Beauty at the New York World's Fair.

JACK ZENO is social director at the Hotel Lincoln, New York. He is a social director at the Hotel Lincoln, New York. He is a social director at the Hotel Lincoln, New York.

Here and There:

GLOVER and LAMAE opened the new room at the Mount Royal Hotel, Montclair, N. J., on Monday. VERA CLAY has opened at the Villa Verano, Chicago, for an indefinite engagement. Planned by the American Music Co. with the vocalists, formerly with Allen Fielding's Orchestra at the Florida Hotel, Miami Beach, and with NUTS in Congress of Beauty at the New York World's Fair.

New York:

VICKIE WELLES, Melaine LeBeau and Ann O'Leary, late additions to the cast at the Grand, will be back in New York for the summer to a good start June 27.

JOHN COSTELLO, general manager of the Continental, and actress Stewart CHARLES ARBON, former burlesque comic, is the author of words and music for two new songs, "The Girl Who Said 'I'm Not a Way' I'm Born Pretty," written exclusively for Mike Sachs, comic, at the Grand. The songs will be sung by the dance team of Kook and Allen, with Ann O'Leary next season on the First Circuit, write of a visit of the actor at the Bonaventure Hospital, Somerville, Mass. And eight-pound boy, Lawrence Williams, singing solo.

KENNY LILLIAN Carnes and Willie and Bubbles replaced James, Bessie Carmen and Johnny Gentry for the regular June 30.

NATIONAL, Detroit, for the first time in 20 years, closed for the summer July 2.

BREAZELLE postals from Steele, Mo., also is having a grand time back in Dixie. Here, HELEN COLBY, Nadine Mann, Max Coleman, Leonard Kramer and Irving Bell moved into the Troc, Philadelphia, June 28.

GREGG HILLARY, comic, now a barber in Old New York at the one of the crew in charge of Bobby Durr, also an ex-burlesque. Other ex-burlesques at the fair are Aqueduct, Bromwell, ROCK-AN and associate manager uptown: Harry Shepato, assistant chief seller; Herb Brantley, in charge of the party business; Baron Golden, backstage guard; Al Old and the night club, assisted by Fred Arnold as district attorney; Joe Doolan, Nadine Mann, a conductor in an open-horse car. At the spot formerly occupied by Hamid's Circus there is a new show, "The Circus of the Circus," former Hurlig and Neeson's theater manager, and his Jerome, former burlesque, in charge of the show. The Congress of Beauties is Dave Perry, backstage technician.

DIANE ROWLAND, following a one-week stay (June 27 to July 3) at the Grand, will be back in New York at the Club, Detroit, for four weeks; then to the Casino, Toronto, for two more and back to the Grand, Detroit, for two more. She is signed at a flat salary for the part of Salome in Chester Hale's new show for the Grand, Detroit, for two more and back to the Grand, Detroit, for two more.

JULIA BRYAN, who celebrated a birthday June 25 backstage of the Shrine, where chorine gifted her with a huge cake. After show time she was a party at the Famous Door Night. HELEN COLBY, Nadine Mann, and James J. Lake, of Washington, both theater operators, were here for the GRAND Casino next week.

By BILL SACHS (Communications to Cincinnati Office)

PRESTON, magician and hypnotist, has just returned to his home in Princeton, N. J., after a week-long vacation trip, during which time he covered more than 1,000 miles. He teaches in 12 cities in the United States and Canada. While in Hollywood, Preston, who is known off stage as W. P. Silver, spent time with the show, and also was the guest of Top Hatler, movie performer, for several days. He happened to be in the city when the show of the IBM convention in Battle Creek, Mich., was held.

THE BIGGEST MYSTERY in the world is being solved by a group of inquiries reaching the magic desk. Is "What's Behind" of Will Rocco, an ALTON, N. J., magician, an act of the attraction with Don Pablo's Band at Palm Beach, Fla., Detroit.

JOHN J. O'LEARY, a former member of the Chicago's Chemical Magic and now engaged as a solo performer at the Grand, is a good-will ambassador for the Grayhound Lines, which has been named as the main attraction of the season, where he found a series of good movies which will be used to attract new trade.

(See MAGIC on page 23)

Chicago:

VANVA recovered from her recent illness and is currently vacationing with Babe Davis in Lake Park, Ill. She is a regular at the Grand, Detroit, and also worked in a revival and Ray Parnes opened at the Casino, Toronto.

NATHANIA goes into this home Friday. BUSTER LORENZO writes that he is in the Miami-Dallas Theater, former burly producer who rejoins A. B. Martin, his old partner, in Jacksonville, Fla.

DUKE MIDGELEY closed at the Avenue, Detroit, and is spending the summer at the Grand, Washington, D. C. JUNE ST. CLAIR held over in the local Nappy Gardens.

From All Around:

MOHRIS ZAIDERS, manager of the Grayhound, Cincinnati burly house, and chairman of the Theatrical Managers, Agents and Treasurers' Union in the city, remained in Gray at the close of the business season to put the local affairs in order, in another fortnight he will be back in the show on all amusement box offices in the Cincinnati area. He plans a visit to the Grand, Detroit, for two weeks. His wife and young son will not accompany him.

MARY DAVIES, who is now in her 16th month at Club Hollywood, Baltimore, where she is currently taking her vacation, is expected to return here next week. Sally Walker is slated to join this week.

Luneford Gets Plan Date

NEW YORK, July 7.—Jimmy Luneford's Orchestra has been booked into the Troc, Chicago, for two months ahead for one week, beginning either November 26, December 6 or December 13. The show provides for options of at least one additional week.

Luneford's previous Broadway theater dates are at Loew's Strand.

PEEPLHO REDUCING LENS

ONE PAIR WILL SHAVE 10 POUNDS OFF YOUR WEIGHT IN 30 DAYS! SEE IT AT THE GRAND, DETROIT, ON MONDAY, JULY 16, 1940.

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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 saddle 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 money 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 Fumey, the Kidn Goose; B. Wainwright; J. B. Marsh; Al Shiriner, in charge of front end sales agent of The Billboard; F. A. Malachuk and (on ground) Victor 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.

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Gross Attendance	
Previously reported	6,234,931
Saturday, June 24	239,271
Sunday, June 25	245,570
Monday, June 26	268,117
Tuesday, June 27	168,203
Wednesday, June 28	197,027
Thursday, June 29	187,002
Friday, June 30	85,130
Total	10,830,181

Includes fair employees, concession personnel and other free admissions now averaging 40.00 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 as well that other concessioners in similar position, 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 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 unbroken 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 the fair in 75 cent charge is an exact ratio to the price reduction. Rather it tends to mount geometrically in what might be said to be fantastic ratio. 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)

Rebuilding Starts On Rutland Stand, Levelled in Blaze

RUTLAND, Vt., July 1.—Work on a concrete and steel structure to replace Rutland Fair's 30-year-old grand stand, which was destroyed by fire on June 17, is under way here...

Premium Facts

(Data collected from lists received by The Billboard)

TAYLORVILLE, Ill.—Chickadee County Fair, 18th annual. July 25-28, 77 days. Officers: Dwight Strait, president...

SASKATOON, Sask.—Saskatoon Exhibition, July 24-29, 64 days. Officers: A. D. Munro, president...

FAIR GROUNDS

(Continued from opposite page) will have earth floors and fire-retarding roofs. They replace one destroyed by fire.

CEDAR RAPIDS, Ia.—Preliminary to the annual six-day All-Iowa Fair and Rice-Buck Show to be held at Hawkeye Downs here...

BRANDON, Man.—Brandon Exhibition has altered its grand stand, entrances at avenues, says it will have 60 cents seats, 40 cents. Gates are now in the front of the structure...

HURON, S. D.—Huron Fair has started a race on its grounds, reports F. D. Wilson, Animals are cared for by CCC boys.

PUNNIING, Ark.—After a lapse of several years Touchwood Agricultural Fair has decided to again hold a fair here. Officers are President...

CALGARY, Alta.—Special postal card commemorating Calgary Exhibition and Stampede is being issued by the city post office for use during stampede week.

JEFFERSON, Wyo.—Woman groups have been contacted for the midway of Jefferson County Fair here.

MILWAUKEE, Wis.—Auto races at Wisconsin State Fair will be presented under AAA sponsorship.

CONY ISLAND

(Continued from page 37) inside Cony was agreeably surprised at the show and became the subject of Gus Daley's camera. Cony's owner, who is in the excitement, he forgot to pay. The next day, however, arrived a Clanton check for 20 cents...

week. A seven-pound boy now shares the home with grandpaw Louis and dad Bennie. ... Winsome Winnie, fat girl, rode the second smallest roller coaster...

A couple of dozen boys (New York) del-cases piled into a bus and motored to their rendezvous for an annual blizzard last Sunday. They visited Steeplechase Park and took rides on the Cyclotron...

Steel Pier Starts 42d Season; Opera In Its 12th Year

ATLANTIC CITY, July 1.—Steel Pier opened its 42d season June 24 and, with its Cyclotron, is doing better business this year than in the past...

Capacity Crowd At Opening of The Hamid Pier

ATLANTIC CITY, July 1.—Hamid's Million-Dollar Fair, with the largest display of entertainment presented on the pier in a decade, opened June 24 to a capacity crowd.

Little Jack Little and his orchestra opened the ballroom of Steiner for a new act starting July 22 at the show. The act, featuring Eddie Kaplan, Dick Dana, Bert Grant and Charles Earl Kraybill...

newly built new arena at the end of the pier was opened with Clyde Beatty and his circus, starting July 15 at 7:30. His act, including a big act. In addition, a full repertoire of "rent" acts rounds out the show.

Pier patrons by the thousands took advantage of the free bathing facilities provided by the pier. The water fountains have been redecorated and combine stage shows, amusements and variety.

"Various interesting exhibits, Old-Times Model Show, pet hats, the Moynihan Temple and many other attractions round out the pier's full program set up for the season.

Aronists Fire Acmie Fireworks Co. Plant

CHICAGO, July 1.—Plant of the Acmie Fireworks Corp., located a few miles west of Chicago, was destroyed by fire morning of June 24. According to Frank Poles, watchman at the plant...

ATTRACTIONS booked for Kansas State Fair, Hutchinson, include Cervette's Grand Old Time Circus, Glavinetti's Brothers, comedians; J. A. Aristo, valet; Wagner, Harry, piano; Loyol Theatre; Truppe, orchestra; Bert, juggler; the Clifton's, leotard and; G. W. Miller, horse show; Chick, clown; Stim, comedian; Jimmie Hanon, emcee; Earl Brown, Veldene Hammer, Walter Breckenridge and Gurley Ankrum.

NATIONAL SHOWMEN'S ASSOCIATION

Fastest Growing Organization In Show Business.

BE NEVOLENT PROTECTIVE—SOCIAL (Hospitalization and Cemetery Fund) dues \$10 initiation \$10 Sixth Floor, Palace Theater Bldg., 1564 Broadway, New York City

BIG NEW FAIR, ERIE, PA.

NEW ASSOCIATION—NEW GROUNDS. 1st FAIR in 14 YEARS. DAY—ERIE, PA.—NIGHT AUGUST 16, 18, 19, 19, 20.

Don't Even Get A Hair Standing On Your Head. TRIO-COLOR FAIR ASSOCIATION.

WANT

For The Big Shows. Ambassadors Fair? TRAVEL BOX FAIR. Dealer. Box, No. 19-19. 1729 N. W. 7th Street, Portland, Ore. ... GURBERY, Secretary, Tremont, N. H.

WANT SHOWS—RIDES—CONCESSIONS—FREE ACTS.

LEE COUNTY FAIR & HORSE SHOW August 25-26-27, 1939, DIXON, ILLINOIS. N. S. BEARD, Chairman-Concessions.

★ Every Minute—Every Second—Is THRILL! Fair Secretaries Time still available for a few days... Seline THE STRATOSPHERE MAN

MONEY-METER System of REVENUE CONTROL Instantaneous Audit by the Patron. FAIR SECRETARIES!

MONEY-METERS, INC. MARJORIE BAILEY The Sky Lady

WANT LEGITIMATE CONCESSIONS, ILLINOIS OUTSTANDING COUNTY FAIR, Belle, Virden and Christian, Concessions and Exhibits for July, Aug., and Sept. ... G. W. HUNTERT, Secy., Virden, Ill.

WANT CARNIVAL WANTED AUGUST 1, 2, & 3 AND 4. KNOX COUNTY FAIR GALESBURG, ILL. ROBERT M. EDGAR, Secy.

WANT FREE ACTS FOR BELMONT COUNTY FAIR, Sept. 8-9-10. ST. CLAIRSVILLE, OHIO. Complete directory of full teams used to list in our next issue. CARTER THORNTON, St. Clairsville, O.

WANT FREE ACTS FOR TRI-COUNTY FAIR. Remove, 1st, August 3, 4, 5, 6. Mrs. William R. Gannon, Secy., 1611 S. 15th St., Erie, Pa.

WE FURNISH BETTER ACTS FOR LESS Large and Small Shows, High and Seasonal Attractions. SIDNEY BELMONT AMUSEMENT SERVICE. Fullerton, Calif. Tel. East, 10.

"ROCKET" RIDE



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

.. TRIED AND TRUE ..



THE 7-CAR PORTABLE VLT-A-WHIRL

SELLER MANUFACTURING CO. Fairport, Minn.

"SPECIAL" BRAND NEW SIDEWALK

BAKER-LOCKWOOD 17th & Central, Kansas City, Mo.

SHOW and TRAILER CANOPIES

SAVE MONEY MOTORIZE SAVE MONEY SPECIAL FINANCE PLAN SPECIAL WRITE CHAS. T. GOSS WITH STANDARD CHEVROLET CO. EAST ST. LOUIS, MO.

SECOND-HAND SHOW PROPERTY FOR SALE

BARKER SHOWS

TILLEY SHOWS WANT

ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS.

NATIONAL SHOWMEN'S ASSOCIATION

New York, July 1.—Executive Secretary John M. Liddy visited the World's Fair grounds...

After a typical Dufour & Rogers greeting the Liddy group was augmented by Roger Lattiford Jr. and Leonard Traube...

The rets of the NSA derive: Among the first to make complete book sales returns...

Results to date on book sales are "encouraging. Good will be generated by the show...

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

By STARR DUBELLE

One Street, Colo. Week ended July 1, 1937. Dear Mixer: Our address department registered a bead with the office regarding the lack of publicity in The Billboard...

Thursday morning, while crossing a bridge on route to the camp, we were met by a crowd of shoys...

Friday their pay checks arrived and the day was spent teasing up camp. The Board of directors of the show...

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

Brothers traveling and Jack Hoensthal, of the Palisades Amusement Park...

Prince Nelson and family, under the direction of Brother Arthur Hill...

Merri Weather Sherts. Nick Herrie and wife are summering at Bradley Beach...

Assistant Treasurer Sam Robinson drops in frequently and is getting ready for activities in New York State early in July...

Joe Emd, associated with Kenny & Sohn, doll manufacturers, dropped in on his tour of the Eastern show...

Doyle Kelley, of the Doc & Mac Shows, was in the city visiting the World's Fair and dropped in to renew acquaintance at the show...

Birthday greetings to Ben Hoff, W. C. Farning, George E. Stever, July 9; Louis Paber, July 7; Frank Hill, July 8; Law Dufour, July 11; H. Williams, July 11; W. C. Keenan, July 12.

Ladies Auxiliary Members are urgently requested to pay dues as soon as possible. Secretary Adm. ...

members who have not dues requirements for the year 1936-37. Secretary Quisenberry announces that a vote has been held in a few days and membership is urged to get behind the campaign.

