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The World's Foremost Amusement Weekly

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ACTS OGLE BATHING SUITS

Popularity of Water Carnivals May Open New Employment Field

NEW YORK. July 29.—With about 50 water carnivals now operating throughout the country, many carnival performers are regarding the medium as a possible employment outlet. Current fad for the water production, responsible for the tremendous success of Billy Rose's Aquacade at the World's Fair, and the publicity occasioned by the fact that Rose's show has been more successful than ever before. Nevertheless, particularly, went heavily for the water productions, and constituted a good part of the show business audience for programs of this type.

Fifty carnivals now operating employ between 50 and 75 people, such large carnivals as the one at Coney Island, is on bales, rather than high diving. Fact that such large casts are required and that production and technical requirements are so great, account for the slow growth of the current boom. On the other hand, should current negotiations between MOMC and Billy Rose go thru, the Aquacade will be closed down, and the vogue will probably become popular again. Rose is asking no grand which MOMC considers too much.

Producers and promoters of these shows include Billy Rose, Alexander Ott, Floyd Zimmerman (who handles the Aquacade), Eddie Foy, and others who own stuff on the outside). Ned Kaufman and Mrs. George Corson. Mrs. Corson stems from the marathon swimming world, while Eddie Foy is a former water show in and around Pittsburgh playing theaters, clubs and stadiums. The Bonny Brix Club, Westchester, is another, recently opened, Wally Spence.

Show are generally augmented with vaude and cabaret talent, as at Rose's Aquacade, Ott's Jones Beach, Marine Stadium and the Bronx's Bronxdale pool.

TOMMY DORSEY

(This Week's Cover Subject)

TOMMY DORSEY. "that sentimental gentile man of swing," hurried the distance from the coal fields of Pennsylvania to the position of one of America's ace bands with the aid of a trombone virtuosity acquired those years of his boyhood. After he had won his way in the business, Tommy played with Jean Goldkette in 1924, the California Ramblers a year later, then Roger Wolfe Kahn, Vincent Lopez, and others. His first band, however, was with Sam Lanin in 1925. Forming his own band Dorsey went into the Broadway musical, "Everybody's Welcome," and then he organized an orchestra of his own. He was in the band in 1935 and the boys went into Glen Island Casino, smart Westchester spot, for the summer.

The Dorsey Brothers band folded after the summer and Tommy once again started his own and he went into the French Casino, first while Broadway glamour night spots, for his first big-time engagement. A lengthy road tour followed, ending with a winter at the Hotel Lincoln, New York. Soon afterwards Tommy started his first radio commercial, the Kool-Ridge show, on which Jack Dorsey starred for 12 weeks. This was followed over the air by a liner when Pearl left. The program is now in its third year.

Dorsey's first appearance on the West Coast came when he was at the Palomar, famed Los Angeles ballroom, after a winter of theaters, dance tours and a stay at New York's Hotel Commodore. Another New York hotel, the New Yorker, offered him a job, but he turned it down after he found that he went on a theater, one-night and tour three New England cities. The Middle West and the South. He played the Pennsylvania Theater, Philadelphia, for four weeks, and then opened at the Hotel Pennsylvania Roof May 25, his current stand. A four-week tour in September will end in October 12 opening at the Fisher House, Cincinnati.

Tommy's male pleasure and relaxation when off the stand comes from his estate at Bernardsville, N. J., where he has built a beautiful home.

Last mentioned has already had Henry Youngblood, Tino Garello and John Stroh as week-end attractions. Jones Beach programs, given Wednesday and Friday nights, have recently presented Don Williams, the famous midget, and Jimmie Jim Lewis and Lone Star Cowboys. Three Whirlwinds, Sam Grauman and Walter Dore Wahl in addition to the new acts, are the latest to join. Also the water acts proper are becoming more and more a part of show business, joining performer unions and acquiring union status.

While growth of ice shows presents an apparent parallel, water carnival situation is not quite the same. Both conditions pertain to a few personalities or factors—Sonja Henie for one and the Rose Aquacade, newsreels, etc., for the other. The ice shows are really great staying power because the production is rather costly, shows can be put on with a few performers and a minimum of expense. Management agencies such as William Morris, Rockwell-Gow now include ice shows in their listings, but water carnivals have yet to prove their staying power.

Idea of the water ballet was introduced by Annate Kellerman at the Hippodrome some 25 years ago—the particular idea being that of having a missing "ballet." This was considered not hot stuff at the time and played theaters. First night club attempt was made in 1928 by Eddie Foy, Jr., where management set up a tank with Olympic swimmers headed by Helen Wightman. Currently, there is a school for water ballets. But the idea remains the rudiments of the water-show business.

Ironic touch is the whole situation in that hundreds of high divers throughout the country are unemployed, despite increase in water shows. Reason is that basketball work on surfaces of the water has been cut off entirely.

The San Francisco Exposition has decided to put on a Water Follies, undoubtedly to follow the success of the presentation of Billy Rose's Aquacade in New York. Bill Stein, vice-president of Music Corp. of America, will stage the show for the B. F. expo. Aquacade's weekly bill is around \$60,000.

Broadway Beat

By GEORGE SPELVIN

A LOCAL hotel which just went under new management instituted a rule that bams phone calls and visits after 2 a.m.—and immediately its burlesque people started moving out. . . . Little Loie, little brother of the famous Loie, has accidentally adopted a baby boy; he's nine weeks old and his name is John, and he'll be the little brother of Loie Joy, who was born in Boston and is now a dancer and who is now a mature young lady of 14 months. . . . With society invading the banks of night club singers there's a Boston blues singer who's making a fortune for songwriting honors; with George MacKinney, columnist of *The Boston Record*, Sally Bear, a 16-year-old girl, has come to New York to sing in *Web Blues*, a lament over her sheltered life as a member of Boston's exclusive Beacon Hill social set. . . . Miss Winnie, the girl who played "Puritan Winnipausse" (pronounced "Winnipausse") in *Gardens, N. H.*, Edith Sterling's "Hopl" Indiana, also became a star that was destined to make a monarchial marriage by naming Ma a heap big chief. . . . He's now eligible to tote a tomahawk. Broadway Street Stories, a blind man who has been singing the streets at 46th and Broadway, the conway was a bus guide with this legend on his cap: "Sightseeing—. . . And the hoodoo—. . . a steam corner who abhors—. . . Sample shine—sample shine—sample shine."

Your hitherto infallible reporter discovered that he's just human after all. . . . It's Bert Nevins, the boy who brings us back to reality, via "To Keep the

Possibilities

CLEANED BY MEMBERS OF THE BILLBOARD STAFF

The purpose of this department is to identify producers, bookers, agents and others concerned with the exploitation of acts in vaudeville and elsewhere. The Billboard's coverage of every branch of the show business.

SHOWMEN INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1564 BROADWAY.

For LEGIT MUSICAL

KATHLEEN QUINN—singer with Little Jack Little's Orchestra at Hotel Astor, is a girl who has a voice which is well above the average of hand vocalists. Her ballad singing commands attention, giving a likable flavor to depth in her voice, which, coupled with her looks, makes her a natural for a legit musical or for a screen test.

D'ARTINIE—handsome French dancer with a skillful and graceful repertoire. Would make a flashy addition to any legit musical. Are becoming more and more adept in adapting the spirit of the dances from straight balloon to difficult Spanish and Cuban numbers. Would also go well in vaude. Her looks caught the eye of the Monte Carlo, small French cabaret in New York.

For NIGHT CLUBS

DOLORES ALEXANDER—young colorado singer who appeared with Ted Conover's Band, Negro outfit that engaged in amateur swing band contests during the early days of the present-day New York World's Fair last week. The girl has plenty of poise and showmanship, and sings jazz, ballads and swing tunes with professional competence.

records straight concerning my three-way tie-up over the air at Hamid's Pier in Atlantic City, the sponsor of the spelling bee program is not a shaver, he is a shave cream manufacturer, a cleaning fluid." That not only keeps the records straight but (1) makes our face red (2) but two other things. . . . Incidentally, a lot of other folks thought it was a shave cream program because spot announcements recently followed it to buy spot plugs and let the other guy pay for the entertainment.

Homer Sibley, he of the silver tongue, who is back at his Hubert's Museum post, is hot on the trail of information concerning the closing of all houses in the city of Scranton, Pa., since the same being to test a blue law then reenacted from the camphor: the only house operating is the recently dis-

closed Palace. At first Avon of Britain and Broadway, a "secreted concert" was presented there and Sibley read the Scripturites—and it's important that he does an exact copy of the program for a radio appearance. . . . Francois Anderson, young legit actress who scored a terrific personal hit in the Broadway 1929 in Brooklyn last winter, is on her way to the Coast to visit her family, whom she hasn't seen in four years. . . .

He's off for Europe last week, taking with him a new bike; he says it's the only way to see Europe. . . . The recently dissolved members of the Tax Quartet, gave birth to quintuplets last Friday on the band stand at King's. Just across the George Washington Bridge—and the band was still playing while the boys were playing Is It Possible?



IN SOME ways the vaudeville die-hards and doperets are not unlike the French royalists and White Russians. The die-hards are like Bourbons and the doperets of Marie Antoinette live a little world of their own (when they can afford it) and they carry on with the little world and big things of the past as if nothing had ever happened to the French court or the throne of Imperial Russia. So it seems to be with the boys who refuse to believe that vaudeville is to be replaced by the modern film and television aspirants; they keep on dreaming about the Sleeping Beauty that will any day awaken and take her place in the production of shows.

It is interesting to note that the girl who has been cast as the title character in the new musical *Sugar's Domino* seems to believe that she is as dead as a dodo bird and that the embalming job was done by skilled hands that love the memory of the old days of the little world. Because if they loved her more they would have lavished more care on her.

So vaudeville slumbers on but the process of making die-hards and doperets that they are not dead and still continues at this time of the year. It only from an academic standpoint it is interesting to see and listen to what goes on in the little world. However, from the consensus we have hurriedly taken that the doperments are definitely decided that the proposition of doing shows is definitely out. They find that the names that can make a show click are out of the reach of the budget of the average doperent. Still, acts of this sort are used to know they are practically extinct; the adaptable ones have become film and screen items of dazzling magnificence. But the die-hards insist with the times either thru lack of ambition or genuine talent or because of the restricted nature of their work are still here.

But the boys who continue to hope that vaudeville will yet come back are of the opinion that this is ripe for reorganization and reconditioning commercial concern of proven box-office worth. It is their theory that such entertainment packages can make the grade with a minimum of expense. They claim that the public is ready to support shows that are strengthened by a well-written book and benefited by staging that gives the best talent of the genre available.

It sounds pretty good when from the plans drawn on the doperent's easel, showing a theater left to book the shows there is a plenty of talent available. The only thing that is needed is a producer who is willing to give the experiment a trial. So far we don't see any of them running around frantically looking for the first show to start off the season. The first show to start off the season will be the one that gets the biggest burst anybody. Maybe this time it might do some good. Nobody hopes so more the we do—but a few minutes after we write this, a producer has just called to inquire about *Sugar's Domino* lying in the lobby of the Palace Theater. *

HARRY SPEAR one of those emcees with youth, sparkle and verve is doing a bang-up job on the open-air Bowling Green show at Old New York. Spear, 21, a young and perky performer working in the thankless grind in Flushing's flepperoos is doing a lot of talking about *Spots*. Not only does he talk about *Spots*, but his favorite hangout and the corps he can't help光明 him bright up the Bowling Green shows but also because they are in spirit and enthusiasm a match for anything another. Funny part of it and the point of this little story is that they are wrong; they are, they are wrong to be afraid they are in the wrong way that Spear goes on his job, in which he is making good with a vengeance, third George Jessel, who was the most popular emcee in New York, died last Friday. They assume that Jessel's death was caused by a heart attack while the boys were playing *Is It Possible?*

(See SUGAR'S DOMINO on page 11)

"Hollywood Highlights"

Reviewed Tuesday, 11:30-11:45 a.m. Style—Commentary. Sponsor—Safco Sales Corp. Agency—Richard F. Connor, Station—KXN (CBS—Pacific net) Hollywood.

Sam Hayes brings his rapid-fire delivery, stent of facts with a quarter-hour's stint of cream plugging with a Hollywood flavor. Show is adequate for presentation of this kind, but Hayes' little bit of "I want to" to the gammon film chatter usually heard on the air. He is well known here as the Ruthless reporter in *Portrait of a Player*. Only presented once a week, Hayes doesn't have much opportunity to sell his product, but manages to do a good job on the allotted time. New gag on presenters, which is a good idea, is having them three a week and labeling them "The film to see with your sweetheart, the one to attend with friend husband or companion—the best picture for June."

Hayes also incorporates a narrative of some off-ground happening in Hollywood. He labored over his show, and the result was oke. Each week Hayes presents an interview with a film person whom he believes rates a chance at stardom. Among his picks this week was Phyllis May, starlet under contract to Republic. Also for an interview was Major Gordon W. Lillie, author of *Portrait of a Player*. Show produced by Doc Middleton and announced by Maurice Webster. Owen.

"Minute Men of 1774"

Reviewed Tuesday, 9:10 p.m. Style—Drama. Sustaining on WEAF (NBC-Red).

Minute Men of 1774, by James A. Herne, is the first in a series of plays NBC will present in cut-down versions. Herne, author of *Short Lives* and many other sidewheeler-and-matinees smashups, was an original member of the stock companies and *The Lost* plays were recently collected and will soon be published by Princeton University. Barrett H. Clark, who was associated with Herne in the early days of the program and gives interesting sidelights on the dramas, authors, original actors and the theater of the era.

But the real stars are the dramatists on the NBC presentation: the actors, who bear the brunt, fighting gallantly against old-fashioned lines and impossible directions, resulting in an amount of drama whatsoever. To neglect the players while NBC, Harry A. MacFayden (director) and Clark grab off the credit would be like robbing the man who ought to be a billion in the ABE contract.

Minute Men is a beautiful old melody, the kind of music that turns out to be a white man, a foundling who turns out to be a lord's daughter, a safty and kindly old backwoodsman, noble British and Frenchmen, etc., etc. The play has mixed romances, battle cries, Injun attacks and everything else. Herne could pour out on a stage in the master piece of the year, but it's not so good on the radio. Still, but still grand—and it brings back the theater of the days before emotion became something for playrights and comedians to be exploited. It's really entertainment, a result added immensely by the efforts of those members of the cast who played it. The director, in the role of John Campbell, Rachel and the English Blewett. Nice jobs were turned in by the performers playing Gangs of Sir Oliver, Sir Winslow, etc., etc. But Dorothy walked off with the evening. Playing as straight as the lines and direction go, she was the best. She had the most legitimate effects and was largely responsible for the nostalgic flavor and good out-and-out theatricality of the play.

Presenting the "lost" plays is a swell idea that may revive interest in the real—a distinct from the Broadway—but the performers should get some slight recognition. Burd.

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Program Reviews

EDST Unless Otherwise Indicated

Benny Goodman

Reviewed Saturday, 10:10-10:30 p.m. Style—Musical. Sponsor—R. J. Reynolds Tobacco Co. Agency—William Esty, Station—WEAF (NBC network).

The third of Corwin's triumvirate of new summer shows is not only as to man, switching over from CBS and Tuesdays, remains headliner of a program that is even more swing-conscious than ever. Therefore less universal in its appeal.

Sponsor seems to be making a definite play for the cigar buying audience, the young men who would be at the point of alienating older, more mature and intelligent audiences—first thru the emphatic Dixieland stomping of *Bluebird*, then with the moronic childishness of the *Blondie* series of dramatizations and now with the accent on swing, doubled for the new BG broadcasts.

From where we sit it looks like a bad mistake to go so heavily a command performance for all the reasons that we enjoy complete swaying favor with the general public. Swing commands a great listening audience no doubt, but there is a point of alienation where the original Corwin smokers who would trade an assortment of plain and fancy clarinet rides for one fair comedian, come in and out of the room. The previous Goodman programs had humor, understandable to everyone, in the flute boy and the Johnny Mercer songs. The musicality was good both musically and verbally. Technical discussions of arrangements, styles of playing, etc., are fine for those interested in the music but there are enough of those to support a weekly half hour Coast to Coast.

New series introduces the changed Goodman organization with Fletcher Henderson and Eddie Sauter added to the arranging staff (the former also holding down the piano seat in the quintet) and several others altered. At Birmingham on bass, Toots Mondello in the sax section and Bruce Squires on trombone. Despite the changes, the quintet's *Open 1/2*, Lionel Hampton again, was the greatest applause getter.

Bert Parks works as announcer, emcee, interrogator in the swing quartet and *Welt Till the Sun Shines, Nellie*. His announcing abilities are well known by this time. Richman.

"Now You Decide"

Reviewed Tuesday, 9:30-10 p.m. Style—Drama. Station—Sustaining on WHN.

Technique of *Now You Decide* is to present a decision to the audience, and after the audience volunteers solutions George Hamilton Combe presents the actual decision as delivered in the court of law or the authority involved.

Tuesday program was a good one, presenting a dramatization of a case concerning a girl who, because of dual nationality, was in danger of deportation. Dramatization was well directed by George Hamilton Combe, who worked with a strong cast including Ora Hope, Bruce Kimes, Billy Gray, Humphrey Davis and Dick Keith. Combe did a good job, alternating between men and women. Then he gave official decision, with explanatory comment.

Program has been well received, vary in each case presented. But on basis of programs reviewed the show could do oke for a sponsor.

Ackerman.

"So This Is Radio"

Reviewed Monday, 10:10-10:30 p.m. Style—Narrative-dramatic. Sustaining. Station—WABC (New York).

Fans of Norman Corwin's other radio productions, this writer has hopes that his new series will have some sense and entertainment before long. At the end of the first program, however, even a Corwin fan was forced to be humbled. Worse, it took a lot of effort to sit thru the 30 minutes. Only the optimism that maybe something would materialize for the allotted time expired could keep

anyone attentive to the whole program.

Motivating force is attempt to show what makes the broadcasting industry tick. Material seems to be interesting even for the hinterland, considering the literature and movies which have covered the subject, and the fact that one can't seem to have seen a show like this. There is no mystery or glamour in the treatment of the division of labor among a station's personnel, and even Corwin couldn't make the subjects do tricks. His program rambles on and on, emanating from a sound technician and the announcer.

Like all Corwin programs, however,

he can have a velvet finish. House Jannaway, announcer, Evert Sloane, spokesman for the public, and Bernard Hermann, band leader, are well groomed for their positions.

Weiss.

Don Kerr, announcer, tried too hard to be gay. He should be more careful with his enthusiasm. Jimmie Goss, a jazzman, and Gwyn Williams—only the latter has style. The remainder of the show, including Lee Gant, was a bore without either without pattern or color. Vocalists lyrics are at least recognizable.

The plugs for Sally's are of the run-of-the-mill variety, but they are emphatic, but without the necessary starter which would make any female in this torrid weather get out and buy something. Musical numbers are more appropriate. The buying immediately approach should be a shopping jaunt—even if Sally's is air-conditioned.

Weiss.

Seen as Muzak Competish

N.Y.— Radio Wire Television Corp., which will begin operations in October, will be affiliated with Muzak Corp. as a wired music service for cabarets and restaurants, is regarded as potential competitor to Muzak, wired music service, now operating some 400 public car spots. At present, however, Television Music Corp. is reported to have installations in just about 40 cafes. While Radio Wire is to be located in New York—with exception of lower-class bars—rooms—considerable opportunity exists for expansion in homes and industrial plants.

New York. John E. Otterson heads Radio Wire Television Corp.

New York. July 29—Merry Mac begins a 13-week engagement on *Lucky Strike's Hit Parade* on CBS August 5. In addition to straight singing they will introduce novelties.

Comment

This column is devoted to brief reviews of programs which have been on the air for some time, as well as shows, which, already reviewed, rate further mention. Basis is that a one-time program review is inadequate for a production that series each time it is presented.

WABC from 7:30 to 9:30 p.m. Tuesday evenings, 7:30 to 9:30 p.m. on the air, is disappointing being the one-hour *Lifebuoy* show, 8-9 p.m. with DICK POWELL, MARTHA RAYE and PARKY-KARUS. Tuesday night is the only time for *Lifebuoy* while the program was by no means bad it lacked sustained sparkle and punch that should have been present. It is into the closing period of such an important series. Performances individually were intrinsically oke, but script failed to deliver. Marie McDonald, actress, assisted by POWELL and RAYE, a so-so player, is helped by LUD GLUSKIN Band and comedy by PARK-YAKARUS, RAYE and POWELL, with Parky knowing how to work a woman. RAYE has a generally good performer, with a stronger delivery than Powell or Gluskin.

Plugs for *Lifebuoy* and Gluskin were done by TINY TURNER and JOHN CONTE, both girls heckling each other regarding the value of their respective sales talk. GLUSKIN Band good. Immediately followed *Band* good, *First Love* good, *Second Husband* and cast took over with *Second Husband* for Bayer Aspirin at 7:30 p.m. A half-hour serial, this installment was considerably above the level of the average dramatic fare fed to the dials. Stun was strong on the middle angle, playing the tear and sob stuff to the hilt, but the last 15 minutes were the way of death-deared piece, we doubt if there is an interest sustainer. Miss MENCKER very good. Seems that a 30-minute show is the way of holding an audience than the five-minute live-a-week genre. Plugs oke and included one for the *Player*-sponsored *Ice Cream Products*.

Jille Ice Cream Products We, the people, with GABE HEATTER, produced its usual quota of interesting personalities, including such novelties as the King of Rockabilly, the world-famous *Rock-a-Billy Queen* and one pent up sexpot JOSEPHINE MEYERS. MEYERS proved a killer with a yarn of how he, a ferry-boat commuter, organized a group of men to do more than just sit there over the waves each day. This cutie JASCHA MEYERS got out with a mate that sounded like a world's end entrepreneur, curiously like *Anchors Aweigh*. HEATTER carried on compelling manner.

P. A.

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LOS ANGELES, CALIF.

Vallee Hour Fold-Up a Blow to Talent; With Sponsor 10 Years

NEW YORK. July 29.—Parting of the ways September 26 between Rudy Vallee and Standard Brands, Inc., after an association of 10 years, is considered as a very severe blow to radio talent. Undoubtedly the greatest of the radio star-makers, Vallee opened the radio gate to many other stars, among them Eddie Allen and others too numerous to mention. Talent agents, cognizant of the potentialities in an appearance on the show, always attempted to steer acts toward the program.

Standard Brands is retaining its time on NBC.

Vallee's departure will also be a blow to the National Broadcasting Co., the spot being so big that it helped sell the hours of 8 to 10 p.m. and 10 to 11 p.m. to stations in the area. It has helped sell not against Vallee for years and finally had to put its biggest star, Kate Smith, in opposition.

Several factors have weakened the Vallee program. Kate Smith's popularity undoubtedly hurt, as well as the fact that,

comparatively speaking, Vallee program had a small guest-star budget. Also, it was hard to get star names except that the originator suffered.

Vallee's salary on the show was \$3,000 exclusive of money given to other performers and musicians.

Vallee, Vallee and Standard Brands, Inc., began October 24, 1929, when commercial broadcasting was in its swaddling clothes. Vallee sponsor then was Standard Oil of New Jersey. Bruno Gelatin, another Standard Brands product, became co-sponsor.

According to Vallee, 10 years under the same sponsorship is "infinite." Standard believes a "change might be beneficial to both."

It is felt that the Kate Smith program may very well take over a function long held by the Vallee show. The latter has made many talents to radio. Kate Smith has already popularized Abbot and Costello, the Aldrich Family and others.

Advertisers and Agencies

By PAULACKERMAN

NEW YORK:

KELLY-STANLEY, station representatives, are adding four stations, including WPAF, White Plains, WJW, Cleveland, WNBG, Buffalo and WEI, New Haven. Last three are Arde Bulova stations, and of these WCOP and WNBG will be represented by Kelly-Stanley. WEI, which Kelly-Stanley will represent on a combination rate with the other two, President of WCOP is Ned Macay, publisher of *World War II*.

Haft of comings and goings at Young & Rubicam with Tom Lane and Jack Van Nostrand scrapping today and Jim O'Brien taking his place, and Jim O'Brien came back over the week-end. Bill Stewart, of the Coast office is still away with Morris Lumm in San Francisco. George A. Johnson is looking for a new show... Frank Woodruff, producer of the Lux radio program for three years for J. Walter Thompson, will direct pictures for IKCO.

Stan Shaw, WNEW's milkman, celebrated his 25th anniversary with the station. During this time he received over 125,000 telegrams, costing listeners \$27,000 when figured at 30 cents each.

Curtis H. Smith, president of WZL, Philadelphia, has joined announcing staff at WHN... Budd Hulick's WNEW show in trouble owing to difficulties with rival engineers' unions.

Marchese and Pratt have chosen D'A-

legno and ark for the Evans-Jetson NBC program. Evans, Jetson and the *Defender*, O'Connor, have signed management contracts with the Gentlemen Songsters and Senator Ford... Galley Sheets of Larry Nixon's new book, "When War Comes," is off the press.

CHICAGO:

BURRIDGE D. BUTLER, president, and George Cook, treasurer of WLS, are in Phoenix, Ariz., checking up on things at KOFY, there.

McJunkin agency bought up a 29-week period on WBBM for the Jewel Tea Co. to be used as time signal announcement. John C. McJunkin, general manager, director of public affairs for WBBM, has been handling so much stuff that the station for the Chicago Association of Jewelers has been given a "wonderland" that he decided to spend his own vacation within the city limits.

Bill Ray, NBC press head, is in town. His boyfriends have been the boys there now. Art Harre, sales manager at WAFB, is vacationing with the family in Estes Park, Colo., a general vacation, but his wife, who is from New York, Monday, means the first time since the show's inception in October 1932, that it has been aired elsewhere but Chicago... WAFB will be in studio Sunday until after Labor Day alterations, renovation, etc. H. H.

Radio Talent New York

By JERRY LESSER

BLAYNE BUTCHER and MANN HOLINGER, directors of the Lennen and Mitchell agencies, have joined the radio advertising service in the theater. On one of their recent excursions in *Swing* shows an actor stopped to show me his card. He said, "I'm one of those who stay in and do the part. That decided them..." Due to lack of time, the east of last week's *Lost Boys* series was not mentioned in *Swing*. At the present time, however, the air and in all fairness to a grand acting job, let me state that it was WEELEEN ADDY who impersonated the Indian name. One of the fastest, smoothest half-hour shows on the air is the above-mentioned *Swingers* in Sunday evenings. *Music Box* and orchestra, the FRAZEE SISTERS, plus a grand dramatic cast, RICHARD BROOKS writer and narrator, writes these swell stories and comedies, all of which have O. Henry endings.

Basti Longshan, director of "Her Honor, Nancy James" and *Mr. Chimes* series, has been in touch with several others, to audition for a lead role on the "Myrt and Marge" program. He turned the job and then had to leave because it was so conflicted with his role in "Hilltop House," which follows immediately. *Red Skelton* is not working, he claims, July 22 by no working. This is the first time in five years that Peus has not had a job on his birthday.

Jeanne Moreau, 19, the young owner of a pedigreed Irish setter called Red Shamrock... Fanny May Baldridge served on the N. Y. Tennessee committee of the World Fair for Tennessee. Day last Sat-

urday, dining with Governor Cooper and his official wife, Alice, York, Wards, Wren and Grover Whalen. Maurice Lowell, who used to direct Arch Oboler's "Lights Out" from Chi., now a director for Benton and Bowles here in the East.

MARTHA ATWELL, radio's busiest woman director, dashed out of a studio in NBC's the other day, having just left the television department passed by with a set of dressed dum mites. MARTHA only caught a glimpse of the dummites and announced, "I'm not speaking for a character sold out." *Barbara Lee, SANTOS ORTEGA, VAN HORNIN* and BETTY WILSON, the stars of the east for *The Man I Marry*... LUANNE, girl singer with JOHNNY GREEN, had a birthday party while appearing on *Picture of the Week* including NORAH MARLOWE, VICKI VOLA, JIMMY MCCALLION, and JOAN RANKS... MYRTLE VAIL, who is playing in the Myrt and Marge series, is staying out of summer stock this year. Claims she spent three weeks rehearsing, three weeks on stage and six weeks appearing last summer.

Miscellaneous articles claim the autograph of ENOCH LIGHT, orchestra leader. He figures he knows the autograph of 100,000 people, hundreds of alps, cards and menus to which he affixes his signature. What mystifies him, however, is the date. *Signum Spectra*, plaster casts, hats, coat and shoe linings, leather watch bands, gloves, shirt cuffs and other novelties. In one instance, he was invited to sign on the back of a girl's hand.

Hollywood and Los Angeles

By DEAN OWEN

HARRY BRYANT, KJH engineer, was passing out the cigars this week. The new arrival, though, brought him a surprise. Cliff Edwards had come out of *Hall of Fun* to go on p. a. thruout the east... Jimmy Barber, of KGVO, steps into the company group by buying *Miss Moon*, accepted by Davis & Schweiger... Tony Romano takes over the baton of the on Mutual-Don Givens' *Music Box*... John Wald and Ken Garrison, the *Richfield Reporters*, are making a p. a. tour in conjunction with their mighty radio station. *Music Box* has been Catalyst for a vacash following the wind-up of his *Music Box* show. May head east for a Broadway appearance. *Star of the Week*, gets a title change. New idea will feature dramatizations of prominent film personalities and will be tagged *The Star of the Week*.

Jimmie Fidler figures the beach

From All Around

ferred to New Haven to replace Parker.

JANE TUCKER, farm chattering for *KPAB*, Lincoln, Neb., is having three weeks off air and is married to her husband, ... John Searle, KPAB-KPOR boss, is considering dropping more give-aways on the program. ... Stan Smith, who is getting married, is post-carding the gang from *Yellowstone National Park*. ... Jessie L. Lasky, after writing that Lincoln, Neb., was the place to come, however, has crooked a week early morning program back on the air after squawks from listeners when it was panned. ... Thelma Sanders takes over as secretary to Harry Metzler at *KFWB*.

DIXIE DARBLIES: Jack Bartlett, formerly of WJBW, joins announcer-sales force of Station WNOX, New Orleans. *Music Box* has his 1,000th consecutive commercial for same sponsor over WMC, Memphis, last week. Isabel Miller, last year's Junior Miss of *Music Box*, has been temporarily replaced by *KWL*, New Orleans, temporarily replacing Audrey Charles as vocalist. Raymond Wright Vivian, La., recently won the first place in the radio contest. This past week the missis won first award in a soap-flakes contest.

Signum Spectra, Tues. Detective, in last week's *Music Box* show, paid off mail in New Orleans when he attempted five-minute lesson in piano playing... Alice Reinhardt and John Hobson, and star of *Life*, *Can Be Beautiful*, next morning, five-five playover at *KWKH*, Shreveport.

GARRETT MERKS, who broadcast the home contests of the Yankees and the Giants in New York City, has joined the staff of Station WSAY, Rochester, N. Y., and will be in charge of the program's games. It was reported today... Malcolm Parker, New Haven, Conn., studio manager for WCCO, Yankee station, has gone to another Yankee network station, *WEAN*, Providence. R. L. as manager. *Judson Laffaye*, program director of the Bridgeport studio, has been trans-

G. Schaefer, who is stard over *WGN* under the name of "Jean Abbey."

NBC San Francisco organized an athletic association following the example of other stations. The country Jennings Pierce is athletic director. ... In addition to his *O Teacher* program and interests of San Francisco, Gene Clark is doing advertising for prospective *KGO* PTO.

WXOR's White Rock Show

NEW YORK, July 29.—White Rock Mineral Company, Inc., has taken over the air

music program. *Miniature Concerts* over *WXOR*. Program will be given three times a week, Monday, Wednesday and Friday, 9:15-9:30 p.m. Contract for 13 weeks.

Agency is Newell-Emmett Co. Inc.

Chicago

By HAROLD HUMPHREY

HERBERT DONALDSON, concert pianist, is getting the top-billing call on the new radio show, *Music Box*, which will replace the major music company's *Rhythms at Noon* on WBBM Sunday. DALE EVANS and RUSS PERKINS are also on the new outfit. BETTY COOPER and LORELLA MILLER, *Pitch*, will be busy this week having their canine pets snapped for pic's for a dog show in October. *Music Box* and *Music Box* orchestra, the BOB CROSBY Ork, came out of hiding for the first time since her marriage and guested on HAROLD STOTTLES' *Front Porch*. *Music Box* and *Music Box*—BEETY LOU GIBSON and LESLEY WOODS' battling hayfever now, however. EDWIN CHASE, *Mythic*, balloon man, has been on the air now extended the program for another hour now—on Sunday mornings. . . . PAUL LUTHER has got himself a role on the NBC's *Backstage Wife* series. . . . JOHN FLYNN, son of author and

actress BESS FLYNN, enters Notre Dame this fall, giving up acting for the present.

Milt Weir and his trio, now in the *Hotel La Salle*, are tentatively set to guest on the Rudy Vallee show Thursday when the Vallee star is given from Chicago during his tour of the United States.

WGN speler Vern Hansen has broken from his honeymoon vacay, and Rodger Mueller, mike-man of the same outfit, has been appearing on *Music Box* in September. *Music Box*, Worcester, Mass., leaves for a visit to the oil towns next week in Shreveport, La. . . . *Music Box* and *Music Box*—LOU GIBSON and LESLEY WOODS' battling hayfever now, however. EDWIN CHASE, *Mythic*, balloon man, has been on the air now extended the program for another hour now—on Sunday mornings. . . . PAUL LUTHER has got himself a role on the NBC's *Backstage Wife* series. . . . JOHN FLYNN, son of author and

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NEW AFM LICENSING SET-UP

Hizzoner Nixes Music Silencer

Wis. mayor vetoes ban on nighttime playing — says radios are noisier

MADISON, Wis., July 29.—Mayor R. P. Murray vetoed an ordinance passed by city council prohibiting the playing of electric pianos, radios, phonographs, organs or other musical devices in restaurants, taverns, with in the city limits. I deem the ordinance an unreasonable regulation in that it prohibits the playing of any electric piano, radio, phonograph, organ or other musical device in taverns and restaurants, and does not restrict the playing of any of these musical instruments or musical devices in bars, night clubs, restaurants or other buildings," Mayor Murray declared in giving his reasons for the veto.

"Tavern keepers and restaurant owners have installed electric player pianos and radios at a substantial financial investment, and to unnecessarily regulate the use of these musical devices would be disastrous to a substantial number of the music men."

"It is my opinion that complaints against the playing of such devices in taverns and restaurants have been few and far between. People who do not adjust to the business district must expect some noise and other inconveniences."

"It is my opinion that more nuisance has been created by the ban on playing of radios in residential districts at all hours than has ever been caused by the playing of musical instruments in taverns and restaurants, the mayor said.

Garber's \$1,587 Grand

GREENSBORO, N. C., July 29.—Jan Garber wreathed the face of Promoter Jim Crockett in smiles here last Friday when he handed him \$187 from the Bedford Manor Advance sale of \$783 tickets at \$1 each covered the nut for Crockett, while \$44 more personal expenses were deducted. This unique and unusually large crowd turned out despite rain to hear Garber, a long-standing favorite in the Carolinas.

Ray Righteous With \$630

SAN DIEGO, Calif., July 29.—Floyd Ray chalked up a neat gross for promoter Al Ramsey last Friday at the Crystal Ballroom. At a 70-cent gate, 910 persons paid off \$630. The Crystal Ballroom was formerly home of the World during the San Diego Exposition and is now playing spot booking dance and is doing well. Last Friday, Ray was the guest on Sunday (16) for promoter Leon Hefflin, playing the annual Home-Coming Dance at Elks Auditorium. The show was a success and piled the shakels over \$4,100. Band is repeating for Hefflin tomorrow (30) at L.A.'s Vogue Ballroom.

Smyley Joins WM in Chi

CHICAGO, July 29.—Thomas M. Smyley joined the William Morris Office band department here and will work with Bill Snyder and Jack Flynn, Smyley's old associates, in getting him back to ship Handel Band. Another star manager, on the road to handle some band bookings. Increased set-up is a result of better business in the department, Manager Morris Silver states.

Barnet Not Bad With \$745

BRIDGEPORT, Conn., July 29.—Charlie Barnet didn't do so bad on his first night of the season at the Beach Ballroom here last Sunday when 1,160 persons passed the turnstiles at the popular summer dance palace for a total of \$745. Admission was 65 cents. Hal Kamp is in tomorrow (30) and Jim Dorsey on August 2.

Comes Dip and Sway

NEW YORK, July 29.—Dance Educators of America, meeting here for their fourth annual confab, predict that "Dip and Sway" will be the revival of the old-time dances. Already the 300 instructors from all parts of the country are concentrating on an easy fast-paced stepology as the Varsouvienne, the Rye Walks, the Gavotte and Polka.

These nearly forgotten figures demand a new style of dancing. The execs say, "will just about complete the cycle of 'figurations' started a few years ago when the Big Apple became the rage. The Varsouvienne, for instance, has plenty of dip and sway for it."

Ork-Managed Dance Halls Up-State Not Always Profitable

BUFFALO, N. Y., July 29.—Dance halls have sprung up like resorts leading our sports to badlands. Some of the operators are having their ups and downs. Leo Hitchcock, owner of Grand View Ballroom at Angola, N. Y., on the shores of Lake Ontario, is still holding out in a dead wood town. Hitchcock, who opened the hall at a flat \$8000 rental for the season, to be paid in weekly installments of \$200, has had assuming lighting, advertising and all other operating costs. Band started off charging two bits for three dances on the park plan and then cut to one bit a dance, but couldn't meet financial obligations and had to fall back to Hitchcock, who is shopping around for another maestro-manager.

Lalle W. Casio, in the same vicinity, is profiting by his ties with the Grand View. Dance has been good for the past four summers by Eddie Maggio and his orchestra, who has been a money-maker for all parties concerned.

A bit to the north is the venture on the profitless side for maestro Wally Carpenter, who leased Ocott Beach Dance Pavilion from owner Gabriel Riccio. Opened June 1, it is still in the doldrums.

Harold Austin, leasing for the first time at the Crystal Ballroom at Crystal Beach Amusement Park on the Canadian side, is

doing well. In addition to keeping his band at the ballroom, boys play the show boat Caribbean, which travels between the lake and the river, and the Crystal, which was leased from the Crystal Beach Co., owner, and Austin is also promoting name bands and artists. He is making a modest profit.

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With a bit to the south is the new band

Amusement Park, which is working on the

Bands on Tour**Advance Dates**

Wooly Herman: Lakewood Park, Ma-
hancy City, Pa., August 3.

Artie Shaw: Municipal Auditorium,
St. Louis, August 4; Trianon Ballroom,
Chicago, August 5; Modernistic Ballroom,
Milwaukee, August 6.

Larry Clinton: George F. Pavilion,
Johnson City, N. Y., August 4.

Lou Bresce: Pier Ballroom, Celeron,
N. Y., August 5.

Phil Napoleon: Williamsport (Pa.)
Country Club, August 5.

Ishay Jones: Castle Farms, Cin-
cinnati, August 5; Wheeling, W. Va.,
August 7; The Casino, Stratford
Conn., August 10; Meadowbrook Park,
Bassettown, N. J., August 11; Ideal Beach,
Monmouth, N. J., August 12.

Carl Schreiber: Aragon Ballroom, Chi-
cago, August 6.

Claude Hopkins: Valley Dale Ballroom,
Columbus, Ohio, August 6; Summit Beach,
Pinehurst, N. C., August 6.

Inc. Ray Hutton: Rotan Point Park,
Norwalk, Conn., August 6.

Jimmy Dorsey: Clayton (N. Y.) Casino,
Astoria, N. Y., August 6; Meadowbrook
Park, August 9; Lakewood Park, Mahaney City,
Pa., August 10; Philmont Country Club,
Philadelphia, September 2.

Bill Marshall: Hershey (Pa.) Park,

Charlie Barnet: Sunnyside Ballroom,
Pottstown, Pa., August 12; Cathedral
Theater, New Castle, Pa., August 14.

Jackie Gaynor: The Theater, Los An-
geles, August 16 week.

Ella Fitzgerald: Pier Ballroom, Celeron,
N. Y., August 16-20; Vanity Fair,
Hampton, W. Va., August 19; Bal-A-
Vana, Miami, August 23.

Elmer Siperstein: Lebanon, N. Y., August 23;
Mosque, Pittsburgh, September 4.

Earl Hines: No. 1 High School, Green-
ville, N. C., August 23; Mecca Caf-
eteria, Greenville, Texas, August 23.

Carl Deacon Moore: Castle Farms, Cincinnati,
August 18-25-26-27; Green
Mill Garden, Findlay, Ohio, August 26.

Bob Hope: Manhattan Beach, Brook-
lyn, N. Y., August 20 week; Ham-
ilton Beach, Brighton Beach, Brooklyn,
N. Y., August 20 week.

John Wayne: The Theater, Indian-
apolis, August 23 week.

Al Donahue: Manhattan Beach, Brook-
lyn, N. Y., August 27 thru September 4.

Charlie Argus: Mercer County Fair,
Adams, Pa., August 27.

Tommy Dorsey: Eastern States Exposition,
Springfield, Mass., September 18-
19.

HENRY PATRICK: Philadelphia radio
trombonist turned band leader, preening
in town at Open Door Cafe.

RAY HERBECK

and his
MUSIC with ROMANCE
EUCLID BEACH PARK
CLEVELAND, OHIO
BRUNSWICK-VOCALION Records.
Executive Management:
FREDERICK BROS. MUSIC CORP.
New York — Cleveland — Chicago.

LAWRENCE WELK

New Playing at the
CHICAGO, Ill.
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HERBIE HOLMES ORCHESTRA

THE MANSION
Youngstown, Ohio
Executive Management:
FREDERICK BROS. MUSIC CORP.
New York — Cleveland — Chicago.

Orchestra Notes

By M. H. ORODENKER

Broadway Beach

NOW that it has been made known that PAUL WHITEMAN will do the coveted call for the Hollywood Writers stand this fall, many in the business are wondering if the band will keep its promise. Having been made thru Whiteman's own Artists Bureau, interest of the beachcombers is great. The band, which has been a smash hit in the band stands this fall when HORACE HEIDT heads for the tour, . . . altho the pipedream has it that KAY KYER will be there, the band will still have the possibility that MCA will keep Kyer on the Coast for the next 12 months and give the Billings to PHIL SPITALNIK. . . . LARRY CLINTON has found the CIRAs bands finding more fertile fields in the MCA fold . . . as a result, Shelley took over at Playland, Rye, N. Y., with BILL SPITALNIK, and the band is now leased by MCA under the name of THE COASTERS.

TOM ROCKWELL, R-GAC chief, is back at his desk after a spell on the West Coast. . . . DON NEVILLE, new manager, unveiled this week at Franklin Square, L. I., CHARLIE BARNETT deal for a Fabulous stamp collection that includes four records cut at the Los Angeles ballroom on the 23d.

MITCHELL ATYRES takes up the Rose Band stand until HARRY JAMES takes over. . . . Four weeks ago the Duke Ellington rhythm at the Savoy was still strong, but the Duke's two-weeker has been doubled. Duke, incidentally, has streamlined his billing and hereafter it'll be Ellington and his Whipping Snapper.

18 is the lighting stage for MCA to provide cutoof date band concerts at the World's Fair.

Platter Chatter

The recording activities of BENNY GOODMAN are beginning to become more and more a mystery, as the band is not by itself. Originally planning to switch his affiliation to Columbia, Victor confirmed the story in last week's issue of *The Billboard* that Goodman would be gone August 7 and GOODMAN would make his first set of sides under the terms of a new contract.

This development comes a confirmation that BENNY GOODMAN signed up with Columbia Recording Corp., yesterday in San Francisco. . . . JOE HEDGES, who has been to the Coast last week with associate JOHN HAMMOND, will supervise a record session for KAY KYER, and安排 for STAN MYERS, whose latter label has also taken on LENNY HAYTON and JACK LONG.

Bluebird adds BOB CHINER to their MCA staff and sponsored a band for him to his last show. Dennis will be cutting disks for EVERETT HOACOLAND, another MCA band up from Texas for the first time, and will be appearing at the Hickory Ballroom, Pleasant Point, N. J., for the August month . . . a platter surprise is in store when the needle fans start writing the names of the new stars on the Bluebird.

Bluebird . . . hand is a steamer that borders on the sensational, a glory in which ED FISHMAN will rate the lion's share for starting Zorkus from scratch and having his face in face of best advice to the contrary.

Dancing in Dixie

BOB HARVEY and MONKE DIXON, CRA Reps below the Mason-Dixon, have re-lined the hand-stands attractions for Henry Grimes and Addison, and for the current stand by EMIL VELAZCO, August 12 is in JOHNNY BURKARTH with ART MOONEY on the follow on September 12.

Walter Dudley brought RAY BROWN to the Western Festival at Valley, Miss., on Thursday (3).

HENRY BUSKE takes over the Claridge Hotel stand at the end of August, and BILL BARDOO will be a fortnight at Rice Hotel, Houston, starting the 27th.

LARRY CLINTON plays Surf Beach Club, Virginia Beach, remaining through Friday, and Sunday with BILL MARSHALL, linked in

for nine days starting the 27th . . . day before returns BUDDY ROGERS to Cavalier Hotel at the same beach, sticking out the season.

VINCENT LOWMYER is in the process of getting the Kentucky State Fair at Louisville, running for six days starting September 11 . . . band budget is said to be an even five grand.

In the East

FRANK KINGMAN has bought an impressive array of band talent from MCA for his Brookline, Pa., engagement, opening on 10th thru the 16th. Kingman brings in OLGEN GRAY, GUY LOMBARD, BEN BERNIE and EDDIE DUCHIN. . . . Eastern States Exposition, Springfield, Mass., features an MCA buy, getting TOMMY DORSEY for September 18 and 19.

Dorsey closes the night before at Hotel Mer-
rill, Milwaukee, and the next day at Steel Pier, At-
lantic City, stuck to its guns, a contract

in this instance, with the result that BENNY GOODMAN, who has been with him since he started, will keep a date at the piers ballroom on the 21st, remaining the entire week . . . at Hamlet, Milwaukee, opening on 10th.

CHARLES MILLER ALBERT comes in for eight

days on the 12th, following a fortnight with FRANKE DAILEY on the stand . . . stand was set before Dailey decided to

cancel his engagement at the Atlantic City Carnival at Mercerville, N. J., Au-

gust 14-23, has AL COOPER for the musical making.

HARRY DEIRMENGJIAN, formerly manager of the Masters, has come into the Spring Grill of the Monmouth Hotel, Spring Lake, N. J., to the season's end.

CLARENCE HARRIS, owner of the Congress Saturday Night Club, Labor Day Convention Hall, Coney Island, N. Y., and then goes back to his studio duties at WIP, Philadelphian.

In the West

PAL PAGE, NBC-Chicago singer-plant-
ist, has had a hand built around him
by FRCMO and plays his first date Thurs-
day (3) at Lake Wanaka, Del Norte, Colo-
rado, where he will remain until the band
tours.

JOHN DICK STABLER draws two weeks at Hotel Muschelback, Kansas City, Mo., starting August 10th
for an indefinite stay at Sir Francis Drake Hotel, San Francisco.

T. E. SPACKMAN, operator of Hotel
Prairie Lane, McInnis, Indiana, and

IND, shouts the praises for CHARLES CARTWRIGHT, who did his bit for his ballroom during the past fortnight.

PREUDIE FISHER holds till the 14th at Old Vienna Restaurant, Cincinnati, with BUDDY FISHER on the piano and CARL DAVIS on the drums.

GENE KRUPA set to return to Hotel Sherman's College Inn in November.

He'll be back to Bouche's Villa, Chicago, for the barnstorming HENRY PATRICK over at the vacated stand.

JACK SPEATT set to usher in the fall season with his band at the Hotel Paul Baldrick in Cincinnati.

PAUL DRECKER into Deader-Walitz Hotel, Columbus, O., remaining until October, when LARRY FONES takes over.

Notes Off the Cuff

BILL CARLSON returns to Chicago's Trianon Ballroom, replacing GRIFF WIL-
LIAMS, . . . JIMMY PEPPER takes the stand at Schlitz Palm Garden at the World's Fair.

. . . THE CAMPBELLS, strutting three-
some, located at Hawley Hall and Palm

Island, W. Va., until Sept. 10.

PAUL REARNS continues thru Labor Day at Rose Ballroom, Lake Hopatcong, N. J.

GRAY GORDON adds to his repertory BRUCE AND ETHEL, who are returning

to the stage after a long absence.

SO we send our cuffs to the cleaners.

Sheet-Music Leaders

(Week Ending July 29)

Acknowledgment is made to Maurice Richmond's Music Dealers Service, Inc., Music Supply Co. of New York, Lyon & Healy, Co., and International Sheet Music and Western Book and Stationery Co., of Chicago.

- Last 7 Weeks
1. 1. Sonnie Serenade
 2. 2. Beer Barrel Polka
 3. 3. Whishing
 4. 4. I'm Gonna Be True to You
 5. 5. White Sails
 6. 6. Moon Love
 7. 7. I Poured My Heart into a
 8. 8. If I Didn't Care
 9. 9. Strange Enchantment
 10. 10. Come and Stay in My Arms
 11. 11. Come Love
 12. 12. Lamp Is Low
 13. 13. Concert in the Park
 14. 14. To You
 15. 15. I'm Sorry for Myself

Robbins Designates Disk Desks at Big 3

NEW YORK July 22.—Since phonograph records are playing an increasingly important part in the building of both radio and record sales, Jack Robbins has set up a record promotional department at each of his three pub houses. Al Branson, advertising manager, says that "the big three," will look after disk interests for Robbins' Music Corp.; Chuck Rinker, public contact, will push the platters for that firm, and contact Herb Reese for Miller Music.

Robbins instituted the departments in view of the fact that some selections for recordings are hit by hit being taken out of circulation, and others are not, and are increasingly making deals with band leaders for exclusive rights to record and introduce a tune. Coupled with the vast program of radio advertising, record sales, platter promotion is becoming as important to song plugging as radio dance remotes.

EDDIE DeLANGE

AND HIS ORCHESTRA
ADOLPHUS HOTEL
DALLAS, TEXAS

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Walter POWELL

WITH HIS ORCHESTRA
KNICKERBOCKER INN, George John's New York.

Seconding the manager in doing Tech-
"STARS WILL ALL BE SHINING"
ON BROADWAY—Broadway's Fair, 1939.

"AT THE SAN FRANCISCO FAIR," Noddy Wallis.

Artist's Photo Previews, Record No. 5420,
20TH CENTURY MUSIC PUBLISHERS,
145 Broadway, New York.

"CUBA'S AMBASSADORS OF RHYTHM"**MANUEL OVANDO** AND HIS
CUBAN ORCHESTRA

Just completed 21 WEEKS
at Jack Dempsey's on Broadway, N. Y. C.,
and staying indefinitely!

Music Items

Songs and Such

NICK KENNY, New York Mirror columnist, is putting the finishing touches on a new ditty for Feist, Take A Trip. "Wings of Whimsy," by Eddie Casella, has already deserved it for a Bluebird waxing . . . because of his retiring nature, song written by Elliot (Dawson) and Eddie Casella for Al Hause at New York's Rainbow Room, has been titled *The Deacon Takes Off* by the maestro . . . Andy Fitzgerald, clarinetist of the Paul Whiteman band, at the Paramount, N. J., has penned an instrumental piece for the black-stick, Phantasmagoria . . . just in case you're interested, it's jive talk for "living in a fog."

Case of Louis Herscher and Robert Gilbert, Hollywood tunsmiths, against Warner Bros. and Milt et al., alleging that "One of These Days" was suppressed to make way for the movie tune, was dismissed this week in the Coast courts. The suit, filed in 1937, was started into after making a cash settlement and Herscher and Gilbert.

Pub Patter

HARRY LINK gets back from the West Coast next week to get the campaign for *The Wizard of Oz* picture tunes under way . . . John Maguire leaves his present job as manager of the Savoy to handle the opening of a New York theater, Circle of London . . . E. B. Marks left this week for his annual vacation, which he plans to spend in the Rockies with a system that proved plenty profitable last summer . . . Mrs. Marks will accompany him. Marks incidentally has taken *The Jumbo*, *Just the Jim*, *Jimmy Clegg* by Cal Callaway, Frank Frosch and Jack Palmer, Sam Rosen, Eddie Miller and others. Sub-Dick Elbow, the penning of George MacKinnon, Boston Record columnist, and Sally Sears, a beauteous sub-deb who lyricized a band record, *It's All Right*. Clarence Williams wrote and published *Love Keep Away From My Heart*, which will be introduced by Eva Taylor (Mrs. Williams), marking her return to theatrics.

Hooked

CRYSTAL LAKE, Mich., July 29.—The world's most unlucky man must be the one who got the hook from Bertie Band, playing the pavilion here. Long decided to go fishing for the first and only time in his life, the 50-year-old Bertie, who had been awakened by the game warden. Although he didn't catch a single fish, he paid \$1.85 fines and costs for fishing without a license.

It was no moon-luna-spoon pattern for lyricist Yip Harburg in wedding words to "The Wizard of Oz" music, "I'm going to be with someone," "debonair," with "colloquial" and "hippopotamus" with "top to bottom."

Hollywood Harmonies

FRANK KELTON is back on the hot seat, after a try as Spud Murphy's band manager, and is now repping for Mills Music. . . . Fred Skinner, Universal composer-arranger, has his option held and is now writing *Flight of the Deanna Durbin feature*. Skinner also collated with Ralph Freed on *Heart of Mine*, to be used in Universal's *Rio*. Skinner and Freed have drawn up a plan to fashion the ditties for Dorothy Lamour's forthcoming *Typhoon*, a sargasso of musicals. Skinner, who is a composer-arranger, drew a new binder that holds him another year. . . . Artie Shaw using two originals for his *Dancing Co-ed* pic, *Young at Heart*. William Young, who composed *Gulliver's Travels*: . . . Birth of a Snowbird, which Young wrote with Paul Weston, has been spotted in the forthcoming *Everything's on Ice* as an ice ball sequence.

HOLLYWOOD, July 29.—Stan Myers has been signed by Producers' Pictures Corp. for a movie short to be titled *Conga*, MCA set.

Classics in Beer Garden But Cleve Music Lovers Snub Suds

CLEVELAND, July 29.—Orchestra music with beer on the side at the Public Auditorium is selling out everything but the lowest price seats twice a week, but the atmosphere is not as gay as the promoters anticipated. The atmosphere in the auditorium is not as prevalent as the promoters hoped. Hall was specially decorated to make things as informal as possible, and the little members of the board of directors show up in their shirt sleeves, but still there is no conversation.

Music especially chosen to provide a background for dancing and social drinking, is light and does not have to be listened to carefully, but the audience so far have been astonishingly ignorant of music, and exceeding worshipful thereof—at least for Cleveland audiences.

To make sure that the first night would make the proper note, the orchestra conducted by Artie Shuman, and many members, leaned heavily on Berlioz, Massnaghi and Johann Strauss. But the audience, an almost entirely different group from that of the public auditorium, at musical events, listened as carefully as a more sophisticated audience would to *Tristan and Isolde* or Brahms' *Fifth*, leaving their hats off during the solos and clapping and frowning at those who dared profane the event by conversation.

The management, altho pleased by the success of the great number who do know music, and like to listen to it on a summer evening with a glass of beer or a spritzer in hand, will be driven back to the old fashioned days of having the band abusively. It has long been the custom among Cleveland Muskenner to love the summer listening to Gypsy and Ragtime bands. Wandering about like wineshops of the Budapest, Egedec and Ljubljana districts of the town, where they can hear more ambitious compositions well played, and sing to the music if they like.

Second worry is a peculiar one. The cheap seats aren't selling, and there is too much of the housekeeping that fails to draw properly. Add this to the fact that the foreign groups, always counted

on to buy out the cheapest section at any musical event, aren't buying, either because the music isn't by composers interesting enough, or because of the phone bugaboo, "no room."

Cheapest seats, more than 4,000 of them, are 25 cents; then 1,000 seats at 50 cents, and 1,200 seats at 300 tables, evenly distributed throughout the hall. But those 4,000 aren't selling, the rest are.

Det. Dansant Buys Names of Tomorrow

DETROIT, July 29.—A deliberate policy of booking promising unknown bands is being adopted by the management of Jefferson Beach Ballroom here. Special attention is given to the young bands of bands and now has an order out to bookers to send along bands without a present "name" who look like future stars.

Typical of the bands being booked under this policy are Jack McLain, late of the College Inn, San Diego; Gene Becker, Charley Carpenter, and his Brother Collegians, and Bill Carlson, who recently played the State-Lake Theater, Chicago.

Dancers Beat the Clock

KANSAS CITY, Mo., July 29.—In order to hype attendance at the opening hours, the management of the new 1,000-seat "Beat the Clock" campaign for dancers at John Tumino's Fairland Park Ballroom. Those on band before the oak doors will be admitted free, and at the gate at the reduced two-bit admittance. Stun is going over, and dancers are now plenty prominent on the floor when the atmosphere of a ballroom when it lights up for the night.

AS STAPLE AS TINY HILL AND HIS ORCHESTRA

"NOT SUGARY SWEET—NOT TOO MUCH SWING—CAUSE GOOD DANCE MUSIC IS THE THING"

One Water Front,
Cleveland, Ohio.
West & Ohio remem-
ber us.

Exclusives of Mid-
Western Colleges &
Sororities &
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Malley Mill
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1938-39
Winter Season

Ohio's Melting
Assessment
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DON FAIRCHILD

MELVIN MOUNTJOY

BENNY GARRELS

Celebrating our 4th Anniversary

MANAGEMENT

FREDERICK BROS. MUSIC CORPORATION

NEW YORK CHICAGO CLEVELAND

(Routes are for current week when no dates are given.)

A

Adler, William: (Ambassador) NYC, h. Adler, Van: (Majestic) Turkmen, N. Y.

Allison, Don: (Garden's) Lake Charles, La.

Arthur, Zina: (Crossing) Pittsburgh, Pa. N. Y. h.

B

Baker, Ken: (Plantation Club) Los Angeles.

Bates, Bruce: (Booze) Toledo Lodge) Avon Park, N. Y. co.

Bennett, Eddie: (Meadowbrook) Cedar Grove, N. J. co.

Benton, Jasie: (The Oasis) Winona, Minn.

Barrett, Bob: (Cavern Castle) Chattanooga.

Bartel, Jerry: (Lexington) NYC, h.

Bartell, Eddie: (Lido) Atlantic City, h.

Bass, Connie: (Polo Club) NYC, h.

Bassis, Charles: (Olympic) Irvington, N. J. p.

Bastille, Mort: (Neptune Plaza) Clinton Hill, Brooklyn, N. Y.

Bastille, Joe: (Caledonia) Fair) Caledonia, N. Y. p.

Bastille, Leo: (Olympic) Co. Fair Pier, Atlantic City, N. J.

Benson, Ray: (Orient) Casino) Montauk Beach, Bumby: (Sherman's College Inn) Chh.

Bent, Art: (Astor) NYC, h.

Bester, Den: (Clarendon) Memphis, h.

Bethune, Jim: (Lido) Atlantic City, h.

Bird, Wm.: (Ritz-Carlton) Atlantic City, h.

Birrell, Art: (The Madison) Youngstown, O.

Bischoff, Max: (Crystal Beach) Vermilion, O.

Birk, Buddy: (Century Club) Clubhouse, N. O. co.

Birk, Eddie: (Imperial) Gardens) Louisville, Ky. h.

Birk, Hayward: (Top Hat) Douglas, Ariz.

Bryant, Jim: (Clover Club) Milwaukee, h.

Bundy, Rudy: (Collegiate) Rochester, Ind., h.

Burke, Dick: (Lake Orton Pavilion) Park Ridge, Ill.

Burton, Benny: (Bill Green's Casino) Pitts-

burgh, Pa.: (Seven Seas) Hollywood, h.

Cadet, Eddie: (Lido) Atlantic City, h.

Cahill, Tony: (Villa Moderne) Chh.

Callahan, Eddie: (Lido) NYC, h.

Campbell, Jim: (Oceanside) Danby, Vt. h.

Canfield, Jim: (Imperial) Milwaukee, h.

Candido, Candy: (Ac Cain's) Hollywood, h.

Carey, Tommy: (Bill Green's Casino) Pitts-

burgh, Pa.: (Seven Seas) Hollywood, h.

Carroll, Eddie: (Lido) Atlantic City, h.

Carron, Joony: (Lake View) Paducah, Ky.

Cawelti, Charles: (Ideal Beach) Everett

Monticello, Ind., h.

Cawelti, Charles: (Danceland) Hammond,

Ind., h.

Cawelti, Eddie: (Armondo's) NYC, h.

Coleman, Eddie: (Trocadero) Hollywood, h.

Conrad, Eddie: (Lido) Atlanta, h.

Cook, Edie: (Eden) NYC, h.

Cornelia, Paul: (Casa Paree) New Orleans, La.

Costello, Johnny: (Luna Park) Coney Island, N. Y.

Costello, Gino: (La Conga) NYC, h.

Couture, Curtis: (Bear Mountain) Bear Mountain, N. J.

Craigie Shores: (Leedsville) Middlefied, O. co.

Crocker, Mel: (Chh) Grand Rapids, Mich.

Crosby, Bing: (Steel Pier) Atlantic City, h.

Cutay, Xavier: (Waldorf-Astoria) NYC, h.

Cullinan, Billy: (Circle) Cleveland, h.

D'Arcy, Dan: (Sun Valley) World's Fair, NYC, h.

D'Avinia, Nicholas: (Versailles) NYC, h.

Dale, Jack: (Devon-Harvest) Devil's Lake, Wis.

Davis, Al: (Saratoga Inn) Saratoga, N.Y. h.

Davis, Lewis: (Steel Dust) Chattanooga, Tenn.

Davis, Lucy: (Lido) Atlantic City, h.

Davis, Paul: (Martin's) Newark, N. J. h.

Davis, Sam: (Lido) Atlantic City, h.

DeLoach, Eddie: (Lido) Atlantic City, h.

DeLoach, Eddie: (Ostrand) NYC, h.

DeLoach, Eddie: (Hampden Park) New Haven, Conn., h.

DeLoach, Eddie: (Ostrand) Newark, N. J. h.

DeLoach, Eddie: (Ostrand) Springfield, Mass.

DeLoach, Eddie: (Ostrand) Atlantic City, h.

DeLoach, Eddie: (Ostrand) Boston, h.

DeLoach, Eddie: (Ostrand) Danbury, Conn., h.

DeLoach, Eddie: (Ostrand) New Haven, Conn., h.

DeLoach, Eddie: (Ostrand) Newark, N. J. h.

DeLoach, Eddie: (Ostrand) Stamford, Conn., h.

DeLoach, Eddie: (Ostrand) New Haven, Conn., h.

DeLoach, Eddie: (Ostrand) Newark, N. J. h.

DeLoach, Eddie: (Ostrand) Stamford, Conn., h.

Music in the Air

By DANIEL RICHMAN

Debut

WITH much dignity and ceremony (for a dance remote), mostly in the guise of elaborate announcements, TEDDY PRICE (Donahue's, Mountaineer) made his first public appearance debut with his brand-new outfit this week. The announcement would have had listeners believe that it was more than remarks to the effect that "for the first time the networks receive the music of the most brilliant young composers," and so on. But the actual performance was far less than epochal. Despite the presence of a number of stars of *Gold Mio* and *Over the Waves*, it was just another remote played by just another band, and Powell's latest opus (*A Picture*) was the only one to receive the designation of "brilliant" among unifiers familiar with his past hits.

JAY BAWDEN (Liederkranz, New York), in addition to his usual sort of swing brought to bear on a varied selection of numbers, offers more than unisoned vocal harmonies by gassing informally with his announceurs. Their remarks and clowning amount to make arrangements is good fun and makes lively listening.

Around the Dial

A REALLY fine remote, from the angle of interesting material, came from ERIC MADRIGUERA (*Bos Air Country Club, Wheeling, Ill., WOR*). New songs, old songs, standards, some of them quite popular, and unusual items like "Teebo" with its extremely funny satire on the Hot Lips type of dirty made up a definite contribution.

TED PRO-BITO (*Red Merton's Rite*, Fort Lee, N. J., WOR) had on the credit side his easy-on-the-ear plaudits and the debit side Shirley Gaye, who hardly sings well enough to merit all the chartroom given her. A good open borders on the monotonous when played on the air without the visible distinction afforded by an in-person handle. And Miss Gaye's vocals aren't too good.

NEW AFM—

(Continued from page 5)

Jules Stein, head of Music Corp. of America, who also is a Federation cardholder.

On the basis of the reciprocal plan with the AFM, he can now issue a license if an agent's employment license is canceled by the city, the AFM will be able to attach that agent's bonded bookkeeping license. Furthermore, in the event that the AFM employment license calls for a \$1,000 bond, the AFM will be able to attach that security whenever the occasion arises to pay debts due to the AFM. In addition, city charges a \$25 annual fee for the license.

Under the present set-up, AFM does not require bookers to post a bond or furnish a surety, changing the license. If it did, under the law a bonded booker could force the AFM by law to hold a hearing before revoking a license. As it is, AFM can do nothing but wait for reasons when calling in a booking license. Claims against revoked license holders had to be fought in court, but under the new arrangement AFM can attach the bonds held by Commissioneer Moss' office.

New system, requiring band bookers to hold city employment licenses, may help some of the smaller fry out of it, but Federation feels that if a booker can't afford a \$25 annual license fee and the cost of a \$1,000 bond, he doesn't belong in the band business. Set-up is strictly a measure to tighten control over licensed bookers, and it's a good job.

Under the new system, AFM has suggested this system of reciprocity. Gilligan had his license revoked, then re-entered and then remitted. He complained that the AFM was giving him the opportunity to earn a livelihood. New York State Employment Agency Law calls for an employment license for those engaged in contracting for individuals, and enforcement of the law is left to the municipalities.

The Reviewing Stand

Bill Marshall

(Reviewed at The Willows, Pittsburgh)

FORMER Paramount Pictures actor and warbler with other bands, Bill Marshall has bought himself the Frank Lloyd Wright house.

