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The Billboard

The World's Foremost Amusement Weekly

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MUSICAL ROOM
GENERAL LIBRARY
MAY 16 1939



RAY HERBECK
And His "MUSIC
WITH ROMANCE"

Edgewater Beach Hotel,
Chicago
NBC Red & Blue Networks
Exclusive Management:
Frederick Bros. Music Corp.

Maurice Seymour
Chicago

on locations ... on one-niters ... on the air ...

HOTELS

RALPH HITZ

President

HOTEL NEW YORKER

and the
NATIONAL HOTEL MANAGEMENT, Inc.

"The Billboard to my mind, is an excellent publication in its field. It enables hotel men, who are vitally interested in amusement and entertainment, to keep abreast of the trend in public demand for various types of entertainment. Its complete coverage of the entertainment field in America is a fine example of good editorial work."

TOM J. MONTGOMERY

Advertising Manager

THE STEVENS

Chicago, Ill.

"The Billboard has always been my first source of information. It's always given me the inside track on what's what and who's who behind the scenes."

NIGHT CLUBS

WILLIAM R. JOHNSON

Owner

BON-AIR COUNTRY CLUB

Wheeling, Ill.

"The Billboard is of tremendous value to a night club owner, as it keeps one informed of new various acts and bands are going over in different clubs, and also gives one an idea of what certain acts are, especially when not familiar with the names. I believe the criticisms are quite accurate."

BALLROOMS

R. H. PAULEY

Manager

TURNPIKE CASINO

Wincoln, Neb.

"Naturally being a ballroom operator makes me most interested in The Billboard. Items dealing with ballroom operation, review of bands, air briefs and band routings have proved very helpful to me in buying the promotion of name bands."

PARKS

E. E. BERGER

President

FLINT PARK & AMUSEMENT CO.

Flint, Mich.

"When The Billboard comes each week it seems as though everybody in our park, including the management, wants to read it—a sort of habit—all looking for information. I personally have found many helpful leads by turning to it for guidance, etc."

RESORTS

JOHN J. DINEEN

NAMPTON BEACH CASINO

Hampton Beach, N. H.

"I am aware that The Billboard is the recognized leader in this field. We play many name bands at our resort ballrooms, including Jimmy Dorsey, Rudy Vallee, Paul Whiteman, George Olsen, Glen Gray, Tex Lewis and Shep Fields."

COLLEGES

JOHN F. GLICK

MASSACHUSETTS STATE

COLLEGE

"I enjoyed your article very much concerning college dance bands. I have been chairman of the last four big proms."

SPONSORS

FRANK R. BRODSKY

Advertising Manager

ELGIN NATIONAL WATCH CO.

Elgin, Ill.

"Thank you very much for the review of the premiere of Eddie Dowling's Elgin Radio Review. We look forward to seeing additional comments in The Billboard covering this new Elgin series of broadcasts and are pleased to send along our subscription to this weekly."

ADVERTISING AGENCIES

INNES HARRIS

ERWIN WASEY & CO.

420 Lexington Ave.

New York, N. Y.

"Your news service has been improving steadily, but most important is doing something positive and concrete for the radio industry, which you are doing through your current audience surveys."

RADIO STATIONS

HAL NICHOLS

RADIO STATION KFOK

220 E. Ansheim Street

Lang Beach, Calif.

"The Billboard carries all the radio news and of any other magazine or source. It keeps us posted on what's going on in the radio world. It is full of ideas which all radio stations ought to be able to cash in on. It keeps us posted as to the top tunes of the day and what is going on in the music world."

... these men and hundreds* of others who buy the bands, read The Billboard

... that is why orchestra leaders and booking offices get results like this from their advertising

* and we mean hundreds. Letters from hundreds of men in amusement industry, men who actually buy the bands are in The Billboard's files. These letters will be shown to interested parties upon request.

FRENCH GRAFFOLIER

and his

SOCIETY SWING MUSIC

"Wish to advise you of the very favorable results received from the advertisement I ran in the Fall Special issue of The Billboard."



HARRY MOSS

Formerly President, Associated Radio Artists, now in charge of one-nite department for the MUSIC CORPORATION OF AMERICA.

"I thought you would be interested in knowing the results of my inside front cover advertising campaign. The response has been most encouraging and on the recent FATS WALLER tour I can definitely attribute four important sales totaling guarantees of about \$2,000. to this ad."

"We also received several bids for other of our attractions which were, however, decided on location so that we couldn't entertain in the bids."

"Thanking you for your co-operation."



JACK TILSON

and his

ORCHESTRA

"I have received letters from as far away as the St. Catherine's Hotel in the Catalina Islands, directly traceable to my ads in The Billboard."

P. S.—The Billboard has carried and continues to carry advertising of more orchestras and orchestra booking offices than any other trade paper in existence. Name bands, semi-name bands and lesser known orchestras have found that advertising in The Billboard pays.

Rockefellers Want No Foam From Palace Agents' Beach

NEW YORK, May 6.—Now that the Sixth avenue "L" has been torn down, the Rockefellers have no doubt that certain blotches in front of the RKO Building in its lobbies and through out its corridors are the only ones of the old "L" glasses, but the sea-wash of a new hooking beach like the Palace's of the Rockefellers have not agreed to installing the cupboards. Eight agents thus changed their addresses with the Rockefellers. Others will have to follow suit by June 1 or any time thereafter when their present leases expire. It is the existing policy of the Rockefellers to weed out the hookers. "It seems, as no match for the old policy," says one of the agents. "The renting office knows nothing of discrimination. It says, 'Some agents lease here, some do not.' Their agents' offices being kept busy, the agents are under no illusions, that the per-

sonality. It is common knowledge that the old interests don't intend to be the benefactors of a new class. There were some bitter comments uttered when the new policy was invoked. "The Rockefellers are a class case of seduction. They were enticed away from their former habitations in the Strand, Bond Street and the City by the time the Rockefellers couldn't fill the holes in their walls. But now that offices in the Strand are being filled with the (slightly weighted with sand from the avenue's excavations) they are given the brush-off because other tenants are available. Those who vacated have scattered east and south, a few even among the Rockefellers with Fifth avenue addresses. No longer on the RKO directory are Jack Davis, Miss Ingrid, Clifford O. Fisher, Hal Kemp, Mark Leeds, Eddie Sherman, Phil Sessler and Charles Taylor. One who has become a ghost of yore Joe Glazer will follow in a few months.

Possibilities

GLEANN BY MEMBERS OF THE BILLBOARD STAFF

The purpose of this department is to benefit the readers of this paper and others concerned with the exploitation of talent in the major industry fields thru the medium of news of every branch of the show business.

SHOWMEN INTERESTED IN SPECIFIC POSIBILITIES—ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 156-B BROADWAY.

FOR RADIO

LOUIS HORVATH JR.—young and good-looking baritone now at the New York Stage, New York. He has a full, vigorous singing voice that delivers pop tunes nicely and has no trouble playing Ough to do well on the air.

FOR RECORDING

LES PAUL TRIO—instrumentalists and vocalists who pop look for a specialty of their own that shows real promise for waxing. The trio consists of Les Paul, one of the latter electrified. Wired guitar pickings are in the swing groove. The "Les Paul Trio" recordings which highlights the recordings of the quintet of the French Hot Clubs. Other tracks, Jimmy Astor, adds a bary voice that's easy on the ears.

FOR LEGIT MUSICAL

BETTA MILIKAY—songstress in the Continental manner now appearing in Legit and legit one of the latter electrified. She has a good voice and has highly tutored pipes. A refugee, she sings in French, German, Russian, English and other languages. Song material is fashioned for mature audiences. Her specialty is a great shout on a radio variety show.

Ill. License

Best Nayed

CHICAGO, May 6.—The bill aimed to boost the fee of theatrical booking license 500 per cent was withdrawn from the Senate in Springfield, after a conference held with State representatives and W. Frank Walkowak, chief inspector of the private employment agencies here. Original intention of measure was to force charging agents out of business, but Walkowak explained that the change of fees from the present \$50 to \$500, and the raising of larger offices from \$100 to \$500, would ruin legitimate agencies and force many into neighboring States where they would not be affected by license fee regulations. As the same time, Walkowak and his staff prepared and sent to the Illinois House a bill of private employment agencies to alleviate some unnecessary hardships experienced by offices under current regulations. Walkowak explains that the amendments do not affect theatrical booking but deal only with other private employment agencies.

Coughlins Get Marathon Razzoo

PHILADELPHIA, May 6.—Approximately 6,000 Bronx cheers lasting an hour were banished to the Coughlins' Philadelphia, Pa. headquarters by a refusal to carry Coughlin's Sunday talks unless a script were submitted in advance. The razzoo is set to occur Monday when the May Day parade passed the studio on its way to Independence Hall. The pickets at times replied in kind. WDAS has now been picketed for 22 weeks. The Communist Party of Chestnut street, have now been restricted to two daily. Sundays approximately 100 Communist pickets and the crowd went so high as 500.

Thru Sugar's Domino

Speculating in Futures

If up with orchestra hooking comes the new hooking of the stock market more than ever. We have it on good authority that the APN is not entirely satisfied with the present market. It is estimated that in some way and in the near future there will be a big bag of APN will make a lot out of it. It will away more.

The cafes operating at the World's Fair will be hit hard by the food and drink prices due to the level of the public's purchasing power. So because of economic reasons, either by the New York State, both as public proposition and also by the business optimists, will let out a yell whenever instances are uncovered of slight spots at the fair using good rich tactics. Before long there will be a terrific row among theatrical groups against the Broadway which the Theater Authority has been handling its great responsibility of curbing business. The result will be to give the art not personally interested in the comparatively insignificant allice distributed of the FA.

Hotel managers who make slaves of orchestra leaders by their spots are being hit into strict terms from personal management contracts calling for spotlights, commencing in 1939 and before many months pass. Only thing that might be done is to have a severe punishment in the form of revocation of APN license if the hotel men known to be guilty of such practices. Some cases dealt before 1937 let loose its special investigating bureau.

It is in the midst of a World's Fair lid of whir. It is very evident that police and licensing authorities are determined not to do anything that might scare away pleasure-seeking visitors. The night clubs are planning to do anything they're done in years. Look like the times is ripe for a change to three or four shacks loosely clamped on to Fifth Avenue. The Grand Central City's supervising municipal administration will sit down on burly houses for anything except outright refusal to do anything that might be action would be inconceivable considering laissez-faire policy that seems to be acting in the supervising city field.

All of New York—from the bankers down to hoodlums are looking for a way as a medium of street traffic, business in street show, cafe, dancers and the like. The starting development of Broadway during the past week is that the market was just a quiet one, several hot-down weeks in the past. It is certain widely publicized restaurants are being closed down for a few days. Now the scene, who have had time to do a little adjusting in their cranial apparatus and the pickings on Broadway will not take place until at least the middle of June. And some of the things that are being done by the managers in the street are still waiting for the big parade to breeze in from the city.

WINN'S Wherery

NEW YORK, May 6.—WINN has started a new department for making electrical material. George DeFuss will head the department.

More Legit Under

NEW YORK, May 6.—Two more legit companies, bringing the total number en route to five, have been contracted for by the City of New York. The two are New Zealand Theaters, Ltd., representative here, Dorothy Stewart, Pauline Lord and the Keith, sitting on the Monterey May 12, will appear in "The Sign of the Cross" and "My Darling Clementine." Another legit with Cheryl Cole Greenwood and her husband, Martin Brown, and Russell Hillman, Rosalind Clarke and Wilbur Wengert and Atkin and Charis Martin filled out the program for the May 20 to present a report of "Learning to Succeed." They would say no and other plays by the end of the month.

Already touring the Australian circuit are companies in "The Women, The Wolfes Dress and Idiots Delight."

TA Melon Details

NEW YORK, May 6.—In final disposition of the Theater Authority benefit funds Actors' Fund received \$1,500, while the Actors' Equity fund received \$300 each. The total of \$3,300 equalled 32 per cent of the \$10,000 fund. The remaining 68 per cent, an average of \$1,675 a piece are negotiating with the established theatrical charity group members of the Actors' Equity fund of union relief distribution activities.

RAY HERBECK

(This Week's Cover Subject)

FEATURING "Madie With Romance," appearing nightly in the Marine Grand Hotel, Chicago's Edgewater Beach Hotel, Ray Herbeck and his company of 16 people are heard regularly over the radio.

Herbeck, a product of the West Coast, played saxophone with several name leaders before coming to the Marine Grand Hotel. His last engagement was Tokyo Tavern of Lake Tahoe, Calif., where he played during the summer of 1938. He has had engagements in Seattle, San Francisco, Los Angeles and the San Diego fair, where he was heard regularly over the radio.

The Herbeck vocal style of arrangements 6000 caught on at the band started operating in the Hotel Elms, Salt Lake City Hotel Brown Palace, Denver Hotel, Paul, St. Paul, Club Georgetown, Louisville, Wash. D. C., Hotel Elms, Salt Lake City Park, Cleveland, Chaperon Lake Park, Chaperon Lake, O. Trimm and Algonquin hotels, Cleveland, Bill Green's Westmore Park and The Cavallo, Pittsburgh; The Delwood, Buffalo; The Cavallo Hotel, Virginia Beach, Va., and several recording sessions for Brunswick Vocalion in New York. The band then returned to the Elms Hotel, Dayton, O., where it was heard in a recording session for Brunswick Vocalion Hotel and arrangements completed by Frederick Best, Music Corp. He is opening June 18, 1939, at the Elms Hotel, where he will replace his ideas of music. The band is definitely set in a vocal style.

The Herbeck vocal style is extremely favorably in his solo program. He recently signed a new contract with Brunswick for another year's recording. From the Elms Hotel he is destined to remain in the higher brackets.

Coast "Night of Bands" Gets Policy for Refugees

LOS ANGELES, May 6.—Mammoth pitereing jambores were given at the Shrine Auditorium drew over 7,000 ducah tickets. Shindig, billed as A Night of Bands, was staged by the United States Relief Council and International Refugee Committee of New York.

The Coast championship pitereing contest was halted by an impromptu sit-down strike of the 100 couples entered in the contest. Police tried to tear the couples out of the jammer. The crowd jammed around the contestants as the couples entered, and started to get out of the jammer. The floor, but by the time the crowd had started to leave the thing was well off.

Dancing was turned to the music of Art Whitney, Vido Musso, Ken Baker, Guy Lombardo, Phil Harris, Chuck Foster and Buddy Rocco.

Buses in the balcony went for \$100 a each, with plenty of tables being set up. Hand from a sticker crowd. The general public was admitted for \$1 a copy. Reservations were made in the morning, but cash than any event of its kind in the city.

Gondolas Needed in A. C.

ATLANTIC CITY, May 6.—The entertainment industry will be hard hit over the week-end because of the deplorable condition of the streets here. Continual pounding of the waves has caused the streets to be silted to a depth of one to three feet. Damage was especially heavy in the inlet section, a short distance from the beach. The streets which the streets will not be cleared in time for the heavy trade on Saturday and Sunday.

Near-by Ocean City was also affected by the ocean. Little property damage was reported.

NBC Booking Vocalists

NEW YORK, May 6.—National Broadcasting Co.'s Artists' Service now has a list of vocalists working hotel and night clubs. These are: Micaela, Rita, The Queen Mary; Alice Cornett, Number One; Marco Rossini; Zane Brown; Jack Ellington; Ben Frankman; Bartie McElroy; Paradies; Patricia Olinore, the Weitz; Carlotta Dale, Hotel Lincoln.

TG Grand for Gray Gordon

CUMBERLAND, Md., May 6.—In spite of the unusually cold weather and the unusual financial conditions due to the threatened coal strike, Gray Gordon proved a grand attraction last Thursday night at the Elms Hotel, Elms Hotel. With admissions of 40 cents per, Gordon attracted 1,027 dancers, and with parking charges of 10 cents a ticket, the take was \$732.20, which is a record for the season thus far. Gilson has Jimmy Gray, Fred DeWalt, and Will O'Brien as the 1939.

DON CHIESTA, making his first appearance in Milwaukee, succeeded Eddie Smith at Blaine's Palm Garden. Smith returned to his home in Los Angeles May 11 at the Trouador, Hollywood.

Baseball, World's Fair To Cut Use of Talent by N. Y. Stations

NEW YORK, May 6.—New York stations and the network key stations in New York will probably use less talent this summer than in any previous hot spell. At the same time regular talent contracts for the summer season will find it tougher than ever before to get sustaining spots. Altogether the summer is yet to see the situation quite as apparent as program departments try to figure out some means of getting contracted performers on the air. Principal reasons for scarcity of time are getting broadcasts on WABC, WOR and WJZ and commitments stations have made to the New York World's Fair.

About a month ago WOR let out a dozen or so acts which had been under contract to the WOR Artists' Bureau. When the station said its afternoon time was being taken by the new 15-minute afternoon commercials, which the station is strong in, they were moved to whatever morning spots were open and others were spotted at night. This left scarcely any time for some of the acts. WABC had a similar problem, although no talent is believed to have been fired by CBS. CBS still uses a number of acts on programs originated for network use. WMCA, with its deal recently concluded with Joseph P. Kennedy, has about two hours every evening devoted to transcription of serial shows heard on other stations in New York during the day. It

said to be 75 per cent or more sold commercially. This obviously leaves less time for sustaining shows with talent, since time is being given to the fair. However, WMCA is planning to do some sustaining time to build new shows.

While NBC has no baseball commercials, the network is spending a little as possible on sustaining shows. One reason is the out-of-pocket expenditures NBC is making on television programs and experiments. Another is that NBC has spent a great amount of money on musicians and is economizing during the summer. NBC is being hard pressed to give time to its contract singers and is rotating them on several stations.

Musicians Bill NBC For Extra Herth \$\$

NEW YORK, May 6.—Local 302, American Federation of Musicians, this week submitted to National Broadcasting Co.'s Artists' Bureau a bill for \$4,500, this money representing the difference between what Milt Herth earned and what, according to the local, he should have earned on his NBC sustaining programs during a period of approximately one year.

Artists' Bureau had not been paying Herth additional fees which, according to union regulations, are paid to contract artists. Herth, in his relation to his trio, is regarded as such by 802. The question was aired at this week's session of the union's trial board. Herth being called to the mat when it was ascertained that he had not been paid the sufficient tax into the union's fund.

Local 302 is now contemplating an investigation of all artists' bureaus, and it is believed that all contractors' fees be paid.

Mutual Newies

LOS ANGELES, May 6.—Two new stations have been added to the Don Lee-Mutual network, upping the Coast west to a total of 31. Plans were completed last week for the addition by Lewis Allen Weiss, general manager of Don Lee. New stations are KIBB, Chulo, and KVOV, Redding. New outlets join the net on May 10.

Allie Miles at WMCA

NEW YORK, May 6.—Allie Lou Miles has been named to succeed Sam Hines as the Inter-city network. She had Hines' records and Wises on NBC and before that on WABC.

Minor League Baseball Scribes Making It Tough for Radio Men

WILKES-BARRRE, Pa., May 6.—Broadcaster of the baseball games in the Eastern Baseball League and members of the Eastern League Baseball Writers' Association are making it tough and thus far the scribes have been making all this.

At the reorganization meeting of the scribes in Elmira, N. Y., in March the scribes inserted a clause in their constitution whereby it is necessary for the official scorers in the league to give the signs on the plays to anybody else who signs on the press box. Since official scorers throughout the league are members of the association, they are bound by the rule, and at the moment the broadcasters are taking them over the head.

Main reason for the action is that Atlantic Repeating Co., which sponsors the broadcasts in most of the eight league points, has completely wiped out its newspaper advertising budget in most

Space by the Hour

NEW YORK, May 6.—Press agent by the hour is a hot item in the radio space grabber working out a deal on that basis with an accountant. About 60 minutes put in on each effort to get a break.

But the remarkable thing is he gets paid for the 60 minutes put in on each effort to get a break.

No Time Clearance Costs Welles a Job

NEW YORK, May 6.—Owen Welles concludes his series for Campbell Soup June 2, decision not to renew having been made by the sponsor Wednesday. Principal reason is said to be that the advertiser, with time to study on CBS, did not want to have another show on the same night as any of the 4 'W's. The Columbia could not supply the account with another spot. Campbell's didn't want to take the summer evening spot against Chase & Sanborn, which CBS has open and on which Welles sustained Chase & Sanborn.

Welles was said to have been rating \$5,000 weekly on his own and out of his series. CBS is not making any plans to spot him sustaining, figuring he will be sold to another account.

Ward Wheeler is handling the pure account. Advertiser has no immediate radio plans.

Announcer Goes Classy

PHILADELPHIA, May 6.—North West, WCAU, announcer and program director, has resigned to become assistant manager of the Philadelphia Symphony Orchestra. He will be in Philadelphia on Friday May 17, when Harry Marble will take over Welles' chores at the station. West has been announcer for the orchestra's gram from this city. He has been at WCAU since 1929.

Bermuda's Big Lung

HAMILTON, Bermuda, May 6.—Wireless section of the Bermuda Volunteers here will build a radio transmitter capable of transmitting to the United States and most countries of the world. Plans are being made for news broadcasts Monday, Wednesday and Friday evenings with broadcast program likely to be extended if trials are satisfactory. Parts for transmitter will arrive in two months.

Mark Weber Scrums

NEW YORK, May 6.—Mark Weber, co-leader on National Broadcasting Co.'s Carnation Milk program, has quit the show after claiming that WU is producing in Chicago. Weber will return to New York for a few weeks and then sail for Europe.

of the cities and has devoted it to radio. Leo Lewis, who has advertised the broadcast of the games for a few days in the local papers, but this year they haven't even been advertised.

Stations giving re-creation of the games when teams are away are also handicapped somewhat because scores also refuse to give official details to Western Union men in some cities because they claim that WU is not one of the stations. It is reported to have WU furnish play-by-play report, and scribble in some cases the score. WU is not making a report but is having its own man give the score, hence putting them in the news reports.

Charles Winchell, Atlantic and WU representative, has a hob with President Tomo Richardson of the Eastern League to settle the matter. Official scores claim that they are only copies to send report into league statistical bureau.

Anti-ASCAP Pubs Renew Air Drive

LOS ANGELES, May 6.—New blast at American Society of Composers, Authors and Publishers was published here this week, when Kenneth C. Davis, of Davis & Schweger, music publishers, sent a new letter to ASCAP, urging them to battle the so-called "music monopoly."