Benjamin G. Hines has proposed the following for membership: Jack Collier, Katherine Mansford, Mimmie Ramsey, Ray Christy, Dick and Gladys...

Benyon Give-Raney United a Winner; Line-Up Announced

BENYON, Minn. July 1.—Raney United, which concluded their seventh week of the season here, has done no less than a dry showing since opening...

Line-up: Secretary—Jimmie Whitt; Treasurer—Perry Wheel, Boyd Hall, Hancock, forwarder...

Showers Harvey Midtara, Harvey Williams, Old Shew, Billy Moran, Atlantic, Jack O'Brien, Colored Minstrels, Bida Lipsett and Charles Klatschko...

Adrian Bassinet's string of concessions are striking. Jack Dawson looked here this week. He is expected to take the show to take charge of service with Bill Botta and Alca Alcazar...

Wellboro Sends Convention Shows Away to Good Results

WELLBORO, Pa., July 1.—Recent State Laurel, which proved highly satisfactory for the newly organized Convention Shows, which moved in here following a successful week stand in Hershey, N. Y. ...

Shaw's Relatives Sought

CINCINNATI, July 1.—Mrs. Fannie M. Hoxe, of the Nursing Welfare Service, Inc., Lancaster, O., in a letter to The Billboard...

ACME EXPOSITION SHOWS

Went Cooperator of all kinds. Will give to the Public. History: Why Acme Shows? Acme Shows are the only shows...

Midway Confab

By THE MIXER (Communications to 25 Open Poles, Cincinnati, O.)

SOME SHOWS travel on novel and hick, while others adopt business procedure. JOINING the side show on Crowley's United Shows as father recently was Dan (Slim) King.

CALIF. ADMAN has been appointed former of the Tilt-A-Whirl on Prisk Greater Shows.

NEW ELECTRICIAN on the Kala Exposition Shows is H. G. Fox, reports Lester Keith.

PROFESSOR Wray, strophology exponent, is with the Royal Midway Shows playing Illinois territory.

SHOWING an aside-show operator on the Amana Shows, Red Moon joined the organization in Butler, Pa., recently.

ROY O. COUBINS, until two weeks ago general agent of Filders' United Shows, is at present visiting friends in St. Louis.

CONSTANT COMPLAINING to all who were on an ear will not dispose of any more handbooks and lined sheets.

NO LONGER associated with Mansions Oddities Allyn Jumbo Plan will

ton, N. J., 'Am with Mike Centanni's Greater Shows, where I have the Side Show."

JOE BAKER, after spending a week in St. Louis, left last week for Watervorn, Wis., where he will join the United American Shows, owned and operated by O. A. (Curley) Vernon.

AMERICAN EAGLES, free attraction with Bantley's All-American Shows, for several weeks, left the organization on June 17 to begin their celebration dates in Canada.

LOT SUPERINTENDENT with Crafts 20 Big Shows, Oscar Ollinger resigned his position while the shows were playing Pittsburgh, Calif., recently and was replaced by Ernest Clark.

FAMOUS LAST WORDS: "The boss has closed the SMP, but we'll back the first week after his ride 64-1 hill."

ADDITIONS TO CROWLEY'S United Shows during the Rock Island, Ill., stand included Rex Cole and Hollywood Wild West, Ralph Noble's codices and Alva Mae, free act.

BEFORE LEAVING Crowley's United

night from rain since being rained out on opening night, April 17.

PRESENTING a diving act on the Barney Tassell Shows is Capt. Dan Cherry, who has developed his neighbor, Gene Cherry, into a champion high net diver.

BERNARD MENDELSON, of O. Henry Tent and Amvel Co., returned to Chicago recently after a visit to the Rubin & Cherry Exposition and brought along an order for 40 banners from the organization.

DURING Silberbrand's United Shows' No. 2 unit's stand in Peacock, Ida, Sidney Boy Kennedy celebrated his second birthday anniversary with a party in the clubhouse at which the kiddies on the organization were present.

THE SHOWMAN who brain, I never rode on any of his rides," should remember that he has been on a Merry-Go-Round all his life.

"SAW the John H. Marks Show again," pencils J. W. Hartigan Jr. from Morgantown, W. Va., "Inclement weather has been their lot here, but they will no doubt get a break before the week is out."

JACK ERNEST, well known in indoor and outdoor show circles as the "Disabled Soldier Accommodator," letters from Salem, Ark., that he is in poor health there and is anxious to read letters from friends.

HILL (SWING) OWENS pencils from Bryan, Ok., that he's caught the Ferris again and will hit the road soon, going to Brady, Tex., where he'll meet L. A. (Hank) Philips, who is coming on from Los Angeles.

THE RAW DIRT SHOWS recently contacted another tab down syndicate, making a total of 42 acts they will play this season.

"WHILE playing Parsons, Kan., recently the Elite Exposition Shows were hit by a storm, which blew down forty large show tops and badly damaged the hill, billy and athletic show tops," reports Charles and Doris Kofer.

HAVING joined Billie Wingert, who is now in his 21th week at Todora Nights Club, East Aledo, Ill., Len's Hoffman is presenting her novelty pantoise dance which has been featured in the South for the past few months.

HAVING closed with Dick's Paramount Shows, Don Wilkeman joined the O. C. Luck Shows in Keene, N. H., with his new Sea Appeal Show, featuring Doris Dora Deason, under management of James Thompson.

FOURTH EXECUTIVE assistant of the Grilt Pinhead Shows says this company made during the season on the profit remark and will support its count.

ELI POWER UNIT... WELLY DRIVE... IS-BORNE POWER... You Can't Get To Us WITHOUT AN ELI POWER UNIT... ELI BRIDGE COMPANY... N. West Street, JACKSONVILLE, FL.

THE IMPROVED CHAIRPLANE... HARVEY E. HESSBERG... The inventor... a new type of airplane... with the following features... SMITH & SMITH, Jacksonville, Fla. Co. N. Y.

PENNY FITCH GAMES... RINGO GAMES... 10-Play Conquerall... 95.00... 7.25... BENEFIT FOR CATHOLIC... JACK WELCH CO.

ASTRO FORECASTS AND ANALYSES... NEW DREAM BOOK... SIMMONS & CO.

KWI UP STANDS... BUDDHA PAPERS-SUPPLIES... NELSON ENTERPRISES

RAINBOW FLOSS CANDY MACHINE CO.

BINGO BLOWERS... POP BAKER

J. R. EDWARDS SHOWS



MEMBERS OF NANCY LEE MILLER'S 'Gay Paris Revue' on the Beckmann & Gerry Shows as they appeared during the shows' recent stand in Milwaukee.

take a fat show on the E. J. Melch Shows for the organization's fair date.

CARL-CALLOTTA, aside-show operator on the W. E. Vest Shows, took delivery on a new trailer during the organization's stand in Norfolk, Neb.

M.R. and MRS. ARTHUR HAAS have quit the road and returned to Clear Lake, Ia., where they have resided for the past eight years.

JOHN STEINHILF, secretary of the Showmen's League of America, went to Sterling and Rochelle, Ill., recently and in the latter city visited W. H. Hohenfeld, editor of The White Tops.

BILLY, sex contradiction, and Mailinger R. N. (Mystique) Mergs, formerly with Zundare's Circus, went westward on the Ozark Shows, well welcomed in the latter city visited W. H. Hohenfeld, editor of The White Tops.

SQUARING a waiting committee: "These boys at whom you are looking are candidates of our night's grand pig catching event."

"AM ENJOYING a good show even here," said Bobby Clark, game attraction on the Wallace Bros. Shows of Canada. "Just purchased a new wardrobe for the fair."

HAVE changed my name to La-La Davik," pencils Lou-Laurette from Glen-

Shows in Orwein, Ia., for the Rubin & Cherry Exposition, William Goodin entertained his sisters, Maxine Goodin and Mrs. Gladys Kamme, on the show.

CLOSING with Eric B. Hyde Shows at Orange, Va., recently were Don (Blackie) Lucas, of Don Mellica's Midway Cafe, George Smith, rat game, and Whitey Burnal, confectioner.

"WHY do large carnivals put up paper within four miles of the lot? They really don't need to do it, because all show-speakers carry that far every day from 7 to 11 p.m.," P. J. High.

BEST WAY to obtain help is to advertise, "my activity play the Florida fair this winter."

FOHMER amuse attractions with Sam Golden's Ride Show on Filders' United Shows, Bobbie Burns and Marie Ralph quit the road in Iowa, Greater Shows, where they are operating a sex show.

ERSTWHILE boxer and wrestler of athletic show note, Morris Suber has quit that end of the business in favor of operating one of the ball games on Bantley's All-American Shows.

POLES around the Eric B. Hyde Shows claim they've been living tight. Now in their 10th week of the season, shows have not entirely lost a single

Wholesale

PRIZES NOVETIES PREMIUMS SPECIALTIES

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

SEASONAL MERCHANDISE

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 "at 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, iced 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 floor 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 here to build a project at Stony Hook is also stepping up take.

Summer Year Seen
At Atlantic Highlands in the Barlett Bay area, valuable and especially so, 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. Spending of this phase of the business, dominated by women and families, Pelello, Long Branch concessionaires, said that operators are only attracted by casual 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 and 11. No one is expected to contract, 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 & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRAINING STIMULATORS.

By BEN SMITH

Who has just entered the summer season, battlers of fall are already with us. Fur coat deals are beginning to drop up with it. April has to break the barrier. Its deal works on a 100-hole card and gives away two coats as usual. Operators were incited to hold back when first approached on a coat 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 clicked it wasn't long before others hopped the band wagon. Fur coat deals went big fast and held strong through winter and 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 at weeks 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 that if 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 soup 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.

BINGO BUSINESS

By JOHN CARY

BINGO. It seems, is becoming increasingly popular as each day reports of organizations adding the pastime to one of its activities reach this office. There is little wonder that this condition exists, for the American people are always ready to participate in enjoying wholesome fun.

FROM MELWAUER comes news that a game has been added as a twice-a-week feature at Sam Puck's club and Madras Country Club has been featured several months. Merchandise is arranged attractively and games feature specialties at each session.

AT BELLOTT, Miss. bingo is featured in the Bourn Vista Hotel. The game is held in the La Vista Moon End in the roof space pavilion. Merchandise is arranged by window displays, and additional flash is supplied by lighting effects. The Mississippi golf coast is going strong for bingo.

OUTDOOR bingo coupelles are exerting efforts to bring one another in during the summer season. Following the policy upon which organization bingo have been successful—serving meals and refreshments to enjoy the game. Veterans in the field attribute the pulling power of bingo to better and better merchandise featured by outdoor ops.

BEHIND the usual tie arrangement, but with special merchandise included are offering such merchandise as lamps, clocks, dishes, harmonicas, blankets, vest dolls, stuffed toys, umbrellas, cocktail sets, radios and vanity sets.

THE NATION-WIDE CRAZE for picture shows has been going strong. Much with camera and pick-up-and-go radio on the market, there is not much business in picture shows. Good merchandise is always the goal of operators and they are always on the lookout for new tie-ups. During recent months quite a few new ones have been announced which don't make a single dime, but they are being tried by them, and manufacturers want to create articles for this large and growing market.

Popular Items

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

AC-DC Portable Radio

A portable radio which operates on both AC and DC current is said to be winning wide reception among consumers and operators as a profitable item because the public quickly realizes the value on between the AC feature afforded. The Silver Mfg. Co. reports that this set may be instantly converted from battery operating by simply plugging it in a 110-volt outlet. The set is only 5 by 9 by 1 1/2 inches in size. Because it is neatly designed in a very brief case style and is covered with durable airplane baggage material, the number is a sure-hit at all amusement centers, the firm reports.

Introduced, is establishing itself as one of the outstanding articles on the market. Paramount Specialist, the distributor, announces. The beauty of Handybags is that it may be carried in a vest pocket or woman's purse and takes up little space. When not in use a guard folds over the edge of the rubber blades and makes it safe to carry. Because it appeals to everyone, streetmen will find it an easy seller, the firm reports.

Recordio

The new portable Recordio, combination phonograph recorder and player for home and business use, has been placed on the market by Wilson-Gay Corp. Although phonograph recording machines for professional use have been on the market for some time, the Recordio is hailed as a something different and in demand, for it uses inexpensive Wilson-Gay home-record blanks. Soon the company will announce another model Recordio which will record incoming radio programs, a report says.

Handynife

Handynife is the name of a low-priced knife with safety features which may be used for cutting, trimming, scraping, nipping and sawing. This item, recently

LARGEST, BUSHIEST, GENUINE FUR TRAILS

Cash In On Highest Fur Sale. Talk with top strong contractors in the fur industry. Locations: New York, N. Y., New Orleans, La., New Haven, Conn., New York, N. Y., New York, N. Y., New York, N. Y.

WE TRAVEL WITH CARDS OR STREAKS.

SMALLER TRAILS AT LOWER PRICES.

NEW FREE CATALOG OF FURS AND NOVELTY ITEMS at 125 E. 42nd St., 180 W. 25th St., N. Y. C.

Mason Pockets

Housewives have acclaimed Mason Pockets, wall pockets for storage of slipper socks, wall pockets for pocket squares and bow ties, as one of the greatest housekeeping aids to be placed on the market, Virginia Mason reports. Because they come in varied patterns, colors and bindings to match kitchen color schemes, pitchers and demonstrators are finding them an easy seller, the company states.

Coiled Electric Cord

The Miracle Coiling Cord, announced by Colwell Coated Cord, seems headed for a bright spot in the sales field, reports indicate. Stretching to a 7-foot length, the cord snaps back to a stubby cord 1 1/2 inches long when it is used. Reason: The rubber insulation is so thick it must set in a coil. The no-kink cord is proving an asset for all electrical appliances as for irons, it is said.

MANUFACTURERS OF PARADE AND BIRTHDAY CANES

NOISEMAKERS OF ALL KINDS

BUGLE TOY MFG. CO.

111 BARTON STREET, PAWTUCKET, R. I.

HEADQUARTERS FOR CORN GAME MERCHANDISE . . .

HUNDREDS OF NEW AND NOVEL ITEMS FOR \$5 & 10c CORN GAMES . . . AT LOW PRICES!

Live-Line Corn Game Company is at the head of the company are making their 1939 merchandise available in a better and more complete way than ever before. They are doing so with the idea that you will want to know more about it.

This year, as in the past, we are including the "Best" in "Best" in our new "Best" Corn Game Catalog, including the latest in Corn Game, Electrical Appliances, Luggage, Stationery, and other novelties.

AT PRICES THAT DEFY COMPETITION!

SEND FOR YOUR FREE COPY OF OUR NEW 1939 GENERAL CATALOG - FIRST WITH THE NEWEST AND BEST!

GELLMAN BROS. 110 North Fourth St. MINNEAPOLIS, MINN.



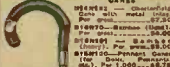
IT'S NEW!!

Just in time for the Summer Season.

It's AB Flash! 4-Place Combination Set, consisting of Sun Glasses, Mirror, Comb and Hair Tie, all in a Big Gilded Strap Fastener Pocket Case.