Featuring stop and go music, a motto for measuring rhythm rather than a

timberous strumming, Marshall's stuff

albeit it also lets go occasionally on torrid swingeroo.

Crew should be able to garnish quickstop with the Atomic-liner style of his young leader, whose singing is not only frequent, but good. His style and timber alike resemble Crosby's.

The stop and go technique, as used by Bush, whose spry voice matches a platform personality.

The stop and go technique, soon to be emphasized, is a rhythmic light that will flicker on and off in tempo with the melody, is Marshall's way of halting the band's momentum, then suddenly leaping into the take stop and go of lyricsites the title of the tune. Effect is primarily one of novelty rather than musicality.

Instrumentation includes organ, Arnold Roth piano, John Klein, tuba; saxophones, Bebe Apstein, Gene Goodman; tenor sax, still remains a mystery; trumpet, Louis Alpert; drums, Curly Barone; bass, Cliff Dudley; guitar, Eddie Appel. Arrangements: Hammer; Marshall, Hammett; Frank.

Roy Stuart

(Reviewed at White City Outdoor Pavilion, Chicago)

ANOTHER member of the horde of new horn leaders popping up on the music horizon is Roy Stuart, a personable young man hailing from Chicago with an outfit that doesn't celebrate its first anniversary until September. Price to unveil his trumpet around here and in the South as a member of other crews. With his present set-up it doubles between the two cities, and he's been doing the horn, and does a neat job at both.

Ork himself has nothing that would make one stop to listen to him but once he begins to play. And he remembers it has a good solid tempo backed by some capable musicians who are interested in beating out good, dances and all. The outfit consists of the brass, four sax and three rhythm, including maestro Stuart. Boys push forth with a good deal of enthusiasm, a dash of corn, and a dash of corn. And the mixture hits a non-too-discriminating dance crowd right between the eyes, giving them a good time for everyone. Library is filled with oddities and popes alike all rendered in smooth and standard fashion.

This song work is handled by sax-man Ralph Morrison and dog-house thumper George Vale. Both are strictly balanced singers and add a sufficient amount of vocal depth to their voices. Morrison is a boy that will never carry any large niche in musicdom, but fame, but it's to the band's credit that he is a solid and reliable ready-made and necessary in paving the way for brilliant names.

Humphrey.

Chauncey Cromwell

(Reviewed at the Hollywood, Buffalo)

CROMWELL'S piano outfit fits perfectly, a unique mixture of rhythmic in structure and complete absence of brass is not at all noticeable due to extremely clever arrangements. Band plays pep and novelty tunes, catwalks and blues. Set-up is three strings, three reed and three rhythm, consisting of Maurice Bloom and Manuel Newman, drummer; Alvin Miller, piano; Charles Youngman, bass clar.; Sammy Gallo, drums; Hil Munter, piano, and Dan Mando, accordion. Vincent Moore features a good soloing, with a rhythmic baritone that clicks and Bloom does some warbling in addition to playing a acrobatic fiddle replete with riles.

He has a good voice, and a strong and shapely Cleo Davis, who can sing sent as well as odes and ballads. Her specialty is foreign songs in their original language. Cleo is the daughter of a Cuban or Mexican heritage. She also works with Cromwell (her husband), the latter also sporting a good voice. Youngman has a cool touch with his 250 pounds and a big smile.

Musical has a way with the crowd,

lending the personal touch by asking them how they liked the last number and what would they care for next. Original idea is to play a few bars of the tune and then stop and wait before the start for a minute. Boys are clean-cut looking. Music is smooth and makes for excellent listening as well as dancing due to good sense used in selection and grouping of numbers.

Warren.

Johnny (Seat) Davis

(Reviewed at Blackhawk Cafè, Chicago)

THIS former Fred Waring trumpet and alto-saxophone shouter, who was born in New Jersey, is making his way back east fronting Von Mutes West Coast outfit, Misso, former Benny Goodman tenor sax ace, still remains a mystery. The outfit is a good one, and at times he is the best musician this revamped organization has.

It is strictly swing from start to finish, featuring a good number of standards, in addition to Davis' loud trumpet, five brass (two trombones), six sax, and three rhythm. The boys are a good outfit, good players, regular in volume that borders on the noisy side.

It must have more balance, and is in dire need of soft tones in many of its arrangements. As it stands, it is strictlyittering stuff and will not do for a good dinner.

Davis turns on his gay, freshman-type personality and it remains only for a dance session or two. He works hard and is a good player. His timing is frequently poor and very generous, perhaps too generous, with his seat abouting voice. Now that Davis has made his bones, he is well on his way to set with more reserve for relief and better digestion of his tooting stuff.

Other original arrangements are good, Van, a youngster, is too young looking to get the eye of the scouting gittering and her pipes are just fair. Bill Owen, lanky chap, has a fine voice but tone not much salesmanship.

Hornberg.

Freddie (Schnickelfritz) Fisher

(Reviewed at Old Vicar, Cincinnati)

THIS unsophisticated gang, despite its corny appearance and many musical acrobatics, is really a legitimate and good crew. They are a good outfit, and may expect such as this where their entertainment novelties won't go wasted.

While the outfit's forte is comedy, with Fisher as the star attraction, Library is filled with oddities and popes alike all rendered in smooth and standard fashion.

Personnel consists of Freddie Fisher, a good singer, and a good cornet; Stan Pritts, trombone; Harry Lindeman, drums; Charles Koenig, bass, and Marty Gell, piano, with the lad doing a good job on the drums. The outfit is a good one, and the band is tight. In fact, the boys are strict, managed, ranging from sweat shirt to shirt sleeves and suspenders. The boys may smoke pipes, comb their hair or remove their shoes during the session, but it's all part of the fun.

Band repertoire is given over largely to novelty numbers, with Fisher and Pritts doing the singing. Lads beat out a tempo that's easy to dance to, but once they break into the funnier numbers, the outfit is lost. The material is geared to bring the laughs, while some of it leans toward the cack side, and their entertainment efforts have been rather primitive. And with this audience, the corner the minute, the better the click. Sacks.

Vander in Ballroom Tryout

DETROIT, July 29.—With Detroit's new night club, the Vander, in mind, the idea of the theater-ballroom policy, as being worked out in Chicago, may get a tryout in the Motor City.

Samuel Becker, the Gus Sun Office, Inc., is working on the plan. Negotiations are under way with the Graystone Ballroom.

Panassie-Victor Handbook

NEW YORK, July 29.—RCA Victor this week brought out handbooks written by Ray C. Parker, manager of Panassie-Victor, musical director of the orchestra, critic and author of *Le Jazz Hot*, describing more than 300 early and current

Off the Records

Dixieland Dandies

THOSE Bobcats drag thru with a Dixieland flavor on Decca with a sound place, Bob Crosby a niche nearer to the average record fans. Their Southern Street Parade stands in the New Orleans music mecca, packs a terrific drive—enough to make a Yankee lickey jump. Drummer boy Ray Johnson, a real spitfire, Hugger, responsible for the already standard Farouche piece, locked heads with saxes. Many of the outfit's pieces produce the dip-over, Smokey Mary. That's the dip-over this side with Baudine having a holiday, his trappings making the wood blocks and cymbals sound most wonderful.

Red Nichols after all these years, is drawing his inspiration from the delias, and with a Baudine-inspired skin-beater, and a bandstand, he's a real headband brand of Dixieland for his Bluebird disks.

The carpet-topped maestro does some honest bugling for Willard Robinson's Little League, a good dirge, stepping it up on the clemmets, with *Sassin' the Boss*. Band is just as effective on the pop fare. With clarinet to the top, the bandings and blues still two-four. Nichols is a real costing in *Address Unknown* and it's *Way Down My Dreaming Time*.

Whitey Smith, a down-home blues, beats out a lowdown brand of blues for an Indigo Casablanca, coupled with a stomp for the standard *Farouche Blues*. The outfit is a good one, but it's not up to the clemmets. Louis Armstrong's *In the Barrel*, Chit Berry's tenor sax ride and Buster Bailey's *Blue Skies* are good, but the band is not compelling. Doublets his Bluebird disk with high riding for the standard Royal Garden Blues.

No, Papa, No

WHILE Duke Ellington was never much of a socialite, he was the bandleader. Victor has dug up an old master, never released previously, that holds historical interest to collecting fans. It's a 1926 recording, 10 years old, by his boy that the piece which wasn't always in tune the plenty torrid, for Victoria Spiv's famous blues song, *No, Papa, No*. Music critics have been writing up the unison at a 32nd street spot and her race records still carry plenty kicks to day. More interest is found in the disk, which is a good one, and the title is taken for its Rockin' in Rhythm. And if nothing else goes far to prove that Duke was way ahead of the times when cats started coming in, this is a good example.

Recalling *No, Papa, No* at this time, the wires must have crossed somewhere along the wavy lines. Decca's race list includes the Horace Jackson band, lending his husky pipes for *Papa Lou and Shoe Shiner's Moon*. Disc is strictly for race addicts, but since Sykes takes come amiss to point out that it's one and the same as Miss Spiv's *No, Papa, No*. Duke's disk is entirely instrumental.

(See OFF THE RECORDS on page 74)

Name Policy for Jersey Roadhouse

NEW YORK, July 29.—Impressed by his boost at Meadowbrook Country Club, the management of the new Jersey roadhouse for the draw, Rustic Cabin becomes the newest of the Jersey supper clubs bringing in the big bands. Cabin is just two weeks old, and the management, policy change and policy change is at the instigation of Gene Gaudente, who will act as house manager.

Gaudente, who is personal manager for Johnny Moeller and Haggie Childs, has the latter's org opening at the Cabin on August 1 for a six-month stretch. Childs has been a favorite in the 1940s, and Gaudente filling in with traveling bands coming in on one-month stints. Cabin comes under jurisdiction of Jersey City police, and the management is trying to keep the wild angle for beauteous air time. Spots previously used a small local band and week-end floor shows. This marks the first time it will attempt to corral New York bands.

Jazz and swing classics on Victor and Bluebird records. Descriptions take in facts about the artists, comments on the music, and the personal life of the bands that made the discs. Handbook was designed for record collectors who go in for it in a serious way.

Conducted by EUGENE BURR—Communications to 1564 Broadway, New York City

TICKET CODE GETS O. O.

Managers Decide on Own Ticket Agency; AEA Awaits Report

Central managerial ticket-selling plan brings squawks from brokers, who would be pushed out of business—Equity watches and waits—legal angles figured okeh

NEW YORK, July 29—The central agency idea for distribution of theater tickets received renewed vigor this week when the League of New York Theaters authorized James T. Will, its executive secretary, to shop for headquarters for such a project, tacitly admitting inability of the code enforcement board to handle it. The League's administration admitted the under the present agreement with the League the producers could technically proceed with such an enterprise without awaiting formal approval of the union, notion that fulfillment of producers' demands for a managerial ticketing system is equivalent to the agency's being erected. Actor Union speculated too on possibility of managers setting up own agency and making it a separate entity, with its dependence upon Equity's basic agreement being partly to the code. Smooth sailing seems to be the way, though, as the open ended strictly as a means of providing more efficient marketing of tickets.

The central agency plan dates back to pre-World War days—it has been adopted by the American and British Theatrical-Licensing Producing Managers' Association version (1928) went by the boards. It returned shortly after the present one went into effect, with some skirmishes between brokers and producers harassed the code enforcement principles. Its revision was first reported by The Billboard October 1, 1937, as a result for the complaints. Then, however, the plan still would have taken the brokers into consideration. It was a projected primarily by the Shuberts, who would have served as a clearing house for allocation to brokers or basis of selling ability of the accredited brokers. New version of the suggested agency would eliminate brokers entirely.

Such a move naturally would bring opposition from the brokers, who have already threatened to block the move should it assume more tangible aspect.

But late yesterday, said details of the plan were worked out. Generally, however, the project would establish a 25-cent mark-up on service charge to customers in place of the 10-cent mark-up now imposed by brokers under the code. It would not supersede box-office sales, nor no premiums exist. Proposed that theater operators share in the savings.

That arrangement, it has been argued, would place the Shuberts in a monopolistic position and enable them to run away with the market. The critics said that opinion, holding that in recent years custom placed control of ticket distribution in hands of producers rather than with the operators. The proposal, if adopted upon what would have to protect that property right. However, there is still money coming to the Shuberts from the box office, and the Shuberts' power and Shubert dominance still threatens, according to predominant opinion.

Decision to resort to the central agency agency in coming days was made by the League committee appointed in January to study the present code operations and make suggestions for better running of affairs. Committee members are James T. Will, Alfred Harding and Herman Shumlin.

Paul Dulluzz, executive secretary of Equity, said the union would not comment on the League's plan until it mulled the report on the code prepared by Alfred Harding. Study had been turned over to committee headed by Paul Dulluzz, and when his report to Council would be indefinite. Equity, Dulluzz assured, would deliberate very carefully before accepting any proposal for new code contract. Equity refused also to sit in on conference of League and brokers on latter's request to modify the tax, pending disposition of its complaint. The League, however, is depending almost entirely on this report for its future guidance, feeling that having spent \$500 for the survey, it should abide by its decision.

Equity

agreed to share the expenses on

an equal basis. Equity caution on the code goes back at least seven months, when for first time publicity exposed the fact that the League was enforcing the law. Union then threatened to withdraw if the producers didn't end the code of ethics and procedures in order. Again in April of this year Equity decided it would insist upon representation on board enforcing the code if agreement were reached.

Legal opinion holds that the central agency will be backed up by the courts on two counts. If producers are unable to prove that the proposed method of distribution was instituted to effect greater efficiency and not to ruin the brokers out of business, the courts will probably rule in favor of producers. In addition, it is believed that improved methods of manufacturing and marketing have consistently driven entrepreneurs out of business, particularly those engaged in personal selling and distribution.

While no newspaper publisher can refuse to sell papers to a particular firm without risking a charge of discrimination, the paper can be held to exclusive contracts with the Union News and similar agencies.

Similarly, the producer would be within the right to refuse to accept distribution of his tickets by a central agency which does not necessarily have to service the brokers.

Paris Goes For Shakespeare Play

PARIS, July 22—The Parisian press has been unanimous in praising *Le Grand Will*, the drama adapted from the Comedie-Francaise's production of a play as Andre Bellespoer declares that altho some 50 persons, including Ben Jonson, William and King James, appear in the play, there is nothing in it that is not "amazingly amusing, varied, moving." All leading newspapers devote long articles to the performance.

Play is based on the most recent development of erudition but brings in at the same time all the spirit and atmosphere of the Elizabethan epoch. Shakespeare's own wit enlivens the play while his characters are subtle and the spectators are made conscious of his living presence.

Statistics of Theater Ticket Code Operation

The following are monthly totals of sales under the code reported by the accredited ticket brokers. The list is figured at 29 because Tysons and Silvians, the working in conjunction with each other, are listed separately.

Month	Sales
September 4 weeks beginning September 12.	14,806
October 4 weeks	66,491
November 4 weeks	11,111
December 4 weeks	136,536
January 4 weeks	120,650
February 4 weeks	115,310
March 4 weeks	102,325
April 5 weeks	113,836
	804,445

Average sold by brokers per month... 100,555
Average per week... 24,377
Biggest four-week month... January
Biggest single week (week ending December 31)... 35,000*
Poorest single week... Week ending December 24

* Of which about 15,000 was done by two brokers alone.

ence. Thus the love duo with Ned Denver at the end of the second act recalls the poetic nocturne between Jessica and Lorenzo, and when the actor poet stages the farewell representation of "The Tempest," Paul Draper's magic role, Will himself gives to the winged words the accent of sublime sincerity.

The part of Will is sustained by the young tragedian Louis Eymond, with warmth and emotion. In Madeline Sylvestre certain heroines of Shakespeare's comedies are easily recognized. Suzanne Rouet moves a graceful and touching Ann Hathaway.

The Grand Will will take its place regularly next winter at the Odéon.

L. A. Relievers Back On Rolls; Shows Go Com'l, May Tour

LOS ANGELES, July 29—All members of the Theatrical Producers will be reinstated and kept on payrolls until October 1, when it was announced here this week by WPA Administrator Harrie C. Logue that the men who will be taken off will be those who fall into the 18-months' classification. Those taken back will be paid for them, they were on and will be paid again.

Sixty-day extension was ordered by Colonel F. C. Harrington from Washington. It was not known how many of the 1,000 men who were taken off will be reinstated. New order calls for workers who have been on rolls for 18 months to be dropped. Workers in this group have to take 30-day layoff before applying for pay again.

While FTP is still in turmoil here, it was announced that new co-operative theater will be formed in Los Angeles. It had been planned. It was reported that tentative title of proposed opus would be *The Shows Must Go On*. Hollywood Playhouse, which was to be taken off the *Two o'Clock Day and Run*, Little Chilis, was said to have been cut in on the deal on a percentage basis.

Shubert's (36) El Capitan in Hollywood and will be produced by Matthew Allen. Mikado was released under original contract, but was not taken off the project. It is down. Present plan calls for 10 shows a week with three matinees and \$1.50 top. Show carries 25-piece orchestra and a cast of nearly 100. Big warrants, shown, will go on the road, with several Coast spots reportedly lined up.

Civil Service House Mgr.

MADISON, Wis., July 29—Bureau of personnel here has announced a civil service examination for a theater manager. The examination will be given to take charge of the new University Memorial Union theater now under construction. Qualifications include five years experience in production, direction and theater work and familiarity with scene building, shifting, sound films and light control. The bureau reports that examinations, operations and other large scale productions will be presented at the theater.

Broker Sales Hit Just 14 Per Cent

Survey of operations under code reveals they sold one-seventh of total

NEW YORK, July 29—Accredited ticket brokers, who together with management of the code, grossed about 14 percent of the cost of the theater tickets, sold approximately 804,445 tickets in the 35-week period of the code's existence from September 1, 1938, to April 30, 1939. It was estimated that all brokers together hit the million mark, which accounts for one-seventh of the total sales.

Were the sales not caused by the code set up, the fund would be bringing in over with about \$28,000. Sixty percent of the taxes have been paid, reports James P. Greaza, president of the League of New York Theaters, who compiled these statistics for *The Billboard*.

Analysis of the accompanying chart makes take into consideration the fact that the code, going into effect September 12, did not really get under way until October. Also, it was not until October 1 that the brokers were taken off, because many brokers' reports overlap sales of a previous month.

Equity Exec Group Rotates; Greaza in As Exec Assistant

NEW YORK, July 29—In keeping with the recommendations of the Efficiency and Economy Committee, the Management Action Committee Association instituted the first switch in its executive committee make-up as part of a general rotating system. It also appointed James P. Greaza, counterman, as an executive assistant to replace Robert H. Haines, who recently resigned along with Harry Lane and James O'Neill. Greaza's term will be six months, as an interim to a year's run.

Rotation of the executive committee among the council members was recommended by the committee. Greaza is a member of the board governing the union's affairs. For this first change, his appointment is for one year, though only temporary. In place of Haines and Philip Loeb the committee now has Robert Keith and Hiriam Shuman. Beverly Boone was added as a counterman. The term will be six months, the number even so that half the committee can remain set at the other half changes. Shifts will take place hereafter every six months. Thus, from time to time the council, and mathematically a complete council, would take a little over eight years, thereby skipping some members. Pointed out that most councilmen are re-elected at least once and thus they will get their turn on the executive committee.

Gotham Players Start

AVON, N. Y., July 29—Gotham Players, a new company, has replaced Leonard Alton's Rochester Summer Theater and announces opening of its first season on July 29. The production of *Petrouchka*, to be followed by *Rope's End*, will end show policy will prevail. Company includes Fred Astaire, Edmund Gwenn, James J. Harrison, William Keeler, James MacNeil, Richard Warren, Christopher King and Robert Young.

Fears' Minnie Operettas

HOLLYWOOD, July 29—New plan for road show has been announced by John Harkrider, who stated that Peggy Fears' plans to take some of Jerome Kern's operettas on the road will be limited. They will be in repertory form. Two operettas a night in abbreviated form will be given. Bookings include an opening at the Broadhurst, a week at the Ambassador and a week at the Palace. Fears' *Minnie* is planned to take the company on tour to New York if everything goes well here.

Stage Whispers

Despite the fact that the World's Fair instituted a 10 per cent margin rate last week, the affairs of the legitimate theater are brighter than they have in weeks. Many explanations are offered—chief among them the suggestion that the present all-round workers are more efficient. The Fair bore the bargain rates went into effect and were free again to patronize the Broadway, plus the fact that the entire Fair was bought out and a number of cut-out owners, some of whom had planned legit. Two shows folded last Saturday, but those still running only seem likely to do so for another day or two on Saturday night. As for the matinee, despite the competition of fair weather (both with and without the capital "F"), *Witness for the Prosecution* and *Playhouse* stand stably.

Witness . . . With the Fair showing signs of aiding legit, *Abe Lincoln in Illinois* (Princess) Oct. 15—251

Witness (War, The) (revised) Oct. 15—251

Little Foxes (The National) Oct. 15—180

No Time for Comedy (Harry) Oct. 17—140

Philadelphia Story, The (Shubert) Oct. 17—140

Two Road Block (Forest) . . . Dec. 4—55—1166

BROADWAY RUNS

Performances to July 23, inclusive.

Dramatic Opened Perf.

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Musical Comedy

From Vienna (Mme. Her.) June 20—41

Hallucinations (Winter Gar.) June 20—41

Pete and Neddy (Wendy) Nov. 21—73—124

Reindeer Party, The (Broadway) Nov. 28—142

Yester Boy (Maliboo) . . . July 19—48

year from what seems the common fate of all Philadelphia legit houses—conversion into a parking lot—there's still another legit house down there besides the one that's been converted. *The Thirteenth Chair* two, *Accent on Youth* two and *Seventh Heaven* three. Only the last one was a profit-maker, though it's been around since 1928. *Margo*. Scooped up over \$20,000 for runs. The Loop meanwhile is continuing with its new troupe and its new grosses into double figures. This column capitulates when it reads about express elevators to the balcony. That's the fact that *From Vienna*, the refugee revue, played to a total of \$1,067,000 in 1938, and *Yester Boy* to \$1,000,000, with the exception of the opening, so far. Also, there was a profit at the end of the week. There are probably more transfers to come. There are more fields from cowboys to cowboys than there are wandering thru the pastures of the sky, but another will join the ranks of the week after the 1st of August. *Witness* . . . *Street Hills*, N. Y. And this time it's news, because the star in question is Irene Castle, who'll be returning to the stage to play the lead role in *Witness*. *Witness*'s \$30 trilogy will be presented at the Playhouse. Add to the slowly accumulating announcements the name of an item named *Steve Dovers* by Paul Lammert, Bert Chidt, which has just been placed on the George Abbott schedule. As a matter of fact, it made little difference whether it was \$100 (it will for some unknown reason) being called *Yale Batt* and become the first Abbott presentation of the season. It's a show of short-lived comedy in the same style and it will be the first major directorial assignment for Erene Stone, the energetic young lead of *What a Life* and one of the ace dragons of the Abbott legions.

If there are still any lingers about the success of legit, the hinterland provides some possibilities that they want, they should be dispelled by the impressive record run up by *Witness*. It's 27-years since *The Front Page* opened at the Lyceum, and *Witness* is the first Open-Air Opera's week of July 17. It set all-time many records for a single performance and for six evening performances. The previous record for a single performance was set by *Witness* for the Friday show after the old record by *Witness* for 10 consecutive days. The Sunday performance beat even that at 1936. And on Sunday, believe it or not, the record was broken again when *Witness* was sold out again. The Sunday night show was approximately \$10,000, beating by about \$600 the previous six-day record set by *Witness*. Rosemary Clooney, the girl who sang the title song in the same vein is the report from the Gilbert Miller office that *Ladies and Gentlemen*, the Hayes-Marshall cast, has sold out for the first time to a gross of \$4,903, which is a new house record. The previous record, \$198 less, had been set by Miss Hayes in *Victory* at the Palace. The *Ladies* cast, which had more heads and legs in two weeks in advance, with sellouts expected for the rest of the week. James Barton, the art director of *Witness*, was before getting into fightin' with the management and the rest of the cast and who was reprimanded by Equity for his conduct, the people of the company is leaving again after a squabble that centered around his demands for the removal of Del Hughes, stage manager, one of those who had teamied against him. He had been with the show for six weeks, tho', because his contract calls for six-week notices, and there's a good spot may be filled by Harry Hall, who was with the *Front Page* and *Joe's* Lester (and a time one) way back in the Paleolithic Age when the play first opened . . . Altho' the Chestnut Street down in Philly has been replaced for a

year from what seems the common fate of all Philadelphia legit houses—conversion into a parking lot—there's still another legit house down there besides the one that's been converted. *The Thirteenth Chair* two, *Accent on Youth* two and *Seventh Heaven* three. Only the last one was a profit-maker, though it's been around since 1928. *Margo*. Scooped up over \$20,000 for runs. The Loop meanwhile is continuing with its new troupe and its new grosses into double figures. This column capitulates when it reads about express elevators to the balcony. That's the fact that *From Vienna*, the refugee revue, played to a total of \$1,067,000 in 1938, and *Yester Boy* to \$1,000,000, with the exception of the opening, so far. Also, there was a profit at the end of the week. There are probably more transfers to come. There are more fields from cowboys to cowboys than there are wandering thru the pastures of the sky, but another will join the ranks of the week after the 1st of August. *Witness* . . . *Street Hills*, N. Y. And this time it's news, because the star in question is Irene Castle, who'll be returning to the stage to play the lead role in *Witness*. *Witness*'s \$30 trilogy will be presented at the Playhouse. Add to the slowly accumulating announcements the name of an item named *Steve Dovers* by Paul Lammert, Bert Chidt, which has just been placed on the George Abbott schedule. As a matter of fact, it made little difference whether it was \$100 (it will for some unknown reason) being called *Yale Batt* and become the first Abbott presentation of the season. It's a show of short-lived comedy in the same style and it will be the first major directorial assignment for Erene Stone, the energetic young lead of *What a Life* and one of the ace dragons of the Abbott legions.

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It must be understood, however, that all of this is based upon a wisp of very early impressions. So bad was it that not even the Plymouth's really beautiful cooling system could lure me back to experience again the last interminable two-thirds of one of the most boring, undistinguished, pretentious, badly written and produced musical comedies that ever hit the stage. I am sure that the only way to have to do is take a good look at the dated, unhappy expressions during intermissions as the customers stumble out to the sanctuary of the street.

The production does have, however, one indisputable distinction: it is probably the scene-directed play ever to run more than four performances on Broadway.

The fact that there is little or no drama to be seen within the pallid periphery of Broadway can't be denied, and the dramatics, about the most dismal thing that reporter can think of, is the arbitration hour conducted every Friday over the air by A. L. Alexander. It's the only radio program in the history of gabbing ether that has been regularly awarded the Golden Peacock in the purest sense.

It has been coming in the province of the present vacationing Mr. Franken. There's no use describing it here. Enough to say that both sides of each real life case are given by the parties primarily concerned; and the resultant dramatics are as dire as any you've ever seen in the annals of the timed contests on Broadway. A particular bugaboo should go to Alexander himself for his intelligent and shabby handling of a long line of difficult situations—and also for his handling of the arbitration board.

While we're poaching on the Franken province, a pitug should also go in for

that infinitesimal crew of hillbillies, Zeke Manner's Gang, who perform over WWD

twice daily. I believe and do a superlatively enjoyable job. This corner is a sucker for hillbilly anyhow, but the Manner's crew is the best of the best outfit I've ever seen.

I don't know if the gang and all of its members have made any recordings but if they haven't then the collectors of hillbilly (a strange,

surprised race of men) are missing something swell.

AMERICAN ACADEMY OF DRAMATIC ARTS

FOUNDED IN 1884 BY FRANKLIN H. SARGENT

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FALL TERM BEGINS OCTOBER 26

FOR CATALOG Address Secretary, Room 145, CARNEGIE HALL, NEW YORK

Chi Civic Shuts; "Children" Survives

CHICAGO, July 29.—Civic Theater called a temporary halt yesterday season after tonight's conclusion performance of *Children of the Sun* starring Helen Hayes. Director J. Charles Gilbert reports that every effort has been made to book box-office guest stars, but to no avail. Hayes, rather than continue with mild substitutions, will wait until something good comes along.

Last-minute negotiations for the services of Wallace Ford in *The Front Page* failed to turn up, and Hayes had ordered her to remain in Hollywood for possible relaxes on his recently completed picture.

Civic has a 10-week season, holding its initial show, *Petticoat Fever, for three weeks. *The Thirteenth Chair* two, *Accent on Youth* two and *Seventh Heaven* three. Only the last one was a profit-maker, though it's been around since 1928. *Margo*. Scooped up over \$20,000 for runs. The Loop meanwhile is continuing with its new troupe and its new grosses into double figures. This column capitulates when it reads about express elevators to the balcony. That's the fact that *From Vienna*, the refugee revue, played to a total of \$1,067,000 in 1938, and *Yester Boy* to \$1,000,000, with the exception of the opening, so far. Also, there was a profit at the end of the week. There are probably more transfers to come. There are more fields from cowboys to cowboys than there are wandering thru the pastures of the sky, but another will join the ranks of the week after the 1st of August. *Witness* . . . *Street Hills*, N. Y. And this time it's news, because the star in question is Irene Castle, who'll be returning to the stage to play the lead role in *Witness*. *Witness*'s \$30 trilogy will be presented at the Playhouse. Add to the slowly accumulating announcements the name of an item named *Steve Dovers* by Paul Lammert, Bert Chidt, which has just been placed on the George Abbott schedule. As a matter of fact, it made little difference whether it was \$100 (it will for some unknown reason) being called *Yale Batt* and become the first Abbott presentation of the season. It's a show of short-lived comedy in the same style and it will be the first major directorial assignment for Erene Stone, the energetic young lead of *What a Life* and one of the ace dragons of the Abbott legions.*

If there are still any lingers about the success of legit, the hinterland provides some possibilities that they want, they should be dispelled by the impressive record run up by *Witness*. It's 27-years since *The Front Page* opened at the Lyceum, and *Witness* is the first Open-Air Opera's week of July 17. It set all-time many records for a single performance and for six evening performances. The previous record for a single performance was set by *Witness* for the Friday show after the old record by *Witness* for 10 consecutive days. The Sunday performance beat even that at 1936. And on Sunday, believe it or not, the record was broken again when *Witness* was sold out again. The Sunday night show was approximately \$10,000, beating by about \$600 the previous six-day record set by *Witness*. Rosemary Clooney, the girl who sang the title song in the same vein is the report from the Gilbert Miller office that *Ladies and Gentlemen*, the Hayes-Marshall cast, has sold out for the first time to a gross of \$4,903, which is a new house record. The previous record, \$198 less, had been set by Miss Hayes in *Victory* at the Palace. The *Ladies* cast, which had more heads and legs in two weeks in advance, with sellouts expected for the rest of the week. James Barton, the art director of *Witness*, was before getting into fightin' with the management and the rest of the cast and who was reprimanded by Equity for his conduct, the people of the company is leaving again after a squabble that centered around his demands for the removal of Del Hughes, stage manager, one of those who had teamied against him. He had been with the show for six weeks, tho', because his contract calls for six-week notices, and there's a good spot may be filled by Harry Hall, who was with the *Front Page* and *Joe's* Lester (and a time one) way back in the Paleolithic Age when the play first opened . . . Altho' the Chestnut Street down in Philly has been replaced for a

year from what seems the common fate of all Philadelphia legit houses—conversion into a parking lot—there's still another legit house down there besides the one that's been converted. *The Thirteenth Chair* two, *Accent on Youth* two and *Seventh Heaven* three. Only the last one was a profit-maker, though it's been around since 1928. *Margo*. Scooped up over \$20,000 for runs. The Loop meanwhile is continuing with its new troupe and its new grosses into double figures. This column capitulates when it reads about express elevators to the balcony. That's the fact that *From Vienna*, the refugee revue, played to a total of \$1,067,000 in 1938, and *Yester Boy* to \$1,000,000, with the exception of the opening, so far. Also, there was a profit at the end of the week. There are probably more transfers to come. There are more fields from cowboys to cowboys than there are wandering thru the pastures of the sky, but another will join the ranks of the week after the 1st of August. *Witness* . . . *Street Hills*, N. Y. And this time it's news, because the star in question is Irene Castle, who'll be returning to the stage to play the lead role in *Witness*. *Witness*'s \$30 trilogy will be presented at the Playhouse. Add to the slowly accumulating announcements the name of an item named *Steve Dovers* by Paul Lammert, Bert Chidt, which has just been placed on the George Abbott schedule. As a matter of fact, it made little difference whether it was \$100 (it will for some unknown reason) being called *Yale Batt* and become the first Abbott presentation of the season. It's a show of short-lived comedy in the same style and it will be the first major directorial assignment for Erene Stone, the energetic young lead of *What a Life* and one of the ace dragons of the Abbott legions.

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Summer Theater Tryouts

"Not for Children"
(Stony Creek Theater).
STONY CREEK, CONN.

A comedy by Wesley Turnour based on a story by John F. O'Hara. Directed by William Castle with a cast including Ellen Schwanecke, Martin Miller, Harry Sothern, Delina Byron, Maurice Hunt, George Givot.

This account of the manner in which a Scarsdale socialite's daughter comes home from school in Switzerland and in single file through the hills and into the household of both debts and emotional entanglements got the warmest reception at the opening.

Staged in a breath-taking setting by Francis Y. Joannes it is an ideal vehicle for the talents of the young actress Ellen Schwanecke, who first attracted notice by "anubiting" Hitler. This accomplishment is so far dwarfed by her ability to make the audience sit up and take notice. She is a born actress and calmed palms and feet from clapping.

Miss Schwanecke herself is a sensation. She was brought to Stony Creek to study English, but she is so funny, but come already groomed, it is any criterion. Despite the fact she has been studying English for only 11 months, she speaks flawlessly, getting every proper intonation out of each syllable.

Julian Tuthill.

"Indian Summer"
(Lakewood Players)
SKOWHEGAN, ME.

A play by John Greenleaf with a cast led by Grant Mills, George Macrae, Margaret Gillahan, John Drew, Devereux, Keith Johnson, Jessamine Newcombe, A. H. Jones, Brian Donlevy, Morris Carnovsky and Cyril Craig. Staged by Mettele Berlin. Set by Charles Perkins.

Indian Summer, a new comedy by Oscar Hammerstein II, with a cast of players, was well received by an opening night audience composed largely of tourists, which means a reasonable metropolitan audience.

The play is a good stock bill but does not appear to have more than the average box office appeal. She deals with the wife of a well-to-do husband who is devoting his time to an effort to avoid looking middle-aged altho' she is 40. Her husband, Jim, is in slight affair with another woman in her set, a situation that is discovered by their son, Bill, husband of the other woman, in love with Lucy since they were young, is suspicious of his wife and has threatened to stay in scandal but is persuaded not to by Lucy until after Jim's wedding. To obtain his promise, Bill tells her that he will never touch her again when the wedding is over. Lucy then proceeds to set everything right for everybody and does not go away with Bill at all.

Play hardly seems to be smart enough to picture the class of New York women it deals with, nor is it strong enough to hold the interest of the average metropolitan audience concerning the inequitable lives of women of means, and the carelessness concerning them of their husbands. Jim, who should want to turn from a good woman who is trifling away her time to one not so good who is doing the same, is not so good as Jim's wife to indicate his complaint on Jim's part to his wife is doing.

Lucy, and Grant Mills is a good, solid Jim. Fay Wray, her dark hair smoothed with a blond wig was miscast, being obviously ill at ease in the rôle of the other woman. The wig was no asset, either.

E. R. Grey.

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HOLLYWOOD OKEHS NITERIES

Using Cafe Scenes Now as the Proper Place for Hero's Binge

(Continued from page 3)

somebody else does the singing and the dancing, it's not a night spot." Also in the last few years night clubs have been definitely glorified by Hollywood pictures such as *Fatty-Sonny*, *After Dark*, *It Happened to Me*, *The Moon*. Most of the joints popularized in celluloid have been prominent New York spots.

The agents and owners are eager to co-operate with the picture research departments in signing contracts for use of names and inside stories. Name fees have been raised \$1000 in Monroe and the Stock have been very frequently shown. Night spots aren't shown any longer as cliff hangers either, and in the far rare cases where the owner is not supposed to know it.

Another angle for using night clubs is that they bring down production costs in that the same set can be used again. When the Hollywood studios send people to New York, tho, to shoot scenes in night clubs, the cost of money is saved. It does however, give them a chance to provide "authentic atmosphere" at no extra production cost.

The master minds who make pictures have found out that the night club scene is about the most popular and most convenient spot set. When people need a meeting spot, what's the most convenient place? A night club, of course. And then the class difference. How else could the activities of

Cafe Troubles Help Club Dates In Philadelphia

PHILADELPHIA, July 29.—An uprising in club dates is predicted by Florence Bernard, head of the Entertainment Management Association, an organization of local club bookers, who said that the drive by the Pennsylvania Liquor Control Board for stricter enforcement of the house law will result in many social dates using the entertainment budget usually spent in night clubs for their own homes.

Many houses of the social set now have reception rooms utilized to resemble night clubs. The coming fall season, after many socialites close their summer places, will see many of these rooms extensively used for entertainments.

The EMA, according to Miss Bernard, will take advantage of this situation.

Cafes Permitting Itinerant Musicians Must Have License

NEW YORK, July 29.—Permitting itinerant musicians to give performances on the premises of a restaurant places the responsibility of the caterer or of a cabaret, which requires special licensing, ruled Francis X. Giacalone, City Magistrate, recently in a case against King Lillian, operator of a cabaret in Brooklyn.

Proprietor was found guilty of violating New York City's liquor laws code in that he operated without a license. Court held that by Liquorman's failure to prohibit two itinerant musicians from entertaining customers in his establishment, he committed "public nuisance" musical entertainment, subjecting himself to the license ordinance.

Defendant argued that the musicians were neither employed nor paid by him and that the musicians were not directly related to the conduct of business of selling food and drink. Defendant, being found guilty, was fined \$10.

the itinerant rich as projected here outside of the window or the hot spot (Pete) of the night club. Does it work? And what about "drunken despair"? When one is down in the mouth, can he get drunk at home? This is looked after by the house manager, whom we seen. So the best spot is a night club.

Also, since the publicity build-up and expense involved in moving pictures has been so great, the night clubs must be respectable—at least as respectable as the stars. So the net result is that the house manager, for better attitude and a bigger and more courteous public feeling toward night clubs, owners and entertainers.

Fischer Revue Opens August 3

NEW YORK, July 29.—Clifford Fischer's new *Fishes* Burlesque unit, which opens August 3 on Treasure Island at the Sun-Dragon Room, will feature Lorraine and Calgary Brothers and Lucienne and Boyer, all booked here thru the William Morris office.

The cast will include French and English performers, plus 45 girls that Fischer brought from Europe last week. Performers are working under four-week contracts with options.

St. Clair and Day Return

NEW YORK, July 29.—Muriel St. Clair and Clara Day dance act started on their first engagement in four years in the United States at the Radio City Music Hall this week. Team played the pick of the show last night. Coming to the States several weeks ago after a 3-week engagement at the Casino Alfonso in the Dominican Republic, the girls booked originally for six weeks. They have offers to resume engagements abroad, any time they are ready but might remain on here for at least a month to appear in night clubs and theaters.

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Maisie Impressed by Glooksey Who Wants To Be Her Manager

By PAUL DENIS

Dear Paul:

We're still working for Joey Glooksey—that is, not exactly working. We're really laying off for the Glooksey Agency, and Hal and I have not yet decided whether it's better to lay off or to go back to work. Hal always tells us what a great act we do—which makes us feel nice—but his office is not so clasic as Mr. Glooksey's. And, besides, Mr. Glooksey often changes the autographed photos in his office, so we performers something to rest our heads on. We're not sure if he's going to give us that final "No."

Joey says that Glooksey has an autographed photo from Eddie Cantor, but that he's saving it for the celebration of his first anniversary in show business.

Anyway, Mr. Glooksey's office has ice water and we performers may drink all we want. It's only that, but Mr. Glooksey permits Hal and I to sit near the office partition and listen to him giving Jake Shubert and Billy Rose a fast talk on what a great act we do. The other day, we overheard Glooksey talking to a balloon team and we were surprised to hear him say, "I'm not asking any favors, but I'm asking the emcee who worked with us at the Gilded Elbow Club last month, and Joey says Mr. Glooksey likes to hear his own voice and that he spends most of his time making imaginary phone calls. Now, isn't that silly! I guess Joey is jealous because Mr. Glooksey is giving us so much attention.

We'll had another talk with Mr. Glooksey and he assured us that he was an agent only because he loved performers. "I don't have to do this for a living," he said, and told us that he just signed a contract with Paramount's studio. He said he worked for pictures once and got \$125 a week, but quit because he discovered that too much money and not enough work made him cynical.

Anyways, Mr. Glooksey wants to be our personal manager and wants us to sign a 10-year-contract, with options on 20 more years. He'll be our exclusive agent, but if we book ourselves direct he collects commissions anyway. He says he positively will make a start in the fall. We'll see what happens. In the meantime, we will be working or enjoying his company.

P.S.—Just met Solly Smith and he tells he has organized a terrible band and wants me to drop the dance act and become his manager. I think he's right, but the saxes will be polished so cleverly that there will produce rainbow effects, and the people will be so stunned at the novelty that they will forget to listen to the music. Solly says the band will positively be a sensation and that I shouldn't hesitate. What do you think, Paul?

Now It's "The Scat"

CHICAGO, July 29.—New dance novelty is being designed here by Jimmie Byrnes, dancer, and Bertie Lillie, Billie Dove, dancer, for presentation in the Blackhawk Cafe. It's called *The Scat* and apes the style of Johnny (Seat) Davis, who is in that spot with his orchestra.

2,500 Local Actors Crowd Detroit Area

DETROIT, July 29.—The local market is flooded with home-guard acts. About 2,500 actors have moved down here to try to make a permanent living. Some are local residents who have a little talent for short business. But most are from out of town. Most acts are professionals who have just camped here for two or three years. Results that even good acts have played themselves out in the territory.

Until they can be moved along thru the country, that they are thru in Detroit, opportunities for new talent here will be slim.

There is an opening for good novelty acts, as booking offices claim, but this maintenance of wage standards by the APA is being followed out wherever possible, says Walter Ryan, local representative.

Chairman of the APA is attacking the Blue Lantern, that one of her heat spots, are being made by Betty Dryden, local agent. Miss Dryden and the Blue Lantern management are allisoned there, while it was neglected at spots booked by other agents. Asked for the motive for the alleged strike, Dryden said, "I probably because I refuse to take kickbacks from acts."

Club Talent

New York:

PAUL DUKE and Paul Jr. are doing what is probably the only father-and-son act in the country. They made debut as a team July 24 at the Shoreham Hotel, Washington. ... ENRICO AND NOVELLO, dance team, closed their engagement at the Hotel Central here July 23 to fulfill a contract for a return at the Roosevelt Hotel, New Orleans.

CHARLES COOPERSON won this year's award of the Society of Singing Instructors of America (whew!) as the best popular singer of 1938. Cooperson made his return to New York Monday from a tour on the Normandie after a 1-month tour of Europe, covering England, Ireland, Scotland and France. ... SEMA ROSE, dancer, is being booked as a prima soprano, as Selma Lewis, 16-year-old opera soprano, is being booked by the Charlie Rapp office and managed by Julius

RICKI VON DICKEN, former dancer, is now a Westport, Conn., veterinary surgeon. Left show business five years ago to open a clinic here, and is now one of the two women vets in the state. ... BILL RUSSELL, radio baritone, goes into Beverly Hills Country Club, Southern, Ky., for two weeks on the Jimmy Durante bill.

Chicago:

CY REEVE, formerly of Jackson, Stone and Reeve, is now doing a single in local nightclubs, with a team in Chicago. ... RAY BOYS are staying an extra four weeks at the Palmer House, closing August 23, when a new show comes in. ... RAY LYNN, dancer, and the McAlister Office, Chicago, booked Tex Morrisey (Hank the Mule) into Colostino's and the Windings into the Plaza, and the Windy City.

JOE WALLACE, dancer, will handle the finale of the soap box derby to be held in Akron middle of August. ... EDIE CLERCOT, of Milwaukee, will be in town next Saturday, star in New York, where he attended his father's funeral.

Here and There:

EDDIE GARR opens at Chez Pare, Omaha, August 1, direct from a 10-week engagement at the All American. ... DORRY and FREDDY DREW have gone into the Bolton Hotel, Hinsdale. ... COUNTESS ARIEL, dancer, will return direct from Paris. ... OLE CIRKUS, "LIE ROSS," engagement at the Lobby Cafe, Jaures, Mexico, has been extended six weeks, causing cancellations.

EDDIE DOYLE headlines the show at Eddie's night club, East Alton, Ill., with Otto Pulkerson, Bud Voder, Lena Horne, and the original stage show of the bill. ... JOHN PLATT opened for six weeks at the Lobby Cafe, Jaures, Mexico, July 24. ... FONDA AND STAN, comedians, play in their 10th week at the Spanish Club, Seattle. ... WENDIE CHENEY, Wyndham and Peacock, Chenevay, Wyndham and Peacock, and Jimmie Murphy's Orchestra playing evenings.

Opening program has George Lyons, Wayne Morse, Maxine, Ray and Bea Green, Earl, Fortune and Pope; Lucille Hughes and Virginia Pope.

A modern projection room has been installed to handle 16mm film, projecting pictures on a 16-foot screen.

\$100,000 Club Opens in Seattle

SEATTLE, July 29.—Newest and most ambitious local night spot, built at a cost of \$100,000, the Show Box, opened its doors to the public yesterday. Owner and manager of the resort, which is a replica of Ben Marden's Riviera in New York, dancing from noon to 1 a.m. with George Lyons, Wayne Morse, and Jimmie Murphy's Orchestra playing evenings.

Opening program has George Lyons, Wayne Morse, Maxine, Ray and Bea Green, Earl, Fortune and Pope; Lucille Hughes and Virginia Pope.

Bon Air Country Club, Wheeling, Ill.

The charming dance routines of Mario and Flora and expert mimicry of Eddie Murphy and his son show at this elaborate summer spot. Individually the others in the show (Benny Fields, George Tappa and Dolly Arden) contribute noteworthy performances to some degree.

The girls again are flashily costumed but are presented in parading numbers only. A stage of this size can well accommodate them, however, and they are decidedly more dancing from the chorus.

Mario and Flora work with plenty of spirit and vim, and they sell their smartly tailored numbers skylights them into the top class. Employ little but beautiful music (a feature which may be more attention). Do a tango, musical comedy design and a version of *Beer Barrel Polka*. Go over big. Don Murphy and another rich personality, due mostly to an individuality of presenting an act and his clean-cut manner of doing impersonations. His youth, appearance and sharp voice is far above the average.

Benny Fields continues with the same style and mannerisms of song he has been doing for years. His old-time fans will be glad to him. Newcomers will take him too warmly to their hearts because he does not appear to his best advantage in a room of such huge proportions. His solo with his fan in addition to voice.

George Tappa holds his own with arty tapdancing numbers and Dolly Arden, though plating and attorney control airobat, makes a fancy showing in this set-up.

Band stand has a new tenant in Eddie Murphy's orchestra. It is a good attraction with a pleasing personality and able direction. Band, however, lacks enough commercial tries to rate more than average mention here.

The Skylarks, popular girl trio, fulfill the vocal assignment with high instrument-singing voices. Don Orlando's octet is in for intermission work.

Sam Homberg.

Variety
July 26, 1939

INT'L CASINO, N.Y.
30th floor, replacing Harry Richman's
Million Dollar restaurant. Harry Richman's
is evidently gone, but the interior is still
the same. The new place is an elaborate
casino. It has a large room at the
bottom, and the rest of the building is
a series of rooms, each with its own
decor. The top floor is a large room
with a balcony overlooking the city.
There is a large room for dancing,
and a smaller room for cards. The
entertainment consists of a band and
a few girls. The food is served in the
bottom room, and the drinks are served
in the top room. The atmosphere is
very gay and lively.

The Billboard
July 22, 1939
**Berle a Riot as Feature
of New Int'l. Show**

1,358 Customers!

Night Club Reviews

St. Regis Hotel, Viennese Roof, New York

Vincent Astor's residence for the upper crust closed its lidgum Room July 22 to concentrate on its Viennese Roof for the rest of the summer. And the Roof offers an elegant floor show that is the picture of the most discerning of the legitimate sets.

The show, a second edition of LeRoy Prinz's review called *The St. Regis Ruffler*, is gay, vivacious, colorful, and staged in two halves, one at 9:45 and the other at 11:30. Dancers Mary Parker and Billy Daniels, a young and handsome couple, are featured, and they impress themselves easily with their dancing ability and their personalities. Daniels is an excellent dancer, having also staged a number of his own. The show combines tap and ballet for excellent actional, airy effects. Miss Parker, a rousious blonde, is sprightly and graceful.

Parker and Daniels are the boys-meets-girl theme that runs thru both halves of the show. The romantic idea, capped by the warm kiss spin in the last number, is carried off with great dash. It sets the motif for the music, costuming and choreography. The six Parasols (Harriet Holden, Norma Gale, Marie De Lille, Harriet Stewart, Barbara McLean and Lucille La Marr) prance around gaily in charming James Pringle's costumes. The girls are young, shapely and fresh. Harold Bachelder sings a romantic ditty in the background and a rising elevator from the floor below provides a miniature stage setting. All in all, the show is in perfect keeping with the refined atmosphere of the room and house.

Joe Rine's Band (11 men) is a balanced crew that can produce a five-man section for the sweet passages and that can play Jules Land's 16 piece turns gayly. Jules Land's Band (16 men) provides excellent relief music. Barbara Semple is the hotel publicity director. *Paul Davis.*

Royal Palm, Miami, Fla.

Recently re-opened, with a startling change in set-up, this club is going full blast.

The Palm is probably only the grade A, year-around靡靡 here, while never having had a million-dollar capacity during seasonal months, has always maintained the appearance, in the off-season, of a deserted barn.

Its big room is now closed, except Saturday nights, and the Bamboo Terrace has been created. This, coupled with the bus seats about 250 and offers a charming atmosphere for the performances of the Three Olives Revue, Jean Bolton, the Southern Sweethearts, Lovy Warren's Dancers, Jack Eby's Orchestra, a boy soprano, last night a one-minute stage during the show of the Diamond Brothers' madcap routines.

The Diamonds are knockout, versatile and good company, which received two repeat requests is a parody on *Ding Dong Daddy*. Another request number is one of Keller's original compositions, *The Turkish Streetsong*.

The English Village is enjoying good business with moderate prices. Admissions 50 cents for adults and 35 cents Saturdays and holidays.

The Johnson-Foster Agency is handling the bookings. *Frank W. Wood.*

Village Nut Club, New York

St. Bridget's club on Sheridan Square is one of the few Village spots picking up some world's Fair trade.

A Bernard Bernardi revue and the Freddy Masters four-piece band provide the other entertainment and dance spots. Lou Boyd has turned his English Village Theater Cafe into an open air dance emporium featuring name bands.

Leonard Keller and his orchestra, featuring the new policy July 8 with a ca-

The English Village, Fair Park, Dallas

Following the outstanding success of two other night clubs and dance spots, Lou Boyd has turned his English Village Theater Cafe into an open air dance emporium featuring name bands.

Leonard Keller and his orchestra, featuring the new policy July 8 with a ca-

pacity crowd of 1,000. The new temple is situated on the exposition grounds at Fair Park and has an alternative dance floor built into the former hall of the English Village, the English Village of Texas Centennial fame.

Keller's band is a definite commercial style, featuring tenor, saxes, steel guitar, and an unusual, palpitating shuffle rhythm and an unusual, palpitating shuffle rhythm and dynamics. The maestro is also a master at improvising and often leads his band into tunes without set music. Keller's band is in with this reviewer's opinion, is one of the finest violinists in front of any band in the country. The band has a few great clowns and does some specialties. Vocals are capably handled by Miss Dee Lehman and Earl English.

Keller's program is versatile, including the blues, rumba, Vienna waltz, and even classic. One of the band's favorite, which received two repeat requests is a parody on *Ding Dong Daddy*. Another request number is one of Keller's original compositions, *The Turkish Streetsong*.

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Wilton BERLE HELD OVER!

NOW IN 10TH SMASH WEEK
INTERNATIONAL CASINO

Management: WILLIAM MORRIS AGENCY, Inc.

Archer, brunet, doing a jazzy tap and some dance.

Erie Mack, who recently hit front pages when he was arrested in a show at the New York City riot meeting, presented the impromptu show and then did impersonations. He is a fast, action-filled worker, depending largely on the effect of manner brief impersonations, rather than on a few detailed studies, for effect.

Mary Noyes and the Lamour Twins, semi-tude girl dancers, did not go on when caught.

Masters Hand has Masters (trumpet) and Eddie Panack (drums). A good dance outfit, considering its size.

Faul Dents.

Silver Cloud, Chicago

A mab spot operated by Jimmy Purcell and Eddie Panack. Budget has been trimmed for the summer, but on a comparative basis it is still giving value. Like other outfit, it depends on the crowd or the business comes in week-ends.

Show has an en masse, three singles and a team, in addition to a bouncing five-piece band. Eddie is a good dancer, good-looking chap with an alert voice. His material is not up to date, and it is particularly tough to sell it in front of a few people. He does a number of things, fast-paced, and tap dances a la Robinson. In all, a versatile chap who should watch his gags and smooth his lines.

Sally Hyde is top dancer, opening with a high-kick routine that is fair above average. Her slow acrobatic number, in a later spot, has a number of hard turns to it. A young and good-looking bruiser too.

Elmer Daniels, lanky red-head, warbles both torch and novelty songs. Voice is fair and can be improved with more thought given to salesmanship. The Warson Sisters, rhythm tap duo, fill a short time slot with two lively routines. Employ pop tune music and give all.

Hazel Zalus is an attractive but poor accorded player. An interesting but poor dancer, too. Both with spry-beat sessions, but on the floor, where she demands attention from the entire room, she is lacking in audience appeal. She should concentrate on the simpler, catchier tunes rather than attempt anything heavy.

Ray Stieffer's quintet untilts real life in their dance sets with happy renditions of the pops and standards.

Minimum is 50 cents week nights and \$1 Saturdays.

Sam Honigberg,

pleasing with a varied repertoire. They are good musicians and singers, and their arrangements are certainly easy to listen to.

The trio closed a 13-week run Thursday, and Cora Green, William Spotswood, and a colored show opened Friday.

Paul Saites is at the piano, playing an endless run of pops, including requests.

Peter Tarrish and Bob O'Conley open the show. Other acts in the program are shown on a screen and shorts are taken frequently of patrons and then shown the following night—a smart way of building repeat business. Paul Davis,

the drummer, is a good dancer, too.

Faul Dents.

The Crest, Route 30, Near Pittsburgh

A playground in a night club, that's the Crest.

An indoor dance spot with an adjoining outside restaurant, this suburban club sports an archery range, ping-pong tables and a swimming pool, all on the acres of ground surrounding the club.

From outside is a conservatory of the pool. Opened about a decade ago by a barbecue stand owner, the spot burgeoned into a de luxe picnic grounds. Then it ran into trouble with the police, who handed down up to press time, and officials agreed little else now could happen until the AFL disposes of the APA's charges.

Ed Herold, operator of the prosperous nearby Jacktown Hotel that mushroomed into a night club, took over the Crest. He and his wife, Anna, began to run the dance spot himself.

Despite unfavorable weather, the attorney here has had the blackest series of unusual, natural decorative schemes, danceable music and moderate drink prices. Shooting up from the floor in playroom are large tables, each accommodating more than 400 and spotted around the floor. Seats in parking space, a luxury in this no-holds-barred town.

Owner is Mark Maroney's Orchestra, with singer June Gardner and George Van Whye, who plays electric organ began two dance numbers. Music is imposed to a steady tempo set for lack of increased business, plus worry of keeping enterliners away from nearby houses converted into a temporary refuge. The tempo is not too high but whose rhythm is suitable to patronage. Most of the customers are the younger crowd, mostly average persons. \$7 rents a person week nights, \$1 Saturdays and holidays. George Sewash handles publicity.

Morton Frank.

New Hollywood, Bridgeport, Connecticut

With a beautiful interior of modernistic buff and with lights of bell-shaped copper copper against wall decorated with artificial flowers, this spot is a club par excellence.

Billy Farina, youngish night club manager in Connecticut, circles from table to table seeing that everyone is satisfied. The place is well lighted and exceptionally well. Seating capacity is 300. Long bar, presided over by Pete Francesco, is in a separate room which opens onto the floor. Dining Room, Japan, is chef and cook, includes everything imaginable at a reasonable charge. No minimum or cover charge. A five-piece band under Chris Hugger provides music for dancing, as well as entertainment. Boys, college-type are always on hand for assistance.

Whitehead referred reads:

"The association may agree with becoming a part of or to make agreements with any other organization or association having objects harmonious with its objects, the purpose of which Whitehead referred reads:

"New constitution does not prevent board representatives from being members of the organization, the quorum leveled at the APA. That the quorum of seven may call a meeting by telephone was also attacked by the APA. It was argued that it had to answer to the parent body."

PHILADELPHIA, July 29.—Jurisdictional disputes here between American Federation Actors and American Guild of Variety Artists were spurred on with the arrival of John C. Wells, president of the AGVA, who is now in Atlantic City attempting to switch night clubs from APA to the new organization. Performers are being solicited for membership in AGVA.

Thomas E. Kelly, local APA representative, said that the 19 cafes and clubs now franchised by APA would be merged him that they will merge. Performers, likewise, he claims, will still retain APA membership.

SAINT CLAIR & DAY

Europe's Dance Sensations

opening July 27th

RADIO CITY MUSIC HALL

New York

PRINCESS ORELIA, PETE & COMPANY

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Featuring Our Latest Sensational Novelties.

"THE WASHBOARD RHUMBA" and "EL SACRIFICIO"

At the Cuban Village, New York City's Fair.

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nattily garbed in white jackets. Guitarist Mattie LeDonne provides vocals. Others on the bill are: Eddie Murphy, piano; Joseph DeMasi, bass; Earl Kilduff, drums, and Ridge directing as well as playing sax and clarinet. Marguerite Masonne, a blonde, adds a feminine touch in several snappy numbers. Between dances Masonne plays several semi-classical numbers at the piano.

Each night the spot is jammed, due to Fasinalia's dollar night, when patrons can dance as much as they wish for a dollar. The band, however, is restricted to the barroom. Imitation silver dollars are also given out, each with a different number. The girls are a hit, with the winner getting 10 bucks. Samuel A. Lefkowitz.

AFA AWARDED—

(Continued from page 3)

queried, only three or 20 people considered for the post were willing to take it. Of the three Miss Beede had had the most experience.

Both sides expected a decision today from Justice Edward J. McGoldrick on APA's injunction procedure against the AFM. The AFM, however, had handed down up to press time, and officials agreed little else now could happen until the AFL disposes of the APA's charges.

John Gilmore, president of the Four A's, said he and his colleagues would attend the executive council meeting of the AFM and American Guild of Variety Artists, that body's authority to interfere with the rights of the international to revoke a member's charter. APA executive committee members believe the provisions of the present case have never before come up to test the AFL's jurisdiction.

There has not been an official communication between APA and AFM for support. However, the Fred Waring office queried the AFM regarding affiliation of singers with the AFM, and the AFM replied that performers were making overtures to them.

AFM office told the bandstand that last year's order favoring the AFM was still in effect. Executive Secretary Joe Weber, president of AFM, will attend the AC meeting along with George Browne, of the IA.

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AFM also took to task the new constitution, pointing to right to management rights held by administration, the APA had been charged with. First, no provision in the constitution or in the application for membership in AFM, or the AFM's motion of affiliation with the AFM.

The Four A's official at the time of the revocation held that the new constitution would provide geographical representation on the national board, clause has not been incorporated in the constitution proper. Whitehead took new constitution to task also for the board need to consist of qualified persons for qualification of members, for since the board must include seven representatives of the chorus people, it would be possible for the chorus people to be composed completely of chorus people.

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SAINT CLAIR & DAY

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RADIO CITY MUSIC HALL

New York

mittings there have been instances of the Black Hand, a branch of the national organized crime syndicate, attacking the meetings.

Miss Band, a member of the national council, said it was deplorable to destroy what took five years to build. Miss Band, however, was instrumental in the formation of the AGVA and challenged the purposes of the Hollywood committee in promoting membership in the newly organized actors' union. She was instrumental in getting the meeting at the Gatsby Theatre, where the meeting was held. Miss Band branded the organization of the new group as "a bunch of radicals who are trying to disrupt our union."

"They won't do it," she snapped. "We are going to show them up with what they are doing."

In Los Angeles, Los Angeles Equity representative, said that in revoking the charter of the APA, the AAAA believed it was moving in the best interests of working stage professionals.

The organization, Kornblum said, promised a "more democratic administrative in union affairs." Ralph Morgan, president of the American Guild of Variety Artists, and Edward Arnold also addressed the meeting.

HOLLYWOOD, July 29.—Pressure is being brought against members of SAG and American Federation Actors to turn up with AGVA or face suspension or expulsion. Membership lists are being gone over to ascertain those who are not members.

Chorus girls at Earl Carroll niterie were said to have contacted John L. Lewis with view of joining CIO.

Des Moines Clubs Jittery

DES MOINES, July 29.—Night operators and tavern owners are suffering a bad case of jitters with a new State administration apparently cracking down. Last night, police made a sweep of bars and raids around Iowa City on 16 mills, collecting truckload of liquor, slot machines and racing coupons.

ANN SUTER

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VAUDEVILLE OUTLOOK IS GOOD

SUGAR'S DOMINO

(Continued from page 4)

close to 17 years. In fact, he's been doing it for so long that his life seems to be a progressive impersonation of Ma Jessel's boy. Jessie had as much to do with Sugar getting the job as Sugar did.

It happened like this. The opening of a new mill, Eddie Cantor and Burns and Allen were heavily billed all over the outside as special guests. The public invaded the place, however, and the show was an appearance on Bowery Green early in the evening and all honored guests who don't want to wear themselves out. The show ended immediately after Cantor did a song and Burns took a bow on the platform. But because the confusion of an opening day spread to the audience, the ticket offices at various entrances kept on troubling Cantor and Burns and Allen. They touted well because by the time the late show began, the audience was up to about 16,000 people in the open space. The show went on and a clamor began for the guests. There was nobody around to answer the questions and explanations. The crowd started hissing and catcalling. They refused to pay any attention to the usher. They became unruly and were on the verge of becoming an uncontrollable mob.

Sugar was dining on the terrace of Knickerbocker Inn. He might have had vague longings to land a job at Old New York, but he didn't act on them. He day-dreamed. He watched all of this going on. He sat powerless as did many others who wondered what was was. Several of his friends suggested that Harry jump up on the platform and try to quiet the mob. He didn't wait for further reflection. He sprang up and down, shouting at it. He fairly leaped down the steps of the terrace and up on the platform. He managed to quiet the mob for a moment, but he was still there. He tried every trick in an emcee's bag. He talked, sang, danced and gaged. It gave a performance that lasted about 40 minutes and calmed the mob down for a long time. He wound up with the mob in the palm of his hand. It dispersed peacefully and thereby satisfied Sugar's desire to be a vaudeville star and saved the day for Old New York. The rest of the story you know but we shall wait it anyway. The big bosses of the vaudeville business were impressed. He was wanted the emcee job and he accepted on the spot. Speer has been working there every day since and he seems to be getting better and better. And Jessie had nothing to do with it.

*** * ***

Some issues back we carried a piece about rackets flourishing in connection with band and talent bookings in New York hotels. It was good to learn about the fight. Now comes word from the American Federation of Musicians (A.F.M.) that steps to curb the hotel managers who forced bands booked into their houses to play live music. This is not as pleasurable to discover the other day that one of the miscreants we had listed in the racket section is still going on the job. He is a press agent and he works for one of the hotel-uses that uses talent consistently; enough to keep him in the racket business. He not only cuts in on bookings but also forces acts and bands in his suite but effective way to enlist his services as a protection against possible racket spotting or even when they are working on the proposition of trying to get into the spot. Acts and handleaders talk about him (and the manager) as being a scoundrel about the weather. But for understandable reasons they fear to make their grantees to persons who can help them.

It is not unusual for a manager to mix up on the spot and they have the mistaken idea that the manager of the hotel is in cahoots with the press agent. The manager of the hotel is not in a position of friendship for the streamlined racketeer. We cannot do anything about the racketeer except to let him know that they refuse to have anything to do with affidavits. We appeal to them not only for their sakes but for the benefit as well of the other bands that hope to be caught on the spot. They ought to band together and present their case to the musicians' union or to the management of the hotel—or both. The day may be exposed one of these days in some way but the sooner the better.

New Season Finds Vaude Holding Its Own; Names in Great Demand

NEW YORK. July 29.—New vaude season will be as good if not better than the one just ending, according to bookers and theater owners. Band attractions and names will enjoy as great a following as ever. The circuit, but standard acts not traveling with name bands or units will have a tough time. Circuits will not increase their vaude units. The major circuits, however, throughout the country are planning to pick up units and bands with greater frequency than last year. The trend is so optimistic concerning vaude for the new season that it is lining up a Coast-to-Coast tour, including circuit and independent units. The tour will be closest to a nation-wide "circuit" and it is planned to enable MCA to lay out long vaude tours for its members. MCA is giving some of its bands special production effects to make them more attractive for theater dates. Leo Fender, manager of the Paramount and King vaude unit, has been put to work on the Sammy Kaye unit, opening August 4 at the Buffalo, Buffalo. Cases tone and three sets of scenery round out the Kaye unit. MCA plans to have Morgan fix up other name-band units in order to units becoming stereotyped.

MCA Circuit Plan

Arthur Parks, of MCA's Los Angeles office, and Phil Bloom, of the local office, have been trying to work out the "circuit" plan. Another MCA unit going out now is the Eddie Cantor, Burns and Grable, Little Lord Fauntleroy Band and two other acts. MCA will make most of its remaining units available for theater dates during the summer.

Encouraging signs for vaude are the Brandt's circuit plans and Harry Sherman's tour for summer.