Music taker on added significance in view of unsettled conditions currently existing in the music industry. ASCAP has been accused of "music monopoly" by the American Society of Composers, Authors and Publishers since its inception in 1910, and many feel the trade is at a low ebb. Davis pointed out that ASCAP income was made before the broadcasters are signed to another long-term agreement covering fees for use of copyrighted music. Opinion of many anti-ASCAP factions is that another ASCAP pact will break the back of existing ASCAP opposition and pave the way for greater financial inroads on the broadcasters.

Davis pointed out that broadcasters are not being paid per cent of sales, plus a "sustaining fee" for copyright tax, in addition to the cost of royalties, which is per cent of sales. In offering an "antidote" Davis stated that radio stations should be independent of any "tax-raising group" by using Dues transcription service in conjunction with NAB's plan.

Only solution to the present perplexing problem, according to broadcasters here, seems to be the per piece plan.

A new solution to the problem was reported opened up when it was claimed that the National Association of Broadcasters is planning to set up a national clearing house for DMS that numerous stations throughout the country had contacted them regarding use of "tax free" recordings and getting out from under the ASCAP levy. New department created may be a "tax-raising group" by using DMS ballyhoo sound tracks, who are reported "going for the platters."

7th Dist. NAB Directors Convene in Cincy

CINCINNATI, May 6.—Seventh district of the National Association of Broadcasters, comprising Ohio and Kentucky, held its annual pre-convention meeting at the Metropolitan Plaza here Thursday, June 4. Sixty radio men from 140 stations in the two States attended the convention.

Mark Ehrhridge, general manager of WTAZ, Louisville, and director of the district, presided over the closing meeting which was given over to discussion of NAB operations, the usual biographic and copyright problems, making of legislative resolutions and reports of the association's recent relations with the American Federation of Labor, Artists and the American Society of Composers, Authors and Publishers. H. Ryan, of the Cincinnati Broadcasters' Association, was elected to succeed Ehrhridge as director of the district.

Nettle Miller, NAB's president; Joe Miller, the association's director of labor relations; Kirby NAB's director of public relations, and John H. Kennedy, of Station WCHS (chairman of NAB's labor relations committee) were among who made the trip here for the meeting.

Following the afternoon session, the convention continued with a social hour for a cocktail party staged by the local broadcasting stations for convention visitors and local newspaper editors and trade-paper editors.

Alton Cook Ailing

NEW YORK, May 6.—Alton Cook, radio editor of The New York World-Telegram, was rushed to the hospital after suffering a heart attack at the Hotel Marlborough on Wednesday night. He has the writer out of a blue sky. Reports have him improving. He's at the hospital.

Jack Potter, former Telegram radio editor, is in hospital, aided by Maxine Cook, his wife. He's a constant. The two are not related.

NBC Blue Hypo Hits First Snag

NEW YORK, May 6.—National Broadcasting Co. has run into its first major attempt to hypo the Blue network when the Doctor Rockwell sustainer goes off the air. The program, which was replaced May 20 by Adventure, Adventure, package show to be produced at a cost of \$100,000 a week, will be replaced by a show, including Richard Byrd, Col. Theodore Roosevelt, Roy Chapman Andrews and other adventures and Commander Felix Biesenberger. They will present between two and four unknown adventures a week, who will be their expenses paid, plus a scroll and button.

In addition to board, talent layout will be Joseph P. Kennedy, who will be a dramatic cast to do some of the adventures.

The program, now on the Blue for some months, has been rather spotty and could not grab off a sponsor. Program's inception came shortly after NBC got up a fancy piece of promotion allegedly "discovering" a network unsuspected.

Ah, Good Old Days!

NEW YORK, May 6.—Greynards at NBO, barking back to about five or six years ago, are saying that with Vance Johnson as president and as a board of directors, the network is back on its feet again. Mason and Wayne Randall headed the blurb department way back in '32, but they were not the same.

Recent reorganization effected at the chain cost Bessie his job. Economy was made in the program department. Mason and Ed Curtin figured as enough major-domos.

Legit Producer Learns

NEW YORK, May 6.—John C. Mayer, legit producer, has learned the hard way that radio production, has apparently had enough. He recently withdrew from the radio business, and has a new partner, Mayer produced Correspondent Unknown on Broadway.

Others in continuing the firm are handles Alfred Kreymborg, Robert Nathan and several others.

TELEVISION REVIEWS

Reviewed Wednesday, 8-9:30 p.m.
EDS1, Style—Variety, using both film and the above mentioned program.
Television Receiver Style TRK 12, with 7½ by 10-inch screen. Station — WZLXBS.

Transmuting regular television acts, RCA-NBC presented a program Wednesday evening, including an especially made-up Helen Warner, who presented Helen Lewis, actress; Richard Rodgers, composer, and Mary Westcott from the *Swing*. Present, Bill Parren, the Three Swiffs, 8 Donald Duck cartoon, Donald's Cousin Dewey, Earle Larimore and Myrtle Clark in an Aaron Hoffman sketch, Lowell Thomas, and a New York Port Authority trailer.

The program was a complete technical success, especially in view of unfavorable reception conditions obtaining in Radio City, with its many steel buildings. It showed, too, that television has a long way to go to solve its programming, production and talent problems. It showed, too, that a 7½ by 10-inch screen makes for poor watching. Altogether there was no semblance of flicker, the 10 minutes resulted in eyestrain.

The punch of the program, was probably the actual pick-up from the New York World's Fair. Bill Parren, regular staff NBC announcer, interviewed five visitors. Three interviews showed where television's most important drawing power will come from. There was tremendous impact seeing and hearing Parren and his interviewees as they spoke. Oddy enough, the strong lights needed by tele cameras did not seem especially troublesome, although they were of enormous power.

The small screen and the difficulty yet to be solved of how to get greater scope from the camera handicapped practically all of the other acts. Except Rodgers, the composer, and Miss Westcott, the camera moved from one to another, and since neither required considerable range the problem was easy to solve. But in handling the visiting troupe and the Three Swiffs the tele camera showed that its directors and producers have far to go. The Swiffs are a strong act in any theater, but in trying to show the three of them working simultaneously the punch of the act was lost. When just two or so of the Wating men were working it was again ok, but when the ensemble was on the screen the camera's weakness was apparent.

Greatest sign that NBC is along on television production came in *The Unexplained*, a playlet by Aaron Hoffman—an antique letter there was one. There was no need for doing the piece, and the nervousness of television in excess. It was badly written, badly staged and badly played by Earle Larimore and Mar-

Reviewed Friday, 8 to 9:30 p.m.
Style—Variety, using both film and the above mentioned program.
Television Receiver Style No. 183, with 8x10-inch screen. Station—WZLXBS.

Ensemble of NBC's regular television programs had Miss Green, Ed Herlihy; Novello Brothers, whistling act; Roy Post and his 10 boys, a new musical play with Josephine Huston and seven girl emcee, each of whom introduced one act. Girls who are being tried out for a permanent spot, were Muriel Plett, Joan Allison, Mary McCormack, Louise Tilson, May Stuart, Evelyn Hill and Sandra Hanson. Warren Wade, Turk Grivity and Eddie Patula shared the direction.

Zechewing actual comment on the performances, none of which were especially noteworthy, this second program solidified opinion that television's present production methods can be compared only to those of a kindergarten play. Obvious things such as moving out of focus and other roughness in performances seem to this reviewer to be unnecessary. Unnecessary because NBC has had time during the year or so, at least, to improve methods. Experimentation on television technically was done in the studios and laboratories, and the same thing should have been done insofar as production is concerned. A purchaser of a \$400 television set is not going to feel any great loss for television when the shows provided are about on a par with not very good amateur stuff.

While all television receivers have screens more or less the same size, the 8-by-10 or 7½-by-10 screens do not make for much comfort when watched for more than very short times. An offhand opinion, then, is that unless the screen sizes are made larger only outstanding programs will attract audiences as anticipated. Radio allows for casual listening, but television does not. An hour or more of poor programs will only backfire against television itself. Dumont receiver model, which sells for \$435, gave good reproduction. Although the screen is a bit larger than the RCA screen on which Wednesday's program was presented, the slightly larger size made least difference. Dumont does not use a mirror as the RCA sets do, and the picture is not nearly so preferable.

But it is still a puzzle to this reviewer that television production methods are so unprofessional. Frankly—

Miss Clark, Miss Lewis made an agreeable error and successfully blended the various parts (two of the show, Lowell Thomas, doing his customary news talk. Indicated (See TELEVISION on opposite page)

Advertisers and Agencies

By PAUL ACKERMAN

NEW YORK:

BOB BREWSTER now producing *Kalifornia* and *Knocking on the Knott* show, with Cal Knecht, Gene & Barbara, Reimann, followed by Thompson's *Dr. Susan*, Charles B. DeMille, supposedly vacationing in New York recently, could not stay away from looking into the studio and took over the *Life and Loves of Dr. Susan*. . . J. Walter Thompson has been busy with the production of other apparatus in the audition room. . . Jim Bealle returns to Hollywood office of J.W.T. after a two-week vacation.

"We the People" goes under sponsorship of Julia Lee Cream, May 23, 1939. . . Tom Lewis, assistant manager of Young & Rubicam's radio department, back from Hollywood, notes that the Screen Guild show is working up for the summer. . . Tom Lewis' 1800 E. Coast property staff, has come out for the fourth time. . . Press room on NBC's *South Seas* is being enlarged. . . Eleanor Phelps, of "Dr. Susan," was invited to make a reception recently held in honor of the Crown Prince and Princess of Denmark. She bowed up with the reception recently held for the Prince and Princess. Probably began and ended with improprieté.

CAL TINNEY will be featured in Warwick & Leger's new June show for Veeva, debuting at 7:30 p.m. with *Wear and KTW*, Philadelphia. Outstanding on this quiz program is that it is understood to have no particular answer—straightly, simple questions. . . Contract setting Paul Munt for the Lux Radio Club, debuting at 7:30 p.m. with *Paul Munt*, was delayed 24 hours because a stray dog bit Mr. Munt. He decided to wait the dog out, which probably is why the pooch bite would have. . . Joe Donahue, producer of the Eddie Cantor show, is back from the Coast. Cantor

troupe of 24 barged into town Friday. . . Ed Barrer, executive of Crown Radio, John Carson, has landed a script show assignment. . . David Gandy, of the Earl Faria office, granted a leave of absence to take over as artist a director-writer-actor at Green Mountains Summit, "Theater" in the Auditorium. . . John Habb, NBC Artist Service talent booker, was recently filled with "useful opening." The opening was an apprenticeship operation. . . Joe Gandy, who was formerly vice-president and radio director of Ruthrauff & Ryan and for the past few years has been at NBC as NBC Artist, Inc. of Hollywood, Calif., has joined Sherman K. Miller, New York, as a radio exec.

CHICAGO:

WENOX LOHR popped into town Wednesday and gave the newspaper boys an earful on NBC's tele plans. Two interesting points were that CHL cannot expect tele broadcasting for a long, long while unless the relay station technique is soon perfected because NBC will not go to the expense of setting up a transmitter here, secondly, bulk of NBC's tele score reports because NBC will call Tom Wallace, of the Russell M. Seeds agency here, is playing the part of the tele relay station. . . Bill Trinch, local trade paper reporter, is reading a movie gossip article and is trying to head off a show. . . Margaret Lynch heard of a radio stint and is trying to get a Smith in New York, made a special stop-off in New York to visit Jay Jones, AFRA's local secretary, and see Gene Byrnes. . . Sprague, Warner & Co., Chicago, has been appointed to handle Thomas for its agency and will make their bow on the air soon from CHI. H. H.

Hollywood and Los Angeles

JAMIE BARNIER back on the Coast. . . Harry Bonick should take a bow for the new job of producing original music for Woodbury Playhouse and Joe Brown's show. . . Thayer Ridgway, who is back in Los Angeles, is on his way after trip to Chicago and New York. . . Matt Brooks and Eddie Davis left for Los Angeles to see what the Southern Republics. Boys wrote sketches for show. . . Hubbell Robinson, supervisor of radio production for Young & Rubicam, in from New York for confab with locals on summer show prospects. . . Don Clay writes for Don Lee proud puppy A-2 pound boy. . . Gene Aubrey set to produce a new program for a solo spot on Texaco Theater.

Johnny Murray signed over to KXN to air his new show, "Johnny Murray Party," on Wednesday, May 10, 1939, at 10:30 p.m. on KXN. . . John Conn, announcer on Silver Theater, has been appointed to the post of Lincoln High here. . . Joe Malone, of KXN continuity staff, announced that he will be leaving for the Galley, of Glendale. Plans call for KXN leaving. . . Betty Jane Rhodes gets new Saturday night starring show over KXN-Don Lee net, but she only needs an odd break to get her show. . . Bill Hovey was cast as *President Black*, KXN transmitter engineer, and will be appearing at the Grigith Park Maternity Home.

From Around

CHANGES at KXEL, Salt Lake City, have been made. . . Don Lee is moving into production department and Ralph W. Hardy transferring from production into continuity department. . . Duksual, announcer, back after a vacation in San Francisco, and Glenn Shaw, chief announcer, has returned from business trip to KNX, Hollywood. . . WCKY, Cincinnati, aired three new programs this week. . . Don Lee is moving with Elmer Baughman, announcing, is dedicated to listeners celebrating birthday of wedding anniversary. . . Interview, conducted by Joe Graham, is an editorial musical comedy. . . News, with Jay Harris and Bev Dean, is a discussion of day's events with interpretative comment.

local broadcasting. Station runs 25 hours, and it is now under the supervision of J. H. Dewitt, Jr., chief WSM engineer. Tom Meador, who has been in charge of program production.

DICK CALSON, who resigned from WELI, has been back again at WELI doing his announcing stint. . . Walter Howard, WELI's chief announcer, has been promoted to a three-act stage. . . Her *Before Breakfast*, destined for NBC, is being produced by the late Ed Wright, program director at WELI, was casting about desperately for a film program when a number of phases of broadcast. He grabbed a dictionary, listed film titles, and had a number of announcements being definitions. . . Idea caught on and will be developed into a series. . . Charles McMillan, has joined staff of WELI, New Orleans, showing a ten hour show, was cast as a co-announcer in attempt to find click spot. . . Jack Bartlett, formerly of WJBO, is new announcer for WBYN, New Orleans. . . KRIG, Inc., Beaumont, Tex., has incorporated with capital stock \$50,000. Its regular programs include a variety of programs and Alfred Jones, all of Beaumont.

"THE HIT OF YOUR HIT PARADE"

CBS Network, Saturdays.

10-10:45 P.M. E.S.T.

Just completed two highly successful weeks in the

PARAMOUNT THEATRE
N. Y. C.

WORLD'S FAIR EMPLOYMENT NO DONAZA FOR BANDS — AS YET

World's Fair Employment No Donanza for Bands — as Yet

Mostly "seeing" rather than "selling" for bookers—amusement zone not half ready—overhead too high to allow for extensive band budgeting

NEW YORK, May 6.—First week's visitors to the World's Fair were undoubtedly impressed not so much by the mechanical wonders of the World of Tomorrow. But if the Philadelphia public is indicative of what awaits the rest of the country, the play little or no part in the new era. In fact, the fair fairly glorifies "canned" music to a degree that would even make the symphony cancel his 10 seasons on the national tour. The Pershing is literally flooded with music from the air that has come "as its point of origin, speakers crowded along" all the walks grind out "canned" music all day long. Mountain Lake and the Sagoo, National Week, have with the phonograph records.

Exhibitors find a semi-speaker center on the overhead that a symphony orchestra, the Firsttone exhibit containing the sound box in a water tower and "seeing" it off "drifting floating" Ford Motor Co. never going for less than a symphony ensemble previous exhibitions, now goes modern with an electrified Novachord orchestra that has Perde Grofe conducting a mass of musicians totaling exactly four in number.

Band bookers make the grounds a haven for the past month have nothing to do. "The dogs" to show for their high-pressure salesmanship. The amusement zone is not half ready, and concessionaires are more interested in completing their buildings than in listening to the soft words of a promoter. Besides, very few of the concessionaires have the capacity that would allow any great expansion. The dogs to show for their high-pressure salesmanship. The amusement zone is not half ready, and concessionaires are more interested in completing their buildings than in listening to the soft words of a promoter. Besides, very few of the concessionaires have the capacity that would allow any great expansion. The dogs to show for their high-pressure salesmanship. The amusement zone is not half ready, and concessionaires are more interested in completing their buildings than in listening to the soft words of a promoter. Besides, very few of the concessionaires have the capacity that would allow any great expansion.

The restaurants spotted thru the fair are keeping their music costs down to a minimum. The dogs to show for their high-pressure salesmanship. The amusement zone is not half ready, and concessionaires are more interested in completing their buildings than in listening to the soft words of a promoter. Besides, very few of the concessionaires have the capacity that would allow any great expansion. The dogs to show for their high-pressure salesmanship. The amusement zone is not half ready, and concessionaires are more interested in completing their buildings than in listening to the soft words of a promoter. Besides, very few of the concessionaires have the capacity that would allow any great expansion.

Stan Zueker Vacationing

CHICAGO, May 6.—Stan Zueker, who recently left CRA to join MCA, left for a Bermuda vacation today before tackling the new job in New York. He adds the hiatus will be gone a week and will be stationed permanently in the Big City upon their return.

The Mountain Comes To Mohammed Kay

LAWRENCE, Kan., May 6.—With the local ingredients of the modern method of higher education, the University of Kansas settled a seemingly impossible situation, possibly and nearly this week. School wanted Kay Kyser for a prom date in May, but he has him in New York. He adds the notified that the maestro could not possibly accept due to earlier commitments. He instead of being upset about it, the dance committee merely created a special dance this month on a date that is convenient for Kay, which happens to be May 16. Now the school will pay for the big band and the professor but an extra shindig to boot.

A Cake Would Be Nice, Too

NEW YORK, May 6.—Louis Armstrong makes his contribution to the festivities which will naturally surround Crosby's birthday celebration next month with a special private recording of the perennial *Hi-By Birthday* by Victor.

Bachman used the disc exclusively for Bing, and he intends to cut similar for the song stars. He has the usual anniversaries of other stars with whom he has appeared in pictures, including Max West, Jack Benny and Dick Powell.

Funk and Hill Cool in \$555 for Double Dates

AKRON, May 6.—Unusually cool weather held down the drawing at Levitt's Summit Beach Park Ballroom last Saturday and Monday for Larry Funk and Tony Hill, band-starring attractions on those respective nights. Funk, making his first appearance in western Ohio in several years, accounted for only 200 dancers at 60 cents a head to make a meager \$200 gate. Funk added Betty Harris for the song stars. He has the usual anniversaries of other stars with whom he has appeared in pictures, including Max West, Jack Benny and Dick Powell.

Writers Take Over Mechanical Rights in Pub Contract Fight

NEW YORK, May 8.—Hoping to use the move as a wedge to negotiate a better standard contract form with the publishers, the songwriting membership of Song Writers' Protective Association (S.W.P.A.) will take over all mechanical rights on its songs, including recording, transcription, synchronization and television. This assignment is being given to the writers of the mechanical rights applies, however, only to those compositions published after the first of January, 1939.

According to Walter G. Douglas, chairman of the Music Publishers' Protective Association, the assignment, which takes away the rights previously held by the members of his organization, will be used mainly to get the writers and publishers on a standard royalty contract form. John Shulman, counsel for S.W.P.A., has already been in touch with him, Douglas said, suggesting that committees be formed for each party to get together to meet on negotiations for a new standard agreement. No date has been set for the meeting.

Mechanical rights now cost writers 30 per cent from some music publishers, other firms set parties only 25 per cent, a holdover from the standard royalty contracts that were in effect before copyright and other advances. Assignment of the recording fee, rights to foreign copyrights and other advances. Assignment of the recording fee, rights to foreign copyrights and other advances. Assignment of the recording fee, rights to foreign copyrights and other advances.

Weber Eases AFM Ban as Grofe Prems Novachord Ork at Fair

NEW YORK, May 6.—Having marked it down in the same category as "canned" music as a serious threat to an employer's profits, the AFM has now eased its ban on the use of Weber, AFM peasy, eased up on an earlier prohibition of musicians. Since the ban was lifted, Weber handed down his new ruling, conditioning the use of the instruments of the AFM before Perde Grofe introduced the Novachord's first use in ensemble before World's Fair and the Ford electric organ in addition to the original ban. Weber however, AFM peasy, eased up on an earlier prohibition of musicians. Since the ban was lifted, Weber handed down his new ruling, conditioning the use of the instruments of the AFM before Perde Grofe introduced the Novachord's first use in ensemble before World's Fair and the Ford electric organ in addition to the original ban. Weber however, AFM peasy, eased up on an earlier prohibition of musicians. Since the ban was lifted, Weber handed down his new ruling, conditioning the use of the instruments of the AFM before Perde Grofe introduced the Novachord's first use in ensemble before World's Fair and the Ford electric organ in addition to the original ban.

Taproom Terpsies Draw Union Fire

BROOKLYN, May 6.—Dancing in beer parlors and taprooms club dances drew the fire of delegates to the Northwest Conference of Musicians, held here this week.

He heated was the discussion over the question of electric dancing and beer that a resolution favoring it was finally tabled and a committee appointed to make a complete survey of conditions in the Northwest before any action is taken. Committee is headed by A. J. Allen, secretary of the Northwest Conference of local unions in Washington, Oregon, Idaho and Montana.

It was decided to take up the matter of non-union Taproom club dances with the Townsend headquarters in New York at the first annual regional convention.

E. Crosby New CRA Coast Rep

NEW YORK, May 6.—Everett N. Crosby, brother of Bing Crosby and personal manager for the movie star, picked for a year with the customary options to represent Consolidated Radio Artists in Hollywood and environs. Negotiations were directed by Charlie Green, CRA peasy, two weeks ago, and Crosby's representation starts as of May 1. During the past 12 months, Lou Irwin, artists' representative, was acting for CRA in the movie colony.

Lon Irwin tie severed — strong Hollywood "in" for agency — year pact

Crosby will handle radio, theater, radio, etc. contracts for CRA and his appointment marks a new activity for his office, which had been confined primarily to Bing Crosby's professional and business interests. Deal with CRA has been worked out on a percentage arrangement depending on the amount of bill brought in from that Coast center.

Music in the Air

Local View of Grand Bands on Tour

By DANIEL RICHMAN

Three-Bagger

BOR CROSBY (Blackhawk Restaurant, Rock Creek, W.O.F.) comes thru with another novel idea for a dance remote as he makes up to his enraptured caddy camera contest in music. This time he's taking baseball as a theme and trotting out some of the most original questions ever and different. But it's only a three-base hit instead of the home run it should be since he's going to let him some attention.