820121 - 22mm. Combination with Assorted Colored Frames Sun Glasses. Per Case \$16.50 Per Dozen, \$13.50

820130 - 22mm. Combination with Assorted Colored Frames Sun Glasses. Per Case \$18.00 Per Dozen, \$15.00



GAMES

SPERRY'S - Quarter Size Golf with metal tees. Per gross \$7.50

819970 - Rubber (10x1). Per gross \$8.50

819981 - 2 1/2" x 3 1/2" x 1/2" (10x1). Per gross \$9.50

819982 - Pennant Game (10x1). Per 1,000 \$8.75

FUR MONKEYS

828288 - 4 1/2" High. Per gross \$7.75

828289 - 4 1/2" High. Per gross 6.00

828290 - 4 1/2" High. Per gross 7.50

828291 - 4 1/2" High. Per gross 7.50

STUPPED DOLLS FOR GAMES

ORUM MAJON

828281 - 4 1/2" High. Per gross \$ 8.50

828282 - 4 1/2" High. Per gross \$ 8.50

828283 - 4 1/2" High. Per gross \$ 8.50

828284 - 4 1/2" High. Per gross \$ 8.50

828285 - 4 1/2" High. Per gross \$ 8.50

828286 - 4 1/2" High. Per gross \$ 8.50

828287 - 4 1/2" High. Per gross \$ 8.50

BALLGONS FOR AIRCRAFT

828288 - 4 1/2" High. Per gross \$ 8.50

828289 - 4 1/2" High. Per gross \$ 8.50



BEYON PARASOL

18 inch, 8 ft. Hand painted. Tonal design. Per gross \$17.00

24 inch, 8 ft. Hand painted. Tonal design. Per gross \$21.00

FLYING BIRD

Large kid, toilet with steel base and tin base.

828281 - 4 1/2" High. Per gross \$ 8.50

828282 - 4 1/2" High. Per gross \$ 8.50

828283 - 4 1/2" High. Per gross \$ 8.50

828284 - 4 1/2" High. Per gross \$ 8.50

828285 - 4 1/2" High. Per gross \$ 8.50

828286 - 4 1/2" High. Per gross \$ 8.50

828287 - 4 1/2" High. Per gross \$ 8.50

828288 - 4 1/2" High. Per gross \$ 8.50

828289 - 4 1/2" High. Per gross \$ 8.50

BEACON BLANKETS

YOU WILL FIND OUR PRICES ARE ALWAYS RIGHT. We have a complete line of Beacon Blankets and Shawls in Stock for immediate delivery.

N. SHURE CO., 300 WEST CHICAGO, ILL.

A HIT!!

COMBINATION ELECTRIC AND BATTERY 5-Tube RADIO

\$14.95

COMPLETE WITH SELF-CONTAINED 200-HOUR BATTERIES

Operates on AC, DC or BATTERIES

FOR THE FIRST TIME a radio that works both on AC or DC electric current and batteries is offered at a price that is the best in the line. The set, or anywhere else, is available. Then by a flip of a special switch you can plug in the regular current or use the battery. No more fumbling with batteries. No more fumbling with switches. No more fumbling with switches. No more fumbling with switches. No more fumbling with switches.

SILVER MFG. CO., Inc. 2928 ELSTON AVE. CHICAGO, ILL.

Carnival Novelties

NEW STOCK - Just Arrived

821 Flying Saucer, Outside White	\$1.25	828 Flying Saucer, Outside White	\$1.25
822 Flying Saucer, Inside White	\$1.25	829 Flying Saucer, Inside White	\$1.25
823 Flying Saucer, Outside White	\$1.25	830 Flying Saucer, Outside White	\$1.25
824 Flying Saucer, Inside White	\$1.25	831 Flying Saucer, Inside White	\$1.25
825 Flying Saucer, Outside White	\$1.25	832 Flying Saucer, Outside White	\$1.25
826 Flying Saucer, Inside White	\$1.25	833 Flying Saucer, Inside White	\$1.25
827 Flying Saucer, Outside White	\$1.25	834 Flying Saucer, Outside White	\$1.25
828 Flying Saucer, Inside White	\$1.25	835 Flying Saucer, Inside White	\$1.25
829 Flying Saucer, Outside White	\$1.25	836 Flying Saucer, Outside White	\$1.25
830 Flying Saucer, Inside White	\$1.25	837 Flying Saucer, Inside White	\$1.25

LEVIN BROS. TERRE HAUTE, IND.

SPECIAL - CARNIVAL BULLETIN JUST RELEASED - HUNDREDS OF NEW PREMIUM ITEMS AT LOWEST POSSIBLE PRICES. WRITE FOR YOUR COPY TODAY. BE SURE TO MENTION YOUR LINE OF BUSINESS.

MIDWEST MERCHANDISE CO. 10TH & BROADWAY, KANSAS CITY, MO.

BULOVA - GRUEN - ELGIN - WALTHAM

\$2.95

Wholesale Jeweler

PHILADELPHIA, PA.

NORTON ROSEN

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THE WORLD'S SMALLEST PORTABLE!



Majestic
POWERFUL
SUPERHETERODYNE
RADIO
MIGHTY MONARCH
OF THE AIR

LIST \$14.95
\$9.95
COMPLETE WITH BATTERY
and ready to operate.
CONFIDENTIAL DISTRIBUTORS' PRICE

No Larger Than a Camera!
Weights Just Over 3 Pounds!
Special Scalesboards Available!

NO PLUG IN... NO AERIAL... NO WIRES!
A WORLD WIDE EXCLUSIVE EVANS PROMOTION!
EVANS NOVELTY CO.
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CASH PROFITS DAILY—FOR YOU!
BARGAINS—FULL LINE OF SUMMER ITEMS!
Men's, Children's, Ladies' Goods
Cameras, Razors, Perfumes, Shampoos, etc.
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EARN BIG MONEY\$
With the New P. D. Q. AUTOMATIC "One-Minute" Camera.
• Twin Borello BLACK and WHITE prints.
• 80 Films—No Flashes—Dark-Down.
• DIRECT POSITIVE PRINTS—NOY Film-Type.
• No Experience Needed. Instructions are Simple.
• FREE Illustration of your photo device in BURLINGTON.
• Phone CLEVELAND 7-4200.
P. D. Q. CAMERA CO., 199 E. 35th St., Dept. BC, Chicago, Ill.

Extra Value!
\$2.25 EACH
5 for \$10.50 5 for \$18.50
RHODE-SPENCER CO.
232 W. Madison St., Dept. "B", Chicago

FAST SUMMER SELLERS
ALKALINE SELTZER TABLETS
Manufactured by NEW American Chemical
Plant, Patented 95 Tablets to Bottle.
Tasteless, Odorless, or Stomach
Astringent. ORDER IMMEDIATELY
ELGIN CIGARETTES, JR. 60c
DOUBLE-ROSE RAZOR 2.25
HIGH SINGLE-ROSE RAZOR 4.10
BENGOR PRODUCTS CO.
570 BROADWAY, NEW YORK, N. Y.

"DOG GONE" KEEPS DOGS OFF LAWN!
200% PROFIT!
MORRISON SALES, 1571 Broadway Bldg., CHICAGO

B. & N. TABLE TOP SMOKING STAND
A new value in a table top smoking stand.
Each, 45c; \$5.00 Per Doz.
B. & N. SALES
HOUSTON, TEX. DALLAS, TEX.
107 Franklin, 100 Commercial
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ELECTRIC LIGHT BULBS ALL TYPES AND STYLES.
Masterlight Electric Light Bulbs, Masterlight bulbs are made in accordance with the highest quality and best performance. Each bulb is fully guaranteed and is backed by our established name of complete satisfaction. Send off for our price list, or write for our complete literature. Write all orders for delivery and prices.
MASTERLIGHT CO.
Dept. GGB,
110 E. 23rd St., N. Y. City

SUPPLY HOUSE—
(Continued from page 56)
the rear compartment, where special air ducts provide ample ventilation and the body of the car muffles noise of the motor. The fire also carries a complete line of radios.

Toy Balloon Co. recently filed a contract for the Finland exhibit at the New York World's Fair. Company released 1,000 balloons in competition with a request being by the Finnish delegation at the Court of Peace at the fair. Helen Wray, of Toy Balloons, introduced a new method in balloon serial display, instead of releasing the balloons in groups of several hundred at a time, the balloons were released by girls dressed in Finnish peasant costume at the rate of about one a second. The balloons succeeded in changing form into the sky and sailed along in serpentine fashion, producing a stunning effect. Balloons were inflated by Toy Balloon Co. own portable-inflatable gas under the direction of Raymond Wray with a staff of expert workers. Balloons were inscribed with the wording, "Welcome to Olympia Games in Finland, 1940."

POPS-UP CIGARETTES!
NOVELTY SENSATION AND AMERICAN MADE
Price per 20's, each dozen.
25c. Double, each do. 50c.
Send for Our New Catalogs 25c and 50c. (Not for sale outside U.S.)
JOSEPH HAGN COMPANY
1111 E. Superior Street
817 & 823 W. Madison St., Chicago, Ill.

Elgin and Waldo's SPECIAL VALUES
• 8 Size, 7-oz. Oval Case 2.75
• 10 Size, 7-oz. Oval Case 3.25
• 10 Size, 1 1/2", Oval Case 1.50
• 10 Size, 1 1/2", Oval Case 1.50
• Pocket Watches with Diamond Case, 1000
• 1000 Diamond Case, 1000
• 1000 Diamond Case, 1000
FR. FRIEDMAN 774 FORTYFIFTH ST. N.Y.C.

HEX'S MONEY SAVING CATALOG IS NOW READY
RED HOT ITEMS FOR ANY AND EVERY GAME ON ANY MIDWAY OR IN ANY PARK. MANY ITEMS ARE EXCLUSIVE WITH US AND ALL ARE HOT MONEY GETTERS.
OUR SERVICE IS THE FINEST. ALL ORDERS SHIPPED SAME DAY RECEIVED. WE CARRY TREMENDOUS STOCKS. WE NEVER DISAPPOINT YOU.
WE SELL THE LARGEST AND MOST SUCCESSFUL OPERATORS, SO OUR PRICES MUST BE RIGHT. WE HAVE BUT ONE PRICE AND EVERYBODY PAYS THE SAME. WE HAVE NO SALESMEN AND USE NO BAITS. WE OPERATE IN A WAY THAT WILL PLEASE YOU. SEND FOR CATALOG NOW.
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HEX MFG. CO.
468-470 Seneca St., BUFFALO, NEW YORK

LUCKY CHARMS
IMITATION IVORY WITH COLORED CORN.
65c Per Gross
Quantity Prices on Request.
Over 100 Different Numbers.
KARL GUGGENHEIM, INC.
640 FIFTH AVE., N. Y. CITY

INTERNATIONAL!
See Article on Page 56—Last Week's Issue!
Globe-Trotter AUTO PLATES
TAKING MOTORISTS BY STORM!
Legally Approved!
HERE it won't doubt, the greatest novelty we ever produced! You'll be seeing CLOSE-TROTTER PLATES on cars everywhere! Millions of motorists will be attaching them on their cars to fool their friends with their friends. They'll get 100 hot jokes at motorists at Fairs, Conventions, Parties, etc.
CLOSE TROTTER PLATES look like the real thing! Each plate measures 10x5 1/2 inches. Stamped from durable metal and photographed in true bright, waterproof colors. They have beveled edges and are suited for easy attachment.
Rush Your Order Now!
TRIAL ORDER—Assorted, With Clamps, Fastmail, Cash With Order \$1.50
At Your Jobber, or Direct, Enclose 1/4 Cent. Weight per Gross, 88 lbs.
H. Fishlove & Co. 712 N. FRANKLIN ST., CHICAGO
SINCE 1914 MANUFACTURERS OF NOVELTIES THAT AMUSE

SOCIAL SECURITY

FREE STAMPING MACHINE! Write immediately for your...

IDENTIFICATION PLATE AND MACHINE CO., Inc.

180 Broadway, New York, N. Y. Wholesale Lumber Manufacturers...

UNDERWOOD

PERN O PEROLS O COMBO BUY DIRECT FROM MFRS. PLUNGERS SPECIAL \$15.00 GROSS...

SOCIAL SECURITY PLATES Size 1 1/2 x 3/4 1000 each, \$4.00...

HART MFG. CO.

ELGIN & WALTHAM REBUILT WATCHES \$1.75 7 Jewel, 18 Size, 1/2, 1/4, 3/4, 8 Jewel, 16 Size, 1/2, 1/4, 3/4...

HERE IT IS! 200% PROFIT!

ENDURO The New 8 Porcupine Path, With 200 cc. Motor and a car in 30 minutes...

PITCHMEN DEMONSTRATORS SHEET WRITERS

Write today for report and order form. Pitchmen on Catalog preferred. Best quality merchandise...

LOWEST PRICES!

100 Social Security Plates, \$2.00 100 Greeting Cards, \$2.00 100 Souvenir Cards, \$2.00 100 100's Cards, \$2.00...

Medicine Men

Write today for new releases of Toxic, Old, Solars, Herbs, Barks, etc. Low prices—total cost. GENERAL PRODUCERS LABORATORIES...

PITCHMEN DEMONSTRATORS

WANTED TO SELL THE HOTTEST ITEM IN 10 YEARS! Write for information. STEWART MFG. CO. 237 E. DuSoy St., St. Wayne, Ind.

A NEW OPPORTUNITY FOR YOU

The Billboard is publishing each week a new winning string name and the show the winning name. Call for information. Every Week in The Billboard

PIPELINE

Chief (Owens) Red Feather... JACK (OWENS) RED FEATHER... CHIEF (OWENS) RED FEATHER...

Now's the Time for careful thinking and talking... DOG JERRY COATES...

George Haney... MAXIE OELSTEIN... shooting from Howland, N. C. where he has been working a jewelry auction...

Ray Herbers... FAMOUS LAD WORDS... I'd say you got one of these. You better buy one now!

James L. Osborne... DICK URBAN... Dick Urban... 'Been working foot-lead in the H. Green show on Market street in Philadelphia...

Frank Bonomo... STANLEY NALDRETT... STANLEY NALDRETT... coming from Chicago, Wis., under date of June 27: "Working my juicer longer here this week..."

Al D. Powers... ACT LIKE and be big business men. W. D. COOPER... recently worked solo fairs just outside Paesoude, Ark., to sell crowds, but appeal has been less than in open city...

Wild Bill Owens... ROBERT MARSHALL... ROBERT MARSHALL... who was released recently from Redwood Prison, Cincinnati, where he had been confined for several weeks as the result of an accident in Sharroville, O., in which Prince Yogi Bama was killed...

W. D. COOPER... W. D. COOPER... recently worked solo fairs just outside Paesoude, Ark., to sell crowds, but appeal has been less than in open city...

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OAK-HYTEX BALLOONS LEAD THE PARADE TO BIGGER PROFITS



OAK-HYTEX balloons are first among parade vendors and show confidence. Buy ready-made balloons... OAK RUBBER CO., Kansas, Okla.

Concessionaires NOVELTY SUPPLY CO.

Novelty Supply Co. Wholesale with Low Net Prices. THE TIP NOVELTY COMPANY, 319 P. 3173, S.W.

PERPETUAL PROFITS!

Y.E.S! Easy To Make, Low Cost, High Profit. DREXEL BLADE CO. 184 W. 32d Street, New York City.

WORLD'S BEST VALUES

Whitcomb, Corbett, Corwin and O'Connell. MAJESTIC BLADE & NOV. CO. 307 7TH AVE., New York City.

Veterans Wake Up!

Note several big prizes. Old-time war veterans... HOOPER & CO., 678, New York

Yes! YOU CAN MAKE BIG MONEY!

with HOOPER UNIFORMS! HOOPER UNIFORMS, 678, New York

NEW Sweeping the Country

WANTON? HOOPER UNIFORMS, 678, New York

PREPARED BY... PRESIDENT, 435 N. 11th St., Kansas City, Mo.