The Brandt will run the Fishhawk, Bronx, Bronx, September 21 (full week), and the Carlton, Jamaica, September 29 (full week). Brandt's tour will include M. D. Harris' State in Hartford, Rappaport's Hippodrome in Baltimore and Paramount Newark, to become part of a 10-week tour. Brandt's first attractions a 10-week tour. But these houses have apparently decided to stick on their own circuits.

Sherman's 30-Week Hope

Harry Sherman is sending out 10 units for start and in preparation to have used 30 weeks, including the Minnesota Amusement Co. and the Interstate Circuit (Paramount affiliates) and the Comerford Circuit. Charles Brandt, of the Brandt's circuit, which has four houses using attractions once a month or so, and Joe Feinberg books the Comerford houses. Comerford has four houses using occasional vaude last season.

Indie houses, not already listed above and operating with vaude now, are Roxy, Palace, Olympia, and the Hotel Manhattan, and the Steel Pier (full weeks) in Atlantic City; the State, Baltimore (split week); Riverside, Milwaukee (full week); Minnesota, Minneapolis (full week); Pantages, Pittsburgh, J. J. (half); Carman, Philadelphia (full week); Orpheum, Los Angeles (full week); Youngstown (full week); Grand Central, Denver (full week); Paramount, San Francisco (full week); Denver, Los Angeles (full week); Paramount, Los Angeles (full week); Springfield, Springfield, Ill. (full week); B. C. (full week); Colony, Jersey City (Fridays); Pix, Portland, Ore. (weekend); State-Lake, Chicago (full week); Oriental, Indianapolis (full week); Orpheum, Portland, Ore. (on and off); Music Hall, New York (full week).

Circus situation at the moment:

EKO—No vaude, altho the Palace, Chicago, resumes August 11 (full week), and it may pick up another three or four houses later.

Loew—See New York, and Capitol, Washington (full weeks), with units going into Columbus, Akron, Richmond, Atlanta and Norfolk on and off. The Fox, Philadelphia, and the Erie, Washington (full weeks), with several one, two and three-day stands scheduled to resume in August.

Paramount—Paramount, New York, and Chicago, Chicago (full weeks), with several other houses slated to resume attractions in the fall.

Houses Resuming Vaude

House of the Good God—Will probably resume vaude in the fall; Orpheum and Paramount theaters, Minneapolis; Faye's, Philadelphia, September 7; Faye's, Providence, August 25; and the Palace, Boston (Lyric, Indianapolis; Roxy and Capitol, Atlanta, September 2; Paramount, Newark, Paramount, Fort Wayne; State-Lake, Akron, Kansas City; Roxy, Salt Lake City).

The T. D. Kemp Agency expects to book again many houses throughout Georgia, Carolinas, Virginia, West Virginia and small units.

The Sparks Circuit, of Florida, may use occasional small attractions. The Butler, Lakeland, Michigan, probably always will try vaude in four or five of its key-city houses. The Gus Sun Agency, of Springfield, O., expects to book a dozen houses throughout the small-city pattern throughout the Midwest.

Boston bookers again hope to book at least a dozen weekly circuits throughout New England.

All in all it appears certain that vaude will hold its own for 1939-'40.

DETROIT, July 29.—Resumption of vaude in the next few weeks at the major houses is expected. The move might come as an aftermath of the resignation of George W. Trendle as president.

Trendle is now without vaude and it has been expected that the Fox would return to stage shows September 1. However, if the Michigan comes in first with the new circuit, it will be the first to go to straight pictures, inasmuch as Detroit has had only one first-class vaude house for over a year past.

WILKES-BARRE, Pa., July 29.—Three-day vaude will return next month after more than a year's absence. Trial shows of Major Bowes' World's Fair units were held in New-York, Boston and Atlanta and officially satisfied with results. Shows will be resumed next month and will run weekly, altho no house in Wilkes-Barre has a permanent unit. Comerford has four possible houses. Bowes' unit ran in Capitol, while last year's vaude shows were staged in Irving.

HOLLYWOOD, July 29.—New bookings are being tried out by Fox-West Coast's Arlington Theater in Santa Barbara, Calif. Paul Smith agents handle booking and has leased the Strand Twin, the Great Lester and Co., the Gilmores and Kerston Sisters.

Johnnie Egan, New York agent, who recently joined Savoyard, has reported first booking of Jack La Rue unit into Minnesota Theater, Minneapolis.

WASHINGTON, July 29.—A modest revival of vaude is promised by experiments under way at the Sidney Lusa suburban theaters, which are trying to act as two for three-night stands.

Lusa, who operates 11 theaters in Washington and near-by Maryland and Virginia, has found additional room in his houses to jump the box office as much as 25 per cent. So far for the Mills, Rockville, and the Maribor, Maribor, Mills have registered the best public reaction.

Policy is to use a single act the middle

of the week, allowing a 30-minute running time. Bookers so far have been that the Washington market is bad. It is understood this is not an exclusive arrangement. Acts have to be lowered because of the limited capacity of the houses. Last week a \$5 admission price for one stage attraction and still found the public responsive. That would indicate possibilities of a slight increase.

Last management estimates it could offer 14 days' work to good acts.

Ford's (F. Emerson Johnson) and **Lundberg's** (Sam Lundberg) and the Cabin Kids, the Tennessee Barn Dance and the Sun Kid Vanities (16 girls) have individually played the Last Days of Pompeii. This is a rustic entertainment, but this is due to musicality to vary the diet and because clean entertainment was a rigid requirement.

PHILADELPHIA, July 29.—The Carr man will retain vaude the balance of the summer. The musicians' union rejected the theater owners' proposal to drop music the remainder of the season. Theater has a contract with the union stipulating that the orchestra be carried during the summer.

AKRON, O., July 29.—Henry Sommers, manager of the Palace here, will bring Eddie Anderson for a personal appearance. No date set.

Vaudeville Notes

DAVE APOLLON is readying a new vaude unit to be known as the Jubilee Review.

JACIE DURANT goes into the London Casino after his 10 weeks at the New Yorker.

L. K. JOHNSON is now running the old Victoria Hotel, Oklahoma City, long a trouper stopping place.

JOHN LEWIS opened a two-week run at the Orpheum, St. Louis, on Saturday, July 14, and closed Sunday, July 15, at \$10,000 per week, followed by a week at the Orpheum, Los Angeles, at \$7,500 per set. Set thru Milton Pickman, of New York.

Saratoga Season

Opens With Ban Still on Games

SARATOGA SPRINGS, N. Y., July 29.—While the city has been mixed for the week of the races, which begins August 1, bookers are holding high hopes that the city will relax the regulation after the week is over.

At night, however, bookers have been battling for months to make the law see the light, but apparently have failed.

If the order is not removed, expense should be cut down.

Ted Stricker's Oak moves into Piping Rock for the month, in addition to Adelaid, Moffett, Nelson's Novellette and the Palace. The status of the other clubs is still unsettled.

DETROIT, July 29.—To-Jo-Pearl, formerly the Club Pearl, famous spot, was demolished by fire early Tuesday morning. It was operated by Paul La Patta and James Moore.

Crossing the Hard Way

NEW YORK, July 29.—Word arrives from London that his press agent in New York, that Jack Durant is going to attempt to swim the English Channel.

He was born in England several months ago and has been playing the Palladium. Jimmy Davis, Durant's p.a., says it's not a gag and that, as far as he can figure, if he can't cross the figure, he can cross the Channel the hard way. He attempts the muscular migration August 5.

It was at Billy Rose's Casa Manana. If he really does swim the Channel, he ought to be a cinch for Rose's Aquacade.

Loew's State, New York

(Reviewed Thursday Evening, July 27)

Alto individual acts are okay, the bill this week is certainly not certaining anything new. See film *Intrusion to Happiness* (Paramount).

The show gets off to a neat opening with the Lathrop Brothers and Virginia Lee, a subtle blonde. These slim beauties are a good act, though their team work along with the girl's nimble bob make this turn tops among tap-dancing acts.

Within the first half hour, however, their comedy balancing and trampoline routine, altho a bit changed, drew some laughs and went off to a fair start. The girls had a bit of impetuosity early, but it moves too slowly for modern audiences.

Owen McCrory is still doing his Bill Spikes playlet which he plays solo. These girls do it in pairs, and the five scenes are done with lights on so that the audience may justly marvel. McCrory moves too fast to actually create any suspense, and the dialogue is meaningless, leaving the act to stand or fall on the impressiveness of quick changes in full view. A snappy trailer preceded the set, which drew a solid hand.

Sue England, just back from two years in England, is easily the hit of the bill. A small, dynamic comedienne who dresses like a boy, she has her act down to a night club singer, a chanteuse, and a opera singer, clicking with an old and modern version of *Alexander's Ragtime Band*. She has a body bent into comic postures and her shredded satire combined to put her over solid.

Fat Waller, the fat man at the piano, and his 14 men provide a pleasing musical intermission. His piano playing and distinctive rhythm style at the piano and his singing and mugging, sold himself easily. Myra Johnson helped by singing a Greek song, was a nice addition to the going style that sold the lyrics well. The band is a good, solid crew that swings it easily, pouring out toe-tapping rhythm.

</div

mobility, make imposing entrances and take bows, which is followed by a newlywed couple. In the course of the show, getting a midaus of laughs is the burlesque of the floor show. Also on the more humorous side is the sending up of a vicious pin-up girl. The humor received provides some funny moments, especially when he goes thru a round of shadow boxing after what he calls "the most interesting moment of the evening." Show closes as a ringmaster enters proceeding after the crowd gets madman drunk and has them go thru a series of rounds. Purpose of this is to provide commentary on the bad state of the rounders complaining society.

Two terps provide many entertainments as well as eye-filling moments.

Standups are Catharine Littlefield and Tom Conners ribbing a bantam team and Tom Conners' drunk act.

Tom Conners' drunk act periodically disrupts proceedings to provide a pick-me-up when audience interest is low.

John McCutcheon and Jack Dempsey. Act lasts 26 minutes. Pantomime and dancing of the crew is top-notch.

Show continues the classical note with *The Mikado*. — Joe Cohen.

Loew's Capitol, Washington

(Reviewed Friday Evening, July 28)

Something different was given this week, a condensed version of that popular musical comedy *Irene* of a few years ago.

One act after another, minute and almost continuous, the show never seemed to please.

Jane Winton, as the shopgirl Irene, was the best actress on stage. She is mentioned and rich young bachelor (played by John Baker), failed to capacity. Her voice was good, and the show's music little better could be asked.

Story concerns a shopgirl who is given a chance to wear expensive garments in order to enter a new dress designer. Villain in the piece happens to be a social climber, who is aghast at finding Irene not to be the Junior League he believed her to be.

She is forced to make her part out of her heart rushing to protect his protégé and discovers that he loves her. Climax is achieved when Irene's mother comes to town and finds out that her son has avenged his mother's honor by giving his Miss America fist to the bachelor's party, but when told that the intentions honorable gives her consent.

About 50 acts were given in the cast, all did good job. A roughie appeared in the girl chorus. Two persons doing specialties during scenes were the piano player Eddie Michaels, who played Bob Harrigan in the show, showed Washington as good an acoustic dance as it has seen in a long time. Harry, who played as Irene's friend did a tap number that was excellent. She has a very effective personality and features a tap while singing on one foot. Jim and Michaelis did a good job.

Production is staged by Harry Krivit, under supervision of Gene Ford. Orff is directed by Nicholas Marano. Cast includes Helen Stover (Mae West), Hall, Ann Heath (Eleanor Worth), John Barker (Don Marshall), Howard Greenbaum (Clarke Gable), Leslie J. Loring (Madeline Lida), Mrs. O'Dare, Hanley Heaton (Helen Chasten), Virginia Bolen (Jane Gilman), Barnett Simons (J. P. Bowden), Jerry Cagney (Lester), Lucy and Clara Palmer (Mrs. Chasten).

Musical numbers, Alice Blue Gown, Castle of Dreams, Talk of the Town, Roaring Twenties, What's New, To Be or Not To Be, all are highly effective thru use of hidden mike's, which are not quite adequate to amplify lines, however.

Film was *Second Chances*.

Edgar M. Jones.

Chicago, Chicago

(Reviewed Friday Afternoon, July 28)

Trends in show business are still going, but the magic of the Rudy Vallee name lingers on. Back for the nth time, he will exhibit himself before better than the average audience, and by the end of the week will undoubtedly go over the \$40,000 gross mark.

While on several times with specialties of his own, he also has the services of himself, but goes along in the same easy-going crooner days of many a moon ago.

Augmenting his show this time are two good vocalists and his vocal corps consisting of the Gentlemen Singers, qual-

itet, and Joan Merrill, shapely Gertrude Nissen-ish voiced brunet. Quartet comes in with some special arrangements that also enlist the services of Valerie, the boy. Miss Merrill charts such favorites as *Summertime* and *Back to Buck*, but each act responds. Needs more showmanship which will come with more experience.

The Bituminettes, girl acrobats trio, follow the opening act with a socks session. Girls acquired more polish since their last showing in the Loop and more tricks are accomplished with little apparent effort.

John Gallus entertained with a novel clarinet-juggling offering and a dancing girl line of eight matresses. Turned out attractive, though it remains to see how many rubber-stamped patterns Works fast and with gusto.

Griffith, the comic, dance pair, did two numbers, backed up with the usual mishaps.

John Niles, the ventriloquist, is a regular wooden blockhead.

Reginald, who has his teeth, yodels, blinks, and does a number of things that accomplishes a dozen other feats.

Line of talk is consistently good, excepting a couple of lines that try to overplay the line. Niles' memory of his act is poor.

For an encore, Valerie turns amateur ventriloquist with a farmer dummy and attempts a comedy act with Reginald. Great response when carried.

Voice's other efforts include a couple of crooning turns, a talking skit in which she reveals her secret of success as a sex star and an audience note on a clarinet. Five shows staged opening day. Fourth show had a near-curtain call.

On screen, Melvyn Douglas and Joan Blondell in *Good Girls Go to Paris* (Columbia).

Sam Houghberg.

Roxxy, New York

(Reviewed Saturday Afternoon, July 29)

A pleasant show but hardly sensational stage show this week, with chief emphasis on novelty and comedy, which as it should be to satisfy the type of customer who comes to Roxxy's (part of Paramount's chain) on the screen. Marshall's a bumbling cow-and-cactus epic that ought to pull them in.

Walter and Paul Bryant, whose well-known acrobatic-comedy pantomime, in the best tradition of European music halls, is as good as

(if not better than) ever. The fake head business at the start is a terrific heady business.

More comedy is offered by Frank and Pete Traci, who indulge in miscellaneous horseplay, including a movie audience bit and some long tomfoolery. There are some who when you see the lads aren't forceful enough to hold attention in a mammals spot like this.

Pape and Concetta, too, the applepie sort, are good, with the latter, a set, an excellent turn all the way, climaxing by Concetta's marathon whirle on the bar.

The audience enjoyed it.

Eddie Foy, Jr., and Charles Armstrong fill a couple of production spots with some excellent solo dancing, while the Valentine Singers, four men and three girls, do a lovely arrangement of oldies as background. In the big Spanish scene that climaxes the show (a familiar setting that made it old home week for a number who have seen it in the three years) the *Toreador Song* from *Carmen* is blessed by Peter Askania into a song of love.

The One Step Girls, however, make their usual three appearances, first in bathing suits to do a rubber-suited production routine; then a standup, this in flowing Spanish costumes for an eye-filling and excellent skirt dance, and finally to do a cape number, this time in a set of Spanish capes. They're still the best and most versatile dancing troupe within memory.

House was packed the first show second.

Supreme Burr.

Restrict Pennsylvania Clubs

HARRISBURG, Pa., July 29.—Hours for entertainment and dancing in Pennsylvania clubs will be restricted to same hours that sale of liquor is legal, effective August 1, the liquor board has announced.

Dancing except Saturday night, entertainment will be illegal after 2 a.m. Public entertainment in liquor spots is out for Sunday.

Little Rock Club Closes

LITTLE ROCK, Ark., July 29.—Club Westwood, on Hot Springs highway, has closed its doors. The club, owned by Herbie Maul's Orks, which played nightly since February, will tour the South. K. Barney Levine is manager.

Swinging Uncle Tom?

SOUTH GATE, Calif., July 29.—Clarke Muse has come into Topsy's niterie here for a four-week run of his Uncle Tom's in the Spring. Show is a colored musical. Clark Reed, who sang with him, will continue during the engagement of the sepia opus.

Vaude Vets Talk About "The Good Old Days" at the Palace

NEW YORK, July 29.—Pointing out he was the youngest man on the floor of the theater bill 30 years ago when he was present, 45-year-old Ed West (Fox and West) kidded the old timers gathered in the lobby of the Palace Monday that they still looked the same. And that was the spirit dominating the get-together of veteran performers, agents and managers who stopped drinks and stories in the lobby of the Palace, which was celebrating building of a new lobby. No tears, just a few reminiscences about "the good old days."

Dave Nine quipped: "We just found an actor here with his makeup on. He says he's been waiting four years to be called." And George Martin, Harry Martin, themselves and firmly parked in the gas. "Well, I see by the sandwiches they're giving out that they're finally making up for the fact I had to wait four years," the comedian tried to put to each other with gags, but it was RKO's district manager Charles MacDonagh who topped them all with his old time remark: "Any place you can't get to the effect that 'Food better not bring any more food or we'll have to give her supper.'"

Poranas, operating the Somerset Restaurant, said he had heard the backstage alleys, recalled the fact that his restaurant has fed vaudevillians for years and that it was appropriate that it be there when they "celebrated" the passing of the old Palace lobby and the building of a new.

Oldtimer May LaVarre (of the Dancing LaVarres, who played their first of many Palace engagements in 1918) re-

vealed she was doing a new dance act with a 20-year-round record for night clubs, and still doing it, including lifts, pivots, neck spins and acrobatics.

Other performers present were Jay Novello (Savoy and Brennan), Lew Wasserman, Al Raymond (of the Caverry), Miss Collins, Frank Parish, Corinne, Rose Kresser, Adrian Dupree (Dupree and Dupree), Joe Wong, Don Miller, Eddie Foy, Jr., and Eddie Kahn, Harry Richman, Jay G. Flippin, Chick Johnson, Ole Olsen, Hardeen, Dave Appler, Ben Blue, Radio Rogers, Milton Berle, Otto Wolff, and Bakine; Sid Gary, Judy Canova, Jackie Heller and Phil Silvers.

A few veterans vaude agents were there, too, including Billie Aaron, Mary Anne, Harry B. Burton, Aaron Kresser, Fred De Bondy and Louis Spelman. It was Spelman who evoked the most interest when he spoke of his early days, the first lasted by the Palace in 1912.

After the sandwiches and the drinks disappeared and the remembrances when talk subsided, the vaude veterans ambled around up the stairs and some stayed to see the double feature.

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Vaude Grosses

Strand Continues Big; Para 2nd Week Okeh; State Takes Nosedive; Roxy, MH Do Well

NEW YORK — With consistently good attractions, the Strand Theatre again grossed \$12,300 with seven acts and *The Return of the Cisco Kid*. Figure is being repeated this week with *The Gracie Manx*, *Alfredo's Girls* and vaude later headed by Elaine Arden and Eddie Stanton.

Heat Stymines Sanders

MILWAUKEE—Stymines by sustained hot weather, Joe Sanders' aggregation chalked up an average \$6,500 take at the Riverside. *Music Jubilee* included Red Kendal, *Keep Your Powder Dry* and Eddie Headline aggregation on the stage.

Paramount did well, but not socko, with a \$38,000 take in the tilt with Bob Hope, *Music Jubilee* and *Keep Your Powder Dry* and screenfare *Magnificent Fred*. Running a second week.

The State really took into the humor brackets with a week-end \$18,500. Headliners included Gertude Kolsoski, Henry Youngmank and Eddie Rito's all-girl band, and the Johnny Weissmuller epic *Tarzan Finds a Son*. The Kavasch did fairly well with \$28,000. For a fourth week *Alfredo's Girls* was a success. New show which opened Friday, a rip-snortin' Western, *Frontier Marshall*, got a good press and should do business.

Next week at the Music Hall pulled a neat \$63,000 for *Men With the Iron Mask* and the MBI production show. Opened of Ann Sheridan's *Western Carnival* on opening day. After the press notices appeared, attendance fell.

Rochester—"Man" Fair

LOS ANGELES, July 29.—Paramount Theater, scheduled to close this week, will remain open additional seven days, headlined by *Men About Town*.

Eddie (Rochester) Anderson will not be held over for the third week due to film commitments. Management will do its best to keep him, however, with a grossed \$23,000, with second act gross slumping to \$14,000. House average is \$18,000.

Washington Biz Holds

WASHINGTON — A rainy week-end probably will keep up the grosses at all local houses, altho there is plenty of choice for the public. Lowe's Capitol, showing the Century's *Reindeer Games*, with a tabloid of one of the most popular comedy *Ernest* stage, estimates its take for week ending August 3 will reach \$34,000. Weather helped out, however, at the Capitol, Fall silent of the PCAM to estimate \$27,000 by 2,000. Warner's Earle only grosses \$15,000 on a rare week. For week ending August 10 the Earle is billing *Damnation Alley*, *Music Jubilee*, *Borah, Minneveitch's Rascals*, the Hollie Acres, McDonald and Rose; Mack, Willie and Dore, and the 18 Romances on stage, which total is \$15,000. *Music Jubilee* figure, Keith's run of *Ginger Rogers*, *Sabotage Mother* and the Palace's run of *The Herdy* figure as stiff competition.

Chi Houses Draw 'Em

CHICAGO — Grosses last week have been disappointing, with ticket conditions and height of vacation season. It proved once more than an attraction worth seeing will be patronized under any circumstances.

Chicago showed a better-than-averaged \$37,000 with first showing of *Daughters of Wisdom* and an entertainment bill, including Nan Rawl, Capt. Tracy Gould, *Music Jubilee*, *Alfredo's Girls*, Steve Evans, Lois Wallman and Fred Evans Girls. Current combination of *Evans' Show* and *Good Girls Go to Town* looks good for an additional \$3,000.

Oridental has been averaging between \$12,500 and \$13,000 the last few weeks. *Music Jubilee* week-end and last week held its own again with \$19,000, though mostly to a strong double feature bill. *Music Jubilee* and *State* brother were vaude headliners. Curiously, and were major twin bill (second run) and four acts topped by the screen's Evelyn Brent, were not enough to bring in a few hundred dollars.

State-Lake, other pop-priced house,

Burlesque Notes

(Communications to New York Office)

NEW YORK:

MARYLENE VAUGHN back from a visit to sister Ruth Fuller (Robert Stern) in Cincinnati, where, on June 19, came the stroke to leave Roberta Bernice, another addition to the Stern family. Jimmie ZEEB, former burlesque protegee of producer Ida Rose, step out of the Etting chorus in a fortnight to open her own place, *The Palace*, Brooklyn. BOBBIE VENUS, old-time showgirl, is in the Greenpoint Hospital, Brooklyn, recovering from an operation. July 26.

ARTHUR CLAMAGRE, burlesque operator in Cleveland, and Milt Schuster, Chicago broker, were talent-seeking visitors here last week. Also in town was Fred Buffard, M. L. Koch and Max Michaels and Benny Bernard, of Boston. Even Jake Shubert, chaperoned by Harry Hays, was here. *Music Jubilee* girls, *Music Jubilee* and art girls presented in aid of the Etting, which caused operator Abe Minsky to say, "We're the first Shubert show, to reciprocate in the talent hunt."

JOE WEINSTOCK took advantage of the presence of a lot of out-of-towners July 21 by running an R. O. midnite, called off the usual Saturday midnight, July 21 at the Continental.

Situation said Brikman will continue only as the manager of the Continental. SHUBERT, as well as the Troc in Philadelphia, to play *Hirst* road shows the coming season. . . . SAM KURTZ, manager of the Hotel, Lake Huntington, N. Y., where entertainers are Mr. and Mrs. Herbie Pace, Bob Pearce and Eddie Riegel. Following a week's stay at the Repulse, went to the Palace, Buffalo, for another week and then came back to the Repulse. W. L. WOOD, Hollander's burlesque factor, vacationing at Bergen, N. J., was another last week-end visitor. . . . JERRY DEAN, who opened the *Galaxy* July 22, was the day before gone to Ann Valentine, Pat Paree and Mimi Meade.

IRENE CORNELL, dancer at the Embassy, signed for the District Club the coming season, showed a few high Porto Rican government officials, here for the Fair, and friends of the family, including a young man who was engaged in preparing a dinner for them up at his apartment. . . . GYPSY NINA is at the Chen Park, Atlantic City, now. At the Chen Park, Atlantic City, Nina goes to the Midwest Circuit next season on a 12-week contract with an option of another 12. . . . On September 1 . . . ANN COOPER, dancer at Syracuse, will be 28 to complete a needed vacation.

PATIE BURNS, brother of Charles was killed by an auto July 21 in Connecticut. He was driving his family, and suffered many lacerations and bruises to both legs. . . . MIKE SACHS and Alice Keene, new stars for the *Music Jubilee* at the Gailey and chance to the Century, Brooklyn. . . . MARIE CORD opens for one week August 12 at the Howard, Boston, and then leaves for a month-long vacation at her home in Cambridge, Mass.

WALTER BROWN, Jessie Taylor and Bob Adair open the Continental, July 26, with Margie Kelly, Artie Lloyd, Marie Lafferty and *Cavalade of Wonders* have been set for the State Theater, Boston, for a week beginning August 14. Included in La Follette's cast are Carole Landis, Karin, Eddie Foy Jr. and Takamine. MARVELO, burned alive stunner, following his return to Cincinnati, has been set on a number of out-door dates in the Great City. . . . CHAIMAS MAGNUM who was laid low recently by the removal of an impacted wisdom tooth, writes from New Haven, III.: "The removal of the tooth caused me considerable trouble. In fact, I could not do any of my mouth music, because for the past four weeks I could not move my mouth. They hardly moved. Expect to get the pay boiling soon." . . . TUCKER KEY and Anita continue as an engagement at Glendale Gardens, Springfield, Ill. They were booked into the former spot July 15. . . . MAGIC HOBBY CLUB, Columbia, opened here, its members and friends had a picnic at Bob Nelson's Cottage at Buckeye Lake, July 12.

Cord and Buddy Orlando setting. Silhouettes, a boat trust aggregation of five, were the week's extra attraction. . . . IDA ROSE and others were regulars in at the Etting. Something new in number producing, it was inaugurated, according to Abe Minsky, "because we're giving a competitive edge to our production ideas." . . . DONNA ROGERS, blade stripper of the Stressnailed *Jolies*, Coney Island, will be regular at the Etting. . . . ROBERTA Bernice, her natural color. This was four years ago when she played the Kyla Theater, Beaumont, Tex., for Billy Wilson, manager of a recent burlesque streamliner. . . . MANNY KING, comic, vacationing at his home in Lake Hopatcong, N. J., took a break to hold a house he inherited Bob after his 10-year-old son, Bob large enough to hold three adults.

UNO.

Hirst Takes Union City, St. Louis; Circuit Resuming

NEW YORK, July 29.—Hirst circuit house managers and operators will hold a meeting August 1 in Atlantic City to perfect plans for the coming season. Harry Hirst has taken over the Garrick, now to play *Music Jubilee*, Newark. Also signed a 10-year lease for the Hudson Union City, as the head of the Tippy Show, Inc., house heretofore operated by the Cinerama Circuit. Circuit Corp. of which Jules Leventhal is the head, it is probable that all Hirst circuit above will now own producers.

Comics will start rehearsals August 18 for the season's opening. August 27 with Benny Bernard again producing. Already signed are Mandy Kay, Pauline, and Gladys Fox, all booked for the stock return.

Century, Brooklyn, due to reopen for burly stock, this time under the control of Harry Palmer, signed *Music Jubilee*. New revolving stage already in place. Eddie Lynch, producer, to double at the Continental. And Moe Costello will be general manager over both Brikman properties.

People's, on the Bowery, due to reopen with stock burly, but this time probably Harry Palmer & Eddie Lynch, Star, Brooklyn. Raymonds & Adel.

Harry Palmer will reopen the Tribune again with *Hirst* road shows September 4.

Cirrus, Bronx, announces the opening date of the present house, to be ready to stock burly for September 4 or 11. House to be entirely union. Jack Lee slated to lead over five musicians in *Music Jubilee*.

Palace, Bronx, due to open in former stairs leading from the stage.

August 12 starts the season for *Hirst* road shows at the Howard, Boston, same house returns to the Gailey, Boston, which house returns to the stage this time under the operation of E. M. Low.

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GEORGE YOUNG, Best Theater, Cleveland, Ohio.

Majestic Showboat Heading for Ohio

CLIFTON, Tenn., July 29.—After three very good weeks along the Tennessee River, the Majestic Showboat is heading down that stream for the Ohio. Two hundred passengers were on the Clifton, Tennessee, and about 50 at Perryville. However, Pittsburg Landing, the last stop on the Tennessee River, was a blooming town. Manager Hayworth will return the kindness and showmanly co-operation by plugging the "Princess" film product from his stage each night.

Darkness prevailed for a while at Smyrna, Tennessee, when the light plant on the boat failed. Kerosene lamps were rigged up around the show deck, and when the plant failed again and the performance was finished in the flickering light.

Boy and Eva Kinkle, of Jimmie Doyle's Show, were the first to leave the boat. They reported business as being just fair. Chet Hayes, who is at home looking after his invalid father, was still on board. The boat will be in the Barnes Show in Ohio about a month ago when he heard of his brother's death.

After a run on the Ohio, the Majestic Showboat will head for the Green River.

Christy Obrecht Show

OAKLAND, Minn., July 29.—Our lot here was soft and covered with thick grass. Mosquitoes were plenty and fierce. The first presentation was received by a much larger crowd than had been anticipated. After the show, the Arthuris demonstrated their new act, "The Mystery of the Gold Fry." Their trailer was filled to capacity. It is cases like this, Mickey's ability as a fisherman can scarcely be denied. The Arthuris are now preparing to go on with a great northern pike was not completely believed, however.

Little Falls, Minn., proved a rather good place, with the license fee was high. Every night a gang of hoodlums gathered in front of the marquee to heckle us. On one occasion it became necessary for Christy to have the stage manager Obrecht allowed the ring-leaders to see the show, thus removing the stigma from the gang. Fort Ripley's name was mentioned, but the audience was rather few and visited the show.

The Baileys invited a few of us to their cabin for a delicious dinner of homemade spaghetti while we ate. Little Falls' outfit appeared to be not only a fine comedian and actress, but also a wonderful cook.

Our mouse Sunday (23) turned out to be the best we've enjoyed. A half-filled house was satisfying, taking into consideration the beautiful day, which encouraged picnicking. A couple appeared to be in love, and the girl was sure that if the Queen could be located, so too would the couple and the audience were disappointed. A brewing storm hurried them out of the concert, and the tent was torn down in record time.

BUZZ RAINBIRDIE.

BILLY WEHLE WANTS

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GENE AUSTIN'S REVUE

ROUTE: Fayetteville, Aug. 1; Durham, N.C.; Greensboro, N.C.; High Point, 4; all North Carolina.

AARON GATES WANTS

Clothes Menders, and Performers, wie Cleaners, Laundry, Comics, Head Leaders with Registration, two Telephones, Two Transports, Twenty Six, Twenty Seven, Twenty Eight, Twenty Nine, Twenty Art, Twenty One Boys. Week should start under \$100.00. Call or Wire. Address: Aaron Gates, Western Union, Nashville, Tenn. For your own.

ANGELO AND MARIE KARPAN are now residing in New York City. Marie, a former dancer, was employed as a furrier. Angelo has been out of the endurance game since the Josh Kitchens disaster in New Jersey in 1936.

Co-Operation!

MOCKSVILLE, N. C., July 24.—The unusual happened here last week when the manager of the Princess Showboat, Tom, ran an advance trailer each night heralding the coming of the "Seabee." Hayworth tent Show, which would open Saturday. The boat had to move. Manager Hayworth will return the kindness and showmanly co-operation by plugging the "Princess" film product from his stage each night.

Boyes No. 2 Troupe Begins Fair Dates

LINCOLN, Neb., July 29.—Chick Boyes, who leaves here with his No. 2 show for fair and picnic dates July 31, will remain our under canvas until early August.

Cast includes Don Null, Myrtle Null and Dorothy Hawkins. Head: Charles Archer, Billy Remick and Fred Steele, general business; Jack and Fred Steele, Fred Steele, George and W. F. (Bill) Lewis, characters. Boyes will personally manage the troupe.

In making the No. 2 outfit, Boyes ridged the company, which will stay permanently on the West Lincoln stand here. Remaining with the No. 1 company are Princess Gables (Mabel Boyes), Harold Gableton, Carlton Ruby, and Billy Gaudin. Ralph Blackwell has joined, but otherwise the company is as yet incomplete.

Heffner-Vinson Hi-Lites

KINGSTON, Tenn., July 29.—After the show here July 13 the boys drove over to Rockwood, Tenn., and played two shows there. At Middleborough, Ky., Monday, July 10, Bay Baumgardner, of the Olde Hamilton Show, visited. Middleborough is Bay's home town. We played two shows there. The boy who shot that Hootie Turner was shot last year. The fellow who shot him is now serving 12 years.

The boys also played a dance in Barboursville, W. Va., on our last stand in Kentucky. With the exception of three or four towns, everyone on the show enjoyed the state.

Onida, Tenn., Thursday gave the boys

another dance. Coal Creek, Tenn., now called Lake City, was the show which caught it on pay day, Friday.

We are now in the middle of the summer, Jim Harmer and Ralph Herbert and Billie Armond are going fishing. They are always looking over their tackle, but they are not after fish.

In answer to the lady who wrote from New York: I am not the Jack Hutchison you have in mind.

I am the one left from Pineville for Kansas City. I was at the funeral of her youngest sister, who was killed in an auto accident.

Brother Wiley Klapstick drove to Chattanooga Sunday to visit the Brasfield Show. Wiley says Red Jenkins is getting fat as a barrel.

Old hands will do well to remember the time you tried to crash the door when Bill Fleck was taking tickets.

JACK HUTCHISON.

Ted North in Topeka, Kan.

TOPEKA, Kan., July 29.—Local radio station who since leaving their stock market show in Wichita, Kan., have played several week stands, have moved on to the north side location, have for indefinite stay. The band has started off oklah here. Many Kansas Citizens have visited the show here and it looks like a long stay for the company.

BOBBY HORN, formerly with the

Rams of 1932 tent show, is reported to have joined the two-Joe-one-adult-to-one-woman show. He is now working at \$11.00 top. It is also stated that Austin has dispensed with the concert feature and the banner added. Veteran tent show performer, Eddie Austin, is in favor of the new policy, and, frankly, the general opinion is very optimistic. Business with the show has been very spotty all season.

DON HOWELL, formerly with Princess Stock Co., Homely Sister and Eddie Austin, has returned to visit him with his parents in Kansas City, Mo., while en route to a Pennsylvania spot.

MAUDENA AND HARVEY DUNBAR recently opened their new tent show in Nebraska. W. H. WALTERS, veteran character man, formerly with Federal Theater Players in Chicago, and Mrs. WALTERS, are in Kansas City this week. Walters is hiking it from Chicago to Denver and pushing a perambulator, making his way with advertising. He averages 10 miles a day and expects to walk into Denver September 30.

CALDWELL-SLOUT PLAYERS, after a tour through the Midwest, are slated to open an indefinite engagement in Battle Creek, Mich., August 7.

JOE AND GREGORY HOFFMAN left Kansas City yesterday to join the Frankenstein stock crew.

RAY LEMHART has severed his connection with the Hal Stone Players to sign up with Dean Taylor's vaudeville playing troupe.

KENNY AND HARRY CONDON after 20 weeks with Warren's Comedians are sojourning at their home in Topeka, Kan.

RONALD MCBURNIE closed with the Dorothy Bennett Show in Iowa and joined the James Todd Players in Nebraska.

MRS. AND MRS. GOODY GOODE (Mrs. McCord) have arrived in Kansas City from San Francisco, Calif. They will organize a traveling dance band.

RALPH C. BRAY, who has been circling in Montana for the past five years, has sold out to Dick Berger.

WALLACE BRUCE PLAYERS, after spending several weeks in the Los Angeles area, are now in Kansas City.

RAYMOND GORDON and Lee Creighton are arranging to tour Canadian provinces with the Fantasy Play.

DAVID REED, former reporter leading the cast of the "Pecos Bill" Denver Post Civic Opera, has organized a Minnesota unit to join the Art Names Players in the fall.

WARREN'S COMEDIANS are reported doing excellent business in Missouri.

CHARLES MINTON, of the Lone Charger, has closed with the Frank Smith Players to join the Tuhert show in Alabama.

DAVID REED, former reporter leading the cast of the "Pecos Bill" Denver Post Civic Opera, has organized a Minnesota unit to join the Art Names Players in the fall.

CHUCK PAYNE, who is now emceeing and vocalizing in the new Bon-Air night club, Alton, Ill., following the close of the recent show there, would like to read some notes here on his friends.

Up to \$2,000 in Cash Prizes. Congress of Defense Warships-Matches. Flash Teams with outstanding ability and originality. Bands, Singers, etc. Come and have a hand in the fun.

For more information, write to:

DIE BROWN, JOE PALOKA JR., JACK KELLY, Louisville Hotel, June 10.

Cherry, Oh!

CINCINNATI, July 29.—"Hi-Brown," the most popular comic combination in Kentucky, Miss., recently got the Roehle Nail Players and winding up the various details with the city officials and lot owners, headed for the local fair grounds to make arrangements to lodge the troupe there during the engagement. He was taken aghast, however, by a sign in the window of a hotel.

"—Gone Cherry Picking for the Day."

manning the pumps at his South Boston, Va., filling station after a stay at a veterans' hospital where he underwent an operation for the removal of a kidney stone.

MADGE KINSEY, Player, opened two weeks ago in Madison, O., with with their hope with terminate success.

ROBERT WILSON, Star, recently acquired the Billy White Star-Jones of 1932 tent show, is reported to have joined the two-Joe-one-adult-to-one-woman show. He is now working at \$11.00 top. It is also stated that Austin has dispensed with the concert feature and the banner added. Veteran tent show performer, Eddie Austin, is in favor of the new policy, and, frankly, the general opinion is very optimistic. Business with the show has been very spotty all season.

Rep Ripples

HILLIS FANT and Margo Hughes, formerly with the John R. Van Arnam show, pen from Oakland, Calif., that they have quit the business to settle in that California city. . . . JACK AND RENE ROBERTS, formerly with the John R. Van Arnam show, are currently appearing at the Moose Club, Johnsonia, Pa., with outdoor bookings for Station KDKA, Pittsburgh, in the immediate off-season. Roberts said that he has turned into few tenters in the Pennsylvania sector. . . . RED HARRIS, known comedian and B-L comic, who spent a few years with the John R. Van Arnam show, is in Main Circus, in Vicksburg, working for a few weeks at his home in Black Creek, N. C. Red says he met Joe and Bee Bennett on the road. Lee Shuler is en route home.

CLYDE J. WHITE, erstwhile repertorian, is again

Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

Governor Horner Vetsos Chicago's Marathon Ban

SPRINGFIELD, Ill., July 29.—Gov. Henry Horner Monday vetoed the House Bill 976, which would have banned marathons, such as dancing, walking or roller skating, from all State armories in Chicago.

Gov. Horner's veto message the governor said: "If these marathon contests are deemed harmful, either to the participants or the public, why has there in a few buildings in this big city, Chicago, been such contests everywhere else? And as for roller skating, so far as I know, it has never been suggested that the public welfare is adversely affected by this recreation."

AT LONG LAST we have received the report of the Long Beach, Calif., show which closed about six weeks ago. They were Billy Steele and Opal Ferrell, first; Lu Sullivan and Glad Alviso, second; Maxine Lang and Jerry Jacobs, third; Jackie Farr and Edna Davis, fourth.

NICK BURSON, of the "Burson's" group, is back in the States. Burson's guess your weight concessions at the New York World's Fair to make a few State fairs dates and then it's back to Chicago this fall. "It's the World of Tomorrow was just fair for scales," says Nick, "but Pop is doing omelet with his 'frozen alive' and custard concessions."

ANGELO AND MARIE KARPAN are now residing in New York City. Angelo was employed as a furrier. Angelo has been out of the endurance game since the Josh Kitchens disaster in New Jersey in 1936.

JIMMY AND JERRY HOHAN report that they are spending a little vacation in the Windy City with Alice Barker.

ELMER (JITTERBUG) GUTHRY cards are working at the "frozen alive" show at the World's Fair and doing very nicely. Burson's dates are said to have been offered them when they close there.

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Jollie, III., Open Soon

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For more information, write to:

DIE BROWN, JOE PALOKA JR., JACK KELLY, Louisville Hotel, June 10.

NONTHEATRICAL FILMS

FOR 16mm AND 35mm EXHIBITORS PLAYING IN SCHOOLS,
LODGES, AUDITORIUMS AND TOWNS WITHOUT THEATERS

By The Roadshowman
(Cincinnati)

Questions and Answers

EDITOR'S NOTE: For the past three weeks the desk of the Roadshowman has been piled high with letters from readers all over the country. While some of these letters were from oldtimers who wished to congratulate the Billboard on this new department, by far the greater number have been from people who wanted to learn more about this business. Consequently, since some of the questions asked have come up again and again, we're turning this column over to "Answers" and answers." It's quite possible that you may have a question in your mind about this business that will not be answered here. If that is the case, drop us a line in a self-addressed stamped envelope, to THE ROADSHOWMAN, care of The Billboard, 25 Open Plaza, Cincinnati, O.

"I have seen your column in The Billboard and I have a few questions to ask you about this business: (1) What would be a reasonable price to charge for a show? (2) Do you need two projectors or can one do a movie? (3) Do roadshowmen use two projectors?" — M. V. S. Peabody, Mass.

(1) There is no hard and fast rule for charging admission to a show. Reasonable price admission price is 10 cents, although some men do charge 15 and 25 cents for special shows, with a 10-cent tab for kids.

The usual roadshowman prefers to be his own advance man. However, some men who specialize in booking schools, churches, etc., do employ someone to line up his bookings, etc.

(2) Whether or not it is wise to give a movie in a town is something that cannot be decided without knowing something of the town to be played. Usually, if the population of a town are so small that to give two performances in one day would be a waste of time and effort. Where the town is large enough, however, a movie can be made to pay off especially if the program is slated to appeal to the kids. Many roadshowmen put on free shows in the schools in the communities in which they show a reel or two of the feature scheduled for the evening. They repeat it a lot to drum up big for the evening's performance.

(3) Most roadshowmen use but one projector. When it's time to change reels they simply beg the audience's indulgence for a few more minutes than it takes to switch them. Of course, two projectors are a help, since no time is lost changing reels.

Get into the Road Show Business

Hundreds of men are making big money operating Talking Picture Shows in theatersless communities. We rent 16 mm talking pictures for from \$20 to \$25 per week, and rent and sell projectors.

Write today

Ideal Pictures Corporation
Dept. B.B.
28 East 8th Street, Chicago, Ill.

START YOUR OWN ROAD SHOW
From Big Money to Small Investment
operating movie shows in theatersless communities
from \$20 to \$25 per week and sell complete
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SCOUNDRELS
New & Oldies
Comics
Cartoons
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Fellows
Spectacles
MOGULLS
MOVIES
SOUND
ONLY
NEW YORK CITY

"In reading The Billboard I notice you mention a company which has a 16mm, 24mm and 35mm projector. Could you appreciate it very much if you give me the name and address, since I have an opening on four circuits of outdoor shows for one circuit and have no one with the personality to handle the pitch." — N. J. Parsons, Kan.

According to our records, both the Casey Concession Co., 1132 So. Wabash Avenue, Chicago, and the W. H. Hoffer Candy Co., 125 Clinton street, Chicago, Ill., have 16mm trailers for candy pictures. Just drop them a line.

"I am interested in entering the road-show business and will greatly appreciate any information you can give me regarding the following questions: (1) What is the best size projector to use? (2) Are projector to screen? (3) Are most roadshowmen using sound or silent films?" — L. M. C., Omaha, Neb.

(1) It is rather difficult to tell you just what the right distance to allow for throw from projector to screen, since that depends pretty much on the type of screen being used, the size of the projector, the bulb used in the projector, etc. As a general rule, however, one should not allow more than 50 feet for the throw, using a 750-watt bulb.

(2) The trend in the road-show business is definitely toward sound film. Most of the run still using silent film put on the old-time shows featuring stars that were popular 20 years ago.

"Most halls in this vicinity are unable to use 16mm film in size and have been used for movies during the silent era. However, they are now being converted to 35mm. In a hall such as this the 16mm machine would project a 9x12-foot image using the standard two-inch lens. Would it be better to use the 1.35 inch lens to please the customers? Will it be grainy or fuzzy? Will you please tell me how bright a 9x12-foot image would be with a 750-watt bulb? Is it possible to get a good picture? If so, could you also tell me what type of lenses to use on 16mm film and if previous trailers have these available?" — C. R. Ciffrider, Minn.

A 16mm projector using a standard two-inch lens in a hall 30x60 feet will produce a satisfactory image on a screen measuring 9x12 feet. If the screen is on the projector, the image will be sharp enough to please the customer. The image should not be grainy or fuzzy. 16mm film is of a very fine grain. Of course, when the film itself is scratched or has "jumps" in it which no projection equipment can alter.

The best type of screen to use for this size image would be a white-wall-hung screen. A 750-watt bulb would project a bright enough image but do not use a bulb of any lesser wattage.

The most popular type of lens used on 16mm projectors is the standard blank type. Some films come with the conventional 35mm type marked leader, but the tendency on the part of many of the exhibitors is to use the blank type and use the blank type so that the user need not worry about flashing numbers on the screen.

Reel-to-reel trailers as a general rule are not available for 16mm use. A few of them were made years ago, but this service has since been discontinued.

"Do operators of road shows have to pay State and local license fees?" — C. E. B., Fanta, Fla.

The subject of State licenses, taxes, fees, etc., is a long one. In general, the roadshowman will be directed at length on this page within the next few weeks. In the meantime, however, the best way to answer your question is to state that in some states there is a "operator's license," which a roadshowman must pay to put on a show within the confines of the State. In Pennsylvania this fee is \$5 a year; in Connecticut it's \$2. Both

States require the applicant to pass an examination. Many States, however, have no licenses that affect the roadshowman.

In other cities and towns levy an additional tax for the showing of a film. Sometimes this tax is a percentage of the gross and other times it is a flat fee of \$2, \$5, \$10, etc. The amount varies. The best way to find out what the fees are in the towns you intend playing is to contact the film library in that area or the local chamber of commerce. In some towns, however, levy no fees against the roadshowman—especially if the performance is given under the auspices of a school, church or some other organization.

The federal amusement tax applies only to shows where the price of admission is in excess of 40 cents. This tax is levied on the exhibitor's receipts in which the performance is given and is computed at the rate of 1 cent for every 10 cents: in other words, if the admission is 40 cents, the tax is 4 cents; 5 cents, etc. The federal amusement tax does not apply, however, to any road show where the price of admission is less than 40 cents.

Many States that have an amusement tax govern themselves by the provisions of the federal law. To ascertain whether the States you intend playing have an amusement tax, contact the Internal Revenue Department of these States or address The Roadshowman care of The Billboard.

A. H. SCHURR pens from St. Maria, Ohio. He has never circuits around in Ohio and all are doing a good business summer with indications pointing to an even better fall and winter. Schurr is another enthusiastic believer in the road-show business and derived from a national organization.

ALLIED Non-Theatrical Film Association, Inc., recently issued its first bulletins. In addition to its usual monthly, W. K. Hedder, chairman of the bulletin committee. Bulletins are being distributed to all members of the association and are available to the industry in the trade press. For copy write The Billboard, 1564 Broadway, New York City.

L. F. FERTIG, of Integrity Productions, Washington, D. C., recently visited the New York World's Fair. While in the city he arranged for his entire year's sound motion picture requirements for the fair. He found that the public in the nation's capital, at which he has been presenting programs for the past several years.

WILLIAM BAKER pens from Las Vegas, Nev., that he has just returned from a booking trip and found the situation perfect at this time for the educational exhibition. He closed with high season bookings in 100 theatres and Legion halls in cities of from 5,000 to 15,000 population. "Regular" theater exhibitors everywhere are aquaaking over the new idea of educational shows making some money on Saturdays and Sundays but stars during the week. Many houses even run screen on Saturday evenings.

On the educational picture the exhibitor is selling his merit it will make money in any size town if it is properly presented and advertised. We have a two-hour show of fishing and hunting. We offer a two-hour show of fishing and hunting of interest to nearly every man, and tie up with the hardware and sporting goods trade, the tackle and trap and hunting equipment. We use newspaper advertising, window cards, posters, heralds and sometimes even run contests. For example, we'll have the audience catch a fish and then receive a fishing reel or parts or choice of a 22 rifle or other sporting goods. We carry a picture unit of 9x12, or theater size, and of theater quality even at a 70-foot throw. The picture in its original form is shown 35mm, and we had a reduction made to 16mm.

LOOKS LIKE the road-show business will be breaking out in Australia and New Zealand soon. L. A. Bowler, of Bowler Amusements, who is interested in

45th YEAR.

The Billboard

Founded by W. H. DONALDSON

The Largest Circulation of Any Amusement Weekly in the World

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ALLAN—Edward (Edward Allan Mac-Mullen), 42, actor in New York July 27 after a two-month illness. In vaudeville he had toured with Louis Weber's "The Legend," the legitimate productions he appeared in were *Ziegfeld Follies*, *Rolling Stones*, *Hit the Deck* and *Three Cheers*. He leaves his wife, mother, daughter, son and six sisters.

BERG—Isabelle, 42, wife of Alphonse Berg, lighting dress creator, June 25 in her home in Santa Ynez, Calif. Berg died last year and his widow had been unable to take to the act.

BOCCAGNINI—Pietro, 58, pianist and composer, in Rome July 23. His most noted work was *The Art of Playing the Piano*.

BUCK—John F. Sr., 76, stage manager for the past 55 years, in Bethel Hospital, Cincinnati, July 27 after an eight weeks' illness. Buck had worked in many cities, including Los Angeles, Boston and New York. His last active job was at the Taft Theatre, Cincinnati, last April. He was a member of the International Association of Theater Stage Managers.

BURKE—Survived by a son, Joseph, and grandson, John Jr. Services in Cincinnati July 29, with burial in Oak Hill Cemetery, Cincinnati.

CASLER—Herman, 78, inventor of the biograph moving picture machine introduced at Hammett's Vaudeville House, New York, Aug. 1. Services in Manhattan, N. Y., July 20.

CLIFFORD—Thomas E., 81, former opera and concert baritone, at his home in Boston July 26. His operatic career began in the old Giulini Music Hall,

The Final Curtain

Boston, and continued with marked success for many years throughout the United States and Canada. Since 1890 Cliford had appeared with the Boston Ideal Opera Co. with such singers as Myron Miller, Bertie Earl, Henry Dunn, Freda Marie Stover and Adelaide Phillips. For many years he appeared on the Keith Circuit and with the Boston Symphony Players under the direction of Zdenek Metropol. He also performed with the Handel and Haydn Society and the Apollo Club of Boston.

CORBETT—Wallis, Detroit musician, 39, in Henry Ford Hospital that city. His widow survives. Burial in London, Ont.

COSTELLO—Gabriello (Gabe), 39, for many years elephant man with major circuses, with Al O. Barnes, suddenly July 21.

CRAWFORD—Billy, 23, former high-wire performer with Hagenbeck-Wallace Circus in Columbia, S. C. hospital July 17 after a fall from a wire. He had been performing with the circus in Hollywood September 10. The lower part of his body had been paralyzed since the accident. He had been a clown and acrobat. Survived by his widow, Maybelle, and father, W. E. Crawford, of Elmwood Cemetery, Cincinnati.

DANEAU—Mrs. Elizabeth Brunner, 31, who for 31 years traveled vaudeville circuits with her sons, daughters and husband, Eddie, and the Dunn Sisters' Quartet and the Daneau Brothers quartet, playing the United States, Ireland, Scotland, Wales and Mexico, July 21 in the home of her son, Eddie, in Toledo, where she had lived the past 25 years. Survived by five children. Internment in Precious Blood Cemetery, Woonsocket.

DAVIES—Laurie, veteran parachute jumper, who appeared at most of the leading fairs throughout the country, at his home in Boston July 22. Survived by his wife, Dorothy, and three sons, a triplane parachute and cannon jumper. Davies was also an aerial trapeze artist at one time of the team Davis and Young. Survived by wife, Belle Freda, and a sister, Theresa.

DENHAM—Lida, suddenly in Indianapolis July 12. Survived by a brother and sister, both in Crown Hill Cemetery, that city.

DEVORE—Charles H. Sefton, 61, pitchman, professionally known as Doc Devore, in Cincinnati July 12. Services in Hospital, Atlanta, July 14. Survived by his widow.

DORIVAL—George, 76, actor and dancer of Canadian Frances Co. services in that city July 16. Dorival, who in private life was known as Edouard Le Marchand, made his last stage appearance last May at Madison Square Garden.

He was also noted for his character parts in the modern repertory theater. Dorival

joined the Comedie in 1919 as director, became known from the Odeneo where he became a stage and screen actor, at his home in North Hollywood, Calif., July 22. Interment in Christie comedies many years ago.

DUFFY—Jack, 57, veteran stage and screen comedian and more recently a night club specialist, in Hollywood July 23. He died in Christie comedies many years ago.

ELKOWITZ—Herman, 63, father of Eddie Elkorn, theatrical booker for Mutual, director of Mutual's Chicago, Ill., office. Survived by his widow, five sons and one daughter.

FENDER—Alfred M., 65, well known vaudevillian, manager of the Drake Hotel, Cincinnati, a theatrical hostelry, of a heart attack in the hotel July 21. He had been manager of the Drake for 10 years and was survived by his widow, Mae, Mamie Donava Fender; a son, Clinton; two brothers, Oscar and Robert, and a sister, Lillian. Services at Schenley Auditorium, Cincinnati.

FISCHER—Mrs. Elizabeth Miller, 68, Hyde Park, Cincinnati, mother of Mrs. Anna Koenig, 42, and a violin instructor at her home in that city July 21. Services in Cincinnati July 24.

FISHER—Carl O., 68, piano developer and manufacturer, 1912, and one of the original promoters of the Indianapolis Speedway, in Miami Beach July 15 of gastric hemorrhage. He had been a piano player for 20 years. Survived by his widow, Margaret.

FITZSIMMONS—John A., father of Francis Fitzsimmons, of the KDKA press department, Pittsburgh, of heart attack June 30 in Miami Beach. Interred in that city. Also survived by two daughters, Helen and Mrs. Marion Itzel, and two brothers, Will and Owen.

GIBRE—Allen F., 42, Racine (Wis.) musician, July 21 in Wisconsin General Hospital, Madison. Gere was co-artist with the United States Navy Band under John Philip Sousa. Also survived by his wife, Dr. Ruth Drueke, and the Racine Symphony Orchestra. Survived by his widow, two brothers, a sister and his mother.

HALL—Mrs. Ella, 77, mother of James Norman Hall, author of *Mutiny on the Bounty*, at her home in Coffey, Ill., July 21.

HART—Louis B., 70, collector of original manuscripts of old American songs, at his home in Buffalo July 18. He was known for his collection of young composers and for his activities in the Oldtimers' Song Fest in New York.

HAWKIE—William N., 32, former violinist in Wilkes-Barre, Pa., orchestra, July 21 in Wilkes-Barre, victim of a cerebral abscess. Survived by his widow, parents, a daughter and a brother, Bill, in Maple Hill Cemetery, Wilkes-Barre.

HEUBACH—Mrs. Mary E., 69, mother of Mrs. Ruth Heubach Best, Cincinnati singer and booker, in Des Moines, Iowa, July 21. She was survived by her husband, daughter, son, sister and two brothers. Services in Cincinnati, July 23, with burial in Milwaukee, O.

HOPPER—Dale, singer, partner and brother of Prof. J. C. Hopper, pioneer movie man, in Chicago July 9.

KLINGE—August, 62, concession operator, opened with Frank Burke Show, in Greybull, Wyo., July 9 of cancer of the stomach. A trouper for 35 years, among the shows he had been with were the Ringers of Burke and M. C. Campbell and others. Survived by his widow, Phoebe, and three daughters, Sarah, Nonie and Laredo.

KOCH—Edgar, 60, theater operator of the Family Theater, Wilkes-Barre, Pa., July 22 in Veterans' Hospital, New York, where he had been a patient for several weeks. Survived by his wife, two children, three sisters, and two brothers. Burial in St. Mary's Greek Catholic Cemetery, Dallas.

KOONTZ—John, 62, theater operator of Kansas City, Mo., and well known to many theatrical folk and showmen playing that city, in St. Margaret's Hospital there July 21. Lay frequently spent his vacation in the mountains, a guest of managers with whom he was acquainted. Survived by his widow, Mary Jane. Services in Kansas City July 24.

McGOVERN—Dorothy Anne, sister of Ray Dale McGovern, recently in Buffalo.

MAGUIRE—Charles J., 50, formerly with Ringling Bros. and Barnum & Bailey Circus, died July 21. Survived by his wife, a stage and screen actor, at his home in North Hollywood, Calif., July 22. Interment in Evergreen Cemetery, Los Angeles.

MATLSEON—Arthur, 82, opera impresario, at his home near Morris Plains, N. J., July 23 after a long illness.

MCNAUL—John, 80, father of Bill, Mack, Myrtle and Jack Miller, who formed the Miller Troupe, circus acrobats. Myrtle, Hilda, Bill, Mack, Gene Broz and others, at his home in Springfield, Mo., July 10. The troupe now operates its own show. Burial in Highland Cemetery, Springfield.

MEYERS—William, of the roller-skating team of Stevens and Meyers, July 15 in Los Angeles, after a four-day illness. Survived by his wife, William, and a son, Robert, a skater. Survived by his widow, Dorothy, partner in his act, and an infant daughter.

MILLER—Paul F., 41, former manager of Station WBBM, Canton, O., and prior to that an executive of The Canfield Repository for 15 years. July 26 when he and his wife, Mary, 37, were killed in a car accident in the Bronx. Morgan took over the Canton station when it was acquired by the Toledo Blade-Moraine News, a subsidiary of the Toledo News-Bee Newspapers, Inc., operating a chain of Ohio newspapers, with headquarters in Canton. Services and burial in Canton.

NATHAN—Mrs. Sarah, mother of Lou Nathan, operator of the 606 Club, Chicago, in Detroit July 19. Burial in Chicago.

NOEL—Dawn Hope, 12, wife of James Noel, band leader, of a self-inflicted gun shot wound in her North Hollywood home.

NYE—Tom Franklin, 67, tent show operator and performer, July 26 of pneumonia in Bellevue Hospital, New York. Nye, 67, was a former employee of the Dreyfus & Eaton Co., operated his own tent theater leased Texas, and at one time leased the Dorphine Theater, New Orleans.

PENN—Irving, 42, head of the royalities and publications department of G. Schirmer, Inc., music publisher, died July 26 near his home, Bronx, New York.

PRICE—Halp. W., 68, bandmaster and composer, July 23 at his home in Greenwich, Conn., after a long illness. Services held in New Haven for 25 years and was identified with many district musical organizations during his career. Burial in Greenwich.

RICHARDS—V. K., 41, for many years art music and theatrical critic of The Toledo Blade, July 15 at his home in the city. His wife, a dancer, and daughter survived. Services and burial in Toledo.

ROBINSON—Mrs. Edna Apel, 68, former concert pianist and daughter of the late Frank A. Apel, founder of the Denver Chapter of the National Society of Professional Musicians, in Avondale, Pa., July 30. Survived by two sisters, Mrs. Seidenberger and Mrs. Seidenberger, and a brother, August, a Detroit music teacher. Services in Cuba, N. Y.

SCHIRMER—Edward B., 75, veteran orchestra leader, violinist and composer July 14 at the home of his son, Edward, in Ann Arbor, Mich. He came of a family of violinists and musicians. His father was the late Detroit Opera House orchestra, said to have been the first permanent theater orchestra in Michigan. Schirmer became president of the Detroit Federation of Musicians in 1909. Death forced the deceased's retirement several years ago. One daughter and son survived. The body was taken to Detroit for cremation.

SCHWARTZ—Louis H., 68, for many years in charge of theater program ad agency, died July 26 in the Polk Circuit, recently in Soldiers' Home, Norton, Conn., after a long illness.

SELZER—Morton, 79, retired British heart surgeon, died July 26 in London. In London July 27, Selzer also appeared on the American stage for 10 years as a member of Daniel Frohman's company.

SOUTHERN—John, 62, theater operator of Kansas City, Mo., and well known to many theatrical folk and showmen playing that city, in St. Margaret's Hospital there July 21. Lay frequently spent his vacation in the mountains, a guest of managers with whom he was acquainted. Survived by his widow, Mary Jane. Services in Kansas City July 24.

SPALDING—John, 62, theater operator of Kansas City, Mo., and well known to many theatrical folk and showmen playing that city, in St. Margaret's Hospital there July 21. Lay frequently spent his vacation in the mountains, a guest of managers with whom he was acquainted. Survived by his widow, Mary Jane. Services in Kansas City July 24.

FLUSHING,
L. I.

• NEW YORK • WORLD'S FAIR

Continued Decline in Fair's Patronage Brings Series of Meetings to Find Solution

NEW YORK. July 29.—As daily patronage continues downward, fair officials, exhibitors and concessioners joined in a not too orderly series of meetings to find the answer to the declining attendance problem. All sorts of suggestions were offered, from the old car-give-away stunt to a straight gate slash from 75 to 50 cents.

Foreign and commercial exhibitors joined in the fight for reductions this week, following the concessioners who have been asking the fair management for several weeks to take steps toward lowering admission fees to visit. Little of a revolutionary nature was accomplished thru the confab, altho 50-cent gate price is up for diamonds, and a 50-cent gate price was agreed upon for the amusement area. Directed meeting: Free name-band concerts in the amusement area, financed by the fair, are intended to begin next week. Fair officials claim the administration held little hope for adoption of a 50-cent gate next week.

One dollar bargain weekend brought the largest crowds to the amusement area since the Fourth of July holiday

and attractions on the combo ticket were jammed from early afternoon until late at night. Attractions not on the combo showed good patronage during the two days and operators profitably reported. The combo, though, changed an otherwise very quiet two days into a profitless weekend. Attractions on the ticket, on the other hand, were not so well received, small profit because of the very limited revenue realized from the cut-rate ducat. (Explained in detail elsewhere in this issue.)

The sharp drop in attendance beginning Monday and lasting thru Friday resulted in the poorest week-day business of the season's run, with very few shows meeting their operating expenses. The operators, with some concessioners that strip-ticket system must be modified considerably before it will be worth while to attract other than the usual small and similar large-capacity enterprises.

Colonel Value Resigns

Resignation in the personnel of the Fair Corp., which began last week with (*See CONTINUED DECLINE on page 63*)

Concessioners' Take Upped on Combo Ticket

NEW YORK. July 29.—Reaction of participating concessioners to the \$1 combination ticket, introduced at the World Fair on July 22 and 23 as a tool of public interest in a week-end bargain, remained mixed following the week-end's \$46,547 paid figure, with \$10,000 in entries of which \$10,000 in entries of which 154,827 (133,852 adults and 20,075 kids) bought the combo. Sunday's paid was \$12,294, of which about 135,000 drew the \$1 getup.

Concessioner test this week-end was marred today by a storm which broke. (*See CONCESSIONERS on page 62*)

Cuban Village on Smaller Scale; 12 Performers Out

NEW YORK. July 29.—Performances and music were scheduled to return to the Cuban Village on Saturday, Aug. 4, after a day of non-show and a free-day policy. Performers walked out Tuesday when Harry Dash, manager, informed them that salaries could not be paid. Many performers stated that they had not obtained wages for several weeks.

Show returns tonight on a smaller scale. Some dozen performers having been dropped. Actors agreed to return following a "satisfactory" settlement by the American Federation of Actors. Performers walked out Tuesday when Harry Dash, manager, informed them that salaries could not be paid. Many performers stated that they had not obtained wages for several weeks.

Show returns tonight on a smaller scale. Some dozen performers having been dropped. Actors agreed to return following a "satisfactory" settle-

"Hot Mikado" Goes On; Four Sunday Shows Are Added

NEW YORK. July 29.—Michael Todd's *Hot Mikado* will not close tonight, as the producer contended. Yesterday, the World Fair, on July 22 and 23 as a tool of public interest in a week-end bargain, remained mixed following the week-end's \$46,547 paid figure, with \$10,000 in entries of which 154,827 (133,852 adults and 20,075 kids) bought the combo. Sunday's paid was \$12,294, of which about 135,000 drew the \$1 getup.

Todd's application for salary cut-out was denied by Equity council session when the producer and Winifred Lemblin, council member, disagreed over interpretation of Todd's financial statement. The producer, however, refused to support his contention that he was losing money with financial statements. Committee looking into his reports found many discrepancies and it was turned to the treasury department of the fair for accounting.

While granting Todd a compromise cut-out, Equity also allowed him one-half of one-sixth instead of one and one-half for seventh-day performances, provided numerical strength of cast is kept intact and no additional compensation is shown. The producer's weekly share is given.

Fair's own Wild West Show, rumored to close, continues also.

Wild West Continues

NEW YORK. July 29.—Following a pick-up in attendance, the Wild West Show, under-produced Wild West and Reindeer in Plot T will continue indefinitely. Closing date has been set for July 31. Show grossed about \$100,000 a week, with regular ticket patrons over last week-end and regular big runs considerably ahead of the week previous. Show was pruned by Director John Kinsky, who has come down to a weekly gate of \$44,000, being knocked off the weekly nut. Ruth Mix remains as headline performer. Running time has been cut to 42 minutes.

and License Commissioner Paul Moses, however, have indicated unofficially that nudity would be "tolerated" unless the privilege is abused.