Using the conventional four brass, three saxen and three rhythm pieces, Hart has fashioned a smooth aggression that sets well with the pro liner and the youthful coolness neatly parbed, can't be accused of copying anybody's style. They run the gamut from the saucy "Stuf to the loerd swing, all the time maintaining a highly danceable rhythm for the lerpens and enough rock to give the lerpens a taste of those who came merely to dine, sip and listen.

Local, tall and handsome redhead, does a swell job of peddling the vocals. In addition to welding an energetic and straight and comedy warbling. Other vocalists are Charles Timmons, Don Mandel and Sonny Riederer.

Joe Hart

(Reviewed at *Joe Hart, Carole Tower, Gladwin's*)

LITTLE JOE HART, after nine years of touring with the Joe Hart Orchestra, started out in Tankton, S. C., some time and a half year ago as a soloist. He is now touring with the band under his own moniker. And the combo that Little Joe has brought out on the West is going to get him some attention.

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Duke Ellington

(Reviewed at *K. B. Hall, Copenhagen*)

KNOWN in Europe as the "one and only," Ellington scored a terrific success in concert at the K. B. Hall, the Copenhagen Royal Concert Hall, to capacity, crowding 8,000 listeners, which is quite a lot for such a small town. The concert was arranged by music publisher Wilhelm Hansen, who has arranged a complete distribution and publisher *Beckings Ridenad*, Denmark's largest daily newspaper.

Ellington's program included *St. Louis Toodle-oo*, Ellington played *Let's Sing Go Out of My Heart*, with Lawrence Brown on the trumpet and a solo on his slip bond; the inevitable *Black and Tan Fantasy*, *Scholes of Harlem*, *Mercury Roused*, *Stompin' at the Star Dust* among others. Duke's best known composition, *Mood Indigo*, and the soloist *John Harlan* (trumpet) and Barney (Bigard, clarinet) drew special applause.

Rockin' in Rhythm really did rock. *Trumpet in Spades* was spotted by Rex Brown and his solo on the trumpet and playing for the gallery; the same applies for *Pyramid*, where Curran went over the top with a *Pyramid* in *O Sharp Minor* concluded a swell evening which will be remembered for a long time. Ellington's solo on the trumpet unfortunately fell and did not participate in the concert.

Ellington was enthusiastic about Duke that they would have torn him to pieces that they would not see gigantic policemen been in the room. Localities will not be able to imagine what this means if you know the rather unimpressive of the two world countries.

Ellington had similar success in Paris and is proceeding to Stockholm, Copenhagen and London.

Ace Brigode

(Reviewed at *Merry Garden Ballroom*)

WHEN you've been in the band business since 1917 there's bound to be a couple of things learned about the music—how to play and how to be included among those finding out what it's all about. Maestro has a good standing in the public eye with young lads who are enthusiastic about the whole thing and show it in their tootling.

Three sax, three brass and four rhythm take care of things here, and the band is playing a variety of styles, including melodic rhythm which is entirely danceable. The music is perfectly commercial and it pays off as such. Ruth Rust and Buddy Curran handle vocals. Former is an attractive blonde

with a easy voice and compelling delivery. Curran is a young chap who is making a name for himself and to put him over. Keep too much pressure on his pipes and he'll make his work overdone. The band's double work out on the novelty stuff to advantage, and they're playing a variety of styles with a bright personality and an excellent ball.

Isiah Jones

(Reviewed at *Rede's Casino, Asbury Park, N. J.*)

AN EXCELLENT musician, composer and yet in the org. game, Jones has assembled compositions of outstanding individual musicians to appear at the shore in many a moon. However, he himself does little to promote or put over his band. His nonchalant way of swinging the baton does not display the showmanship one naturally expects from an outfit led by the great Jones. When first-row musicians get up to sing Jones occupies the chair.

The unit features Eddie Stone, Rip Crowley and Joe Martin as vocalists. Jones occupies the chair. The band showed exceptional ability as a singer. Stone takes over front man's duties frequently and does a swell job as well. Very little, if any, pick-up is noticed when the band leader-composer returns to the chair.

Using five brass, four sax, three rhythm and three siddies, Jones succeeds in producing outstanding dance music. McRay and Crowley are sax standouts, with "Tuxedo" Alcott a fiddle feature. Music outstanding, but band needs bit of showmanship shot in the arm.

Ted Weems

(Reviewed at *Gold Coast Room, Drake Hotel, Chicago*)

TED is now rated an oddtimer in the same old class. He started 10 years ago in Philadelphia and never wandered away from his original sound. His music has proved to outlive varied band crazes.

Weems is an lyrical and very danceable. Instrumentation includes four rhythm, three brass and three reeds. The band is playing a variety of styles and are good musicians both individually and collectively.

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Ange Lombardi

(Reviewed at *Club DeLuxe, Buffalo*)

ANGLINO name back from Andre Ponzelli Ange Lombardi, band dispenser happy, cheery, never belovous music, yet can get hot in the shop. He's playing a variety of styles and are good musicians both individually and collectively.

These King are the featured troupers.

Larry Kent

(Reviewed at *Elmore Bowl, Los Angeles*)

IT ONG a well-known name around town in the middle bracket shop. Larry has a lot to offer in the shop. He's playing a variety of styles and are good musicians both individually and collectively.

These King are the featured troupers.

Advance Dates

Henry Dimes: Toitem Ball Room, Boston, May 11-12-13; Lyric Theater, Indianapolis, June 16 week.

George Hall: Fox Theater, Brooklyn, May 10 week; Hippodrome Theater, Baltimore, May 19 week.

Clay McCoy: Orpheum Theater, Madison, Wis., May 10 week; Lyric Theater, Indianapolis, May 26 week.

Harold Jones: State College, Indiana, May 11-12-13.

Charlie Barnes: Schenley (N. Y.) Union College, May 12; Manhattan Center, New York, May 18; Savoy Ballroom, New York, May 18; Famous Door, New York, May 18; West Side Park, Jersey City, May 19; Woodbury Theater, Va., College, June 9.

Jack Wardlaw: Tidewater Memorial Hospital, Audubon, Norfolk, Va., May 12; North Carolina State College, Raleigh, N. C., May 13; Community Theater, Norfolk, Va., May 13; Rede's Casino, Asbury Park, N. J., May 27; Strawberry Festival, Wallace, N. C., June 10.

Will Osborne: Crystal Park Ballroom, Cumberland, Md., May 18; University of North Carolina, Chapel Hill, N. C., June 10; University of North Carolina, Chapel Hill, N. C., June 10; University of North Carolina, Chapel Hill, N. C., June 10.

John Jones: Coliseum, Parkersburg, W. Va., May 22; Trison Ballroom, Cleveland, May 21; Glen Park Ballroom, Williamsport, Pa., May 22; Colton Ballroom, May 22; University of Vermont, U. S. May 22; City Hall (Mea), Baltimore, May 29; Fountain Park, Louisville, June 1.

Carl Schreiber: Edgewater Beach Hotel, Chicago, May 22; Stevens Hotel, Chicago, June 15.

Erskine Hawkins: Southern tour 1959. Starting in Birmingham, Ala., May 30; Mariner Ballroom, Gary, Ind., June 18; Grand Hotel, Ft. Lauderdale, Fla., June 19; Casino Ballroom, St. Louis, June 19.

Belle Cannon: Palms Royale, South Beach, Fla., May 26.

Freddie Fator: Palmme House, Chicago, May 27; Riverside Ballroom, Green Bay, Wis., May 30; Recreational Building, Virginia, Minn., June 1; Baker Park, Rapid City, S. D., June 10-17.

Horton Hild: Rede's Casino, Asbury Park, N. J., May 20.

Claude Hopkins: University of North Carolina, Chapel Hill, N. C., June 1.

Paul Martin: American Legion, Antioch, Ill., June 1; American Legion, Berkeley, Calif., June 3.

What, No Music?

THE program is definitely far, for those taking part in the ball-tossers at the Blackhawk and those dialers who go for quiz shows, especially when undertaken by somebody who is a specialist in that field, such as a name band in this case. But Crosby forgets almost completely about the music. He's a professional and with the expectation of good business, he's playing the music and the well using the Bob Cole are particularly the whole time is taken up with the music. He's a professional and with the expectation of good business, he's playing the music and the well using the Bob Cole are particularly the whole time is taken up with the music.

But Crosby deserves plenty of credit for the way he's playing the music and the well using the Bob Cole are particularly the whole time is taken up with the music.

Still No Music

SUFFERING from the same thing, about not intentionally, is the remote of TED BLACK (Donahue, Mountain View, N. J. W.F.R.). Black doesn't go far any trick idea, but he's playing the music and the well using the Bob Cole are particularly the whole time is taken up with the music.

Time selection wasn't bad, and likewise programming—At a *Little Hot Dog* in the middle of the program, Black offered nice contrast—but Black's "Whispering Music" has a long way to go before it can be considered a successful remote.

Choice of Brass
NEEDER ELLIS (Hotel Nederland Plaza, Cincinnati, W.F.R.) was a distinct improvement in the dance process there was absolutely no reason why his remote shouldn't have many times more than it is. It's playing the music and the well using the Bob Cole are particularly the whole time is taken up with the music.

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JOHNNY KUKER opened the Homer (Wash.) dance hall today (S). The spot, booking a 34 by 97 room, is managed by Anthony Bates.

pleasing voice that blends nicely with the subdued rhythm of the band. Entirely well made, very good appearance. Rent for the night. Personality especially to put a band across and does a very good job in front. Boy in the band. They're playing a variety of styles and are good musicians both individually and collectively.

These King are the featured troupers.

The Champagne Music of LAWRENCE WELK ON TOUR

Paramount Pictures Shows.
Exclusive Management
FREDERICK BROD. MUSIC CORP.
New York — Cleveland — Kansas City

RAY HERBECK

and his
MUSIC WITH ROMANCE
EDGEWATER BEACH HOTEL
Chicago
Exclusive Management
FREDERICK BROD. MUSIC CORP.
New York — Cleveland — Kansas City

HERBIE and his HOLMES ORCHESTRA

GLEN ECHO PARK
Washington, D. C.
Exclusive Management
FREDERICK BROD. MUSIC CORP.
New York — Cleveland — Kansas City

"SONGS FOR ALEX" by EDDIE PAUL

AND HIS ORCHESTRA
ARAGON WHK
BALLROOM (Mutual)
Chicago
Exclusive Management
FREDERICK BROD. MUSIC CORP.
New York — Cleveland — Kansas City

Sid Mills Repping Banda

NEW YORK, May 8.—Sid Mills is expanding his orchestra management activities to take in additional band properties under his wing. Already guiding the destinies of Bobby Hackett, who opens May 25 for four weeks at State Boulevard Ballroom, Boston, the act he is swinging, opening next Thursday (18) for eight weeks at the Trocadero, Hollywood, and Walter Porecki, starting this week at Show Bar, Forest Hills. In L. Mills has passed personal management to Vic Hunter, Sleepy Hall and Billy Moore's Trio, latter 8 appearing throughout the season at the Teah Man night in Harlem. In addition he has Hal and Honey Abbott temporarily under his wing. Mills is son of Irving Mills, of Mills Artists.

Hey Hey

Your Cares Away
With

MIKE RILEY

Co-Author of the
World's Most Fa-
mous Song
"Musk-Corn-Bound
and Round"

MIKE RILEY

Featuring
Arrie Dann
Sam DeBono
Geig Jackson
OPENING MAY 11 AT THE
LOEW'S STATE THEATRE, N. Y.

Consolidated Radio Artists,
Personal Director
ARTIE BARR.

Chosen for 2 engagements at Coney Island Park and 2 at the Shrine here Aug. 24, August 30 thru September 9.

Gotham Cab
BILL MORRIS, who heads the William Morris agency, is personally sponsoring DUKE ELLINGTON in a concert at the Waldorf Astor Hotel, New York, date to be set for either June 8 or 11. KING'S JETTISON scam from the CRAI TACKER's fold, with first date for the new office at the Blue-Carillon Hotel, Atlantic City, starting June 30 for four weeks. IRVING MILLER (Artist) is back from Europe. . . . with Joe Helbeck, the original owner of the Onyx Club, opening his own Onyx Club on 82d street on site of the old 18 Club, the original Onyx Club is bringing back MAXINE FULLER, who got her start here, with a late May opening date. . . . Helbeck will offer swing dancers the FIVE SPIRITS OF RHYTHM, which calls to mind that Carl Kress, current operator of the Onyx, was kicked \$750 by the musicians' union this week for allegedly underscaling the Five Spirits. JOHNNY (CRAI) GREENHUT off to Europe within the next fortnight to clinch a couple of sales on the Continent. . . . MCA is apparently going to branch out to branch out in Boston and Montreal. . . . MATTY MALMACK leaves the Decca work for an ABC label. JETTER-PILLARS, sops sinuata from St. Louis, is the newest addition to the R-OAC fold. CHARLIE (CRAI) GREEN is on the sack list. . . . What's the noise about a former employee bringing suit against the Victor factory to restrain several of their bands from recording? . . . JOE MARASIA previews his newly enlarged band for a single performance next Sunday (14) at Metro-politan Theater, Brooklyn, while he BRUCE with a new combo, opening this week at Joyland Casino. . . . MADELINE CIEVALLARD, out of Charles Gaylord's

West Coast

By M. H. ORDENKER

gang, is his new song writer. . . . Cavalier Hotel, Virginia Beach, Va., gets BENNY MEYER May 27 week. HENRY BUSSE for the following seven days and HAL KEMP for the June 17 week. . . . MCA, New York, has signs on NANN WYNN to warble the distillate with his band. . . . CECIL KILLPATRICK admits to being the leader of the singing chorus, goes into Cave Tangi, Pontchartrone, La., for a month. . . . LEO HORTON, KODAKS, Saturday (13) at Baker Hotel, Dallas. . . . Thursday (11) brings ABE LYMAN into Beverly Hills Country Club, New York, N.Y.

Westward Way

THERE will be titlers among the hep terriers next Sunday (14) at Valley Dale Ballroom, Columbus, O. . . . The dance is owned by Jimmy Peppel, personal manager for Benny Kaye, and the band will be led by the house Kay Krue. . . . HENRY KING returns to Fairmont Hotel, San Francisco, on the 2nd. . . . Muehlebach Hotel, Saratoga City, Mo., gets PAUL PENDARVIS this week for a fortnight, with ART KASSEL following in the 10th. . . . SOUTHERN GENTLEMAN into New River View Ballroom, Los Angeles, for the May 26 week, with BILLY BARK on the job for two weeks. . . . JACK McLEAN, current draw in Westwood, Calif., moves over to Bill Green's on the 20th. . . . ELMERY DEUTSCH opens Monday (14) at Chase Hotel, San Francisco, starting the same date, JAY MILLS set by Gus Edwards for an indefinite run at Hotel Pines, Los Angeles, with HENRY BUSSE takes in Westwood Park, Detroit, the June 23 week and goes to the other end of the line at Westwood Gardens on the following week. . . . Bismarck (N. D.) Junior Association of Commerce buys LOU WELLS, five days, starting May 23. DON PEDRO will be the wind-up band at Pore Marquette, Peoria, Ill., hotel, closing the room for the summer in June. . . . WE TWO, cocktail combo, stroll into Park Plaza Hotel, St. Louis, Saturday (18) for a five-week stretch. . . . RUDY BUNDY takes in a month, starting the 27th, at Peony Park, Omaha. . . . CARL RAVAZZA gets 12 weeks, starting June 18, at Rio Del Mar, Apollon, Calif.

Eastern Strands

CHANGE in band parade at Fitz-Carion Hotel, Boston, has Woody Herman following on May 1 for only two weeks. . . . With Benny Goodman returning on the 18th for a smaller stretch; Hal Kemp taking over for three weeks and Herman taking in a return fortnight before ART SHAW comes in for the season's wind-up on the 27th. . . . JOHN PHILIP SOUSA is making his first stand at the New Kenmore Hotel, Albany, N. Y., for two weeks. . . . TWINS take in these two weeks at Ben Franklin Hotel, Philadelphia, follow with seven days at William Penn Hotel, Pittsburgh, and then summer at Leon Shore's Roadside Rest, Ocean Side, L. I., N. Y. . . . Who is planning on playing the "rust" bands for the week-ends. . . . JACK DRUMMOND back at Half Way House, Lake George, N. Y., for a number. . . . BILLY YATES follows Al Freeman into John Magagnoli's Show Boat, Philadelphia, Friday (12). . . . AND HORTON and his gal gang bow out of Lombard's night club, Bridgeport, Conn., to fortnight at the Red Robin, Gowanda, N. Y. . . . Bridgeport stand is taken over by ROLAND YOUNG. . . . Mantolou Beach Pavilion, west of Rochester, N. Y., opens this week with HARRY HARRIS, HALEY WARREN for the next week and JUNIOR BRUCE on the follow.



EVERYTHING NEW
BUT THE
RHAPSODY IN RELIEF
Press Praise
For "P. W."
PARAMOUNT—NEWARK
"The original KING or JAZZ swing into a groove which is developed to place him from 18 to 80. From sweet to swing, bit to bit, and from a young swinging ensemble group and the maestro himself effected dancing and singing effectiveness and highly pleasing results."
Sylvia Smith, Newark Ledger,
April 23rd, 1939

PAUL WHITEMAN

and his
ALL-AMERICAN BAND
TUNE IN THE
CHESTERFIELD SHOW
CBS Coast-to-Coast
Wednesdays, 8:30 P.M. E.S.T.
Booked EXCLUSIVELY BY
ARTISTS MANAGEMENT, INC.
17 East 45th St. New York
Midway May 2-1939.

EDDIE DeLANGE

AND HIS ORCHESTRA
PARK LANE HOTEL
May 12
Booked Exclusively By
WILLIAM MORRIS AGENT, INC.

continuation of traveling band policy depends on the first three weeks' big bookings handled by Kenneth J. Lichtenberg reps for Continental Orchestra Corp. 13 this territory. . . . MIKE RILEY summers at Tolson Lodge, Avenel Park, N. Y. from June 23 thru September 8. . . . PETRI DEAN is the initiator May 26, remaining until Riley returns. . . . CHARLES GREEN sets for a return trip July 8 thru the 28th, at New Penn Club, Pittsburgh. . . . MCA adds Olympic Park, Irvington, N. J., to the books, initiator being BENNY MEYER, who leaves off next month for 8 weeks of four weeks.

Notes Off the Cuff
HAROLD BAER, who has been booking acts as William Morris' Chicago office, moves his portfolio over to the local hand depot, called dome BILL ENYDER. RALPH ROGERS is the new musical combo at Broadway Lounge of Hotel Astor, New York. . . . CHARLES VAGABOND and his new "Tone Control" ark, featuring a couple of electric organs, home May 18 at the Ball-Boll Club, Chicago, with a WIND WYBE and CBS hook-up. . . . BOB HANNON, Chicago singer, home May 18 at the Ball-Boll Club, Chicago, with a new indie band. . . . ART BERRY, with already eight months behind him at the Red Robin, Indianapolis, has been extended thru the summer into the next season 1. . . . and as we send our cuts to the clerks.

EAST SOUTH

The Dark Angel of the Violin
AND HIS ORCHESTRA
OPENING MAY 11
JOE GLASER
INC.
RKO Bldg., Radio City, New York.
Circle 7-0862
EXCLUSIVE MANAGEMENT

HOLLYWOOD, CALIF.

Iridium Room, St. Regis Hotel, New York

The new edition of this room's successful show opened last week and looks as tho it is better than the first. There are only five performers in the entertainment, but their work is so fast and so smartly presented that the show takes on a satisfying quality that is really surprising.

Dorothy Lewis, a charming eye-filling girl in lovely costume, is featured and opens with a waltz tune number that is piquant and returns for a keening, acrobatic number that incorporates rumba, tap and other fancy steps. She is really amusing, combining her stunts with graceful dances with ease and continuous personality display.

Margaret and Mary Simpson do fine work on the ice too. They are a nice looking young team, doing spins, leaps, flips and all kinds of stunts in unison. Mary works with Sam Jarvis in an Ecstasy and beds number, Jarvis working behind a Mr. Ecstasy mask and outfit all the time. There is a light number, giving the show what little comedy it has.

Erie Retter, young and athletic, is spotted for a fast specialty in which he spins with great rapidity, adding big leaps and other interesting variations to his stunt skating. All five get together for the finale which, too, heralds success of showmanship. In fact, the entire show is a triumph of ahead reasoning, for which Gustave Lussel gets credit.

Charles Baum (young pianist) leads the band for the show accompaniment and the dancing and does a solid, good job. The accompaniment is without

fault and the dance music is that smooth, ultra groove so important in luxury class hotel spots. The triple vocal section, muted horns and generally subdued effects make the band just right for this elegant spot, where dinner is laid and champagne is so common as coffee at the automaton.

Jules Lande and Ensemble plays for the cocktail hour in the pavilion. The hotel's roof garden opened May 4 with Mark Parker, Billy Daniels, six girls, Harold Richards and Joseph Hines band, Barbara Semple is directing publicity for the hotel. Paul Denta.

Grand Terrace Cafe, Chicago

Ed Fox revived the harmo policy in his black-and-tap spot on the South Side, bringing in Buck and Dubbles and George Dewey Washington to augment an already certain all-colored show. With Earl Hines back on the band stand for solid dancemanship and a go-cover and no-minimum skill in effect, business here should take a definite turn for the better.

Band goes heavy on swing but is also capable on the slow numbers sandwiched into dance sets. "The" Hines is a dynamic personality and has several numbers scoring on their own, particularly trumpeter Water Fuller and sax man Leroy Harris, who double with pleasing tenor voices.

Production is essentially the same covered during Fletcher Henderson's term. The 12 line girls work with customary

spirit and frame the bills with snappy costumed, lively interpreted tap and piano numbers.

Special changes include Jean Starr, sweet and hot warbler and manipulator of a torrid trumpet, who packs a good punch in her act, and Dorothy Adams, shapely little soubrette.

George Dewey Washington is not the same as he was at his last visit, still retaining some attraction in delivery and voice, he lost much of the impressive aura attributed to his work. He will be disappointing to those who remember him in his prime. Stayed on for two numbers and caught in a Lonely Trail and Sing, CHITLUS, SING.

Buck and Dubbles were great when the theater act is not at its best in night spot environments. Their personalities, however, are capable of combining any audience handicap and once they capture attention they hold it to the very end. Fox covers the boys do a dusty set of old-time songs that are still popular.