Scott Bros.' Shows WANT

For 14 Fairs, Side Show Acts, Concessions, Diapers, Conterd, Photo, open. WANT Colored Musicians and Performers. Dawson Springs, Ky., this week; Cental City, Ky., next week. C. D. SCOTT.

MARDI GRAS

Annual Mardi Gras, Grounds at East 10th street and Harvard street, Indianapolis, Ind. No. 300. Admission 15c. Friday, July 14, 15, 16, 20, 21, 22. Large crowds. A. J. McInerney, celebration, Chatterbox, Ribes and drums. ALBERT NEUBERG Chairman, Amusements and Shows, 4401 East 15th St., Indianapolis, Ind.

FALLS CITY SHOWS

Wish for all week to Louisville, Ky. Clubhouse, Middle class. Attraction, Show, Music, Entertainment. Member Clubs, at Redwood, West and Woodstock, 2000. For more information, contact HARRY LASKO, Inc., Columbus, Ind.

NYE AMUSEMENT COMPANY

Wanted Lascivious Controversial of all kinds. Shows with pro ratings. Many the money maker. R. H. NYE, 210 S. W. 1st St.

Royal Midway Shows

Wanted experienced. Big crowds. For sale and lease. Big money. Many the money maker. R. H. NYE, 210 S. W. 1st St.

Endy Bros.' Shows, Inc.

Presenting A BIGGER AND BETTER SHOW MODERNIZED NEONIZED MOTORIZED WE HAVE JUST HAD DELIVERED AN ENTIRE NEW FLEET OF INTERNATIONAL TRUCKS AND TRUCKS STABLES FROM JACKSON, MISSOURI, PITTSBURGH, PA. THE LAST WORD IN MOTORIZED SHOW EQUIPMENT.

SHOW MEN, if you are dissatisfied with your present show, it may be the best of management. An unparalleled staff with an outstanding record of 15 fairs. CONTACT US IMMEDIATELY. To date we have had the greatest still season in our career. CAN PLACE an account of carrying show, the following Shows: MONKEYS, MOTOR-CARAME, FUN NOUIE. CONCESSIONS: Penny Arcade, Fish Pond, Candy Flies, Novelties, FAUN-FOR-DONEY. GIRLS for other-operated Shows. Will finance any worthwhile attraction. CAN PLACE Acts for Ten-in-One, also Man to Handle Snake Show. We present daily the World's Most Sensational Free Attraction, THE GREAT WILMO. All shows DAVID B. ENDY, Mgr., this week, Lynn, Mo.; next week July 16, Pittsburg, Mo.

ALL FAIRS --- NO MORE STILL DATES

VANCREBUR, KY., FAIR, WEEK JULY 10, FOLLOWED BY THESE FAIRS: GRATON, KY., FAIR, JULY 17. MADISON, KY., FAIR, JULY 24. RUSSELL SPRINGS, KY., FAIR, JULY 31. COLUMBIA, KY., FAIR, AUGUST 7. BORDMAD, KY., FAIR, AUGUST 14. LEBANON, KY., FAIR, AUGUST 21. WANT Concessions that work for stock. No girls. WANT Cash jobs, will sell 25¢ per day and night Fair for many other Concessions. WANT complete Plain, Show Trucks that can stand to make real money. Why pay still this and see neither who will play Fair in early grass (2nd night) WANT Cash Shows and Animal Show. Address F. H. BEE SHOWS, Inc. Cincinnati, O., or same box in Vancroburg Fair.

MODEL SHOWS WANT

FOR ROBERT, PENNSYLVANIA, LADY OF THE GARNEL CELEBRATION, LARGEST IN THE EAST. EIGHT HOURS AND NIGHTS JULY 25 TO 26. WE WANT MEN AND SHOWS THAT DON'T COMPLY. TO DATE WE HAVE HAD 100 CONGRESS SHOWS. WANT Concessions and Managers to talk some Shows to the State Show, Organized Model Shows. Have tickets for both. INDICATED (cash) on some High Five Act several good dates to follow. Want an actor W. R. MERRIS, Mgr., Tenth Street, R. 4, Unk, Ohio. or M. C. PRANCO, Care Lady of the Garnel Church, Westerville, O.

ADVERTISERS, "BILLBOARD" THE LAST "WORD" IN YOUR LETTER TO

Jones Show Signs Contract With AFA

AKRON, O., July 7.—The Johnny J. Jones Exposition, after several weeks of negotiations, has signed up with the American Federation of Actors (arrival division), an official of the show announced here. A representative of AFA was here for two days and initial payment for 1938 dues made to him.

Membership cards were left with the show for distribution to members directly employed by the management. The show will negotiate with workers and employ of independently owned rides, shows and concessions with the organization, it was said.

Officials of the AFA were termed excessive by Jones' executive and a compromise was made and finally a satisfactory to both factions. E. Lawrence Phillips represented the show in negotiations with the union.

Wages scale, as applied to Jones' employees, one of the first issues discussed by officials of the show with union representatives, was adjudicated amicably, it was said.

Alon Celebrates 25th Anniversary

CLEARFIELD, Pa., July 3.—Alon, of Akron and Alon, accompanied with Ceilin & Wilson Show, will celebrate the 25th anniversary of his entrance in show business on July 7, reports George Hirschberg.

Funds for Ariella's Grave

CLEARFIELD, Pa., July 3.—At a benefit show staged by Ceilin & Wilson Show here on June 29 money was raised to buy a headstone and markers for the graves of Ariella, who died here several years ago when a member of the Ariella Show, reports George Hirschberg. Ariella was buried in this city.

FAIR SECRETARIES

New and chatter about the bands and acts that will draw more people to your fair appears in The Billboard each week and every week is the

MUSIC and NIGHT CLUB VAUDEVILLE DEPARTMENTS

Read Them Regularly!

Attractions Planned For Eiffel Tower Fete

PARIS, June 24.—Twenty-one cannon shots will herald opening of the month-long celebration marking the 50th anniversary of Eiffel Tower. First event will be the selection of Miss Eiffel Tower to be made under the tower. She will be crowned with glorifying the edifice which came into being for the World's Fair in 1889.

Following an inaugural dinner, the fete will begin with pre-war filmage, stage shows and carnival attractions. High spot will be ascent of a balloon carrying postcards bearing a special Eiffel Tower stamp.

Cox on Civic Committee

AMARILLO, Tex., July 3.—Milton Cox, chairman of Amarillo Tri-State Fair Association, has been chosen to serve as co-chairman of the good-will group of Amarillo Chamber of Commerce for the year of 1939-40. Acting as co-chairman during the past season, he organized the Tri-State Buckaroo, a mounted group of fair boosters for good-will trips.

N. D. State Drows Heavily

GRAND FORK, N. D., July 3.—North Dakota State Fair for Grand Forks, Dan P. McGowan, secretary, had reported attendance of 78,000 on June 26-July 1. Grandstand attendance was 28,200.

Sunset Amusement Co. Wants

Working Act for Stage Shows, Have small top and Post show for the Amusement Attractions. Will hold (contractual) Member of Animal Show (sight showing and training) (Fishing Boat) (Stage Show) (entertainment) Concessions, open. Please make table. (Initial Plans, Pa., July 5 P. O. Columbus, next week.)

WANT Show Act. Naper, Wis. BERT FISHER

180 W. Fifth, Long Beach, Calif.

Big Eli Wheel Foreman Wanted Must be efficient, sober and reliable. AAGM F. E. GOODING Box 388, Olaton, Ok.

EUREKA SHOWS

Our Best Merry-Go-Round, also Grand Shows, West Coast Concessions, Will not require Contract, Prices and Shows, Long route of fairs and concessions, books with California week. All subjects STABLE ROBERTS, Grand, Mo., this week.

TRUNKS

All kinds of good used equipment. Free Trucks, signs, E. P. Felt Show, central City, Missouri, contract. Cash, all kinds of goods and equipment. Write to WILLIAM LESMER, 617 West Monroe St., Chicago, 77th Street.

WANTED

Concessions men who can handle themselves. Can see around town on all sides. Prefer one who can handle all the work. For more information, contact Wm. G. L. E., Union Union, 5134, N. O.

Reading's Shows

Wanted Book Concessions, American Publisher, Will Grant, Olaton, Short Horse Lead Gallery, West Virginia, Fish Boat or other Shows. Week End 10, Olaton, Mo. next week July 17, Bannockburn, Ky. this week. Contact, Ky. W. A. WILLIAMS, Manager.

WANT FOREMAN

For Indianapolis. Must be experienced and sober. Will immediately. Also Farmers, Act for 25th Show. MILLER BROS.' SHOWS Sullivan, Ill.

LOOK IN THE WHOLESALE MERCHANDISE SECTION For the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

SUBSCRIPTION COUPON

The Billboard, 25 Opera Place, Cincinnati, Ohio.

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

- \$5 for one year, 52 issues. \$8 for two years, 104 issues. \$10 for three years, 156 issues.

Name Occupation Address City State

Great International Broadcast

WE WONDER how many, if any, old timers remember the Great International Magazine, Museum, Aquarial and Circus...

...the management to centralize their vast resources in one grand magnificent phenomenon...

On page 2 of The Vedette appears a statement from Mr. Bailey himself...

Page 3 gives a list of the big features of the circus program...

...this page appears an announcement which our grand free outside exhibition...

On page 6, under "Why We Don't..."

...New York Herald, The New York Sun, The Louisville Courier-Journal, The Pittsburg and Philadelphia Ledger...

quo performance and a round top... Curcio, leader of orator band; John Le...

On the front page, under "List of Officers" appeared the following names...

James H. Swan, resident European promoter; Thomas J. Ryan, chief veterinarian...

...Australia and South Pacific; U. C. Mc... U. S. & G. Detective at large.

...the trouble with some parts of the world is the unfortunate fact quite in...

...of youse guys never suspected us of... in practically deathless prose...

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business that generally sells for reduced prices, but Billy Rose reentered the post...

...the trouble with some parts of the world is the unfortunate fact quite in...

...of youse guys never suspected us of... in practically deathless prose...

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...of youse guys never suspected us of... in practically deathless prose...

RICK'S PARAMOUNT SHOWS INC.

WANTED: MOTORISTS ON MONEY. BROWNE, GRIND STONES, GRIND BOWLS...

FOR AMERICAN LEGION CARNIVAL... THE WASHINGTON POST... THE PITTSBURGH COURIER...

WANTED... Needs Secretary for Carnival... MEX. BOX 28, San Bernardino, Cal.

The Ring is Open Leonard Traub

Goodies for the Gobs

midnight Saturdays to 9 o'clock Monday morning... Jackie D. Wilcox, who recently quit...

...the trouble with some parts of the world is the unfortunate fact quite in...

Bert J. Chipman on his way east from L. S. to see his wife...

...the trouble with some parts of the world is the unfortunate fact quite in...

POPCORN

SOUTH AMERICAN, JAPANESE, BABY GOLDEN, ETC., ALSO ALL KINDS PAPER BAGS, CONES, PEANUTS, CARTONS, SEASONING, POPPING OIL, POPCORN MACHINES, ETC.

Prunty Seed & Grain Co. 11 S. FIRST STREET, ST. LOUIS, MO.

CONCESSION MERCHANDISE

PARKS CIRCUS CARNIVAL FAIR Includes, uncolored items with real colors, value and eye appeal for... **TIPP NOBLE CITY, TIPP CITY, OHIO**

A NEW OPPORTUNITY FOR YOU

The Billboard is the only one with a new... **Every Week in The Billboard**

LOOK IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES, PREMIUMS AND SPECIALS

Maith, Miss; Bishop, Tenn. **Maith's United; Washburn, N. D.; Middleton, Calif.; East Astoria, M. Y.; Allegheny 18-1.** **Maith's United; Washburn, N. D.; Middleton, Calif.; East Astoria, M. Y.; Allegheny 18-1.**

Prunty Seed & Grain Co. 11 S. FIRST STREET, ST. LOUIS, MO. **Prunty Seed & Grain Co.** 11 S. FIRST STREET, ST. LOUIS, MO.

Becky Greaser; Centerville, Ill. **Becky Greaser; Centerville, Ill.** **Becky Greaser; Centerville, Ill.**

MISCELLANEOUS

Arthur, Magician; Whitehouse, Tenn. **Arthur, Magician; Whitehouse, Tenn.** **Arthur, Magician; Whitehouse, Tenn.**

Kathryn Burns To Stage Calif. Grand-Stand Show

SACRAMENTO, Calif., July 3.—Kathryn Burns reports she has again been contracted to produce the grand-stand show at California State Fair here.



A SUPER VALUE No. 68—PERCY THE BULL. Jumbo size. Complete with collared flowers. Weight 9 1/2 inches. 12 to Carton. (No less sold.) **Each**



MARVEL CANDY & NOV. CO., 102-4-6 Wooster St. N. Y. C.

FEATURE TOP MONEY GETTERS AT YOUR FAIR You Can't Miss with our New CORN GAME Items. **\$8.50**



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

CARNIVALS TRUCKS PARKS RIDES TRAILERS

INSURANCE "THE SHOWMAN'S INSURANCE MAN" 478 INSURANCE EXCHANGE BLDG., CHICAGO, ILL. (EVEN WEEKLY AND MONTHLY PAYMENTS)



BIG FLASHY BOX Wrapped in material... **\$5.00**

CLYDE'S UNITED SHOWS

WANT TO IMPROVEVILLE FIRMEN'S CELEBRATION Exhibitions and Shows to follow! **CLYDE'S UNITED SHOWS**

Gruber's World's Exposition Shows, Inc.

WANTED—Men and Women for Salary Paid—Dress—Show—Show, Detroit, Erie, Pa., **Gruber's World's Exposition Shows, Inc.**

WANT SHOWS AND CONCESSIONS

FOR FOLLOWING CATEGORIES: **WANT SHOWS AND CONCESSIONS**

W. C. KAUS SHOWS, INC.

PLATING MATAMORAS, PA.; WAREVILLE, N. Y.; NEXY, WITH CELEBRATIONS AND GOOD FAIRS FOLLOWING.

SUBSCRIBE TO THE BILLBOARD

Be Ahead of the Crowd

Biographies The Cincinnati office of The Billboard have on file thousands of biographies of members of the amusement profession and allied fields. Not a week passes that the biographical file is not drawn upon for data of people who have passed on. If you are not represented in this file please send to The Billboard Biographical Editor, 25-27 Opera Place, Cincinnati, O. the following data about yourself:

field so state; date of entering it and first connection and capacity; other connections and capacities and length of each connection to date (mention years if possible); married or single; if married, give wife's name and state if she is active in amusement business; if married previously, give names, dates, etc.; names and ages of children if any; names and addresses of parents; names of fraternal and business organizations you belong to; data of furnishing data and your signature.

WANT LEGHATY CONCESSIONS, Long Range Carney, American Fairbairn and Flow Machine, Leghatty Trainer and Tallyer, American made or new. Write or wire W. C. KAUS, Matamoras, Pa.

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...

During the show stand members election... Mrs. Feilberg being inducted into the office of president...

"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...

REP RIPPLES

(Continued from page 26) and Carolina Schaffner Players, recently left the Hogan-Helvey Show at Illinois...

veteran character men and director, announced here in Kansas City, Mo., last week en route to a Northern spot...

DANGING ROMEYS, Max and Ivy

Friends of Neale Helvey's, recently spent a week's loiter between dates in the Morgan-Helvey Show at guests of Helvey...