AUGUST 30
TO OCT. 31

Gross Attendance

Previously reported	14,486,493
Saturday, July 22	291,500
Sunday, July 23	256,514
Monday, July 24	126,500
Tuesday, July 25	130,562
Wednesday, July 26	170,089
Thursday, July 27	161,220
Friday, July 28	122,496
Total	15,658,985

Includes passes averaging 35,000 daily.

An Insider Looks at the Fair

Sixth of a Series

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—just as it is—to help the midway solve those problems better. He believes that the entertainment 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.

Subject: Executives

If THE laughter of the gods can be counted, then the amusement area situation and the fair in general can be considered a howling success. But if the peals of derisive belly shamers reverberating across the meadows happen to fall on the heads of the gods, then the gods are in a holler. The gods are not laughing, they are not funny—and it is indeed a holler sound. The fantasy that amuses the gods is not funny—it is indeed a holler sound. One really faces a fantastic fiasco keyed to the same gigantic proportions on which the fair is built. Nothing could be quite so amazing even if created by a writer of mysteries.

This writer is a little fed up with eyes that will not see, ears that will not hear and with genuine business intelligences checked in banks and mercantile and industrial offices on Manhattan Island.

It would seem that by now the fiasco has reached the proportions where the execs are competing right with the fair gods for even the most trivial of concessions. It is a problem to concern them, though, for if small losses are ruining small concessioners, then it is a problem to concern the bankers whose money is tied up in the fair.

To my knowledge, Macy's has never run a bargain sale just before Christmas. Theaters never reduce their prices on Saturday and Sunday. Fall clothes are never sold at reductions until the season is almost over. But the fair runs bargain days on the two best days of the week. Incredibly but true, it seems hard to believe that this practice came as a suggestion from a man who is a management in its own right, or a merchant or merchandiser men who are supposed to direct the destinies of the fair. Rather does it seem like some more of the inept thinking we spoke last week.

A same business house does not discontinue a department in an economy drive, only to continue the top executives in another department with less important work and pay the same salaries to them. Nor does it assign them to doing equal work with other men and then pay them twice and three times the salary of the other men. Nor does any bank or business have a committee of management in its top office that has failed so miserably to interpret the needs of the business. Perhaps one of the reasons for the fair's inability to do this lies in the fact that when a crisis arises it can meet it by using other people's money to meet the crisis: As the Billboard pointed out last week, the price reductions so gallantly and desperately made were made at the expense of the concessioners, not the fair.

The few examples cited could be multiplied a thousandfold and the whole infinitesimal story would not be told. It gives a little pleasure to try to expose the few bad things in all the other things that make up the sum total of a meager. These articles are only the contents page of a book. They are meant to indicate, as nothing else but the National Cash Register attendance can indicate, the vital need of a quick reorganization of the fair.

As someone remarked only last week, if only a mere baker's dozen of top executives were removed, the fair would gain a new lease on life. The pictures that were mentioned in remembrance on which we have since placed con-

cessioners and some of the working persons of the fair run about as follows:

COM. HOWARD A. FLANIGAN, General Manager—For lack

of any constructive decisions to date.

PEARLEY BOONE, Director of Publicity—For his contribution

to the messy press situation.

GEORGE H. McCAFFERY, Technical Adviser to the President—For his reactionary much-ado about things he knows nothing about.

COM. HOWARD M. LAMMERS, Chairman Amusement Control Committee—For obvious reasons.

MRS. MARY TICKETT, Assistant to Director of Research—If for nothing else than the rumor that she was the core of the fair's original espionage.

MAURICE MERMEY, Director of Exhibits and Concessions—Complaints of buildings and arrogance in the handling of exhibitors and concessioners.

All of this brings us back to the fact that the only true prophet of the fair was Bob Moses. Mr. Moses foresees what would happen and tried to prevent it by placing Eddie Andrews in a position where he could oversee the whole operation. But politics at the fair were too much even for Andrews. (Some day the story of the Preview will come out, and then what happened since may be a lot clearer.)

If Mr. Moses could be induced to come back to finish the job he started so brilliantly, then there will remain some hope for the fair. I believe it would do the fair a great deal of good if the country at large were to come out one morning and be a working executive who had made his fortune and the job was back at it.

But the change can happen quickly. In fact, if it doesn't happen before the article goes to press, it might even be too late. Instead of fair officials wasting their time investigating the source of these articles, it would be better if the executive board did some investigating of the series of mischances which made this series possible and necessary.

On the Flushing Front

By ROGER LITTLEFORD JR. and LEONARD TRAUBE

NEW YORK. July 29.—That mid-July rush is out. Exactly four people, two children, have come and gone of your reporter's knowledge, completed the total load carried by a 10-car Eighth Avenue subway train early Thursday evening. These World's Fair folk are frightened. These "fearless" New Yorkers, believe it or not, tell on Flushing Meadows July 27.

The weather, at least, is one subject about which showmen cannot grumble. Undoubtedly the drought is keeping Eastern farmers away from the World of Tomorrow.

Another parachute jammed last Saturday on the big New Jersey jump at the end of the new Midway. A man fell 10 feet from the ground, passengers being released immediately. Daily papers fortunately overlooked the accident, which might have had serious effect on the ride's popularity. All chutes underwent complete overhauling.

Jordan L. (Larry) Mott, the operator, who had a minor foot operation this week and will be away from the fair some several days.

Dufour & Rogers' palmistry is being replaced by a dart game. Their booth

game has been doing excellent biz, comparatively. Ballantine Inn joined the British bridge and golf tournaments, and Ben's Yacht's Eighth, headline entertainers on the inside, render martial songs as a talker does his stuff.

Walter K. Sibley, general manager of show attendants, is growing from bad to worse as summer lengthens. Contrast between appearance of attendants in exhibit and amusement areas is striking to him. He has engaged **A. L. Bobo**, Australian showman and promoter, to come away from the fair with several ideas from show business.

One of several new attractions to visit the fair is **Frank Muller**, editor of *The World's Fair*, British show paper, and **Thomas Murphy**, secretary of the Englishmen's Association, who will meet visitors next week. They arrive today on the SS Georgia. Jack Shilland advises us that Murphy "Can tell you a lot about England as well as I can." He is responsible for the good behavior of about 2,000 of them.

(**Dodgem**) Bond and Bill (Arcade) Rabin discreetly flatted this fair for week-end. **Billie Burke** and **John Goss**, England parkmen's association at Sallebury Beach. **Moe (Savoy)** Gale leaves this week-end for a several-day stay with his son in New York. **Glass Blowin'** White is back from San Francisco. **Hans Oberhammer**, architect, back to the wars after a rest at Thousand Oaks. **Henry** is working on a restoration for 1,000 dollars. Ago, which closed its doors a week ago.

Existe, girl show staged by Chester Hale, has increased its running time by five minutes and replaced Cary Grant and James Mason with Robert Mitchell and Charles Borzage. **Jesse Smith** and band leave the Midway Inn this week. Replacement not selected. **Norman Mailer**, author, who built the Bobalob ride, takes over the front mike occasionally. **He's** a better builder than talker.

George A. Harald Jr. is in town with a ticket for the grand opening of his girl dryland at the Billingsley-Hamid Hopi Indian village in Carnivalland.

Mrs. Walter K. Sibley a visitor recently. She's in from the East Francine Jahr, **John Goss**, **John** and other things, "cleanse" for *The Billboard*.

Midway Inn's Booster Club membership is rising to the 300 mark under inspired leadership of **Marion Connor** and Director Paul Boyd. And **Billy Jackoff** is supplying the acts for the club's talent nights.

Marion Connor organized a man to count the number of buses of all varieties which move past

(see FLUSHING FRONT on page 62)

Name-Band Concerts Start This Week

NEW YORK. July 29.—Fair-sponsored concerts by name bands begin in the amusement area of the Fair August 5 when Guy Lombardo comes in for a week. Playing with him will be **Al Martini**. Most attention to focus attention on fun zone, has been under discussion by the executive committee for several weeks. The band will play from a platform in Fountain Park between the Dutch Village and Washington Hall.

Bookings and staging are being handled by **Jerry Koenig**, head of the American Band Control Committee with **Kay Austin** assisting. Bands set to follow Lombardo have not been definitely booked, though the names of **Red Nichols**, **Red Berne**, **Horace Heidt**, **Eddy Duchin**, **Phil Spitalny** and **Tommy Dorsey**, all booked thru the Muscle Corps of America office.

Openings

NEW YORK. July 29.—Openings on the midweek this week included **NYC's** new restaurant and bar adjacent to Eat and Winkler and **Kelman's** The Winery, cafe-bar spot in building formerly occupied by **Giants Causeway**, which closed several weeks ago.

GOLDEN GATE INTERNATIONAL EXPOSITION SAN FRANCISCO February 18 to December 2



Softer Tactics CA Heads' Aim With Expo; Sibley in New Post

SAN FRANCISCO. July 29.—Despite increasing pressure to use "soft" stick-ups, the California Concessions Association has accepted a compromise to wait

until the fall to reach certain terms, officers and directors of the Concessions' Association are said to be unanimously behind the plan. It is the first time ever that fair execs in a diplomatic rather than in an imperious way. **Bose** is reported to be giving special attention to a 1,000-dollar increase in the concession contract in which it is proposed that the CA work on a more friendly basis with expo authorities in discussing problems and

plans also aims to bring about unity among the membership and provides for establishment of the position of business manager, a post to which **Walter K. Sibley** has been elected. **He** proposes that matters pertaining to revenue adjustments and complaints of concessions be taken up by a committee of the CA, after first being discussed with Sibley, and to be grouped and

AGVA Would Test AFA Pact Validity

SAN FRANCISCO. July 29.—Newly organized American Guild of Variety Artists has been formed by 100 stage workers at the exposition, meanwhile attempting to test validity of the fair's contract with the American Federation of Labor. **AGVA** held its first meeting on Wednesday not with expo officials on Wednesday to talk contract matters, with special reference to the incoming *Folies Bergere*.

AGVA, it was reported, sought an injunction to keep AGVA organizers from contacting show workers at the expo, which was refused. Following a talk with **John Goss**, president of the **Folies**, **AGVA** said nothing definite had been settled about organizing the **Folies**. **AGVA** claims it has signed part of the **Cavalcade of the Golden West**, despite a reported AFA warning to members that if they joined the **AGVA** would be liable to be sued and replaced by other AFA members in good standing. Several were discharged, but were reinstated by the expo.

AGVA's reply to **AGVA** on organizing the **Folies** was that **AGVA** was in a position to seek support from the **Theatrical Stage Employees' Union** with **AGVA** threatening to pull out the big Mayhem attraction if **AGVA** did not sign the **Folies**. **Jack Miller**, **AGVA** representative, reports that all functions of his office will continue indefinitely.

For AFL-CIO Celebration

SAN FRANCISCO. July 29.—A move for labor harmony at the expo on Labor Day has been made by **San Francisco Building Trades Council** in a resolution calling for a joint meeting of **AFL-CIO** and **AGVA**. Delegates of both will be invited to get together instead of holding separate celebrations as now planned. Fair expects its biggest crowd since opening on Labor Day.

Cool Hour in Diving Bell

SAN FRANCISCO. July 29.—Three youths spent a cool hour trapped in the Diving Bell at the expo. One was the operator, **John Gilpin**, Oakland, Calif. Other two were **John** and **Sam**. A defect in the master switch accounted for the accident, officials reported. Firemen put out 2,000 gallons of water before the level could be lowered to permit the trio to exit thru the emergency door.

acted upon according to procedure to be determined by the directors.

Some Objectives Cained

Considerable opposition to the plan is expected from concessionaires who also along have complained that little has been accomplished by use of conciliatory methods. The CA, however, believes that the time only is ripe for pressure it has won numerous concessions from the expo and to have been directly responsible for reopening of Bay Ferry, improvement of east entrance to the midway, adjustments and breakdown of hauling charges, adjustments and new tariffs for garbage

(see SOFTER TACTICS on page 62)

Paid Attendance

Previously reported	5,558,036
Thursday, July 20	44,666
Friday, July 21	37,165
Saturday, July 22	50,709
Monday, July 24	35,525
Tuesday, July 25	37,456
Wednesday, July 26	39,656
Total	5,688,539

FERRIES WIN PROFIT IN JUNE

SAN FRANCISCO. July 29.—Expo ferry and train operations of the expo for the first time since the fair opened, contributed \$1,000, making loss on operation to date \$36,081. Bulk of revenue was from operation of ferries and to and from the pier, which had a loss of \$12,919 and net of \$23,249 during the month. Losses in June on East Bay ferries and the trains respectively were \$6,259 and \$24,454. Miscellaneous income receipts provided returns for the month into the profit column.

Gleanings

By WALTER K. SIBLEY

SAN FRANCISCO. July 29.—**Clemerson Motor** Dan has come out of retirement. This great organization lived up to its promises to put \$6,000 of its employees, families and friends on Treasure Island last summer. In fact, they exceeded this number and were good spenders. Cliff Lawrence, No. 1 talker on the **Daydreams** attraction, has left for parts unknown. **Cliff** was the top earner of the day. **Patricia** caused a stir with her sales talk. **Bill Pitts** is now back with **Sally Rand** on the **Nude Ranch**. Sure evidence that **Patricia** is still around is a paper pickerupper seen recently on the gayway.

Mrs. Cummins, sister of Louis B. Mayer, of the **MOM studios**, visited with Eddie Brown recently while taking in the fair. Eddie Simon and wife, formerly of the **Daydreams**, are now in the city, having written recently. They are in strict retirement now, living in **Oakland**. Part of the **Monte Carlo** building is being transformed into a **club** by **Shirley Hayes** and **Al**. **All** of the subconcessioners of the **Greenwich Village** have been ousted by the expo company. The structure is now open with the **Greenwich Village** in the rear. The passing of **Milton Estabrook Sr.**, the man behind the sun of this great exposition, is sadly mourned by all who knew him. **George H. Haley**, the fire chief, who has been ill for the last two years, has entirely recovered and is now with **George Haley**, who is operating the **Midway Village Restaurant**.

Calavade of the Golden West is now (see GLEANINGS on page 62)

Additional World's Fair News

Thru Sugar's Domino	4
Stage Whispers	15
American Recreational Equipment Assn.	34

R-B Biz Big In Chicago

Show, on new lot, does best business in years — public likes new set-up

CHICAGO, July 29.—Engagement of the Ringling Bros. and Barnum & Bailey Circus, which ends Sunday night, promises to be by far the best the city has seen for some time. From the opening day business has been consistently good and the show will leave Chicago with a substantial profit.

Monday was light day of the week, but attendance at both matinee and night was good. First sellout was registered Saturday night. Thursday night was near capacity. Sale indicates that remainder of engagement will be big.

Show's new set-up seems to have struck a chord for the public. Many favorable comments have been heard on the performance, costuming and the new big top. The air-conditioning equipment has been installed and operation here and appears to be a success.

While the daily papers were tight on publicity before the opening of the show, the public seems generous with stories and pictures since then. Many special stunts were framed by Frank Braden, who handled the press, and the Ringling Bros. and Barnum & Bailey Circus' Arthur Hopper and his billing crew did a bang-up job calling the city and surrounding territory. Used more than 10,000 pieces of paper, put down a thick layer of dirt for the ring and truck.

Lot used is a new one at 16th street and the Carter Building, junction of Soldier Field and bus transportation to the entrance. Because of the hard (crushed rock) surface it was necessary to put down a thick layer of dirt for the ring and truck.

Ushers Honor Carroll

Capt. Charles Carroll, assistant to John Carson, chief of ushers, was honored this week by the employees of the circus. They presented him with a beautiful wrist watch as a token of appreciation for his long service. Carroll's service with the circus extends over nearly 40 years.

Seeks Barnes Title

CHICAGO, July 29.—A Detroit businessman, wealthy and newly arrived in town, is looking to be seeking the Al G. Barnes Circus title, now owned by the Ringling interests. According to persons in close touch with the situation, he believes that the circus along strictly modern lines would be paying investments and is willing to back his judgment with \$800,000 if the Barnes title can be obtained.

Polack Unit - Doing Well

WALLACE, Idaho, July 29.—"Polaris" Circus unit, playing players, of Lester's company, featuring the Hester's girls; Peggy Macmillan, web Art Fremont, band leader; Henry Mott, iron jaw; Gene Handow, Trio comedy acrobats; Eddie Polack, elephant; Bill Hilton with Polar elephant; Monas; Eddie Polack; Eddie Morris; wire, Betty Hilton, dogs; Felix Morales, head white.

Malloy Show With Coeding
CANTON, O., July 29.—The Malloy Circus, featuring on the midway of the W. G. Wade Shows, left this week to play a string of Ohio and Indiana fairs and celebrations. Eddie Polack, manager and Amos Malloy, son, Malloy has added a new set to his program, Timbo, the human ape on the slack wire, and recently bought a new padroom and cookhouse top.

Faoks Booked for Jack Hoxie Round-Up

TORONTO, July 29.—Jack Hoxie's Round-Up and Rodeo, headed by Hoxie and under direction of Clay Hoxie, has been booked for the Canadian National Exhibition here and the London (Ont.) Fair by Ed L. Conroy, representative, and J. W. Conklin, director of Production.

Hoxie also will play big fair in the States and rodeo dates.



T. DWIGHT PEPPLE, recently appointed general agent of the Russell Bros. Circus. He succeeded Oscar Withey.

B-C Show to Play Sports Arenas In Large Cities

CHICAGO, July 29.—Success of the new Olympia Circus staged early last spring at the Chicago Stadium has led to a decision by Barnes-Carruthers, the producers, to play a number of shows in large cities during the season. Following the next Stadium engagement Barnes-Carruthers will take the show to sports arenas in a number of large cities.

Dates of these engagements have not yet been definitely set, but arrangements have been made with the management of the arena. It is anticipated that the "thrill" idea will again be popular out in the show, as it proved its popularity at the Stadium.

Mrs. Charles Ringling Celebrates Birthday

CHICAGO, July 29.—Mrs. Charles Ringling, wife with the Ringling Bros. and Barnum & Bailey Circus, celebrated her 69th birthday anniversary Tuesday with a party of friends.

The woman is in perfect health and has the vigor and vitality of a much younger woman.

No Progress Made by State of Florida in Ringling Will Case

SARASOTA, Fla., July 29.—The State of Florida appeared to be getting nowhere in its latest attempt to force the attorney-general's office to lift the seal of John Ringling North, executor of the John Ringling estate and president of the Ringling-Barnum circus.

Two assistants to Attorney-General George Couper Gibbs hammered away at North on the witness stand in a County Court hearing at the State Capitol. North and his mother, who is co-executor, sat under a bond of \$300,000 bond to "protect the State of Florida." North is a child of the circus, having joined the Ringlings as a boy but is barred from accepting the estate until it is free and clear of obligations.

Ringling's will provides specifically that the state be given the estate but not the bond. The State has countered by pointing to the eccentric codicil to Ringling's will which stated that he did not wish John Ringling North to "pass on or benefit from the estate in any way."

While the press service has given much space to the hearing, conducted by Couper Gibbs, the public has not recognized the obvious and undefined goal of the hearing, which is not to force the Norths to put up a bond. The attorney-general's first attempt toward this goal was in the form of a bill introduced before the last session of the Legislature. This measure would have provided a "special administrator" to represent the State in the Ringling estate.

Smaller Number of Shows Are on Road in Denmark This Summer

COPENHAGEN, July 15.—Apparently a smaller number of circuses are on the road in Denmark this summer, with a tendency to use small and inexpensive acts with a few exceptions.

Circus Jean Houcke occupies the old Circus Schumann arena in Copenhagen, previously owned by the famous Houcke, represented by Jean Houcke and his son, Gilbert, and the Charlie Rivel troupe in a potpourri of trapéze routines, the Ringling Bros. and Barnum & Bailey acts on bill are Wetzel Sisters, serial: Three Lorandas, comies: "Aqua," trained chimp, and Two Willow Jacks.

Another important circus under canvas is the Circus Bille, which features Tom Mix in Western stuff, assisted by Jack Kappa and Joe Bowen. Russian Varady, teeterboard, Three Melocatas, knife tossers Two Bratuchin, Cossack riders, Benno, contortionist, Volozance, Ferenczi, juggler, Ricker, Robert Martin, acrobats, and Two Thuros.

Circus Bergmann-Madsen is here. Bud Krogh acts with the Seven Chinese Girls, Lucy Girls, acrobats. On bill are Miss Nimon, serial: Miss Bande, equilibrist Werner de Renoff, high-wire walker.

Circus Miche-Glaeter has 30 horses from the Circus Orlando; Miss Larvae, trapeze, Four Russian acrobats, lumberjacks, Two Funny Boys, comedy acrobats; Three Adelene, clowns, and Tokide and Koko, clowns.

Circus Robert Daniels has Harry Ridderhoff and Partner, flying trapeze; Robert Daniels, liberty, bozo, Jacobs, and David, acrobats; Hugo Illinois, Liberty horses; Miss Brown, trained horse, and Hutterer Troupe, Russian

school horses; Fred Harstone, acrobats; Vaso, horse act; Miss Christian's cats and dogs; Horatio, acrobats-musician, and Johan Kronemann, clown.

Glaeter Has 30 Horses

Circus Miche-Glaeter has 30 horses from the Circus Orlando; Miss Larvae, trapeze, Four Russian acrobats, lumberjacks, Two Funny Boys, comedy acrobats; Three Adelene, clowns, and Tokide and Koko, clowns.

Circus Robert Daniels has Harry Ridderhoff and Partner, flying trapeze; Robert Daniels, liberty, bozo, Jacobs, and David, acrobats; Hugo Illinois, Liberty horses; Miss Brown, trained horse, and Hutterer Troupe, Russian

Circus Ricardos, trampoline; Smiling Hercules, strong man; the Agos, musical clowns, and Joe Strether, comedy dance.

Circus Berny, June 26, has the walking lion, "King Tuffy," as featured with the Circus Continental on tour in Sweden.

Circus Berny and Circus Mundial Express are on tour in Norway, but bills are quite modest.

Anderson Buys Two Baby Bulls; Foss Replaces DuVall

WEBSTER, S. D., July 29.—Bud E. Anderson, of the Anderson show, has ordered two baby elephants from India. They are three feet eight inches in height and weigh 300 pounds apiece. They are in toy departments of stores during the holiday season. Anderson has handled elephants in this country for many years and will be the first to have them imported.

There has been a slight change in the advance. John Foss has replaced George DuVall as general manager. Head of the brood, "the trucks" and Mr. Jackie Wilcox handles press.

The show has been in five States and covered 3,750 miles and 100 towns. At Milbank, S. D., a full house at matines and turnaround at night.

Bert Rickman, equestrian director, has the usual performance features of which are eight-horse Liberty and camel acts; McDonald, who works five elephant acts, has added "June" and "Zorro" and Zorando family. Bill Hayes has the ménage horses and ponies. Ralph Noble has added a six-piece colored band and the band is a hit. Leo Snyder and Bert Hall has the concert and is featured with his horse, Pal. Ira has two cowgirls and four cowboys. Tex Leon Snyder and the "Milkmen" will be appearing on new acts. Jack Kofron has 10-piece band in big show, reports Leo Snyder.

Band Show Visitors

LA CROSSE, Wis., July 29.—The Beaver Dam date of Cole Bros.' Circus proved to be quite a reunion town for the circus fraternity. Bill and Dorothy Cole, the original Coleans, are now located there and it seemed as if they were personally acquainted with the entire Cole personnel. Dr. M. N. Dubux, of Dubux, was a visitor at the local towns, as well as Dr. Tom W. Torney, of Madison.

Nick Carter, Bill Hamilton, Harry Bert, Tex Leon Snyder, Bert Hall, Bert Sylvester and Mrs. May Collins and Branigan visited recently. Joe Kite and Scotty Brown joined at Mars Hill. Reports Stanley P. Dawson.

BILLY HLENCO, for many years with the Central Printing Co., is now with Globe Posters Co.



With the Circus Fans

By THE RINGMASTER

President MELVIN H. BIRKBECK, W. M. BUCKINGHAM
Secretary, Washington, D. C.
Treasurer, New York, N. Y.
(Conducted by WALTER FRIENHARDT, Director
of The World's Largest Circus Planning
Company, Rochester, N. Y.)

ROCHESTER, III. July 28.—A party of fans headed by Walter F. Frienhardt and wife attended the evening performance of Downie Bros. Circus in Manchester, Conn., July 19. Many former acquaintances in the business later met at the circus, greeted by members of the staff. An interesting, well-balanced show and an excellent band which remained to see the second show. The managers behind the scenes were National Directors Charley Davitt and Bugs Raymond, Joe Beach, Jim Moye, Mr. and Mrs. Jeffery O'Brien, Charles Davis, Gil Condon, Elmer Lindequist, Bill Montague and honorary member John Yost, of Rockville, who has been ill for some time.

Walter F. Frienhardt, Rochester, attended Ringling-Barnum July 22 in Chicago. On the lot he met John Shepard, Walter Krawiec and Gordon Potter. Mr. and Mrs. Sverre O. Brasthen, Madison, Wisconsin, accompanied by their son, Carl, also called at Bevier Farms. Other fans there were Dr. and Mrs. Tom Terney, Mr. and Mrs. William Jackman, of Madison; J. L. and Mrs. Leo Whalen, Mr. and Mrs. Roy N. Henderson and Mr. and Mrs. Clarence Kachel, Whitewater, Wis.; Edgar Wilson and Joe Taggart, Rockford, Ill. Mr. and Mrs. Rudy Rudyk, Rockford, Ill., were also present.

F. E. Leoley, Providence, R. I., writes that he saw Downie Bros. Circus at East Providence July 11. He also attended the Pawtucket, R. I., Police Association picnic on the 22d. Show consisted of 10 sets, some of which were Les Kumry, the Five Arists, Hannaford Family and Delmar Fighting Lions.

Favorite Outdoor Performer Contest

See Coupon This Page

The First 50 Leaders (3,000 or more)

1. "Mabel Stark	6,446
2. "See Kyle	5,993
3. "Lester Appling	4,972
4. "Felix Faust (Accts.)	4,842
5. "Marjorie Bailey	4,360
6. "Hubert Castle	4,077
7. "Oliver Wallace	3,975
8. "Stanley Williams	3,775
9. "Frank Cushing	3,590
10. "England Mack	3,037
 <i>(2,000 to 2,999)</i>	
11. "Dorothy Herbst"	2,955
12. "Wiley"	2,916
13. "Blindfold-Rellins"	2,914
14. "Harry Clark"	2,775
15. "Lester Young"	2,766
16. "Flying Elephants"	2,596
17. "Flying Valentines"	2,271
18. "Oscar Babcock	2,200
19. "The Flying Anthropophore Man"	2,171
20. "Shorty Flamm"	2,151
21. "Dave Geyer"	2,114
22. "Harold Barnes"	2,099
23. "Wellie"	2,000
 <i>(1,307 to 1,999)</i>	
24. "Edna Curtis"	1,995
25. "Clyde Beatty"	1,938
26. "George Behr"	1,927
27. "The Flying Elephants"	1,892
28. "Bert Nelson"	1,761
29. "Maxel Cotter"	1,743
30. "Terrell Jacobs"	1,708
31. "Margie Gordon"	1,664
32. "Virginia Senior"	1,661
33. "Flying Concessions"	1,658
34. "Flying Circus"	1,654
35. "Carver's Diving Horse"	1,614
36. "Joe Jackson"	1,612

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OFFICIAL BALLOT

FAVORITE OUTDOOR PERFORMER CONTEST

Sponsor: The Billboard

DONORS: Circus Saints & Sinners Club of America (Dexter's Fellows Tent), Circus Fans of America, National Showmen's Association and Hollywood Trophy Co.

BALLOOT is open to any person in, or entering to, show business, including show trade organizations and accredited fans holding paid-up membership cards. RULES AMENDED TO INCLUDE VOTING BY PERFORMERS, WHO MAY NOT VOTE FOR THEMSELVES, HOWEVER.

IMPORTANT

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

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

The Billboard is the final judge of all ballots, and decisions made by it are irrefutable and cannot be appealed. Contest closes with ballot in issue of November 2, 1939. Final ballot mailing must bear a postmark of not later than midnight of November 4.

Your Name.....

Please Print.....

Permanent Address.....

Please
Give
City
and
State

Affiliation in Show Business or by Whom Employed.....

Signature.....

Ballots without signatures are void.

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

35. Otto Grubing	1,540
36. Ziegfeld	1,516
37. Ziegfeld Follies	1,512
38. Arthur (Buddy) Dunn	1,512
39. Mickey King	1,471
40. "Gentlemen's Troupe"	1,464
41. Verneta Byrd	1,434
42. "Refflitzes Troupe"	1,394
43. Four Queens	1,389
44. Christiani Troupe	1,359
45. Cole Troupe	1,326
46. "Gentlemen's Troupe"	1,321
47. Others in the 1,000-point class are:	
Others in the 1,000-point class are:	
48. "Yacopini, Emmett Kelly, 1,269; Sam Lewis, 1,231; Eddie Cantor, 1,211; Eddie Foy, 1,201; Ed and Jerry Rane, 1,203; DeCardos, 1,165; McCaffey Circus, 1,165; Helen Christensen, 1,141; Sammy Divine, 1,121; Paul Draper, 1,121; George Jessel, 1,074; Donnay, 1,088; Sol Solomon, 1,084; Frank Shepard, 1,080; Australian Wives, 1,074; "Marie and Lefon," 1,045; Eddie Jemison, 1,039; Matt Tolson, 1,027; Max Star, 1,016; Paulette Potters, 1,021; Mustel Troupe, 1,009; Rudy Rudynoff, 1,004.	

PITTSBURGH, July 29.—Three hundred distributors here have transferred their union affiliation from the CIO to the AFL. President Leo Abernathy of the Pittsburgh AFL said: "This transfer has been granted Chapter 116. Their local will be separate from Chapter 3, LABBD unit, here for years, also with 90 percent of the members in the public delphi CIO distributor union of 900 men also switched to the LABBD AFL affiliate.

Henry and William McCarthy will go to Scranton July 30 for the annual clambake of Local 90, LABBD.

New Lot at Torrington

TORRINGTON, Conn., July 29.—Downey Bros. Circus' lot is a new lot here July 22. It is located on Oak Avenue and is quite a way out.

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RICHARD BROS. CIRCUS

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PEOPLE LEAVE COAST ABOUT SEPTEMBER 25.

Blackstone Hotel, Chicago, From Aug. 8 to 20th.

"WATER RIDE" AT NE MEET

No W. F. Trouble!

INDIANAPOLIS, July 29.—Business and attendance in Riverside Amusement Park here is up about 33 1/3 per cent over last year, according to Al Coleman, president, and H. E. Parker, manager. With exception of rain during first 3 days of Eastern Grand Week end, attendance has let go and business run well into the black. Since the opening 23 days have been to picnics, business, and in last 10 days, 10 more have been added to schedule two organizations on one day. Crowds have patronized the Showboat, refreshment gardens, to such an extent that there have been two floor shows nightly.

Flint Spot Fights Rain To Tilt Biz About 10 to 15%

FLINT, Mich., July 29.—Business in Flint Park has been up 10 to 15 per cent better than last year's, chiefly because of improved working conditions here, despite recent strikes at some of the local factories. Weather has been largely adverse, with cold and rain on many days when normal conditions would have brought in more visitors. Box office business was excellent, although the afternoon was lost by rain.

A younger crowd, who go for many types of park attractions, is being drawn Saturday nights, principal reason being change in the social life of the city, from old-time to modern dancing.

E. E. Berger, park owner and manager, has embarked upon a program of rebuilding all rides and buildings. New front on the road to the park has been the result. Free sets are featured twice nightly, booked for week runs thru the Sun St. Office, Detroit, with same acts also playing Edgewater Park, Detroit.

Park staff includes: Maxine Berger, Doghouse; Mrs. Nellie Berger, maintenance manager; Pat Auger, maintenance supervisor; L. L. and R. L. Kerner, concession lessees; Hana Shelly, concession manager; R. E. Lee, ticket manager.

Good Weather Draws Crowds to Galveston, Tex., Beaches

GALVESTON, Tex., July 29.—Aided by warm weather, Galveston beaches drew heavy over-week-ends. Capacity business was done on July 23. Beach Association is preparing to celebrate its 10th anniversary of operation with dedication of the new \$25,000 causeway from the mainland on August 15, when speakers, concerts and fireworks are planned.

With completion of the causeway, plans are being formulated for construction of a \$7,000,000 automobile tunnel under Galveston Bay.

Beach got a taste of the night of July 26 with an underwater fire which ruined the night club, Ship Ahoy, with damage of more than \$50,000. Harry Waldemar's Orchestra lost \$4,000 in instruments and musical score. Scale of water threatened the entire East Beach for a time.

Heat Peps Up Roseland Biz

ROCHESTER, N. Y., July 29.—Warm weather over week-ends has brought attendance at outdoor amusements here during the past month to record highs, particularly in Roseland Park where the roller rink and dance hall are the main draws. Concessions are doing satisfactory business. Airplane ride is leading devices followed by the Joy Car. Beach business has been excellent and free arts have been drawing crowds.

CANTON, Ohio—Howard Peters' fresh animal show, which has been in Market Lake Park here for several weeks, has left to play fairs and celebrations. Several of his concessions will continue in operation here remainder of the season.



E. E. BERGER, owner and manager of Flint (Mich.) Park, has embarked upon a program of rebuilding all rides and buildings on the property. Business from 10 to 15 per cent better than for the same period last year, reports. Modern dancing policy in the ballroom is drawing large Saturday night crowds of young patrons who also go for other park attractions. Photo policy is for presentations twice nightly in one-week engagements.

Eastwood Manned By Extensive Staff

DETROIT, July 29.—Executive staff of Eastwood Park and those in key positions, as set for the summer, include: Maxine Berger, manager; Nellie Berger, manager; Max E. Kerner, manager-in-charge; Harry Stahl, superintendent; Walter Neuner, chief electrician; Earl Johnson, manager of the beach; Harry Bopp, chief of police and parking lot; Gerald Jackson, Rudy Hauss, policemen; Bill Lordy, Fred Rader, John Kenderski, manager of the beach; Al Davis, artist.

Rides and games are run by Eastwood Co.: Rilf Metlain, president; Charles Rosenthal, secretary-treasurer; Harry Dunnigan, ride superintendent; Paul LaRoche, Coaster manager; Mar-

(See EASTWOOD MANNED on page 35)

Ocean Park Pier Drawing Big To Best Trade in Recent Years

OCEAN PARK, Calif., July 29.—Ocean Park Amusement Pier, with the largest number of rides, shows and concessions of any of the beaches in Los Angeles County, is drawing crowds. Attendance is reported better than for several years. Jefferson W. Asher is general manager for Ocean Park Pier Amusement Corp.

Harry Hargrave, of American Amusement Co., prominent operator of rides; John R. Ward, president of John R. Ward Amusement Enterprises, operating primarily all shows on the pier, and A. M. Webb Miller, manager of business houses, report satisfactory business. Frank Mason and Gerald Keenan, concessionaires, say their business is better than for the same period last year.

Concessions include novelties by Alberto Long, range-land games, Ernie Kirchner, Joe Page, Lunch and soft drink, Harry O'Brien, Eddie Madson, Tom Bailey, Art Koenig, Helene Brothoff, agents, Vic's Place, Harry Miller, owner, Lunch and drinks, Leo Tascher, Charlie, J. S. Lovewell, manager, J. C. Bradford, and J. and seafood and drinks, Joe Jordan, owner; Edna Sperry, Gene Carter, Fred Kessler, Phia Craig, Martha Older, Charles Murray, Cigarettes and Cigar, Sam Gandy, Park, Leinenkugel's, Blanche Given, Meta Winstead, Jewell Collina, Agnes Bradley, Long-range lead gallery, Mrs. Josephine Clark, Louis Putte-

Tub Tussle Features Parkmen's Summer Conclave at Salisbury

Boys and girls get wave-sick at \$1 a head, but display great intestinal fortitude—swank Frolics Ballroom is scene of banquet—ball game shelved; strictly a plot

SALISBURY BEACH, Mass., July 29.—Dear Boss: When you instructed me to attend the annual summer outing of New England Section, National Association of Amusement Parks, Pools and Beaches (boy, that's a tough one on a hot, tony vacation center, from what I heard), Salisburians, I must say, June 27, you did not indicate what mode of travel I should use from New York. This proved to be a most unfortunate because the only other gentleman on board who was bound for the World's Fair, where our company operates was Cy Bond, the Dodgem Doctor, who came up (or is it down?) from the Fair in his boat, where he company operates (see DODGEM).

It proved to be a most unfortunate because all the Bond kept telling me in a relentless attack upon my sensitive nature that I would be a good captain if I were captain." The Bond made enough (mental) changes, additions and eliminations to arouse the interest of the members. And when the sandman came around your correspondent was plenty on the weary side.

Rescue at Sea

I became interested myself when the former sailor (who was once a Major Bond) wrote me that he had been shipwrecked. He knew enough about the ways of the sea to be aroused at around 5 a.m. by the sound of an alarm, which sounded like a very very movable body. The body happened to be a lobster boat with two men aboard plowing the waters of Boston Harbor in search of lobsters. They pulled up down and the two fishermen were rescued with neatness and dispatch, one of them being put abed in a do not move me attitude. The man suffered shock and exposure by the ship's doctor and on reaching Boston were ambulance to a hospital. Our craft was adrift in the harbor for three hours miles south of Boston Light, where the incident occurred. The Bond did everything but lower the lifeboat and, to hear him tell it, he was the only person to rescue singlehanded. It is suspected that maybe he did that, too, but did not want to rob the credit of credit.

On the 28th he telephoned to the office of Wallace St. Clair Jones, of the Willam B. Berry Co., who is president of R. B. Usdin, of the Great Company, New York, and A. S. Davis, of Davis & Cutler, (See WATER RIDE on page 35)


 Jefferson W. Asher, general manager of Ocean Park Pier, operated by Ocean Park Amusement Corp., is having a season better than that of 1938. Attendance is up, and the number of rides, shows and concessions of any of the beaches in Los Angeles County. He has been at the hotel business in Los Angeles since 1929 when he entered amusement business in 1929 as secretary of a theater-owning and-operating corporation in San Francisco.

Coney Island, N. Y.

By UNO

The hot dog went high-hat on Sunday, July 23, date of its 50th birthday anniversary, with a fitting celebration. Milton Berle, a one-man show in himself, presided over festivities from the stage of the Luna Park stage, which is at Feltman's. Accompanying Berle as usual was his ma, and assisting in the comedy were Bob President Ingall and Comedy Children of the Air. Pauline Miller, celebrating this all-important event, Berle broadcast proceedings from both the stage and later in front of Stern's "Window" in the Park. Guests in audience clinked and swirled. He unveiled a massive frankfurter weighing 78 pounds from the Stahl-Meyer factory and knighted the giant sandwich to the crowd, who responded with a roar. He mixed with kiddies from St. John's Orphan Asylum, who were guests of Charles Feltman, of the famous eatery. The hot dog was the star, and the hot dog more undoubtably than ever.

Ayulin youngsters put away 1,200 "dogs" donated by the Feltmans, and proved a good shot, too, with the Feltman newly patented machine gun, paying for everything as he went along. The World's Fair also lent a hand by way of a hot-dog-eating contest between Vera and Carmen, flower girls from the Cuban Village, and two boys from the Crystal Palace versus four Coney Islanders.

Calling for Rain

Martha Dale, of many vaudeville acts, now Mrs. Isaader Lehman, Brooklyn, was visited by the star at the Luna Park playground. It was a 6½-pounder. Brother of Martha is Manny Haven, a biscuit merchant of Williamsburg, Brooklyn, and a local Comedian. Charles DeGrazia with Eddie's 5-Star Final game on Surf avenue the last four years and Arthur Platasky, of the Saratoga on Stillwell avenue, are to compete on a coming night. Eddie's 5-Star Final host, Charlie Miller, former Luna Park manager, is still with the Collier estate but now looking after Collier held in Tanglewood and Forest Hills. Eddie's showman, shoveman and newspaper man, now with Eddie's 5-Star Final game, played generous host to Eddie and Dennis Powers and Norma Niles of the Strand Theatre, July 24 at a Comico Restaurant.

Pat Kearney, RAA delegate, paid a surprise visit to Jimmie Davenport's girlie show and chatted with ex-movie pinup, Anna King. Norma Niles and Mary Ann King. He discovered that blonde Norma is really奔奔 Margie Gordon, who plays Koko in the "Koko" musical. The Blue Bell Way four years ago. Jack Stern will take his old-time movie show and *"Have You Seen Venus?"* to Miami Beach, Aug. 10, and continues on to New Orleans after Coney Clever is playing a new role this summer, operator of a Scooter ride on Surf avenue. Next stop is Atlantic City, followed by Boston, where she is to appear in the late Louis Gordon, an oldtimeman in Coney game operation. A visitor to Coney last week from Butte, Mont., Milt DeLong, who has been here once and an sis sister act in Big-time vaudeville.

Sam Wagner, at least adorned with a new set of molars, in one side-show operator's booth, is ready to smile. The long, long time this summer he was even Coney summer for a bit of rain. Previous summers it called for a bit of sunshine. Jolly Jerry, once known as the "King of Coney," has lost 100 pounds and still looks as per the family doctor's orders. Dave Black, pix exhibitor of New York and Brooklyn made a visit to Coney. His private, general manager of Feltman's, is on a weight-reducing diet and weeing out Judith Tolson scales. Weight himself into tiny suits.

New Luna Indian Show

Luna Park has a new Indian show. Personnel comprises Vera DeGrasse (Little Flower), operator and emcee; brother Pete DeGrasse, ticket seller, both from Bronx. They are the latest addition of the Hopi tribe, making their first pilgrimage to New York from the reservation at Torees, Ariz. Also two French Indians, Jeanne and Jean, a singer and drummer, very prominent in many movie films. Smiling Bear, cancer Short Sun, singer and dancer, and Little

Peacock, ticket taker. Pete is a boxer, known inistic circles as the first boy to stay 10 rounds with Henry Armstrong. Before coming to Luna Park piloted by the manager, he was in charge of Luna Park and Brooklyn's largest of public museums and elementary colleges and schools on an educational tour. In Luna Park he will be in charge of the Indians at a dinner, admiral, with Whitney Herman as outside lecturer. Packed 'em in on July 23 and 24, their first Saturday and Sunday. At 10:30 p.m. they will leave to Toluca and thence to Hollywood, Calif., for more movie shots.

Week-end attendance of July 23 and 24 was good, yet management expect no change in the future to influx of out-of-towners taking advantage of the new dollar combo ticket at the fair. A committee of the Coney Island Chamber of Commerce, a play center between West Eighth street and Sea Gate. Plans call for a campaign to interest city officials Group to incorporate as New Community Center at Coney Island, with Marvin Rosenkranz secretary.

Playland, Rye, N. Y.

By I. WILSON CLIFFE

Sixty, high-wire free act, went over big. Bill McNamee's Orchestra, rechristened "The Playland Band," Children's Day, sponsored by a newspaper, will be on August 29. Electrolotus, outing on July 23 drew 3,000. Friday night days are proving a big draw, new attractions are appearing.

Director Herbert F. O'Malley is presenting fireworks Saturday nights now, making three nights of it. Displays are mounted by McNamee and Hedges, nurseries in Playland Hospital, are receiving praise for their work. Hot weather has increased beach and pool attendance.

Atmosphere is excellent in the grand stand. Manager Dave Asta and crew are doing a good job on the parking lot. Chief Gardener, Tirfany, has a hand in maintaining the grounds. John Mori turned business good at Beach Cafe. Alice (Ginger) Ross is in charge of restrooms. Tommy Donaldo is another of Fred Merriman's. Gus Hudles, still waiting as he hands out weekly attendants. Hasta luego.

Long Island

By ALFRED FRIEDMAN

Sunsmile and Jamaica swim pools tied up with foot theaters on a film and did nice holding on the stunt. Eddie McCus, Long Island Daily Press photographer, was assigned by his paper to do a series of pictures on the election of Miss New York and had his hands full trying to fill requests for appearances at various beaches. The 1,000,000 spectators passed over the different tall palm trees, which have been in operation since early in June, meaning collection of \$100,000 thus far to liquidate the debt of \$18,000,000 incurred in the building of the beach from a pool and road. Attendance at Jones Beach does not make it appear that the record of last year will be topped off, but if at all, it will be the World's Fair's fault.

Broad Channel is having a reasonably good season, with Broad Channel Park, Roadsides Rest and Jackie's doing the best business.

ROCKAWAY BEACH: Citizens are puzzled over failure of the Chamber of Commerce to sponsor fireworks shows this year. Last year, they were held every long period. Attorney Adzer Zeide is fighting for the bicycle racing concession interests in the courts here, asking that the wheeling be permitted to continue, but some of them. There's every indication that many concession will remain open in the Boardwalk until late in September.

At the Seaside Hotel, Joe Morris, who was one of the managers of old Morrison's, local vaude house, is a concession at arcade.

At the Casino, David Soden's cutting for 4,000 orphans hopping things up for a day. Huge Abe Simon, heavyweight boxer, is a cop for the summer on the Bobbitts' stage. He is the most popular of the new comedians for the Broadway set. Long Beach stadium jamming 'em for the boxing show. Tell of a quarter collected from those who use the bathing beaches

Parks-Resorts-Pools

is nice for city coffers, but atoms claim it still doesn't help sufficiently to under-write cost of the new \$2,500,000 Boardwalk.

OCEAN PARK—

(Continued from page 33)

Negri, owner Balloons, Katherine Bauer, Palmist and card reading, Mme. Ray, Balloon game, Joe Conci, Jack Shapley, Comedy, Mr. and Mrs. Gandy, Wire artist, B. Streetcar, Greyhound Derby, B. J. Miller, owner: Harvey Harnepa, M. Giese, Charles Husman, Groceries and Delicatessen, Bob Bernard, agents. Marble game, Al (Moxie) Miller, owner: Eli Weiser, Bill Schlessinger, agents. Bumper car, Eddie Moore, owner: Tom Gandy, Dorothy Mack, Moose, Chew, Bettie Bergamo, agents. Cigar bumper, Al Miller, owner: Eddie Gandy, Frank Gandy, Fred Cohen, Arnold Webb, Joe Weber, Pete's Arcade, Pete Bouche, owner: John Brabec, Cy Roberts, Dave, Brabec, Bill Boden, Cy Roberts, Dave, Brabec, Cigarette store, Fred Owan, Dave Reed, Peanut corn, Helen Mack, Marie Jensen, Art Mendenhall, Charles Cooper, Pitch-Ulrich, Eddie Gandy, and Mrs. Herbert Howard, Bumper game, A. M. Pepper, Jack Tashima, G. Tarumoto, E. Yamada, G. Yamada, G. Yamada, George Barnard, Berkeley Derby, H. Wallace, owner: Harry Yardley, C. Yanelli, Long-range land game, W. F. King, G. Howell, Bill Curle, Andy Andrews, Harry Uhrig, Port-hole game, John Darby, Leo Fenster, Swinging targets, Eddie Hammon, George Hammon, Eddie Hammon, and Sam Chisholm, M. Sloane, Swinging targets, ball game, A. W. and Marion Hoover, Maxine Engle, Guess-your-weight, Tex Texas, Sharpe, and Mrs. George Koenig, Charles Tobin, Penny Arcade No. 2, Tom Reed, owner: Bill Howell, Pearl Morris, Agnes Hull, Color game, Harry Uhl, and others. Umbrella, T. Fukuda, Takashi T. Hakahashi, E. Yashiro, Magic Ship, Jimmie Rapin, Harry Gold, Photo studio, Mr. and Mrs. Sidney Cheldin, Steve Johnson, Penny pitch, K. Yamara, H. Yasuzaki, T. Tokoto, Cigarette gallery, H. Yukimura, E. Tokeshi, Joe novelties, Harry P. Smith, owner: C. B. L. Williams, Everett Rickman, Jerry Kindel, Penny pitch, Ann Parterman, Charlie Selke, Six-alley ball game, J. S. Clark, E. Ronel, Joe Morris, M. A. Anderson, Eddie Morris, Martin, Eddie Morris, S. M. Dolman, Manny Freedman, Race track, Bob Bernard, M. Fox, Flasher, Pop Shure, owner: Bill Littlefield, Pop Shure, Cigarette store, Sam C. Cioce, Frozen custard, Mrs. E. Ralph, Marie Dundas, Lillian Haverman, Jenny's Cookhouse, Jenny's Cookhouse, Maxine, Connie Marlowe, The Laundry, Jack Reilly, Walt Weisgard, Frank Nelson, Jack Bolger, Roy Dow, Symmes Resort, Harry Symmes, Helen Symmes, Bill and Helen Rober, Character reading, Kenneth Nedrow, Character reading, A. Sylvester.

Rides: Giant Merry-Go-Round, American Amusement Co., Harry Hargrave, manager, Leon Friedman, foreman, Joe Morris, John Soden, Eddie Morris, Estelle Johnson, cashier, Toonerville Lightly Stable, Henry Nye, Foreston; Leo Goldwerty, Bob Griffin, assistants: Mrs. Morris, Eddie Morris, Leon Soden, Eddie Morris, owner: Hod Spears, foreman: George Sayres, Mildred Kazake, cashier, Webster, Harry Montgomery, foreman, Harlan and Eddie Morris, cashier, Leon Soden, Eddie Morris, cashier, Leon Soden, William, William, Eddie Morris, cashier, Young Ethel Blake, George Beardale, Diving Bell, Bill Hansen, owner: Ernie Schultz, John Schwartz, assistant, Leon Soden, Eddie Morris, owner: Bob Morrical, Bob Anthony, assistants, Loop-o-Plane and Roll-o-Plane, Ed Hill, Ann Taylor, Moreland, C. G. Landy, owner: Leon Soden, foreman: George Flynn, Endo Fisher, cashier, High Boy, Lee and Roy Roy, Fisher, cashier, Mabel Bonar, cashier, Henry Kasman, John Lawrence, Ed Hill, Joe Hartnett, cashier, Eddie Morris, owner: Ken Ballou, Dorothy Pitt, cashier, Whip, Bob Sewell, foreman: Dave Valdez, assistant: Mary Jane West, cashier, Eddie Morris, owner: Bob Murphy, Leon Baker, Morey Jacobs, Kenneth Gerke.

Show (on approach to pier): Parent and Unborn, Dr. Eugene Donagan, Douglass Berry, assistant. On pier, Parent, John R. Ward, Amusement Enterprises, John R. Ward, president, Headless Queen, Leo Johnson, Miss America, subject Anna Johnson; Frieda Brabec, nurse, Clara Johnson; Frieda Brabec, nurse, tickets. Dope Show, Leah Meyers, Mabel Bonar, cashier, Miss America, subject Anna Johnson; Frieda Brabec, nurse, Clara Johnson; Frieda Brabec, nurse, tickets. Mystery Man, Kenneth Pratt, lecturer, Joseph McCann, tickets. World's Fairst Girl Show, Ed Stevens, owner: Jack LaRue, owner: Local Girl, Miss America, subject Anna Johnson; Frieda Brabec, cashier, Dorothy Pitt, cashier, Whip, Bob Sewell, foreman: Dave Valdez, assistant: Mary Jane West, cashier, Eddie Morris, owner: Bob Murphy, Leon Baker, Morey Jacobs, Kenneth Gerke.

Show (on approach to pier): Parent and Unborn, Dr. Eugene Donagan, Doug-

American Recreational Equipment Association

By R. S. UZZELL

Annual meetings of the National Association of Amusement Parks, Pools and Beaches and American Recreational Equipment Association are next big objectives of the year. While the International Association of Pools and Equipment Association will meet in Toledo, Ohio, in November, the two more important associations can arrange to take in New York while on the trip. American Carnivals Association also will meet in Toronto in October. The two groups will come together in New York for the National Showmen's Association annual banquet Nov. 26. This will safely predict a larger attendance than in previous years. The New England section of the NAAPB will hold its meeting in conjunction with our convention, and in the same hotel. This will be the third year in a row that New Englanders made the trek to Chicago last year.

Larger Foreign Group

We can safely count on a larger foreign representation than we have ever had. Here is where the New York World's Fair will really help in furnishing a double market for our members. The foreign visitors will find a new life and interest into our convention. This influx of new faces at our meeting is like a new picnic in a park in bringing new life and color to our group. It is to be expected that the year to drop out of the exhibit. It is the year to appear at your best. Al Hedge is coming with his efficient staff who know how to run fine exhibits which mean so much to the success of a meeting. Already they have done much toward the multitude of arrangements for the meeting. In fact, the foreign convention ends and the details are cleaned up the next convention begins. Space can be booked there. Hedge's office is available to you. Ask your author who can take you to the hotel, where you can see the layout of space available.

Better for Belmont

Belmont Park, Montreal, never was neater nor more beautiful. While all of the first part of the season was cold and wet, with its attendant crimp in business, the weather was improving and enabling the beautiful grounds on the river to hit its stride again. Should it get good weather the remainder of the season is possible to run a smooth and pleasant business. Belonging to the park is the boat which was built by the boat works owned by Bert D. Billings is still confident and now has excellent health to back up his enthusiasm. Having a large number of visitors due to his attractions from Belmont Park to the Toronto Exposition, leaving about August 15, this park often plays the free acts that have been to Playland, Rydell, and the like. The first boat bicycle act of a family of six, the best riders that have ever crossed the pond.

There is a rising spirit of optimism out at the World's Fair which is helped along by the upward trend. On the kick-off, the reduced rate thru a combination ticket is getting increased business for the amusement parks. All three of these twin combinations will have some shows from closing. The men who have persisted on the mad march with its nippings at every turn are now being joined to a chain of fun. Perhaps the change is early enough to reverse the sentiment of many in the hinterland who had decided not to come out for the exposition at all because of poor weather. San Francisco had to send out money to complete his pay roll, which operating results could not do.

Jess Berry, assistant. On pier, Parent and Unborn, Dr. Eugene Donagan, Doug-

The Pool Whirl

By NAT A. TOR

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

Coin Machines

More tanks are going in for coin machines of one kind or another and much so. Much additional revenue can be won by operators who wisely utilize small space around plungers or in locker doors for appropriate placement of game devices, slot machines and candy machines, the money-makers at outdoor tanks. Phonograph automatons are also very popular and permit pool men to offer more.

However, as in every other phase of pool operation, common sense and good management is required to make coin machines pay. It's time to buy a number of machines or to put some in at a percentage and let them stand any place—there's another way to try to make money with them. Some operators have candy and coin-vending gadgets at spots where the swim public haven't any money with them, with results that are not too good. If you can't afford to operate some devices and they're not bringing the extra dough you think they should, drop them overboard. You may have a few good ideas but don't you have them in the wrong part of the pool establishment?

It might be wise for pool management at certain times to put in their own slugs and play a number of records free. All of which is sure to start the ball a-rolling and get others to play. A phonograph, a juke box, will always attract attention. Regardless of how much money you can make, it would be very unwise to sell candy or other items in packages that don't have attractive wrappings. Regardless of how many wrappers except in machines in locker rooms or near waste-baskets. Certainly not on a beach that's trying hard to keep clean.

Small book, *Swimming Made Easy*, made its appearance on news stands in July. Author, Frank Pobuk, was penned by Capt. Jack Pobuk, who is billed as "Radio Swimming Instructor." Cover design is not bad, being the best part of the book.

Men and Mentions

The New York Delfy Mirror, conducting a Learn-To-Swim campaign with a number of contests, has arranged a grand water carnival at the World's Fair in August. Tentative spot for the meet is Billy Rose's Aquacade, which is expected to bring a great deal of daily's readers some Sunday fun in August prior to Rose's regular shows.

Scenicland outdoor pool, Bronx, N. Y., has been invited to the World's Fair franchise to participate in the Atlantic City Beauty Pageant. It was to have selected Miss Bronx but felt enough time involved could be used to greater advantage in getting more celebs to visit the pools.

Capt. Sol Solomon, world's champion in the New York City for two weeks to play a role in Palisades (N. J.) Amusement Park, scene of the championships in which Solly won his title.

Dan Friedman is beating ballyhoo drum for President outdoor pool, Swan Lake, N. Y.

With the NAAPPB convention slated for New York this fall, local pool men are looking forward to the meetings of the organization. I'd like to suggest to Mack Rose, pres. of the New York Pool Owners Association, that he invite the national org. to pop up to work with the national org. to pop up pool sessions at the meetings.

Park Gleanings

SEATTLE. — Fireworks depicting a Martian invasion were booked for Play-Park here on July 29 as a feature of the 10th annual Seattle Golden Jubilee Celebration and Fleet Week.

AKRON. — Mr. and Mrs. Jack H. Nation have had a new addition to their Beach Park here, Jack handling front of the show. Mrs. Nation reports they will soon start on fair dates.

BANDSBURY, O. — Pete Kortes No. 2 Show is in its 16th week of good business at Cedar Point here, reports Prince Burdette, manager. The headliner is Charlie, a Mickey World's headless girl, in the annex. Show is booked to remain thru September 4. Kortes includes Jack O'Brien, talker; Bob

Burns and Ray Diamond, ticketts; Nick Delo, manager; Harvey Lewis, cashier man; Barney Nelson, armless wonder; Eko and Iko, sheep-headed men; Eddie, his double-headed dog; Mrs. Muriel, nurse, and George Johnson, porter.

Park Free Acts

IN DREAMLAND PARK, Rochester, N. Y., Emerald Sisters, Eleanor and Kathryn, presented their act-and-sit act in which they have been appearing twice nightly and Sunday afternoon.

CAPT. HILLY SHELLS and trained lions was contracted for Mercer (Pa.) Fair by Klein's Attractions.

IN BUCKEYE LAKE (O.) PARK, Manager A. M. Brown reports, are the Three Miles and Bartolo Troupe. Jack Huber's delayed parachute jump was an added Sunday feature.

A RANG-UP BILL marked the free circus presented by Olympia Park, Newark, N. J., reports Charles R. Milburn, Newark N. J., who caught the show on July 22. The featured act included Ward's Elephants, handled by Captain Eddie Gifford and Phillippe, hand balancing; Joe Arens, with bulldog in drunk tumbling act; Two Saxons, globe rolling and high perch.

A. R. MALLORY, manager of Craig Beach Park, near Diamond, D. C., who has assumed an anti-social act policy has been made permanent. Zora, the pedestal, will be followed by Lillian Strock, aerialist, and then Silver Johnson and his midlet Austin for a week, according to G. A. Klein.

EASTWOOD MANNED—

(Continued from page 33)

low Wiss. Looper manager, Tim Quinn, and Billie, manager of the popular band, New Pretzel manager, Joseph Hoffman, Kiddieland manager; Charles D. Hartwell, Bug manager; Turman Louis, Whip manager; Eddie, Charlie, Circus manager; James Heima, Ferrie, Wiggle manager; Peter Bodding, Dodger manager; Capt. Joseph N. Seymour Jr., pool refreshments, Sam Kuzen, lessee of 10 stands; Chuck Zeinert, restaurants manager; James Thatchier assistant supervisor of popcorn; and Gladys, Vicki Marr, manager of girls' girls.

Concessionaries: Louis Wiss, seven; Jack Wish, manager; George H. Brown, mouse ears; Eddie, Kandy Korn; Eddie, Harry Stabb, fishpond; Watson, Dixon, rabbit game; Chan Marwell, monkey kingdom; Billie, Candyland; Eddie, Frank Perry, pony arcade; Florence Hill, cashier; Ben Moss, two tangos; Eddie, Kander, two games; Eddie Cedras, three; Eddie, Candyland; Jim Jam; Nate Golden, auction store.

Showboat, operated by Capt. Amos, manager; Jimmy McMoore, tickets; Buckle, Walter Prentiss, operators; Walter Brindie, clown.

Gardens (outdoor): Frank Kuzen, manager in charge of gardens; ballroom and rink; Basil Matthews, head waster; Joe Gardella, cashier; Herb Miller, doorman; John Schneider, doorman; Mrs. Michaeline, cashier; Adeline Ertuey, head cashier; Guy Wanda, stage manager; Rudy Harmon, bartender; Loraine Hanson, wine-room manager.

Ballroom: Joe Gardella, assistant manager; Kay Papineau, head cashier; Casper, cashier; Doorman: Margie Gardella, Delphine Jackson, checkroom; Joe Smith, radio room.

GEAGA LAKE, O.—

(Continued from page 33)

more than one outing a day booked by the park here, the new outdoor park is planned to extend the season thru Labor Day week to accommodate late cuttings and to stage a Mardi Gras week at the season's end.

Manager Kohlman said there will be no let-up in the expansion program. Plans for 1940 include erection of several hundred four-room cottages on the opposite side of the lake, the demolition of obsolete attractions with several new rides and other midway features. At start of the season the midway was chemically treated to eliminate dust.

WATER RIDE—

(Continued from page 33)

Boston, who drove us up (or is it down?) to the beach. Wally Jones had proceeded us (down!) there, being charged with

voluntary details in his proxy capacity. The Bond took the back seat with "Scoots" Uzzell and talked World's Fair. Your correspondent rode up front with "Scoots" and the Bond, and the Bond, and the Bond's chief. One of Markey's principal ventures at the beach is the Frolics, dive and dance spot. We met there on July 21, 1931, not long after Uzzell came in 1930. At that time the hall was known as Ocean Echo Ballroom, but three years ago an American Legion post purchased the institution, the place streamlined to the hilt and the name changed to Frolics, a 1,200-seater effectively lighted, beautified and equipped with a bar, housing one of the biggest and swankiest in New England, if not the entire East.

Frolics dive-dance layout represents a \$30,000 investment in improvements and it is money well spent. Mr. Markey told me the spot has been doing extra business during the past month, with midweek nights, with daytime or lunch business very satisfactory too. Stage shows which are produced and booked by Capt. Collier, manager of the Dutchess, managed George Hanmid office in Boston, are changed weekly, with Paul Flores devoting the routines for the line of

most of the summer outings action centered around the Frolics, whereas at the 1931 party the business was held in the American Legion's Commerce Building and the banquet in the not too pretty Palace Hotel. There was no business during this time. Freyre Jones, present manager, has been a good manager, but as far as I can see, he's always preceding something with a recitation of letters received from A. NAAPB; Herbert O'Malley, manager of the Frolics, Ely, N. Y., and Arch Clark, of Bay Shore Park, Sparrow Point, Md., who headed the A. NAAPB section a few years ago while manager of Northwicks Park, Boston.

The folks there dived into their lobster traps and ate or drank the selection being a fisherman's choice arranged in advance of game time.

"Insult to Injury"

Talking about baseball, your humble servant could not continue to star at a disbarred and notorious frame-up which shut the traditional ball game out of the program and mitigated the average in favor of a more tame fare. Baker's simian career, off with the Proletariat line and the following principals: John and Elizabeth Chadwick, dancers; John and Fannie, the Clowns; and Little Orby, billed as the Dizzy Wizard, comedy monologues and magician, and Ashley and Ware, comedy dance team, all for amateur night, with Leahy and his orchestra, and Al Forrest was the organ. It was as entertaining a bill as you will find anywhere, and the prices are not too steep.

If you're interested in a couple of sidelights here are some... John Denovan said his Nautilus animal farm is the pride of Lynn, Mass.; and Fred C. Chisholm, of Roxbury, looks young as ever.

Mr. and Mrs. John Williams, of Lunenburg, and Mr. and Mrs. Herb Schmick, of Philadelphia Toboggan Co., from (you guessed it) Philly; Fred Paisley, Paisley Amusements, from Wrentham, with the girl who always looks like a bride, Barney Williams has lost about 3,000 of those majestic pine trees, "but the people have been very good about it," in the words of the manager.

Bob Plarr and party came from Dorner Park, Allentown, Pa., to make a new record in attendance, with 2,000 of Lunenburg, and Mr. and Mrs. Herb Schmick of Philadelphia Toboggan Co., from (you guessed it) Philly; Fred Paisley, Paisley Amusements, from Wrentham, with the girl who always looks like a bride, Barney Williams has lost about 3,000 of those majestic pine trees, "but the people have been very good about it," in the words of the manager.

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possible exceptions of those old salts of the sea, Cy (there goes that man again) Bond and Danny Bauer, of the whaling city of New Bedford, Mass., where he remained until he died.

All we saw was a couple of rescue ships, salvage boats and diving tenders at the scene, but we couldn't get a close look at the boat. The crew added immediate area roped off. All of us were subdued as we approached the waters where the tragedy occurred.

Most of us injury by collecting a buck from each for the privilege of buffeting us around on a majestic afternoon which was not pinhole, but as this goes on the expense account I do not mind so much. However, I am now trying to figure out a way to get away from the expense account on the expense sheet for shock exposure, nausea, contusions, abrasions, loss of spirit and, more important, a rip on the paper of my pants. While I was in the tropics, I saw Charlie Curtis, without benefit of turnstile, was tossed forward and managed to hang on to my waistband. When I got to the beach it was commented it was found that he had ripped off my badge, and in doing so lacerated and dislodged. Not to be outdone, I ripped off my badge and tossed it to the gulls. Quite a bummer game wasn't it?

Breakfast and Stage Shows

About 10 days ago, we had breakfast at the banquets held in the Frolics, and following the show the spot's regular stage show was presented under the smart umbrella of Jack Reid. The show was excellent in every respect, with these numbers by the Proletariat line and the following principals: John and Elizabeth Chadwick, dancers; John and Fannie, the Clowns; and Little Orby, billed as the Dizzy Wizard, comedy monologues and magician, and Ashley and Ware, comedy dance team, all for amateur night, with Leahy and his orchestra, and Al Forrest was the organ. It was as entertaining a bill as you will find anywhere, and the prices are not too steep.

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LEONARD TRAUBE

Some Records Set in Edmonton, Despite Weather Curb; Highest Thursday Gate Mark Registered

EDMONTON, Alta., July 29.—Altogether Edmonton's Royal-Vista-Yest Exhibition on July 17-22 set several new records, attendance and horse-race betting totals were up.

Rain and chilly weather on the first four days held attendance down, but total at end of the week was 102,223, compared with 101,180 in 1938. Warm ideal weather favored the fair for the whole week. Parimutuel take was \$33,638, compared with \$33,754 in 1938.