Holdovers include Dusty Fletcher, comedian who still spots shows; the Rhythm Palm, male tap duo, and Louie McCarrroll and Ted Smith, romantic singers. Leonard Reed is the producer.

Sam Rosinger.

Plaza Cafe, Pittsburgh

In its first Pittsburgh night spot books at the Plaza are different and tickle. In at Pittsburgh show Captain Black's Animal Circus kept a well-patronized house since for.

Which may be a key to Eddie Heer maintaining a steady trade despite coach bumps and Terry waters—tries to make the customers want more.

Two bars, one at each extreme of his large basement room, keep the drinkers returning to mount on rail. More than a dozen girls, adequately certain treatment make patrons, who supply a healthy portion of the receipts. The show is just about long enough to be this side of saturation point. Head water Brownie, who's been with Heer and his wife (Freda) since professional, various club ventures the past 10 years, always remembers to invite guests back when they're ready to leave.

Mike Peyton's house band, here for more than a year, encourages request tunes and new items, led by Jack McHenry, books special parties.

Bill opens with dancer Betty Hurst, who contributed a Pittsburgh Hawaiian hula. First of two novelties is Chiquita and her marionettes, whose top stunt is a puppet drunk in very tempo. Then Lyn and Mason, boy-girl team, who present the usual white and ecgiao turns with eye-pleasing grace. Dewey Moon, singing Negro doorman, pops up with emotional melodies, and Mike Hurst adds teasing vocal number.

Black's animals add gaiety to the scene as soon as they enter, due particularly to antics of a playful ape whose miming combines the manners of man and beast, with effects not always altogether complimentary to the human. With an assistant, Black first runs monkey, dog and baby chimpanzee tricks that, also hand warming, seem like build-ups for the Tarzan King. Ape rides a bike, roller skates, smokes cigarette, eats, dances, and cuts up in general, enough to be not only a novelty but also a rather charming and original training and a choice piece of showmanship.

College set is gently discouraged by attaching, cover tariff that is lifted for regular patrons. Peyton's music, a feature now, is dancemanship that seems to please the taste of most of the adults who want to cut up on their night out.

Milton Karle is p. a. Morton Frank.

Montgomery's Hotel, Buffalo

When some of Buffalo's upper middle-class folk seek red hot tap dignified entertainment a dimly lighted, throbbing atmosphere of sleekness and a half-bitch, this is where the path leads. A good buy for the money.

The management is colorful and enter-tainers are all colored, and they practically perspire in effort to please. An accredited, it is "the" show. A five-girl line, all lithe, attractive and sparsely clad, prowl. Alena, the top girl, is well trained. Big knees is a natural at tap dancing and

rhythm numbers and got a nice hand. George Hines, featured tenor, has a very sweet, high voice and covers an average what with Morton Downey's style. His It's So Nice Seeing You Again went over terrific. The Wood Sisters are only fair on harmony singing, but prove to be soothing with a solo. Action down on the floor is lost to patrons in the far-away corner. A dancing girl, who is doing a hot act, goes a semi-strip, with the chorus filling in the lulls.

Most of the show are undoubtedly the two average comedians, Eddie Cole and "Jelly Bean" Johnson. They are a hard-core summer in the encore was a March of Time burlesque that had some very clever lines, but barely. However, the show is a success.

The finale was a colorful portrayal of the evolution of the dance, and the primitive arrangements for costume changes, it was well received.

Jimmy White is the percussive craze, Leroy Smith is the proprietor, and Al Cook, headliner.

Al Williams and band dish out the rozz rhythm in true Harlem fashion. Local Amateur club opened the Gaiety consists of Charles Lee, Paul Johnson, Johnny Harris, Marjorie Gill, Art Simms and a quartet. The accompaniment for the show was okay, too.

Harold J. Warner.

Trianon Room, Newbasard Hotel, New York

Rosealen and Berille, ballroom team, ended a five-month run and Dick Caspare, local Amateur club, opened the Gaiety Tuesday (May 2) when the room closed for the summer's duration, giving way to the hotel's Ambassador Gardens which opened the next day.

Ramon Ramon and what's left Latin local Amateur club opened the Gaiety on Wednesday night.

Rosealen and Berille ended their long run with floor show after several ballroom teams came down to watch them close on closing night. Ramon Ramon and what's left Latin local Amateur club and Induced McCarroll and Donna and Tony and Irene DeMarco to do a few numbers, being doing a number with his blind partner himself. The DeMarco's few impromptu numbers were particularly enjoyable.

Using almost their entire repertoire, Rosealen and Berille did many numbers closing night, exhibiting fine show good wardrobe, charm and grace. Their routine are of the smooth variety and include a number to make them attention compelling.

Dick Caspare (piano) leads his off-charts, but never dance rhythm that make dancing so enjoyable. Caspare's fine piano work dominates and Caspare, ending his third season here, goes into Ross Ponton Farms, Deal, N. J., June 17.

Atmosphere is raffish; service is fine, and food and liquor of the best.

Paul Dessi.

Ice Terrace, Hotel New Yorker, New York

A change of name, decor, show and band, from the summer season here April 26. The hotel has done a decorating job that can be proud of and the new Ice Terrace will be one of the warm weather finales gets here.

Room is being called the Ice Terrace still it reverses back to type in the fall, and for the third season the floor show is literally on ice. Matching the performance are the colorful and scenic wall panels, all depicting snow scenes. There won't be any question that the restorable Thru Ice Room will be one of the most attractive spots in town for hot-weather dining and dancing.

With everything else in the room accomplished with typical lifts fitness, it's too bad that the ice show, at the opening, was interrupted by a 20-minute rain. It became apparent that each act and routine embodied practically the same type of figure skating. The show's main trouble lies in its lack of humor and personality. It's too much a skating establishment and too little an entertainment.

Cast embraces some valuable skating names and, from the standpoint of ice technique, each one does a grade A job. Nathan Walley and Edith Danman execute an intricate routine. The routine, Hruhs goes in for numerous whirls in a

OPENING MAY 11

BEN BARDEEN'S

THE BAR

THE ICE

MARY JANE & RUTH ANNE



• Just Concluded
**EIGHT WEEKS AT
HOTEL NEW YORKER**

• Appearing in
**VITAPHONE
SHORTS**

• Just Completed Making
4 TELEVISION SHOWS

• Direction
WILLIAM MORRIS, Inc



World's Fair Credits and Debits

The Situation in Brief—No. 2

Last week, under a deadline preceding the fair opening, this department tried to list credits and debits in the financial picture of the World's Fair. Now that the opening has passed into a future, the ground has been leveled and the more important credit-debit items, with comment below in italics.

CREDITS

Biggest collection of attractions any world's fair ever revealed.

Less than 30 per cent were open. Of that figure, more than 60 per cent, at this time, were not ready.

Mainly fine shows and exhibits to justify 70-cent tab.

Free show competition already clearly visible.

Greatest sound-color-light-motion picture ever shown in California.

We laid an egg. If they were the greatest, it's the only one we laid.

Covering or sun-break throat midway.

Letters, copyists done obscure attractions somewhat. What's more, less than half the material is fed.

Most closed-up publicity in history of public relations.

Every paper brought out this point in feature stories or boxes on Monday and Tuesday. Propaganda is opening crowd expected, for one thing, credited with keeping holiday away.

A planned in-luxury midway.

At least two nature dancers were permitted to flash, one central order, and sufficient to influence crowd.

Outstanding lighting and effects throughout park.

More than half the amusement area was terrific scene of restaurants.

All the big restaurants getting super-ly food-drink, food of quality, attention about it. All papers covered this phase this week, some reproducing menus in proof, investigation included.

CA Is Granted Its Demands To Ready Fun Zone

NEW YORK, May 6.—Consolidation Association came to grips with President William W. Whitlen on Monday.

Whitlen, who is in charge of the work on construction and lighting facilities during a heated fray yesterday in which he and his staff were struck.

At a supper time a committee named by the association sought out Whitlen at 10 o'clock and held a conference.

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DEBITS

Too many may not be open April 30. Operators went overboard on construction.

More pay attractions with heavy investments.

Will the displays take too long? Will people linger on afterward?

Will it partially high and elaborate front?

Has it been closed up to point where it will tend to frighten?

Questionable whether midway will be lighted at opening.

Will the hype be long? Looks that way.

Will this type be long? Looks that way.

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CONVENTIONAL INTERNATIONAL EXPOSITION

SAN FRANCISCO

February 15 to December 2

Connick Quits; Cutler Boss; Whitney Made Concessions

Shake-up in expo management seen as victory for Concessioners' Association—better relations for solution of problems of Gateway are now expected

SAN FRANCISCO, May 6.—On Thursday expo resignations, replacements and predictions of wholesale as-yet-unknown announcements followed announcement of resignations as jobs were vacated. Harris Connick quit as chief expo director, President Leland W. Cutler becoming acting president. Connick's going was not unexpected. George E. Whitney, operator of Playland-at-the-Beach here, who was appointed only a week ago as active head of the exposition, is expected to remain. Whitney is known as an experienced showman and before coming here had been in charge of concession shows in Alaska and in Melbourne, Australia. H. C. Boteoff, exposition secretary, will serve as assistant to Cutler and assume most of Connick's former duties. Although still the pay roll, Connick was expected to attend to special productions at Treasure Island as a volunteer member of the exposition committee.

Cutler To Be More Active
President Cutler, now on a visit to Washington and New York, has played more of a passive role since opening of the fair. Board of management announced he would be more active upon his return. Connick has been director of a controversy raging for weeks between concessioners and expo officials, the latter being dissatisfied with Connick's direction of the Gateway. Formal acts of management reorganization are expected next week and said to involve a shifting of duties and responsibilities among administrative officers.

Connick's handling of concessioners against alleged unaided officials, notably in the show end of the fair, is said to be one of the reasons for his shake-up. Financial duties, formerly handled by Connick, now will be the hands of John F. Forbes, treasurer.

Points Won by CA
That the expo management and Concessioners' Association has come to a basis where talk now is not a threat but an understanding for co-operation between both groups is a marked trend. CA has had a headache ever since the expo started to thumb down people who had been in the market.

Management until President Cutler's delayed letter arrived in reply to a formal one from the CA. The CA had informed the association that the new Gateway director would work with the CA in an efficient and prompt action in solution of individual and joint problems. It disclosed that steps had been taken to improve the transportation system for East Bay visitors and that plans were being worked out with the department to make an appropriate archway for the midway. There were among the important demands of the CA. Concessioners are still out strongly for a bid, Nickle Day.

They told Mayor McLaughlin at a meeting Monday night that the expo lacks no money, but lacks an agent, hope, if only a program of direction can be worked out to increase the roll gate. Management is expected to be in accord. (See CONNICK QUILTS on page 62)

Shubert Revue Rehearsing
SAN FRANCISCO, May 6.—J. J. (Jack) Shubert is holding rehearsals of his Ziegfeld collier. Revue is set to open in California on May 17. Scenery and costumes were moved here from Hollywood during the week. Rehearsals are being held at the Hotel Commodore. Phillips replace current Police program. Shubert will close on May 14. Shubert revue is booked for a minimum of 10 weeks.

Paid Attendance

Previously reported.....	3,117,228
Tuesday, April 27.....	17,808
Friday, April 28.....	18,374
Saturday, April 29.....	54,188
Sunday, April 30.....	64,112
Monday, May 1.....	21,508
Tuesday, May 2.....	18,672
Wednesday, May 3.....	20,000
Total.....	2,524,486

Greenwich Village, Shut Down, May Have Expo Aid

SAN FRANCISCO, May 6.—Financial difficulties hit Greenwich Village this week and a bid for help was made on complaint of subcontractors that the village owed them money for a period of 100 days.

Subcontractors have asked for a probe into the company operating the village and a possible closing of the city.

Twenty-one concessioners at a meeting on Tuesday voted 16 to 5 for ousting Harry Borer, treasurer of the village, who with Will Wright and Carl Holt, have been in charge.

Neither Borer nor Holt would comment on the action. Borer, however, said he was arranging for more capital to reopen the village and keep it going until fair attendance increases. Report said it that the expo will put money into the show.

Cleanings

By WALTER K. SIDLEY

SAN FRANCISCO, May 6.—On a recent day when the expo had a gate of 19,280 the Police Bureau had more than 500 men cleaning up the grounds.

They noted Mayor McLaughlin's remark: "What a spot for Billy Neill's Stella, nude painting of 1913 expo note. It has been an unsatisfactory job."

The successful operation; George Hinchman, Charles Craker, Dick Camp, P. B. Baker, and others. (See previous page) H. Borer's Stella's Mosaicopans are doing uniformly well with the Ellises, Lady Alice, Princess Tropicana, H. Level, etc.

The two stands operated probably will be augmented soon.

Practically every major exhibit in the palace tells its story with 30-mm. films. There are also a number of marionette shows, and a number of exhibits presented.

Al Shubert has been appointed press agent of the Carlsbad and, as evidence of the fact, came out a couple of days after his appointment with a full page spread in the principal Oakland daily, the Tribune. (See previous page)

Shubert was killed and remarked that if Shubert keeps up this gall they will have to lay down on books. (See previous page)

Al's general manager, is busy handling hundreds of actors and actresses, up to 100 times a day.

(See CLEANINGS on page 62)

The Flaming Front

By ROGER LITTLEFIELD JR. and LEONARD TRAUBE

NEW YORK, May 6.—The World's Fair is now open and operating in all its blaze, beauty and gaiety. Or rather certain parts of it, for the show area is still far from complete, commercial exhibits are operating, the many lack finishing touches, and the amusement part, possibly, represents the duller, drabber portion of the entire program.

The fair as a whole is not a mix. It's the most breath-taking extravaganza ever conceived in this city of any city, and it works accordingly.

It's the most beautiful, it's educational and entertaining—and it's expensive.

Spurred down in importance for months by the fair's start, the midway presents a disasteful and sorry sight. Due to a combination of reasons, the midway today is a mess of half-construction, half-operations, unpared showrooms and half-ready attractions.

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More Attractions Open in Fun Area; Applications Deluge

NEW YORK, May 6.—Attractions opening this week following the Fair debut April 30 were few, lack of electricity, labor disputes and bad weather details left otherwise ready-to-operate projects, however, did manage to get under way, however.

Admiral Byrd's Penguin Island opened last night as did Borealis.

Midway Inn, popular-priced bar-restaurant opposite the Neptune Village. Entertainment features include reasonable prices, dime beer and 25-cent Scotch, which is much under anything else on the route.

Caruso Restaurant, almost across the midway from Brooks, opened today and

Amusements Makes Earu Bow

Eyes Are on W. F. Traffic

Opening, nearly a month ahead of time, is gratifying to the Rosenthals

NEW YORK, May 6.—Despite inclement weather, including a chilly blast which blew through the spot, Rosenthal Bros., Palace (K. J.) Amusement Park for its 1935 season under way last Saturday nearly a month ahead of time. Details look very good, came out in 30-degree temperature to make the opening "most gratifying" to Rosenthal and his associates in prepping the playgrounds in all its face-lifting proportions. Sunday's gale, coinciding with the World's Fair opening, was marred by a downpour and icy weather, but the take was still beyond the rain broke.

Jersey resumed three weeks earlier to grab off some of the World's Fair trade, and also because of the United States fleet, ordered recently to head for the West Coast, leaving only the Atlantic squadron on local waters. PAP featured "Review the Fleet" on its sparkling paper, and a record crowd attracted the ships Pacificward. About 12,000 fans, including the Atlantic, with the potentials offering ten a special 40-cent combination ticket and free ride on recreation, which is by uniform. On the first four days of the fleet's stay the park checked in about 2,000 more.

New Rocket Popular

An extensive lighting program has been mapped out, with those fronts up. (See PALISADES MAKES on page 39)

New Warner Rides Chattanooga Parade

CHATTANOOGA, May 6.—With a big sports parade, the city will open its enlarged amusement center, Warner Park, this week. In addition to the rides and concessions have been provided for the season, making Warner Park well rounded, said Manager F. R. Oglata.

There will be a large modern swimming pool and sand beach, roller rink, merry-go-round, and other rides. Merry-Go-Round, Chairoplane, two kiddie rides, Scooter, shooting gallery and air race. In addition, a radio and horse racing is staged has been planned in excellent condition. The infield has been fitted up for the season.

Large crowds attracted nightly for athletic events have remained to visit the rides. In addition, it is estimated attendance increased 25 per cent last season over that of 1937 and another gain is expected.

Franc Arnold Appointed Steel Pier Promo Manager

ATLANTIC CITY, May 6.—Frank P. Oravitz, president of Steel Pier, announced the appointment of Franc Arnold as promoter for the new amusement center. Arnold managed the Shubert Theater, Newark, N. J., doing radio work in St. Paul, Minn. He has also been connected with Lowe's rink in Baltimore and Warner Bros. in Philly, Pittsburgh and Los Angeles.

Clair Leaves Norumbega; Is Undecided as to Future

WEST NEWTON, Mass., May 6.—After nine years as manager, Arch E. Clair has resigned from Norumbega Park, Auburn, Mass. here. He has accepted a salary up 100 per cent. He is giving the warning 30 days of the benefit of his vast experience, as he has been the only one to have run the place. (See CLAIR LEAVES on page 39)

MEN WHO WILL DIRECT RIVERSIDE PARK, INDIANAPOLIS, having been connected there a number of years but to assume more actively following the death last winter of Archie W. Colter, long general manager. Left: President John E. Goldman, 31, who has been with the park company 18 years. He is a practicing attorney, member of the National Association of Amusement Parks, Pools and Beaches and greatly interested in new amusement park designs. Right: Ernest E. Riker, 46, former general manager last December, began in Riverside 18 years ago as brakeman on a Coaster. He is a member of the American Legion and NAAPPB.

Hodge Ends Risk Drive

NAAPPB President Baker declares it greatest campaign in history of body

CHICAGO, May 6.—What is considered by officials as the greatest campaign ever staged by the National Association of Amusement Parks, Pools and Beaches has been completed by the office of Secretary A. R. Hodge to acquire a liability insurance plan sponsored by the association in co-operation with the Associated Indemnity Corp. of California. The more than 750 operators who came under the plan during the last year for 1939 in almost every instance, and many new participants have been added, and from present indications gross premium volume will show a tremendous increase this year. (See HODGE ENDS on page 41)

SANDUSKY, O.—Steamer City of Hancock, brought here from Hancock, Mich., will replace the Chippen on the Sandusky Islands run this season, said Capt. Victor Brown, formerly master of the Chippen. The new steamer will start on June 20, opening date at Cedar Point, and after July 1 will operate three round trips daily between Sandusky and the islands.

Ohio Ops Are Moving Cautiously; Outlook Is None Too Encouraging

CANTON, O., May 6.—Season's Outlook for Eastern Ohio amusement parks appears none too encouraging. It is revealed by a survey of the major spots in the past two weeks. Unlike conditions a year ago seen improved as compared to generally slow in the industry on which there more substantial WPA projects continuing on a more extensive basis and less unemployment, still there is a hesitancy on the part of the public to let go of its money. Uncertainty as to the future, particularly about the European situation and threats of curtailing WPA employment, together with a none-too-promising outlook for the industry on which this area is largely dependent, is causing park operators to proceed cautiously. With the exception of two or three larger parks, little new construction is in

Good Prospects Bring About Work In Buffalo Area

BUFFALO, May 6.—Optimistic outlook for the coming season has caused park men in this vicinity to increase activity and make elaborate plans for early openings.

Glenn Park, Williamsville, N. Y., scheduled to open the middle of May, has unobtainable two dance halls, Casino and Barn, and has been drawing good crowds. Casino opening with Harold Aunty's Orchestra and has booked Bunny Wilson and Don Stover bands. (See GOOD PROSPECTS on page 33)

Shillan Supervises Meteoric Will Introduce a New Ride

NEW YORK, May 6.—J. W. Shillan, managing director of British Motor Boat Mfg. Co. of London, announced on his arrival here last week that he will introduce a new ride to the American market shortly, tentatively titled "Demon Wind". He is lining up an American firm to manufacture the ride and that it would be on the market in a few months.

Shillan spent the week at the World's Fair where he supervised assembly of a Meteor ride that will feature Tornado Smith and Marjorie Dare when it opens in the amusement area about May 15. Ride is same that proved a success at Paris and Glasgow exhibitions.

MILWAUKEE.—City board of purchases awarded a contract to American Amusement Display Mfg. Co. for 15 displays in parks on July 4.

Building for Museum

NEW YORK, May 6.—A contract for the design and erecting building for which to house and advantageously display the acquisitions of the American Museum of Public Recreation has been agreed upon and will have been signed by President Fred H. Fox, Vice President and Treasurer W. P. Mangels and Secretary R. S. Ussell by the time this reaches readers of The Billboard. Amusement park men coming to the New York World's Fair should plan time out to visit the City Island and their museum. Their support since the December Chicago convention has inspired this work. They should continue their Chicago and watch result—R. S. UZZELL, secretary.

Fairlyland Uses PTA Campaign

KANSAS CITY, Mo., May 6.—Fairlyland Park here will open this season on May 12 with several new features, said Manager J. W. Danah. The park was operated the park's open-air ballroom and was appointed manager about four weeks ago. Danah is a member of the PTA, owners. While official opening is on May 12, 1940, Ward Democracy will open the park for its 10th annual picnic on May 13.

and Kiddieland will feature safe entertainment for tots. Manager Tumino said the park is booked solidly till June 1. Accounts for the success of the date are Parent-Teacher Association picnic, sponsored for school children, in which Danah will have charge of park management and PTA Council. A Kansas City (Kan.) City will be sponsored by Mayor Don Minton. Advertising has been confined to publicity and advertising in the two local newspapers. This year a campaign has been launched which includes use of poster and billboard advertising, auto stickers and pennants.

Russell Danah has been appointed pool manager. (See FAIRLYLAND USES on page 33)

16th Season Opens For Winnepesaukee

CHATTANOOGA, May 6.—Lako Winnepesaukee, best of the lakes and concessions, said Mrs. Minnie Dixon, manager. Capt. H. Wilbur Johnson and his assistants arrived from Jacksonville, Ill., to prepare for the stunt.

Johnson, who is now amusement park operator in this section, said there will be special events all during the season. Capt. H. Wilbur Johnson and his assistants arrived from Jacksonville, Ill., to prepare for the stunt.

Ponty Rendies Highlands, Pier Open to Boat Lincs

NEW YORK, May 6.—Atlantic Beach Amusement Park, Atlantic Highlands, N. J., will launch its second consecutive season under direction of Fred H. Fosky on May 27. Fred Fosky, former showman, he reports that renovation of buildings is approaching completion and that the park is being ready for its corresponding period last year.