WALLACE BRUCE Players have in-

cluded the Panhandle of the Lone Star State after playing several stunts in the Morgan-Helvey Show at Illinois...

Wayne Agency Placements

KANSAS CITY, Mo., July 1.—Recent placements by the Wayne Theatrical Agency include Wayne Huff, Loretta Mack...

SOUTHERN STATES SHOWS

NOW CONTRACTING SHOWS, RIDES AND LEGITIMATE CONCESSIONS FOR THE BEST CIRCUIT OF COUNTY FAIRS IN THE SOUTH...

C. F. Zeiger United Shows

New playing Fairs and Celebrations. WANT for Montana Circuit, 2 Tri-State Fairs, 3 State Fairs, 3 Big Celebrations...

Keystone National Shows

Have openings for Secretary and Bookkeeper. Must have good references. CAN PLACE legitimate Concessions of all kinds...

BARFIELD'S COSMOPOLITAN SHOWS

Will eluding ability and everybody making money. We will show Williamson, W. Va., next week...

Carver with Jack and Maude Brooks Attractions; L. E. McKay and Tudor Lacey with Fred Jackson and Macon Wilkes...

Rides - Shows - Concessions WANTED FOR SOUTH JERSEY TOMATO FESTIVAL

WANTED CALVERT MOTORS

WANTED DROME RIDERS and SWITCH MAN

COMING MARRIAGES

(Continued from page 27) Martin Shuman, manager of the Cameraphone Orchestra, will be married to Louise Mueller...

Divorces

Robert Armstrong, film actor, from Chicago, Ill., divorced from Lois Angeles July 7.

Birlles

To Mr. and Mrs. Herbert Brown an eight-pound girl June 23 in Detroit.

Trived, Clarence K. Wright, Ray Williams, E. J. Zeman, Louis Zeman

MAIL ON HAND AT ST. LOUIS OFFICE 480 Annapolis Bldg. Parcel Post

Women: Brooks, Helen, Dubois, ... Men: Alkman, F. J. (Doc), ...

TOO MANY GIRLS

(Continued from page 18) ... national conventions booking shows for their coming fall ...

FT. WORTH

(Continued from page 18) ... and his chief, Doc Dyer ...

VAUDE GROSSES

(Continued from page 24) ... the average house around \$4,000 ...

Fourth Go to Washington

WASHINGTON—Despite the busy holiday local houses are heading for respectable grosses for week ending July 1 ...

Keyer's All-Time Record

SAN FRANCISCO, July 1.—Kay Keyer grossed \$88,000, a new high, for week ending July 25 ...

"Crazy Show" Is Decent

MILWAUKEE—The Big Crazy Show was good for a decent \$100 at E. J. Wedfield's Riverside Theater here ...

Lyric, Indianapolis, Average

INDIANAPOLIS—The \$8,500 gross rolled by the Lyric for the week ending June 25 ...

Fox, Detroit, Also Hit

DETROIT, July 1.—Fox Theater, largest local house and premier vaude stand of Detroit ...

Alkman, F. J. (Doc), ... Arthur, Jack ...

second time in its history, House has been working under notice to vacate for some time ...

Lyric Closing Leaves

Chi RKO Fleshless

CHICAGO, July 1.—Several bad bookings set for the next three months to play the Lyric, Indianapolis, have been ...

PARIS NOTES

(Continued from page 22) ... can-can dancers are Leo Curdy and Doris Bern ...

Observations From Chicago

By SAM HONIGBER ... SO LONG as theater operators have an open ear to the high-priced line of movie talent agents ...

Lyric, Indianapolis, Average

INDIANAPOLIS—The \$8,500 gross rolled by the Lyric for the week ending June 25 ...

Fox, Detroit, Also Hit

DETROIT, July 1.—Fox Theater, largest local house and premier vaude stand of Detroit ...

O'Neill, Charles ... who used to work at the El Morocco ...

The archaic tastes of Paul La Vaze and brother (Frank Hooney) ...

CLUB CHATTER

(Continued from page 25) ... appearing here are Johnny Urban, straight man, and Lewis Twine ...

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DETROIT, July 1.—Fox Theater, largest local house and premier vaude stand of Detroit ...

who used to work at the El Morocco ... Linda Gray, Sue Taylor, Cynthia ...

The archaic tastes of Paul La Vaze and brother (Frank Hooney) ...

John Lodge, of the Henry Cabot Lodge of Boston's Back Bay, has returned to Paris to continue his Continental film career ...

CLUB CHATTER

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trips to New York and Princeton are apparently ... DORCEY AND FREDDY DREW are appearing at the Silver Lake Inn ...

GIEMMALI AND TESSIE opened a return engagement at Club Cosmos ...

MAGIC—(Continued from page 25) ... features—New York critics have had some mighty fine things to say about the "Think-a-Jink" Hoffman's performance ...

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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 skill 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, bear the name of the representative baseball phrases. For instance, "HIT!" means home run; "DIB!" means a player has struck 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 is used to mark 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 figures are \$1,400,000,000 and are sharing the business.

The principal lines of retail business were: Department stores, \$191,000,000; 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, 1,000 drug and druggery stores and 1,958 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 4330 Park avenue. A new British blood-pressure machine is being brought to America by this firm. The instruments are made by a New England artisan in these cases. We would like to have the correct address and if possible, anyone can supply it.

than many believe is proved in statistics which prove that in 1935 the 2,572 stores, large and small, accounted for total sales of only \$77,786,000, compared to the city's \$1,061,263,000.

Lumber Bookings Increase Over '38

WASHINGTON, July 1.—Lumber bookings in June 17 was 27 per cent greater than the seasonal average of 1938, while production also reports a 27 per cent 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 1929 weekly average of production in the week ended June 17, 65 per cent of the 1929 weekly average of shipments and 76 per cent of the 1929 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 1929.

Last year the industry produced 20,577,000,000 board feet, compared with 25,977,000,000 board feet in 1937.

Production followed a corresponding decline in consumption, the department said, exports in 1938 amounted to 1,215,000,000 board feet, compared with 33 per cent less than the year before.

New Orleans

NEW ORLEANS, July 1.—Step into any reputable restaurant, playland or city street in New Orleans, Louisiana these days and it's safe bet you'll find most of the patrons crowd around the brightly lit, colorful 100,000 board foot Chicago factories awaiting their turn at the amusement machines. Operators are quick to admit that it's a highly successful market in New Orleans, but the only turnover at this district of the newest machines made by Bally, Gottlieb, David, Stoner, Exhibit Supply, Amusement Mills and other big machine caliber, plus the identification tags attached to the machines on location. Operators who have already been 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 coin-in-use is best in coinless have just cause to complain. If only they could realize that a pin game must be played in a healthy condition if it must be judged as a money-maker correctly. A machine with enough dirt lying around it to get a player to get a machine a little indelicately to a would-be patron.

The vacationists come and go in a steady stream, many going to the city as well as to the country. On Monday came Dan Cohen and Mr. and Mrs. J. H. Brown. The measure of the city, all attending the Gotham exposition and declaring it to be the greatest. Dan Cohen is a member of the United Music Machine Operators' Association, Hunter Club and the Southern 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 *Pin King*, *Pin King* and *Pin King* by Gottlieb, and Variety, by Bally. Mark Rosenberg, manager, is highly enthusiastic over the new machines and believes that these three leading manufacturers insure themselves of a good summer with three such fine products.

Using their bats to slug hard and often, the softball team of the New Orleans Novelty Co. put across their third straight victory over the New Orleans team at City Park. Ralph Bosworth, star pitcher, was very busy in the game, striking out some rascally stickwork to help his nice 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 Kroney's Up and Up he'll get the dope on the hottest 5-hand free game on the market. The address, if he doesn't know it, is 2001 Calumet Avenue, and the name, J. H. Kroney & Co., Not Inc.

110 Volts AC Anywhere!

WITH REGULATED PLANTS AND ROTARY CONVERTERS.
 Furnish standard 110 A.C. 60 Cycle, for operating amusement machines, pinball, juke boxes, electric organs, public address, etc.
 Complete 200 Watt, 110 Volt Rotary Plant, ... \$10.00
 Complete 500 Watt, 110 Volt Rotary Plant, ... \$16.00
 110 Volt Rotary Converter—List, ... \$1.00
 KATOLIGHT, Mankato, Minnesota, U.S.A.

Spotter 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 David's Box Score; Exhibit's Fish and Crabs; the new baseball game, *Ballin' Champ*; *Kingfish*. Pace also reports more sales of *Hot-Scots* and *Hot-Scots* in the latest variety being Harry Bell, well-known out of Pontchartrain Beach, who is using the regular to get a total of 100,000,000 3,000-foot boardwalk coasters.

The best June turnover in the history of the Bell Distributing Corp. is reported by Emil Iaconelli, thanks to a growing demand from the outside country for Jimmy Dixie ball bells. Shipments 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 machine, the *Pin King*, 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 Wurlitzers from Tennessee, Mississippi and Louisiana ops. The sales manager for the Wurlitzer Co. in this week at 1100 Perdida street. A Wurlitzer distributor, has widened its territory and has placed Frank De Barros, for some years distributor of the firm's office as manager, on the road to cover Louisiana as far north as Alexandria and West Mississippi.

Leo Paeckert, 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 at 1100 Perdida 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 *Pin King* and Varieties and Gottlieb's *Pin King* and *Pin King*. Hodgitzer, a brother, is in charge of service, with Milton Terry having an interest in the business.

Mrs. Louis Rosenberg, 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

OF ALL THINGS
 ... or more have greater universal appeal, or more real, faster human interest, than pictures of people. PHOTOMATIC's great success is based on this solid foundation.

INVESTIGATE
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 PENNY BACK UP YOUR FRONT
 (with penny for first half)
 12 PRIZES
 GREATLY ENLARGED
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 LATEST NOVELTIES, PRIZES
 PREMIUMS AND SPECIALTIES

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 in a large air grabber, a record string of black bars he had hanging over the side of his boat. Yockey had caught his 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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News appearing in The Billboard is printed from 1 to 4 weeks before it appears in any other trade paper. That's why the Coin Machine Industry prefers The Billboard.

An Open Letter in Answer to Lubell's "Ten Billion Nickels"

By HARRY MURVICH
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 misstatements, and I cannot let it go unchallenged, even tho' I know full well that my reply won't have quite the influence 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 admire 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 crusades and much hostile legislation. The products are ever subject to seizure; the markets are in constant danger of being closed. It has to satisfy the tickle public appetite with an ever-changing stream of new games, yet design them to escape these 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 to 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 tickle public appetite" he might possibly get a profit of \$25 or \$30 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 "tops" which fail to catch the "tickle public appetite" he stands chance to lose his investment.

If the business is as profitable as you estimate, Mr. Lubell, item 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, altho 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. Navy or Army. It is the fact on these 10,000,000,000 nickels, collected by federal, State, county and city governments, together with similar taxes on other businesses, 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, PWA, 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 made 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 Prohibition 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." But 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 use of money before public officials will conclude, as they did with prohibition, that it is futile to try to regulate the use of money—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 practices 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 association 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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SILVER BELL

1/2 SMUSH HIT

Finished in Hammered Metal.
Painted White Ball Gum with Vegetable Ink.
Takes In - \$13.00
Pays Out - \$ 5.00
Gross Profit \$ 8.00

This machine complies in fullness every other day.

Operators get immediate profit on every operation.

Guaranteed to increase your profits 100% or more.

Permanent deal on Cliche in 5 bright colors.

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PEANUT & GUM VENDING MACHINES

New, Neat From Factory.

ONLY \$2.40 AND UP

Over 50,000 Sold.

MAKE MONEY NIGHT

Without Selling

There's the big money with vending machines. You can operate them for a few hours at night.

10 "MONEY" MACHINES...

Machine Only... \$6.50

SPECIAL - 100 Vendors, 20 Dls. Each, \$9.95

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EXPERIENCED OPERATORS WILL TELL YOU TO BUY Northwestern BULK VENDING EQUIPMENT

Operators who know machines and know the business invariably advise you to buy Northwestern when choosing bulk vending equipment. Their experience has proved Northwestern is not only fine, dependable machines, but they earn more money. We credit to meet every requirement. If you are an operator of interest in this profitable business, write today for information on the complete line of Northwestern Vendors.

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USE PAL

The standard family service...
Automatic Games \$285. St. Paul, Minn.

ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS



Dante Candy Co. Has Popular Bars

CHICAGO, July 7.—Three candy bars sold to be enjoying exceptionally wide sale thru coin operated machines are Doctor's Creeps, Vixen Daisies and Plum Good, all products of the Dante Candy Co., 817 North Halsted street, Chicago.

All of these bars have built centers, the first, bearing containing figs, and the other two dates and plums, the outer covering in every instance being chocolate. These confections, although considered to have a high food value and to be healthful, are sold strictly on their merits as candy bars, based on their taste appeal.

Doctor's Orders was brought out in 1923, and has been on the market about 14 years. It was not until four years ago that Dante Candy Co. turned to the vending machine trade to market a portion of its product, all sales prior to that time having been thru the usual trade channels. Since introduction thru the automatic machines, its sale by that means has shown substantial increases each year. Vixen Daisy bar came out about four years ago, but did not reach the vendors until one year ago. Plum Good, comprising a trio of fruit bars, was introduced two years ago and made its bow thru machine sales about one year ago.

Jimmy Martin Joins Du Grenier

NEW YORK, July 7.—James H. (Jimmy) Martin, well known to cigarette machine operators, has joined the sales force of Arthur H. Du Grenier, Inc., Walter H. Mann, general sales manager for Du Grenier, reports.

Mann stated: "For some years, Jimmy Martin has been selling Du Grenier cigarette machinery to the operators in the Midwest. Now he comes back again to feature our latest model and will make his sales headquarters in Chicago and Pittsburgh, Pa."

"Martin is probably one of the best known salesmen in the cigarette merchandiser business. He has many great sales accomplishments to his name and he feels that he will do even better with the present Du Grenier cigarette machine, which has become acclaimed by leading operators from Coast to Coast as 'America's Finest Cigarette Merchandiser.'"

"We are happy to have him with us again, and feel certain that his many operators throughout the country will just as happily welcome him back."

FDR Signs Food and Drug Act Postponement

CHICAGO, July 7.—President Roosevelt has signed the law which postpones the date upon which labeling provisions of the Federal Food, Drug and Cosmetic Act become effective.

The statute of the labeling provision, as they now stand, are that candy manufacturers have until January 1, 1940, to change their wrappers to comply with the requirements. If sufficient reason can be shown, labels now being used may be used until July 1, 1940.

Many candy companies have already complied with the law and their merchandise bears wording indicating the exact weight of the bar and the contents therein.

New Vending Machine Stand

CHICAGO, July 7.—"We are introducing a new stand," declared a spokesman of Automatic Games, "base of which is made of rust-proof, solid metal designed in the modern trend. The stand weighs only half as much as heavier stands of equal stability."

"This stand being only half the weight is less troublesome and less cumbersome for the operator to carry around, and also costs less to ship or transport. Being solid, and of rust-proof metal, it never leaves dirt or refuse on the floor."

"The new stand is designed on a modernistic round-cornered, pyramid square, whose principles make it an unusual staple even for holding three vendors. Due to quantity production, we are in a position to offer these stands to operators at a very fine price."

Parts of Food, Drug Act Effective

NEW YORK, July 7.—The basic provisions of the Federal Food, Drug and Cosmetic Act became effective June 25, with the drug trade opining it the "strongest federal law on the subject ever enacted." The basic provisions, representing the greater part of the law, include the fundamental provisions against product adulteration and false or misleading labeling.