New records were: Highest Monday, Thursday and Saturday betting in the 61-year history of the exhibition, with taken of \$35,440, \$49,331 and \$62,017, and

a new attendance record for Thursday, Second day saw 40,000 people in attendance at the downtown street parade.

Fair was officially opened by S. W. Gray, president of the Canadian International Association of Fairs and Exhibitions and secretary of Saskatoon (Sask.) Exhibition Association.

Appreciation of efforts of Percy W. Abbott, managing director of Edmonton Exhibition Association, to improve horse racing and thoroughbred horse racing in Canada was expressed in tangible form during the exhibition when George Kendall, Vancouver, dean of race-horse men, presented Dickie Abbott with a mounted silver trophy. Dickie Abbott and his wife, Mrs. Abbott, received the trophy and Mrs. Abbott with a bouquet of red roses.

Visitors from Saskatoon included Eric H. Smith, director of Saskatoon Fair; Jack Hettie, chairman of racing committee; Mayor Carter Niderost; Dr. A. Munro, president of the exhibition; Dr. L. A. Kinsman, president of the University of Saskatchewan; W. J. Munro, general superintendent, Canadian National Railways; Sid W. Johns; Alastair Fraser, vice-president, Canadian National Railways, in charge of freight traffic.

More than 1,000 relief recipients and families attended on the fourth day as guests of the fair board. All unemployed in city relief lists were admitted for two hours.

Fessenden Has Best, Is Vancura Report

PESSENDER, N. D., July 29.—The 30th annual Wells County Free Fair, Minot, N. D., was opened Monday, July 23, by Governor Elmer E. Munro. W. V. Vancura reporting that all departments showed about 10 per cent increase in gross receipts. Attendance was up 10 per cent. Grand stands were sold out for four performances and were almost filled at the other four. Livestock exhibits were of high quality. Specialty exhibits were outstanding.

Fairly & Little Shows on the midway were well received last year. Lot's Go America, mighty grand-stand show, presented by Northwestern Amusement Co., drew favorable comment. Free acts favored were the Peepers, Potters, Great Ricardo, Kosaks, Hubert Dwyer and Co. and others.

Visitors included Secretary Whitney White, Mrs. Milburn Fair, F. H. L. Pink, secretary of North Dakota State Fair, Minot; E. W. Mueller and G. A. Oettinger, secretary and president and L. M. Cox, concession manager of North Dakota State Fair, Minot.



EDWARD W. VANCURA, vice-president of North Dakota Association of Fairs and Exhibitions of Wells County Free Fair, Fessenden, had a top report to make on his 30th annual, one of the earliest ones. At the close of the fair there was 10 per cent increase in receipts over 1938. He has been pilot since 1931 of the Wells County Free Fair and is auguring a free gate in the State. He has been county agricultural agent 18 years.

Pretentious Program Set For Extended Minn. State Fair

ST. PAUL, Minn., July 29.—The 50th annual State Fair here will stage two grand-stand shows, opening with Frontier Days Stampede, a Barnes-Carruthers production, which will play five days to Aug. 10. The second grand stand show will be the Revue of 1939 for remainder of the run. Jimmie Lynch's Date Dodgers will appear on Thrill Day, when State edition of the Miss America contest will be held.

Other attractions will include Earl Barrows' multi-palloon catastrophe hop. Nightly fireworks will be furnished by Theare-Duffield, and Royal American Shows will be on the grounds.

Bargain rates, offering \$1.20 worth of attractions for 50 cents, will be used on opening night. Thrill Day, Aug. 10, will be four days of auto racing, with \$20,000 in purses, and two days of harness racing. Horse-show prizes will be \$10,000. Premiums will be \$100,000. Premiums amount to \$127,000. Work on the new 4-H Club building is nearly completed, and all machinery-hall exhibit space has been sold.

BROOKHAVEN, Miss.—Lincoln County Fair Association here has named Eddie Jane Craig, successor to preceding Sara Jane Craig. Other officers are Louis L. Etrican, president; A. F. Parkinson, vice-president.

In Front of Grand Stands

A. E. SELDEN, "The Stratosphere Man," received much front-page publicity in the July 21 edition of *The Standard* (Ind.), Cleveland, when he appeared in the July 20 grand-stand show of the Merchants' Retail Bureau. He was subject of an article, with two-column picture, free-column cartoon by Karl Hamm, editor, cartoonist, and a copy of his signature was reproduced for autograph seekers.

OPENING at Kent and Sussex Fair, Harrington, Del., July 23-29, Wilfred Mae Trio, with Mildred in the act, will play eight weeks of fairs for the George Hamid office.

GENE AND GLENN, radio team, will appear at Mahoning County Fair, Canfield, Ohio, Aug. 10-14, of the fourth month. Edwin R. Ziegler, secretary, said vaude and circus acts will be presented other nights.

ACTS for fairs in Goshen, Riverton and Harwinton, Conn., and several others have been contracted thru Jack W. Gordon Agency, Hartford.

BARNES—CARRUTHERS talent has been booked for grand-stand and show of New Mexico State Fair, Albuquerque, said Leon H. Barnes, manager. Bill will include revue, *Go's Places*; Edison and

Louise, comedy; Buton's Dogs; Joe Melvin, boomerang thrower and juggler; Great George, magician; and the like. Date Dodgers will be back. Death Doctors have also been booked. Midway free act will be Mabel Stark and Her Tigers.

TWO KATE, aero and novelty roller skaters, are booked for Caledonia (N. Y.) Fair.

GRAND-STAND acts at Scioto County Fair, Lucasville, O., will include Lillian Brook, serialist; Barney and Jimmy Arensen, comedy acrobats, and Whiteside Troupe, serialists, booked by C. A. Klein Attractions.

B. WARD BEAM'S International Congress of Dare-Devils has been booked for du Lac (Wis.) County Fair.

SECRETARY Ray Smith, Morgan County Fair, Fairmont, W. Va., has contracted Arnold Barnyard Frolics; Carmen and Crowley, comedy acts; and Barney Arensen, tight wire, thru G. A. Klein Attractions.

SHOW for California State Fair, Sacramento, will feature Alice Brooks and her troupe. Walter C. Smith Jr., press representative, William J. Conroy, manager, and the like. There will be two free acts, Five Ariens, high wire, and Zeachini cannot act. In addition to a hall, a tent will be provided for exhibits. Nightly gate awards will be made.

Brockton Buys Top Name Music Talent

NEW YORK, July 29.—What is thought to be the largest purchase of name-band talent ever contracted by an eastern fair was consummated this week between the Brockton Corp. of America and W. H. Kingman, secretary of Brockton (Mass.) Fair.

Deal calls for appearance of four top-name music units at the 1939 Brockton Fair, Aug. 10-19, by George Lombardo, Eddie Duchin and Ben Bernie.

Besides bands, MCA will also place several acts to work with the musicians. To date only acts definitely set are Jane Frazee and Ruth Davis.

Top Budget Likely To Make 1939 Wisconsin State Best

WEST ALLIS, Wis., July 29.—Plans on its budget for the 1939 Wisconsin State Fair promising to be the finest ever held here. Dedication of new stone buildings and ground improvements, cost of which is \$350,000, will be held on opening day also dedicated as Citizenship and National Aviation Day, said Manager Ralph E. Ammon. Sammy Kaye Orchestra has been engaged for the opening of the band shell and fireworks will be presented nightly.

New facilities include poultry, draft and sheep-horse barns, a new grand-track field, a new grandstand and a roadway to eliminate traffic congestion.

Premiums have been increased from \$65,147 to \$100,000, with horse-show premium totaling \$55,000. There will be eight days of races, with purses amounting to \$110,000. Harness racing will be held on our days instead of the usual three, and AMA-sanctioned motorcycle races will be held on one day. Special days have been set aside for American Legion posts, children and dairy farmers.

Trenton Has 30% Tilt In Concession Bookings

TRENTON, N. J., July 29.—Following completion of plans for entertainment program of the 1939 New Jersey State Fair here, activities have resulted in increased bookings for concession space to date being 30 per cent more than for the same period in 1938, said Harry E. LaBregna, manager. Premium book is off the press.

Opening day will feature Lucky Tether, Hot Drivers and others. There will be a grand opening and fireworks on all other days. Plans have been made for Children's, Trenton, Governor's, Grange and Industrial, 4-H Club and Special Interest Days. Prices of most concessions have been booked. New food show pavilion has been erected.

Bigger Program, New Plan Expected to Hypo Allen Co.

IOLA, Kan., July 29.—Return to its position as one of the leading county fairs in Kansas is the aim of officials of the 48th annual Iola (Kan.) County Fair, said A. H. Anderson, secretary. There will be a bigger entertainment program and the new \$250,000 plant in Iola will be expanded to accommodate fair by fair time. Among new facilities will be a stadium, race track and exhibit buildings.

J. T. Tisby Shows have been contracted for two fireworks displays and Barnes-Carruthers review, Broadway Review, will be night attractions. Harness and running races will be staged daily.

Flourtown To Be Extended

PLIOTOWN, Pa., July 29.—For first time in history of the local fire company, sponsored by the 19th annual Fair, the 1939 Fair will run 10 nights, with one Sunday night omitted, reports Walter C. Smith Jr., press representative. William J. Conroy, manager, and the like. There will be two free acts, Five Ariens, high wire, and Zeachini cannot act. In addition to a hall, a tent will be provided for exhibits. Nightly gate awards will be made.

MR. WAHLKE—Mr. and Mrs. George Wahlke, CGH report having joined the L. H. Hall Concession Co. here to play in string of fairs and that Mr. and Mrs. Tom McKinney and Roy Babbett worked at the Milwaukee Midsummer Festival.

2
THRILLING
MOMENTS
with

Solden
THE STRATOSPHERE MAN

TRADE NAME
WORLD'S HIGHEST
AERIAL ACT!

No less than 18
times the
aerial stunts hold
the crowd and
bring them back for
repeat performances.
Night exhibition
dramatized and illuminated.

TIME OPEN
FOR BIG DAY,
WATERLOO OR
WIRE.

PERMANENT ADDRESS, CARE OF THE
BILLBOARD, CINCINNATI, O.

FREE FAIR

JEFFERSON COUNTY,
WATERLOO, N. Y. AUGUST 22-29.

WANTS

Business all kinds—Shows, Concessions and

Concessions.

DAY and NIGHT

100% Cooperation of All Farm Organizations

Throughout Entire County.

Fair Grounds Corporation,

Waterloo, N. Y.

West End Union County Fair

Four Big Days—Four Big Nights—

Sept. 6, 7, 8, 9

Wanted—Independent Shows and

Concessions.

Address AARON HASSINGER,
Lauriston, Pa.

HARFORD COUNTY FAIR

BEL AIR, MD.

AUGUST 30th, 31st, SEPT. 1st.

WANTED: Rides, Shows, Concessions,
Food, etc. Write or wire Bel Air, Md.
U. S. Route No. 1.

Montgomery County Fair

Sept. 28-29-30, 1939,
Litchfield, Ill.

WANTS CARNIVAL

With Good Clean Shows, New Rides, etc. Con-
cessions, to contract by August 15.

Wanted! Wanted!

Rides, Shows and Legitimate Concessions for

OCONEE COLORED FAIR

OCTOBER 16 TO 21, 1939.
Protests for a Bill of Rights. Write or
Contract with J. JONES, Mayor, Dublin, Ohio.

WANTED

Many Go-Round, Ferris Wheel, Other modern

Rides of all kinds and Concessions.

GOOD FREE ACTS

Ex. West Mo., Best County Fair, Sept. 7-8-9.

DADE COUNTY FREE FAIR,
Canton, Ga. Ex. Conn.

Greenville, N.C.

WANTED—CONCESSIONS

FOR MENTONE COMMUNITY FAIR AND LIVE-

STOCK SHOW.

August 23-24-25-26-27.

K. A. HINER, Secy., Mentone, Ind.

Bigger Draw Expected
At Roane County Annual
HARRIMAN, Tenn., July 29.—Plans
have been virtually completed for the
Roane County Fair, which is expected to
surpass all previous annals from
standpoint of attendance and public interest, officials report. Crystal Exposition, Inc., will handle the exposition and
will furnish a large assortment of paper,
Free acts and fireworks will be presented daily.

Pavilion lot will be enlarged and additional

tents are planned for exhibits, to include

industrial, school displays, poultry

and school displays. Governor's

Championship康乐 Days are

planned by the executive staff, which

includes W. B. Stott, secretary; J. P.

Carroll, president; J. E. Palmer, indus-

trial executive; Anna Rule, home eco-

nomic and county agent H. H. Lawley,

stock and poultry.

Fairgrounds

WESTPORT, N. Y.—Essex County Fair
Association named Norman T. Stocker,
Hartford, Conn., general manager of the
1939 annual.

CAMILLA, Ga.—Business men here
have spent \$25,000 in building a fair
(See FAIR GROUNDS on page 38)



**NATIONAL
SHOWMEN'S
ASSOCIATION**

Fastest Growing Organization in
Show Business.

**BENEVOLENT
PROTECTIVE—SOCIAL**

(Hospitalization and Cemetery Fund)
Dues \$10 Initiation \$10

Sixth Floor, Palace Theater Bldg.

1564 Broadway

New York City

COVINGTON FREE FAIR

COVINGTON, KY.

August 25 to September 2.

WANTS Shows and Concessions. Gooding's
Rides Booked. Address CEO, P. SCHWINN.

CARNIVAL WANTED

JEFFERSON COUNTY FREE FAIR

September 14-15-16, Waurika, Okla.

WANTED RIDES AND ACTS

SHERIDAN COUNTY EXPOSITION

AUGUST 26 AND 29.

Area for Night Shows—Rides for Children. Rides
may be set up on the grounds. Write or wire
Mike or write

GEORGE WHITE, 218 West Hurst Street, Sheridan, Wyoming.

WANTED

Shows for Defense County Fair, Hicksville, O.
Rides and Athletic Show, Boys, Girls, Wives or Wives
M. H. BEVINGTON, Secy., Hicksville, Ohio

WANTED CARNIVAL AND RIDES

LEWIS COUNTY FAIR

CANTON, MO.

AUGUST 30-31-SEPTEMBRE 1-2, 1939
HARRY M. WARD, Secy.

WE FURNISH

BETTER ACTS FOR LESS

Large and Small Rides, High and Sensational Acts.

Novelty Acts of All Kinds.

**SIDNEY BELMONT
AMUSEMENT SERVICE**

Fulton Blv., St. Louis, Mo.

**SOUND SYSTEMS
RENTALS**

SALES

FAIRS AND OUTDOOR EVENTS

MOVIE THEATERS

COOPER SOUND EQUIPMENT CO.

1001 Main Street, Cincinnati, O.

**SOME TIME OPEN DURING
AUGUST, SEPTEMBER, OCTOBER
THE FOUR SENSATIONAL
STARS**

125 feet in mid-air. Outstanding aerial attraction. Unique illumination.

Send your dates or write for open time.

Care of The Billboard,
Cincinnati, O.

EDDIE VIERA

**WANT
Hartford, Mich., Fair**

SEPT. 12 TO 16

Can use following Concessions: Ball Games, Diggers, Legitimate Stock
Wheels, Pennant Machine, Seals, Novelties, Mouse Game, Shooting
Gallery, Eating and Drinking Privileges.

MULDER CONCESSION CO.
24 W. BURTON ST., GRAND RAPIDS, MICH.

21st Annual Gala Week Fair, Red Lion, Pa.

SIX BIG NIGHTS—AUGUST 21-26—TWO AFTERNOONS.

WANT Legitimate Concessions of all kinds except Corn Game, Crab and Custard, which are
all sold. (G Wheels and Flat Joints, lay off.) Ask those who played this one before.

R. M. SPANGLER, Secy., Red Lion, Pa.

**WANTED — FOR INDEPENDENT MIDWAY
AND MAIN EXHIBITION BUILDING**

Food and Drinks—Frozen Custard—Ice Cream—Popcorn—Concessions—Shooting Gallery—

**BRAZOS VALLEY FAIR, AGRICULTURAL AND LIVE STOCK
SHOW, WACO, TEXAS**

Nine Days—October 14-22, Incl.

LOGAN COUNTY FAIR, LOGAN, W. VA.

SEPTEMBER 18-19-20-21-22-23, DAY AND NIGHT
Heart of the Mountain Territory in West Virginia. 90,000 Population To Draw From.

NOTE: NO Rides, Shows, Games, Etc. Will be allowed. All Concessions must be
WILL contract for Independent Units of not less than 10' x 10'. Will consider organized Carnival People
in all times, conditions, etc. Will be held in the open air.

THIS WILL BE WEST VIRGINIA'S BIGGEST EVENT.
Address LOGAN COUNTY FAIR ASSOCIATION, P. O. Box 762, Logan, W. Va.

**Combined Counties FONDA FAIR—ALWAYS OPENS LABOR DAY
WEEK OF SEPTEMBER 4TH.**

Independent Midway—WANTED—Concessions—Drinks—Juice—Novelties, Etc.

BIG KIDDIE DAY—THE DAY OF RACES, Etc.

Many Added Attractions for the Biggest Fair We Ever Held.

Write or wire ROY F. PEUCH, Gen. Mgr., Altamont, N. Y. (Do not write to Fonda.)

BURGETTSTOWN'S 84TH ANNUAL FAIR

BURGETTSTOWN, PA., SEPT. 6, 7, 8, 9

FOUR BIG DAYS, FOUR BIG NIGHTS.

Rides booked exceed Flat Joints. New booking Free Acts, Fireworks, Black's Animal Circus, write. A
few choice Concessions from Well Known Stands and Owners. Grandstand privileges for sale. Have lots
of room open for sides. Let me know.

BURGETTSTOWN FAIR ASSOCIATION, Box 171, Burgettstown, Pa.

**WARNING—SPACE IS GOING FAST
MARYLAND STATE FAIR**

TINNIUM, MD., SEPT. 23-24-25-26-27-28-29-30.

Governor's Day, Day of the Fair, Day of the Fair, State Fair, Day of the Fair, State Fair, Day of the Fair.

All Rides, Shows and Custard booked. All other Concessions can be had at a real discount.

Write or wire JOHN Y. McCASLIN, 125 E. Baltimore St., Baltimore, Md.

3 COUNTY FAIR

Northampton, Mass., Sept. 7-8-9

Choice CONCESSION Spots Available

Address JOE KING, Sup't of Midways, City Hall, Northampton, Mass.

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

Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

LEXINGTON Bink, Pittsburgh, is sponsored a two-week amateur competition for amateur girls who have never before placed as prize winners in contests. Medals will be awarded. Management is laying a new floor in the rink which will be reserved for figure skaters. One business-giver was staging of one of the Miss Pittsburgh beauty contest preliminaries in the time. Manager H. D. Ruhm will operate all summer.

MORRIS B. SHOLES is reported spending \$6,000 to enlarge his rink in Warwick, R. I. Building formerly housed a night club.

A. E. COREY, operator of Mansfield Grove Pavilion, Mansfield, Ohio, introduced two new games skating rink which was half of whom were in costume. Contribution to novelties 25 prizes were awarded.

J. H. FORD, operator of Ford's Roller Rink, Cookeville, Md., introduced two new games skating rink which was half of whom were in costume. Contribution to novelties 25 prizes were awarded.

ARMAND J. SCHAUER SR. reports he has been named manager of the rink in Lake Frances Hotel, Siloam Springs, Ark.

"WILLIAM MEYERS" of the team of Stevens and Meyers, who opened in Los Angeles, Calif., on July 1, closed his last date in the Coliseum, Los Angeles, on July 4, when two other skating acts, Flying Buddies and the Skating Stars and a band on bill with him, ended. Billy Morell "He formerly worked in Eddie Robbins' act but in recent years he and his wife, Dorothy, had out their own act." Details in the Final Curtain.

SAMPSON SHOLES has taken a one-year lease on a rink on Hammett's Wharf, San Francisco, which opened a rink in Newport Beach, R. I., destroyed in the hurricane of September, 1938.

WINLAND Auditorium Rink, East Liverpool, Ohio, has suspended summer operation. Mrs. Dick Dillon, who directs operations, has gone to Geauga Lake (O.) Park, where she is managing the indoor rink in operation of concessions. Rink will reopen in September.

GORDON WOOLLEY, manager of Woolley's Bink, Salt Lake City, left recently with Mrs. Woolley and daughters, Laurna, Julia and Joies, and son, Gordon Jr., for a trip to the West Coast. They will include visits to rinks in San Francisco, Portland, Ore.; Seattle, and Vancouver, B. C. His rink closed on July 20 for renovations and will reopen August 30.

MRS. AND MRS. E. P. CALDWELL purchased a rink for their Elmo's Bink, Milwaukee, Wis., and added new flooring, providing floor space of 2,000 square feet. Saturday afternoons children's skating parties, each child receives a present.

PORTABLE rink which opened recently in Goshen, Ind., by Mr. and Mrs. Dan and Herb Garlock, has been drawing heavily at daily matinees and night sessions, with many private parties booked from 10:30 to midnight, reports Chalm Houghton. Rink has a 4,000-foot hard-

wood floor housed in a Baker-Lockwood tent and new Chicago skates.

ROSELAND Park Roller Rink, Rochester, N. Y., has drawn its biggest gates of the season during the past three weeks. Rink was installed early in the season.

MYERS BROS., operators of a rink in Corbin, Ky., gave a skating party on July 25 for benefit of the sufferers of the recent flood. Party was sponsored by the Red Cross which is raising the Corbin quota of \$200.00. Proceeds were \$1,000. There were several hundred spectators and capacity on the floor. In novelty contests winners were given prizes donated by the Corbin Chamber of Commerce. Management and Red Cross are indebted to Harold Smith, physical director of Corbin YMCA, who worked hard to put over the event, and George Johnson, head of YMCA reception department, who was enroute. Myers brothers expect to have their rink under construction in Pineville, Ky., in operation by September 1. It will be as popular as is the one in Corbin.

GRAND-STAND SHOWS—

(Continued from page 36)

Chocolatiers, song and dance; California Varsity Eight; Buster West and Company; Lucy, the Girl Singer; Fireproof Hollywood show, and Sonora Carver and dancing horses. Louis Castellucci's Hollywood symphony band and the famous Hollywood symphony band will feature 50- and 60-foot scenes. This will be night feature for the 10 days. Cases of 250 will be under direction of Secretary, Manager: Robert Muckler. Doug Koenig with six acrobatic acts, bounds and monkey jockeys will work daily. Luke Pace and trained sheep dog will be in the Horse Show arena.

G. A. STEELE, of 8th annual Gibson County Fair, Princeton, Ind., reports the grand-stand program will include: Get-ready Avery's revue, Americas Swings; Great Gatsby Revue; Gandy Dancer; Edie Bell, Minstrel Show; Brown and Lavelle, of screen and radio; Carlos and Dolores, top team; Steiner Trio; Clark and Ollie; Jack Sill, and various gymnasts. Melvyn and Shirley Stratton Varieties, two bands, two dance orchestras and Illinois Co. Farmers. Zimbars Greatest Shows have been booked.

CALHOUN COUNTY FAIR, Marshall, Mich., will feature a Golden Wedding Day for the opening, featuring all country girls who have married within 50 years to attend, marriage vows to be repeated and a special performance staged, with girls of the ballet in the center of the stage. The first 50 maidens, Henry H. Lieders, United Bookbinding Association, who booked the show, is to open.

ALBANY-SCHENECTADY County Fair, Altamont, N. Y., has booked acts, including Six De Cardos, Bobby Whaling, cyclist, and the famous "Giant" performing Fanuchs and Dancers, comedians, and Murand and Gerton, comedy dog act.

DUTCHESSE COUNTY FAIR, Rhinebeck, N. Y., at its 33rd annual, will have a bill including a double male quartet; a bill including a double male quartet;

Eugenie Troupe, acrobats: Funny Ford, Lady Barber's Animal Circus, Emerald Sisters and Capt. Jimmy Smith and his Squadron of Death.

ENTERTAINMENT program booked for Iowa State Fair, Des Moines, includes the Shrine Show, the Shrine Band, Alvin Stardust, Dancers Anita LaPierre, prima donna; Ambassadorettes, acro dancers; Odion Octet, male singers; Elvire Nevy, blues singer; and the famous "Dancing Queen," Rose Pierre and Schuster, comedians, and Balabanow Five, dancers and instrumentalists. Other attractions will include the Shrine Circus, Shrine clowns, including Bobbie Jeanne, shot from a cannon; A. E. Selden, "The Stratosphere Man"; Great Wallendas, acrobats; Knie and Kurto, circus and awaying pole; John Christensen's, Buton's, and Gautham Brothers' dogs; Mattoe Troupe, acrobats; Feathers; Four Whisones, comedy Rioter; Three Leonards, trapeze; St. Saladores, unopposed ladies; St. Saladores, equestrian, and Rod Carter, clown cop.

WAYNE COUNTY FAIR, Northville, Mich., after several years of reverses, will change to a bill of acts. Fireworks will be more elaborate. Costs of acts will be practically as much as possible. Reason for the change in the motto is for policy reasons, not economy. Acts will include Marie's Pets; Mills Troupes, high wire; Six Zeros; The Thrill Arrows, acrobats; Clowns; St. Clair, Q-Team, St. Clair, bicyclists, and one more, booked thru United Booking Association.

OPENING their season of fairs at Chase County Fair, Logansport, Ind., on July 23, Haymonds Attractions report solid bookings into October in Ohio, Indiana and Illinois. Unit includes: Peacock, Peacock, Peacock, Varsity, Stunt, Aerial Cowboys, Miles Long, La Vine Trio, Lerches, Olive Craig, Houghton, and Houghton and the Raymonds.

FAIR GROUNDS—

(Continued from page 37)

plant, race track and first annual Mitchell County Fair and Live-Stock Exposition here, reports L. E. Brown, secretary of Tom's Amusement Co., booked to play the event. Paper has been ordered for billing adjoining counties.

LA PORTE, Ind.—James A. Terry, secretary of La Porte, has arranged an attractive four-page fair edition containing picture and articles on attractions booked and resume of activities planned for the 1939 annual.

BURGESSHTOWN, Pa.—Because of good local conditions and booking of free and night shows, the 40th annual fair anniversary Burgettstown Fair report they expect the 1939 annual to be biggest in association history.

MADISON, Wis.—Commercial State Bank filed a foreclosure action on July 24 against Dane County Agricultural Society, owner of the county fairgrounds, for \$19,000. A suit had been named against the 1929 plant. Bank complains that a mortgage against the society, given on October 22, 1929, was for \$30,000 and that only \$1,000 has been paid on the principal.

TIMONIUM, Md.—Indications point to Timonium as a city surpassing all others from standpoint of attractions, said Harry J. Bowen, John T. McCaslin, midway manager, and the association manager. Both O. B. and O. B. are big. Many comedians who played the fair in previous years have again taken space.

DE QUEEN, Ark.—Premium books for second annual Sevier County Dairy and Live-Stock Show lists more than \$600 in prizes for "A" and "B" demonstration entries. The 1939 Sevier County Fair Show is sponsored by De Queen Commercial Club and operates with free gate. Grand-stand acts and a midway will be provided.

ST. JOHN, N. B.—Sam Williams Shows has gained booked for the midway and George A. Hamid will furnish free acts for St. John Exhibition, officials said following a recent meeting when plans were completed for a dog show and it was announced that all exhibit space had been taken.

DAYTON, O.—Approval of the largest ever to come in the history of DuQuoin (Ill.) State Fair was granted by the contest board. Central States Racing

Association here, said Norman White, CSRA executive director, who anticipates new track and attendance marks on closing day. Association opened its heaviest fair schedule at Alfred C. Moore, Ft. Wayne, Ind., on July 29, with Greenville, O., host on Drivers on July 30.

MARSHFIELD, Mass.—Indications are that the 72nd annual Marshfield Fair will be one of the best yet staged, said President Ernest H. Sparrell. More than 75 per cent of ground space has been rented. Activities will be presented on the main grand stand and a new feature will be a wild animal farm. Russ Murphy will handle racing, with pari-mutuels under direction of Mortimer Mahoney and Dale Heitman. Gordon Morrow is race secretary.

Neb. State To Lower Gate

LINCOLN, Neb., July 29.—Nebraska State Fair here is making its first step toward lower gate admission fees. The cost per person, which has been cut from 50 to 25 cents. Starting immediately, there will be offered 200,000 admission tickets in books of 10 at 25 cents each, sale to continue next month.

HALLOCK, Minn.—Paid attendance at Hallock County Fair here on July 2-3 was \$20,125, largest paid admission for a Northern Minnesota exposition in county history. About 12,000 persons attended. The fair, which is run by the Agricultural Association, cut its debt from \$17,500 to \$8,000 in three years and has a vastly improved plant.

LANGDON, N. D.—New attendance records for recent years were set at Cavalier County Fair here on July 17-19. Total gate receipts were \$10,000, with 10,000 persons attending. Association cut its debt from \$17,500 to \$8,000 in three years and was a vastly improved plant.

BRANDON, Mass.—Checks to premium exhibitors for the 1939 Provincial Exhibition here totaling \$10,400 are in the mail, said J. E. Rettie, secretary-manager, an increase of \$1,000 over the 1938 total.



QUALITY

RICHARDSON BALLBEARING SKATE CO.

Established 1884.
3312-3318 Ravenson Ave., Chicago, Ill.

The Best Skates Today

WHITE FOR PRICES
SKATING RINK TENTS
White Bag & Cotton Mills
ATLANTIC ST. 3305, BALTIMORE, MD.
MANUFACTURERS NEW YORK CITY
KANSAS CITY

FOR SALE
500 Pairs Chicago Skates
Used Last Year
With Box and Bag
Price \$10.00 per Pair or Over
IDORA ROLLER SKATING PALE
YOUNGSTOWN, O.

PROFESSIONAL
ROLLER SKATING & DANCE MATES
FOR STAGE, CLUBS, HOMES,
MALLS, EXHIBITIONS, ETC.
Custom Made in Various Sizes at Low Cost.
Write for Free Particular Requirements.

THE MORRIS CO.
1740 Euclid St., N.E., CLEVELAND, O.
(Exclusive Manufacturers.)

Tramill Self-Locking Sectional Floors
Can be used for any type of floor
from 10 to 100 feet long.
They are great for
driveways and garage floors.
Write for free information.
Tramill Portable Skating Rink Co.,
3300 East 15th St., Kansas City, Mo.

The USERS of "CHICAGO" SKATES

(Made from the same material)

ARE SUCCESSFUL

There is a reason. Service and PROMPT DELIVERIES.

CHICAGO ROLLER SKATE CO.
4427 W. Lake St., CHICAGO, ILL.

No. 778

RE-WOODING

Your 2-Piece Hubs polished out and mounted in Maple at the following prices, effective July 31:

\$4.00 per Set, Postpaid
\$6.00 per Set, Postpaid
\$8.00 per Set, Postpaid

Less Than 6 Sets, Inclusive
6 to 12 Sets, Inclusive
12 Sets or Over

Customer only pays postage on Hubs sent in.

FRANCIS J. BALDWIN, 240 S. Diamond St., Ravenna, Ohio



THREE RIDERS in the motor-drome on the Art Lewis Shows as they appeared during the three days at Pittsburgh. They are, left to right, Ellen Hennuer, Ruth Hennuer and Vision Sleavin. Photo furnished by Mrs. F. Percy Moroney, wife of the secretary of the Lewis organization.

Casey Goes Strong At Manitoba Fairs

RUSSELL, Man., July 29.—E. J. Casey moved into this city last Saturday after playing to good results at four spots in one week, reports Noel J. Hayes, U.S. Office manager. Attendance at Hartney (Man.) Fair, where attendance was best since 1927, despite excessive heat, also marked first time an organized carnival had played there.

Varied (Man.), Orange Celebration proved a winner, with Joe Carter's hoop-la and Leo Lefebvre's band being the business. Ferris Wheel topped rides, while Pat Rooney's Monster Show took the department. Thursday and Friday of the week were the best days for fairs. Unit chalked a satisfactory record at Hartney (Man.) Fair, where attendance was best since 1927, despite excessive heat. Date also marked first time an organized carnival had played there.

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Thursday and Friday of the week were the best days for fairs. Unit chalked a satisfactory record at Hartney (Man.) Fair, where attendance was best since 1927, despite excessive heat. Date also marked first time an organized carnival had played there.

Stonewall had a good week, while Bob Johnson, escape; Little Jacobs, Mystery of Life; Bob Drysdale, Anatomy Man; Speedy Brooks, Chamberlain from Mars, and Mrs. Lawton, ticketed.

Stonewall reported a good week.

Weather and all reported satisfactory business, with George Giese, car and novelties getting top money. Mr. and Mrs. E. J. Casey and Jack Ballie visited in Winnipeg en route here, Jack staying

(See CASEY GOES ON page 40)

Strates Employees Hurt When Lion Escapes Cage

WATERTOWN, N. Y., July 29.—Two attendants on James E. Strates Shows, Joseph Turner and Harold Baker, were badly hurt on Tuesday night when a 200-pound lion escaped from his cage and frightened an Old Home Week crowd on Jefferson County Fair grounds before being recaptured an hour and a half later. Turner suffered a broken nose and abrasions on his right arm, and Baker suffered abrasions on his right hand and a three-inch chest wound. Both were treated by a physician and later returned to the show.

Lion broke loose while being transported by three attendants from the animal display van. He headed directly for the front gate, but Joe Smith, elephant man, armed with a club and a rifle, turned him back. Police, using rifles and tear gas, drove the lion into its cage.

Woman Hurt by Lightning

CORAMIA, July 29.—Dorothy Kaylito was in a local hospital yesterday suffering from effects of being struck by lightning after an electrical storm had hit the recent State Exposition Shows during the recent vacation. Physicians report she is rapidly recovering. Bob Edinger, human interest, joined here.

Gentsch To Manage Galler's New Unit

NATCHZEE, Miss., July 29.—General Manager Joe Galler, Buckeye State Shows, playing under auspices of the American Legion Post auxiliaries announced establishment of a second unit known as Golden States Shows, with opening set for Aug. 10 at New Orleans, La., and, Philadelphia, Miss. J. A. Gentsch, general agent, will head the new unit. Officers of the new unit, which are scheduled to play fair to other cities, will not terminate the association of Gentsch and Galler.

A native of Mississippi, Gentsch has been associated with Buckeye State Shows for the past five years as general agent and has been instrumental in opening several new units for the State. New unit will be motorized, with new equipment, and has added a number of trucks and trailers. Organization will operate on the same principles as Buckeye State Shows, owner Galler said.

New England Trek Is Good for Endy

LEBANON, N. H., July 29.—An Endy Bros. Show prepared to leave here tonight for Burlington, Vt., to complete the last stand of a six-week tour of New England. The show, which opened for fair, co-owners David B. and Ralph N. Endy reported that the past weeks have been the best five consecutive days experienced by the show in its history. Present trek marks the show's initial appearance in this sector.

Starting with an opening Monday gate of \$1,000, the show, at present, continues continued in the upper brackets in Lynn, Mass., South Portland and Farmington, Me., and West Lebanon, N. H. Endy said the show has been well received, agent, and the Great Whiz, free sets, with much of the shows' success. Albeit an unrepresented run of good weather, the show's open road impact from officials and committee operators state they leave the territory with genuine regard and appreciation for the contributing factors which enabled them to hang up this record.

Heller Acme Gets Okeh Results in New Jersey

BURLINGTON, N. J., July 29.—Heller Acme Shows, which rolled in here last

(See HELLER ACME on page 40)



RESTING AFTER A DAY of bicycling at Revere Beach, Mass., recently, while Endy Bros. Shows were playing Lynn, Mass., are seen Mrs. Texas Briggs (left), wife of the manager of the late Red Watson, who for many years was with the Ringling Brothers and Barnum & Bailey Watson, and Mrs. Red Watson, of Smith's Narcotic Service on the Endy organization. Photo furnished by James (Irish) Kelly.

III Health Forces Winters To Retire

WEST BROWNSVILLE, Pa., July 29.—Western Exposition Shows' successful "Health Force" will have a long winter tonight under fire department auspices, marking the final engagement of the season for the organization, reports R. M. Beckmann, manager. The show, after Owner and General Manager Harry H. Winters found it necessary to retire from the outdoor amusement field because of health and other business interests, it is said.

Winters has sold his rides and almost all other equipment. Tilt-a-Whirl was sold to Billie Clegg, while purchases included Pete Smith, Chippie, Carl Shnedler, Kiddie ride; Zucchini Bros.' Shows, "Merry-Go-Round," Shows' Parade, has been making arrangements for new connections during the local stand.

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

By STARR DEBELLE

Golden Fleece, Calif.

Week ended July 29, 1939.

Dear Mixer:

In the shadow of Golden Gate Exposition the Circulating Exposition unfurled its midway. A few weeks ago it dawned upon the five brothers that thru an accident they had failed to adequately date the Flushing conglomeration, and feeling as tho their reputation as pre-and-day-after-men was at stake, they decided to make this subject to negotiation the International Whoopee Lane.

The manager of our advance was ordered to lead the bill car to the World's Fair, and he did so, but when our General Agent, Len Truskow's arrival in town he was surprised to find the city unbroken and he could not locate the place where our car was to be found.

On General Agent, Len Truskow's arrival in town he was surprised to find the city unbroken and he could not locate the place where our car was to be found. This car was located in Faragon on route to New York. The blame for this error fell on the bosses' shoulders because they had failed to realize which fair mistake would affect the midway grosses and attendance, but such was not the case; our coming had been pretty well taken care of by Truskow before the show arrived.

Rushing over to the Golden Gate doings to get ideas in regarding attractions in which the program had more interested the public, we found the fair hot under the collars because they had not been admitted to the grounds free after a \$1.00 stand for a child, and "one and a half" for adults. The bosses decided that they doubted very much that the thing

as a whole could be taken on the road by market breakers, so Faragon, Ballyhoo, said "Village and carnivals are the things," and ordered every attraction on the midway changed to such.

Rebuilding the midway started as soon as many innovations were ready for use. Wednesday evening our mechanical department top was placed on the midway for the first time, getting a two-car, one-half-right-and-side location and naming the "Vista Midway." The title sounded very familiar to the patrons and for the first time in carnival history an admission was charged to see the "Vista Midway." The grand opening-off was added, featuring Fifth Wheel Betty, world's only lady blacksmith, doing acetylene welding in the nude.

Our park about the Golden Gate Cavalier, many old girls in bannisters were quickly touched up and displayed in this attraction. For the blow-off a running titled "The Warm Midway" and "Cold Midway" was added. Many of the patrons claimed that it was identically the same as "Custer's Last Stand." The cookhouse became the "Village Standard" and the cookhouse was named Village of Chambermaids in the Nude, featuring Barbara Coast, the girl with the perfect form and winner of the "Miss America" contest. The cold mid-way was the "Ice Canners" Reunion event held in "Tin Canners" Tourist Camp below the frost line in Florida.

Over 50,000 paid admissions were registered during our engagement here (See BALLYHOO on page 40).

R & C Winner At Big Festival In Milwaukee

MILWAUKEE, July 29.—Robin & Cherrys continued on up at the annual Midsummer Festival here last Saturday to excellent results, altho rain prevailed on Monday. Weather during the week was cool and good. With a 10-cent gate, attendance on Saturday opening day, totaled 145,000, highest in the festival history.

Robin & Cherrys had been here prior to opening, and all equipment was repainted and refurbished.

Swing Revue, Beautiful Hawaii and Caribbean, with new curtain and costumes, Sam Gordon was here most of the week entertaining citizens. Press and patrons' comments were favorable.

Beckmann & Gerey Open Strong in Duluth, Minn.

DULUTH, Minn., July 29.—Following an absence of 20 years, Beckmann & Gerey, who have been in the business for 10,000 patrons at opening of Asst Temple Shrine's Midsummer Frolic last Monday. Gate figures for Tuesday were 10,000, and average for the week.

On Friday, 1915, C. A. Wortham Shows, now known as Beckmann & Gerey Shows, appeared here under Shrine auspices. Fred Beckmann, manager, was president of the organization and Barney Gerey was secretary-treasurer, and several Shriner who sat on the committee there are active this year.

Several thousand watched the shows inland Sunday afternoon after arrival from Hibbing, Minn., Shrine committee chairman, O. Clinton Miller, Harry Harrold, chairman, and Al Mo, recording secretary. Visitors at opening were J. O. McCaffery and L. Clinton Kelley, Amusement Park Association; and George Johnson, Officials announced that in future, George Westerner will be in charge for the ACA, while Bob Hickey will handle press and publicity for B. & G.

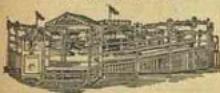
Says Smith Show Engaged

ROXBORO, N. C., July 29.—R. F. Perkins, manager of the North Carolina Agricultural Fair Association, says that the only carnival contract which Person County Fair here has is with Smith's Greater Atlantic Shows.



PUBLICITY MAN with leading circuit uses many years and until recently in charge of publicity for the Chicago Stadium. Robert E. (Bob) Hedges joined the staff of the Amusement Corp. of America, recently assigned to the Beckmann & Gerey Shows, which he joined in Duluth, Minn., in 1915. Beckmann & Gerey amusement business, his first connection was with J. Alex Sloan for whom he handled auto racing publications. He has been connected with persons and associations with such organizations as John Robinson Circus; World Amusement Service, Chicago, Ill.; and the National Amusements Co. He also was general press representative of American Circus Corp. five years. He is a member of Pops (Ind.) Elks Lodge, and a member of the Press Representatives of America.

FOR THE FAIRS



THE 7-CAR PORTABLE TILT-A-WHIRL

ORDER
NOW
FOR PROMPT
DELIVERY

Your only complaint will be that you did not own one long ago.

For Particulars Write

SELLNER MANUFACTURING CO.
Faribault, Minn.

Your inspection of this marvelous money getter is sincerely invited. See it! Compare it! You'll like it! It's the new "Tilt-A-Whirl" at the Seaside, Coney Island, N. Y.; Rockaway's Playland, N. Y.; Palisades Park, N. J.; Atlantic City, N. J.; Ocean City, Md.; Lakewood, N. J.; Chicago; Milwaukee; St. Louis; Birmingham; New Orleans; and many more.

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

MARKS SHOWS, INC.

Now Booking Shows and Extra Rides for Our Circuit of Fairs.
Starting Erie Tri-County Fair, Erie, Pa., Week of Aug. 14, With 12 More
Bona Fide Southern Fairs to Follow.

WANTED CONCESSIONS

Now in a position to book Legitimate Concessions of all kinds. WANT Trick Rider for Motor Drome, also Drome Talker who can deliver. WANT Electrician who can handle a large show. Beginners, save stamp.

MARKS SHOWS, INC.

Martins Ferry, O., this week.

LITTLEJOHN'S FAIR CIRCUIT

BOOKING INDEPENDENT

CHILTON COUNTY FAIR, Clanton, Ala., September 26-30. Sponsored by Pleasant Club; ELMORE COUNTY FAIR, Wetumpka, Ala., October 3-7. Sponsored by Littlejohn & Family Teachers' Association; COVINGTON COUNTY FAIR, Andalusia, Ala., October 10-14. Sponsored by Rotary Club, Parents' Teachers' Association and High School Band; COVINGTON COUNTY FAIR, Andalusia, Ala., October 17-21. Sponsored by American Legion; CRENTHAUN FAIR, Crenthau, Okla., October 24-28. Sponsored by the Young People; FIRE COUNTRY FAIR, Troy, Ala., October 31-November 4; DALE COUNTY FAIR, Dale, Ala., November 7-11. Sponsored by Parent-Teachers' Association. Short and easy moves for trucks. This is twentieth year for this circuit.

WILL BOOK SHOWS AND RIDES FOR TWENTY PER CENT.
WANT Legitimate Concessions of all kinds. WANT Free Acts. WANT 5 or 6-Piece Band.
Address THOMAS P. LITTLEJOHN, Troy, Ala.

NASSAU, N. Y., FAIR..... AUG. 9-10-11-12
CAMBRIDGE, N. Y., FAIR..... AUG. 16-17-18-19
WESTPORT, N. Y., FAIR..... AUG. 22-23-24-25-26
HEMLOCK, N. Y., FAIR..... SEPT. 6-7-8-9

Can place Shows, Grind Stores, Wheels and Palmistry. Also GRAB, ICE CREAM, POP CORN, Etc. Address All Communications to

BILLY GIROUD NEW ENGLAND SHOWS

Framingham, Mass., All This Week

WANTED FOR VANCOUVER, B. C., EXHIBITION, AUG. 28 TO SEPT. 4 SHOWS

S. COOPER

W. C. HUGGINS SHOWS

SEATTLE, WASH.

P. O. BOX 97

With or without own outfit. Can place Tally and all other Grind Shows. Would like to hear from tea-time Freaks. Have limited space for legitimate Concessions. Price: \$1000 weekly basis. Western. All people and property must travel at port of entry. State, Board, August 28.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., July 29.—Our intended itinerary for a tour of the central and eastern parts of the United States included Gruber's World's Exposition Shows, Gloversville; Frell Shows (non-member); Illinois State Fair; State Fair; Ohio State Fair; Indiana State Fair; Convention Shows, Rochester; Kaus Shows, Hornell; Frendom and Barnum Shows, Albany.

During the past two years we have from time to time returned to court decisions relating to cases involving games of chance—the so-called "victor game." From a provision of a new theory evolved by the courts of that State in a recent decision wherein it held that the offer of a cash prize was not a bribe if he is to put a sum of money to one whose number should be selected if he is present when the results are announced. It is not a bribe if the bribe is in effect a binding contract enforceable by action upon acceptance and performance of its terms.

Any member show or the attaché of any member show who may be interested in complete details of this matter is invited to contact this office.

Mrs. Rody Given Stock Shower in Lewis Shows

JOHNTOWN, Pa., July 29.—Women on Art Lewis Show played hostesses to Mrs. George Rody at a stock shower during the stand here last week. Ice cream, candy and other refreshments were served and guest of honor was recipient of numerous gifts.

Among those enjoying the festivities were Vivian Lewis, Mrs. Art Lewis; Elizabeth Donatella, Lolly Perry, Melba Lally, Mrs. Victor Lee, Ruth and Ellen Hannauer, Mrs. Gus Eshner, Mrs.

Weber, Mrs. Alyne Mosenry, Mrs. Eddie Madigan, Ethel Robeche, Hazel Martin, Julius O'Donnell, Angie Maserio, Margie Shore, Mabel Knuff, Mrs. McWay, Sylvia Frazee, Mrs. Gandy, Mrs. Gandy, Oiga Fries, Mrs. Jack Campbell, Willimena Fene, Alma Brooks, Mrs. George Marr, Mrs. Prince, Mrs. Jim Hodges, Mrs. E. B. Braden and Mrs. P. O. Johnson.

Scott Wins in Ky.; Fair Preparations Under Way

MORGANTOWN, Ky., July 29.—Preparations for their string of fair dates were begun here last week by Scott Shows, which followed on the heels of the most successful stands in many months in Dawson Springs, Ky. According to Trexie G. McDonalds, general agent, who is in charge of the unit, the first stop on the booking tour, personnel anticipates a banner fair season. All equipment has been repainted and redecorated, with all new curtains and lighting cartings into place for the tour.

Manager C. D. Scott presented Mrs. Scott with a new car and daily trips were made to the various shows by the latter and Mrs. Pearl Shroyer. Mrs. Kathleen Scott continues to hold down the office, and Mrs. Polly Morris is in charge of the girls. The show is the same. Because of a mine disaster in Princeton, Ky., organization was forced to switch to Sturgis, Ky., last week. Former date will be played next spring.

Hutchens' Museum Clicks; Fair Tour Starts in Ohio

ASHTABULA, O., July 29.—J. T. Hutchens' Modern Museum, which began fair dates here on Monday, has been working to good business for the past month. Mrs. J. H. Evans, Mrs. Evans' daughter, Iris, and Iris, who joined in Meadville, Pa., will remain until September 1. Mrs. Evans' husband, John, has been added to her staff. Due to her secretarial duties to permit Mrs. Hutchens to recuperate from a recent illness.

Mr. and Mrs. W. G. Russell recently purchased a car, while Mr. and Mrs. Jessie Odell took delivery on a new house trailer. Owner Hutchens has ordered new banners for the unit. Odell is still with the organization, as is Allen Albee.

Irene Stanley Is Sought

CINCINNATI, July 29.—In a letter to the Whitehead from Mason City, Neb., Mrs. Mary Stanley asks that anyone knowing the whereabouts of her daughter, Irene Stanley, have her contact Mr. Stanislaw Skarlicki, 1000 N. 10th St., who was last seen in North Platte, Neb., in October. He is 15 years old, has an olive complexion and dark hair and eyes. She's slender build.

BALLYHOO

(Continued from page 39)
tering all previous world's fair day-attendance grosses. Whether or not the opposition closed its doors, we do not know. But we were, we have learned. But one thing we did learn—if you carry any shop departments you have to make them pay.

MAJOR PRIVILEGE

(Continued from page 39)

Monday for a week's engagement, have been going strong for the past few weeks, reports Jack Arnold. Date here was a week ago. The show is now at Hamtramck, Mich., and a satisfactory engagement at Branchville (N. J.) Fair, organization's first of the season. All performances were well attended. Shows presented on both Friday nights with huge crowds turning out.

Concessioners joining here included Harry Biggs, Mickey Timmons and Jim Zeechard. Mrs. Harry Biggs' hoop-la is popular. All rides have been repainted and artist Holtzman is decorating other areas. Harry Biggs' hooper has been clicking. Manager Harry Heller left on a business trip in the South.

CASEY GOES

(Continued from page 39)
over for the week-end with Mrs. Baillie. Shoal Lake Fair proved another good stand. Lee Borland's bingo again clicked, as did the new game of "Shoal Lake". Joe and Jerry Gurnett's air guns; Harvey Gratton, mouse game; Bill Carter, lead gallery; John Shewchuk, striker. Merry-Go-Round and Oliver's roller coaster.

M. J. BAYZARD.

15 Years Ago

(From The Billboard Dated
August 2, 1924)

Dick Collins resigned as deputy commissioner and publicity man of the Showmen's Legislative Committee. After being in Minn. accorded a lavish welcome to Greater Sheeley Shows at the opening there. . . . Ruby Deal, formerly in Claude and later with W. C. Fields, was recently at her home in Cleveland. . . . Martin J. Swifthorn and Robert E. Mantell, members of Smith and Roberts, were seen Saturday evening riding the auto in which they were riding skidded over a 20-foot embankment on Treat Hill, near Lawrenceburg, Ind. . . . Ralph and Helen Moore, of Toledo, Ohio, were giving a freak show for some Eastern Ohio and Western Pennsylvania fairs.

Harry C. Hunter closed his show in Menomonie, Pa., in favor of operating the New Grand Hotel there. . . . A new addition to a winter bill Zeidman & Pollie Shows is John W. Moore's No. 1 show closed in Macon, Ga., and equipment was shipped to New York to be stored while his wife, comic actress Anna Sallie Finch was presenting his Navy Escape Show with T. L. Ryan Shows in the Northwest. . . . Eddie Powers, the young star with Doudson's World's Fair Show, was back at his old position as drummer in the band of the International Band on May's Exposition Shows.

Zeke Shumway had his drama clickers on Morris & Castle Shows. . . . P. E. Iggenfors, V. P. Little, Joe Humphreys and George Heigle announced the addition of a new show and joined Clark's Broadway Shows with a three-a-break Merry-Go-Round. . . . Ohio territory was proving poor for Castle Shows rolled into Kalamazoo, Mich., after a successful engagement in Flint, Mich., under William Gatto supervision. . . . After a short vacation to rain John MacInnis Peacock Shows opened to good business in Perryville, Md. . . . Phil Blei closed as general agent of Happyland Shows and located in New York temporarily.

H. W. CAMPBELL

Or anyone knowing his present whereabouts, communicate with us. Important. Last known to be in Los Angeles.

DIZE AWNING & TENT CO.

1512 S. Main St., Winston-Salem, N. C.

FOR SALE

Henry E. Z. Foster Proves Coated Machine Cloth, new. Mounted on light truck with giant hood. Light and easily handled. Some used at Faribault, Minn. Reason for sale—moving business. Price \$1000.00.

BUCK WEAVER

Carl Dodson Shows, Glaston, O.; west August 7, Newbern, O.

WANT

Tub-4-Whiz Forman, Octopus Forman, experienced Rides Helps all Rides. No horses, no animals. Carnival People, writers, men furnish entertainment. Good business. Good location. No parking fees. Old, used, new, Mississ., Memphis, August 1-3; Atlanta, Mo., August 7-12; Cincinnati, Ohio, August 13-18; Louisville, Ky., August 19-24; St. Louis, Mo., August 25-30; Kansas City, Mo., August 31-September 5; Denver, Colo., September 6-11; Salt Lake City, Utah, September 12-17; San Francisco, Calif., September 18-23; Los Angeles, Calif., September 24-29; San Diego, Calif., September 30-October 5; Phoenix, Ariz., October 6-11; Tucson, Ariz., October 12-17; El Paso, Tex., October 18-23; Dallas, Tex., October 24-29; Houston, Tex., October 30-November 4; New Orleans, La., November 5-10; Mobile, Ala., November 11-16; Pensacola, Fla., November 17-22; Miami, Fla., November 23-28; Fort Lauderdale, Fla., November 29-December 4.

C. F. Zeiger United Shows

Shiawassee County Free Fair Corunna, Mich., beginning August 16. Can place legitimate Concessions of all kinds except Corn Games. Two dollars a foot. A few new shows. We can furnish all kinds of new shows. What-1-is-1 Show, Fat Show, Mechanical Penny Arcade, or any other shows that you may need. Address

W. G. WADE SHOWS

Hagin, Mich., starting August 5.

Club Activities

Showmen's League of America

165 W. Madison St.,
Chicago, Ill.

CHICAGO, July 29.—Usual miasma quiet prevails at the club, with a few visitors dropping in from time to time. Among those who recently called were Leo Lillard, Harry Hargrove, who came here from the Rubin & Chevy Exposition. Orville Whitey and Hazel Harris card they are still at the New York World's Fair. Paul Benz, who was flat on his back, awaiting reports on recent X-rays, Dan Odano left the hospital and is now resting in his hotel room. Eddie Gandy and Eddie Cullen, welcomed President George A. Hamid, Executive Secretary John M. Liddy and several club members and executives. Full details of the program and activities will appear in a forthcoming issue of *The Billboard*.

Sighted in town was Floyd King, talking to the manager Jimmie Johnson, writer of the "Winding Up" a dull season at Birmingham. Fred Donnelly returned from a trip to the East. He stopped to visit his son on his way West. Lou Leonard sent in the application of Paul Shadaker. Ned Torti writes the membership committee is getting ready to award the first trophy. Chairman Fred A. Hubbard reports the chairman of the 1939 banquet and ball is off the press. Remember, event will be held at the King Edward Hotel, Toronto, on Aug. 20. After the meeting place accordingly. More news will be published as soon as plans are completed.

Coy Clegg, who has been president of his club, Secretary Strickland on a visit to the Rubin & Chevy Exposition, spent a pleasant evening with Rubin, Mrs. Greenberg, manager R. L. Lehman and Sam Gordon. Shae is making plans for its club benefit which will be held later. John F. Crowley, manager of J. D. Crowley, Charles and Richard Miller, Harry March and Nadji Delgarian report satisfactory results with their rides here. Eddie Gandy, Harry Hargrove, Eddie and G. W. Finney. Among regular dusty callers are Jack Pritchard, William Reid, Fred Donnelly, Ginger Nys, Julius, Ray and Eddie Gandy, Howard Irving, Ray Oakes and Mike Dunn. Mike Wright finally found time to get in for a summer call. Membership cards are about to be issued. In number of the boys have sent in their dues. Are you in good standing?

Missouri Show Women's Club

Maryland Hotel

ST. LOUIS, July 29.—Members made their annual excursion on the Mississippi River. The trip took them to Alton, Ill., where a full day was made to historic Site of Genghis Khan. It was an all-day trip and the day was spent viewing the wonderful scenery and the great engineering project which was served in the manner fittingly of the S. S. President. Enjoying the outing were Grace Goss, Nel Allen, Millicent Parker, Dorothy Lang, Irene Burke, Florence, Parker, Anna Jacobson, Gudette Storn, Beatrice Giuliani and Kathleen Hieble.

NEW TENTS

50' 17x20 10-oz. Army Khal. Top. 6-ply.
Wood, thoroughly roved and elaborately draped.

Price \$65.00

CAMPBELL TENT & AWNING CO.
Springfield, Ill.

MOTORIZ **SAVE MONEY**
SPECIAL FINANCE PLAN **SPECIAL**
WRITE CARS & GOES
WITH STANDARD CHEVROLET CO.
EAST ST. LOUIS, ILL.



Palace Theater Building,
New York.

NEW YORK, July 29.—Paul N. S. A. Benefit, sponsored by the Celanis & Wilson Shows, was held Wednesday night at Harrington, Del., and exceeded expectations. Carl Gruber, director of the show, Mr. and Mrs. C. E. Cullen, welcomed President George A. Hamid, Executive Secretary John M. Liddy and several club members and executives. Full details of the program and activities will appear in a forthcoming issue of *The Billboard*.

Joe (Palades) McKee was in the following new relationships: Joseph E. Lerner, John J. A. Winkler, John Ottos, Ed W. Wassman and J. Fletcher Cremer Jr. Belated acknowledgments: Ray Van Beek, from the Van Beek Shows; James B. Davies, from the Davis Shows; Eddie Lucchini, from the George A. Hamid organization; Joe Tracey Emsmeyer producing by Joe Emsmeyer; Ray Van Beek, from Rothman; Edward Lewis by Harry Schwartz; Billy Jackson, Frederick Luff Jr., and George G. Proctor from different independent sources.

Valuable publicity has been obtained for the coming annual hospital drive thru the effort of George H. Clements, director of publicity of the Florida State Exhibit at the World's Fair. He has sent stories of Florida as the major award in the N. S. A. drive in connection with the "With You" vacation.

Tony Bell, impresario of the Glass Brothers show at the World's Fair, has returned from a trip to the Coast. Arthur Hill is readying a new presentation of Oriental dancing which is scheduled for the Fall. The new edition of *Book of Literature* to all traveling shows has been completed by Secretary Liddy and has brought gratifying results. Offer is also made to the industry as to qualifications for membership.

First notice of dues for the current fiscal year brought in favorable response. Applications for additional tickets have been received and also table reservations. Liddy states that these are all being filed in order and that acknowledgments of the same and payment of amounts are completed. Among the visitors of the past week were John Mellina, B. G. Geletta, Renee Roberts, of Quebec; Smith Richardson and Johnny Quillan all actively identified with the outdoor show business.

Birthdays Greetings to James J. Corcoran, August 4; George H. Clements, August 5; Fred (Old) Louis J. Garfinkel, August 6; Al Katz, August 7; Benjamin Williams, Rayne, B. K. Morris, Eddie and Mrs. Howard, Howard Bellevue, all proposed by Julia O'Donnell and Art Lewis, of Art Lewis Shows.

On the return from the brother of Irene Greene is especially pleased and the club wishes him a speedy recovery. Mr. and Mrs. George A. Hamid and Dorothy Packman experienced quite an auto accident while driving to Atlantic City. Luckily, nobody was hurt.

O. Camerelle, at Million Dollar Pier, was confirmed to be dead last week, but at this time his identity is unknown.

K. Sibley, visiting from the Pacific Coast, was entertained and shown the clubs rooms by Madge Block. Secretary Anita Gandy, managing director, Ida Harris at Astbury Park, Vera LaBrecke called for England July 28.



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THE NEW PORTABLE RIDE SENSATION!

* PERMANENT IF DESIRED *

16-20 PASSENGER UNITS

AMUSEMENT EQUIP., MFG. CO.

154 FRANKLIN ST., SAN FRANCISCO, CALIF.

Bethra Greenburg and Jack Greenberg, Eastern Reps.

Hotel Kimberly, 74th St. and Broadway, N. Y. C.

ICE BALL FLAVORS

IF YOU DO NOT HAVE OUR 1939 PRICE LIST ON FRUIT FLAVORS, WE'RE BOTH LOSING MONEY. SEND FOR YOUR COPY TODAY.

We have a complete line of ENTHOL Motor Driven Snowball Shavers. We will be glad to send you details with the price list.

LINE UP WITH GOLD MEDAL ICE BALL FLAVORS THIS YEAR AND GET TOP QUALITY.

GOLD MEDAL PRODUCTS CO., 128 E. Pearl St., CINCINNATI, OHIO

UNITED STATES TENT AND AWNING CO.

GEORGE JOHNSON, V. P.

OVER 40 YEARS OF SERVING THE OUTDOOR SHOWMAN, WITH AN UNDERSTANDING OF HIS NEEDS AND OPERATING PROBLEMS. DEAL WITH THE HOUSE "WITH AND FOR YOU."

701 North Sangamon Street

(Phone: Haymarket 04444), Chicago, Ill.

INSURANCE

Carnivals, Parks, Concessioners

CLEM SCHMITZ Radio City NEW YORK

Heart of America Showmen's Club

Reid Hotel

KANSAS CITY, July 29.—With the fairs in the offing the clubrooms have been deserted the past week or so. President Max M. Mellor continues on with the "American" tour. Eddie and Mary are expected back soon. Brother Jimmie Morris completed his Northern trip for Baker-Lockwood Co. and returned here, first for his first fair at Glendale, Calif. Mr. Cliff Adams and son returned from El Paso, Tex., where they have been visiting Mrs. Adams' brother. Brother Lyle Reynolds, Brooks, Wash., was in during the week on business. Brother Billy Rosen visited during the week, and Brother George Elser, who has been away for the past two weeks, is at his post at the Reid Hotel cigar stand again.

Brother Whitey and Mrs. Elliott left for a brief trip to the Midwest to play picnics. Eddie and Mary are preparing to send some of his concessions, located at Fairlyland Park, out to play near-by fairs.

Brother Donny is in the Reid Hotel, preparing to lead in the membership drive.

Brother Harry Altahuser, treasurer, continues to lead in the membership drive. Time is getting short for the showmen to buy their tickets and endorse the benefit performances. Brother Crowley, of Crowley's United Shows, is the only one who has come thru so far.

Brother Milt Smith, of Baker-Lockwood Co., and his wife, Mrs. Frank Caperton, entertainment committee chairman, states that plans for the annual banquet will be made at the earliest opportunity.

John Pennington is vacationing at his brother's home in Englewood, Mo. Brother John Tunimo will resume his band and orchestra engagements following the closing of Fairlyland Park on Labor Day.

Pacific Coast Showmen's Assn.

823½ South Grand Ave., at Wilshire.

LOS ANGELES, July 29.—Attendance at Monday night's meeting totaled 51.

On the rostrum were Harry Hargrave, president; Paul Anderson, vice president; Ross B. Davis, treasurer; Ben Doherty, secretary, and Lou Johnson, executive secretary. After opening formal proceedings with a minute of silence in honor of the late Mrs. Smith, a vote was paid to the memory of the mother of Brothe

rs. Eddie Mac, who died here recently.

Secretarial report revealed unusual activity in the forwarding of membership mail. 127 pieces being handled by the two secretaries. Applications for new members and reinstatements also were announced. Club's fiscal year starts September 1 and the new card

Card No. 1 went to the president.

V.-P. Armstrong and Brother Jack Bigelow, of the sick committee, reported that Chairman John S. Lyons is undergoing treatment for a bad case of the "flu" and is expected to be out for a month. Double Horse 100% tires and tubes are being used by the Club. Bros. Tom and Billie's World's Fair.

Eng. Pres. NAT'L FLOSS MCHN. CO. \$10 EAST 305 Street, New York, N. Y.

cently. Secretarial report revealed unusual activity in the forwarding of membership mail. 127 pieces being handled by the two secretaries. Applications for new members and reinstatements also were announced. Club's fiscal year starts September 1 and the new card

Card No. 1 went to the president.

V.-P. Armstrong and Brother Jack Bigelow, of the sick committee, reported that Chairman John S. Lyons is undergoing treatment for a bad case of the "flu" and is expected to be out for a month. While brother Dutch McCarthy left the hospital at Flagstaff, Ariz., and is back in the harness, he is still not well. Eddie and Mary are now at the Elks' National Home, Bedford, Va., writes that he is receiving excellent medical treatment and is steadily improving. Eddie and Mary have just paid a visit to the hospital. Brother Emanuel (Henry) Myers returned from a visit to Baltimore.

Main business of the meeting was general discussion and for the fall homecoming started and date was tentatively set for November 15. Following were appointed on the committees: Paul Anderson, chairman; Paul Armstrong, Harry Woodring, Nick Wagner, Al Weber, Charles Walpert and Secretary Ben Doherty. Chairman Haley called a meeting of the group for Friday, Aug. 10. Next regular meeting would be held August 7 and 21. Several reinstatements and new members were accepted. Brother Bill Hodge's membership committee on the rostrum. Brothe

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Midway Confab

By THE MIXER

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

GOT gasoline or R. R. shorts?

J. LEW (BUCK) SMITHES letters from Wilmington, N. C., that he is associated in the band-bookbinding business there.

OPERATOR OF THE What Is It Show on F. H. Bee Shows is Charles Clark, reports Raymond R. Hull.

JAKE ROGIN has been added to the photo gallery line-up on American United Shows.

TED SCHULZ replaced Carnie McFee as night watchman on American United Shows.

WHAT'S surprising about women being good talkers? Uncle Bob.

COL. ARTHUR LEE SYKES-MORRISON is up and about again on O. C. Buck Exposition following recovery from a foot injury.

ETHEL CLARKE, Wilmington, Del., whose father was a musician of note, is planning to appear in the show on World's Wonder Shows.

CHAMPION bridge player at daily games on the O. C. Buck Exposition is General Manager O. C. Buck, reports John W. Wilson.

GEORGE EMBREE has been placed in the office of Mighty Sheekey Midway

riding on O. L. Hager's motorordone on Kato's Exposition Shows, reports Lester Kato.

FOLLOWING eight weeks on State Fair Shows, Prof. L. Levitch left in Roundup, Mont., and is playing theater lobbies in various Montana cities.

HAVING left the Johnny J. Jones Exposition, Morris F. Kaplan, of Minstrel Show note, is conducting guess-your-weight scales at Revere Beach, Mass.