Park pier, for many years exclusive dock, which the Mandalay, which was lost on opening day 8 year ago, is operating independently by the Mandalay. The recreation company wishing port for chartered trips. Negotiations are under way with the Mandalay for the pier. The direct between New York and Atlantic Beach with understanding that any other chartered boats, operations may also have use of the dock.

CANTON, O.—George Otto, who for more than 25 years has operated the Merry-Go-Round in Meyers Lake Park, was destroyed by fire on April 24, will not replace it. 87 of officials of Meyers Lake Park, including Otto, are planning to have other ride attraction to replace it at the entrance to the midway.

American Recreational Equipment Association

By R. S. UZZELL

New York World's Fair opened on schedule with a boom and ballyhoo such as no other exposition has ever had. The parade and the opening of the flats worked hard and spent fortunes to get ready but were keenly disappointed. The parade and the opening the throngs will tied up until almost 6 p.m. Then it began to rain and the crowd, which was small, but the amusement section also suffered from want of light. One individual who cannot be trusted to quote the facts correctly and appropriately scored 100 per cent this time when he said, "Let there be light." With 60 cents per hour for cashiers and 37 hours per day, and electricians at \$69 per week, whom you really do not need, and other expenses on a par with those rates, the inference can be drawn that they are off to a poor start. But all this and other expenditure is usually only the tail of the kite and gets under way later in the season.

Broad Smiles at Coney

Coney Island amusement man faced much better on April 30 than their brothers did at the fair. The predicted slump at "The World's Playground" because of the exposition did not materialize. The parade, not the amusement, is the center of attraction at Coney where a broad smile. Fred Panaher is positively enthusiastic about the fair and the day at the island. He says they will have a big line-up in the afternoon. Coney publicity has already been heard of in years.

July and August are the big months at Coney Island. The weather is just what is quite apt to follow this time of the year. The men who have taken the long drive over the hills are not disappointed. (See RECREATIONAL on page 41)

The Pool Whirl

By NAT A. TOR

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

Diving Meet Off

It is with great regret that this department has to report that the proposed high-diving championships announced by the (N.Y.) Amateur Athletic Club this Decoration Day have been called off. Due to unforeseen circumstances the pool at the Coney Island and Irving, who operate the Jersey playground, which was site of first high-diving meet two years ago, had to throw in the towel for the nonce insofar as diving competition is concerned. Believe it or not, the club's helped; or else the contest would be held.

Divers such as Jack Lathrop, Leslie Anderson, Jimmy Jamison and Sol Solomon, defending titleholder, all of whom were looking forward to this

year's contest, might be consoled by the fact that arrangements are being started in an effort to hold the meet somewhere else. If and when these negotiations are completed you can be assured the column will feature the news—because it certainly will be glad news.

Opening Dates

First pool man in the Gotham area to announce his inaugural date for the outdoor swim season is Mack Rose, who is to be in charge of Riverside Cascades and Jerome Cascades tanks. Both pools are to swing open gates on May 20. On May 27 the Amusement Park, New York Park tank, which features a wave-mach, will be in operation. During that week-end, immediately preceding Decoration Day, most of the other tanks in New York will debut. So far outdoor pool men have been secretive about their plans. This does not necessarily mean that nothing is being done in wet swim circles. There is likely the majority as so busy getting ready that they just haven't the time to phone a swim-pool columnist. One great many of them promised they would and they know who is mean. Riverside Cascades is planning to go in for swim competition bigger than ever. Miramar, located in New York City, will swing away from its past policy of featuring dance music and play up the pool facilities, and Miramar, Queens boulevard, Long Island, on a direct road to the world's fair, will make a concentrated effort to attract swimmers to stop for a swim before getting to the Flushing Flats.

First Outdoor Stunt

The most open-air aquadrome will be held on May 14 at the park, the few which are might make some

sort of a tie-up with the national holiday and each in on publicity. It is certain to help boost after-season business when it is most needed. Of course, except with tanks in terrific shape, the natural feeling to stage a mothers' swim race would be inadvisable, for weather so early in the season is sure to be disagreeable. However, that shouldn't stop you from holding some sort of contest for mothers of the neighborhood. You will surely only glad to give your patriotism if given a logical reason. Those who can't tie up with Mothers' Day are urged to make plans early for commemoration of Fathers' Day in June. It would be wise to conduct series of swim races open only to fathers, or one might create much interest and attract newspaper space by staging a father versus son competition. To either case do something. Mothers' Day and Fathers' Day present a natural tie-up for swimmers.

Dets and Dashes

Mack Rose was named president of New York Pool Owners' Association in a conference last week on ways and means to combat opposition offered by municipalities. Understand Miramar Pool, New York City, plans to lift its admiral tariff this summer.—Hudson River Day Line, which operates steamers to Albany, seems to be laying down an advertising plan to devote this ad space to local World's Fair tours instead.—Norm Alexander renovated his Westchester Park pool in Phillips, N.Y. Inoperative, re-opened.—London Terrace indoor tank in Lower Manhattan getting a terrific play, what with the apartment settlement housing the tank entering World's Fair visitors and special convention patronage.

By UNO

Co., of North Tonawanda, N. Y. It is a thrilling affair. The new record, 100 Mile Speed is 65 miles an hour, or 19 revolutions a minute. Fuel and engine, declares Krzymes. Capacity 70 to 80 adults (See COONEY ISLAND on page 58)

"BUCKET" A MARVELOUS RIDE!

Banker's Plated new 8 and 10 seat 10 foot...
Joe McEneaney, master ride builder, now creating...
"BUCKET" is the strongest, most built...
10 ft. 10 ft. built...
20 stainless steel seats...
Entire entire...
Permanent and portable models.

ALLAN HERSCHELL Co., Inc.
North Tonawanda, N. Y.

The Latest and Best in the Amusement Field

FOR SALE

BEAUTIFUL LAKE ERIE BEACH RESORT
LOCATED 10 MILES WEST OF PORT CLINTON, OHIO
Has large Dance Pavilion, Bath House, good-plated Dining Hall and Cafe and several small Concession Stands. Has more than one-half mile of lake frontage. For information write
W. CALLAHAN, 813 Yates Street, Toledo, Ohio

WANTED

Portable Skating Rink, Merry-Go-Round, New location for three or four flat rides, Park use. Also for 100 ft. Merry-Go-Round, Industrial and general conditions good. Big season anticipated. All communications to
MEYERS LAKE PARK CO., Canton, Ohio

WANTED

Concessionaires and Riding Circles, such as the Merry-Go-Round, Dodgem, Boat, Pony Rides, etc. Soft Drinks, Candy, Popcorn, etc. The Greater Grand Canyon of the West, Perry, etc. We have a beautiful location in the Lake Erie Beach Resort, North Tonawanda, N. Y. We are looking for a few more concessionaires to operate in this area. Write to
DAY SHORE AMUSEMENT PARK, Sparrows Point, Md.
W. G. JOHNSON, Manager.

WANTED

FOR BEACH PARK, GULF OF MEXICO.
Estate Bldg. Local...
open May 15, closing September 15. Give full details to
ALBERT SHANKS,
P. O. Box 184, Pine Bluff, Ark.

Will Sell or Rent as Concession

Complete Park Amusement with latest equipment and...
P. O. BOX 184, Pine Bluff, Ark.

WANT

Three High Divers, 6 Great Water Tanks, 200 ft. Merry-Go-Round, 100 ft. Dodgem, 100 ft. Boat, 100 ft. Pony Rides, 100 ft. Soft Drinks, Candy, Popcorn, etc. The Greater Grand Canyon of the West, Perry, etc. We have a beautiful location in the Lake Erie Beach Resort, North Tonawanda, N. Y. We are looking for a few more concessionaires to operate in this area. Write to
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WANTED TO RENT

Lease or buy 100 ft. Merry-Go-Round, 100 ft. Dodgem, 100 ft. Boat, 100 ft. Pony Rides, 100 ft. Soft Drinks, Candy, Popcorn, etc. The Greater Grand Canyon of the West, Perry, etc. We have a beautiful location in the Lake Erie Beach Resort, North Tonawanda, N. Y. We are looking for a few more concessionaires to operate in this area. Write to
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W. G. JOHNSON, Manager.

COMPLETE SKOOTER RIDE FOR SALE

Read new book...
S. H. BROWN, 170 Clinton Ave., N. Y. C. This is a real book.

Plan Being Advanced for Detroit Pay Rolls To Come From Current Income; Audit Discloses Deficit

DETROIT, May 6.—A plan was announced this week by Miller Duncel, State treasurer by which the finance committee would recommend to the administrative board of Michigan State Fair here that State Fair Manager Dr. Lynwood Snow be authorized to meet fair pay rolls out of current income. An audit recently disclosed a current deficit of more than \$120,000. May 1 pay day was missed by the State Fair staff when Grover C. Dillman, budget director, refused to allow further overdraft in State Fair accounts.

The second audit in a month by a public accountant of Michigan State Fair finances at Detroit last week told the State administrative board by C. O. Whitlock, who concluded that, instead of showing gross operating profit of \$119,319 and net operating profit of \$11,208 for last year, the fair showed an operating loss of \$73,122 for the year ending last June 30.

Whitlock pointed out in discussing the deficits which were a salient point of his report, that such deficits have existed for many years. He placed blame for much of the 1938 increase upon the

administrative board for failing to control management of the fair within authorized limits. He pointed out that the board approved several projects before they were authorized. Whitlock cited an alleged case of letting 10 contract on August 10, 1937, all upon one building, for less than \$20,000 on a "cost plus" basis, implying that the contractor had broken up to comply with a State law.

Fred C. Murray Connects With INR Fireworks Co.

NEW YORK, May 6.—Fred C. Murray, veteran fireworks man, has become assistant president of the International Fireworks Co. of Massachusetts, Boston, which he joined recently from here. He resigned recently from American Fireworks Co. of Massachusetts, Boston, with which he had been connected. Firm he joined was awarded the contract for the contract to furnish fireworks for the New York World Fair.

Oakholz Plant Augmented

OSHKOSH, Wis., May 6.—Of the large modern speed barns being completed as the plant of Wisconsin County Fair and Exposition here the largest will accommodate 30 horses and has been specially equipped for training purposes, according to Taylor C. Brown. He has held the secretarial post 21 years, is a former major and president of Wisconsin Association of Fairs. Now serving his first term as State secretary, he is putting up a new building for increased horse works for fairs.

Aid Is Denied Ohio Society

COLUMBUS, O., May 6.—Missio County Agricultural Society, Pomeroy, can receive no county aid for its 1939 fair and Exposition here the largest will accommodate 30 horses and has been specially equipped for training purposes, according to Taylor C. Brown. He has held the secretarial post 21 years, is a former major and president of Wisconsin Association of Fairs. Now serving his first term as State secretary, he is putting up a new building for increased horse works for fairs.

Huntville Scope Widened

HUNTSVILLE, Ala., May 6.—Madison County Fair Association voted to expand the fair into the Tennessee Valley Exposition and to include all counties bordering on Madison, which are Lincoln, Morgan, Marshall and Jackson in Alabama and Giles and Lincoln in Tennessee. The annual, which has been held annually since 1919, has gradually extended its scope to draw heavily into Tennessee Valley. Directors have invited them to exhibit.

EASTLAND, Tex.—C. F. Rhodes was chosen president of Eastland County Fair Association.

Agricultural Situation

Condensed Data From April Summary by U. S. Department of Agriculture, Washington, D. C.

FARMERS report they are planning smaller acreages of spring wheat, corn, oats, rice, sweet potatoes, dry beans and cow peas compared with last season; larger acreages of barley, flaxseed, grain sorghums, potatoes, tobacco, soybeans, peanuts and tame hay. Three changes affect various factors—participation in soil conservation program, lower prices for wheat and some other crops, reduced acreage in the area needed to winter wheat last fall and adjustments to changing feed requirements after the period of droughts and shortages.

AGRICULTURAL products declined during the first quarter of this year, but total income from marketings and government payments was 100 billion dollars for January and February compared with \$107 billion in the same months last year. National income declined in first quarter was accompanied by reduction in living costs. Purchasing power was maintained at least 100 billion dollars. Government, in consumer purchasing power, by Summer.

Grand-Stand Shows

AMONG grand-stand attractions booked for Northern Wisconsin District Fair, Chippewa Falls, Wis., are America Swing, revue; Paroff Trio, vocalists; the Chaudron Trio, vocalists; National Barn Dance; Fortunato and Cirilino, comedy pantomimists; France and La-Pell, revving pole, and Theatre-Building

ITS FAIR and summer bookings are best in history for Ohio Display Fairs Co., reports R. J. Vitale. Company is terminating part of the displays for the New York World's Fair and first shipment went forward last week.

GREENE County Fair, Xenia, O., has increased its grand-stand budget and will celebrate the 100th anniversary of its inception with a historical pageant, conducted by Bill Martin, of John H. Rogers Producing Co., said Brant Bell, secretary.

STARS of Boone County Jamboree, headed over WLV, will make personal appearances at 27 State and county fairs, said George C. Biggar, WLV rural program manager. Stars of the jamboree to fairs in Illinois, Ohio, Indiana, Michigan, Virginia and West Virginia. Bookings for the jamboree by Jack Bell, WLV Artists Bureau.

STETNER TRIO, who recently closed at Junior Chamber of Commerce Indoor Circuit, Louisville, O., will make 1939 celebrations and fairs, several being in Ohio.

DAVID BROS.' CIRCUIS, moving on a half-dozen trucks and trailers, which include four attractions for the Columbia bus, O., will play Eastern theater and park dates until the fair season, said official of the circuit. Future dates of Junior Chamber of Commerce Indoor Circuit, Youngstown, O., in which several of the acts are booked.

READING, Pa., May 6.—Shattering all attendance records for Reading's spring inaugural WPA auto racing program, 38,018 spectators jammed grandstands and bleachers and occupied every possible point of vantage along the half-mile track on April 25 when Ralph Hankinson smashed his 1937 season. It was an increase of nearly 20 per cent over the 1938 spring meet and 10 per cent greater than the former record crowd of 1937.

Reading Meet Sets Record

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Ionis Project Is Approved

IONIA, Mich.—Preparations are under way to start further improvements on Ionia Fair grounds and on Riverside Park, as city and fair association officials learned an application for a \$44,743 improvement project made thru the city had been approved by the WPA in Washington.

Wis. Annual To Be Revised

MINNEAPOLIS, Wis., May 6.—After a lapse of six years Ovea County Agricultural Association voted to revise its fair, County board voted a \$1,000 appropriation for building construction, and larger output of steel and some other industrial products which are in a relatively favorable technical position. Government spending has been increasing, and will be at its highest recent level during the second quarter of the year. No marked expansion in business is expected since last summer to continue development abroad might prevent any increase.

A critical time for industrial activity and the consumers' incomes will come when the impetus furnished by Government spending and building operations is reduced. If the general improvement in the business situation which has occurred since last summer is to continue beyond this summer, an increase in (See AGRICULTURAL on opposite page)

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BROWN COUNTY FAIR ASSOCIATION, Green Bay, Wis., has contracted for the 1939 season for the three last nights of their attractions for the five-day fair will include Pine Ridge Circus and Fish Willows.

FOR THE 1939 Thurston County Fair, Waltham, Neb., Marcello, Ruby Haaga Co., and the Schutte, WPA and McCrew Brothers have been signed, reports Secretary A. D. Ham.

LEIGH, Neb.—Colfax County Fair board, to insure summer revenue, voted to rent its dance building.

Fair Grounds

JEFFERSON, Wis.—Sale of stock in Jefferson County Fair Association has net \$128 with a response that 1939 fair will be held, said Secretary Ernest Nelson.

REGINA, Sask.—Dan Uderkin, manager of Regina Exhibition, and Mrs. Uderkin recently returned from a three-month vacation in Florida.

UNION, Ore.—Directors of the 1939 Oregon County Fair Association voted to provide entertainment between racing events and to allow for increase in area covered by the fair. Future Parades of America class of live stock and other entries.

BALT LAKE CITY.—Ernest B. Holman, manager of Utah State Fair here, went to San Francisco to call on prominent former Utahans now residing in California, and to report to the fair association committee in preparation for Utah Day at the Golden Gate Exposition on June 25.

PORTLAND, Ind.—Work is going forward on Jay County fair grounds here in preparation for the six-day 1939 annual exhibition. Improvements to include painting of buildings, additions to drainage system and erection of a new grandstand. Future Parades are being raised for parking space.

VANCOUVER, B. C.—Walter Leek, retiring from presidency of Vancouver Exhibition Association after 12 years, 12 of which he served as president, was given a complimentary dinner by directors and officers of the association. He was presented by John Dunsmuir, president, with a silver service, inscribed with the name of the association. He was presented with a bouquet of red roses. While Dalton, retiring as honorary treasurer.

A. L. PUFAN, now in his 20th year of activity for the fair in Chippewa Falls, Wis., known as Northern Wisconsin District Fair and he has long been secretary-manager. Grand-stand attractions will again be featured, the 1939 premium book declaring, "It is our sincere determination to uphold a reputation for excellent grandstands about already recognized through the State."

Conklin Away To Good Start

Brantford, Ont., opening draws big crowds—midway is streamlined

BRANTFORD, Ont., May 6. — With sunny skies overhead, a nice clean hot water and a high temperature for the season, Conklin Shows opened their 1939 tour here Saturday under combined auspices of the Canadian Legion Post and Aero Club. City is the quarters of the show, and Agricultural Park was opened from opening at 2 p.m. until midnight. It was Children's Day and the kiddies packed the shows and rides. The 19 paid attractions were all ready, and no no seasonal grosses were registered, the day's business was satisfactory. (See CONKLIN AWAY on page 45)

Foley & Burk Gets Away on Right Side In Oakland, Calif.

OAKLAND, Calif., May 6.—Opening the season at practically the portals of the Golden Gate International Exposition, the Foley & Burk Shows bursted off on their 1939 tour with good attendance for the three-day engagement, which ended here on April 23. Spread out on the big Pruitvale Avenue lot under the glow of the new 50-foot light towers, shows presented an attractive appearance, and the management was complimented on the new attractions. (See FOLEY & BURK on page 46)

Model Notches Favorable Bow In Kannapolis

KANNAPOLIS, N. C., May 6.—W. H. Harris' Model Shows concluded their opening week stand of the season here on April 23, under PBOA auspices, to excellent business and ideal weather. Harris' Model Shows, a well-known organization presented an attractive appearance, using a red, yellow and white color scheme. (See MODEL NOTCHES on page 46)

Coleman Bros. Get Off Well in Conn.

MIDDLETOWN, Conn., May 6.—Presenting a new streamlined Allan Herschell Merry-Go-Round and W. F. Mangels Whip, Coleman Bros. Shows inaugurated. (See COLEMAN BROS. on page 46)

A. B. & B. Under Way in Greensboro

GREENSBORO, N. C., May 6.—A. B. & B. Attractions opened here on April 29 and all rides and concessions report good business for the week. (See A. B. & B. on page 46)

Ballyhoo Bros.' Circulating Expo.

A Century of Profit Show

By STARR DEBELLE

Elite Park, Ill.
Week ended May 6, 1939

Dear Mirrer:—
"Keep the show in the heart of the big money" has long been General Agent Lew Franklin's slogan. Running true to form, the \$1,000,000 Millionaire Head to the right of us, billionaire to the left of us, and stock, bonds and coarser notes surrounded the entire midway. Picking the first week in May was another smart Trickler move, this catching the big money of home between winter cruises in tropical waters and summer trips to Europe.

Arrival of the show train Sunday morning created quite a bit of excitement among the wealthy residents, but the shouts of our loud blammaser as he



SCENE AT ONE OF SEVERAL AFTER-MIDNIGHT electrical transcriptionists made of STATION KOME by members of Herschell Bros.' Shows during the engagement in Tulsa, Okla. Front row, left to right, a station technician; Bob Lofting, station programmer; Kempton Parks, Lee Walker, Connie Austin; Walter Hahn, of the sales division; Vincent, Joe Scholtz, and Glenn Condon, announcer. Back row, left to right, Jimmie Vail, George L. Crowder and Arthur Roy's Harlem on Parade Band. Photo by Bob McCormick, of The Tulsa World staff.

HASC Ladies' Aux. Endy Bros. Hike 1938 Results at Chester Getaway

KANSAS CITY, Mo., May 6.—Ladies' Auxiliary of the Heart of America Showmen's Club first party of a series of similar summer events to be held in the recently acquired clubrooms proved successful. Members of all shows playing this territory were notified and 35 attended, including 76 guests. Privileges got under way at 8 p.m. with cards being played until 3:30 p.m. when a delicious luncheon was served at Loretta Hyslop's. High scores were made by Margaret Harby, Jo Ann Wilson, Mrs. Phil Little, Frances Wilhelm, Focia Rife and (See HASC LADIES' on page 46)

Gooding Amusement Opens in Barberton

BARBERTON, O., May 6.—Despite chilly weather, A. W. Gooding Amusement Co. debuted on a downtown lot here on April 29, with patronage above expectation and all rides and concessions getting good play. Also small, outfit is neatly framed, with rides dominating all in former years. Owners are Mr. and Mrs. A. W. Gooding, E. W. Weaver is general contracting agent and Walter Byers, with the organization for (See GOODING AMUSEMENT on page 46)

Norwalk Satisfies United Attractions

NORWALK, Calif., May 6.—United Attractions opened their tour here on April 29 under Merchants' Association auspices to satisfactory results. Organization is affiliated with the United Tents and Amusement Co. and staff includes George Moffet and Will E. Harney, owners; Harry (See NORWALK SATISFIES on page 46)

Spencer Does Well In Brookville, Pa.

A Century of Profit Show

By STARR DEBELLE

Elite Park, Ill.
Week ended May 6, 1939

Dear Mirrer:—
"Keep the show in the heart of the big money" has long been General Agent Lew Franklin's slogan. Running true to form, the \$1,000,000 Millionaire Head to the right of us, billionaire to the left of us, and stock, bonds and coarser notes surrounded the entire midway. Picking the first week in May was another smart Trickler move, this catching the big money of home between winter cruises in tropical waters and summer trips to Europe.

Arrival of the show train Sunday morning created quite a bit of excitement among the wealthy residents, but the shouts of our loud blammaser as he

Dodson's Debut In Huntington

Midway is best in shows' history—10,000 witness performances

HUNTINGTON, W. Va., May 6.—Modernized and occasionally attractive, the 1939 edition of Dodson's World's Fair Shows debuted here on April 29 to an audience of over 10,000 who boasted that the big promotional main city officials to witness matinee and night performances. Mayor Scovronne and city officials participated in opening ceremonies attending the premiere matinee, and many compliments were heard on the new and attractive midway.