The act was originally effective on June 25, 1938, when it was approved by President Roosevelt, to the extent of the important provisions outlawing cancer-

SAVE MONEY

On Churns, Candies, Nuts, New and Used Vending Machines, Supplies, Parts, Etc.

Mauchly's Vending Machine Co.
618 W. 183rd St., New York

SUNFLOWER VENDING MACHINE CORP.

518 W. 183rd St., New York

SILVER KING LATEST MODELS

NEW HAMILTON FINISH

Lets of 10 \$5.50

Same as 10 \$4.50

RUSH YOUR ORDERS NOW

SPECIAL

Use Vendor, 10 Dls. Candy Machine, 20 Dls. Candy Machine, 30 Dls. Candy Machine, 40 Dls. Candy Machine

Send me the following information, name of operator, name of business, address, and the name of the person to whom you wish to send the machine.

MAUCHLY'S VENDING MACHINE CO.
618 W. 183rd ST., PHILADELPHIA, PA.

COVEN Money Makers!

Be an independent operator. You can make money with the Sunflower Vending Machine. No experience necessary. No large investment. No advertising. No rent. No taxes. No license. No other expenses. No trouble. No worry. No nothing to do but operate the machine.

Write today for complete details.

SUNFLOWER VENDING MACHINE CO.
518 W. 183rd ST., PHILADELPHIA, PA.

A FAIR TRIAL

You be the judge and jury. After hearing all the evidence you will bring in a verdict for CALCO Drilled Ball Game.

Several styles to choose from. Write today for complete details.

TOWNSENO MFG. CO.

Dept. B, 434 North Front St., Baltimore, Md.

one drug and consumption and placing "new drugs" under permit of sale by the government. The Lab amendment, which was approved last week by President Roosevelt, postpones until July 1, 1940, the effective date of the provisions covering color and new informative labeling regulations. The amendment also authorizes a further administrative postponement of the informative labeling provisions up to July 1, 1940, on a cause-by-cause basis and where the public interest is not adversely affected.

Cherry Heads CMA of N. J.

NEWARK, N. J., July 7.—James V. Chewsky has recently named as manager of the Cherry Heads Merchandisers Association of New Jersey.

In a message to the members of the association, Chewsky writes: "To the CMA of N. J., and to each member individually, I pledge my whole-hearted loyalty, and whether you know it or not, I am sure will be dedicated to the mutual benefit of all members. My duty shall be to carry on impartially and fairly the work of the association; and tactfulness, courtesy and understanding shall be my creed."

DOCTORS, NURSES, PATIENTS AND VISITORS enjoy convenient refreshment offered by the Billy Beavette Vender located in a Nashville hospital.

Cigarette Merchandisers' Associations

Members of the CMA of New York have been unusually busy the last few days...

Jackson Bloom's son, already an athlete of reputation will spend the summer at Camp Chicago...

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...

Jack Levine, of the Nassau Club-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.

Louise Lee, of the Nassau-Buffalo Cigarette Service, is working overtime on her inventions. From what he says, he has some good ones.

Among the visitors to the Newark office of the CMA was Harry Zink...

Bill Thomas, B. Crozier Jr., and William B. Crozier Jr., of Crozier & Son, were recent visitors to Newark...

Advertisement for a business opportunity to talk with operators in the city.

Cherry Plans Survey

James Cherry, manager of the CMA of New Jersey, has announced a trip over the State. He plans to make a survey and meet those members of the organization...

Advertisement for a business opportunity to talk with operators in the city.

The millions spent for advertising in the United States represents less than one percent of the dollar spent by consumers for the products they buy...

Popular Candies For Bulk Vendors

CHICAGO, July 7.—"Most popular candy vendors, take direct from our sales records, the following candies have been the big 10 following candies...

Ads Necessary Survey Finds; Average Cost 3%

NEW YORK, July 7.—Altho the cost of advertising goods in 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...

Advertisement for a business opportunity to talk with operators in the city.

Table listing various goods and their advertising costs. Includes items like Tobacco, Confectionery and bottle beverages, Cereals, Furniture, Automobiles, Clothing, Home furnishings, and Agricultural equipment.

Dept. Store Ad Cost is 3.75% CAMBRIDGE, Mass., July 1.—Department store profits in 1938 were 41 per cent smaller than in 1937...

LIFE COMES TO THE GAINERS

...COMES TO THE GAINERS... announced an announcement, simulating the magazine cover of LIFE, Mr. and Mrs. A. Gaines announced...

was 2.65 per cent against 4.15 per cent in 1937. Dollar sales were 7 to 8 per cent less than in 1937.

Table showing total net business profit and other financial figures.

Total net business profit... 2.65 4.15

Many Attend Joe Ash Opening

PHILADELPHIA, July 7.—Joe Ash, Philadelphia jobber, officially opened the Active Amusement Machine Corp. on June 29.

Among the many visitors were Dave Spector, Dave Margolis, Eli Newman, Alex Witrow, E. Rackis, Roy Belmont, Vernon Dave Moss, Al Benoit, Al Stern, Dave Berlin, Oscar Spiegel, A. A. Berger, Jack Minick, Frank Urban, Mr. and Mrs. A. M. Rodstein, William Rodstein, Mr. and Mrs. Phil Frank, Sam Weinstein, Al and Mrs. M. and C. Al Reikstein, Mr. and Mrs. Ben Pinkowitz, Al 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

Fill in coupon for price list. Includes fields for Name, Address, City, State.

Fill in coupon for price list. Includes fields for Name, Address, City, State.

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 Drinin, Dan Rubenberg, Sam Rosen, Harry Mendelsohn, Samuel Pinkowitz, Edward Balin, Oscar Spiegel, Edward Lechin, Al and Mrs. M. and C. Al Reikstein, Jack Brandt, Marty Mitnick, John Workman, Sam Moss, Sam Goldfarb, Frank Fromowitz, Harry Lewis, Herb Newman, Mike Corpa, Sadio Snyderman, Jack Sheppard.

Prizes were won by the following: Choice of any jps game, Al Stern, 450 credit on purchase of a game, Morris Stein, and 525 credit, Frank and Lenny.

LOOK IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NEWSIES' PRIZES PRIZES AND SPECIALTIES



Franchise Men, Attention! We want a few experienced Franchise Men...

HAMILTON'S Entirely New MICKEY MOUSE AND HIS PALS Combination 3-Way Vendor

AMPLE TERRITORY ASSIGNMENTS TO BE HAD. HAMILTON'S has some 800 details and proof of this in the way with the leader. HAMILTON ENTERPRISES, Inc., 787 Hudson St., New York, N.Y.

Hammergren Tells 24-Record Value

NORTH TONAWANDA, N. Y., July 1.—According to M. G. Hammergren, sales manager of the Riolofol Wurlitzer Co., anyone who has not 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 merchandisers to accomplish several objectives—all of which put more profits in their pockets."

"On 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 localities seldom 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 can get them sooner. 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 selling 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

see it, it was said.

In commenting on Gilder, a Rock-Ola spokesman said, "Gilder is a Rock-Ola type of the coin machine field. He reports that he is enjoying the business and building up a thriving business for the company and its distributors in his territory."

Said Gilder, "When I saw 'Luxury Light-Up' phonograph man calling the door is wide open. Operators are certainly in the building and a thriving business 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 return, spoke his mind in regard to automobile phonographs. His chief complaint seemed to be that enthusiasts might go in with the consecutive manner, disturbing those who did not desire to hear the tune. However, Barry did not say that, but he said that 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, standing nearby, would not precede 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 commands 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 'Case, Please, Please,'

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 'Case, Please, Please,'

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 new releases are also referred to, as well as information received each week from prominent operators.

GOING STRONG—KEEP THEM IN

Wishing, recorded from most of the country shows 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 neglected more or less to the virtual forgetting song. These are suitably good to suggest, the most outstanding items that have clung to their positions up here for some weeks now. Like Glenn Miller on this Duffy the Byrta tune, also Tom Morgan's disc has been attracting some attention as well.

Dear Sweet Polka. This department frankly has run out of ways to say it when it comes to discussing this indisputably lively. Wearily we repeat that it got going until it ran to the ground. And just as wearily we reiterate—Willie clubs.

The Lady in the Love With You. Still no rhythm tune of a similar nature has come along to supplant this exceptionally catchy and fitting picture song. It has appropriate lyrics, a good melody and a fine vocal. In the boxes to warrant a niche in this season. Glenn Miller again, practically single-handed.

Tears From My Eye. 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.

Sunnie Sereenade. 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 the artist. It had no record garnering considerable popularity. Disc had its day in the phone, re-leased and was considered a thing of the past, but the tune had caught the eye of the public and the operators. It was re-issued, this time grafted onto the melody was the start of a rapid sale that has boosted it into their place on 'The Billboard's' best selling list this week. And incidentally the country is buying copies they want to hear. It played all over again, so the Gray waking is very much back in circulation. And Glenn, the clarity, strength of his sudden rush into record prominence, has a popular habitat.

COMING UP—BETTER STOCK THEM

Swallow 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 are getting the nod of approval from phono patrons, and Jimmy Dorsey's solo-to-be-released disc may find a audience waiting for it.

What is one of the fastest rising stars of the newer 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 Kewer] that has most of the operators looking forward to it with respect for *No. 1* honors. There are not too many records of it to choose from at the moment, with Orzie Nelson, Sammy Kaye and Jack Teagarden getting the same kind of attention. But they are all there.

I Poured My Heart Into a Song. This Irving Berlin ballad from the Tyrone Power-Norma Henke 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 Hester 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 matter of time.

Moon Love. Second in the parade of Teichowsky adaptations, *Our Love started in*, this may be one of the most popular discs of the summer. It is a better bet than *It Ain't Done* than a particularly late-coming tri-minute of it.

Concert in the Park. Three masters are getting the play on this appealing romantic Rite. 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—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 Gannett has a record titled *Well, All Right* and it is fairly related to the other in name only. Unlabeled 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 makes it into the lists of the week. *Runcho Grande*. Still coming along to nice returns is this Bing 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 being put out are already beginning to realize the fact. Reports indicate that the same composition responsible for the best 100 (see lists) *Well, All Right* numbers. Tommy Dorsey and Jack Teagarden are the two who shine on this one. Kay Kayser's platter, however, shouldn't be overlooked in filling up a slot with it.

Little Brown Jug. If no message is to be sent to operators during this time, this is a good one. It is coming along to nice returns. *Love for Sale*. Max Knapp comes up with a recording of this old Cole Porter favorite that was prepared some time ago. The song is a real gem, and as warbled by Van Wyke it ought to attract more than his share of attention. Song is *Parade*, a bit more of some of several years ago.

(Double-making records are purposely omitted from this column.)

MUSIC
PHOTOGRAPHY

SIO
MUSIC
PHOTOGRAPHY

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, center, Ben Bennett and George Mardock, 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

MILLS • WURLITZERS • ROCK-OLAS
FINEST RECONDITIONED PHONOGRAPHS AT
LARGEST SELECTION OF THE FINEST RECONDITIONED CIGARETTE MACHINES
WIRE OR WRITE
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
SUNSHINE SERENADE
Glen Gray and the Casa Loma Orchestra
- 2424 EL RANCHO GRANDE (BY RUMBA)
Blug Crosby assisted by the Four-tome
- 2507 IT'S SUMMER EVERY-
ONE BUT ME
JUST FOR A THERILL
The Spots
- 2481 DON'T WORRY 'BOUT ME PT. 20
ONCE IS ENOUGH FOR ME PT. 20
Ella Fitzgerald and Her Savoy Sings
- 2445 THE LADDS IN LOVE WITH YOU
IF I WERE SURE OF YOU PT. 20
Blug Crosby and His Orchestra
- 2432 WHEEDIN' (WHY HASS I GOT PT. 20)
LITTLE GIRL PT. 20
Mina Morgan and His Orchestra
- 2289 IF I HADN'T CALLED
KID SPOKE
- 2384 BEER BARREL POLKA
THE SWEET AND SPICY POLKA
Jolly Jack Noel and His Band
- 2487 WHERE DO YOU WORK, A
JOHN PT. 20
The Spots
- 2487 WHERE DO YOU WORK, A
JOHN PT. 20
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., 54 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 last 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 oak.

Gene Autry, the singing Texas Cowboy from Toga, 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.

Race numbers that are clicking in a fine manner right now are Don't Worry About Me, by Count Basie and only Hoopie 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.

To the Editor: July 1, 1939.

Watches is a moon for tourists to see the famous nickel-adium homes, and to the operator of a leading hotel and cafe, the Zoo, I am in a position to meet and greet thousands of these people as well as the homefolks every year. Therefore I come to know what they want in the way of automatic phonograph records. 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 phonos. It is owned by the Serenade Co., but we believe our location is his 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 Ida, Sweet 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.



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 liver-bigger profits.

- NEW VICTOR AND BLUEBIRD RECORDS
- 75266—Baby What's Your Place Come Home (A's) 1 Good To You Don Redman and His Orchestra
 - 75258—Lonesome—Over—Chest—Chase (Chase, Your Baby Don Redman and His Orchestra)
 - B-10796—Downright (Original Blues) Don Redman and His Orchestra
 - B-10229—Crazy Love (The Brave Captain) Joseph Narvin, W. Lingo Melrose and His Orchestra

It Plays to the
VICTOR AND BLUEBIRD RECORDS
Victor-Decca, RCA 4629, U.S. Pat. A Service of the Radio Corporation of America

Decca Records Inc.

NEW YORK

USED PHONOGRAPHS

- Victor Phonographs, E. Ramon, Newark, South
- Decca Gramos, Inc. (New York Accounts)
- SEBRIDGE
- Adelphi, Newark, N.J. \$12.00
- Adelphi, Newark, N.J. \$12.00
- Adelphi, Newark, N.J. \$12.00
- Adelphi, Newark, N.J. \$12.00
- Adelphi, Newark, N.J. \$12.00
- O.P. (Patrol Notes) \$12.00
- Blug \$12.00
- Revel \$12.00
- Decca \$12.00
- Opera \$20.00
- Opera \$25.00

WURLITZERS

- 418 \$50.00 model 51 \$75.00
- 418 \$50.00 model 51 \$75.00

MILLS

- Gramophone \$10.00
- Spring \$10.00
- Blug \$10.00
- Blug \$10.00
- Blug \$10.00

W. R. BURTT

530 W. Douglas Ave. 1475 St. 50th St. W. 14th St. Omaha, Neb.

The Real Moneymaker
is the original
VICTOR
International Record
V 710 Beer Barrel Polka
Hot Prezels, Polka
by Will Glahe's Orchestra
See your local VICTOR jobber!

M. O. HANSENHORN, sales manager of the Radio Wurlitzer Co., expresses the view that the record-phonograph is a definite necessity to the phonograph operator.

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 Day & Co. has now been changed to Roy McCallum. 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 Heibaut, 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 razzle-dazzle 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 districts, 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 Flash, 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 . . . Sam Ash, who took over George Foner Co. in Philadelphia 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 gorgeous 19-month-old daughter of mine."

MEETING OF THE MINDS . . . Meeting of Mutoscope's execs now takes place in New York City. . . . World's Work Park, where the Penny Arcade and the Photomatic Studios are packing them in. Right in the middle of the World 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, Dave says. There will be 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!



Rel-A-Top Ball

Twin Jack Pot

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.

Circle address "WATLINGITE," Chicago.

A MONARCH SPECIAL!



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

15 Ops. With Over Balance C. O. D. Write for Monarch's District Bulletin.

MONARCH COIN MACHINE CO.