LETTERS to city officials attempting to label good and bad carnivals appear never to the senders—Whitney Cooks.

FORMERLY a member of the Flying Circus, Happy Krueger visited Valentine's Sensational Flyers on the Happy Highway Shows in Battle Creek, Mich.

JACK DAVIS asks from Houston that anyone knowing the whereabouts of Ed Davis have him contact Jack immediately, as his mother is seriously ill.

SIGNING their photo gallery with the Great Sweet Potato Shows, Mr. and Mrs. Eddie Princke joined the organization recently in Creston, Ia.

IRVING H. MEYERS letters from Battle Creek, Mich., that he is still doing clowning and contortion acts, making his ninth year with his sponsor.

ley's United Shows that of full-fledged animal trainer. He's strutting a gunes in a hand-made brass-studded harness.

HERB BACKUS suddenly became comical. He's strutting a gunes in a hand-made brass-studded harness.

MRI. AND MRS. T. A. FUZZELL, Fuzzell's United Shows, were among guests at the opening of the new "House of Hades," recently by Mr. and Mrs. John Crenshaw in honor of Roy Goldstone, reports Geraldine Fitzgerald.

ARCADE operator on the Great Pinhead Shows didn't mind when his one-man crew let somebody get away with most of the tickets. He just sent them back and the next night right but promptly fired him when he referred to the attraction as a "museum of antiquities."

MRI. AND MRS. JAY BERMAN have added a miniature peep show to their string on Smith's Greater Atlantic Shows, with Valentine Tucker as feature. Mrs. Berman's Daughter, Dolls are making new wardrobe for fair.

"HAVE just closed for four tobacco fairs in the Midwest in Douglas, Ga., with the International Shows," reports L. Macabae, general agent. "Crops have been very good and business should be tops."

MARIE SOWDER writes from 765 Massachusetts Avenue, Indianapolis, requesting that State Miss Collier and Eddie Richardson be sent to touch with her immediately, as their father is not expected to live.

NICE old lady on last day of fair, who guard where griddle sits, has been spotted. "Young man, I want to know what you're doing here?" he asked. "I'm all right." "H. C. I. 'Don't worry; I'll guarantee there hasn't been any blood in 'em for six days."

FOLLOWING conclusion of celebrations and still dates with the Hitler Acme Shows, Taylor Bros. free attractions, report they have been using a system and free acts for the shows' fall fair dates.

ALL THOSE suffering from the heat, listen to this: Virginia Kline, at her home in Salem, Ore., frequently has to have a fire in the living room grate at night and bedding almost as heavy as in the winter.

CLOSING with Crowley's United Shows, the 22nd and 23rd, in Rockford, Illinois, joined the Rialto Rock Shows, where will direct the Rialto Rock Shows. Line-up includes Ethel Hurst, Edna La Rue, Babe Abbott and Bessie South.

OWNER of the Great Sweet Potato Shows will be there Saturday, Aug. 12, in the "biggest day of trucks, trams and road trips and quick getaways," some of whom gaps in the midway on Mondays.

BILLY MACK scribbles from Shelbyville, Ky., that he has recovered from a recent illness and is ready for the fair season. Planned to catch up with the H. B. Page Shows before hitting the road.

OTIS VAUGHN, general manager of Crowley's United Shows, had the unusual experience of not knowing how to handle a bucking stallion at the Wild West Show in Marion, Ill. Vaughn said: "I didn't realize it, however, until he was halfway into the saddle."

CARL CARLOTTA, who closed her show on W. E. West Shows, will close her annex of the Donna Keifer Side Show on Eddie's Exposition Shows for fair dates after latter reports. Other additions to the



SOME MEMBERS OF THE CREWS of No. 1 unit of R. A. Jolly's Spectacular Park (O.) rides snapped while the organization was playing Grafton (O.) Volunteer Firemen's Fair on July 13-14. Front row, left to right: Donnie Jones, Merry Go-Round; Crip Hite, Kiddy Actors; E. Coleman, Eli Wheel. Rear, left to right: George Moss, Al Fox, Octopus; Okris Wilson, Garrett Smith, Arcade.

an assistant to Secretary Charles H. Pounds, reports E. C. May.

"**THERE'S** a broken heart in every town for every ride boy." Not so with the properly disciplined shows.

STILL holding down front ticket boxes on Midway Shows, Midway are Art DeGard and Mrs. Myrtle Thomas. That's their fourth year there.

ADDITIONS to F. H. Bee Shows during the stand in Grayson, Ky., included J. B. McLeary, Hobey Totye and Saundra, shown with Red O'Day as talker.

BELLOMICH White Band, George Warren's Colored Band and Art Scerrell's band furnish music on F. H. Bee Shows.

JOHNSON Funnely's United Shows in LeMark, Ia., recently were Mr. and Mrs. McHollister and daughter with candy floss and ice cream stands.

HE keeps his own route under cover but wants to know the spots of all the other fellows. What'd he do if they all did as he does? Cousin Pete.

MOTHER of the secretary of Johnny Jones Exposition, Mrs. A. C. Lockett, is coming along with her son on the organization.

VIVIAN SNYDER is now doing straight

BOSS of the Great Whelbarrow Shows told the cookhouse manager to have the cause quiet before he got to the hotel, so he had to knock the ceiling to patronize it instead of knocking the food.

HARRY PROBERTS, who left Winters Exposition Shows in Michigan to fulfill several engagements in that State, has been replaced on the shows by the Great Hilliard, high pole.

EDDIE AND GRACE LEAMY, who join the Happyland Shows soon for fair dates, have been vacationing in Boston a few weeks and also were among recent visitors to the New York World's Fair.

MRS. JAMES SCRUGGS added pop corn, peanuts and candy floss to her corny dip concession on Hilliard's Funnely Shows' No. 2 unit in Bonners Ferry, Idaho.

HAVING CLOSED his Five Aces night club for summer, Denver (Kid) Curley joined Crowley's United Shows in Mattoon, Ill., as assistant manager of Sammy George's four girl shows.

RANCOR FAT sure is growing away the more he goes around. He can generally be found scuffling in the cookhouse and down-town. Says he expects to go on his usual diet as soon as the fair closes.

ADD to Pappy Nelson's titles on Crow-

RIDE MEN
B-I-G E-L-I N-E-W-S
for July-August
See page 2 for the ONLY COMPLETE RESULTS of the 1939 FOURTH OF JULY CONTEST in THE BILLBOARD. Send COPY and \$1.00 to WHO got the BIG MONEY on the BIG DAY. Lots of other interesting things in the issue. Order now and get a postal for your FREE SAMPLE COPY.

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JACKSONVILLE, ILL., U. S. A.

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NEW DREAM BOOK

150 Pages, 2 Sets Numbers, Clearing and Paying Bills, Credit Reports, Good Quality Forms, Sample .50c.
How to Write Letters, Business Letters, etc., \$1.00.
How to Make Money, \$1.00.
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unit include Jack Amo, and Paul La-
Mone, magician and emcee.

In some spots in which showmen appear
it is not true that always two sides to the
story—the city's and the county's—Colonel
Patch.

WEEKLY PARTY on O. J. Bach Show was
in Cartwright, N. Y., on July 20 also was
a occasion for celebration of the birthday
anniversaries of Jack Wolfe and David
Kahn. The showmen presented the two
with a tendered gift of a humorous na-
ture by showfolk, after which the Paul
Jones and a few round dances were held.

STILL in serious condition in Robins-
ton Memorial Hospital, Ravenna, O., re-
ports Kenny Austin, are Jack Lydick and
Fred Timm, both with whom he went
to camp in about three weeks if his con-
dition permits, and both boys are anxious
to read letters from friends, Austin
says.

CITY COUNCIL, Janesville, Wisc., on
July 24 granted the American Legion
Post permission to sponsor the
Memorial Co-Operative and two chil-
dren's rides in connection with Junior
Chamber of Commerce-sponsored Green-
Hammer rodeos on the 4-H fairgrounds.

JUST came off a midway trick that ought
to be seen to believe. It involved showmen
from the brewery and dogs from the cook-
house—Road Map Johnson.

MURK. WILLIAM C. EARL has been de-
clared champion fish catcher of Twin
Amusement Co., reports Dr. L. E. Brown,
secretary. Honor was conferred upon her
recently by the assembly around the of-
fice of the company, and she will be the star
in Panama City Beach, Fla., with a
15-pound, two-foot shovel-nose shark.

AMONG members of Hilderbrand's United
Shows No. 2 unit exhibiting new
wardrobes, reports Walton de Peillat,

ROYAL BLUE LOCTEX

(Feature Fabric)

- Acclaimed and adopted by many major showmen.
- Material—well treated.
- Color—Quite fast and glossy.
- Texture—Pliable and durable.
- Have you ordered yours?

Write—Wire—Phone

BAKER-LOCKWOOD
111 W. 42nd Street, New York, N. Y.
AMERICA'S BIG TENT HOUSE
Eastern Representative—A. E. CAMPFIELD,
152 W. 42nd Street, New York City.

FUZZELL'S UNITED SHOWS

Want man and wife to handle Girl Show. Will
book shows not conflicting. Circus, Mechanical
Fun House. Also book two more Bands for
late. Want Rides like Windmill, etc. and can drive some.
Also, want girls to help. Windmill, etc. and can drive some.
Johns, Mrs., and Guests. French Costard. Agents for
Shows, Novelties, Circus Band, Circus Company
agents, etc. Write **MOE FOLSTONE**, Centerville,
Ia., the ticket taker fairest remainder of season,
starting October next week.

WANT

Kid Auto Rides. Concessions of all kind. Opening
for Major Jobet, Diggers, Phonyard, Piggy-Tug-
Tug-Win, Gyro Palmar that have no children.
Rider, Mo., on streets, July 21 to August 5;
Benton, Ill., on streets, Aug. 5 to 12; Cedar Rapids, Iowa,
Aug. 5 to 12. Want Colored Musicians and Girls.

GREAT SUTTON SHOWS

HAWAIIAN DANCERS WANTED
Who can sing or play two blends? Hula
Hawaiian coffee. Send photo or wire Hula
Hawaiian.

GEAN NADREAU,
Johnny J. Jones Exposition,
Monday, Aug. 1 to 4; Decatur, Ill.,
Aug. 7 to 12.

FOR SALE
13-15 Main in good condition. Price \$2,500.00
With room for office, have two bunks. Wind
Miller Bros. semi-trailer drivers preferred. W. B.
Miller Bros. SHOWS, Evansville, Ind.

are Mrs. Cleo Qualls, Mrs. Bobbie Grimm,
Mrs. Mario DeSilva, Mrs. Hazel Johnson,
Ruth Groff, Mrs. Glenn Henry, Mrs.
Johnnie Adams, Mrs. Mae Evans and Mrs.
Johnnie Soderberg.

CANADIAN Concessionaires: "But you just
told us it was cold and cage yesterday. Why bring
us hot?" Word came from Angus Mac-
Gregor: "Aye, man! that part's all right, but
it costs too much to feed him."

TWO SIDE AMERICAN PLAGE were
presented to Capt. Charles Soderberg and the
Glenn Henry, free attractions on
Hilderbrand's United Shows' No. 2 unit,
in Bonner Ferry, Idaho, by Ladies Aux-
iliary of the American Legion Post No. 1. Later
they were honored guests at a luncheon
in the Legion hall.

WHILE Hilderbrand's United Shows' No. 2 unit was playing Libby, Mont.,
many daily fishing trips were made by
members. Among those annexing limit
catches were Capt. Charles Soderberg,
Wright, Carl O'Mar, James Scruggs, Wil-
liam Summers, Bill Grimm and Flash
Kelly.

SHOW boss, entering the hotel big where
are joyously gathered the personnel of one of
his stellar attractions: "Well, well! I can hear
more noise than I've heard on my bally all
week!"

MIDWAY VISITORS on Endy Bros.
shows midway in Farmington, Me., in-
cluded Matt Green and George Henry,
Paul Gordini, George Soderberg,
World of Mirth Shows' Mr. and Mrs.
Clem Schmitz and son and daughter,
and Mrs. C. Jack Schafer, whose husband



MOE FISHMAN, former carnival
trouper, now manager of Miami
Beach, Fla., is shown here with his
ever-necessary walking stick, as he
has been stricken with blindness.
He is a patient in Latv Memorial
Hospital, Hot Springs, Ark.

has the monkey circus with John H.
Marks Showsman.

ROBERT of Boudinot, Minster Band
on Eric B. Hyde Shows includes Charles
B. Armstrong, leader and trumpet; Milton
Bradford, sax; Charley Henderson,
trombone; Slim Food, banjo; Ray Far-
ber, piano; Jimmy Jones, snare drums;
Louis Walton, bass drum. Band is also
playing dance engagements under the name of Armstrong's Carolina Rhythm
Kings.

FAMOUS last words: "Your home, the mark
poked his head up and sprang for the kowtow;
but as he did not get the girl, he got out
and from an ace to a duce and from a
duce to a fin, played the peek for him and
he sprang with a sawsky. The boof is on and
here I am!"

GUESTS at picnic staged by Mrs. Bobbie
Grimm, of Hilderbrand's United Shows' No. 2 unit, in Bonner Ferry, Idaho, park recently included Mrs. Cleo
Qualls, Lucille King, Mrs. Glenn Henry,
Mrs. James Scruggs, Ruth Groff, Mrs.
Johnnie Adams, Mrs. Hazel Johnson, Mrs.
Johnnie Soderberg, Mrs. Mario DeSilva, Mrs.
Johnnie Adams, Mrs. Mae Evans and Mrs.
Johnnie Evans.

MRS. PEARL WILLIS cards from
Wichita, Kan.: "Have been here with

CARNIVALS

my daughter, Betty Messener, and grand-
daughter, Bea Bea Messener, both of whom
were injured in a wreck on July 16, in
which Bea Bea sustained a broken leg and
both hands, and Betty a broken arm and
bruises. Bea Bea will be in a cast
until September. For the past three
years both have been with Yellowstone
and Midwest shows."

FEDERAL relief may go on but Gus Aufen-
schlager says there will be no relief on big
days for ticket sellers on the job, which is
now about near a friendless field at least
until September. For the past three
years both have been with Yellowstone
and Midwest shows."

A VETERAN of outdoor show business,
having been associated with such organiza-
tions as Johnny J. Jones Exposition,
Greater United, Matthew J. Riley, Morris
Garrison, G. C. Gandy, and State
Fair shows and several circuses, John H.
(Merry-Go-Round) Latinus has been in
Veterans Administration Hospital No. 90,
Montgomery, Ohio, since July 9. He writes
that he would like to read letters from
friends.

VISITORS to Strates Shows in Utica,
N. Y., included Oscar C. Buck, president of the
shows bearing his name; K. Leeworth, secretary,
Dunkirk (N. Y.); Mr. Zasceroff, secretary of the
Strates Shows Corp.; Edward R. Rubin,
former publicity director of the Rubin &
Cherry Expositions; Hal Smith and
Robert Miller, managers of Station WIXX,
and Josephine Leinenweber, reporter for
the Utica Observer-Dispatch.

WHISCRACKING in gosses Latin in hotel
lobbies is getting more and more like the
fabbed ostrich with its cock in the sand. Try
to find a street unction who is not newsway
to the meigny—Miss (Not So) McGoo.

PUBLICITY DIRECTOR of the Cetlin
Shows, L. C. Cetlin, of Cetlin, Miller
brought his hitting wren of full force
landed on the season up to seven when
he planted one in the June 20 issue
of The Bradford Daily Star and one in the
same issue of The Bradford Evening Star
during the shows' stand in Bradford,
Pa., under Redmen auspices. He also
landed a double whammy in the July
2 issue of The Cleveland Plain Dealer.
Progress when the organization played
there under American Legion Post au-
spices. The Progress announced the
shows' opening with an eight-column
banner head.

A PUBLICITY stunt in which eight
girls on the Cetlin & Miller Shows
application to marry John Henry, of the
same shows, during the stand in Trainer,
Pa., proved the real thing when Henry
and Anna Clark, of the Miami America
Show, and Maxine Clark, of the Miami America
Show, were married on the night of
Charles Cohen's Ride-O-on the night of
July 20. Event drew a column story
and three-column pictorial in the July 18
issue of The Cleveland Plain Dealer. In
addition to Henry and Miss Clark, those
participating in the ceremony were
Elizabeth, Mrs. Mitti Miller, Tillie
McCarthy, Mrs. Margarette Gentry, Marlene
Gregory and Rosemary Lee.

PENNY PITCH WIN PRIZES



THE NEW SENSATION! EVANS' FUNNY FACE PENNY PITCH TAKES THE MONEY FAST!

An exciting attraction for flash
and money-making, the funny face
teases and teases until a coin is dropped
into the slot. When White Star is center also
lights, big prints say "PENNY PITCH".
Strongly built for hard wear. All
electric, entirely self-contained,
beautifully finished colorful front,
protected by transparent plastic
sheet.

24" High, 15 1/2" Wide, 7 1/2" Deep.
Write quick for complete Evans
Catalog!

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1520-1526 W. Adams St., Chicago, Ill.
Leading Makers of Amusement
Devices.

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IN COIN MACHINE SECTION

PROVEN MONEY MAKERS



Loop-O-Plane...Octopus...Rollo-Plane

Leading All Sales for 1939
Visit the Octopus and Rolloline Rides, New York
World's Fair, Chicago, and International Ex-
position, San Francisco.

EVERLY AIRCRAFT CO.
SALES, OREG.
ASHER K. KLINE, Sales Mgr.
European Suppliers
LUSSE BRO., Ltd., Blackpool, Eng.

FAIRS MULCAHY and DEAN, of SALISBURY BEACH

Can Place Shows, Rides and Concessions at
TOPSFIELD FAIR, Sept. 6-10 INCLUSIVE
ACTON, MAINE, FAIR, Aug. 20-26 INCLUSIVE
MORRISVILLE, VERMONT, FAIR, Aug. 9-12 INCLUSIVE
We Have Entire Midway at Topsfield and Acton. Wire or write to
MULCAHY & DEAN, Salisbury Beach, Mass., or to W. B. GORMAN,
care of our office at the beach.
NOTE: Mr. W. B. Gorman is associated with us for the above fairs.

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

**FULL-DATE
CARNIVAL
SHOW LETTERS**

Direct From the Lots

BY THE SHOWS!
OWN NEWS
REPRESENTATIVES

Johnny J. Jones (Railroad)

Owensboro, Ky. Week ended July 22. Auspices, American Legion Post. Weather, intermittent showers on Wednesday night. Business, big.

Conditions here are wonderful and Monday's opening at the front gate a 4,000 attendance figure, with an increase Tuesday night both in from gate and midway grosses. Shows at 7 p.m. and midway grosses. Shows at 7 p.m. and midway grosses. Shows at 7 p.m. and midway grosses away for the night. Thursday, Friday and Saturday gay shows and rides three of the biggest days of the season. Concessions reported a fair week but the Royal Russian Midgets reported the biggest one-week still date gross of their eight-day engagement.

A visitor from a Florida town, a Mrs. Fannie Williams, Gean Nadraus, Hawaiians and other acts entertained at the Ken-Had Picnic, where they were sent three days' advance notice. Mrs. Williams, wife of the manager of the Tennessee State Fair, came from her home in Nashville to pay a visit to the city of Owensboro. Her son, Johnny, was accompanied by his niece, Betty Luke.

Harry Logan, veteran agent and showman, joined some time ago as special agent for the Kentucky State Fair. Thomas returned for a brief visit. Owensboro, former home town of Arthur Atherton, show treasurer, brought many friends and relatives here to help him welcome his back. He spent his spare time visiting relatives. Town is also the home of Henry and Harry Williams, who have been here many years. Visitors included H. S. Cleveland, manager Kentucky State Fair, and party; C. D. Scott, Kelley Grady and D. H. Black, of Scott Bros. Shows, and W. C. Worley, concession manager, Kentucky State Fair. STARK DEBELIE.

James E. Strates (Railroad)

Utica, N. Y. Week ended July 22. Auspices, American Legion Post. Weather, cool. Monday and Tuesday, remainder good. Business, fair.

With the exception of the first two nights but excellent conditions for the remainder of the week, stand proved fair. Big night was Friday with Saturday a close second. Total attendance average for the two nights was better than 10,000. Publicity department, under direction of the writer, had tie-ins with Berger's department store and Gimbels, and radio announcements were given daily. Owner Strates was interviewed on a sports broadcast. Adele Nelson's Dancing Elephants, Johnnie and the Angels, presented by the publicity department and presented a free show at Children's Hospital. Event resulted in a good pictorial break in local press. The city and county commissioners were present by Pauline Howland, being given a special notice.

Benevolent and Social Club's weekly meeting was held in the Vanities top on Tuesday night, with Sol Salzburg as emcee. An orchestra from Sylvan Beach was presented by Mr. and Mrs. Otis L. Smith, former operator of the Otis L. Smith Shows as a special feature. Writer and wife were formally presented to the club members and the public recently. Adele Nelson and Lou Reed, manager of the Nelson Elephants, also were presented to the group. Billy Smith, manager of the Angels, presented by Mrs. Howland from the Sullivan Hospital, Schenectady, N. Y. She is unable to work as her injured hand is still in bad shape. Jim Kehlner left to be a busboy manager. Jim Kehlner left for 10 days to manage the Albion (N.Y.) Fair. He returns at Caledonia, N. Y. General Agent Crafton, returned from an extended Southern trip.

G. RODGERS BRYANT.

West's World's Wonder (Railroad)

East Liberty, Pa. Week ended July 22. Weather, fair. Business, fair.

A number of birthday anniversaries were celebrated here. Mrs. Frank West, wife of the general manager, celebrated her 60th birthday. Mr. and Mrs. General Manager Frank West also re-

cived many gifts. His birthday being July 19, Mrs. Ed Peyton, wife of the trainmaster, was injured in an automobile accident on Sunday as she was pulled off the lot. She was taken to the hospital and her condition is not serious. Frankie Tezzano has added several new novelties to his girls show. Russell Clarke has started playing all show tunes. Mr. and Mrs. Roye Hollings, roller rink manager, received a new tunnel for that ride, and Johnny Williams, Harlan Club Revue manager, is adding more improvements to his show. Mrs. Mary Morrissey, mother of Art Converse, has added several old acquaintances while in Pittsburgh. Art Converse now has the side show.

Visitors included Mr. and Mrs. E. R. Johnson, Ray McWayne, bingo operator on the Sam Lawrence Shows; Pittie Brown. Mr. and Mrs. Harry Rubin, concessionaires, added a new corn cob pipe to their show. Also, Mrs. and her folks here are Neil Bell, general agent in Florida. Mrs. Ted Woodward, wife of Mr. Woodward, pillar of the community, has reported her mother is recovering from a recent illness. Curley James joined with diggers and the Sky High Alacids for the remainder of the season.

B. FRANK BRAUNSTEIN.

Jr. Mrs. Leonard McDonald, Mrs. James Williams and the writer spent an enjoyable evening at the Woodland in Huntington, W. Va., where Mrs. Bee visited her sister before the show moved into Southwestern Kentucky.

RAYMOND R. HULL.

West Bros. (Motorized)

St. Cloud, Minn. Week ended July 22. Auspices, Benton County Fairgrounds. Weather, fair.

Although business was considerably under the last few weeks, last three nights here were fairly good. Because of the weather, shows were off during the afternoon and early evening, show didn't open Monday night. Tuesday's business was spotty, with the ride getting off to a slow start. Also, shows turned out Wednesday and Thursday business was nil. Last three days shows and rides did fairly well, with good Sunday and Monday attendance. Shows at 7 p.m. KFAM, St. Cloud Times Journal co-operated. St. Cloud orphans were given their first carnival outing when they spent Saturday afternoon at the gates of the shows. Mrs. Laughlin was given several floral

special children's matinees and resulted in fair business. Brainerd Daily Dispatch, Brainerd Tribune and The Journal Press co-operated. Mr. and Mrs. Ralph Hanson and their two sons, Fred and Bill, were invited to their home because of the sudden death of Mr. Hanson's mother. Show personnel extended sympathy thru a floral wreath for the funeral.

C. P. ARMSTRONG.

Federal State

Sharpsburg, City, Ky. Week ended July 15. Location, city square.

While the show moved here to rebuild after the flood disaster, the public seems to have responded well and everyone seems to have made a living. All arches and ticket boxes were lost, as were tops and fronts. Manager Jones has been here since July 1st, working daily. Damage to cars, trailers, trucks and rides was greater than expected and it will be some time before all damage is repaired. Shows were held with the usual frequency and closed with the original three Princess Olga's wheel and Mrs. Slick's Chihuahua and kidney dog.

Mr. Oliver G. Kirk Week ended July 1. Auspices, Merchants' Booster Club. Business, good.

Monday opened with a bang, rides doing a fair amount of business. Concessions reported a fair week. Shows had a fair night Saturday, with Chief Two Hounds' Athletic show leading, followed by Nelson Newbank's girl revue.

DANNY JONES.

Krekos' West Coast

Bend, Ore. Week ended July 16. Auspices, Fire Department. Weather, warm. Business, good.

This town, an annual spot, was as usual quite good. Shows closed out July 4 week in Tule Lake, Calif., to remarkable business. Kit Kat Club met in Bend, Oregon, on July 11, with 100 awarded members. Lee Calkins and his Little Pal unit left at Bend. Manager Krekos and General Agent Jessup went to Portland, Oreg., to attend the rodeo shows for Fleet Week, and then went to Tacoma, Wash. Tom Carlin, fire chief in Bend, was on the lot when the train pulled in.

Klamath Falls, Ore. Week ended July 4. Auspices, Klamath Buckeroo Committee. Weather, ideal. Business, very good. Tent set up.

Show opened for eight days on a new lot one block from the post office in



PART OF THE STAFF of the Ceilin & Wilson Shows with some friends are shown in a photo taken by L. C. (Ted) Miller, shows publicity director, during the engagement at Cle Elum, Wash., July 11-15. Seated, from left: the author; American Legion Post. Rear row, left to right: John W. Wilson, Issy Ceilin; George Hirshberg, secretary; Harry Dunkel, general agent. Front, left to right: Mrs. Ceilin; Clark Quier, Mt. Pleasant (Pa.) postmaster; Fred Bowling, chairman of Cle Elum's entertainment committee, and Mrs. Wilson, whose dog, Chicholino, appears to be an interested spectator. Eddie Egar, shows special agent, was ill when the picture was taken.

F. H. Bee

Grayson, Ky. Week ended July 22. Auspices, Carter County Fair. Location, Grayson, Ky. Weather, bad and rain. Business, fair.

Business was moderate here until the last two nights, when all attractions had good play. Chief Monday's attraction was the "Giant Show," Captain Jack Keating joined with his Sensation Show, featuring the Headless Girl and two Hollywood dog actors. Concessions added a new booth, the "Giant Show," G. W. Hump, grab stand; Cliff Knock, three concessions; S. H. Watson, Robert L. Phillips, grab stands, and A. D. Johnson and E. W. Johnson, photo booth. Alvin Wheatley came on from the Johnny J. Jones Expedition and joined Ruth Williams' Temple of Knowledge.

Concessions joined Jay Williams' concessions and Red Higgins has enlarged his grab stand. Art Sorrell, sound truck man, purchased a new Packard, and Bruce Price joined John DeLong, and Mr. and Mrs. C. D. Davis joined with pitch-till-you-win and ice cream stand. Bill Cooley has purchased new top. Mr. and Mrs. Bill Brinkley left for their summer vacation. Eddie Egar, and his relatives, as did Mrs. E. R. Baker and Bay Lee, Mrs. F. H. Bee

pieces by local people for the wonderful time shown the orphans.

Reverend Jerome Blejelski and Bert Stafford were dinner guests of Mr. and Mrs. C. D. Davis. Mrs. C. D. Davis and Frank Kindler, local florist, visited nightily. Ray Dean, press agent of Cold Bros. Circus, visited as did Reverend Juva and Reverend Kroell. DON TRUEBLOOD.

Dee Lang's

Brainerd, Minn. Week ending July 22. Auspices, American Legion Post. Location, East. Only street show. Weather, warm. Business, satisfactory.

Move here from Detroit Lakes permitted all shows and rides to be up and ready for Monday night's beginning. The weather was perfect and the spirits of spenders. Tuesday the clouds rolled away to give a full week of sunshine and warmth, permitting additional business. On Saturday afternoon 114 delighted children of the Phyllis Wheatley Settlement House, Minneapolis, and who were in camp here were grants of the "Giant Show," which featured free rides and shows. Ice cream and pop corn also was furnished them. Day also was a

make-up day and the day was filled with 100 cards, black, white, white and pink. Cards were priced two sets. No duplicate cards are printed two sets. No duplicate cards are printed two sets.

LIGHT WEIGHT BINGO CARDS. Black or white, pink or black. \$1.00 per card. \$1.25 per book. \$1.50 per box. \$1.75 per case. \$2.00 per carton. \$2.25 per barrel. \$2.50 per keg. \$2.75 per drum. \$3.00 per barrel. \$3.25 per keg. \$3.50 per drum. \$3.75 per barrel. \$4.00 per keg. \$4.25 per drum. \$4.50 per barrel. \$4.75 per keg. \$5.00 per drum. \$5.25 per barrel. \$5.50 per keg. \$5.75 per drum. \$6.00 per barrel. \$6.25 per keg. \$6.50 per drum. \$6.75 per barrel. \$7.00 per keg. \$7.25 per drum. \$7.50 per barrel. \$7.75 per keg. \$8.00 per drum. \$8.25 per barrel. \$8.50 per keg. \$8.75 per drum. \$9.00 per barrel. \$9.25 per keg. \$9.50 per drum. \$9.75 per barrel. \$10.00 per keg. \$10.25 per drum. \$10.50 per barrel. \$10.75 per keg. \$11.00 per drum. \$11.25 per barrel. \$11.50 per keg. \$11.75 per drum. \$12.00 per barrel. \$12.25 per keg. \$12.50 per drum. \$12.75 per barrel. \$13.00 per keg. \$13.25 per drum. \$13.50 per barrel. \$13.75 per keg. \$14.00 per drum. \$14.25 per barrel. \$14.50 per 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FEATHERWEIGHT BINGO SHEETS

Sale \$1.50. Very large numbers. Packed 3,000 to 10,000. Printed on white and 6 additional colors. 100% cotton paper. Sold in boxes of 1,000, 1,800, 2,000, 2,500.

PRICES: Minimum Quantity 1,000.

Postage Extra.

Linen Sheets (not in plastic), per 1,000 \$1.25
Linen Pad, per 1,000 \$1.00
Sheets 1,000 \$1.50
Linen Sheets (not in plastic) 1,000
Linen Pad, per 1,000 \$1.00
Samples free.

J. M. SIMMONS & CO.
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TENTS - BANNERS

45¢00 Domesic End Tent, in good condition.
CHARLES DRIVER - HENRY MENDELSON.

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Plymouth Trailers at the right price. Special Shows.

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Want for the Following Spots:

BELFAST, N. Y. ON MAIN STREETS
AUGUST 7-12. FIREFMEN'S OLD HOME
WEEK.

2 big Parade, Firemen Bands and Spectral Events. Week following we play two big Concerts. Marshall and Turner, August 3-4. McMurphy and Lewis, August 5-6. Lewis and McMurphy, N. Y. Mandolin Fireworks, 35th Anniversary, 16th, 17th and 18th. Lewis and McMurphy, 16-17-18-19. World's Home Trade Show, 16th and 17th. Lewis and McMurphy, 18th, 19th. McMurphy, 20th. Lewis and McMurphy, 21st to make money. This week, Belfast, N.Y.

MICKEY PURCELL

WANTED

For present money spots in Older Legion Club, Webster, N.Y. or Webster, N.Y. or Webster, N.Y. Girls for same. Must be reliable, well behaved, and good. We have a few girls for sale. See Leon Haas - Galler.

other names, O. Lester, O. Lester, O. Lester,

O. Lester, O. Lester, O. Lester, O. Lester,

Fair, Oshorn, O. Lester, O. Lester, O. Lester,

Parade, O. Lester, O. Lester, O. Lester,

all on the streets. Wife.

W. S. CURL SHOWS

Anatum, O., July 31-August 5.

UPPER MICHIGAN AND WISCONSIN FAIRS

West Rides and Shows - Bell & Evans, West 100 to 200 - 2nd hand ponies, Shows 20-22, 23-24, 25-26, 27-28, 29-30, 31-32, 33-34, 35-36, 37-38, 39-40, 41-42, 43-44, 45-46, 47-48, 49-50, 51-52, 53-54, 55-56, 57-58, 59-60, 61-62, 63-64, 65-66, 67-68, 69-70, 71-72, 73-74, 75-76, 77-78, 79-80, 81-82, 83-84, 85-86, 87-88, 89-90, 91-92, 93-94, 95-96, 97-98, 99-100, 101-102, 103-104, 105-106, 107-108, 109-110, 111-112, 113-114, 115-116, 117-118, 119-120, 121-122, 123-124, 125-126, 127-128, 129-130, 131-132, 133-134, 135-136, 137-138, 139-140, 141-142, 143-144, 145-146, 147-148, 149-150, 151-152, 153-154, 155-156, 157-158, 159-160, 161-162, 163-164, 165-166, 167-168, 169-170, 171-172, 173-174, 175-176, 177-178, 179-180, 181-182, 183-184, 185-186, 187-188, 189-190, 191-192, 193-194, 195-196, 197-198, 199-200, 201-202, 203-204, 205-206, 207-208, 209-210, 211-212, 213-214, 215-216, 217-218, 219-220, 221-222, 223-224, 225-226, 227-228, 229-230, 231-232, 233-234, 235-236, 237-238, 239-240, 241-242, 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motorcycles second. Ray Thompson, of Nell's Horse Farm, joined with a high-school horse as a free act. Women on the show tendered Mrs. Walter Dale a shower.

On Saturday night, there was a general attack of glee club. Visitors included Mr. and Mrs. Glenn L. Hyder, of the Ell Bridge Co. Judd Goldmark left with a suitable paint order for his shop. Danvers Kid Curley is suffering from a cracked rib. DR. PHILIP MATHER.

Bortz Amusement

Sonne Tropic, Mo. Week ended July 3. Attraction: American Circus of Weather, good. Business, satisfactory.

Business was very good, altho rain ruined Saturday night. July 4 was one of the best for this attraction. Insects and spiders. Rides and shows were given mid-season coats of paint before this engagement. Writers and wife, rejoiners, and opening Living Room Life with Leo Hallman. Writer is also on banners. Recent arrival was Slim Courtney with two ball games. Max Mordell, addition to the show, concessions. Elmer Morley photo gallery operator and The Billboard agent, recently added a mechanical city show. L. E. (ROBA) COLLINS.

Keystone

Conneautville, Pa. Week ended July 15. Attraction: American Legion Post. Business, fair.

Hides came out better than concessions, with better than the last, followed by Tilt-A-Whirl and Loop-O-Plane. Parisian Model Show tour began Wednesday afternoon and girls had to work with only one girl per ride. The girls are out in the lead, with Artistic Models second. Mr. and Mrs. Kurt Banach left July 6 to visit relatives in Chicago, and opened their U-Drive-Inn ride in the rear of Joe Guzik, with Mr. W. Cook selling tickets.

STELLA LEDDY.

SELL REASONABLE—NEW ILLUSION

"SANTA CLAUS IN 1600"

6 feet in diameter. 7 feet high. Shoulder height. Santa 3 inches tall. Terrible for business. GALLIN, 302-1650 Broadway, New York.

WANTED—CONCESSION AGENT Who will represent local trade shows, the bazaar, Hall-Inns and Hotel Dances. I have the exclusive rights in the State of New York, the New York State Fair, Syracuse, and the State Fair, Utica.

Will NATHAN HOTH, art's World's Champion Showman, Bazaar, N. Y., this week Tuesday, Aug. 7, next, at Rochester, N. Y., Aug. 14, to 21, then Syracuse.

Snapp Greater

Robinson, Ill. Week ended July 22. Some 3,000 or 4,000 persons watched the shows set up here Sunday afternoon, but they were not permitted to enter. The show was a success and audience had a tremendous crowd turned out that night. Mr. and Mrs. Ivan Snapp were visitors to the show over the week-end. Madame Anna Williams, who has 61 years comedy anniversary on July 18, Captain Martini joined here with his trained dogs and monkeys and had a successful opening night. The show was a success and audience had a tremendous crowd turned out that night. DR. PHILIP MATHER.

JIMMY HARRIS.

World of Mirth

Bangor, Me. Week ended July 22. Location, Bass Park, Auspices, VFW Post. Weather, showers first three days; fair weather the rest.

Ominous clouds and showers held attendance down for the first three days, but with fair weather for the last three days attendance and grosses were up. The new "World of Mirth" is a fair week. Colorfully striped awnings were added to Mack's Monkey Circus recently. Various small groups are forming. Little Concession Sister, foreman, was first to adopt complete uniformity. A new set of cars for Davey Linderman's Kiddie ride has arrived and will soon be in operation. The manager of Kiddyland, Pauline, is the manager of Kiddyland. Marge and Ed Tuthill joined Karl Walker's Gay New Yorkers and will stay for remainder of the summer. The new building is being renovated. T. W. Kelley added a string of banners to his World Fair Picnic Show. Banners prove an odd attraction according to Kelley. Date was well advertised on show's light towers. L. Harvey Cann, general agent, returned from a Canadian trip after arranging for a new Canadian move. JIM McHUGH.

L. J. Heth

Newton, Ill. Week ended July 22. Location, Marion County Fair Association. Location, fairgrounds. Weather, some rain. Business, excellent.

Date proved a winner, with large crowds attending. Horace running the concession stand in the afternoon and Manderville and musical shows presented at night. Show was changed daily. Gus Sun Agency furnished three units. (See SHOW LETTERS on page 59.)

WANTED BILL HAMES SHOWS, Inc.

WILL BOOK SHOW THAT DON'T CONFLICT

WANT MOTORDROME

FAIRS UNTIL FIRST OF DECEMBER

Write Permanent Address, P. O. Box 1377, FT. WORTH, TEX.

EVANGELINE SHOWS WANT

FOR CASSVILLE, MO., REUNION — WEEK AUGUST 7 TO 12

Ten-in-one with own outfit, Crime Show, Fun Show, Umbrella, Vaseline, 2020 tent, Concessions, Candy Counter, Refreshments, Games, Photo Booth, Photo Studio, Photo Lab, Photo Prints, Photo Cards, Photo Books, Candy, Soda and Drinks. Musicians for Colored Minstrel Show, Box Player, Comedians and Chorus Girls. One show a day. Address Mr. Grove, Mo., week July 31st, Cassville, Mo., week August 7th. C. R. LEGGETTE.

WANTED FOR ILLUSION SHOW

Capable people who have worked in one preferred. Magician, Teller, Lecturer, two Girls for 12 weeks of fairs. Have beautiful new framed outfit. All address

JOHN M. CHURCHILL,

Gates of Sam Lawrence Shows, Mountville, W. Va., this week; Grafton, W. Va., following week.

ART LEWIS SHOWS WANT

Legitimate Grind Stores, Grub Joints, Juice, American Palmist. Shows not conflicting. Also organized Minstrel Show. Central W. Vir. Fair, Clarkburg, week August 7th; Butler, Penn., Fair, week Aug. 14th. Address ART LEWIS, week July 31, Lewistown, Penn.

CARNIVALS

Dick's Paramount Shows, Inc.

WANTED: Ballgames, Grindstores, KIDDIE AUTO RIDES, Shows with own outfit that do not conflict. Wheels sold.

Fairs start August 21st, Marshfield, Mass.

DICK GILSDORF, Manager, Maynard, Mass., until Aug. 5th.

JOIN NOW NOT TOO LATE FOR GOOD SEASON'S PROFIT JOIN NOW
16—MORE FAIRS—16

GREATER UNITED SHOWS

J. GEORGE LOOS

ROLLOPLANE, OCTOPUS

(Bud Cross or Ralph Forsythe, wire). Rides-O or Scooter. Side Show, Mechanical, Snake and Hawaiian.

Week July 31, Fredonia, Kan. Week Aug. 7, Chanute, Kan.

FAIRS J. F. SPARKS SHOWS FAIRS

TWIN COUNTY FAIR, NEW ALBANY, IND., AUGUST 14-19.

GERMANTOWN, KY., AUGUST 21-26.

CHICAGO SOUTHERN FAIR, FAYETTE, KY., AUGUST 28-31.

CAN PLACE Rides—Octopus and Loop-O-Plane. Want to strengthen Mineral Shows (newest Cinema Side Show), Candy Counter, Refreshments, Concessions of all kinds that work for Stock. Will sell out Outfit. Get Your Weight, Lost Hand Bag, Lost Wallet, Lost Glasses. Need Agent for Corn Game. Must be able to talk. Jim Whittaker, 1000 Main Street, Cincinnati, Ky., August 7-12. All replies to J. F. SPARKS, Mgr., as per route. (Those joining at Christmas given preference at our fairs.)

O. C. BUCK SHOWS

Want for Fall Season starting at Norwich, N. Y., August 7th, legitimate Concessions of all kinds. Can place Long and Short Range Lead Galleries, Strip Photos, American Patriotism and any Merchandise Stores.

Can place Single or Two Single Pit or Platform Attractions.

Want to help of all kinds on 10 Major Riding Devices. Our Fairs include Norwich, Couvervre, Almonton and Rhinebeck, N. Y.; Maryland State Fair, Timonium; Doylestown, Pa.; Frederick, Md., and three others.

All address this week! Watervliet, N. Y., then Norwich.

OUTSTANDING FREAKS

WANTED AT ONCE!

Rally Attractions and Working Acts of all kinds. Tailors, Lecturers, Grindsters, Mind Art, Novelty acts, etc. Good working acts and most elaborate freak enterprise. Series shows every week. Long season under best of working conditions. If you are capable, sober and reliable and wish to better yourself, write stating all in first letter, with photo if possible.

Address BOX D-11, care The Billboard, 25 Opera Place, Cincinnati, O.

Wanted PRYOR'S ALL STATE SHOWS Wanted

POINT PLEASANT, W. VA., POTATO FESTIVAL, AUGUST 23 TO 28, ON THE STREETS.

Rides: Rolloplane or Loop-O-Plane, one Flat Ride. Shows with own outfit. WANT Novelty, Frozen Custard, Concessions of all kinds. No ex. This show booked solid with bona fide County Fairs and many good Street Fairs. West Union, O., August 9 to 11; Falmouth, Ky., August 16 to 19. All address.

JACOB PRYOR, Williamsburg, O., this week.

FAIRS BLUE RIBBON SHOWS, INC. FAIRS

Will plan the following Concessions: Short Range Gunner, Shrine Game, Pitch-Toss-U-Win, Shootball, Candy Counter, Candy Dispenser, Game Booth, Pinball Game, Wheel of Fortune, Bill Games, Bowling Alley, Dance Floor, Candy Counter, Grab Jewel and any Concession that works for Stock. Will place Patriotic, No X except Bites, Long and Side Fairs, starting Sunday, August 6, Logan County Fair, Lincoln, Ill., Bloomerville, Ind., Fair this week.

Miner Model Midway Shows

WANT FOR SPRINGMOUNT FAIR, EIGHT DAYS, AUGUST 11TH TO THE 19TH

ALL KINDS OF CONCESSIONS, Shows, Ball Games, Wholes, Dishes, Hoop-La, Pitch Toss, Stilts Game, American Patriotism, Peacock and Candy Apples and exhibits. The Fair is under my full control and supervision and runs under its former management. Address Miner Model Shows to

R. H. MINER, East Stroudsburg, Pa., till August the 16th.

Advertise in The Billboard—You'll Be Satisfied With Results.

14-FOOT WURLITZER SKI BALL — EXCELLENT condition with new balls, \$37.50. Ship in packing case. Mills 5c Slot Wall Boxes, Yale Locks, \$1.00 each. W. C. FARRAGH, Sioux City, Iowa.

20 ROLL CHUTE MUTOSCOPE DIGGERS, \$30.00. Eries, Buckeyes, Marchenmen, Rotaries, etc. Made by the Mutoscope Co., Inc., 1142 E. Market, Philadelphia, Pa.

3000 GRAND NEW TWO-COLUMN 16 VENDERS, never unpacked, \$7.50 each. Formally \$10.00 each. BUREL & CO., INC., 679 Orleans, Chicago.

200 EVER READY FOUR COMPARTMENT PENNY Bulk Vending, \$3.00 each. 25 or more. BUREL & CO., INC., 679 Orleans, Chicago.

500 16 SNACKS THREE COMPARTMENT VENDORS, like new, equipped with latest adjuster for merchandise. Formally \$11.95 each or less. \$10.95 each. BUREL & CO., INC., 679 Orleans, Chicago.

FORMULAS

EXPERT ANALYSIS, RESEARCH, INDUSTRIAL DEVELOPMENT, NEWEST GUARANTEED FORMULAS developed earlier, nominal prices. G. J. CO. 201 LABORATORY, Chemists, BH-1142 Sunnyside, Chicago.

FOR SALE—SECOND-HAND GOODS

A HOLCOMB AND HOKE POPCORN MACHINE and Peanut Vendor (original price \$135.00) will sell for \$35.00. ENICH HAMAS, 394 E. 5th St. Mt. Carmel, Pa.

CORN POPPERS FEARLESS, ALL-ELECTRIC, giant geared Popping Kettles, Commercial Popcorn Poppers, Corn Popper, Popper, etc. NORTHWEST CO., 1925 10th, Des Moines, Ia.

DO YOU WANT THE LONG-LAKINS CARMEL-CAKE? Popular Milk Caramel-Carmel-Cake at once with EDDIE POTTS, 1209 Battin-street 57, Mobile, Ala.

FOR SALE—FOR INDOOR FAIRS AND AUTOMATON SHOWS Books, Lattice Partitions with columns. For Burlesque Circuit. Basket Houses, Element, Give-off, Jon, Snakes, etc. Full size American Flag. Large assortment of different size American Flags. Tri-colors. Full size American Flag. Advertising Pens and Fraternal Electrical Services. For Amateur Theatricals: Varieties of Costumes. Trick Stage Effects. CLOTHESLINE COMPANY AND DECORATING COMPANY. Fulton, N. Y.

LONG-RANGE SHOOTING GALLERIES MOVING Targets. Dandy road gallery. Easy to set up and take down. H. B. SNEBBURN, Wayne, N. J.

HENRY E Z FREEZE FROZEN CUSTARD MACHINE, \$65.00; Russ 3-Cone, Ice Cream Freezer, \$25.00; Hauseman Hamburger Stand, \$400.00. ALL in good condition. N. LEWIS, Point Pleasant, N. J.

TRAILER-CONCESSION STAND — 7x12 FEET, yellow and white. Complete with cash register, Popcorn and Hordern Machine. E. L. COMPTON, Louisville, Ky.

26 GAME ARKES, CHROME TRIMMED. Largest cabinet coloring colored to suit your taste. Table in oval shape with sunken沉坑ing pit, \$15.00. Others to \$30.00. TAL LACKSEN, 2733 S. Randolph, Chicago.

FOR SALE—SECOND-HAND SHOW PROPERTY

FINE MECHANICAL SHOWS — COMPLETE, complete with all parts required to run immediately. Also Macho Freaks. P. AUSTIN, 1708 2d, Kearny, N. J.

PORTABLE SKATING RINK — 8x6 FT., MAPLE Floor, 1/2 in. thick. Skates, Skating Chalk, etc. Item. Cash only. Doing business. GREEN, Croydon, England.

WILL SELL COMPLETE OR HALF INTEREST IN Well Equipped Show Business. Will sell for cash or tracks for fair and reasonable compensation for remainder of season. Write W. E. WEST, 5000 16th Street, Salisbury Beach, Mass.

5000 SEATS FOR SALE CHEAP FOR CASH. Only used 6 weeks, \$100.00. MULCAHY & DEAN, Salisbury Beach, Mass.

HELP WANTED

MUSICIANS WANTED FOR COLLEGE DANCE BAND — 1st, 2nd, Trumpet, Alto, etc. Top Class. 1st Trombone, Drummer. Contact BILLY SHELTON, Mayfield, Ky.

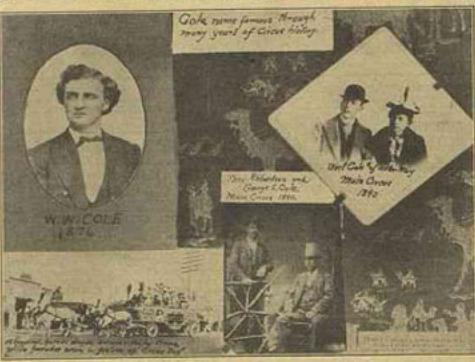
STRAIGHT TRAMPOLINE ACROBAT FOR TRAMPOLINE SHOW. Must be straight. Box 905, care Billboard, 5540 Broadway, New York City.

WANT TO CONTACT GOOD SEAL TRAINERS — Seal Act. Write ARTHUR SCHMIDT, Marine Studios, Inc., Marineland, St. Augustine, Fla.

WANTED — TALKERS FOR FRONT OF BUREAU — Good Seal. Write ARTHUR SCHMIDT, Marine Studios, Inc., Marineland, St. Augustine, Fla.

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Show Family Album



HERE is a group of Cole circus people who made worthy records during long careers. Ben Cole has returned from the road and is living at his home in Totenville, Staten Island. In the lower left-hand corner is a photo of the allegorical wagon, "America," built for James A. Bailey and used in Barnum & Bailey parades in 1903. In 1935 and '36 it was owned by Cole Bros. Circus and appeared as a parade feature. Pictures are from the collection of the late Charles Bernard, circus historian.

The Billboard invites its readers to submit photos taken from 16 to 30 years ago. It is especially requested that pictures be CLEAR and that they be accompanied by complete descriptive data. Group photos are preferred, but pictures of individuals who are **STILL LIVING** will be welcome. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

WANTED — GOOD BASS PLAYER WHO CAN READ and do Concert for NBC Cowboy Band. Send photos. MAX RANEY, WTIC, Hartford, Conn.

MAGICAL APPARATUS

AT CARAVAN — MAGICAL SECRETS, MIND READING, MYSTERY ESCAPE, SIDE SHOW Cards, Chemical, List 10c.

GENOVES, Cen. P. O. Box 2174, New York.

LARGE PROFESSIONAL MAGIC CATALOGUE MAX HOLDEN, 220 W. 42d St., New York City.

WANTED TO BUY QUICKLY — STANDARD 16MM. FILM PROJECTOR. Price \$250.00. 1st edition. WALDMANN MAGIC CO., 332 E. 77 St., New York.

M. P. ACCESSORIES & FILMS

NOTICE

New and display advertisements of interest to readership will be found in The Billboard's new film department. Look for "New Theatrical Films" in the index on page 3.

A BARCAIN IN BOX FROM OFFICE — Buy your attractions from the best source. No one can offer you better value for your money. Its future business than the present dollar. 35MM. only. BUSSA FILM EXCHANGE, Friendship, O. 1912x.

ASTONISHING 16MM. FILM — Factory reconditioned. Film reedited, sold, \$5.00, \$7.50, \$10.00. S-21—State Theatre, Pittsburgh, Pa.

ATTENTION SHOW TAILORS, THEATRELESS WEEKS — Specialized service. Weekly Programs rented. ROSENTHAL, State Theatre, Pittsburgh, Pa., or 107 South Court, Memphis.

BARGAINS IN USED PROJECTION MACHINES, Opera Chairs, Screens, Spotlights, Stereopticons, etc. Call or write. ROSENTHAL, STATE THEATRE, 1818 S. Wabash, Chicago.

16MM. SOUND PROGRAMS AND PRO- grammes. 16MM. 35MM. 16MM. 35MM. Second St., Memphis, Tenn.

EXCEPTIONAL BARGAINS — 35MM.—16MM. Complete outfit. Write. G. L. TULLER, INC., Dept. BC-11, Rochester, N. Y.

ACT NOW — 4-FOR-1-A-MILE OPERATORS — Send in your order now on the new Photo Flash outfit using only six 20-watt lamps. Takes pictures up to 100 feet away. TULLER, INC., Dept. BC-11, Rochester, N. Y.

BARGAINS — 4 FOR 100 PHOTO MACHINES, complete. 16MM. 35MM. 16MM. 35MM. TULLER, INC., Dept. BC-11, Rochester, N. Y.

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AT LIBERTY

PIANO PLAYERS

NOVACHORDIST — WITH

John Immerman, solo artist of with first-class orchestra. JACK FREDRIC, 225 S. 8th St., La Crosse, Wis.

A-1 PIANIST — DANCE, CONCERTS, SHOWS, ETC. \$100 per week. Call 225-1000, 225-1000, or East. BOX C-136, Billboard, Cincinnati, Ohio.

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AT LIBERTY

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TOP TENOR AVAILABLE — HIGH C. QUARTET

experience. Read, fake, arrange, JIMMY CORDON, 72 E. Pastorus, Philadelphia, Pa.

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BLACK FACE, TONY—MED, TENT STICK, DO

straight also. Sober, reliable. Change two weeks. Up in acts. Prefer North or East. JOHN WALTERS, General Delivery, Palmer, Pa.

VERSATILE TEAM — MAN, COMEDY OR straight. Lady, straight or chorus and bits. Good at comedy, dancing, singing, training. Good wardrobe. Med or over. Write, don't wire. STATE SALARY. E. H. HUNT, Hopewell, Va.

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AT LIBERTY — Grand Pier, Man, Blackface, Women, straight and characters. Up to date. Pleasant, experienced, sober, reliable. Double piano, partner, bassoon, straight, etc. BOX 100, Billboard, Cincinnati, Ohio.

AT LIBERTY — For Men or Women. Reliable. Double piano, partner, bassoon, straight, etc. Double piano, partner bassoon straight, etc. BOX 100, Billboard, Cincinnati, Ohio.

SHOW LETTERS

(Continued from page 45)

Joe Smith, owner of B. Ward Barnum presented International Congress of Davis-Davis. Visitors included Mr. and Mrs. Martin Caldwell; Roy K. Wise, Clay County Fair; Jake Johnson and Jimmie Harrison. Frank Pritchard, B. Ward Barnum has built his Billboard sales from 20 to 50 copies in three weeks. Lester Parrish, who has been operating the Fox Postcard's booth at the fair, is G. B. Moore, president of the fair, and Ben D. Lowe, secretary, kept a reserved seat section of the grand stand open at all shows for the showfolk. H. B. SHIFFE

clicking. Mrs. J. M. Shesley is busy entertaining friends.

Charles Hinesley and Dinty Moore attended a danceleader ball game in Chicago. Henry Curtin and wife visited relatives in Chicago, as did Mr. and Mrs. Don Dunbar, who were on their day's shopping.

The Billboard team is always on the job. Maccon E. Willis, general agent, returned here for a business conference. Minnie, the cook, and company, arrived, Mrs. Marion joined us as cashier.

A new tent for the cookhouse was delivered here. Mrs. John D. Speidel is again looking for a place to live.

Miss May and Mrs. Hirstey's son joined her a few weeks ago, coming from Florida where he attended school. Chief McNamee, the bus driver, purchased a trailer at Lansing, Mich. Mrs. Rowan sells tickets on one of the trailers.

Mr. and Mrs. Charles D. Rowan and their son, Bill, are now living at Joliet. J. C. (Tommy) Thomas, agent on the Johnny J. Jones Exposition, also visited at Joliet. E. C. MAY.

Coleman Bros.

Thompsonville, Conn. Week ended July 22, Business, good.

National Guard Show shows a cordial welcome upon their return here. Crowds were small Monday, but they increased daily until the grounds were packed the last part of the week. Saturday was the highlight of the week, with the arrival of the band and the Endfield Fish and Game Club played hosts to children from the Hartford County Hospital. Rides, shows and refreshments were all well received and refreshments were served in abundance. Among recent arrivals were Mr. and Mrs. Alfred Hernemann with their frozen custard.

WILLIAM OEPFINGER,

Blue Ribbon

(Motorized)

Pana, Ill. Week ended July 22, Auspices, Fire Department. Weather, hot, Business, fair.

This was one of the weeks when folks had time to do but go swimming. Business was the worst of the season because of poor co-operation of the committee and a shortage of money. Many had shopping trip to Springfield and all came back well stocked with new frocks.

Chas. Davis did a good job of advertising and the entertainment was good. Refreshments and refreshments were served in abundance. Among recent arrivals were Mr. and Mrs. Alfred Hernemann with their frozen custard.

WILLIAM R. HICKS.

Barfield's

Bluefield, W. Va. Week ended July 22, Location, West Graham show lot, Apartments, P. T. A. Weather, cloudy, with some rain, Business, good.

Much interest was shown by the local citizens upon arrival of the show here. Monday opened to good business and large crowds. Rain marred Tuesday's business, but results the rest of the week were good, all the acts doing well.

Cooperating with Station WHIS co-operated. Mrs. C. E. (Pearl) Barfield left at Bluefield, W. Va. for a two-week visit to the New York World's Fair, and to visit her brother, Earl W. Barfield, and his family. She will return to Lynch, Ky.

Visitors included Freddie Bodwell, Dixie Model Team, Mr. and Mrs. George McNamee, Ministry March Show, and several members of the committee from Pocahontas. Schulz Travel Agency, of Princeton, N. J., delivered three house cars to the fair. General agent, Henry Stukken, Chairplane foreman, and William Collier, drone rider.

KENNETH FRANKLIN.

Buckeye State

(Motorized)

Sardinia, Miss. Week ended July 22, Auspices, Chamber of Commerce, Location, town of town. Weather, hot, Business, good.

Opening this town was a good piece of work on the part of General Agent Fred Gandy, who was the main reward. Thursday night a watermelon party was held by chief electrician and Mr. Cooper, Mr. and Mrs. King, Captain and Mrs. Hart, Mr. and Mrs. Purdin, Mr. and Mrs. Purdin, Mr. and Mrs. Tinn, Mr. and Mrs. Harrison, Elsie Lowry and Betty Ramsey and Charles Savage.

General Manager Joe Goller went to the fair and the new Minstrel Show team is being constructed under the direction of Mr. and Mrs. Charles Taylor. Colleen Revue has been

who obtained additional effects for their Hindu Temple. Mrs. Burdette and Mrs. Goller also paid a trip to Memphis on their day's shopping.

Louisine, wife of General Agent Gentchka, who has been spending the summer with her parents near Durango, Colo., rejoined her husband. A few days later, Mrs. Goller left for Hot Springs, Ark., where she is taking a vacation with her babies. General Manager Joe Goller left for a trip thru Missouri.

TED JOHNSON.

Hilderbrand's No. 2

(Motorized)

Libby, Mont. Four days ended July 22, Location, Main streets. Auspices, Libby Legion Post. Weather, hot, Pay gate, 10 cents.

Unit has not had a losing week since it opened in Potters. Folk here are very good, and many and Jameson, who mislaid slightly. They arrived early and remained late. Charles Soderberg and the Glenn Henry, free attractions, scored well.

Billie, the dog, and Ollie O. Hilderbrand spent two days on an inspection trip here. Lucille King's an advanced campsite chicked and the new Hilderbrand system of bookkeeping, by the writer, has been installed.

Same system has been installed on the No. 1 unit, which is now under the charge of Royce Stender, replacing Royal Stender, who departed for Los Angeles. Bill Gross added several new concessions and Ruth Parsons, the topless dancer, and Freda Price, who has been here for a week, are the latest attractions.

Frankie King, the best ride, and Flash Kelly's Athletic Show led the shows. Mrs. Mae Evans added a palmistry stand and new topless dancer, Ruth Parsons, who arrived.

A barrelroll show was given Donald Dale Qualls in celebration of his first month's anniversary. Ride boys added new concessions and Ruth Parsons, who has been here for several days, left with her sister, Shirley Ann, to visit her grandmother in Missoula. Shirley Ann was confined for two days in the local hospital but is on the road to recovery.

Bonners Ferry, Ida. Three days ended July 18, Location, Legion Post. Auspices, American Legion Post. Business, excellent. Weather, fair. Pay gate, 10 cents.

With a janned midway capacity saturated, engagement here was unsuccessful. Marque, Flash Kelly's Athletic Show led attractions. Capt. Charles Soderberg and the Glenn Henry Duo, free and well received. Spokes and drums added and presented their junior drum and bugle corps in nightly parades. Lucille King's advertising campaign has been well received.

Billie, the dog, has been playing to capacity, while his grab concessions caused good business. Ruth Gord's bingo, Little Grinn's concession, Mr. and Mrs. Johnnie Adams' photo gallery did well, as did the Glenn Henry and Mae Evans, both girls. General Manager Fred Gandy and Alice Queen's pony show was delivered from Spokane. A new semitruck and trailer was purchased by O. H. Hilderbrand here.

WALTON DE PELLATON.

Motor City

(Motorized)

Brighton, Mich. Week ended July 22, Auspices, American Legion Post. Location, Brighton Field Grounds, Weather, ideal. Business, bad.

Show came in here from Flint, Mich. after an 11-day stand there to poor results. This spot, however, was the poorest and concessions were in the same position as it was impossible to get the folks out. City was the best hotel and each day the weather was excellent.

Carlson, the 1000-ton roller coaster, and surrounding towns and lake resorts with the sound truck. Smallop scare here also hampered activities.

Mr. and Mrs. George Cohen were called to Detroit because of illness. Several new concessions joined here, as did a pony track. Major John "Ten-in-One" and the 1000-ton roller coaster. Big White Night in Spain is a close second. Each afternoon the ride help and concession agents spent their time bathing at the beach. The beach was crowded and several guests spent some time fishing.

HARRY (DOC) ARLINGTON.

Frisk Greater

(Motorized)

Crookston, Minn. Week ended July 15, Location, fairgrounds, Auspices, Baseball Club, Weather, excellent. Business, very good.

Shows had their first full week of weather here and midway was crowded nightly. Additions included Joe Brown, the 1000-ton roller coaster, and N. Gooley, hoopla. Fitchett's Hall

game and Barnard's Life Show closed, also did bingo. Crookston team co-operated with Marion, Ind. Hobo team is putting show in shape for fall days. Charles McCoy is new Ferris Wheel operator, with Art Wye as second manager. Hobo team is run by H. K. Hulka, human catfish, joined here and Bert Holvey spotted a grab stand. Hank Wye's gas cars are doing well.

BING WEST.

J. L. Landes

South Omaha, Neb. Week ended July 22, Auspices, American Legion Post. Weather, not so fair, rain Sunday night.

Show here had numerous visitors, and callers from the Elite Exposition Shows were Willie Clark, Arendell Brothers, Otto Lehman, the 1000-ton roller coaster, and Mrs. Rodgers, of Rodgers Tent and Awning Co., and Slim Johnson, of Midway Amusement Co., and Fred Thompson, formerly of the Lincoln Thompson Players, have located here. Jump here from Nebraska City was made on time, and the 1000-ton roller coaster, which played near here, as did Bill Meyer and his Egypt Show. Charley Elliott had his diggers playing spots in the area.

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Bill Sutherland has a new Buick. Bill Parsons and four men handle the show. The 1000-ton roller coaster, Octopus, Bill Gordon and three men, Merry-Go-Round, Merlin Fluey and helper, Loop-o-Plane, Edie Rubin, Kiddie Train, and the 1000-ton roller coaster, Ferra Wheels, with Frank Black as first assistant; Tom Barnett, Mix-Up; Hobie Green, Jitterbug. Mrs. Mary Loter, who has been here for a week, is the Dutch Dutch, Artist Models; Capt. Hush Working World; Bill Meyer, Eclipse and Dickie, Loop-o-Plane; Jimmbo, Bandit, Devil, Devil, Devil Show. This is the Harry Lee's Bed Trust, with Judy Ellis, Jolly Lee and J. B. Campbell's pony train.

FRANK DELMAINE.

Byers Bros.

Carrollton, Ill. Week ended July 22, Auspices, Greene County Fair. Weather, some rain, Business, very good.

All was ready Sunday noon, but rain delayed opening until Monday and good attendance prevailed. Ward Bean-Dare-Devs were the grandstand attraction. Carl Byers made a hurried trip to Lincoln, Ia., to the bedside of his father, J. M. (Dad) Byers, who was reported to be in a semi-comatose condition from effects of stroke. He is well on the road to recovery at this writing, altho he will be confined to his bed for some time.

The winter made a long delay trip thru the winter months. The State of Iowa Byers made a business trip to St. Louis on Friday and purchased a new semitruck top and some small tons.

Carrollton, Ill. Week ended July 11, Auspices, Morgan County Fair. Weather, hot, Business, fair.

Show made the long jump from a one-day affair to a two-day affair before the fair opened.

Date did not come up to expectations altho the fair association, especially Secretary, was very light during the day, with fair night crowded. Many visits were exchanged during the week between Ben Hyder and Carl Larsen, manager of the Elbridge Co. and Carl Hyder, of the Elbridge Co. visited on Sunday.

Carl Larsen, manager of the Elbridge Co., and his wife, Mrs. Carl Larsen, and their family, Kiddie Kiddie, Band, went to the fair and enjoyed the night.

Hyde, Harry Campbell of Campbell Tent and Awning Co., also visited, as did Bill Ryan, secretary of the Jerseyville (Ill.) Fair, and his wife.

R. C. (COTTON) ELLIS.

William Bazinet

Fork Falls, Wyo. Week ended July 22, Auspices, American Legion Post. Weather, fair.

Show opened here Monday to large crowds and Saturday matinee was successful. Col. J. C. Vincent, representative of the 1000-ton roller coaster, General Agent Lowell Bazinet is making an extensive tour of Illinois, Iowa and Missouri since shows will remain out all summer. Lowell Bazinet purchased a new Chevrolet and two new trucks to carry his concessions.

Manager Dwight Bazinet also purchased a new 1000-ton roller coaster. Lowell Bazinet was shocked to learn of the death of William (Mack) White. Frankie Kolossal's Athletic Show continues popular.

Conrad, the 1000-ton roller coaster, is assisting him. RAY WOYTEKMAN.