Attendance dropped considerably the first three nights of second week because (See DODSON'S DEBUT on page 47)

Zacchinis Chalk Good Results at St. Louis Stand

ST. LOUIS, May 6.—Taking advantage of ideal weather, Zacchinis Bros. Shows made the initial start of the season on April 29, two days before the previously scheduled official opening, and an estimated 10,000 people attended the tour on Saturday and Sunday, resulting in good business for shows, rides and concessions. (See ZACCHINIS CHALK on page 47)

Shows carry four free acts, including the Michigan team, and the touring (See ZACCHINIS CHALK on page 47)

Calif. Dates Oked For Silver State

BISHOP, Calif., May 6.—Silver State Attractions opened a week's stand here on April 29, to excellent crowds, tied with show-hungry patrons, resulting in capacity business for rides and shows. Operating under the auspices of Mojave, Calif., first date of the season, where it played to fair business despite cold weather. Shows are being held in getting the shows ready and a crew of 30 had been in quarters since February 15, under direction of (See CALIF. DATES on page 47)

Patrick's Spokane Opener Is Success

SPOKANE, Wash., May 6.—With good weather and attendance, the Patrick Shows inaugurated the season here on April 29, to excellent crowds. (See PATRICK'S SPOKANE on page 47)

Spencer Does Well In Brookville, Pa.

BROOKVILLE, Pa., May 6.—Sam Spencer shows, operating under new management, opened the 1939 tour here last Saturday, under Volunteer Fire Department auspices, with a children's matinee to clear weather, large crowds and good business. Additions to executive staff are William C. Murray, who is assistant manager, and Raymond Mettler, secretary and public address. (See SPENCER DOES on page 47)

WE HAVE THE "X" ON "LOCTEX"

TEST FABRICS... BAKER-LOCKWOOD... AMERICA'S BIG TENT SHOW

GREATER UNITED SHOWS WANT OCTOPUS ROLLOPLANE SIDE SHOW

Come, Dog and Monkey Circus, Mechanical and Big Snake Shows... Wm J. GEO. LOOS

WANTED CONCESSION PEOPLE

For Grand Shows and Shows... CROWLEY'S UNITED SHOWS

WANTED O. J. BACH SHOWS

Wanted for Grand Shows... WANTED PATRICK SHOWS

SEASIDE HEIGHTS CASINO, INC.

SEASIDE HEIGHTS, N. J. ... A. BRISTOL BOGERS, Manager

DARE-DEVIL OVER

World's Premier High Dive... WANTED FOR SALE

FOR SALE

Health & Beauty... 100% GUARANTEED... 100% GUARANTEED

results, as did the concessions. Atypical complimented the management on above appearance... COL. WILLIAM E. GREEN.

Crystal Expo... Focal City, N. C. Week ended April 29... Crystal Expo... Focal City, N. C. Week ended April 29

Hilderbrand's United (Motorist)... Vallejo, Calif. Six days ended April 23... Hilderbrand's United (Motorist)

Attendance here broke all records for season... J. F. Sparks

The Flying Squadron, organized by several show members... J. F. Sparks

J. F. Sparks... Jasper, Ala. Week ended April 22... J. F. Sparks

Ordinarily a good show town... J. F. Sparks

Attendance here broke all records for season... J. F. Sparks

house and Cor. Alroyus was entertained by the management at the matinee... Staff includes H. E. German, manager

Blue Ribbon (Motorist)... Onenboro, Ky. Week ended April 29... Blue Ribbon (Motorist)

More from Columbia, Tenn. was made with great results... WILLIAM R. HICKES

Crowley's

Ponce City, Okla. Week ended April 29... Monday night opening was gratifying and business increased nightly

Sunset Amusement (Motorist)

Keokuk, Ia. April 15-22... Sunset Amusement (Motorist)

CEREMONIES MARKED THE OPENING stand of the Imperial Showers 1939... CEREMONIES MARKED THE OPENING

McClain's Athletic Show were best among shows... McClain's Athletic Show were best among shows

gagement a success. Show broadcast for 18-minute periods... gagement a success

Keokuk, Ia. April 15-22... Keokuk, Ia. April 15-22

PRIZES NOVELTIES PREMIUMS SPECIALTIES

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

Variety of Prizes, New Items
Flashed at Chi Premium Expo

199 exhibitors take all space; many turned away—speakers optimistic—see industry pass last year's one-half billion mark—crowds large, orders placed

CHICAGO, May 6.—That the premium industry definitely ranks as a big business was amply demonstrated by huge exhibits displayed here at the biennial National Premium Buyers' Exposition in the Palmer House. Number of exhibitors topped last year's show, 199 firms being represented. Every inch of space in the big exhibit hall was occupied as a number of exhibitors had to be turned down because no room was available. Howard Dunk, secretary of the Premium Advertising Association of America, Inc., again did an excellent job, and the exposition was probably the best yet held. Every conceivable sort of article suitable for premium use was shown, and the exposition was probably the most numerous, there was an endless variety suited to concession, salesboard, bingo and other uses. Two items which particularly attracted much attention were the following electric fan and folding electric flat-iron. Their light weight and compact form making them especially convenient for travelers. Radio in many sizes and styles were in the evidence. Items particularly appealing to women was an attractive compact decorated with plitersburg, blue and pink. There were also several new and novel beverage sets with novelty decorations were shown. A collection of wine bottles and a three-in-one balloon with poppy, tiger and spiral attracted attention.

ITEMS BUSINESS

By JOHN CARY

CHATTING WITH HOME OPS who did the office of the L. Home Co. in the Midwest we learned some tricks they used in displaying merchandise. One was to get good results by using a "departmental" system in arranging his merchandise. That is, instead of displaying the goods on the stand, he grouped items according to their character. All decorative furnishings were located in one group, all rugs and smoking stands, would occupy one, or two sections, complete party and home accessories, another, vacuum items, cameras, car robes, thermos jugs and traveling bags, only was the matter of selection made easier for the player, but the whole set-up presented a much more attractive appearance.

OPS AROUND New York are busy on plans for outdoor games. Last year a number of men didn't have much faith in the idea of conducting these "lawn parties" but decided to take a whack at it anyway. Most of them did so well that this year they're going at it in earnest, planning attractive set-ups.

THERE'S plenty of activity these days at the office of the L. Home Co. in the supply house. Boxes are piled high on the floor, phones are constantly ringing, and the staff is busy. One of the salesmen, Ruderman, is always on the go. Lowe explains that all this rush is caused by the fact that the game cards, the special game cards has jumped since he lowered the price to the level of regular supply house cards. It is twinkle in his eye, however, somehow indicates that while his famed "Treasure Chest" cards undoubtedly are responsible for a good share of the rush, it is only part of the story. While not denying the fact that "something is in the wind," Lowe refuses to divulge details. "Wait and see," was his only comment. Looks like tomorrow.

IN PICKING PRIZES for outdoor games it's a good idea to think back on the items that were selling hot toward the end of last year. Such numbers as tabular chrome chairs, electric washers, cameras, battery radios—their list will be long. Many of these items have had their price knocked down and are being in-line for heavy play. Prizes and games are getting a blast of advertising from manufacturers who are anxious to move their own made goods. When such items are built up by national promotions, ops find they always have a ready-made market for prizes. So watch for these numbers.

AND DROP US A LINE. We're always glad to hear from you.

New Souce Item?

NEW YORK, May 6.—An incident occurred yesterday that should serve as a definite clue as to what the World's Fair souce items are going to move this summer. Just outside city limits directional signs have been erected to guide incoming hordes to the fair. Mr. Haight, of the county park commission, reports that already six of the heavily bolted signs have been swiped by souce hunters who used wrenches to loosen the prizes.

A Column for OPERATORS & DISTRIBUTORS OF SALESBOARDS, SALES-CARDS & TRADE STIMULATORS.

By BEN SMITH

MORE ON STIMULATORS.

Walgreen Drug Stores keep trade card promotion going the best, for as one deal is completed it is withdrawn and another put on. There have become such vital parts of Walgreen's merchandising program that full-page newspaper space is used to feature card offerings and to announce the new ones.

It is unlikely that an operator would be able to sell a chain like Walgreen the idea of carrying the deal over. However, the extensive campaign put on by such chains should make it easier for the operator to sell other retail stores who are not in as good a position to get up deals of their own. Nothing succeeds like success, and each time a trade card promotion clicks it whets the appetite of all merchants.

When the first prizes were going along Walgreen offered the Croxon Electric Dry Shaver, "made to sell at \$5.00" for only \$1.99 with \$2 purchases. Similarly this house has merchandised electric irons, bed lamps, dolls, clocks and many other items. Currently it is featuring an 8-1/2" white enameled cooker, called a \$275 value, for \$17.70 with purchases of \$2.00 and \$2. Later this item is trimmed in red, blue or green, and serves as three-quarter casserole, deep fryer, fry-and-see-half-quart covered pot, combination coffee, cooler or three-quart pudding pan.

When they first introduced the Walgreen's deals called for \$3 of purchases, but they have since shown a tendency to set the limit at \$2. As the customer pays for the premium anyhow, Walgreen figures it is well to make the redemption just as easy as possible.

Walgreen's trade cards always picture the prizes to describe it in good detail, give the expiration date for the offer and add, "Who to Get One: Have all your purchases in this store." Illustration of law printed on this card. When punched out (\$2 in purchases) it is yours "for good."

Following the deals put out by others should help operators in getting up successful deals of their own.

A product just introduced by the American Emblem Co. may interest operators who are looking for a new item to run on a regular salesboard. It is a portable photograph with a scientific lens, which can be used as a projector that is claimed, plays records with amazing fidelity. Combined with the photograph in a specialized slide projector which finishes 16-mm. film pictures on a 2 1/2" film as the record plays. A library of 27 subjects for film and records, including such subjects as *Life on Earth*, *World War II*, *World's Fair*, is available. The complete device measures 12x20 inches and weighs about five pounds. It is popularly priced.

HAPPY LANDING.

New Auto Gags
Big Clickers

"Foreign" plates and Foocy Face lead summer money-makers parade

NEW YORK, May 6.—Coming like a race steed to end the long "new item" famine in the novelty business are combinations of several humorous items for automobiles. Has aroused considerable enthusiasm in the direct selling and novelty fields. Traffic this summer is expected to be heavier than ever as a result of world's fairs and the millions who will hit the road are looked upon as potential buyers of the new car gimmicks.

Among the most promising of new items for autos are Joke license plates. These globe-traveler plates, as one company calls them, are cleverly made imitations of foreign markers which can be attached to a car, front or back, along with regular plates. They are made of heavy metal and lithographed just like the real thing. Containing light color combinations, the plates carry the names of various out-of-the-way countries such as "Australia," "China" and "India," because of their authentic appearance the uninitiated observer is likely to guess that they are the Great Britain or Argentine Passacal tag. It is reported that small cars have been ordered about carrying the plates, much to the amusement of owners.

Auto posters using these plate have been pinning them to the horns on Mar street, anticipating even more fun are fishermen and agents who expect to catch a big haul on the "Fad." They both report a flood of orders for the tags and set record business once again.

Another new number that has caused quite a sensation and attracted wide publicity is the Foocy Face. It is a grotesque clown's head that goes on the rear of the car just above the regular license plate to squish the arrogant jock who pounds his horn and expects you to surrender the road. It affords a lot of satisfaction to drivers who have felt the long-standing need for some means of answering nifty honks. "All you do is push the button and the Foocy Face," he sticks his tongue out and a sharp rattle accompanies the act. Guaranteed to discipline the Foocy Face. It is a product of Auto Radiator Mfg. Co. reports a flood.

(See NEW AUTO GAGS on page 58)

Flaunt Fishnets
In Philly Fad

PHILADELPHIA, May 6.—Using ordinary flannel and string, an enterprising Ohio Co. has recently introduced a new mode in women's wear that's clicking here on a surprising scale. The style is the flannel fishnet. It is made of flannel and promises to go over well at seashore spots this summer.

It has an interesting feature of the new outfits is the way in which nautical ornaments such as anchor pins, buoys, etc. are held by the flannel fishnet. The steering wheels may be attractively worn with them.

Made to match from the flannel material are the flannel collars, neckties and bracelets. For summer sportswear these items present a smart combination that may be worn at low cost and sold at a nice profit.

Vacation spots along the seashore and other lake resorts will probably see a number of flannel costumes during the summer. Accessory garments to adorn with the flannel fishnet will undoubtedly be sold on a large scale.

Rule Out State Tax

NEW ORLEANS, May 6.—Louisiana's new law, a decision of \$250 on out-of-state firms for displaying salesmen, goods or wares for prospective sales is being attacked by the National Retail Merchants Assn. Judge E. P. Mills in an opinion handed down in Caddo Parish District Court Tuesday, ordered the state to pay the suit of Best & Co., New York, in which a \$250 fee was sought by the firm. The suit was filed to force the state to collect the fee was "in conflict with the constitution of the United States" and was a relative of interstate commerce.

CATALOG NOW READY!



No. 24—FRESH THE CULL... WIS. DeLUKE CORP.

LOOK WHAT 1c WILL BUY



FLASHY BOXES GOOD CANDY... CASEY CONFECTION CO.

SHOWS DE LUCE WANTS AT ONCE

Ringo Games, Cigarette Shooting Gallery... JAS. BELL CO.

WANT KIDDIE RIDES

Also Tug-It-On and Other Shows... ROGERS GREATER SHOWS.

McMAHON SHOWS

Wanted... McMAHON SHOWS.

PARTNER WANTED

Experienced Outdoor Showman... WANTED.

WANT

Atlanta, Wash. Tract, PM Show... WANTED.

Palmy & Little P. Dodge, Va. Federal State, Breensville, Ky.; Morgantown...

Lawrence, Best Meritdown, Tenn. Law, Tenn. P. J. Sullivan, N. J. 15-20.

Manly, Tenn. P. J. Sullivan, N. J. 15-20. Rainbow Am. Co., Greenville, Mo. Reading Springs, Tenn. 15-20.

West Coast Am. Co., Los Angeles, Calif. 15-20. West World's Wonder, Lancaster, Pa. 15-20.

HOUSTON—Litter of six wolves was born recently in Hermann Park Zoo here.

Jumbo PARADES JUMBO SIDE SHOWS... MARVEL CANDY & NOV. CO.

CARNIVALS TRUCKS PARKS RIDES TRAILERS HARLES A. LENZ INSURANCE

WORLD OF PLEASURE SHOWS PORT HURON, MICHIGAN (May 8-13) FIRST IN.

GREATER EXPOSITION SHOWS NOW ON LOTS IN ST. LOUIS, THEN TO THE MONEY SPOTS OF THE NORTH.

MODEL SHOWS, Inc., WANT FOR BALTIMORE, MD., UNTIL MAY 20, TWO LOCATIONS, THEN CAMDEN N. J., TO FOLLOW.

FITZIE BROWN CAN PLACE For Balance of season! Coupon Agency for Booking Alice, Blower, RAIN-WALKERS.

Last Call — PENN PREMIER SHOWS — Last Call EVERY ONE COAST MAY 19.

LATLIP HOME STATE SHOWS WANT This show has left West Virginia on account of Civil Strife conditions.

MILLER BROS. SHOWS CAR PLACE DIGGERS, CUSTARD, PENNY ARCADE, COORSEBARS (All Shows) COME ON.

Wanted WALTER L. RUTTMAN Circus Wanted Playing all week stands in cities.

COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •



AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. MURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago

OKLAHOMA

Oklahoma stole a march on its sister States recently by proposing to attain sainthood for its citizens much sooner than other commonwealths which are having a hard time to keep human beings on the straight path.

Oklahoma achieved this short cut to sainthood by making such things as pinball games and punchboards the supreme evil and then making sheriffs, policemen and other officials responsible for keeping these temptations away from its citizens.

Oklahoma will thus become the mecca of all people who want an easy and modern way to live a good life. All they will have to do is to deny themselves the diversion of playing pinball, salesboards and slot machines. And to make this easy for them they will have the aid of enforcement officers who will lose their jobs if any citizens get to these forbidden evils.

The new Oklahoma law which makes it so easy for residents of the State to live a good life defines slot machines, pinball games and salesboards as evils and makes their possession a felony. Some say it is one of the most drastic enforcement measures in history.

It will make certain officials strict guardian angels of the public by providing that "continued operation of such devices over a reasonable length of time is prima facie evidence that policemen, constables, sheriffs and county attorneys are not doing their duty and is made basis for their order to confiscate."

"Failure of peace officers to seize the devices and enforce the law makes them liable for prosecution on a felony charge and conviction would preclude them from again holding a public office for a period of two years."

There are still a few skeptics left in Oklahoma and they say it is a law that makes it quite easy for the citizens to be saints but that a lot of enforcement officers are sure to get into trouble. Enforcement officers are not paid enough to take such risks, they say.

One infidel said that it is a perfect set-up for building a powerful and corrupt political machine. He inferred that when an enforcement officer was not acceptable to the powers that be, it would be a simple matter to "plant" a punchboard in the proper place and then oust the undesirable officer.

But such a wicked thing would not happen in a State that takes a short cut to sainthood, so something will have to be done about the sinners and infidels in Oklahoma who even think of such ideas.

It is probable that a place called Arkansas can be used as a dumping ground for these sinners and infidels. They can be rushed across the State line and there in Arkansas they can play pinball games as much as they like. Oklahoma saints feel that Arkansas will probably be dropped from the Union since that country had the temerity to license such evils as pinball games recently. Trade barriers will have to be erected between Oklahoma and this region so that no outcasts will come back into the State.

There is some prospect that the saints of Oklahoma will be compelled to look westward all the time and never look

eastward. For stretching clear across the map eastward from Oklahoma there are three regions known as Arkansas, Tennessee and North Carolina. In all three of these regions human beings are licensed to play such things as pinball games and thus hasten the end to a corrupt existence in a troubled world. Some say that they might as well let the hapless sinners in these regions play pinball or something and die happy.

The few sinners that may manage to sneak about in Oklahoma for a time yet will be amazed at what saints can do once they have given up playing such evils as pinball, salesboards and slot machines. They can still drink, smoke cigars, go to movies, bet on the races, play baseball and other sports and even bet on golf. Why any human being would want to defile himself with salesboards, pinball and slot machines when he can enjoy all these other things is a thing hard to understand.

Skeptics might as well face the fact that when a State can solve the moral problems of its people by eliminating a small list of sinister devices, then it is about to give to the nation a new way to get things done. If some of the devices happen to be "planted" in the path of an enforcement officer here and there, it is a sacrifice worth making for protecting the people from pinball so they will have more time and money to spend at other diversions.

Some of the infidels say that chain stores are the only ones to profit from the new Oklahoma mecca. But why should Oklahoma worry about the independents? Proprietors of independent establishments are always a troublesome lot and it will not be so easy to root them up and throw them across the line into Arkansas. If the independents happen to get the idea that all is not quite fair in this new heaven, then they may stir up trouble and Arkansas certainly would not hold all of them.

There is danger that these independent proprietors of retail establishments may get the idea that this new short cut to sainthood is aimed at them after all. It may be a move to save these independents from converting their establishments into a gambling hell by keeping such a thing as a pinball game or salesboard on their premises.

Sometimes chain stores get the idea that these independents are not as good as they should be, and hence there are plans to take away any devices that might enable the independent to sell his soul for a little more filthy lucre. If it is true that such things as pinball and salesboards really help the independent proprietor to stay in business, then maybe the independents are the only remaining stumbling block in Oklahoma. Take away their sources of extra income and they may have to go out of business or move to the lower regions of Arkansas.

Whether the Oklahoma idea is to put the independents in their place, or to pave the way for proper "disciplines" of enforcement officers, a great experiment is under way. Nowhere else in the world will it be possible to contrast the morals of the people, and the effects of pinball on them, as in Oklahoma and just across the line in the region of Arkansas.

Keeney's new ZIPPY ACTION
 CONVERTIBLE TO
5-ball Free Game (STRAIGHT NOVELTY GAME)

"Up and Up"

with a new high score principle with **SEPARATE AWARDS** for individual skill shots

Introducing

A NEW TYPE LARGE SIZE LITE-UP BUMPER

Bumpers count 100 when unit—1000 when lit. Adjustable to certain totals so all bumpers fire up scoring 1000 each. "Advance" bumpers advance score to the next even thousand. Skill lanes with free game award and dozens of other typical Keeney money making features.

J. H. KEENEY & CO.

"The House that Jack Built" 2001 CALUMET AVE., CHICAGO, ILL.

SPINNER-WINNER



CONSOLE ACTION COUNTER GAME

A full cash box every day is the report of operators.

A big heap of pennies, nickels, dimes and quarters every time the cash box is opened. That's why Spinner-Winner gets all the best locations. From one to eight coins every play. Furnished in Dice, Number or Cigarette Characters on dial.



New '39 Super-TRACK TIME

with the NEW "ODD or EVEN" feature and a

9-Coin Selective head

The most profitable of all games now made. A minimum, self care. Available in three models for all requirements.

- Regular Cash Payment Model
- Skilltime Model (has skill feature)
- Remote Control Model (1 metered)

"Satevepost" Says Calcutt Biggest Game Distributor

"Ten Billion Nickels" tells of extent of distributor's business

PATYETSVILLA, N. C., May 6—Joe Calcutt and his Vending Machine Co. are "rated as the largest distributors in the business," according to *The Saturday Evening Post* story "Ten Billion Nickels" appearing on the newsmagazine May 10. The story reveals "Calcutt has been selling machines for 20 years. He has a cable address, he does business in 23 foreign countries and he maintains an airplane for emergency orders. He has been using the plane as a promotion stunt for the 'best pocket book.' Calcutt was named one of the committee of three to handle North Carolina's exhibit at the New York World's Fair."

Said Calcutt, "Generally, as the story appears in *The Post*, it has many interesting highlights and also many angles which I believe the writer could have investigated much more thoroughly. Just listing 18 foreign countries is a slight understatement regarding the shipments which leave for foreign ports from the Vending Machine Co. More than double this number of countries are being constantly shipped machines which they have ordered under the commented upon cable address, 'Colisols'."

"In addition to maintaining an airplane for emergency service, we have what is probably the finest delivery system in the industry in this country. Overnight shipments are made to a wide area around our main office. In addition to this our general delivery system is a guarantee of quick delivery whether the buyer is located in this country or abroad."