1731 Belmont Ave. Chicago, Ill.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

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 has 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 did 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.

VARIOUS MEMOS . . . Distributors Harry Steinberg, Bally Building (Newark) route manager, just said "I go with Irma Schorr at Goldstein's in Passaic, 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 Armistice in Newark, with more than 100 guests in attendance. . . . And Myrtle Rosenberg, recent Bronx, busy taking his new Frau abroad to do some work in the Tropics. 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 working men to bring 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 street is 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. R. Miami.
1/2 Deposit With Order.

**NOT COIN OPERATED
NO EXPOSED
CLAMPS OR SCREWS**

• CHEATPROOF!



Dice micro-accurate to 1/100,000 inch. PROFIT ROLLERS are available in various layouts and sizes. Write for information.

BILL FREY, Inc.
140 N. W. 1st St., Miami, Fla.

OPERATORS!! PROTECT YOUR RECEIPTS

SHYVERS MFG. CO. proudly present The New Makers Coin Chute. The result of 32 years of originating and developing Coin Chutes.

- A. Mounting ideas are standard.
- B. Mounting Adjustables.
- C. Wings All Banding.
- D. 80th Street.



This new chute having only 7 principal parts assembled with 2 screws is truly the industry's most perfect chute. No loose in stocks. Simple, rugged and adjustable.

The Shyvers repairer positively works thousands in use working perfectly.

This outstanding chute has been tested by over 900 operators and pronounced THE BEST. Adjustable in take or reject view or liberty night. No noise or strain, simplicity and ruggedness of construction. Furnished for 1c, 5c, 10c and 25c coins. With front ward or with wings support, or without wings. Also furnished with separator and separator.

SHYVERS MFG. COMPANY 3215 W. MUEBEN ST., CHICAGO.

New York City Cig Day Stays

NEW YORK, July 1.—New York City's 1-cent tax on cigarette will remain in effect. It was virtually assured recently when the city council refused to vote the tax out of existence. Mayor J. Curran had told the council it must either pass the cigar 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 8-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 BILL GAME is the first variety target game to be made from steel. The reels which billiard are hit, is called Bill Game. It is a new and exciting game. It will give you a steady money maker. It is a new and exciting game. It will give you a steady money maker. It is a new and exciting game. It will give you a steady money maker.

D. ROBBINS & CO. 1114 B. BROADWAY, NEW YORK, N. Y.

Full variety of arcade attractions in this spot.

Detroit

DETROIT, July 1.—The Pop Corn Robot, now by the company of the same name, is now on tour throughout 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. DeSalle, 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 Leckowitz and Reynolds 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 manufacturers.

John Flannigan and Stanley Kusnetzky 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 vander. He has long been a specialist in the gum machine field.

George E. Lightner, manager of Mills Automatic Merchandising Corp., Detroit, reports business as 30 per cent better than a year ago.

Brede, Inc., Detroit, who furnish nuts and puffis for vending machines, report business normal in their line.

Nairbridge 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

Steve Kencjolo, who operates around Aurora, Florence County, in Northern Wisconsin, new from Park Island Amusement Park at Lake Orion for the summer.

O. H. Peinberg, jobber of coin machines and Detroit representative of Stewart & McClure, 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. Shortly after the close of the month, they have found it necessary to remodel their existing plant, adding a new department, doing a complete job of re-equipping at the same time. Manager Paul 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 mounting 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 owner of 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 Co., says the new Betty Variety is in great demand here.

Frank Alluvor, Frank D. Noble and Sigmund Kacynski 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 Margate Park Co., largest local music operators, says: "I don't think I've heard a really good record since Bee Barvi played."

C. E. Yullie, who operates around Pontiac, is planning to go to Miami, Fla., during July.

Fred Parris 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. Both are 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 sick trouble on machines located in Detroit Police Headquarters. Morey is checking to determine the source of the slug, which has just begun to appear, and threatens 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 "in 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

MILLS DANCEMASTERS
 11450 Cash T.W.O. FOR \$35.00
 MILLS SWING KINGS & DOBE MUS.
 \$27.50 Cash T.W.O. FOR \$50.00

RECORD MODEL A..... \$ 22.50
 ROOR-OLA REGULAR..... \$9.99
 ROOR-OLA RHYTHM KING..... \$9.99
 WURLITZER 4-12..... \$9.99
 WURLITZER P-18..... \$9.99
 RECORDS REX, 1937..... \$19.99
 WURLITZER 7-18..... \$19.99
 RECORDS G.M., 1938..... \$19.99
 WURLITZER 24-18..... \$19.99
 RECORDS REGAL, 1938..... \$19.99
 RECORDS CROWN, 1938..... \$19.99
 178 Central Avenue - Bal., G. O. D.
MILWAUKEE COIN MACHINE CO.
 2110 W. Rush Ave., Milwaukee, Wis.

CORRECTION

1. Bunt Machine Ltd. (sic) Dan. Bunt Machine Co. of \$210.00
 an error. The price should have been \$95.00

SAVOY VENDING CO.
 406-B W. Franklin St., Baltimore, Md.
 2110 Wisconsin Ave. N. E., Washington, D. C.

care attention to his machine operators. Mischak operates as the Grosbeak Novelty Co.

Ben J. Marshall, who distributes Hook-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 Euhl 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 Rheumans 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

FORT 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 victor last week.

Operators in Tarrant County, outside of the Fort Worth city limits, are very active with all outdoor and resort spots supporting hundreds of machines. All of these locations are taken care of by Fort 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 offices 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 Columbus vending machines and built built for vending machines. Irving is looking forward to a big fall business.

Fortex 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., newest 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.

Len Tucker, popular owner of the La-ARF-Tre 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. Dan's company has many new locations in the operation and says he expects business to improve from now on.

The Serrano 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 Serrano Co., has returned from his vacation and reports an enjoyable time.

Vera Koerber, secretary of the Serrano 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 from Mister, you've got it in Snooks.



And look at these low prices!
 Regular—\$79.50
 Free Play—\$39.50



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!
Herman 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, Quiver Games, Phonographs, Billiards, 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 EUROPEAN TRADE

8 1939 Best Times..... \$27.50	Game Board, P. No..... \$2.50	2 100% Gold Awards..... \$42.50
82 1939 Track Times..... \$9.00	Track Play, P. No..... \$2.50	2 100% Silver Awards..... \$7.50
83 1939 Kentucky Oaks..... \$2.00	Ballings, P. No..... \$2.50	8 100% 100-100..... \$7.50
84 1939 Ball and..... \$1.50	Barney's Free Game..... \$2.50	2 100% 100-100..... \$7.50
85 1939 Darts..... \$9.00	Barney's..... \$2.50	8 100% 100-100..... \$7.50
1 1939 Darts..... \$9.00	Barney's..... \$2.50	8 100% 100-100..... \$7.50
1 1939 Darts..... \$9.00	Barney's..... \$2.50	8 100% 100-100..... \$7.50
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MODERN AMUSEMENT EXCHANGE, INC.
 2018 BARRETT AVE., CLEVELAND, OHIO.

S WURLITZER AUTOMATIC PH

AMUSEMENT MACHINES SCALES
 WURLITZER
 WURLITZER
 WURLITZER

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 Springless Scale Co.; F. H. Feikens, assistant general sales manager of Wurlitzer at North Townsend, N. Y.; and H. B. Sharp, sales manager.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

SPECIAL OFFER
ONE JENNINGS
Super-Chief
FREE

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 - all apply to any model Jennings Chief. No number - good only during month of July.

O. D. Jennings & Company
4309-39 WEST LAKE ST.
CHICAGO



Colnography

Minute Biographies

Back in 1912 he purchased a route of 40 penny machines for \$400 . . . borrowed money . . . daily he loaded a pawnshop with pennies and made the rounds servicing and collecting . . . learning of other machines, he became interested in the drop picture machines . . . 250 pounds heavy . . . as a horse and wagon . . . successful with picture machines, he operated in New York, Boston, Cincinnati, Louisville and St. Louis . . . then came the first penny arcade at Millard Beach, N. Y., with about 70 machines of all types . . . punching bags were his favorites . . . he had one of the first dice . . . and instead of candy and sodas instead of prizes—1-cent play for the fun of digging a barrel of money . . . soon started to manufacture his own machines . . . and lost his shirt . . . he lost it three times, in making auto races and plate machines . . . leaving manufacturing to others, he started a coin machine jobbing firm in Brooklyn in 1920 . . . selling arcade machines to all operators . . . this continued profitable until 1927 . . . then it got better . . . when bells were added in Brooklyn. In 1929 he opened an famed Paris News newspaper now near the Brooklyn Bridge, City Hall and the Bowery . . . the Paris News address became famous . . . especially for arcade equipment . . . to this day his business has been successful . . . 10 years . . . he is a bachelor . . . "I've been too busy to get married," he says . . . loves a stonchic game . . . wears glasses . . . claims he's got to get eight hours of sleep or else . . . enjoys flapping his diaphragm . . . ability to tell a herring from a swordfish . . . says fishing gives him a chance to relax . . . had four sports-lands when they were the craze in N. Y. . . said to be the originator of the

idea of placing candy and prizes in diggers . . . one of the first to travel the country building up routes and then selling them . . . has a bowman and one humourosist of his travels . . . relates how he bought many of his picture machines, his first love, from moving picture people who are now high in the pix industry . . . notably, he bought equipment of William Fox, who ran a penny arcade where the City Theater at 14th street is now located . . . also said Mary & Wagner, who ran an arcade also at 14th street . . . This is the same Zukor who worked with the nickelation business and eventually became head of Paramount pictures . . . he recalls renting coin machines to the movie studios on Long Island, getting as much as \$200 and \$300 for a few days' shooting . . . now has a large export business with ships to many foreign ports . . . has four offices in New York City . . . has two brothers working with him . . . will liked by all . . . and is known as Mike . . . he's Mike Murow, of Mike Murow Corp., New York.



NORRIS HARRIN OPENS PENNY ARCADE in Atlanta. First of a string of arcades to be operated by the Harlan Mable and Claret Service. Left to right are Max Hirsch, Birmingham Vending Co., Birmingham, Ala.; Morris Harbin, and Ken Wilson, International Microscope Etc. Co., Eastern representative.

CMH LEADERS



WALTER A. TRATCH, head of the E. T. Mills Co., Chicago, is secretary and also on the board of directors of the Coin Machine Industries, the organization of coin machine manufacturers. Mr. Tratch has held an official position in every organized move of the general manufacturers of coin machines in the history of the industry. His firm makes various types of amusement and vending machines and he has been in contact with the problems of all divisions of the trade.

Indiana Ops Meet July 9

Combined business meeting and outing for operators—extend invitation

INDIANAPOLIS, July 7.—“Cigaret operators, as well as other operators, are invited to the meeting of the Indiana State Operators’ Association, Inc., to be held at The Shadys, near Waveland, Ind., Sunday, July 9, from 11:30 a.m. to 4 p.m.,” announced Charles W. Hughes, president, and H. J. Windt, secretary-treasurer of the association. Declared Hughes, “We have not been able to secure a complete list of the cigarette operators and therefore have not been able to contact some operators. Therefore if any photographer or cigarette machine operator has not received a special invitation from us, I should like to use the medium of The Billboard to extend that invitation to attend this important get-together.” Program for the day has been laid out to include a directors’ meeting, a picnic lunch or lunch at hotel and park luncheon, a meeting of nonmembers and members, a meeting of members only and a final meeting of the board of directors. “The association executives concluded . . . The Shadys is located on State Road 31 just east of State Road 41. Bring your family along, and besides learning some very important things in regard to our business we have some fun.”

NEED MONEY?

We offer the 3 best and several ways to get you the money you need. First—HIGH SCORE, the highest high score money game ever built. Then—SALLY BEVERAGE VENDER, the one and only machine that pays you \$1.00 every 100¢. Then—YOU \$ I.C. THE GREAT INCOME GAME—GIVES ALL A TODAY! SUART!

JOHN A. FITZGIBBONS

VARIETY
THE GREATEST GAME EVER BUILT! RUSH YOUR ORDER!
HEADLINE
THIS YEAR'S BEST HIGH SCORE GAME

BALLY BEVERAGE VENDER
LIBERAL TIME PAYMENT PLAN! GUARANTEED PERFECT! 100% LEGAL! INSURES YOUR INCOME FOR TOMORROW! ACT QUICK!
SEE IT ON DISPLAY AT OUR SPECIAL SHOWROOMS...
630 10th AVE., NEW YORK

JOHN A. FITZGIBBONS
453 WEST 47TH ST., NEW YORK CITY
327 MULBERRY ST., NEWARK, N. J.
215-217 ELIZABETH ST., UTICA, N. Y.
503 W. PRATT ST., BALTIMORE, MD.

BARGAINS FROM DAVE MARION

8 Bells, W. P. Brill, Connecticut	\$27.50
2 Bells, Cash	9.50
20 Diggers, 10 Cig., Latest Model	18.50
20 Big Prizes, 10 Cig.	18.50
100 Penn. 2c, AP, 500	12.50
3 Columbia, Georgetown, Ohio or Fruit	12.50
4 Bells, 20 Cig., History	10.00
4 Bells, 20 Cig., 1000	7.50
2 Royal Fish, 2 Cig.	6.00
4 Bells, 20 Cig.	18.50
4 Bells, 20 Cig.	18.50
2 Good Luck	18.50

MARION COMPAN

Beane Machine, Outlines Division or Rotation, 2000 1000
8 Bells, W. P. Brill, Connecticut, \$27.50; 2 Bells, Cash, \$9.50; 20 Diggers, \$18.50; 20 Big Prizes, \$18.50; 100 Penn. 2c, AP, 500, \$12.50; 3 Columbia, Georgetown, Ohio or Fruit, \$12.50; 4 Bells, 20 Cig., History, \$10.00; 4 Bells, 20 Cig., 1000, \$7.50; 2 Royal Fish, 2 Cig., \$6.00; 4 Bells, 20 Cig., \$18.50; 4 Bells, 20 Cig., \$18.50; 2 Good Luck, \$18.50.

S. Beloit, Wis., Licenses Pinballs

SOUTH BELOIT, Wis., July 1.—Complaints have been made on an ordinance licensing pinball games and similar machines. No person under the age of 16 is permitted to play the machines, and “wagering of money, goods or merchandise for gambling on the outcome of such tests of skill or amusement is expressly prohibited.” Failure to observe these rulings makes an operator liable to a fine of not less than \$10 nor more than \$200 under the bill.

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 season. 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, cigarette 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 Quarnen, Mills resident, "I visited an operator who started with a Mills Bonus Bell about five months ago. Today he is operating 500 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 big success was secured 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 off 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 "builder-upper" game which is ATTRACTING CROWDS OF PLAYERS and bringing in MORE CASH THAN EVER BEFORE for operators!

FEATURES!

- * "FOT-UP" 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!

4 GREAT MODELS!

Build-Up	51 Cent	51 Cent	51 Cent
\$79.50	\$89.50		
\$84.50	\$94.50		

ADJUSTABLE AND FULLY METEDED!

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 credit records all 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-Ton 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 for we have been 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 lasts."

For Fair Play

Editor's Note: The following editorial, reprinted from The Oregonian (Portland, Daily News, June 29, 1939, is an appeal for fair play to coin machine operators in the new Oregon Carcinoma License law, (also the newspaper itself) is apparently opposed to "slot machines," as it calls them.

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 Tardocia.