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

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

Prize and Novelty Orders Jump As Pitchmen and Concessioners Prepare for Big Fair Business

NEW YORK. July 29.—This year seems destined to be a banner fair season if the amount of merchandise being shipped to concessioners and pitchmen is any criterion, officials of merchandise firms here report. Advance orders indicate that workers intend trying all types of novelties. Some enterprising firms, of course, will get back to the usual consistent play, while new articles that have appeared on the merchandise mar-

ket are sure to have their pulling power tested thoroly.

A leading item this season, also taking top position in early shipments are celluloid hats with feather dress hats and cane, and chin-headers. Swaggers and hats, however, were great sellers being shipped to amusement centers along the Atlantic Ocean.

Amusement centers this season are making a point to have their wares there over the Labor Day rush. The slides, shell flowers, birdseed brooches, scarf pins and even collar buttons are popular.

That fairgoers this year will have a sweet tooth is predicted by orders received by candy companies. Operators are buying products which will put in color and variety, as well as the idea of making flashy displays on midways. Assorted jellies are by far the most popular orders at this time, serve as a reminder.

Flying birds, with whistles and tinsel beads are leading the list on carnivals playing in the South. Decoored balloons and streamers are sold after the cash in all sections of the country. The spiral type is very popular. Robin hood hats continue to hold the spot, however, and are expected to be leaders and will make a definite bid for top big at Labor Day celebrations.

Concessions Mdse. Varies

The concession will vary his merchandise for the summer trade, with the policy of more and better merchandise again coming into vogue. Novelty cameras, radios and candid cameras will be favorite items where the coupon system is used. Guess-your-weight and guess-your-hair are still in vogue, canes and hats as prizes. These items will also be on hand in great numbers at cat and bottle games. The pipe will do its job well, and of glass. Gift sets consisting of two hand-carved pipes with straight and bent stems and cigar and cigarette holder set up in satin-lined boxes have flash every summer.

Badges, especially the pick-up-and-go type with shoulder strap and dial on top the set, will be offered. In general, the same items will be carried over from last year. With three or four of the sets tuned in on favorite programs, the stands will attract large numbers of enthusiastic players.

Novelty-type games, such as cards without batteries or chemicals and is guaranteed for a lifetime, is reported to be getting a good play. These will also include the "I'm a Winner" game.

Concessioners are also going for a new cigarette case that allows the cigs to spring up when the case is opened. Pictures are used here.

With main wheat crops harvested, early curings of tobacco under way and cotton and corn harvests scheduled to get under way in September, fair workers and operators are looking forward to the opening of the fall season. They are also looking forward to the time when they are shown. By the time they are shown it is often too late for them to cash in with the others who were not so lucky.

The business is a fast business. The average life of a deal is comparatively short and in most cases money must be made quickly. Operators know that, and some of them of course, suddenly become ultra-conservative. "They've seen a deal, but instead of taking a little flier to test the possibilities they say, 'Well, we'll wait until the time to be shown.' By the time they are shown it is often too late for them to cash in with the others who were not so lucky. When you see the money come in, it's worth a fight if nothing more. There is no terrific gamble involved in placing a few cents just to see how it goes." "Maybe the person who does this will lose a couple of bucks occasionally and his time. But in testing all possibilities the chances of making out on the big deal will be considerably increased. It's something to think about anyway."

Mdse. Events Get Attention

CHICAGO. July 29.—Bingo operators and concessioners, concessionaires and fair workers in great numbers will attend the annual meeting of the Illinois Association of State Fairs and Expositions July 30-31. The meeting will be held in the Auditorium.

Cigaret Smokers Turn to Rollers as States Raise Taxes

NEW YORK. July 29.—Increased taxation on cigarettes in many States is the source of rich rewards for concessioners, pitchmen and demonstrators. Demand for cigarette rollers has sky-rocketed during recent weeks as smokers have sought to economize on tobacco.

State workers have found fertile fields in States where the tax is highest.

Demonstrators find that crowds of men and women who have been taught to roll cigarette machines at work and pitchmen have reported peak demand for rollers on highways leading into taxed States.

With the introduction of the cigarette machine in States where there is little tax are buying machines.

Reports from carnivals traveling thru repellant, beach balls, electric fans and other items. The popularity of cigarettes sell for 10 cents a package, show the residents of the State yielding readily to the vast number of smokers of these machines at work and pitchmen have reported peak demand for rollers on highways leading into taxed States.

Dealers in the metropolitan area report that during recent weeks demand for rollers has been several times greater than normal.

Buying in with circulation which is being circulated throughout States which recently increased their cigarette taxes are using pretty much the same spirit used by ad copywriters. In cities levying a special tax pitchmen and street workers are using the slogan, "No cigarette, no smoke."

Women are also purchasing outifts. Among rollers claiming top demand are the cigarette cases which have a leather fit in the coat pocket and is said to do a neat job. Packed individually with printed directions for its operation, Roll

Heat Boosts Resort Sales

Crowds flock to cooler spots to escape Old Sol—hot weather gets go.

NEW YORK. July 29.—Seashore and mountain resorts are in for some of the biggest plays of the summer during recent week-ends when Old Sol semi-metropolitan residents scurrying to cool themselves off with a dip in the ocean or marks, workers reported business taking on a new note.

Balloons, parasols, sun glasses, insect repellants, beach balls, electric fans and other items are in great demand.

Concessioners dressed up hands in the weather fashion and did all right by themselves. Some dealers despite sweating profusely with the heat, were successful in addition to old stand-bys.

Workers reported they were not at all comfortable working at such terrible pace, but they had to do it to earn a living. Added takes more than repaid them for the discomfort, they said. With the end of summer looming, boys are glad to get the spur in business.

Rite is adding thousands of customers daily.

No one roller, however, has an edge on the market and several makes are in demand. The customer wants a machine easy to operate and one that turns out firm cigarettes.

BINGO BUSINESS

By JOHN CARY

BINGO evidently taking on added zest, as summer celebrations show that the popularity of the game is steadily increasing. Throughout the country where arrangements are being made to open fairs it is certain that plans are being made to book bingo games. Frankly, it would not be a complete fair were bingo omitted from the midway.

PARKS and resorts are operating the game to full capacity at the present time. An amusement center or at a mountain retreat or along the seashore the game is getting great play. Some concessioners think that park operators will be after the end of June, but there is absolutely no basis for that opinion.

merchandising offerings, it appears.

Outstanding in importance will be the New York-Philadelphia Combined Gift Show, Aug. 12-23 at Hotel Benjamin Franklin.

Philadelphia gift show operators are not the only ones anticipating a number of new and appealing merchandise numbers will be presented for the first time here. Operators are expected to attract their share of buyers in the next few weeks include:

Chicago Gift Show, July 31-August 11.

Merchandise Mart Gift Show, July 31-August 12 (tentative). Merchandise Mart, Chicago.

Eastern Gift, Art and Housewares Show, August 8-12, Hotel Whitcomb, San Francisco.

225 Fifth Avenue Gift Show, August 14-25, New York.

The game gathers momentum during the latter part of the term. When this is over players begin clamoring for indoor bingo. There is no time when one can definitely say apparel will be in demand. With the exception of shows 12 to 15 to be a popular indoor and outdoor game.

SUMMER celebrations are going in for plenty of useful and flashy merchandise this season. Counselors know from experience that depleted stock levels are the best time to bring in bingo games and the crowd will be where there are filled with attractive merchandise.

REPORTS show that bingo is going to town in Indiana this season. In resort areas of the Hoosier State the game is enjoying top popularity. With rains getting under way, operators are turning to indoor bingo. There are many veterans coming in to buy equipment and the theory is that the price of more and better merchandise always pays big returns.

COUNSELORS are already making plans to bring bingo indoors. With Labor Day about a month away, park and resort operators will be closing their spots, and wise operators realize the need for spending some money on bingo. They hesitate to buy equipment, so King rents it to them. Often customers had capable men to handle detection and control. King supplies promotion specialists on a flat fee or percentage basis. The firm expects soon to introduce a stand-up card with market attached. Cards sold by the firm are waterproofed.

KING CARD CO. has opened a department for the sale and rental of bingo equipment. Numerous inquiries showed a need for specialized equipment and a desire putting on one big night of bingo. They hesitate to buy equipment, so King rents it to them. Often customers had capable men to handle detection and control. King supplies promotion specialists on a flat fee or percentage basis. The firm expects soon to introduce a stand-up card with market attached. Cards sold by the firm are waterproofed.

DEALS

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESPARTS and TRADE SIMULATORS

By BEN SMITH

Most of the boys are definitely battery set conscious these days. Practically everyone has hopped the pick-up-and-go band wagon and is riding to town for real comfort. The latest news is that the battery radio is the hottest salesboard item in the country at the moment, yet as we enter August it wouldn't be wise to start window shopping for the fall season.

Of course, there is no reason to suspect that any thing is going to happen to affect the popularity of the battery radio. They are going to strong that in all likelihood they will continue to move right thru the fall and winter. However, there is no reason to start window shopping for the fall season.

Some operators just don't seem to be able to work a deal and plan ahead at this time. They are just sitting tight while the deal is clicking without considering the possibility of it ever slowing up. When it does, they're stopped dead in their tracks and are left with their hands on something else to work. Why these men wait until the last minute to start their search and then decide not to buy anything? We do know they can prevent a costly interlude, in most cases, by looking around while the old deal is still hitting on all eight.

And talking of planning ahead, when referring to a number which went over big but which you did not pick up until much later, consider this. You may have it by other, how often have you said to yourself, "Why didn't I get on to that item from scratch?" Click back and you will find that you have the answer to why you didn't make as much money last year as you figured you should.

The business is a fast business. The

average life of a deal is comparatively short and in most cases money must be made quickly. Operators know that,

and some of them of course, suddenly become ultra-conservative. "They've

seen a deal, but instead of taking a

little flier to test the possibilities they

say, 'Well, we'll wait until the time to be shown.'

By the time they are shown it is often

too late for them to cash in with the

others who were not so lucky.

When you see the money come in, it's

worth a fight if nothing more. There is

no terrific gamble involved in placing a

few cents just to see how it goes.

Maybe the person who does this will

lose a couple of bucks occasionally and

his time. But in testing all possibilites

the chances of making out on the big deal will be considerably increased. It's something to think about anyway.

HAPPY LANDINGS.

LOVE PUPS!

(Made with Genuine G. E. Alnico Magnets)

Pass them out at
50c a pair

IMMEDIATE SHIPMENT! JOBBERS, WRITE!

Sample Pair - 25c

Dozen Pairs - \$2.50

Gross Pairs - \$27.50

All Prices Prepaid — No. C. O. D.'s — Ref. Any Bank.

A. M. WALZER CO.

Security Bldg., Minneapolis, Minn.

TODAY'S BIGGEST SELLING PREMIUM IS THE WORLD'S SMALLEST PORTABLE RADIO!

Majestic POWERFUL SUPERHETERODYNE

NO PLUG IN! ON AERIAL NO WIRES!

Special Salesboards Available

COMPLETE WITH Shoulder Strap — Ready to Operate. CONFIDENTIAL DISTRIBUTORS PRICE

LIST, \$14.95
\$9.95

EVANS NOVELTY CO.

946 DIVERSEY, CHICAGO, ILLINOIS



FREE ILLUSTRATED WATCH CIRCULAR — ELGIN, WALTHAM WATCHES AS LOW AS \$1.00.

BINGO OPERATORS—CONCESSIONARIES—PITCHMEN—NOVELTY MEN—PARK MEN.
NEW CATALOG JUST OUT

COMPLETE STOCKS ON HAND IN OUR 3 CONVENIENT LARGE NEW STORES.

B. & N. SALES
HOUSTON, TEX. 707 Preston | DALLAS, TEX. 2030 Commerce | KANSAS CITY, MO 310 West 9th

\$ EARN BIG MONEY\$
With the New P. D. Q.
AUTOMATIC "OB-Mini" Camera.
Takes Beautiful BLACK AND WHITE Pictures.
No Films—No Plates—No Dark Room.
No Expenses—No Film Processing—No Taxes.
No Experience Required. Instructions are simple.
Big Attention to Detail—photos develop in DAYLIGHT.
BIG CASHOUT—FADE.

Less than \$75 puts you in this interesting BIG MONEY-MAKING BUSINESS.

P. D. Q. CAMERA CO., 189 E. 35th St., Dept. BG, Chicago, Ill.

Just Out! ...THE SENSATION OF THE PREMIUM INDUSTRY

The most remarkable new premium item to be introduced to the trade in years, utterly new and different, a natural for the Salesboard Operator and Premium Buyer. Be first to show this new item in your field. Hurry, hurry, hurry. Write NOW for descriptive Circular and price.

RICHMOND CLOCK COMPANY, 440 South Dearborn Street, Chicago, Ill.

Attention, Manufacturer!

We are now in position to take orders from you. We have over 500 locations operating for us and we have large quantities of ready-to-shape items.

Write Full Particulars Immediately.

ONONDAGO NOVELTY CO.

120 East Jefferson St., Syracuse, N. Y.

Elgin
Waltham
Guaranteed

SPECIAL VALUES
0 Watch, 7-Jewel, Gold Case, \$2.75
10 Watch, 7-Jewel, Gold Case, \$2.75
14 Watch, 15-Jewel, Gold Case, \$2.75
18 Watch, 15-Jewel, Gold Case, \$2.75
Pocket Watches with Keyless Movement, \$2.75
O. D. Samples, \$2.00 Extra.

End your correspondence to Advertisers by mentioning The Billboard.

NOTES from SUPPLY HOUSES

Miniature illusions are proving great customer bait, according to Sid Stanley of Stanley Supply Co., manufacturer of equipment which reduces a full-sized human figure to the size of a lead pencil. Illusion is created by a series of lenses, behind which is a girl who may ballyhoo as a dancer, a singer, a speaker and perform to attract crowds.

Most popular of Stanley's creations is the girl in a garter, a favorite attraction in department stores and at carnivals. Other illusions may be created according to needs of the purchaser. For example, a girl in a bikini television girl mounted on a facsimile television receiver, the screen picking up action and talk of the girl behind the screen. Foreign business of the firm is said to be beyond expectation.

Lafayette Radio Corp. announces introduction of the first all-purpose sound system. Unit is portable and provides highly effective service in hall or theater as well as out-of-doors, the firm states. It can be run from a battery or from an automobile. Set operates from AC line or six-volt car battery. From either source it provides 30 watts output to drive a speaker, a microphone, a turntable, a record changer and a radio. Set-up for records and a motor-generator for six-volt battery operation. Accessories consist of two 12-inch dynamic loudspeakers, a 12-inch turntable, a record changer, a microphone and necessary cables and plugs. To shift the system from hall to car requires only the time of transportation. Installation of the system from line to line involves less than 10 seconds, the firm reports. This system is claiming many customers among band leaders, concessionaires and bingo counselors, the company claims.

OKLA. EVENT—

(Continued from page 51) celebration, said Ralph G. Archer, secretary-manager. Cost of \$1,000,000, including salaries and contributions. Quark Amusement Co. did satisfactory business on the midway with 3 shows, 5 rides and 25 concessions. Free entertainments included tumblers, tumblers and clown acts. Considerable advance publicity was given a rafflesake derby.

New Marks Made in Minn.

BLUE EARTH, Minn., July 29.—July 4 works here, featuring midway, fireworks and grand-stand attractions, drew 6,225, biggest crowd in history of the event. The 100th anniversary was celebrated away from the grand stand, said A. J. Berisch, secretary. Fisk Greater Shows had four rides, two shows and corn gundam, and an additional attraction was on the midway. Connell's Theatrical Exchange furnished sets, including Bob Mann, Bentley Musical Trio, Anderson's Jitterbug Dancers and Jugglers, and other acts. Advertising was done with programs and radio and theater announcements.

Ind. Fete Grosses \$5,000

WHITTING, Ind., July 29.—Annual celebration here on July 4, featuring pro attractions under auspices of the American Legion Post, grossed about \$5,000. The 100th anniversary. Concessions were furnished by William Helmbeck, and John DeYoung provided a Merry-Go-Round. Future is a \$500 firework display. All civic organizations were represented on committees, and much newspaper space was obtained.

Mich. Festival Makes \$200

SAND LAKE, Mich., July 29.—Celebration and Home-Coming here on July 4 netted the sponsoring Business Men's Association about \$200 in extra expense, about \$500 worth, said Roy E. Bassett, secretary. Profit was the result of midway fees and advertising sold in a celebration edition. Barkley Brothers had three shows and seven rides. About 40 concessions were booked. Free

LONE RANGER

H. H. GIBSON JOHN KEY CHAIN HOLDER
Bronze Oval Shells of
the Lone Ranger and
L. L. Coolie 100 ft. with a
Lone Ranger on the side
LONE RANGER Dime
Key Chain holds 12
keys.
KODAK
DOZEN 45c
DOL. 40c

Packed 12 on Dime Box
Also 12 on Tyrope, 50c
25c Dozen, Black, C. O. D.

BENGOR PRODUCTS CO.

675 BROADWAY, NEW YORK, N. Y.

IT'S NEW IT'S FUNNY IT'S A SQUAWKER IT TAKES

Joyce is a Sensation. He will stimulate your business.
No. 1—Joyce 21 In.
No. 2—Joyce 25 In.
No. 3—Joyce 30 In.
No. 4—Joyce 35 In.
See Your Novelty Dealer
PERIJA MFG. CO.,
416 N. Sangamon,
Chicago.

Extra Value!

\$2.25 EACH

5 for \$10.50

5 for \$10.50

No. BB 625 — Ladies' Bracelet Watch. Exquisitely Studded 15 L. Chrome Chain in an adjustable clasp. Matching bracelet to match. Exquisitely jeweled movement. Amazingly Big Value and whitewash premium. Now, ONLY \$10.50. Order now by sending the Watch for \$10.50.

DEALERS, Write for Catalog.

ROHDE-SPENCER CO.

223 W. Madison St., Dept. "B", Chicago

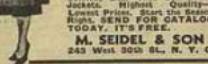
FURS! FURS! FURS! SEIDEL'S

1940 CATALOGUE

JUST OFF THE PRESS

Beautifully Illustrated. Showing All the Latest Styles in
COATS, JACKETS, SUITS,
LETTERS, SQUIRRELS, FROM
MUSKRAT, GENUINE
FURS, PARACULOS, PER-
SIANS, ETC. Also High-Grade
Ladies' Prints, Stars and
Admirals. Highest Quality.
Lower Prices. See the SEIDEL'S
CATALOGUE FOR 1940
TODAY. IT'S FREE.

M. SEIDEL & SON
243 West 30th St., N. Y. C.



SNOOTY PUPS

NEW LOW PRICE
Dozen Pairs, \$2.40
Gross Pairs, \$27.00
THREE PAIRS FOR \$1.50

Watch the mysterious antics of these most amazing and sensitive little pups. They have been trained to walk on a string and do a demonstration! Here! See them!

2 SAMPLE PAIRS FOR \$1.50.
Write for our Catalog, Illustrating 2,000.

GORDON NOVELTY COMPANY
923 Broadway,
New York City.

SOUND SYSTEMS—NEW—BARGAINS

Components two speakers, 5 watts, \$50.00 or 15 watts, \$65.00. Stereo system complete 15 watts, \$140. Stereo system complete 30 watts, \$210. Stereo system complete 50 watts, \$300. Miles on stage. Standard manufacture. Complete everything in sound. One piece design. With

the new sound equipment company.

1021 Main St., Cincinnati, Ohio.

act as the dealers, balancers: a balancer and an evenness and bat-wings flyer. Recent

advertising was with a highway banner and bumper cards.

PARK-A-TYPE

PUSH THE
BUTTON! SEE IT
FILL!

JOHN F. SULLIVAN,
New York City.

ENGRAVERS

We have a new and better line of Engraving Machines this season at lowest prices. Lockets, Charms, Guitars, Rings, Bracelets, Pins, Big Line.

"MORE'S ELECTROGIVER"
Engraving Machine
WILLIAM MOORE MFG. CO.
601 S. STATE ST., CHICAGO, ILL.

BANG! DOWN GO PEN PRICES!

Again we have been able to cut manufacturing costs and lower prices to our manufacturers. The lower line of pens and pencils offers greater variety, finer quality and more uniformity. We are sure you will find a price line of best sellers.

STARR PEN COMPANY
115 W. Adams St., Dept. B-16, Chicago, Ill.

**ELGIN & WALTHAM
REBUILT WATCHES \$1.75**

7 Jewels, 18 Size, In. B.
H. Engaged Case, At
Best Prices. Send for Back If Not Received.

CREDENTZ CITY WATCH MATERIAL CO.,
115 N. Broadway, St. Louis, Mo.

★★★ BLADES

WORLD'S BEST VALUES
No. 1—
"WORLD'S BEST VALUE"
1,000 Blades, \$2.50
"Superior" brand, 1,000 blades, \$3.95

Date: A. D. 1939
1939 Dates from \$100.00 up.
We will ship 100 blades at above prices
C. O. D. orders. Samples 100c. Free Circulars.
DINGER BLADE CO.
201 Broadway, New York, N. Y.

**WORLD'S BEST VALUES
Fast-Selling, NEWEST
Whitewires, Canaries
and Gold Logos, etc.,
and Costume Jewelry for
Engagement and Wedding
Engagements, etc. Send \$2.00 for
sample catalog.**

MAJESTIC BEAD & NOV. CO.
207 Fifth Ave., New York City.

**AMAZING 3-PURPOSE POLISH
CLEANS, POLISHES AND WAKES A
DORMANT CAR UP IN SECONDS!
ENDURE—200% Profit Item.**

With 100 samples of sample and postpaid.

MIDWEST MANUFACTURING CO.
2420 Grand River Ave., Detroit, Mich.

Veterans Wake Up!

Note: In addition to larger quantities, 500-blade cans are back in line selling our "Veterans" Joke Books. These Workers always have a good time. Our books are made of heavy paper, with good binding. Pencils, Whitewires, Canaries, etc. Postpaid.

VETERANS' SERVICE MAGAZINE,
100 Duane St., New York City.

Every \$1.00 gets you \$5.00
Note: We are getting a lot of good feedback from our customers. We are always happy to help you with your business problems. Please send us your ideas and suggestions. Thank you.

Each Home in
500 Silver De-
signs
1500 West Madison,
Dept. 80-B, Chicago.

MEDICINE MEN

Write today for new catalogue of Tonics, Oil, Salve,
Soap, Tablets, Herbs, etc. Low prices—rapid service.

GENERAL PRODUCTS LABORATORIES
Manufacturing Pharmacists

137 E. Spring Street, Columbus, Ohio.

LOWEST PRICES

100 Social Security Plates . . . \$3.50
100 Double Cases 2.50
100 Single Cases 2.00
100 Bits and Gauges 5.00

Send for Complete List Price
List and Sample Booklet.
Don't delay.

FRANK BONOMO,
65 Columbia Avenue, Dept. B-9,
Brooklyn, N. Y.

BIG MONEY

It is being made writing Personal Names with an Electric Pencil on Gold Felt Pen on Personal Letters. This is a new and unique idea. It is a great profit, for 5 cents, Writing Outfits with Electric Pencil and Gold Felt Pen. Write for sample catalog. Sample Pennants and details free. Write

CHICAGO GOLD PRINT CO.
587 W. MICHIGAN ST., CHICAGO, ILL.

PITCHMEN

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

by **BILL BAKER**

(Cincinnati Office)

ART ROBINSON . . .
scribes from Minneapolis: "I wound up a topnotch season, then decided to work all summer west of the Mississippi. My first stop was in the middle of the middle of August and will head for New York. Have met and visited with Bill Newcomb, Tom McNally, Kenny McNamee, and many other showmen. I would like to see a pipe from Bruce Baskett and Charley Martin. I'm still clicking on wammy irons."

HUSTLER'S TIPS: Wide-wake hustlers should have little difficulty in persuading the kitchen tools to some added income. The more you are needed in every home, trailer camp and restaurant, good pitchmen and demonstrators have no trouble in finding a ready market for the items.

I. W. HIGHTOWER . . .
in a note from Amarillo, Tex., says: "Really I don't know what all the other showmen fellows say about me in Pipes. Being a pitchman from the old school, I must say that I get a big kick out of seeing so many of my old friends and fans. I am very pleased to see Jerry Russell, Bert Glanzer and wife and Morris Kahnroff and others going thru to the front."

DR. FRANKLIN STREET . . .
was in Kansas City, Mo., last week to engage people for his show, now playing two-week stands in Missouri.

If YOU GET the lure in your present surroundings you don't have to be forever bank- on the next town.

ROBERT HARRELL . . .
writes from the "joke check king of North Carolina," writes from Shelly, N. C.: "I am spending part time on my little suburban truck farm in Shelly experiments on myself in developing a new and salied line. I have read the Billboard for over 20 years but this is my first pipe. As a boy I eagerly waited for the "Gummi Bear" to come along and raid. Reed was en route to Kansas City, Mo., thence to Western fairs.

EDDIE REED . . .
pipes a line from South Bend, Ind., that will be missing at the fair this fall. Still enough familiar faces and newcomers will be on hand to grasp all opportunities. Let's hear from all of you.

DR. TED DUNLAP . . .
breaks five year's silence with a pipe from Rochester, N. Y.: "There is a little difference between a punk and your punk in the same line that I have been working for 27 years. South Bend, Ind., has two good gates at the Studebaker Motor Fair, Midway, Aug. 19-21, 1939. (O.) Fair: Lorain okeh on soldier's reader, otherwise n. g. See chief of police and be sure to pass out tax stamps.

A tip to corn-punk workers: Carrath foot medicine with your punk and watch the long green roll in. A warning: Don't let your punk go to New Jersey unless you have a state chiropractor's permit. A fellow punk worker saw me coppering corns at a shop. He then went to coppering. The results were

complex and a \$5 line. You can get a dollar to \$5 while you get the 25 cents. With only 30 minutes of instruction it would take some selling to get a \$5 line. The field for novelties, requiring the individual touch of stamping or printing services, the growing by leaps and bounds in number of individuals who induce you to prospect to suggest some improved style, wording or printing to suit your individual taste. Then there comes the fact that the more a make of one's own creation and he is sure to boost your big and send around flocks of his friends. I find the work "the more the merrier" and even appears to be a profitable. The better a prospect is covered the more can be sold on subsequent trips.

NOTES from the boys unfolding trips in large cities throughout the country will be read with pleasure by curious friends and other regulars.

DR. TOM MCNEELY'S
Satanic Unit is in Pueblo, Colo., doing fair business. Cast includes Toby Johnson, Shelly Martin, Harry Miller, Harry Ferguson, Dick Speck, Edie Gibson and Tom and wife. Toby Johnson is reported working resurrection plants at his side pitch on the show. He has a new how-new.

EDDIE REED . . .
pipes a line from South Bend, Ind., that will be missing at the fair this fall. Still enough familiar faces and newcomers will be on hand to grasp all opportunities. Let's hear from all of you.

AT in other years, a number of oddsmen will be missing at the fair this fall. Still enough familiar faces and newcomers will be on hand to grasp all opportunities. Let's hear from all of you.

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breaks five year's silence with a pipe from Rochester, N. Y.: "There is a little difference between a punk and your punk in the same line that I have been working for 27 years. South Bend, Ind., has two good gates at the Studebaker Motor Fair, Midway, Aug. 19-21, 1939. (O.) Fair: Lorain okeh on soldier's reader, otherwise n. g. See chief of police and be sure to pass out tax stamps.

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**OAK-HYTEX
CIRCUS
BALLOONS**

Oak's many balloons with Circus Act, Animal and Clown series are complete. Many gettin' sets. The series of Circus and Animal Prints contains 10 10-inch pictures on five sides.

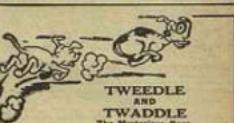
Clown series is made up of four pictures in flashy two-color print.

At Leading Jobbers:
My Oak RUBBER CO.
KAWENA, OHIO.

**DREXEL BLADES**

Buy Direct From the
Manufacturer
30 Millions DREXEL
BLADES
D. E. DREXEL Blades,
100 (20 Pcs. \$1) 600
Send 10c for Sample
FREE CARDIO TYPE CAMERA DEAL

DREXEL BLADE CO.
134 W. 32d Street,
NEW YORK CITY.

**TWEEDLE
AND
TWADDLE**

SELL ON SIGHT! *Mysterious Dog*. Instantly attracts large crowds and his sales. The about each other in a most surprising and amazing manner. The dog is a great success for Pitchmen, Demonstrators, Streetmen, Novelty Salesmen, etc. Price \$10.00. Order direct. Worth \$10 in the last shows. Everybody buys him. **REX MFG. CO.** West Richfield, Ohio.

MILLIONS OF SELL ACE BLADES
Quality blades at lowest factory prices. Send for sample book. We PAY SHIP.
SELL ACE SABERS COMPANIES
GO N. Division, Buffalo, N. Y.

SELL ACE BLADES
Buffalo, N. Y.

NEW Sweeping The Country
SENSATION?
No investment needed, no overhead, no extra charges. No delivery fees. Make \$1000-\$2000 per month. Millions waiting to buy. Help yourself. Work at home. Each sale adds to your earnings. Send for sample book. **FREE SAMPLE.** Write now.

PRESIDENT, Dept. 180, Chicago, Ill.

BIG PROFITS

Own Your Own
Business
Key Checks, Small
Supply & Large
Supply
and Address
Dept. 180, Catalogue
No. 35.

HART MFG. CO. Brooklyn, N. Y.

**SIGNATURE
AUTOMATIC SECURITY**

Special Agent
Security
Equipment
for Protection
against Burglars
and Thieves.

311 Dearborn Street.

HOOVER UNIFORMS!

Yes! You can make big money with Hoover uniforms!

Our uniformed personnel are
the finest in the business.

Hoover Uniforms
are the best in the business.

Hoover Uniforms
are the best in the business.

Hoover Uniforms
are the best in the business.



Leonard Traube

(Continued from page 29)

Tickets is 1½ cents, but under the unyielding law of averages the minimum that can be charged, or 1½ cents, may very well become the maximum. If these figures seem precluded in the fair's favor we are willing to accept the large step forward in the admission price. This without looking that figure to a consideration of what happens to sold but unused combination strips. Sold but unused combination strips are turned into the fair for money for the very simple reason that they do not possess them for turning in, are gained by the World's Fair's Picnic Committee, you may imagine, added to the 25 attractions participating in the 81 scheme. For this reason, and to quiet possible hecklers and presumed mathematical experts, we finally settle for the smaller figure, 1½ cents.

The light lunch consists of a choice of ham or frankfurters or tea or coffee,零售 for 10 cents each or offered free. The Childs Co. which dispenses these delectables, received 3 cents each or a total of 10 cents. Add 10 cents received by Childs, we add it up again and add on to the 1½ cents received by showmen (who operate for profit, not advertising), and you have a situation where the Corp. has been kick back but not paid all of the dollars. It has received from the customer, the balance, 7½ cents, is held by the fair, an increase of 2½ cents over its regular gate tariff of 7½ cents.

"The Fair" was the only publication to uncover these facts, which we are pleased to expand upon. No sooner were the facts a matter of show-trade record than comes the word that the Corp. was took off their coats and went to work on the fair, from which they are seeking a revision in the kickback structure. They are seeking 8 cents for shows, a quarter, and 1½ cents for attractions a quarter or over.

If they are successful the situation will be relieved, but it seems strange that the concession fraternity could not put up a protest. There are three possibilities: (1) some of them were not aware of the actual set-up and did not know where or how to start its mathematics; (2) some of them were so sure that they were included in the grouped combination, and (3) some of them, if not most, took a chance, in desperation, like a drowning man clinging to the body of his boat.

It is a pity that the concessionaires are not more closely associated with the leadership they need and do not present the united stand required to engage in equal combat with the serial occurs who sit in the White House and the City of Tomorrow and decide with their pencils.

(EDITOR'S NOTE.—Since this column was written, concessionaires have been granted the desired compensation tickets were granted relief in a revised schedule which tilts the benefits to attractions more heavily. Shows will still receive 7½ cents from adult tickets turned in and half as much from kid tickets, against the previous 7½ cents and 3½ cents, respectively. The opportunity for less than a quarter will get 3½ cents from both classifications, against 2½ straight thru under the previous arrangement.)

So saying, we are glad to turn over the remainder of the sermon to J. W. (Jack) Shillan, managing director of the Motorama, Meteorama Co. Ltd., London, Mr. Shillan returned to England after launching his Meteor Speedway at the World's Fair. On July 18 he addressed thus:

"I have been following with the closest attention the various articles and paragraphs on the New York World's Fair in THE BILLBOARD. I am sure you and I think you are to be heartily congratulated on the articles in the form of constructive criticism of the administration of the American Fair Park Association. As far as I am concerned, of course, the articles under the title, *An Insider Looks at the Fair*, I like, too, the vigorous and fearless manner in which you are en-

deavoring to uphold the rights of showmen who have been unfortunate enough to put their money into the midway."

"The pity of it is that the showmen have not been able to accept your point of view, and I am confident that we should not have found ourselves in the catastrophic position that exists at present. Surely the public was robbed right and left, not only by the various unions during the period of building up, but also by certain departments at the World's Fair. That has been remedied in one but in many cases for a long time past."

"Grover Whalen has been asked to do something to my knowledge during the last year, but he has not done it, and the only way now is to force him to act even by closing the shows and going after him in the press. I have suggested this several times, action I claim that we have reached the stage at the New York World's Fair where it is no further use to make respectful requests. The public is not being treated fairly in the middle of July, the best period of the whole season should be now, and as far as I can make out, the midway is in a worse state than ever before."

"I have been coupled up with several international and national exhibitions and have never, in all my experience, seen such indiscriminate treatment of the public as I have seen at the New York World's Fair. When I realize how much the showmen have had to pay to build and the terrible loss they have suffered through the kickback, the attitude is making me more or less than catastrophic for almost every showman there. I am personally of the opinion that unless the administration of the fair takes steps to close the midway, they will be taken for what you Americans determine, 'a bunch of scoundrels.'

"They are prepared to stand together to stand up for their rights and insist on a redress from the World's Fair people. They are prepared to take a stand, resort to the law courts to get it."

Mr. Shillan's firm puts out a house organ, *Meteorama*. Read it by the builder and showman called *What I Saw in U.S.A.* about which more some other time, after we have had a chance to cool off from the heat it generates.

Hartmann's Broadcast

"Every editor once in a while should have a vacation and during that period should have a guest columnist for his 'Broadcast.' So writes our good friend and below-old-timer, Hartmann. It affords us great pleasure to turn the column over to him this week. —A. C. H."

L AST summer I was in South-Central Texas and perhaps in a little bit of a daze I explored the sparsely populated Panhandle Plains, discovered a distinctly economic, decidedly enjoyable small country home at Hereford, Texas. The days here in midsummer are hot in the sun but cool in the shade. The nights are very comfortable and the weather a moderate climate it is an ideal summer climate.

Hale Center has approximately 750 inhabitants with a comparatively small trade territory in a strictly semi-arid agricultural section, which, in a measure, is now handicapped by the arrival of Mr. Sadler, the Co. in his own home and he actually enjoys his personal contacts every day in every way with almost every conceivable type of individual. Hale Center and its little family are a credit to show business and, while I now doubt his doing so, yet remember he will be elected and as a member of Congress he will be an outstanding success.

Harley is back to his first love, which is a pleasing, prosperous repertoire tent show with an abundance of unusually exciting acts. He has come out of his disastrous circus venture of two years ago. He made the best concert announcement I have ever heard until now and the bill is excellent. The greatest contribution was that it induced 90 per cent of an overflow audience to remain for the concert. Talking in a conversational tone thru a loud speaker,

his diction was excellent, his enunciation clear and his voice carried well. He frankly told his audience that two performances gave the show a bad name and it was entirely excellent—and it was. The entire concert was given by Henry the Magician and his wife, and it was a most excellent performance. I have never heard better under canvas. They fully deserve honorable mention. Harley features them in his advance billing—and they are good.

Harley Sadler and his wife are an ideal couple. Both are excellent performers and they typify not only a congenial marriage, but a happy family atmosphere, which is the secret of success of all acts. Their daughter, Gloria, 17, is with them during her college vacation, does a very good specialty, and is a splendid understudy. She is now 17, I am 19, 50 years younger."

Harley's permanent address, also his legal residence, is Sweetwater, Tex. He is in the 17th Congressional District.

A few years ago Texas had a hotly contested political campaign and it is now universally acknowledged that Harley's efforts in behalf of his comparatively unknown cousin elected Jerry Sadler, House Congressman. In my opinion, and among many others, he is the best candidate for the 17th Congressional District from Wichita Falls. Last July during the critical period of the political campaign he clinched it and infinitely more than any other one influence elected Jerry. His success as a public speaker is due partly to his natural ability, but principally because his years of experience, also inherent honesty, carries conviction to all who hear him. His name is well known throughout the country, especially newspapers, and knows more people personally than any other one man in the enormous 17th Congressional District of Texas.

Harley's political efforts last year in behalf of his son Jerry and his wife have inspired a mass of editorials all over the 17th Texas Congressional District and editors are virtually unanimous in the belief that Congress, he unquestionably would receive an overwhelming majority.

Harley, however, has only one desire. He does not care publicly or privately to confirm or deny what his intentions may be when the time arrives yet from his intimate conversation with his wife his ultimate conclusion will be as follows:

Owing to Congress would entail a financial sacrifice to Harley, as his net profits are entirely derived from any public appearance and prequalification.

Harley knows a Congressman is more or less the servant of every voter in his district, while Harley, in his own home and he actually enjoys his personal contacts every day in every way with almost every conceivable type of individual.

Harley and his little family are a credit to show business and, while I now doubt his doing so, yet remember he will be elected and as a member of Congress he will be an outstanding success.

Notes From the Crossroads

By NAT GREEN

B OUT this time of year many carnivals find it difficult to fill in a week or two of open time between state fairs. This is a serious business, as it is a waste of time to just pack a good town out of the air, and we've often wondered why carnival owners and agents do not make more use of the space available. The *Billboard*'s new columns offer them. Talking along this line the other day, a showman friend said: "I were running a carnival I had to make use of the space between the latest and carnival news in *The Billboard*. Just recently a show owner who had two weeks open was asked where he was going to play. 'Oh,' he said, 'I'm going to play in a small town.' They have already had at least two shows this season," I told him. He seemed to be thinking, "What kind of town? Where would have to find another town. Now my point is that these carnival men would not have to guess about towns if they utilized the information from *The Billboard*. Undoubtedly some show bet-

ters contain exaggerated statements, but on the whole they give a pretty accurate picture. It would be no great trouble to have a carnival go to a town and see early spring issues of *The Billboard* to keep a list of the principal towns in the territory to expect to play, and each town down the line to see what kind of town conditions exist in the town and business done by the show. Then when he had to fill an open week he would only have to refer to his list to determine what town offered best possibilities."

We think the suggestion is an excellent one, and much better than the usual hit-or-miss method so many showmen

writer from *Billboard* writes it. Note that the show is getting a good break now, business having trebled since school vacations started. Bill Bybee has a crew of 120 men, mostly young, who are talkers, and his wife, Bee, is in charge of the show's first aid. "We are much better off than the New York showmen," says Bill, "we have more room. It's a beautiful beatiful and people go away feeling they are glad they came. San Francisco hotels are full and still their rates are reasonable."

Fall of the Walkmirs on the Ringling Barnum and Bailey circuit of recent years. Four years ago they fell at Scranton, Pa., and were laid up seven months. — M. T. (Mike) Clark, former Brundage, Clark and Clark, now living a retired life in Indianapolis, takes credit for having first hired Merle Evans, bandmaster, for show work when Merle was living in the small town of Coloma, Kan. When you sip a mint juice or chew a stick of mint-gummed gun, you're probably employing mind training by Ned Bell, a famous gun expert. Bell was born in China, a visitor last week, has a big mint farm in Colon, Mich., in which Blackstone, the magician, is a partner. — Capt. Bill Hartman, a half-century-old circus director, can tell some stories as exciting as Joe Cada's pulp thrillers. He is still on crutches as the result of a fall from his horse last year, but he is back on his feet this week. — Hazel Hayes, manager of the Will Rogers memorial auditorium in Fort Worth, stopped off in Chi. on the odd day to enough to get the press to come down and see the Casanova show. Hazel and Edna Christensen, manager of Memorial Hall in Racine, Wis., and the East attended the show, as did many other celebrities.

—B. Kinsey, one of the executives of the Birmingham News, has been a circus fan all his life and a reader of *The Billboard*. Last week he wound up his vacation ideally by spending a few days in Chicago, hobnobbing with his many friends on the show. — Vernon Beaver, manager of the Marks Shows, in Chi. on business. — Vernon Beaver dropped in one day last week.

Friends of C. D. (Dan) Odell will be glad to know he's up and around and looking fine. Dan and J. L. Malone, of the Roman Pool, Miami, Fla., paid their first visit to the Atwell Luncheon Club in Chi. on the odd day to enough to get the press to come down and see the Casanova show. Hazel and Edna Christensen, manager of Memorial Hall in Racine, Wis., and the East attended the show. — Vernon Beaver dropped in one day last week.

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Most of us have a desire to produce. We carry eight Rides, eight Shows, Free Acts and are highly recommended. Do not answer any questions you do not want to answer. Write like hell for Cash Wilts, H. "Doc" Allen, Wren or wife.

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Carnival Shows for Fairs and Street Celebrations in Indiana, Illinois, and Missouri.

WORLD OF PLEASURE SHOWS
Fowlerville, Mich., Aug. 1-5 (Fair).
BARKER SHOWS
PLACE FOR FOLLOWING FAIRS
Fairmount, Warren, Pontiac and Mason, all in Illinois, and Balance of States.
Black Conventions, Monkey Circus, Fun Circus, Penny Farthing, Mechanical Circus, Magic on All Riders. Most drives sold. Pontiac, Ill., 10 weeks Fairmount, Fairust, Fairust, Fairust.

COIN OPERATED • • • VENDING • • SERVICE • • MUSIC • •



AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

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RELIGION

People whose business is subject to petty reform attacks are likely to lose respect for religion. This includes people in the various branches of the amusement world, the liquor trade, the coin machine trade and others.

An old-time slot machine operator once told me that coin machine operators should go to church at least once a year to find out what the other fellow is thinking about. He said that his wife went to church for him.

Religion, today has become largely a matter of politics, of petty reforms and crusades, rather than living a life and teaching a faith. And when religion or anything else becomes political in nature it is subject to criticism just as all political theories are subject to criticism.

Religion in its reform aspects is getting a lot of publicity in the papers now, due to the recent utterances of the Governor of Michigan. It has turned out to be a regular publicity heat wave and pretty girls as well as the governor are cashing in on it. Such antics cheapen religion.

Due to the modern threats to democratic governments, the news spotlight has been turned upon a religious convention in Atlanta (July 22-28) in an unusual way. People whose business is always subject to petty reforms should be interested in that meeting for very special reasons.

It is the sixth meeting of the Baptist World Alliance, one of the most militant reform groups in the world today. When there is any crusading to be done you can always expect to find those people to be in the thickest of the fighting. But their history in the deep past is so unusual that the modern world needs to learn it by heart.

It is the only large religious group in the world today whose original doctrines were against reforms, crusades and domination. There is no hope in the modern world that this group, or any other religious group, will give up the idea of petty reforms and crusades. But it is interesting to know as a matter of history that a religion once existed which emphasized important things in human history and was opposed to petty interference in the morals of the people.

As a matter of history, these Baptists in their original form preserved the root idea of democracy thru the Dark Ages. The 750th anniversary of the Waldensians was recently celebrated in Chicago and only one Chicago newspaper recognized the historic significance of it. These were the predecessors of the Baptists, a persecuted people thru the Middle Ages, living in hideouts in the Alps. But they held on to ideas of democracy.

Woodrow Wilson, in his histories, calls attention to how these people preserved the idea of democracy thru the Dark Ages, and how the Baptists transmitted it to America—and how they were still persecuted in the early days of American history. Every schoolboy is familiar with the story of Roger Williams. In case you have forgotten, Woodrow Wilson was one of the greatest writers of history, his brilliant literary style making history interesting and profound. It is well known that Thomas Jefferson attributed the source of his

basic ideas of democracy to the church group meeting in Atlanta.

There are indications that in these times of war scares, the Baptists are trying to get back to their original teachings about life and liberty. One of their cardinal principles is the separation of church and State. Their leaders, like George W. Truett, well understand the significance of such a principle. But it is doubtful if such an eloquent man as Mr. Truett can lead a people away from petty reforms and back to the original teachings of his church. The meeting in Atlanta is apparently trying to think of and discuss the big problems of the world today. But it is highly probable that when it is all over they will return to their petty reforms and crusades against liquor, movies, dancing, gambling and the like.

For it is evident that only a few of their leaders have any conception of the original purposes of their group. In the recent mayoral election in Minneapolis, it was very noticeable that the Rev. W. B. Riley, a well-known crusader in the Baptist ranks, publicly supported the candidate who was being accused by his opponent for permitting "slot machines" to run in Minneapolis. The Rev. Mr. Riley knows the history and original purposes of his church very well, and it must have required a lot of courage to make a public announcement as he did, which in the essence approved petty gambling.

In the South the Baptists have become the dominant religious group which means they are also the dominant political group. Being militant crusaders, they make themselves felt everywhere in petty reforms. They seem to have forgotten the original principles of their religion. Their original creed means simply this: If it is wrong for governments to interfere in the freedom of worship, then religionists should not always be interfering in matters of government.

In other words, church people should not be pressing for laws to reform the morals of the masses. Believe it or not, a small group of Baptists published a paper in Washington, D. C., during the prohibition era that urged church people not to interfere by law in the habits of the people. That is something unusual in history.

But whatever the past history of these people may have been, there is little hope that they, or any other church group today will return to the original purity of the principles which these people held in the days when they were persecuted everywhere. Maybe the psychologists are right. People who have been persecuted, once they rise to dominant power they in turn become cruel persecutors of others. Those who are most cruel to the poor are those who have risen from the ranks of the poor, and so on.

With all due respect to the basic principles of religion, and its personal meaning to the human heart, religionists cannot expect to be respected when they become politicians and enter into the petty reforms and crusades. The world still needs big reforms and basic principles of freedom and hope and faith. But those great objectives are not attained by trying to reform the people about their drinking, amusements, petty gambling and the like.



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WE DON'T LIKE TO BRAG BUT WE SAID COWBOY WAS A SUPER GAME AND WOULD OUTSELL ALL OTHER NOVELTY GAMES ON THE MARKET — And it is!

KEENEY'S Cowboy

5-BALL FREE GAME — BRIMFUL OF PLAYER APPEAL —
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EVERY BALL PLAYED AS WELL
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Chi Trib Speaks Of the Public's Gambling Habits

CHICAGO, July 29.—The signing by Gov. Henry Horner of Illinois of the bill increasing the profits of Illinois racetracks will bring larger percentages of the mutual intake provided occasion for The Chicago Tribune to comment editorially on the subject of betting. It was a mild attack on the game of partners in going to gambling as a partner in taking money from the mutuels and then stamping our bookies to drive people to the race tracks.

The Tribune said: "The presumption of the statute books is that it is illegal to take bets anywhere unless the state is a partner in the gambling. The law makes it a misdemeanor to take bets which shall go and how much the tracks may have. The whole reason for the raids on the other gamblers may not be to drive the customers out to the mutuels. Much destruction of the patronage of the law is extended only to the gamblers who divide with the public treasury."

The Tribune then comments on the reader's query: "Is there any proof of a theory about this? It must be that the law regards all gambling as

undesirable, if not wicked. Nevertheless, it then acknowledges that human habits are not all reasonable."

Reader Hits Stock Market Speculation

MILWAUKEE, July 29.—It appears that the public's eyes are beginning to open and that they are discerning that the stock market is not the only place for gambling operations, if a letter in The Milwaukee Journal is any indication.

Addressed to the editor and published in the business section, the letter said:

"To the Journal: So much is being said about bonds that I would like to ask about stocks and bonds. Do the judges who are against the public's areas of stock and bonds? If so, I would like to judge about their gambling."

"There are more people in the poor-houses and the authorizes than in stocks and bonds than there will be in a million years caused by bingo."

"People don't understand their homes to play bingo, though they do it to buy stocks and bonds. If the judges don't call that a gamble, there is no gambling at all."

"That's something for the judges to decide."

The article was entitled "Stocks, Bonds and Bingo" and referred to recent closing down of bingo in the Wisconsin areas.

Gambling Bulletins

Big-time gambling news from all parts of the globe during the week of July 17 revealed the following:

CHICAGO.—In the city that basks probably more than any other in the biggest center in the world for gambling with the people's bread, the annual "payoff" to the gamblers started just before the crops are harvested, with the gamblers knocking the prices down on corn, wheat, etc.

LONDON.—Gambling with money showed the U. S. dollar improving slightly after it had weakened during the week. British and French money also weakened and the Chinese dollar tumbled.

NEW YORK.—The once greatest

play **PUX**

SHUFFLE-BOARD
LEGAL SKILL-AMUSEMENT GAME
Immediate Shipments

RECREATIONAL GAMES NOT INC.

Ray Becker, Pres.
"Across From the Sherman" 155 N. Clark St., Chicago

gambling centers in the United States peaked up at least one day during the week when stocks were again on the rise, with around \$2,000,000,000. Then insiders took to take winnings. Fortune magazine recently implied that the once big gamblers here have been reduced to the status of errand boys.

Chicago Has 9,106 Taverns

CHICAGO, July 29—Chicago's license bureau has revealed that the city has issued 9,105 liquor licenses for the period ending November 1. This is an increase of 420 licenses as compared with the number in force on the same day last year.

The bureau declared that it expected that there would be an additional increase in the number of licenses about October of this year, when bowling alleys and taverns now closed for the summer season reopen.

Who'll Close Licensees? Taverns

CHICAGO, July 29—"Who'll close Chicago's licensees taverns?" asked interested parties.

"Not I," declares the police division.

SHIPS THAT PASS IN THE NIGHT

carry people to the far corners of the earth . . . but wherever they go, they are near a PHOTOMATIC, the wonderful automatic that takes wonderful profits in any language. PHOTOMATIC is the ONE machine that makes money all the time, all over the world, because EVERYONE likes personal pictures.

INVESTIGATE
International Mutoscope Reel Co., Inc.
518 West 34th St., New York

partment, "that's the job of the license division."

"Not I," declares the licensing division. "Our 74 inspectors do not have police power. They do inspect the licensees and take to inspect and issue court summons for failure to display license."

At present, according to reports, there are 293 Chicago taverns without licenses, without any record of any tavern being closed for lack of license.

**GET KIRK'S
GUESSER-SCALE
(PENNY BACK IF YOU ARE RIGHT)
WITH THE "WATCH YOUR
HEART BEAT" feature
★
GREATEST
MONEY MAKER
EVER BUILT
—
MECHANICAL
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C.R. KIRK'S
W.W. WASHINGTON
INC.
CHICAGO, ILLINOIS

NEW YORK—The once greatest

Chi Coin Buckaroo Gets Ops' Support

CHICAGO, July 29.—Chicago Coin Machine Co. executives extended their congratulations this week to coin men who have supported their latest coin game offering, Buckaroo. Stated these officials, "It is gratifying to know that commerce and the country received Buckaroo so enthusiastically."

"Statistics compiled from location-testing were not wrong for Buckaroo," said one official. "The reactions and responses of coin men who have supported their latest coin game offering, Buckaroo. Stated these officials, 'It is gratifying to know that commerce and the country received Buckaroo so enthusiastically.'

"With all the new playing features we aren't surprised that Buckaroo has become an immediate favorite of these coin men. It's really a one-in-three coin game or as a three-in-one game. And, furthermore, Buckaroo may be operated anywhere, since it is available as a coin-operated game as well as a cash game."

Officials announced that they will introduce a new game, to be called Sports, next week. "It promises to be a big-bang game," they declared.

Mutoscope Moving Into New Building

CHICAGO, July 29.—William Rabkin, president of International Mutoscope Reel Co., has announced that the three factories now producing Mutoscope motion picture cameras and projectors are being housed together in the firm's own five-story building at 44-01 Eleventh Street, Long Island City. By consolidating the activities of the three plants—one in New Jersey and two in New York, Rabkin is pointing toward greatly increased efficiency in serving Mutoscope customers. He also stated that the new building provides a maximum of light, air and comfortable working conditions for employees.

Rabkin remarked, "Business will go on as usual at our present location and shipments will not be interrupted insofar as we can foretell. However, the company is taking steps to insure that in anticipating their needs for the next 30 days so that the bulk of the shipments can be made now, because there may be a certain amount of delay."

The new Mutoscope building will be conveniently located—within the New York City area—just across from Times Square. Signs to be erected atop the building will be easily read while crossing the Queensboro Bridge.



All machines in Standard condition, \$300.00 each, balance C.O.D. Write for complete list of coin games, pay tables, novelty games and signs.

MARKET, 1412 Central Pkwy., Glendale, 3232 Crescent Ave., Cleveland.

10 BALLY EUREKAS \$47.50 EACH

Free Play—4-Coin Multiple Novelty Game

CRESIDENT CITY NOVELTY CO.
425 S. Rampart St.,
New Orleans, La.



There is a rumor in Chicago about a machine which is something like a dime-deposit or duplicates a driver's license card.

Report is said to have appeared in English papers.

We would like very much to have accurate information on such a machine—the manufacturer, etc.

Who Makes It?

There is a rumor in Chicago about a machine which is something like a dime-deposit or duplicates a driver's license card.

Report is said to have appeared in English papers.

We would like very much to have accurate information on such a machine—the manufacturer, etc.



TWO COIN MACHINE INDUSTRY personalities well known to the trade. They are, left and right, Harold Perkins, Mills Novelty Co. southern manager, and Julius Pace, general manager of Dizie Coin Machine Co., New Orleans. Photo was taken in Pace's New Orleans offices.

Vemco Wins Becker Medallion

CHICAGO, July 29.—Each month Bay Becker, representative of the 100 companies of its "selected" leather medals to that concern which, in the opinion of the manufacturer, has rendered the greatest service in the promotion and sale of recreational games, according to the Becker firm.

The Becker award has just been made to the Vending Machine Co. of America, N. Y., for the medal which accompanied the award states, the extent of the Vending Machine Co.'s present and wholesale co-operation in making money-making coin-operated games well merits our selection of this concern as the winner of our glorified leather medal for July.

It is difficult to say, "We're

fascinated with the medal we were fashioned of platinum and rare jewels, for it would move fittingly befit our business, but by the same token our concern and mindful of our nickels, we must for the time being depend on the less costly cowhide and trust that in time the metal and jewel value will doth express a gratitudo which even platinum and jewels could express no more sincerely."

Games are currently featur-

ing Puz, a legal coin-operated shuffle-board game.

Gottlieb Plans New Game Release

CHICAGO, July 29.—"Whoever said 'Always First With the Latest' coined a phrase that is duly appropriate to the name of one of the oldest firms in the coin game industry, D. Gottlieb & Co. You will agree that this bit of not-too-modest self-praise is deserving when you see what our boy Dave Gottlieb has in store for the next week, and will be released in *The Billboard*. It's definitely a 'first.'

"If you want to be on the 'in' with the latest in coin games, you'd better give the trade something to talk about." That was all the information Gottlieb & Co. would give regarding their new release, which is due to be introduced in the fall. In view of the fact that they are continuing our reputation for leading the field with genuinely new ideas first. We really started something in the good old days with Big Ball. Then we followed up with Five Ball. Then came the first of the figure eight machines. Then came other sensations: Big Broadcast, the original dancing trap-door game, and the famous Race-O-Rama machine offering Mystery Selection. You can rest assured that our new game has outstanding brand-new ideas—absolutely in a class by itself."

Beg Your Pardon

In the *Billboard* of July 29 the following names were omitted from the list of coin machine firms that had purchased blocks of tickets to the annual convention of July 29 between the champions of the Catholic Youth Organization (CYO) and the champions of Ireland:

Rebuilt Machines, Chicago.

David G. Beckel, Rock-Ola Corp., Chicago.

William Rabkin, Mutoscope Reel Co., New York.

I. H. Rothstein, Banner Specialty, Philadelphia.

Keeney Cowboy Sweeping Country

CHICAGO, July 29.—"It's taking the country by storm," declared Jack Keeney, president of the Keeney & Co. referring to the firm's latest release, *Cowboy*. "Hisskeyed and unoriginal as the statement may seem," he said, "it really is sweeping the country. We can't find the reaction of column in all sections of the country to *Cowboy*.

"They say that we've got a real winner," continued Keeney. "And if it is going onto locations for long stays. Naturally, before we introduced *Cowboy* we location-tested it very thoroughly, and the tabulation of recent sales shows that its earning capacity and mechanical performance are far above our original expectations. However, the 'proof of the purchase' is in the eating,' and *Cowboy* is being eaten up as fast as operators can eat it."

"Orders from column in every section of the country are arriving in large quantities daily, and these orders are, for the most part, for large quantity shipments. The tremendous player appeal of *Cowboy* is in Cowboy's ability to appeal to the people to place them on a majority of their locations immediately. Thus they won't lose any time or profit from this outstanding game."

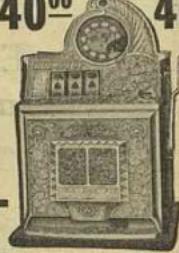
Casmus Praises Western Baseball

BIRMINGHAM, July 29.—Charley Casmus, head of the M. W. Casmus Co. in Birmingham, this week said: "I've been in the coin game business for a long time now and I've seen many coin games come and go. They start off at the top and come down. I've seen lots of new and ballyhooed and before long are forgotten."

"Then, on the other hand, there are a few games that look like real winners when they are introduced and over a period of time prove that they are real profit-builders. One such game is Western Baseball. This game, Casmus said, was introduced almost a year and a half ago and immediately rose to popularity because of its tremendous player appeal and its high percentage on locations."

"Since the very first Western's console baseball has been a coin-game-league leader. Today sales of the coin-operated game still are way up at the top, and it looks as if this game will 'go on forever.'

**NEW LOW PRICE
\$40.00 40.00**



GUARANTEED LIKE NEW

We have a few Rebuilt Machines as shown above in 1c, 5c, 10c and 25c plus, with Mystery Pay-out. Every machine has been gone over from top to bottom, inside, outside, repainted, repolished, new real strips, springs or parts where needed, for operating purposes as good as new.

15-DAY MONEY-BACK GUARANTEE

Write for prices on our complete line of Rebuilt Machines

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USED MACHINES LOOK LIKE NEW

Bally DOUBLE FEATURE, F.P. Special	\$44.50
Bally SPOT 'EM, F.P. Special	49.50
Bally RESERVES, F.P. Special	49.50
New Novelty, F.P. Special	29.50
New Novelty, F.P. Special	27.50
Keeney HIT NUMBER, F.P. Special	27.50
Keeney HIT NUMBER, F.P. Special	27.50
Send for Complete List of All New and Late Used Machines at Lowest Prices.	

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415 Market St., Philadelphia, Pa.

STOP! MONEY SAVING PRICES!

Bally DOUBLE FEATURE, Like New, Free Play \$49.50

Bally SPOT 'EM, Free Play 52.50

Bally RESERVES, Free Play 12.50

Keeney HIT NUMBER, Free Play 24.50

Keeney STABLEMATES, Free Play 37.50

Terms: 1/3 Dep., Balance C.O.D.

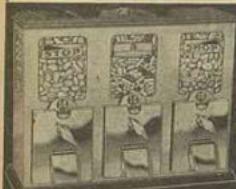
NEW TYPE ILLUMINATED CRIBBAGE, 51c, 56c and ROCK-OLA IMPERIAL

Distributors, Write for Quantity.

MONARCH COIN MACHINE CO.
1731 BELMONT AVE., CHICAGO, ILL.

Our operator-customers have commented time and again how well satisfied they are with Western's baseball not only from an earning standpoint. They are available in three models—a free game, novelty game and pay-out model."

30-DAY FREE TRIAL!



STOP & SHOP

The Ideal 3-Compartment Vendor. Vends everything! Nuts, Candies, Ball Gum, etc. Metal Ball Gum is desired in one or more compartments. Capacity 10 lbs. to 9 lbs. each. 250 Balls of Metal Ball Gum per lb. Price per lb. **ONLY \$1.50 EACH.** 1 to 6, \$12.50 each. 7 to 12, \$15.00 each. 13 to 18, \$17.50 each. We also manufacture several popular styles of three-vendor, two-vendor, and one-vendor Counters. For details and low prices write us today.