"Furthermore, *The Post* designates the used machines as 'stunks.' These games

are far from such when they are rebuilt and reconditioned by the Vending Machine Co., whose reconditioned machines are recognized to be of the finest quality. The story does state that the industry maintains its own shops and skilled labor, the ability of the skilled labor being quoted as being above that of the average mechanic."

In conclusion, Joe Calcutt declared, "It will be interesting to note the 'twists' of the story 'Ten Billion Nickels' on the general public."

Arcade Boom On in East

NEW YORK, May 6—Mike Murray Corp., who devote two of their four offices in this city to their arcade business, are busy working the play and night to meet orders which they have been receiving for arcade equipment, they report.

Joe Murray, who is in charge of the arcade machine department, reports: "Never before in all our many years in the coin machine business have we had such a rush for new and used arcade machines."

"Our office has been working from 10 to 14 hours each day to BK (Brooklyn) demand. We have shipped machines to almost every 55-city in the Union in the past three weeks and are shipping every day."

"There is no doubt of the boom that the penny arcade are enjoying this year. The return to this type of amusement is growing with leaps and bounds. The World's Fair visitors are flocking to Bill Rabbit's Penny Arcade and they like it tremendously. We have four skill Jump machines there and it is unusually interesting to see how the public like them."

"Whenever we go we have been hearing from arcade men that the play is on

110 Volts AC Anywhere!

WITH KATLIGHT ROTARY CONVERTERS.
 Furnish standard 110 AC, 60 Cycle, for operating self-contained music machines, motion pictures, 30 picture, electric organs, musical games, etc. Complete 230 Volt, 910 AC Light Plant—\$114.00—\$18.00 per unit. 230 AC Light Plant—\$144.00—\$25.00 per unit. 230 AC Light Plant—\$144.00—\$25.00 per unit. 230 AC Light Plant—\$144.00—\$25.00 per unit.

KATLIGHT, Mankato, Minnesota, U.S.A.

the way up to a new peak. New arcade equipment that has been produced this year has also been responsible for this jump in business."

Western Line "Holds Tight"

CHICAGO, May 6—"It's an already established fact here at the Western plant that our spring line of games has made a real hit with operators from Coast to Coast," reports Western Products' Don Anderson. "If no one had ever sent a word of praise for the games we would know from the daily mail and telegraph orders just how popular our recent releases have proved to be and just how strong a hold these games have on the players in all types of spots."

"Leading the parade of Western hits into the locations of the country is our 1939 Baseball, the console game that has been in steady demand and consistent production for well over a year," continued Western's sales manager. "Its popularity at present is greater than ever due to the fact that it has been redesigned for greater flash and appeal and is also available in three models to meet location requirements. The 1939 Baseball can be had in straight play, in free-game model and as a payout game."

GET KIRK'S GUESSER SCALE
 I PENNY BACK IF YOU ARE RIGHT!
 WITH THE "watch your heart beat" FEATURE
ALL MECHANICAL OPERATION
 GREATEST LEGAL MONEY MAKER EVER BUILT
CL. KIRK & CO. 3626 N. WASHINGTON BLVD. CHICAGO, ILLINOIS

HI-YO, SILVER!

We'll bet even the Long Ranger is a PHOTOMATIC customer . . . or, if he isn't, there's a million who are. All kinds of people, everywhere, make PHOTOMATIC the most profitable coin machine in the world!

INVESTIGATE
 International Mutoscope Reel Co., Inc.
 518 West 34th St., New York

up to and including 25 cents. Both games are the most modern and most simplified counter games now on the market and are making an enviable reputation for themselves as big earners," declared Anderson in conclusion.

Coin Machines at the Fair

Wide Variety of Service Machines, Venders, Arc Equip. on Grounds

NEW YORK, May 6.—The coin chute is certain to play a major role in the life of the average man in the "world of tomorrow." The World's Fair can be taken as a true criterion of what coming generations may expect through the devices that are located throughout the fairgrounds add much to the comfort, convenience and amusement of every visitor. There is a coin device fashioned to cater to practically every wish the fairgoer may express whether it be a cup for a drink of water, a package of cigarettes, a stack of gum, a picture of himself, a towel or an hour of two of fun at a pin table.

True, the recent boom on service machines, but in the amusement zone fairgoers will find plenty of coin-operated devices ranging from skeeball alleys and pin tables to Phonotronics and selective Mutoscope machines to add to their enjoyment. The sheer number of coin-operated machines that dot the grounds in itself bespeaks the high regard fair officials entertain for the industry whose products will silently and efficiently serve the millions expected to click thru the turnstiles from now until October.

Due to the fact that the fair is not yet completed, many machines have not yet been placed on location. Others, while ready for use, are not yet in action. Consequently it is impossible at this early date to give a complete and ac-

curate picture of the varied operations. Here, however, is a bird's-eye view of the present line-up.

Service Machines

From the standpoint of sheer numbers service machines take first place. While there are no new types of machines on location, still the improvements both from the standpoint of design and mechanical excellence that have been made in machines of this type will be apparent to fairgoers who recall those they saw at the Chi Expo 10 1937-38.

A battery of Dixie Cup venders stand at silent attention at every drinking fountain station throughout the fair. Machines in use have been made by Dixie Vortex Co. and are being operated by Expositions Service Corp. Machines are equipped with penny-rod chutes.

Built into the walls of various exhibits are batteries of coin-operated lockers, placed there by the American Locker Co., which cost the user 10 cents per 24 hours of fraction thereof. Lockers are to be found both inside and outside exhibit buildings and are built into the walls. They add a note of modernity to many buildings with their trim aluminum finish.

Coin-operated Perry turkeys are to be seen thruout the amusement area, as well as at all bus, railroad and subway terminals both inside and outside the grounds.

In some comfort stations coin-operated turnstiles admit one to a select group of toilets. While others are equipped with 5 and 10-cent coins to lock, ten-cent locks admit one to a dressing room that's equipped with toilet, wash stand, which, broom, etc. Restrooms are also equipped with paper and cloth towel venders. Two paper towels are vendored for 1 cent, with a nickel the charge for one of the cloth variety. Women's restrooms are also equipped with two kinds of sanitary napkin venders. Machines in comfort stations are being operated by the fair itself.

Candy, Nut and Gum

Canteen Corp. of America have the contract for candy, nut and gum machines at the fair. Most installations consist of five-column, 5-cent candy bar vender flanked on either side by a two-column, 1-cent nut vender and a 1-cent gum machine. Gum and nut venders are also spotted by themselves. About 12 candy-bar venders and 500 nut and gum machines are located thruout the exhibit and amusement zones. Virm

also has machines in railroad and subway stations located on fair property. Nationally advertised candy bars and wafley gum is being used. Nut machines are using one column of small and one of large salted peanuts. Headquarters are the Hoop Purchnalage Building with Mr. Pringle in charge. Virm is employing approximately 50 servicemen.

Cigaret Venders

Peter, Coe & Oreg has the concession for the sale of Tobasco in fair-located buildings. They're using Stewart & McGuire 8-column Dualway venders and expect to have over 100 machines in operation within the next week. Now Cigaret Service has installed 8 and 10-column venders in the fairgrounds in orange and blue colors, in many of the privately controlled restaurants and buildings. The selling it looks like 16 or 17 cents will be the standard price of pipe thru machines. A meeting was held Friday (3) to fix the fair price and one to decide a definite price. Over-the-counter price in many spots ranges as high as 25 cents.

Photomatics

International Mutoscope Reel have approximately 40 Photomatics in operation at the fair. In addition to two complete Photomatic buildings in the amusement zone, studios are spotted in the Foods, Communications, Metals and Consumer buildings in the exhibit area. Studios are equipped with a battery of Photomatics as well as Phonotronics and Movie Photo machines. Bill Rabbin, Mutoscope presy, has appointed Samuel Meisler, formerly with Whelan Studios, as manager for the 20th Century Photomatic Studios.

Penny Arcade

The only arcade in the fairgrounds is located in the amusement zone and is being operated by International Mutoscope Reel. Operating line-up of games includes: 6-cent slot; novelty pin games including Bally Suprim, Bally Royal, Bally Spotted and Fifth inning. Twenty selective Mutoscope machines, 12 Arcade Phonographs, 4 Ring-Away, 4 Spill Jump, 3 Hokeys, 2 Astroscopes, 2 School Day Rises, 1 World's Series, 1 Baseball, 3 Metal Slugging machines, 2 Love Testers, 3 Eurdie Hogs, 2 Hi-Ball, 1 Bally Basket Ball and 1 Grandmother Fortune Teller.

Two-cent slots; Post Card Venders, Penny Slots, 3 Punching Bags, Athletic machines and Electric Shooters. In addition, counter change will be available thruout the arcade and a Warner Voice Recorder will be installed along with two cigaret vending machines.

One of the two Photomatic studios adjoins the Penny Arcade. In the rear of this studio William Rabbin will have his World's Fair office, where he'll get vending contracts.

Max's Photo Shop has five selective Mutoscope machines and one Photomatic in Children's World. A battery of coin-

operated horse rolls are on location there.

Skee-Roll Alleys

Mastice Pisen has two skee-roll alleys in the Amusement Zone. One is known as "Chime Ball" and the other as "Skee-Hell." Both concessions have a battery of 18 machines equipped with nickel slots. Merchandise prize awards are given for high scores.

Scales

Yet to make their appearance on the grounds but scheduled to appear shortly are 126 penny-weighing scales to be spotted by International Mutoscope Reel. Fifteen scales are to be located in Children's World and the balance will be scattered thruout the exhibit and amusement areas.

Conclusion

As slated at the beginning of this article, the fair is a veritable cornucopia of coin machine operations at the fair at this early date. Several types of machines such as performance venders, shoe-shining machines, comb venders, etc., may appear, although there is definite assurance that less will. A game room is reported to be in the planning stage and will be located in the Bus Vending Zone. Other operations are rumored to "be in the cards" which will be reported on at a later date.

Bill Cohen In; Then Out Again

CHICAGO, May 6.—William (The Sphinx) Cohen, former Skee Co. chief, is on his "up-and-down" routine, he reports to those who saw him this week in Chicago. "I just flew in and I'm trying out again," says "The" as he takes a few hours off from the persistent demands of my operators for his two Skee alleys and his selector type Comet Ball. "I'm taking my turn at making a few demands and I'm sure they'll be met," says Cohen, who hurries up deliveries on these two winners. "My customers are going great guns with my game," says Cohen, who has enough of them, and I just had to come in to the factory to make a personal check-up. "I've received the best assurance that the games will be coming forward in greater quantities so my customers will be satisfied."

Topper To Top Majors?

NEW YORK, May 6.—George Panser, whose company distributes Chicago Coin and the Empire Baseball territory around New York, recently prevailed upon the Chicago Coin release, Topper, which will make its debut shortly. "I was expecting almost too much from any manufacturer to repeat the success of the Majors," says Panser. "Chicago Coin seems to have done it. As far as I am concerned, with Topper, I expect a picture of the thing, a good novelty or free game means that you can play on a location. It looks like another good thing to have." Panser among other customers for as many Topper as he can deliver. "I wouldn't be surprised to see the game set a new record in production sales and in money-making."

Keeney Sales on the "Up and Up"

CHICAGO, May 6.—"I think the word sippy best describes our new lineup, bumper bump game, Up and Up," says the picture painter and promoter, Keeney for the benefit of various Keeney distributors in the Midwest. "That's what I want to see the return of Jack Bull to see the return of Keeney offerings."

"Up and Up" is also convertible to a straight novelty game if the operator wishes to make the switch," further explains the said J. H. Keeney of Chicago. "It is primarily a high score game, too. It also has individual awards for individual skill above and the activity thruout has plenty of that almost-made-it suspense which the players like. Large size bumper count 100 when units are 1,000 when hit. Certain other bumpers when struck also advance the score to the next even thousand."

"First shipments of Up and Up went forward to our distributors last week, and we're already seeing a lot of the new line. But a second release has been ordered so there will not be any gap in deliveries."

WESTERN'S REEL POKER



\$17⁵⁰ DUCES WILD.
1c, 5c, 10c, 25c Play.
Simplified Mechanics.

PALMANTIER-KING SALES CO.
1107 Tuscarawas, Canton, O.

JENNINGS CHIEFS
5-10-25c \$22.50

37 GENCO MAGIC ROLLS
Original Price \$119.50
— Now \$39.50

Good as New
1/2 Deposit With Order

GERBER & GLASS DISTR. CO.
914 Chicago Blvd.
Chicago

BARGAIN Bangtails, \$47.50

Finest condition, 128 coin with arrow.
H. D. SALES CO.
110 N. Oak St., Evanston, Ill.

EMPLOYEES OF THE NATIONAL VENDING CO. Elizabeth, S. J., gather to celebrate the firm's "booming sales." From left to right are (standing): Jim Ehrenberg, Tom Burke, Ruth Scherer, Steve Stern, Ann Wichansky, Murray Miller, seated; Harry Wichansky, Ben Wichansky, Sylvia Simon, Leona Levy and Sid Levy.

WYOMING ASSOCIATION WINS COURT VERDICT TO INCORPORATE

Philadelphia operators are overjoyed at victory—case involved the question of legality of games—distributors congratulate operators on successful fight

PHILADELPHIA, May 6.—Declaring that the coin machine business is an acknowledged legitimate business, the Common Pleas Court No. 4 of this city granted a Charter of Incorporation to the Philadelphia Coin Machine Operators' Association, legally entitling them to officers and recognizing their business methods as legal. The decision was rendered by the judges on Friday, April 28. Operators in the Philadelphia territory were overjoyed by the action of the court in thus acknowledging the legitimacy which they had claimed for the coin machine industry during two and a half years of litigation between the association and the police department over the granting of a charter.

The plea for a charter by the Philadelphia association as originally requested was opposed by the police department and Mayor S. Davis Wilson at that time. Thus initiating the litigation which was concluded by this recent and complete vindication of the attitude assumed by the association, which was represented before the court by its counsel, Edward Cohn.

Started in 1937
At the inauguration of the action for grant of a charter to the Philadelphia Coin Machine Association in 1937 the court appointed a special master to hear the case. The master appointed by the court refused the charter grant and the case was appealed to Common Pleas Court No. 4. After four arguments, all of which were opposed by the police department, the court reversed the master and granted a charter to the association.

Composition of the Common Pleas Judge, Thomas D. Finletter, Francis Shank Brown and Otto Heiligman, who heard the appeal, was that the business of the association was legal business and that pinball games were games of skill. They followed the decision of the Supreme Court in the case of Klitcher in which the high tribunal decided that pinball games were games of skill and thus subject to the same tax as billiard tables, bowling alley and pool tables.

The judges in making their decision overcame the suggestion of the police department that the intention of association members was to use the machine for gaming purposes. The court declared in its decision that the method as employed by members of the Philadelphia association was a legal business and that coin machines were not intended to be used for gambling purposes. The Common Pleas decision stated that the courts of the State had already decided that the machines are not considered gambling devices per se and that any legitimate device could be converted into a gambling device if used for gambling purposes.

Cohn Turns Map-Maker

NEW YORK, May 6.—Ops who plan driving to the Nevada in the summer here may have no fear of making a wrong turn if they start out from New York and head westward. The map being distributed by Modern Venting Co. to all its friends and customers, for the first time in its history, has had these maps made up especially for its use. Map shows how to get to Nevada and back in the most direct possible. In addition to its practical value many ops will want to keep it for its artistic merit. It has been designed and printed with "beauty of reproduction" foremost in mind.

Operators Shout Joy
Settlement of the charter question after two and a half years of litigation was highly acclaimed by operators and distributors as well as all elements of the coin machine industry in Philadelphia, as well as the State. Congratulations poured in upon executives of the association praising them for helping to place the industry upon a firm foundation in this territory and thus, thru their example, aiding the operators and operator associations everywhere.

Harry A. Westblatt, counsel for the Pennsylvania State association, declared that "the favorable action of Philadelphia courts in granting the Philadelphia association a charter will be welcome news to the associations affiliated with the State organization. It will mean the ending of the litigation in this territory and the State is gaining much needed beneficial legislation in the entire State." Similar comments were received from various sections.

Justification of his success in culminating the long court arguments was expressed by Bernard B. Cohn who fought the legal battle for the charter for the country. Operators are gaining much needed beneficial legislation in the entire State." Similar comments were received from various sections.

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"We will continue to warrant the respect of the courts and the public as long as the granting of a corporation charter to our organization," Martin Mitnick, association president stated. "Now that we have established a precedent in this movement, I hope that our example will be followed by other associations thru the country."

Frank Engel, vice-president, said that he was glad that the court allowed Philadelphia operators to legally construct a lawful business man's association and officers to guide the affairs of the association." Comment of other organization officials ran along similar lines with all unanimously satisfied that the charter would aid the association to establish a serious business man's organization in Philadelphia.

Following the granting of the charter to the association, the charter sheet will be suitably engraved and signed by the officers of the Philadelphia group who are: Martin Mitnick, president; Frank Engel, vice-president; Jack Brink, secretary; Harry Stein, treasurer; Benjamin Hankin, financial secretary. The board of directors consists of Samuel Stern, Samuel Pinkowitz, Louis Slesman and William Engelstein. The charter will be prominently placed

in the offices of the Philadelphia association, which are located in the Shaft Building.

Distributors Meet

At a special meeting of the coin machine distributors of the Philadelphia area it was decided to send congratulations to the Philadelphia association for its part in gaining added respect from the public for the entire industry as well as recognition from the courts and civic authorities.

In view of the tremendous benefits being rendered the industry thru the efforts of the Philadelphia organization the distributors agreed to use their influence in urging the few non-member operators to affiliate with the Philadelphia association thus aiding in carrying on the excellent work being wrought by the organization in harmonizing the business situation in the city.

Attending the special distributors meeting, which was held at the Hotel Majestic on April 2, were the following representatives of the distributor organizations: Joe Ash, manager of the Philadelphia office of George Ponsler Co.; William Gross, Lehigh Specialty Co.; Jack O'Neil, E. C. Novelty Co.; I. H. Rothstein and Lewis London, Banner Specialty Co., and Monte Spiegel, manager of the Philadelphia office of R. D. Lassar Co.

New Members Sign

New members joining the Philadelphia association during the week were Sam Backoff, Ulysses Roberts, Collin and Rhoads, Joseph Agurro, John Nicholas and Johnnie Bell. It is expected that other operators will become affiliated with the organization as the special membership drive now being conducted continues.

The contention of the operators is that pinball machines will come up for argument before the Supreme Court of Maryland, sitting in Philadelphia, during the week of May 15. The case for the operators will be argued by Bernard B. Cohn, counsel for the Philadelphia association.

The contention of the operators is that pinball machines were never intended to be taxed by the act of Maryland, but that they are taxed exclusively for that purpose and not incidental to a business.

The case is of the utmost importance to the coin machine industry in the State and is being closely watched by them for an indication of the taxing possibilities which may be used on coin machines.

Japanese Games Market Expected

CHICAGO, May 6.—"Receipt of a Japanese letter by Daval Mfg. Co. creates excitement here for the second week," reports an official of the firm. The letter referred to the new games of the details on methods of operation and costs.

"The letter, the written by a Japanese firm, reads: 'I am writing you for the pinball game. It reads: 'Most Honorable Daval Mfg. Co. Please advise us too much to buy new games for Philadelphia markets for play here in your America. Is most honorable game good for Japanese? We are ready to pay for game.'"
"Come game here will be played as best to play. No concerns here is got here. We are ready to pay for game. We are ready for business to sell many game here. Much American coin and much play."
"Please write to tell how best salary for game. Price should be too low for game."
A. S. Douglas, president of Daval, re-

ROL-A-TOP BELL

The above machine is the first and only ball type machine on the market with a coin top showing the last 3 coins, the best protection against slugs.

Built in 3 Models,
Bell, Front Vender and Cold Award.

Built for 1c-5c-10c-25c Play
Made Only By
WATLING MFG. CO.
4640-4650 W. FULTON ST.
CHICAGO, ILL.

Dist. 1889-711 COLUMBIA BLDG.
Cable address "WATLINGSTG," Chicago.

AUTOMATICS

3-wheelers \$24.00	Bally Stamp \$28.00
4-wheelers \$28.00	FREE GAME \$1.00
5-wheelers \$32.00	Carroll \$28.00
6-wheelers \$36.00	Carroll \$28.00
7-wheelers \$40.00	Carroll \$28.00
8-wheelers \$44.00	Carroll \$28.00
9-wheelers \$48.00	Carroll \$28.00
10-wheelers \$52.00	Carroll \$28.00
11-wheelers \$56.00	Carroll \$28.00
12-wheelers \$60.00	Carroll \$28.00
13-wheelers \$64.00	Carroll \$28.00
14-wheelers \$68.00	Carroll \$28.00
15-wheelers \$72.00	Carroll \$28.00

Chicago, Ill. 1889-711 COLUMBIA BLDG.
Cable address "WATLINGSTG," Chicago.

ports: "With baseball now one of the most outstanding sports of the Japanese, we believe that Bow Force should create a section in Japan as well as in the Philippines. As soon as we can send this letter we shall be better able to judge just what we should send there."

Chicago Coin To Release Topper

CHICAGO, May 6.—Sam Wolberg, of the Chicago Coin & Stamp Mfg. Co. today announced that a new game, Topper, will be released within a week. "The game," said Wolberg, "is already an immediate hit with the operators and distributors who have had an opportunity to see it in action. The advance orders that have been placed indicate another long run in the nation's busiest coin game factory, one that we hope will rival that of Majors."

Partner Sam Gensburg revealed some highlights of the new game: "It is a five-ball game, both in novelty and free-game model, incorporating some hand-picked scoring and playing ideas," he said.

Novelty Games To Run in Baltimore

BALTIMORE, May 6.—Robert F. Stanton, police commissioner, was quoted in the press as saying that pinball games with five balls, no payouts and with only automatic free plays for high score awards will not be disturbed by the police department unless actual gambling on the machines is discovered.

"The Baltimore State Police law expired April 30 after being in effect two years. Under the Horse law a wide variety of machines must appear, appearance, chiefly one-ball payout types. The novelty skill games now appearing are not being disturbed by the police. The Maryland governor vetoed three amusement games license bills which would have licensed machines in three counties in the State. He cited his campaign pledge in vetoing the local license idea."

CHALLENGER

Manufactured by
VICTOR VENDING CORP.
4203 Fullerton Ave., Chicago, Ill.

TOPPER!

Designed to provide operators with maximum service and sales appeal at a LOW PRICE. Vends everything—candies, peanuts, gumballs, chewing gum, etc. Ball Gum capacity over 1000. Sub-compact. Capacity Merchandise Inc.