In the meanwhile, amidst all this confusion, it is reported from Belditch 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, 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 operator to confiscate 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 the law nevertheless stands 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 continuing 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 80 YEL	22.50

KENNY 80 YEL CHAMP	\$17.50
5 BALL SWI VAND	17.50
5 BALL	15.00
ARLINGTON	15.00
5 BALL	15.00
5 BALL	15.00
PIERCE	15.00
5 BALL	15.00
5 BALL	15.00

ARUNDEL AMUSEMENT CO.
39 WEST ST. ANNAPOLIS, MD.
PHONE, ANNAPOLIS 3491

SALESBOARD AND BINGO OPERATORS

PREMIUM ISSUES AND PROMOTIONAL MATERIALS

We have the latest offered that our operators embracing our systems. All our operators in the field. All our operators in the field. All our operators in the field.

S. ANGELL & CO.
Manufacturers 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'Amusement, 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'Amusement.

REPORT

IS STILL OVERSHADOWING EVERY GAME IN THE MARKET!



WEARER
B.B.D.O. INC.
New York
Sixteen
Factory
Representatives

GENCO, Inc.
AMUSEMENT
SUPPLY, L.C.
London,
England,
Exclusive
Distributor.

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, Beils 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 stopping 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 here it is. Operators are making big money with them, so they are ordering large supplies. We’re 100 per cent behind all these powerful face 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, Beils and Small Bell,” said executives of the Atlantic City, Pa., Co.

“They offered coin machine distributors an end product to win 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, Beils 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



AIR
CIR-
CULATOR
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- ★ Taverns
- ★ Hotels
- ★ Theaters
- ★ Stores
- ★ Offices
- ★ Factories

Double your earnings with the new DeVry Air Circulators—Every location a prospect—Lat locations pay for Air Circulators out of their share of coin machine earnings. Air circulation will greatly increase income of phonographs. Size and type for every location. See first in your territory.

Write — Wire
for details and price list
also for extensive territorial rights
DeVRY CORPORATION
1111 Armitage Ave., Chicago.

BIG PROFITS

follow the PENNANT whover 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

HARLICH MANUFACTURING COMPANY
1413 W. Jackson Blvd. Chicago, Ill.

PRICED TO SELL! A-1 CONDITION!

Insular	\$30.00	Regina	\$22.50	Shaggy	\$12.00
Black Pine Beach	20.00	Perry	18.50	Swing	8.00
Demory	27.50	St. Nicholas	18.50	Bank	18.00
C. M. Bell	18.50	France	18.50	Bookend	11.50
King and Co.	37.50	Exhibit Station	48.50	Top	10.00
Blue	25.00	Italia	18.50	Whirl	11.50
Blue	25.00	Harlow	17.50	Lang Beach	7.50
Blue	22.50	Waco Springs	15.00	Control	7.50
Blue	22.50	Waco Springs	15.00	Blowout	7.50
Blue	22.50	Waco Springs	15.00		
Blue	22.50	Waco Springs	15.00		
Blue	22.50	Waco Springs	15.00		

DETROIT COIN MACHINE EXCHANGE, 2416 Grand River Ave., Detroit, Mich.

FREE PLAY GAMES

Black	\$35.00	Amusement	\$18.00	Crucif	\$21.50
Blue	35.00	Grand Slam	18.00	Crucif	21.50
Blue	35.00	Grand Slam	18.00	Crucif	21.50
Blue	35.00	Grand Slam	18.00	Crucif	21.50
Blue	35.00	Grand Slam	18.00	Crucif	21.50
Blue	35.00	Grand Slam	18.00	Crucif	21.50
Blue	35.00	Grand Slam	18.00	Crucif	21.50
Blue	35.00	Grand Slam	18.00	Crucif	21.50
Blue	35.00	Grand Slam	18.00	Crucif	21.50
Blue	35.00	Grand Slam	18.00	Crucif	21.50

G. N. VENDING COMPANY

Perfectly Reconditioned

Lat-Off-Pre	\$84.00	Bank	\$22.00
Section	\$2.00	Bank	22.00
Section	22.00	Bank	22.00
Section	22.00	Bank	22.00
Section	22.00	Bank	22.00
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WILLIAM (MIL) DETZ, president and general manager of the W. B. Novelty Co., St. Louis, is one of the leading distributors in the Middle West. He has sponsored showings in various cities in Missouri and Southern Minnesota during the month of June. Displayed at his showings were Seaburg photographs, Healy-Lites and Stoner's creations, DeWitt's Snuggles, a free play pinball. He declares that interest ran high at the showings and is recommending the Seaburg and Stoner profits and more satisfied customers.

ATLAS NOVELTY CO.

THIS WEEK'S SPECIAL ONLY RECONDITIONED THROUGH FAIRGROUNDS \$29.50

PHONOGRAPHS table listing various models and prices, including Charming Model, Grand Record, and others.

NOVELTY GAMES table listing various games like Amusement Prize Pliers, Wheel, and others with prices.

Writers for operators of new line of Reconditioned Portable... with complete program...

ATLAS NOVELTY CO. CHICAGO, ILL. (General Office) 2200 N. Western Ave., 1000 First Ave., PITTSBURGH, Pa.

AMERICA'S LARGEST DISTRIBUTORS

AUTOMATIC PAYOUTS

Table listing automatic payout models such as Alcoholic, Early Entry, and others with prices.

Table listing novelty games like Quaffle, Wheel, and others.

Table listing novelty games like Bullseye, Palm Springs, and others.

Table listing game models like St. Martin, Trophy, and Beauty.

CONSOLES

Table listing console models like Parisienne, Train, and others.

ROY McGINNIS, 2011 Maryland Ave., Baltimore, Md.



WE HAVE PERFECT RECONDITIONED PIN GAMES... \$750... OUR PRICES ARE THE LOWEST AND OUR MACHINES ARE THE BEST.



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.

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... It's the variety that gives all our operators complete satisfaction: It's the 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... It's the variety that gives all our operators complete satisfaction: It's the 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... It's the variety that gives all our operators complete satisfaction: It's the reviving locations... It's doubling the play... It's stopping vacations... It's making ope hay... It's grooming collections...

Has 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 pin-dance phone calls, demanding immediate delivery and larger quantities daily.

LONDON, July 1.—London jockey L. H. Lewis has business into London's immediate liability number under title of Bellagio 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 connected to slot, and attendant begins to pump. Pressure indicated on customer's arm brings in circular needle on heart-beat dial and number on blood-pressure indicator. Hospital chairs will be sold separately, as

it is thought people will make habit of using chair regularly, as the weightless.

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 July at the earliest, as action depends largely upon perfection of revamped chair for submission to American manufacturers and being accepted. Readings of new and larger showrooms here will also have some bearing on sailing date.

Stamie 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-tilt. Scoring by means of usual type bumpers.

Samson Novelty Co. has another successful investment in Grothecker'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 other Grothecker 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 amusements at rate of two per week, now entering into an agreement obligating them for a fixed period. Weekly rental

fees are graded according to age of machine.

Some jobs are attributing decline in their own trading to growth of this hiring proposition which saws a big initial picture when equipping a sportsland and further heavy expense of keeping pace with arrival of new machines. What with one thing and another, one man only arrive at conclusion that average London jobber's life has many tough spots these days. Three have scattered in last three months number would most likely be greater were it not for operating, being combined with selling. On the other hand, and less gloomy side of the picture, are a few who in past few days built up a sound connection which, by their methods they have succeeded in keeping.

As for the importing distributors, they will agree that the past 18 months have been very trying. Also in the main they have succeeded in keeping their heads well above water. Two have found the going mighty tough, this largely thru the manufacturing firms they represent not continuing to cater in any appreciable degree for current British requirements.

Names are not given, for it may well be that something will come along to brighten things up. This summing up of the situation at the end of the first half of 1939 applies very largely to those whose business is mainly the selling of imported amusement games such as marble tables, beryle times made more trying by international crises, established British manufacturers or merchandisers, and similar types of amusement machines, have sailed along on an even keel.

Considering conditions there has also been a fair trade in imported investment-class machines like phonographs. No doubt with no war scare this might have been better, but even the jobber who have cause to moan agree it all might have been much worse. It was had come along 't would have been flash to the whole lot.

7 7 6 4 2 1 3 9 1 1



Evans' COUNTER GAME HITI POCKET EDITION GALLOPING DOMINOS

Not Coin Operated! A SURE BET FOR OPERATORS! Ideal in restricted territory! No coin clear-up! Operates in entirely new way! Special coin receiver retains listed unit counter attendant clear! Play by placing coins under selected numbers in coin receiver and pushing spinner rod. Absolutely eye-proof! Evades operators to the locations larger percentage of receipts—locations pay winners from their share!

LOW PRICE! At Your Jobber, or Write, Wire or Phone H. C. Evans & Co.

H. C. EVANS & CO. 1520-1530 W. Adams St., Chicago, Ill. For Amusement Deptors 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 award!

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

SAVOY'S WEEKLY SPECIALS RECONDITIONED AND GUARANTEED

- ONE BALLS**
 - 5 Handicap 29.50
 - 10 Handicap 33.50
 - 15 Handicap 37.50
 - 20 Handicap 41.50
 - 25 Handicap 45.50
 - 30 Handicap 49.50
 - 35 Handicap 53.50
 - 40 Handicap 57.50
 - 45 Handicap 61.50
 - 50 Handicap 65.50
 - 55 Handicap 69.50
 - 60 Handicap 73.50
 - 65 Handicap 77.50
 - 70 Handicap 81.50
 - 75 Handicap 85.50
 - 80 Handicap 89.50
 - 85 Handicap 93.50
 - 90 Handicap 97.50
 - 95 Handicap 101.50
 - 100 Handicap 105.50
- FREE PLAY GAMES**
 - 18 Skill Time, 25c \$18.00
 - 24 Skill Time, 25c \$24.00
 - 30 Skill Time, 25c \$30.00
 - 36 Skill Time, 25c \$36.00
 - 42 Skill Time, 25c \$42.00
 - 48 Skill Time, 25c \$48.00
 - 54 Skill Time, 25c \$54.00
 - 60 Skill Time, 25c \$60.00
 - 66 Skill Time, 25c \$66.00
 - 72 Skill Time, 25c \$72.00
 - 78 Skill Time, 25c \$78.00
 - 84 Skill Time, 25c \$84.00
 - 90 Skill Time, 25c \$90.00
 - 96 Skill Time, 25c \$96.00
 - 102 Skill Time, 25c \$102.00
- NOVELTIES**
 - 10 Mystery, F. P. \$49.50
 - 10 Double F. P. \$58.00
 - 10 Younger, F. P. \$66.50
 - 2 Grand Fun, F. P. \$99.00
 - 10 Buffalo F. P. \$88.00
 - Race \$75.00
 - 3 Old Bill \$78.00
- NEW 25 CENT VOUCHER FREE PLAY GAMES**
 - Blind Man's Bluff, Chicago
 - Dark Green Park, Chicago
 - 100's Betting Game, Chicago

SAVOY VENDING CO. (Cable: SAVCO)

General Office: 406-S.W. FRANKLIN ST., BALTIMORE, MD.
Branch Office: 2310 RHODE ISLAND AVE. N. E., WASHINGTON, D. C.

BATTER'S UP

Baseball's here, and Superior is here with the greatest baseball board ever made! Symbols in a baseball board, with all the great features of Superior symbol boards combined with the appeal and color of the national pastime. Each colorful ticket bears symbols that represent the victories of major league baseball teams.



Jackpot in the form of a baseball diamond. Designated punches advance to each of the four bases. Something new in the realm of baseball boards that assures operators a profitable summer!

We sell operators only. Weekly commitments invited. Write for full details.

SUPERIOR PRODUCTS
14 N. Peoria St., CHICAGO, ILL. 60615

ALL PERFECTLY RECONDITIONED, EVEN REPAINTED WHEN NECESSARY

- Bully View \$17.50
- Golden Eye Ltd. \$18.50
- Prize \$19.50
- Comet's Face \$20.50
- 1/2 Doz. with Other Machine \$25.00
- Great Lines \$19.50
- Big Six (Barry) \$19.50
- Big 7 \$19.50
- Big 8 \$19.50
- Big 9 \$19.50
- Big 10 \$19.50
- Big 11 \$19.50
- Big 12 \$19.50
- Big 13 \$19.50
- Big 14 \$19.50
- Big 15 \$19.50
- Big 16 \$19.50
- Big 17 \$19.50
- Big 18 \$19.50
- Big 19 \$19.50
- Big 20 \$19.50
- Big 21 \$19.50
- Big 22 \$19.50
- Big 23 \$19.50
- Big 24 \$19.50
- Big 25 \$19.50

EXPORT Machine, N.Y. with address: SAVCO, 14 N. PEORIA ST., CHICAGO, ILL. 60615

Daval's Liberty Is Liked in N. Y.

NEW YORK, July 1.—Under the triumphant auspices of the parlors of Liberty which illuminates the portals of New York, a new cry can be heard throughout the entire city. Give me Liberty! according to the executive of the George Ponner Co. The principal of the George Ponner Co. regards Daval's new Liberty is 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 rectifiers enables Daval to guarantee its mechanical perfection. By giving the player a head start of spot-lighting the five different Hit-or-Light 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 and this certainly ties up with the 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 operators' 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 manufacturer by William Gross, president of the Lehigh Specialty Co., who declared that because of the altruism of the manufacturers to keep pace with the demands of the public, the industry has been built up to its present prosperous state.

"Whenever public interest in pinball games seemed to abate, the designers always introduced some new device 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 machine 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."

NATIONAL

- 25 ODD BALLS, \$29.50 Ea.
- 25 SPORT PAGES, \$38.00 Ea.
- CHUBBIES, F. P. \$55.00 Ea.

PHOTOGRAPHS

- Factory Recd., 6 Mos. Guarantee
 - Victory \$16.95
 - Best-Of Line \$16 with g.m. \$20.00
 - Best-Of Line \$16 with g.m. \$20.00
 - Best-Of Line \$16 with g.m. \$20.00
- NOVELTY GAMES**
- 8 Regatta, \$18.00
 - 9 Fish, \$20.00
 - 6 Frog's P, \$18.00
 - 7 Frog, \$18.00
 - 8 Frog, \$18.00
 - 12 Palm Springs, \$15.00
 - 10 Kishin, \$16.00
 - 18 Hopper, \$18.00
 - 18 Frog, \$18.00
 - 10 Jumpin', \$18.00
 - 12 Lemmy, \$18.00
 - 12 Gorpe, \$18.00
 - 12 Gorpe, \$18.00
- SLOTS**
- Billy Main Bank, \$45.00
 - Billie Main Bank, \$45.00
 - 100' Comm. \$25.00
 - 100' Comm. \$25.00
 - 100' Comm. \$25.00
 - 100' Comm. \$25.00
 - 100' Comm. \$25.00
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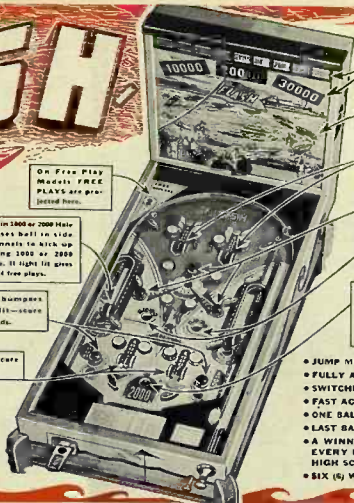
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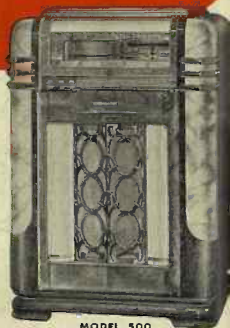
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