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Northwestern Div Lutz.	Baltimore	5	67.00
Stewart McGuire			
10¢ King Ball Gum	5.00	4.00	
Penny King Ball Gum	2.00	1.50	
25¢ King Ball Gum	1.00	0.75	
Silver Kings	4.00	3.00	
Supreme "G" S.	2.75	2.00	
Supreme "G" S.	3.75	2.50	
Supreme "G" S.	4.75	3.50	
Supreme "G" S.	5.75	4.00	
Supreme "G" S.	6.75	4.50	
Supreme "G" S.	7.75	5.00	
Supreme "G" S.	8.75	6.00	
Supreme "G" S.	9.75	7.00	
Supreme "G" S.	10.75	8.00	
Supreme "G" S.	11.75	9.00	
Supreme "G" S.	12.75	10.00	
Supreme "G" S.	13.75	11.00	
Supreme "G" S.	14.75	12.00	
Supreme "G" S.	15.75	13.00	
Supreme "G" S.	16.75	14.00	
Supreme "G" S.	17.75	15.00	
Supreme "G" S.	18.75	16.00	
Supreme "G" S.	19.75	17.00	
Supreme "G" S.	20.75	18.00	
Supreme "G" S.	21.75	19.00	
Supreme "G" S.	22.75	20.00	
Supreme "G" S.	23.75	21.00	
Supreme "G" S.	24.75	22.00	
Supreme "G" S.	25.75	23.00	
Supreme "G" S.	26.75	24.00	
Supreme "G" S.	27.75	25.00	
Supreme "G" S.	28.75	26.00	
Supreme "G" S.	29.75	27.00	
Supreme "G" S.	30.75	28.00	
Supreme "G" S.	31.75	29.00	
Supreme "G" S.	32.75	30.00	
Supreme "G" S.	33.75	31.00	
Supreme "G" S.	34.75	32.00	
Supreme "G" S.	35.75	33.00	
Supreme "G" S.	36.75	34.00	
Supreme "G" S.	37.75	35.00	
Supreme "G" S.	38.75	36.00	
Supreme "G" S.	39.75	37.00	
Supreme "G" S.	40.75	38.00	
Supreme "G" S.	41.75	39.00	
Supreme "G" S.	42.75	40.00	
Supreme "G" S.	43.75	41.00	
Supreme "G" S.	44.75	42.00	
Supreme "G" S.	45.75	43.00	
Supreme "G" S.	46.75	44.00	
Supreme "G" S.	47.75	45.00	
Supreme "G" S.	48.75	46.00	
Supreme "G" S.	49.75	47.00	
Supreme "G" S.	50.75	48.00	
Supreme "G" S.	51.75	49.00	
Supreme "G" S.	52.75	50.00	
Supreme "G" S.	53.75	51.00	
Supreme "G" S.	54.75	52.00	
Supreme "G" S.	55.75	53.00	
Supreme "G" S.	56.75	54.00	
Supreme "G" S.	57.75	55.00	
Supreme "G" S.	58.75	56.00	
Supreme "G" S.	59.75	57.00	
Supreme "G" S.	60.75	58.00	
Supreme "G" S.	61.75	59.00	
Supreme "G" S.	62.75	60.00	
Supreme "G" S.	63.75	61.00	
Supreme "G" S.	64.75	62.00	
Supreme "G" S.	65.75	63.00	
Supreme "G" S.	66.75	64.00	
Supreme "G" S.	67.75	65.00	
Supreme "G" S.	68.75	66.00	
Supreme "G" S.	69.75	67.00	
Supreme "G" S.	70.75	68.00	
Supreme "G" S.	71.75	69.00	
Supreme "G" S.	72.75	70.00	
Supreme "G" S.	73.75	71.00	
Supreme "G" S.	74.75	72.00	
Supreme "G" S.	75.75	73.00	
Supreme "G" S.	76.75	74.00	
Supreme "G" S.	77.75	75.00	
Supreme "G" S.	78.75	76.00	
Supreme "G" S.	79.75	77.00	
Supreme "G" S.	80.75	78.00	
Supreme "G" S.	81.75	79.00	
Supreme "G" S.	82.75	80.00	
Supreme "G" S.	83.75	81.00	
Supreme "G" S.	84.75	82.00	
Supreme "G" S.	85.75	83.00	
Supreme "G" S.	86.75	84.00	
Supreme "G" S.	87.75	85.00	
Supreme "G" S.	88.75	86.00	
Supreme "G" S.	89.75	87.00	
Supreme "G" S.	90.75	88.00	
Supreme "G" S.	91.75	89.00	
Supreme "G" S.	92.75	90.00	
Supreme "G" S.	93.75	91.00	
Supreme "G" S.	94.75	92.00	
Supreme "G" S.	95.75	93.00	
Supreme "G" S.	96.75	94.00	
Supreme "G" S.	97.75	95.00	
Supreme "G" S.	98.75	96.00	
Supreme "G" S.	99.75	97.00	
Supreme "G" S.	100.75	98.00	
Supreme "G" S.	101.75	99.00	
Supreme "G" S.	102.75	100.00	
Supreme "G" S.	103.75	101.00	
Supreme "G" S.	104.75	102.00	
Supreme "G" S.	105.75	103.00	
Supreme "G" S.	106.75	104.00	
Supreme "G" S.	107.75	105.00	
Supreme "G" S.	108.75	106.00	
Supreme "G" S.	109.75	107.00	
Supreme "G" S.	110.75	108.00	
Supreme "G" S.	111.75	109.00	
Supreme "G" S.	112.75	110.00	
Supreme "G" S.	113.75	111.00	
Supreme "G" S.	114.75	112.00	
Supreme "G" S.	115.75	113.00	
Supreme "G" S.	116.75	114.00	
Supreme "G" S.	117.75	115.00	
Supreme "G" S.	118.75	116.00	
Supreme "G" S.	119.75	117.00	
Supreme "G" S.	120.75	118.00	
Supreme "G" S.	121.75	119.00	
Supreme "G" S.	122.75	120.00	
Supreme "G" S.	123.75	121.00	
Supreme "G" S.	124.75	122.00	
Supreme "G" S.	125.75	123.00	
Supreme "G" S.	126.75	124.00	
Supreme "G" S.	127.75	125.00	
Supreme "G" S.	128.75	126.00	
Supreme "G" S.	129.75	127.00	
Supreme "G" S.	130.75	128.00	
Supreme "G" S.	131.75	129.00	
Supreme "G" S.	132.75	130.00	
Supreme "G" S.	133.75	131.00	
Supreme "G" S.	134.75	132.00	
Supreme "G" S.	135.75	133.00	
Supreme "G" S.	136.75	134.00	
Supreme "G" S.	137.75	135.00	
Supreme "G" S.	138.75	136.00	
Supreme "G" S.	139.75	137.00	
Supreme "G" S.	140.75	138.00	
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Supreme "G" S.	142.75	140.00	
Supreme "G" S.	143.75	141.00	
Supreme "G" S.	144.75	142.00	
Supreme "G" S.	145.75	143.00	
Supreme "G" S.	146.75	144.00	
Supreme "G" S.	147.75	145.00	
Supreme "G" S.	148.75	146.00	
Supreme "G" S.	149.75	147.00	
Supreme "G" S.	150.75	148.00	
Supreme "G" S.	151.75	149.00	
Supreme "G" S.	152.75	150.00	
Supreme "G" S.	153.75	151.00	
Supreme "G" S.	154.75	152.00	
Supreme "G" S.	155.75	153.00	
Supreme "G" S.	156.75	154.00	
Supreme "G" S.	157.75	155.00	
Supreme "G" S.	158.75	156.00	
Supreme "G" S.	159.75	157.00	
Supreme "G" S.	160.75	158.00	
Supreme "G" S.	161.75	159.00	
Supreme "G" S.	162.75	160.00	
Supreme "G" S.	163.75	161.00	
Supreme "G" S.	164.75	162.00	
Supreme "G" S.	165.75	163.00	
Supreme "G" S.	166.75	164.00	
Supreme "G" S.	167.75	165.00	
Supreme "G" S.	168.75	166.00	
Supreme "G" S.	169.75	167.00	
Supreme "G" S.	170.75	168.00	
Supreme "G" S.	171.75	169.00	
Supreme "G" S.	172.75	170.00	
Supreme "G" S.	173.75	171.00	
Supreme "G" S.	174.75	172.00	
Supreme "G" S.	175.75	173.00	
Supreme "G" S.	176.75	174.00	
Supreme "G" S.	177.75	175.00	
Supreme "G" S.	178.75	176.00	
Supreme "G" S.	179.75	177.00	
Supreme "G" S.	180.75	178.00	
Supreme "G" S.	181.75	179.00	
Supreme "G" S.	182.75	180.00	
Supreme "G" S.	183.75	181.00	
Supreme "G" S.	184.75	182.00	
Supreme "G" S.	185.75	183.00	
Supreme "G" S.	186.75	184.00	
Supreme "G" S.	187.75	185.00	
Supreme "G" S.	188.75	186.00	
Supreme "G" S.	189.75	187.00	
Supreme "G" S.	190.75	188.00	
Supreme "G" S.	191.75	189.00	
Supreme "G" S.	192.75	190.00	
Supreme "G" S.	193.75	191.00	
Supreme "G" S.	194.75	192.00	
Supreme "G" S.	195.75	193.00	
Supreme "G" S.	196.75	194.00	
Supreme "G" S.	197.75	195.00	
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Supreme "G" S.	199.75	197.00	
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Supreme "G" S.	202.75	200.00	
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Supreme "G" S.	208.75	206.00	
Supreme "G" S.	209.75	207.00	
Supreme "G" S.	210.75	208.00	
Supreme "G" S.	211.75	209.00	
Supreme "G" S.	212.75	210.00	
Supreme "G" S.	213.75	211.00	
Supreme "G" S.	214.75	212.00	
Supreme "G" S.	215.75	213.00	
Supreme "G" S.	216.75	214.00	
Supreme "G" S.	217.75	215.00	
Supreme "G" S.	218.75	216.00	
Supreme "G" S.	219.75	217.00	
Supreme "G" S.	220.75	218.00	
Supreme "G" S.	221.75	219.00	
Supreme "G" S.	222.75	220.00	
Supreme "G" S.	223.75	221.00	
Supreme "G" S.	224.75	222.00	
Supreme "G" S.	225.75	223.00	
Supreme "G" S.	226.75	224.00	
Supreme "G" S.	227.75	225.00	
Supreme "G" S.	228.75	226.00	
Supreme "G" S.	229.75	227.00	
Supreme "G" S.	230.75	228.00	
Supreme "G" S.	231.75	229.00	
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Supreme "G" S.	241.75	239.00	
Supreme "G" S.	242.75	240.00	
Supreme "G" S.	243.75	241.00	
Supreme "G" S.	244.75	242.00	
Supreme "G" S.	245.75	243.00	
Supreme "G" S.	246.75	244.00	
Supreme "G" S.	247.75	245.00	
Supreme "G" S.	248.75	246.00	
Supreme "G" S.	249.75	247.00	
Supreme "G" S.	250.75	248.00	
Supreme "G" S.	251.75	249.00	
Supreme "G" S.	252.75	250.00	
Supreme "G" S.	253.75	251.00	
Supreme "G" S.	254.75	252.00	
Supreme "G" S.	255.75	253.00	
Supreme "G" S.	256.75	254.00	
Supreme "G" S.	257.75	255.00	
Supreme "G" S.	258.75	256.00	
Supreme "G" S.	259.75	257.00	
Supreme "G" S.	260.75	258.00	
Supreme "G" S.	261.75	259.00	
Supreme "G" S.	262.75	260.00	
Supreme "G" S.	263.75	261.00	
Supreme "G" S.	264.75	262.00	
Supreme "G" S.	265.75	263.00	
Supreme "G" S.	266.75	264.00	
Supreme "G" S.	267.75	265.00	
Supreme "G" S.	268.75	266.00	
Supreme "G" S.	269.75	267.00	
Supreme "G" S.	270.75	268.00	
Supreme "G" S.	271.75	269.00	
Supreme "G" S.	272.75	270.00	
Supreme "G" S.	273.75	271.00	
Supreme "G" S.	274.75	272.00	
Supreme "G" S.	275.75	273.00	
Supreme "G" S.	276.75	274.00	
Supreme "G" S.	277.75	275.00	
Supreme "G" S.	278.75	276.00	
Supreme "G" S.	279.75	277.00	
Supreme "G" S.	280.75	278.00	
Supreme "G" S.	281.75	279.00	
Supreme "G" S.	282.75	280.00	
Supreme "G" S.	283.75	281.00	
Supreme "G" S.	284.75	282.00	
Supreme "G"			

MUSIC MERCHANDISING

Wis. Phono Tax Dropped

Solons recognize tax as excessive—eliminated by decisive vote of 23-6

MAUDIE, Wis., July 29.—The senate on July 27 by a 23 to 6 vote adopted the Egan-Green bill to eliminate the administration's tax bill, which eliminates the \$25 annual tax on coin-operated music machines.

Tax was strongly contested by automobile players, operators and was a feature of the bill as passed by the State legislature July 14. It was estimated to raise \$300,000 for the bimillennium.

It was said that if the tax bill was eliminated by the Senate, it would be hard to adopt various of its provisions, including the proposed phonograph tax, a sales tax measure would be proposed. Such a bill, providing for a 3 per cent general sales tax, was introduced in the senate July 26.

Used Phonographs For Export Trade

LOUISVILLE, July 29.—The Southern Automatic Music Co., distributing firm here, has recently enlarged its business by buying a second building and adding to the two buildings already occupied. The new building has the address of 544 South Second street. The first has been bought for the new addition, which will be used to house the used-machine department. One building has the offices and display rooms for new machines, and a second building has the

The firm also has offices in Cincinnati and Indianapolis, and one of the three Weinberger brothers stays at each office. The firm has been engaged in selling phonographs and target machines for Kentucky, Indiana and Southern Ohio.

According to Joe Weinberger, well-known routes of phonographs are now being established in the West, Midwest and South after tending to drop considerably during the last two years.

Asked what he meant by "well-managed routes," he said that experience has taught him to keep his selling machines from poor locations and concentrating on good locations and putting better equipment in those locations. He said that he has had to hold locations which would never pay, he said.

He explained that his firm is doing a wonderful business in selling phonographs

that are two and three years old to operators in Puerto Rico, Canada and other markets on the American continent. Shipment cost is considerably less than or higher than the price of the machine, he said. These machines still are quality machines and are well adapted to foreign markets. In addition to shipping the two and three-year-old phonographs to newer markets, American operators can use newer and more modern machines and the foreign market can get excellent machines at a price which it can afford to pay.

Buyers in the foreign fields, he said, order direct from the manufacturer. The Billboards. Machines four and five years old should not be shipped abroad but should be destroyed, he said.

Two Tennessee Mills Phonos Shows

NASHVILLE, Tenn., July 29.—Two showings for Tennessee of the Mills phonograph, Throne of Music, have been announced. Both will be identical and the firms presenting the shows have agreed to adopt various of its provisions, including the proposed phonograph tax, a sales tax measure would be proposed. Such a bill, providing for a 3 per cent general sales tax, was introduced in the senate July 26.

First showing will be held in Knoxville on August 15 at the Knoxville Music Co. at 1a Showrooms at 203 Magnolia avenue. Showings in Nashville, conducted by the same company, will be at Hermitage Hotel on August 5.

H. C. Moore, official of Mills Novelty Co., declared: "With the big reception already given our new phonograph, the Throne of Music, I suggest that operators be on hand ready to inspect this remarkable instrument. A factory engineer will be on hand to give all details on the phonograph."

Perkins will be on hand as well as officials of the Throne of Music Co., headed by R. J. Mooney, Charlie Snyder, factory representative of Mills, will also attend.

Italy Acts To Ban Some Light Music

ROME, Italy, July 29.—Well, at last the dictators have gotten around to telling their people what they shall hear and what they shall not hear with dispatches on what they will not hear. Dispatches from the Italian capital report that Italy is acting to ban light music.

Dino Alfieri, minister of popular culture, named a sub-committee "for the discipline of Italian light music" and instructed it to compile a list of musical pieces to be banned. The committee, headed by a Jewish composer, the light music by Jewish composer, regardless of nationality, was destined for eventual elimination, including a large number of popular American melodies.

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 importance of certain songs in their catalogs are also considered, as well as information received each week from prominent operators.

GOING STRONG—KEEP THEM IN

Starway to the Stars. Reports from ops all over the country are unanimous in their opinion that this song is indeed a hit, if it continues to hold its ground for many more weeks, and it should, if you can credit this lovely adaptation of Matt Malneck's and Frank Signorelli's "Park Avenue Fantasy" for paying off the mortgage on many a music machine. It is a great show-stopper on the stage and on the radio. It crosses the sheet-music counters. Recordings are plentiful and it matters none who did the recording—they're putting out nickelts to hear the song. All the recordings are going strong, a tribute to the entire composition.

Sunrise Serenade. Whatever is said about the aforementioned "Starway" song holds just as good for this one. Little did Frankie Carle reckon when he wrote this so many years ago as a piano piece that it would some day be a mainstay for the music men. "Glen Gray shares in that glory, and the band of Al D'Amato is also making it a hit. The Serenade still holds its top position as the No. 1 sheet music seller.

White Sails. The not as strong as the *Stars* and *Sunrise* songs, this ballad by the writers of "There's a Gold Mine in the Sky" is steadily climbing into the upper echelons of popularity. It is on the radio, in the sheet music and music is moving there. There's every reason to believe the ops are sailing a gold mine in this one. Orville Nelson had an early start on the song and Jack Recordino is leading the field with Sammy Kaye, Ruby Newman.

Wishin'. This was a fast melting for this old faithful that has served its purpose well and profitably. Some sections of the country report they have taken it out of the machines already while as many others are still collecting big dividends. It's Russ Morgan's record that is making the last stand of the year.

COMING UP—BETTER STOCK THEM

Moon Love. At its present rate, this adaptation from a Tchaikovsky theme is headed the way of all adaptations and may soon keep steady company in the same class that now reserves a slot for the *Stars* and *Sunrise* songs. That heavenly music plays biggest down here on earth, and the record companies are trying to cash in on it. It comes along with Al D'Amato's orchestral recordings, is making for the biggest downpour of five-cent pieces, with Glenn Miller and Paul Whiteman also getting a good play.

My Last Good-Bye. This little ditty has been heard investigation by ops other than in Milwaukee, for the H's are as hot as a pistol for their phones. It's a top puller in the Chicago area and a big money-maker in Detroit environs. Which is enough reason to believe that it might join the selected few in other sections of the country. Dick Jergen made the record.

I'm Sorry for Myself. Reports indicate that this rhythmic ditty from the Second Fiddle flicker is jumping ahead of the *I Poured My Heart Into a Song*, from the same screen show. The Sonja Henie-Tyrone Power duet is getting around to the radio, and the record companies are following Irving Berlin writing some swell songs for the picture it's still too early to pick the top tune. Meanwhile the *Song* song is making ops feel glad with Guy Lombardo's version in the lead and Ben Bernie and Kay Kyser along the trail. There's no special favorite for the *Poured My Heart* song, Guy Lombardo, Tommy Dorsey and Artie Shaw doing equally as well.

Shabby Old Cabby. This waltz novelty is beginning to catch on, starting slow but strong along the Atlantic shores. Ops are getting the biggest play with the Sammie Kaye version, with Horace Heidt a close second. The song is the featured song from *Vocalion Boy*, new Broadway musical comedy in the hit class. It also started as a sleeper until Artie Shaw's side came along and his record is well paying its board and keep in the slot.

The Man With the Mandolin. This song is slightly reminiscent of *Man With the Gun* and not that Wayne King has recorded it, there's a strong possibility that the money card will soon turn up. Frances Langford and Horace Heidt started the ball rolling and if they start picking on this *Mandolin* there'll be no stopping them.

The Star Man. Made for the picture's general release late this month, the music publishers and record companies have started the customary campaign. While none of the songs are ready for a machine play, the op has been paid this far in the hope that the time can be taken to have it on board wagon. There'll be a hit or two among the songs. At this early date, recordings are plentiful. Already released and some yet to come, as *Apple for the Teacher* has been made by Larry Clinton, Glenn Miller, Horace Heidt, Charlie Spivak, Artie Shaw, Al Donahue, Kay Kyser and Bea Wain made *Go Fly a Kite; Still the Bluebird Sings* has been cut by Charlie Barnet, Eddie Duchin and Henry Russell, and *A Men and His Dream* by Tommy Dorsey, Artie Shaw, Al Donahue, Kay Kyser and Harry Sothern.

OPERATORS' SPECIALS

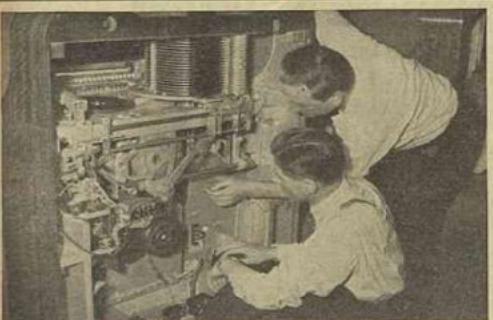
Listing covers those songs which in themselves cannot be classified as popular nation-wide hits, but which are, or give every indication of becoming, successful phonograph numbers.

The Jumpin' Jive. The hair-raising ditty, written by the H-D-De-Ho-Cat-Cat-Cat-Cat-Cat, is making the Buffalo heads hop around. And it's Cat's record that's raising the cabbage.

Angry. This hit song of yesterday is getting a big play in the Midwest territories, ops cashing in strongly on the popularity of Tiny Hill, whose original composition is a smash.

If I Didn't Care. Seems as if this Ink Spots special won't leave its slot. The already famous quartet has made many sides since this one, and while many of them are getting a play, it's the first love that's still strong and still keeping the needle grinding away.

(Double-meaning records are purposely omitted from this column)



FRANK FINCHAM, a member of the firm of West London Automatic, Ltd., recently journeyed to America to buy phonographs. Here he is examining the mechanism of Mills Throne of Music. Fred Smith, inspector, supplies the details.

Terrific draw at
Glen Island Casino



GLENN MILLER BLUEBIRD ARTIST

Put him to work for you!

One of the greatest draws of all time at the bugs, is the Glenn Island Casino near New York City. Glenn Miller's following is composed of all types, due to his versatility. He's a wonderful pepper-upper for coin machines.

New Victor and Bluebird Records to capture coins

- B-16253 - The Man With the Mandolin - F.T.
- Little Man Who Wasn't There - F.T.
- B-16252 - Gold Appeal - I.P.
- Gold Love Song - I.P.
- B-16244 - Wanna Have Cherries - F.T.
- The Day We Met - A.M.A.
- B-16229 - I'm Gonna Be a Millionaire - F.T.
- Ain'tcha Comin' Out - F.T.

It Pays to Use VICTOR AND BLUEBIRD RECORDS

Victor Division, RCA Mfg. Co., Inc., Camden, N.J.
A Service of the Radio Corporation of America

Trademarks "Victor" Reg. U. S. Pat. Off. by RGA Mfg. Co., Inc.

DECCA

Hot Tips for Operators

THESE DECCA NUMBERS ARE MAGNETS FOR NICKELS!!

2321 HEAVEN CAN WAIT FT. V.O.
SUNRISE SERENADE FT. V.O.
Glen Gray and His Famous Orchestra

2422 WELL ALL RIGHT FT. V.O.
BEER DRINKING POLKA
Andrews Sisters

2429 EL RAMONCO GRANDE FT. V.O.
HOT CIDER
Bing Crosby assisted by the Four

2586 IF I DIDN'T CARE In. Spots

2507 I DON'T WANT TO BE ONE BUT ME I TRY In. Spots

2567 STAIRWAY TO THE STARS FT. V.O.
WHISPER WHILE WE DANCE

Jimmy Dorsey and His Orchestra
2584 I'M A POLK-A-DOOL FT. V.O.
THE NEW OKAY DOKEY POLKA

Jolly Jack Robbin and His Band

2511 HORSES KEEP YOUR TAIL UP FT. V.O.

MY PONY BOY Freddie "Schnitzel" Fisher and His Orchestra

2508 STAIRWAY TO THE STARS FT. V.O.
I'M GOING TO FIND OUT WHERE I COME FROM FT. V.O.

Ella Fitzgerald and Her Famous Orchestra

2000 MOONLIGHT BLAZE FT. V.O.
SHABBY OLD GARRY FT. V.O.
Jan Savitt and His Orchestra

2541 I'M GOING TO FIND OUT WHERE I COME FROM FT. V.O.
AIN'T CHA COMIN' OUT FT. V.O.

Dick Robertson and His Orchestra
2579 THE LAMP IS LOW FT. V.O.
Jimmy Dorsey and His Orchestra

Decca Records Inc.

NEW YORK

Coinmen Give Phono For Undeveloped Children's Campsite

PHILADELPHIA, July 29.—Prevalent among members of the coin machine industry is the desire to aid others less fortunate. Outcroppings of the generous spirit occasionally become public and the instances less so, of the kindness of some of its members.

Most recent act of kindness was by Sam Weintraub, Louis Lallo and Morris Shiffman, of the Music Box Music Company, Philadelphia. They have donated a music machine to Camp Happy, where Philadelphia's underprivileged children are given a free vacation at the city's expense.

It is such things that bring credit to the industry, and the donors are to be commended for their efforts to uphold the high character of the nation's music merchants.

Vacationers Up Phonograph Takes

ST. PAUL, July 29.—"The out-of-door days are in full swing up in this part of the country," reports A. J. LaBeau, president of LaBeau Novelty Sales Co. "Visitors are bringing along sets of phonographs into the city. Continual caravans of cars are traveling the highways and they are stimulating roadside business in restaurants, tea rooms, cafes, lunch stands, bars and cocktail lounges all over the State.

"Phonographs in these locations are doing a thriving business. Rock-Ola is leading in popularity and the country making collections because the Luxury Lightup phonographs are scoring heavily in popularity."

In distant parts of Rock-Ola, we find that business is excellent. Our spacious showrooms and complete stocks have appealed to operators who know that in buying from us there is no expense layout or delivery service that enables him to get equipment fast."

N. L. Nelson, sales manager for LaBeau, has observed that the trade is up and finds that operators are enjoying a fine business. He found especially interest in Rock-Ola's new counter model.

Reject Pension Lottery Plan

MADISON, Wisc., July 29.—Joint legislation to establish a state lottery bill failed in the Senate yesterday. Senator Aldo Lytle, Green Bay, which would have given the people an opportunity to vote on whether lotteries should be allowed, was defeated. A bill to provide revenues for old-age pensions, was rejected by the State Assembly, July 5, by a 65 to 18 vote.

Hillbilly and Foreign Rec- ord Hits of the Month

(Note: Here are the most popular hillbilly and foreign recordings of the past month. Similar lists will be published in this section once every month.)

HILLBILLY RECORDINGS: Big Rock Candy Mountain, by Hay-Wire Mac; Knothole Blues, by Shelton Bros.; Hersey, Keep Your Tail Up, by Freddie Schnickle-fritter Fife; It Makes No Difference, by Cleo Brown and Jimmy Davis; Musical Clock, by Roman Goss; Ease My Troubled Mind, by Buddy Jones; Beer Barrel Polka, by Hoosier Hot Shots.

INTERNATIONAL RECORD-
INGS: Holla Lady, Low Down (Polka); Beer Barrel Polka, Hot Pretzels (Polka); Baby Split, Split, Dogie Polka; WPA Polka; Hot Clarinet Polka; World Fair Jelly-Roll Polka.

FOREIGN RECORDINGS: German, Sag, Beim Abreisen Leise Servus; Kornblumenblatt; Holla Lady, Spanish and American, Borekach; Swedie-Du-Klasse Vi I Mai Van; Sjonsmannens (Harry Brandelius and Waldemars orchestra); Polish, Helene-Polka; Zaxxena-Polka; Krakowska - Polka; Hungarian, Juhász Logány Ali Meg-Csardás; Sarbogad, Dombovar, Greek, Yia to Dio Sou Matia.

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Complete Grille and Light-Up Effects
for Wurlitzer Models

412s - 616s - 716s

Finest Materials
and

Workmanship

Grille	\$1.50	Complete
Top, Panels and Door	12.50	Only
Design	1.00	
Plastic Strip for Top	1.00	
Door	1.00	
Special Door Design	1.00	
		\$2.50

Gerber and Glass \$166 Complete

Lots of 25 Sets—\$15.50 Each
MONEY BACK GUARANTEE

America's Most Complete Line of
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10 Color Combinations—Write for Literature!

GERBER & GLASS

914 Diversey, Chicago, Ill.

JUST RELEASED
THESE NEW RECORDS BY

FREDDY MARTIN AND HIS ORCHESTRA

"LET'S MAKE MEMORIES TONIGHT"
"A BOY NAMED LEM"

"THERE'S ONLY ONE IN LOVE"
"AN OLD-FASHIONED TUNE IS ALWAYS NEW"

"IT SEEMS LIKE OLD TIMES"

"CUBA-DUBA-DOO"

BLUEBIRD
No. 10315

BLUEBIRD
No. 10324

BLUEBIRD
No. 10333

REMEMBER "SHADRACK" ...?

HEZEKIA

ANOTHER

LARRY CLINTON

HIT RECORDING

VICTOR No. 26319

MILLER'S MONTHLY MUSIC MACHINE TIP OFF!

IT'S A SURE THING!
A Long Shot Song Sleeper
Now Paying Off BIG Profits!

BLUE EVENING

Recorded by

WOODY HERMAN—Decca
(2250)

HAL KEMP—Victor
(26247)

RED NORVO—Vocalion
(4833)

GLENN MILLER—Bluebird
(10290)

JACK MARSHARD—Brunswick
(8374)

DICK TOLD—Bluebird
(10234)

FRANCES LANGFORD—Decca 2438

MILLER MUSIC, INC.
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BEAUTY, FLASH AND COLOR AT VERY LOW COST.

A Proven Money-Making Set-Up. Make 1939 Models Out of Your Old Equipment.

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FOR WURLITZER 412'S: 410'S: 716'S	Grille \$12.50	Compsite Assembly 1.00	\$25.00
Grille \$12.50	Door Panel 12.50	Door Frame <— Only	
Door Frame Assembly 1.00	Plastic Strip for Top 2.50		
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Large Grille for Wurlitzer 400 \$16.50
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Beautiful Light-Up Cabinets to Fit Any Model Phonograph \$49.50

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on Wurlitzer 616A machines in trade on Mills Throne Phonographs. Now is the time to trade in your old equipment on the latest equipment.

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TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

What the Records Are Doing for Me---

In this, the operators' own column, the music merchants of the entire nation help one another to select the biggest money-makers. 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, III.

does its best here with Bessie Morgan's number. **Larry Clinton's** "Candy Land" should rise. **Glenn Miller's** "Al Dente" and **Al Jolson's** "Abraham" might now be Miller's Little Brown Jug, **Gene Wild's** "Sunrise Serenade" and **Whisperin' Bill's** "Romance Run in the Family and Shattered Dreams".

Stay in My Arms, **Cinderella**, is coming right along, with **Miller** and **Donovan** running neck-and-neck. **Glenn Miller** has two more that are up top now: **White Starburst** and **Moons**. **Donovan's** "South American Way" looks like a good nickel-seller, with **Sammie Wayne's** "I'm a Good Girl" following.

The Andrews Sisters, always good down here, are still knocking them dead with **Shoo Fly** and **On the Reversal**.

Eddie DeLange's "Polka" is going over pretty well and **Crosby's** "Rancho Grande" is chugging. The **I don't believe** will ever reach the heights attained by his **Meet-Roll**.

Business is very good here during the season, and is getting better taken away from the summer. **White Starburst** is still here for the season. **White Starburst** likes swing better than sweet. **Matty Feldman**, my route man, reports that he has more numbers than ever. **White Starburst** is the other one. **Shaw, Benny Goodman** and **Tommy Dorsey**, always sure-fire on the nickel catch, are going strong.

James and Clegg and **Jan Savitt**, Harry James and **Gene Krupa**, still pretty strong, are **Hal Kemp**, who played in **Asbury Park** last week; **Ray Kyser** and **Jimmy Dorsey**.

IDEAL NOVELTY CO. Atlantic Highlands, N. J.

Spokane, Wash.

To the Editor:

I suppose you're tired of hearing ops rave about the **Bear Devil Polka**, but I want to get my car in and say that this number saved the day for a good many of us. It brought play back in a lot of slow spots and is holding up summer business.

We still are appearing out this plaster on every one of the 100 or so machines we operate. Here's one reason, and it may or may not be a tip. But whenever the nickel feeders start to tire of the favorite **White Starburst**, **Miller** comes along around one of the other recordings.

Challenging the polka firmly is **White Starburst** with **Sunny Side Up** on the edge. In fact, spot in **If I Didn't Care**, and, surprisingly enough, the **Ink Spots** are favored over **Bing Crosby**, who practically is a sure leader in this. His old recordings grow.

However, **Bing's** **And the Angels Sing** is the next best nickel-seller. **The Lady Is Like You**, **Stand by Me**, **The Stars and Stripes Forever** follow in **Glaseh's** **Polka** is the favorite hereabouts. **Freddie Fother** is coming up but he doesn't make many numbers. **White Starburst** remains **Crosby**, too. Someone's always wanting to hear **Crosby** in some tune which he hasn't recorded.

E. M. PERIN
Interstate Novelty Co.
Spokane, Wash.

New Orleans

July 29, 1939.

To the Editor:

It's Glenn Miller's inning with growing popularity, with no less than a half dozen of his recordings in our collection at our locations. By a slim margin would give first place of Miller's selections to **White Starburst**, closely followed by **Starway to Heaven** and **White Starburst**. Myself, like other operators of the nation as a whole, **Bing Crosby** cannot be left out of any of our machines, with two of his numbers very popular at present. **White Starburst** and his revival of the oldtime **Supposito**.

Revivals are rampant this summer, with **Elton Britt's** **Home Sweet Home** this summer, and **Elton Britt's** **White Lies**, **Such Old Favorites** as **Hindustan**, **The Sheik of Araby** and **Am I the Sweet?**, the last named a comeback winner operator here.

Can see two new arrivals that are headed in the right direction, adding them to our collection only this past week. **White Starburst** and **White Starburst**, **Guess I'll Go Back Home This Summer** and **Duke Ellington's** new hit, **In a Mist**.

Bear Devil Polka seems headed for a ripe crop, we've been hearing it to the number out of any phonograph in this section. Our vote goes to **Jolly Jack Rabbit's** rebellion. Other good numbers are **Al Jolson's** **Don't Fence Me In**, **The Clouds**, **Elton Britt's** **McLaren's Moon**, and **O'Connor's**, **Andrews Sisters**, **Well All Right**, and **Count Basie's** recent recording.

With the fading of the popularity of **Three Little Pigs**, **Kay Kyser** is out, along with the "sweeter" music makers like **Guy Lombardo**, **Wally King**, **Red Nichols** and **Shop Fife**. The **Ink Spots** come and go. **Glen Gray** holds his own with his **Sunrise Serenade**. Wishing

Louisville

July 29, 1939.

To the Editor:

I started Bob's Amusement Co. a little while ago and did a nice business right from the start. I had a little set-back when a law here was enforced closing a lot of my locations within 200 feet of each other. After a long fight for the location and had little trouble securing them, keeping service first in my mind. Business has been gaining each week. I am writing this column, as it gives me many good ideas.

For us, amongst the white trade, it's **Bear Devil Polka**, **Holy Lady**, **Third Love**, **Fishin'** and **White Starburst**. Record numbers are always good nickel-sellers. With the colored trade it's **Stompin' at the Savoy**, **Could Be and If I Don't Care**, **The Savoy**, **White Starburst** and **White Starburst**. We are doing well here, but we are busy not only with service, but thinking of many new ways to increase business. On a 20-record player I keep two

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ELDEN CO.
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Milwaukee, Wis.

partment of the Bell Distributing Corp., now gives occasional glances toward the sky. Last week he barely missed a sandblasting job when the sand from the small company fell from the second floor thru the skylight and struck the second floor within a half foot of Yarger. Porter escaped with only a few scratches on his arm; Yarger escaped with a good scare.

Jedt Sennic has been appointed manager of the phonograph operating department of the Great Southern Novelty Co., Buster Ciesi, head of the firm, announced this week.

Louis Boasberg, head of the New Orleans Novelty Co., reports receipt of his first shipment of 20 new Gottschell Track Rides, and says they are the best and best downtown locations. The shipment is to be followed by 30 more machines. Boasberg believes Gottschell has something in store for him, and says he is anxious which, by the way, comes close to setting.

tting all-time records at the firm's Sport Center on St. Charles street.

It is estimated that a string of nickels approximately four and one-half miles long were dropped into the slot machine during the first half of the year. The nickels, \$213,940 of them to be exact, totaled \$10,067, "which is quite a nice take for the city treasury," he said. It was also announced by those in charge of collections that the meters have stimulated heavier parking in the metered areas, and that the total amount collected is \$7,955 more than during the first six months of operation.

A brisk demand for the latest creation of the toy factory is reported by the Dixie Coin Mfg. Co., Bally distributor in this territory. Bally's Variety is showing promise of becoming a record-breaker. Julius Puck, head of the organization, says: "The popular street office of the company attracted unusually

large numbers of out-of-town visitors this past couple of weeks to see and buy the new Bally creations, which also include popularity for Picket-Een and Fifth Inning."

North Louisiana operators have been adding new phonographs to their equipment, mainly due to preparation for a big fall season.

In the vicinity of Shreveport, where the "huck-a-ball" oil field is growing by leaps and bounds, there has been a steady demand for music operations in

new Rock-Off phonographs, says W. Y. Hinchman, manager of the Shreveport Coin Machine Exchange.

Frank Dunn, well-known local music operator, has just returned from a vacation trip to the New York fair and points in the East and Midwest, expecting to be gone about three weeks.

Mrs. Hank Friedberg, wife of the University Place pin up, has left for a month's stay with her parents in Chicago.

New attendance records are being set by the Northland Amusement Co. in the summer. Last Sunday over 60,000 saw the Three Glorios perform three times and a good percentage of this patronage jammed the beach's sportland to play the score of machines on location.

Seattle

SEATTLE, July 29.—With a colorful Rock-Ola near the entrance and many other amusements, the new Olympia has recently opened in newly remodeled quarters at 112 First Avenue, South.

The Play Mfg. Co. has recently formed and incorporated in Tacoma, Wash., with capitalization of \$10,000, to operate places of amusement and recreation. Incorporators are J. W. Blaney, Emma Blaney and E. A. Burkitt.

With Seattle's best selling record for the first six months of the year being Artie Shanks' *Begins*, the company has a new record in pinball sales, says he has achieved by Harber-Megges, Inc.

Opening of the new horse-race season at Longacres, Seattle, has caused new interest in the horse-race machines and various amusement devices built on the theme of the Spanish King. Where the pony is king or the nickel emperor in scores of locations, clusters of players and listeners are getting pleasure by playing on the slot machines, winning up at far less than what a trip to the race track would cost them.

Incorporated at Seattle is the Penny Electric Parker, Inc., a new coin machine company that will turn out devices for parking. Corporation is capitalized at \$10,000 and the purpose of manufacturing, selling and installing multiple coin timing devices. Incorporators are William W. Sweet, K. G. Dampman and Harold Hutchinson.

The Pen Palace on First avenue has been having a good play with many new games, including the latest in pinball game machines, the Bounty and One-Two-Three being two nickel machines among the predominance of penny machines in this Heroux Enterprise.

Fleet Week, Golden Jubilee and Pot-latch opened as a three-in-one annual festival on the waterfront, with a great turnout from the fleet battleship, out-of-towners and tourists descending on locations. Many of the local spots experienced increased business during the time. The Pen Palace, with its many varied games, athletic testing devices and penny machine amusements, has been filled with many other visitors, and the other large amusement machine, the triple community festival, which is triple the size of the Pen Palace, will continue with a series of events to the close of July.

A grand new Wurlitzer organ is the highlight of the new Show Box and its most beautiful and musical asset. This new night spot was opened on First avenue by Mike Lyons July 24 to had taken over the old Wurlitzer and added Fleet Week combined. Eddie Zallman presides at the instrument.

What pinball games mean to the city as a source of revenue is clearly revealed in the new official figures, mid-July, which showed that the city so far had taken in \$1,000,000 in pinball machine rentals in various locations. This sum is almost four times as great as the

\$16,531.25 license collections made last year.

At least 25 more machines were licensed during the first half of the year, and their popularity and playing is growing. Moreover, authorities feel that the future of the pinball game as a game skill will be assured by a recent Court, wherein the defendant was acquitted of operating a "gambling device."

OFF THE RECORDS

(Continued from page 13)

Full-voiced Georgia White on Decca's "I'm a Little Teapot" has been voted to hit the mark. *Fire in the Mountain* and *When the Red Sun Turns to Grey*, the her pipes lack the warmth and kindling of the original, but she does justice to this type of blues.

Still sticking to the race records, Little Mae Kirkman chirps a nice reed dirge on *Vocalion*. *Playin' the Blues* is another good blues.

Shots that draw, but only because of the unusual themes and wordage, it's been a long time since a reed song has been this way on the market.

Getting back to Duke, Charlie Barnes gets in an authentic Ellington groove for a *Bluebird* pairing. Despite a couple of bad notes, Barnes' voice is a welcome feather, the mood and music are indigenous for Ellington's *Lament for a Lost Love*. Coupled with *Ebony Rhapsody*, wherein Barnes' voice is in full flight, it's a good record based on a riff that's been ripped off from the *Hungarian Rhapsody*. Coote Williams' Ellington's trumpet, and Eddie Lang's guitar, are fine, but the band, don't cut any rug, but it's acceptable riding for their *Vocalion* coupling of *Night Song*, a Juan Tizol-Jimmy蒙duy opus, and *Bluebird*, a Duke Ellington's trumpet concerto in jazz.

Pop Symphonies

GOING to the other extreme in musical fasts, into the long-haired campus warworks are being overwhelmed in the better brand of music being cut there daily. And more importantly, it's popularity prevalent.

Victor has cut the ante on its Black Label Classics. And while the artistes listed are far cry from the Red Cell Settlers, the cleaned-up versions offer an irresistible buying appeal. There's little to choose from in Victor's first release, it's all music that belongs in a jukebox, but the *Bluebird* and *Red Cell* played. *Finlandia*, Sibelius' tone poem, by the Victor Symphony Orchestra, is completed on a single 12-inch disc. Another disc, however, by Victor Concert Orchestra pairs Sibelius' familiar *Valse Triste* and Debussy's must-have moonlight music, *Nocturne in G*. On the reverse side of the disc, the orchestra continues the Victor Salon Orchestra pair *Brahms' Lullaby* with his *Hungarian Dance No. 5*, and the ever-favorites by the Kreisler *Cyrillic Vlennos* and *Tambourine Chinoise*.

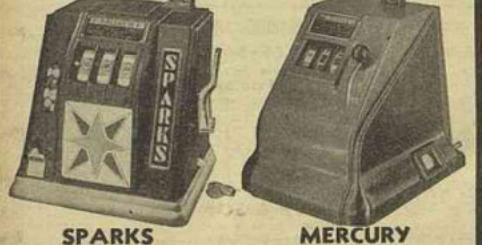
Decca has another dandy album of Salon Music, Harry Horlick directing the orchestra. The disc is a double album that never grows old—going from *Indiana Love Call* and *Chinese Lullaby* to *Blues* and *Drdla's Sonnets*. Of course, the *George Gershwin Concerto in F* for Piano bounded in an attractive album of two 12-inch packages. Roy Bargy is at the piano and Bert Williams conducts the orchestra for Ferde Grofé's arrangement of this rhythm classic.

Of Columbia's output of imported records, the *Wurlitzer Organ* is well bound in an attractive album of two 12-inch packages that has Ossy Renardy, 18-year-old violinist, with Walter Roberts at the piano, plus the orchestra. The *Romanian Dance* takes in *Adagio, Montanas*, *Misa*, one more beauty than the other, and the *Spanish Suite* of the year. The adds his lance to the many double-stop, octave and harmonic passages that's there's little depth to his tone for the *Wurlitzer Organ*.

Debussy makes an attractive 12-inch disc as played by Walter Gleeson, whose brilliance and artistry make the *Clair de Lune* the equal of both Debussy's music and the music lover.

The familiar and fanciful battle music from the opera *Lakme* by Delibes (*Dame Lakme*) is a 12-inch double album of two 10-inch sides. D. E. Ingelbrecht conducts the symphony orchestra with full appreciation for the true French feeling and style. The *Wurlitzer Organ* is the 12-inch doubling by the Orchestre Haymades for *Griet*, a Chopin opus (10, No. 3) and Brahms' *Waltzes*, (a group from opus 39).

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COMPLETELY ILLUMINATED	
20 RECORD IMPERIAL ROCK-OLAS	\$85.00
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A-B-C MODELS, 12-RECORD SEEBURG	\$47.50
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TERMS: 1/3 Deposit, Balance C.O.D.	

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Size: 6 inches wide—12 inches long—12 inches high.
Number 80—
\$35 Ea or 3 \$32 Ea
Convenient, small and handy
for carrying around.
Size: 6 inches wide—11 inches long—11 inches high.
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10 Letters	...	\$0.75
10 Letters	...	\$0.75
Mickey Mouse Vending	14...\$0.25	0.50
10 Letters	...	\$0.25
32 Stewart-McGraw's	100¢	0.75
10 Letters	...	\$0.75
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Charmers, Assorted	5 Cents	0.25
10 Letters	...	0.25
10 Letters	...	0.25
One-third deposit, balance C. O. D.		

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SAMPLE GAME, \$17.50.

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Debut as Songwriter

NEW YORK, July 29—Eddie Lane, brother of Bert Lane, of Seaboard Sales Co., made his debut as a songwriter when Fred Waring sang on the "Seaboard" program. Lane, who is associated with Byrdie, Richard & Pound, advertising agency, collaborated with Bert Lane, first time ever, at the Paramount Theater, on the number, which is published by Words & Music, Inc.

Pinballs On Midways

Games taking places of outmoded concessions—using latest types

GEauga Lake, O., July 29.—Pinball games are finding favor on the midways of Eastern Ohio, and pinball manufacturers are meeting the increased number of sportslands that have made their appearance in recent weeks in some of the major amusement centers in the state.

The park, at Chautauqua Lake, representing an investment of \$175,000 and covering almost 400 acres, was among the first in the area to introduce pinball games in the midway. At first a few games were set in as an experiment and within a short time play became so active that more games were installed and they were shifted to more spacious quarters.

This season the local park has two complete play-centers on its main midway. One of the newest of the new types, mostly complex, are in use. Both centers are flashy in appearance, each with from 12 to 15 games available for play. Merchandise is attractively presented and appeals to park patrons.

Operators contend that pinball games become popular in the amusement park the same as other games, but they have never solved the problem of recent years of finding something new for the midway to replace games and other concessions which have been appearing in the parks for a present and anticipated to give patrons a fresh break for their money, the games are bound to become popular in any park.

At Summit Beach Park, Akron, pinball machines are more popular than ever. Last year the games were exhibited in an out-of-the-way building, off the main midway, but this year they are taking much in the way of revenue, according to a park official. "This year," he said, "pinball machines are given the same attention as other new and popular concessions and they have been grossing many times more than they did a year ago. This park has a spacious playground that accommodates limited space, and every machine on display is of recent manufacture. When a new machine makes its appearance it is immediately installed, replacing older machines in use."

Wis. Revenue Bill Important to Trade

MADISON, Wis., July 29.—Among the 16 amendments to the administration's state budget, introduced in the Senate on Senate July 26 were several affecting coin music machines and cigarettes.

Amendments by Senators Harry B. Boerner, Fred W. Wadsworth and George H. Gavankar, Milwaukee, and Senators Kenneth L. Greenquist and Phillip E. Nelson, Racine, provide for removing the \$25 annual fee for amusement equipment. This tax is estimated to raise \$200,000 annually, is part of the bill as passed July 14 by the assembly.

Another amendment by Senator Fisher, Waukesha, and Mike A. Mack, Shiocton, would cut this annual tax from \$25 per machine to \$10.

Senators Johnson also has introduced an amendment which knocks out the 2-cent-per-package cigarette tax, a feature of the bill passed by the assembly. This tax, it is estimated, would raise \$600,000 annually.

Reports are that if the coin machine and cigarette tax provisions are eliminated from the revenue bill, a sales tax amendment will be introduced.

EVANS'

1939 BANG TAILS

Greatest Racing Flat Top

AVAILABLE WITH JACKPOT AND LEGAL SKILL FEATURE!

IMITATED —

BUT NEVER

EQUALLED

Operators who know say "BANG TAILS is absolute 'bangs' in class, performance and earnings! New 1939 model has a jackpot of \$2.00 in nickels PLUS the regular payout! New Legalizing Skill Feature at a slight additional cost. Steel Inner Shield prevents tampering with mechanism. All solid precision mechanism and dozens of other new features make it an unmatched investment!"



EVANS' NEW 1939 COIN OPERATED Novelty profitably profits you & your profits—these chearing cold stops grief

from slugs, gum, string, heat stroke, etc. Engineered to accept the new Jefferson nickel.

AT YOUR JOBBER

OR WRITE, WIRE OR PHONE
HAYMARKET 7630

For Amusement Devices, See Our Ad in Carnival Section.

H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO

STARTING A NEW TREND

WATCH NEXT WEEK'S BILLBOARD!

NEW 5 BALL NOVELTY and FREE PLAY!

- BRAND NEW IDEAS!
- BRAND NEW ACTION!

D. GOTTLIEB & CO.
2736-42 NORTH PAULINA STREET, CHICAGO



JUMBO BELL

It's the Jumbo of the salesboard world. The largest and most powerful board on the market. Big, extra thick shell; big, extra thick sides, each bearing two 10 plays, plus a bell pull and stiff frame. Player receives two chances to win on each five cent punch. Two advances to top jackpot with its two \$25.00 winners. Lower jackpot awards start at \$1.00, graduate up to \$15.00. Board takes in 2600 nickels—\$130.00, pays out \$73.05. Operator's end: a substantial average profit of \$65.94. Write for full details.

SUPERIOR PRODUCTS

14 North Peoria Street, Chicago, Illinois.

The Last "Word" in Your Letter to Advertisers, "Billboard".

YOU'LL BE GLAD YOU WAITED FOR

Chicago Coin's

SPORTS

OUT NEXT WEEK!

CHICAGO COIN
MACHINE MFG. CO.

1725 DIVERSEY BLVD.,

CHICAGO, ILL.

STILL THE BEST	
BEST chance to buy reconditioned coin-operated games, payoffs, novelty tables and arcade equipment.	
CONSOLES	ONE BALL PAYOFFS
1938 Tumbler Game.....\$50.00	Royal Equipment.....\$50.00
1938 Kentucky Club.....\$50.00	Fleeces.....\$25.00
Galloping Dominos.....\$50.00	Zeke.....\$25.00
Tombola.....\$25.00	Banky.....\$25.00
Tombola, ticket model.....\$25.00	Palmer.....\$25.00
Tombola, ticket model.....\$25.00	Stearns' Champs.....\$25.00
Darts.....\$25.00	Mills Flashes.....\$25.00
Derby Days.....\$25.00	Roll Chaser.....\$25.00
Jennings "Pork-Eating".....\$25.00	Miss Mills.....\$25.00
Jameson's.....\$25.00	Hurtie.....\$25.00
FREE ROYAL NOVELTY TABLES	Big Racer.....\$25.00
Side Kicks.....\$25.00	Prize Hunter.....\$25.00
Chase and Go.....\$25.00	Prize Mechanic.....\$25.00
Request.....\$25.00	Body Streamline.....\$25.00
Kenny Fox Races.....\$25.00	Smashin' Jim.....\$25.00
Reindeer Race.....\$25.00	Smashin' Jim and Sciss.....\$25.00
1-2-3 Improved.....\$25.00	Callie Moon.....\$25.00
Red Head Trackster.....\$25.00	Callie Moon - Bonus.....\$25.00
CLEVELAND COIN MACHINE EXCHANGE.	

SPECIAL CLOSE-OUTS
ON BRAND NEW GAMES
AT REAL SAVINGS!

Write for Price List Today!

GEORGE PONSER CO., 519 West 47th St., New York



QUALITY SPEAKS FOR ITSELF	
SPECIAL ATTENTION TO OUR EUROPEAN TRADE	
CONSOLES	NOVELTIES
1938 Kentucky Club.....\$60.00	Sport Page.....\$60.00
1938 Kentucky Club.....\$60.00	Side Kick.....\$30.00
1938 Kentucky Club.....\$60.00	Bally Paramounts.....\$15.00
1938 Kentucky Club.....\$60.00	Goddin Wheel.....\$15.00
Derby Days.....\$25.00	Practise.....\$15.00
Tombola, ticket model.....\$25.00	Big Racer.....\$25.00
Tombola, ticket model.....\$25.00	Spinner, like new.....\$25.00
Penny Rosette.....\$15.00	Keyline.....\$15.00
Penny Rosette, like new.....\$15.00	Stearns' Champs.....\$25.00
Modern Automatic Exchange, Inc.\$60.00	Jitterbug.....\$15.00
Red Head Trackster.....\$25.00	Smashin' Jim.....\$25.00
	Review.....\$25.00
	Smashin' Jim and Sciss.....\$25.00
	Stearns' Race.....\$11.00
	Callie Moon - Bonus.....\$25.00
MODERN AUTOMATIC EXCHANGE, INC.	



I.L. MITCHELL & CO.

EVERY GAME ABSOLUTELY PERFECT
WE HAVE FIN GAMES \$7.50 and Up
OF EVERY DESCRIPTION

Send us Sample Games and we will send you Games.

WRITE FOR OUR COMPLETE LIST

Circle Address: "MITCHELL," 1141 De Kalb Ave., Brooklyn, N.Y.

Special Mid-Summer Offer
ROCK-OLA LO-BOY

SCALES
only
\$10
down each

You can buy enough scales under the new Rock-Ola-Lo-Boy plan to start a profitable route. Let the equipment pay for itself and earn steady profits for years, because there is no "seasonal" business in scales. Put them out on location to stay! Forget about them when you buy and you'll get around in collecting, and you'll be pleasantly surprised. If you have a route, now is the time to select some new locations and put out more Lo-Boys. Ask your distributor about the details of this easy time-payment plan.

ROCK-OLA Mfg. Corp.

800 N. KEDZIE AVE.
CHICAGO

RECONDITIONED
READY TO OPERATE

PHONOGRAPHS

Mills De Luxe.....\$4.50
Mills Dance Master.....\$17.50
Mills Dance Master Deluxe.....\$11.00
Mills Zephyr.....\$10.00
Mills Zephyr, Model A, Walnut.....\$8.50
Seeburg Sym. Model A, Color, Red.....\$35.00
Seeburg Sym. Model A, Equipped.....\$44.00
Seeburg Sym. Model B.....\$44.00
Seeburg Sym. Model B, Equipped.....\$54.00
Seeburg Sym. Model C.....\$44.00
Seeburg Sym. Model C, Illuminated Grill.....\$59.00
Seeburg Sym. Model D.....\$44.00
Seeburg Sym. Model E.....\$44.00
Seeburg Sym. Model F.....\$44.00
Seeburg Sym. Model G.....\$44.00
Seeburg Sym. Model J.....\$44.00
Wurlitzer 0-20.....\$125.00
Wurlitzer P-30.....\$49.50
Wurlitzer P-35.....\$49.50
Wurlitzer 216.....\$86.00

1/2 Deposit, Balance O. O. D.

Cable Address: WRCO

W. B. NOVELTY CO., INC.
3600 N. GRAND BLVD., ST. LOUIS, MO.

YOU'LL MAKE MORE
MONEY
with
WESTERN GAMES
JITTERBUG BALL

WESTERN PRODUCTS, Inc.
925 W. North Ave., Chicago, Ill.



HANDING OVER A CHECK for Mills Throne of Music Phonographs is Harold Gregor, of the Gregor Operating Co., Akron, Ohio. Others, left to right, are Harry H. Clegg, Charles Clegg, and one of the O. & M. Distributing Co., Oklahoma City, and Charley Snyder, Mills roadman.

NOW AS ALWAYS VEMCO OFFERS THE BEST IN MERCHANDISE — UNEQUALLED SERVICE!

JOIN THE THRONGS OF SATISFIED CUSTOMERS BY SENDING IN YOUR ORDER TODAY!!

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MILLS VEST POCKET BELLS
Coin-operated reel, perfect.
\$400.00 a Dozen.
Less than a Dozen \$37.50 Each.



Special Operators' Collection Books
Triple Sheet edition \$1.15
Per dozen 1.50

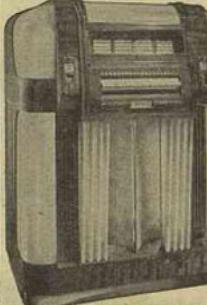


Mills War Eagle Bellis, 20-Cent
Reels, Like new.
No play \$35.00
25¢ play 37.50
25¢ play 40.00



Mills O. T. Bellis, Serials over
17,000, Used Three Weeks.
No play 42.50
25¢ play 44.50
10¢ play 44.50

ATTENTION, VIRGINIA, NORTH CAROLINA, GEORGIA AND ALABAMA! Don't miss your opportunity to get into the new and profitable business of MUSIC, with the automatic pinball games that are being sold the world over. If you are thinking of purchasing one of Mills "THRONES OF MUSIC" or "MUSIC PINBALL" machines, or any other pinball machine, or any type of amusement equipment, call or write us. START A ROOM ON YOUR LOCATIONS, TOUR YOUR STATE, HIRE A TEAM, GET ON THE "BARDWAGON" WITH MILLS "THRONES OF MUSIC". Send us a few photographs. Descriptive circular will be furnished on request. ACT NOW.



MILLS THRONE OF MUSIC



ADAMS FIVE STAR BALL GUMS The finest quality gum
Gum 9.25
10 Boxes 2.25
25 Boxes 5.00
(1 Box (50 Boxes)) 6.00
For 100 Boxes 11.75



Grosvenor Columbia, Bellis, easily converted from one coin play to another, 1¢, 5¢, 10¢, 25¢ play. State which wanted \$48.50



Mills Blue Front Mystery Bellis, with 100 Selections Gold Award
100 play 54.50
250 play 54.50

TERMS: To speed delivery 1/2 certified deposit must accompany order. Add 10¢ for each box. Write G. O. D. F. O. B. Fayetteville, N. C.

We have in stock more than 1,000 other bargains. If you are interested in machines of other types, write for our special bargain sheet.

THE VENDING MACHINE COMPANY 205-15 FRANKLIN STREET, FAYETTEVILLE, N.C. "Cable Address COINSLOTS"

Wiggins Weakens



DICK WIGGINS

manufacturer of coin machines, and that Wiggins used to sell them at times. But some indications that the wily Wiggins might be trying to put something over on her employer, so she began to watch him from that time on.

Trial Is Lost

But the wilest ones life off the chances of employment threw her off his trail for a number of years. It is known that during all those years Wiggins was visiting various coin machine manufacturers and was always looking for kinds of ideas for new types of coin machines.

Some months ago Miss Summerfield entered the employ of the Baker Novelty and Manufacturing Co., which has manufactured machines in Chicago. She held the advantageous position as secretary to Mr. Baker, the head of the firm, but had to admit that she did not know why she would get on Wiggins' trail again.

But one day he walked into the office, apparently for the purpose of selling Mr. Baker a toy. Miss Summerfield started out again to get her man.

She tells an exciting story of how, with much greater experience than in former years, she captured Wiggins after a period of many months. Considering how long the wily gent had eluded all pursuers and yet had been calling upon firm after firm, it is one of the feats that make history.

Takes to Columbus

To celebrate the capture, Miss Summerfield took Wiggins for a trip into Canada. Then he will be taken to Columbus, O., for permanent duty. It is understood that Wiggins wanted to go to Indiana and in Ohio by O. D. Jennings & Co., of Chicago.

Iowa Amusement Company Is Formed

DES MOINES, July 29.—It became known in coin machine circles here that the Van Dier Wiegert had surrendered to Lydia Summerfield and that they were married on the evening of July 14. An informant said it is believed that Wiegert is doing all he can to think up new ideas for coin-operated machines that have long been known on Wiggins, who has long been known as one of the leading inventors of amusement devices on the trade.

His closest friends would not venture to guess what effects his new status would have on his inventive capacity in the future.

A Six Month's Chase

Reading like a chapter in the latest detective thriller, Miss Summerfield told how she first got on his trail some years ago when she was employed at the Pace Mfg. Co. in Chicago, a well-known

A "NATURAL" FOR BIG PROFITS—LUCKY IVORIES

Has All the Features That Bring
Steady Play and Fast Action

No. 11228 1056 HOLES

Takes in \$52.80

Average Payout 23.30

Average Gross Profit \$29.50



PRICE \$3.96 EACH

Send for New Catalog Showing Hundreds of Other Profit Makers.

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

Fidler has picked an experienced staff of men to help him in his newest venture and seems destined to go far in the coin machine field. Fidler, who writes the Hollywood Night Club in Des Moines and conducts prize fights, is an ambitious business man—always active and interested both for his associates and employees.

The Iowa Amusement Co. will operate in Des Moines and job through the country with pinball machines and all types of vending and counter machines. The company will be factory representatives for many children's games and it is reported.

At present the display room is crowded with pinball machines lined up in a double row, making all available to visitors. The girls and the staff are pushing the Baby Pick-Up, which seems one of the most popular machines in this territory. All the latest types of coin-operated machines are going good in Des Moines and Fidler plans to keep in stock

HERCULES' HURRICANE Out They Blow!

ONLY \$4 EACH ROCK BOTTOM!

Line-Up 3 \$6.00

Suppose 3 \$6.00

John Springs 3 \$6.00

First, Come, First Served—As Quick

Write to Dept. H, 1175 Broad St., Newark, N. J.

Phone: Riptide 8-0300.

all of the best sellers to meet the local demand.



BANG IS THE GAME!

BANG is riding to glory on 2 NEW features: No. 1—Three "skill-thrill" holes that put

out four-lights-at-a-time; No. 2—Skill lanes at the bottom that raise free game

awards and keep players tingling every second. BANG HAS PROVEN

ITSELF THE SURE CURE FOR SUMMER SLUMP!!!

Plain Model
84.50
•
Free Game
94.50

GENCO, Inc.
2621 N. Ashland Ave., Chicago
SEABORD SALES, Inc., New York Eastern
Factory Representative. ★ COIN AMUSEMENT
LTD., London, European Distributor.

OPERATORS!! PROTECT YOUR RECEIPTS

SHYVERS MFG. CO. proudly present The New Monarch Coin Chute.

The result of 32 years of originating and developing Coin Chutes.

4 Mounting
Holes And
Standard.

Minimaster
Adjustment.

Steps All
Bending.

Slide Support

Mon Shyvers Steel Centered Checks Work Perfectly.

This new chute having only 7
principal parts assembled with 2
screws is truly the industry's
most perfect chute. No pause in
stroke. Simple, rugged and ad-
justable.

The Shyvers separator
positively works.
Thousands in use
working perfectly.

The Front Guard Stops Cheating,
Stops Shimmying, Stops Bending
Up or Down, Stops Driving, Stops
Forcing and Rejects all Off Size
Checks. Takes money easily.

This outstanding chute has been tested by over 900 operators and pronounced THE BEST.
Adjustable to take or reject worn or liberty nickels. No pause in stroke, simplicity and
ruggedness of construction. Furnished for 1¢, 5¢, 10¢ and 25¢ coins. With frame
or with slide support, or without either. Comes furnished with escutcheons and separator.

SHYVERS MFG. COMPANY

2315 W. MURON ST., CHICAGO.

Container Corp. Gets Op Approval

ST. LOUIS, July 29.—Salesboard operators who have seen the boards manufactured by the Container Mfg. Corp. are noting the unusual potentialities in this merchandise. Many are vying to get exclusive distributor set-ups," declare Max Saks, of the factory.

According to Saks, the secret lies in fitting full boards and in determining to accomplish the seemingly impossible by giving the public more new and original progressive ideas during the summer months.

"Our slogan is 'The Operators' Manufacturer,' and operators are showing great confidence in this expression. They continue to respond to the announcements of the opening of our elaborate and up-to-date factory.

According to Saks, he recently returned from a trip thru the East where he has lined up a good many live-wire distributors.

A partial list of distributors of the Container Mfg. Corp. will be announced in "The Billboard" soon.

\$750

In Lots of Five

Factory Close-Out Sale on these
Brand-New Counter Games:

PUNCHETTE, HIGHSTAKES, 21-
BLACKJACK, CRISSCROSS and
Others

SINGLE MACHINES, \$8.75
RUSH YOUR ORDER.
1/3 Deposit, Bal. C.O.D.

GROETCHEN TOOL CO.
130 N. Union, Chicago

CLEARANCE—

1/2 Deposit, Balance C. O. D.
PHONOGRAPH

Rock-Ola	Rhythm Master	5	25.00
Rock-Ola	Rhythm Master, 12	5	50.00
Rock-Ola	Winder, 1938	130.00	100.00
Wurlitzer	P-12	50.00	35.00
Wurlitzer	T-18	100.00	75.00
Wurlitzer	4-12	100.00	75.00
Diamond	Mills Dancer	14.00	12.00
Mills	Dancer	14.00	12.00
Feature	Model A	25.00	20.00
Feature	Model B	25.00	20.00
Feature	Genie, 1938	100.00	80.00

LEGAL GAMES

Bally Eagle Eye \$55.00
Groetchen Bill Jump 17.50

MILWAUKEE COIN MACHINE CO.
2516 W. North Ave., Milwaukee, Wis.

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

THE HIT OF THE SEASON 2400 PLAY BALL PER SALE

You Must See This Board To Appreciate Its Playing Appeal.

BARREL STYLE TICKETS

All Combinations Biggest 12 Times.

Diamond Jack Per Game 1 Each \$1.00,
\$10.00, \$50.00, \$100.00, \$500.00, \$200.00, \$100.00,
\$50.00, \$20.00, and two Tickets Printed "Base Ball".

Base Ball Jack Pot Contains 24 Tickets printed: 2 Home Run, \$2.00, \$10.00, \$50.00, \$100.00, \$500.00, \$200.00, \$100.00, \$50.00, \$20.00, and 19 Tickets at \$5.00 Each.

Jackpot \$100.00
Pays Out (Average) 73.79

Profit (Average) \$ 46.21
Easies and Collision Protector Over Jack Pots.

Price \$4.96

AJAX MANUFACTURING CORP.,
115-125 N. 4th St., Philadelphia, Pa.
WRITE FOR 1939 CATALOG.

EXHIBIT'S

AVALON

*The Most Gorgeous, Most Beautiful,
Most Brilliant game in all the world!*

NEW

Wonder Star Bumpers—alive with color and dazzling brilliance. Stand out with jewel-like beauty—compelling constant play.

NEW

Two Special "When Lit Bumpers"—Hit these when lit, and players get two free plays IMMEDIATELY!

NEW

Rambling Thousand Light—Everytime ball hits this rambling light, it piles up plenty extra thousands.

NEW

New Mystery High Score FEATURE automatically SPOTS the player one—two—three or four EXTRA thousands at start of each game.

NEW

New Style Rapid Fire Bumper creates the liveliest, fastest ball action ever used on a high score game.

 ADJUSTABLE CONTROL

 BACKBOARD ANIMATION

 MECHANICAL PERFECTION

 LONG PROFIT LIFE

 ALWAYS A "COME CLOSE" SCORE

 ALWAYS A LAST BALL SUSPENSE

 JUMP SCORING METER SYSTEM

 ALWAYS A FULL CASH BOX

Order from Your Distributor Today!

EXHIBIT SUPPLY CO., 4222 W. LAKE ST., CHICAGO



REGULAR
89.50
FREE PLAY
99.50

Sensational!

BRAND NEW
SPIN-A-PACK
THE
GREATEST
CIGARETTE
SALES
STIMULATOR
EVER SEEN.

**\$16.50**

Start Greater Profits! Profitable! Write! Wire! Phone! A sure winner that makes money from the very first day. A great Counter Game with Gigantic Reels and Exclusive Features. Separate Compartments, one for each cigarette brand. The Operator, Handmade, wood and chrome. Complete with counter, lighting cabinet and ready for delivery.

GRAND NATIONAL SALES CO.,
2304 Armitage Avenue,
Armitage 4570. CHICAGO.

SALESBOARD OPERATORS**Read****"DEALS"**

A column about new salesboard ideas, deals and personalities.

In the

Wholesale Merchandise

Department

THIS WEEK and EVERY WEEK

PROVEN-ACCEPTED

By the Leading Operators as

The Industry's Most Progressive Salesboard Factory

New Ideas

New Symbols

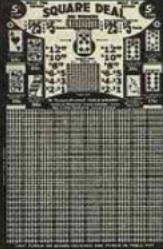
Renewed Confidence

Positive Operators'

Territorial Protection

Exclusive Territories Being Quickly Absorbed.
Act on the Band Wagon of Progress. Write Immediately for Information.

"The Operators' Manufacturer"

CONTAINER MFG. CORP.
1825-33 CHOUTEAU AVE.

2400 HOLE SQUARE DEAL
SEMI-THICK

Takes In \$120.00
Average Payout 75.00

AVERAGE PROFIT 45.41

Try "PICK-A-PACKS"
FOR PROFITS



The New Outstanding Counter Game

ACTION-THRILLS-SUSPENSE

A SURE PENNY GETTER

Wherever Cigarettes Are Sold.

\$2.35 —½ deposit with orderMoney refunded if not satisfactory
\$6.00 to \$12.00 per month per Machine.

AGENTS WANTED.

BAKER NOVELTY CO.

2344-46 LAKE ST., CHICAGO

Look Over These New Low Prices and Save \$\$\$\$

All Recconditioned Ready to Operate 1/3 Cash With Order, Balance C. O. D.

Wurlitzer 1028 Model 20 \$159.00 Wurlitzer 1028 Model 15 (Little Model) \$87.50

Rock-Ola 1028 20 \$154.00 Sally ... Vending Machine \$87.50

Selby 1936 20 \$154.00 Pauline 15 (Like New) \$87.50

Wurlitzer 1028 20 \$154.00 Rock-Ola 1028 20 \$87.50

Rock-Ola 1937 Imperial 20 \$85.00 Exhibit Room 7 Coin \$25.00

Rock-Ola 1937 20 \$85.00 Wurlitzer 1028 20 \$87.50

Rock-Ola 1937 Rhythm King \$45.00 Palmo De Luxe Concourse 16.50

Rock-Ola 1938 20 \$45.00 Wurlitzer 1028 20 \$87.50

Mills 1935 Royal Dance Master \$16.50 Rock-Ola 1028 Boys 25.00

Mills 1935 Royal Dance Master \$16.50 Wurlitzer 1028 Girls 25.00

Lionel 1935 20 \$16.50 Wurlitzer 1028 20 \$87.50

Used Phonograph Records. All Usable. Our Choice, Per Hundred, \$3.00.

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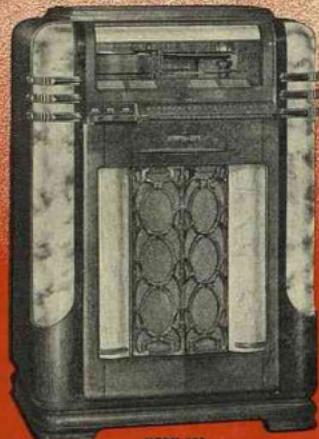
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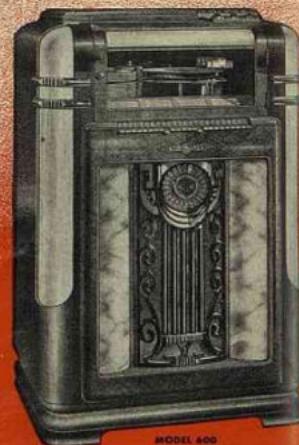


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MODEL 400

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Commercial Automatic
PHONOGRAFS



MODEL 400

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