\$6.75

Special Instructor Offer!
1 Tray
10 lb. Candy
1 pp. Top
All for \$6.75.

CHALLENGER

Recommended and Distributed by

TORR 20474-SO. 68 PHILA., PA.

FREE WEIGHT SCALE!

Your weight FREE with each purchase of *Stearns Gum at 75¢*. Our combination scale and gum vendor has all necessities.

Exclusive Operating Rights NOW AVAILABLE

WRITE or WIRE For DETAILS

D. ROBBINS & CO. 114-B DIXIE AVE. BROOKLYN, N.Y.

Senate Bill Defers Food and Drug Act

WASHINGTON, May 6.—The Senate has passed the House bill amending the Pure Food and Drug Act postponing the effective date of certain requirements of informative labeling in order to permit the exhaustion of present stocks of labels which may be on hand and also to give the commerce department adequate time to act on such labeling exemptions as directed in the act of 1938.

The senate in acting on the bill inserted an amendment providing that persons who "not later than December 1, 1939, notify the secretary of commerce by affidavit, setting forth the facts, that compliance on January 1, 1940, with the labeling provisions authorized in the subsection would be unduly burdensome and that the public interest in being adequately served, shall, as a matter of right, be exempted from compliance therewith until July 1, 1940."

AMUSEMENT MACHINES

Bally Drink Vender Vending Machine In Warner Houses Man Is Romantic

NEW YORK, May 6.—Bally Beverage Venders already located in the five leading Broadway theaters in New Jersey are creating a tremendous sensation among coin machine operators, as well as merchants and the general public, it is reported here.

In the most impressive and popular theater in Jersey City, the Stanley, the Bally Beverage Vender is outstanding in attractiveness in the main lounge. The machine is proving one of the finest services the Stanley Theater has ever given its patrons, and is vending a large volume of cold beverage daily. Being one of the largest de luxe movie houses in the State, the Stanley gets large crowds and therefore the Bally Beverage Vender is well patronized.

In Newark, where great crowds are daily attracted to the Branford Theater, the Bally Beverage Vender has already won the commendation of leading business men as well as the patrons of the theater who call it "One of the greatest conveniences ever introduced." The Branford Theater is Warner Bros. leading movie house in Newark, and publicity resulting from the installation of the Bally Beverage Vender in the main lounge here is considered of incalculable beneficial value to the other operators who are entering the beverage vender field in this city.

In Elizabeth, Warner's Ritz, the largest theater in this city, is also featuring the Bally Beverage Vender, on display right in the main lobby. The location of this machine in the main lobby is probably the most outstanding in the entire chain. Being in the main lobby it is attracting patrons going in and coming out of the theater as well as between performances. The patronage given the machine is said to be tremendous. There is not a moment's rest from the constant stream of soft drinks being vended.

Other Warner Bros. theaters in this State where the beverage venders have been installed include the Hudson Theater, Kearney, and the Royal Theater, Bloomfield.

Business men who have been attracted to the machine and who have made purchases from it have phoned the Bally Manufacturing Co. offices in New York, according to Art Berg, Bally's direct factory representative in charge of these offices, saying that the beverage vender also be installed in their place of business and three inquiries are being turned over to operators.

Challenger Sales Reported Climbing

CHICAGO, May 6.—Harold Schaeff, president of the Victor Vending Corp., said that sales for the Challenger ball merchandise vender which he recently put on the market have surpassed all expectations. Schaeff said, "Even if our production facilities were geared up to meet the unusually heavy demand for our new vender, it has been necessary to expand further so that all shipments will be made promptly."

"The reason the Challenger vender has met with such hearty approval is partially due to these features: vends uniform portions yet has a wide range adjustments, which can be set without ever removing the globe. The special porcelain finish with the sick-side delivery chute, which is sanitary and non-clogging, is a feature operators need and want. The finest materials have gone into the construction, special aluminum and bronze castings are used and all parts are plated or enameled."

Gum Vender, Scale Combined

BROOKLYN, May 6.—"It is a well-known fact that penny weighing scales are steady money-makers," declares Dave Robbins. "However, the public is always interested in something new, and the combination gum vender and scale being introduced by D. Robbins & Co., Brooklyn, N. Y., is the latest idea for increasing the income of scales."

"The weight is given free with each purchase of gum. When a penny is inserted a stick of Adams gum is vended and the penny then continues down until it trips the weight lever. The customer thus receives his weight free. The customer has his choice of six different flavors of gum.

"This scale should take in five times as many pennies as an ordinary scale. D. Robbins & Co. are now allowing exclusive operating rights for the combination scale," concluded Robbins.

Cig Taxation Draws Florida Newspaper Ire

TAMPA, Fla., May 6.—Appearing in the editorial columns of *The Tampa Morning Tribune* recently was an editorial blasting the taxation of cigars. It is a frank, outspoken editorial showing what is behind the measure. We reprint it in full:

A Biennial Nuisance

"It shouldn't take the Legislature long to kill—a all its predecessors have killed—this bill proposing a tax on cigars. It is entirely a punitive measure, devised with the nefarious purpose of dealing a crippling blow to a State industry.

"In past Legislatures the cigar tax bill has been readily and rightly identified as one of those measures intended just to do harm, without any possibility of good; and the 1937 edition comes in the same category. If its promoters believe cigars are harmful and were enacted by a sincere motive to curtail their consumption, they would offer a bill prohibiting the manufacture, sale, possession or smoking of the smoking industry, competing tobacco and medicinal relaxation so prevalently used in Florida as everywhere. But not their aim is not more or less noble. But financial; they threaten to hit the pocketbooks of the producers in and out of Florida. In doing so they would seriously injure Florida tobacco growers, who are struggling to build up a new productive industry, competing tobacco and medicinal crop of our neighbor State of Georgia and at the same time to walk the neck of the state's producers of Tampa and other Florida cities.

"This cigar tax bill is one of our regular biennial nuisances, and it's a pain in the neck to all right-thinking citizens. Each Legislature has promptly killed it and this one should be no exception."

TOPPER

Manufactured by
VICTOR VENDING CORP.
4203 Fullerton Ave., Chicago, Ill.

Introduced by D. Robbins & Co., Brooklyn, N. Y., is the latest idea for increasing the income of scales.

"The weight is given free with each purchase of gum. When a penny is inserted a stick of Adams gum is vended and the penny then continues down until it trips the weight lever. The customer thus receives his weight free. The customer has his choice of six different flavors of gum.

"This scale should take in five times as many pennies as an ordinary scale. D. Robbins & Co. are now allowing exclusive operating rights for the combination scale," concluded Robbins.

ART NYBERG, Bally Mfg. Co. factory representative in charge of Eastern Beverage Vender division, serves cold drinks to Herb Weiser, prominent New York vendor (center), and Jack Fitzgerald, Bally Eastern regional distributor.

Widely Known Men Join Rock-Ola

CHICAGO, May 6.—An announcement has been made by the Rock-Ola Mfg. Corp. of the addition of Walter Gummerheimer and Rudolph Greenbaum to the sales division of the firm.

"Both men are known to coinventors and have been very prominent in the industry for many years," commented Rock-Ola officials. "Mr. Gummerheimer will travel out of the factory in Chicago and will be known as special factory representative covering the entire United States.

The two spent considerable time last week at the Rock-Ola factory becoming acquainted with the Rock-Ola Luxury Lightbulb phonographs as well as other coin-operated equipment.

Walter Gummerheimer will leave in a few days for his first trips thru the territory with many new ideas which consist of sending out distributors and operators in view of the heavy business being done since the introduction of the Luxury Lightbulb models."

Said Greenbaum: "It will seem like old news to be calling on my many friends in the industry. I am delighted over my new connection and might just as well be considered a new man to the Rock-Ola organization."

Gummerheimer, who has something to say of the Rock-Ola device, said: "I like the way Rock-Ola does things and why I should be in connection with the opportunity to work with such a fine and progressive organization."

Rudolph Greenbaum, general sales manager, said: "We know our distributors are going to be glad to have in addition to our organization of Greenbaum and Gummerheimer. They are two of the men of our industry in point of wide experience, in strong winning personalities and in a large acquaintance with the industry. We are most proud to have them with us."

Detroit Ops Adopt Music Contest Plan

DETROIT, May 6.—A unique speech, delivered from a record on a phonograph, was presented at the annual meeting of the Michigan Music Operators' Association, at a recent meeting. Maxton Belmont, president of the association, in his speech, comments made indicated the novelty of idea and its appeal to operators familiar as they are with records. Illustrated the value of the special record concept planned by the association. This is similar in principle to the "Big Prize" which members' phonographs a record of especially compressed music, to which contestants are invited to write their names. Prizes would be offered the successful writers. Operators unanimously adopted the committee's proposal to have a record of the property of the association.

Proposed, but not adopted, at this meeting was a proposal to close the Detroit music scene. The music scene (See DETROIT OPS on opposite page)

Record Buying Guide

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

By DANIEL RICHMAN

Tabulation is based upon radio performance, sheet music sales and record releases of the week. Reports from music publishers as to the relative importance of the songs in their catalogs are also considered, as well as information received each week from prominent operators.

GOING STRONG—KEEP THEM IN

And the Angel Sing, Benny Goodman, Bing Crosby and Count Basie are leading the parade of recordings making the most nickels drop in the territory. The song in the legitimate music hits of the moment and it shows every sign of possessing enough strength to carry it along on top for several more weeks.

Three Little Fishes. This was one of those numbers that seem to follow a straight line right to the beluga without any dull-dialing and there's no question as to its being an absolute must for the boss. Of all the discs available, Ray Kay's appears to be the most in demand, according to operators' reports, with Hal Kemp's not far behind. Paul Whiteman and Guy Lombardo also contribute their versions for your patron's attention but they don't mean half of what the first named two do.

Little Six Echo. If it hadn't been for Bing Crosby's waxing of this it's quite likely that it would have disappeared from this space a couple of weeks ago. But the Crosby disc did appear and it's undoubtedly remained the same for the phone. Guy Lombardo or Jan Savitt for the disc arrangements.

Sunrise Serenade. Glen Gray and the Casa Loma Band, whose beautiful disc started this hit on the way, will maintain the edge with the cash customers, despite strong competition from other platters. Keep it under the needle for another couple of weeks at least.

Beer Barrel Polka. Since this has definitely turned into one of the hottest favorites it was not surprising, in addition to selling piles of spinners, sheet music, it would seem that the "Operators' Special" claim is too limited for it and that its rightful place is up here among the real big numbers. The number of records apparently being ordered by operators' unions of Eddie DeLange, Horace Heidt and Gray Gordon and going for it in its original polka rhythm, as interpreted by Willie Olabe, Jolly Jack Robell and the New Bee Tavern Band.

COMING UP—BETTER STOCK THEM

Tears From My Kneel. You can put your money on this to turn into a No. 1 hit before very much longer and it's at that stage right now where it ought to be available for your patrons. Three good recordings are being ordered by the boss. Fred Nickoly who has been getting the buy around Chicago with his disc; Glen Gray, more popular in the East, and Kay Kyser.

I'm Building a Sailboat of Dreams. A fast-rising song had one that one will not be able to overlook in a short time. It's got the elements of a great summer tune, with the sailboat angle in particular and a good melody and lyrics. It's being ordered by the boss in the territory. The disc in the style that made his version of Hee Haw Guy Wolf so popular in the machines.

Little Skipper. Strong enough, but not so powerful as to merit a place in the "Operators' Special" category. The record was newly released, and a phono flogger, but in the meantime it's doing only fairly well. Tommy Dorsey, Al DeLange and Gusze Nelson are the platters here.

East Side of Heaven, hurrying to the trade in the lack of speed with which this is catching on. It was thought that by this time it would be one of the front-running numbers of the season, but to date its sheet music sale has been only fair. As the Crosby picture of which it's the title song gets around more, the song will probably be more in demand. The same goes for the three other tunes from the film—That Jolly Old Country, Sing Along with Me and I'm Building a Sailboat of Dreams. Bing, of course, does a swell job on all four ditties, and numerous dance versions are available, notably Guy Lombardo.

Whispering. Has started this ballad from the Irene Dunne-Charles Boyer picture, *The Sign of the Cross*, which has been widely reviewed and predicted some measure of success for it. Its sheet music performance in the past couple of weeks has borne out that prediction and chances are that the song will do much higher. In the territory it has an exceptionally lively waxing of it that seems to be catching on.

OPERATORS' SPECIALS

Listing operators those songs which in themselves cannot be classified as popular, but which are of high art, or give every indication of becoming successful phonograph numbers.

WPA Polka. This is one of an avalanche of polkas that has developed since the success of Beer Barrel Polka. Others are The Dopey Polka and Hee Haw Polka, and they stand a nice chance of doing well. The original was the original glory of Beer Barrel. WPA and Dopey are by Willie Olabe, who has the original disc of Beer Barrel, and Hee Haw is waxed by the New Bee Tavern Band.

If I Didn't Care. Built riding along nicely in the sobby version of the Poter Ink Spots. A real heavy ballad for the woo small hours when everybody is gone and nobody's home.

My Man. This, in our opinion, is an item-to-watch. Wayne King records the old Pannie Price hit, which might be due for a revival of interest in the days of the new 20th Century-Fox movie, *Rose of Washington Square*, and this, the title tune itself, is being done in the form of an instrumental as Benny Goodman has dressed the oldie up in swing style to make a disc that is definitely worth while in itself without its relation to the film.

Regime Cowboy Joe. Here is what operators are referring to as a swing hitably tune, which ought to make everybody happy. Pinky Tomlin did a swell job of it, and it's already showing signs of doing well.

Prize Toss. This is not a new recording, the Andrews Sisters having waxed it some months ago, but it appears to be developing into a follow-up of their Hold Tight. This is Russian for Goodbye, and the girls deliver the best rendition of this type of music that we have heard of here in a long time. (Double-meaning records are purposely omitted from this column)

New Bands Appear In Disc Guide

NEW YORK, May 6.—Continuing the arrival of spring in the music world, a number of new bands made their first appearance in the Record Buyers' Guide during the week of April 30. Two new names cropped up last month that the guide has seen the entire year. Acknowledging Artie Shaw as the most interesting of the new bands, music men agreed that the arrival of new blood is bound to step up sales all around.

Prominent among those bowing in are: Chick Bullock, the Four Ink Spots, Glen Miller and Charlie Barnet. Of the entire group debuting Miller and Barnet are the most promising in regard to repeated mentions. Both bands have versatility and arrangements that will undoubtedly send them up the ladder rapidly.

Clever arrangements of novelty numbers were, to a large extent, responsible for the mentions received by others—although this is by no means a sure thing. In fact, of the consistent top-notchers can be spotted.

Deserving special mention is Glen Gray and his Casa Lomanites for their spectacular comeback with such numbers as "I Cried for You," "Heaven Can Wait" and "Sunrise Serenade." A really great band.

New Firm Enters Phonograph Field

NEW YORK, May 6.—A new firm known as Ochsberg has just entered the automatic music machine field here in the East. Officers of the firm declare that they are entering the phonograph field at this time because they have something that will give distributors and music machine operators a chance to cash locations of the better type, such as hotels, restaurants, clubs, night clubs, country resorts, beach clubs and other type spots into which they heretofore have not been able to gain entry with coin-operated machines.

Also the new unit offered by Ochsberg, Inc. does not operate by means of coin slots. It fits perfectly into every type of operation, officials of the firm state. "This is not a device that requires the employment of an attendant," they're nothing like that. It merely takes a coin, but in a different manner, so that it is possible for an operator to place these new units in the highest type spots. It opens an entirely new field of locations.

"We are not ready to reveal all the details about this amazing new unit right at this time," they continued, "but when it does break we guarantee it will shake a stir in the industry that will shake it to its very foundations. This is the new unit of our only offer operators a chance not only to gain entrance into the most exclusive type locations, but it guarantees him a steady stream of business. The new unit comes with no involvement by maintaining service men, collectors, etc.

Major is this new unit merely an updated version of the one being tested on the firing line by some of the largest operators in the East. These tests have been going on for about three to four months and it was not until all 'bugs' had been eliminated and minor adjustments made that the firm decided to go into production for quantity production. Some of the results of the tests have been that there were on least two to three times as many and hard to please that it was possible to get out of this unit some 200 to 300 thru with flying colors.

"We'll be ready to let our hat down," they concluded, "and tell the industry all about this new unit in the next few days or in a week or two. We don't want to see our opening alive until we have made it with this new unit. We want to make immediate deliveries. Just keep an eye on the pages of The Billboard and you'll see what the future of the new future. Watch for it. It will be worth your while."

What the Records Are Doing for Me---

In this, the operators' own columns, the music merchants of the entire nation help one another to select the biggest money-making records. It is a service by the operators and for the operators. When contributing to this column be sure to include the name of the recording, the name of the artist and the type of location the recording goes best in.

Address communications to **WHAT THE RECORDS ARE DOING FOR ME**, THE PUBLISHING CO., 54 W. Randolph, Chicago, Ill.

Asbury Park, N. J.

May 6, 1939.

To the Editor: State Dewell is a gift from heaven for the operators along the Jersey shore, for his *Three Little Bikes* has gone over the dam into big profits for the operators. I don't recall at present a single one of my machines on which this piece is not playing—and getting top revenue. Of course, all of the credit cannot be given to Dewell, for much of it must go to that great master, Ray Keyer.

My list this week seems to follow the general trend of music through the Jersey States. *Heaven Can Wait*, one of the best arranged numbers I have heard lately, is definitely in second place, but not because of the money it is bringing. It has been given the "rub" tune. I find that the tune is creating quite a bit of comment in places where I have not been, and I am glad to say it has doubled the total receipts from a great many spots.

My choice for third place is a bit confused, for I have *Show Your Lines*, a waltz by Keyer, and *Angels Sing* and *Beer Barrel Polka* honor upon honor as cash-getters. The first and last number have definitely shown their merit, and *Beer Barrel Polka* from customers' pockets, and the angels are singing for their share of the pietygrams.

My choice for second place is a bit confused, for I have *Homeless Run* in the family, *Little Sir Echo* and *God Save America* are certainly on the up and up. There is a number of drives for Americanism in this section lately and one organization had permission to use it in benefit shows—these reasons have aided the popularity rise of the number. It is an astounding item of King Crosby and His Girls, both shores favorites, are putting it across.

I must pay homage to the *McKagueere Is Over* and *Deep Purple*, for they both did wonderful jobs for me. The receipts were good and the work has been every one tries to get in a number, I get along without *You've Got Your Well and East Side of Heaven* are proving their merit to get among the topnotchers on my "must" list. *Penny Serenade* still commands some coins, but the demand is slowly shifting to newer tunes.

My men are exceptionally busy at this time of the year, making preparations for the big opening on Decoration Day. However, we all find time to read *The Billboard* and to watch what our operators are doing throughout the nation. This column has proved most helpful to us and I sincerely hope my views on records will be helpful to other operators.

MAC LEVINE,

King Amusement Co.,

Asbury Park, N. J.

New Haven, Conn.

May 6, 1939.

To the Editor: With the waning of *Begin the Beguine* and *Chick's Mambo* flow, the information *New Barrel Polka* is the No. 1 spot in all my machines. The disc by King Keyer is proving its merit to get among the topnotchers on my "must" list. *Penny Serenade* still commands some coins, but the demand is slowly shifting to newer tunes.

man's trumpet passage a sure bet for nickel.

Rapidly coming forward with the addition of a lyric as recorded by Bing Crosby and the Andrews Sisters is Frankie Carle's *Sunrise Serenade*. In the instrumental field the original recording by Glen Gray is still leading in favor.

A good novelty tune is always a good one. *Three Little Bikes* by Ray Keyer and Paul Whiteman are first in the field. Many other recordings are sure to follow Ray Keyer's arrangement will stand up against any. *Whaling*, a lovely tune from the movie *Love Affair*, is destined for a rapid climb. *Jimmy Rango* has a release, but the song was intended for a girls' trio. *Dick Todd* and his *Citrus* will do it just as recorded. A lovely tune, a foremost orchestra and a smooth vocal in *Little Skipper*, recorded by Tommy Dorsey with Jack Leonard singing.

For colored locations the following are registering: *Hillington's Boy Meets Girl*; *Lantern's 'Tain I What You Do*; *Webbs' Chee, Chee, Chee*; *Hampton's Sweethearts on Parade*; and *Floyd Roy's* (an up and coming band) *Three O'Clock in the Morning*. The Ink Spots' interpretation of *If I Didn't Care* is the top right in all locations.

The leading vocalists in this locality are Bing Crosby (as ever) and Dick Todd. Crosby's *Happy You Hear* on a *Hickory Limb* and *East Side of Heaven* are following his *Memphis Rose*. *Dick Todd's I Promise You* is much in demand. *Yip-Fingerald* and *Ben Wein* are the female singing favorites.

Freddie Fabela's music is always popular. *The Sugar Lull*, *Waltz*, *Colored Corn* and *Wild, Wild Women* can always be used. *The Two Gee Tavern* band is proving *Fisher* in this area. *Mr. Mickey Finn* and *Mc Polka* hit the spot, as a general summary of orchestra favorites in this State. It is certain that *Artie Shaw* still leads. *Benny Goodman*, the *Domey* brothers, *Glen Gray*, *Jimmy Lunceford*, *Chick Webb*, *Charlie Barnet* and *Ray Keyer* are all tops.

Trusting that this article is as useful to the operators, as many letters in this column have been to me.

CHARLES D. ATTKO

Yale Amusement Co.

New Haven, Conn.

DETROIT OPS

(Continued from opposite page)

edered a short while and then dropped. One of the features of these meetings consisted in the frankness between operators and jobbers.

Attending the meeting were Harry Graham, Ben J. Mayhall and Mike Kraska, representing three of the major phonograph lines. They readily responded to discussion of operating policies. It was evident, some said, that



MARTIN, HALENSBERGER'S new St. Louis display room, featuring the Wurlitzer phonograph, opened recently. Above is a portion of floor-to-ceiling display room on the opening day.

ATTENTION

NORTHERN INDIANA OPERATORS

Special Showing of

NEW SEEBURG MARBLEGO PHONOGRAPHS

with WIRELESS REMOTE CONTROL—WALL-O-MATIC—SPEAK-O-MATIC. Also New RAYOLITE CUPS on display day and night, SATURDAY and SUNDAY, MAY 13 and 14, at INDIANA HOTEL, FT. WAYNE, INDIANA.

SOUTHERN AUTOMATIC MUSIC CO.

FINEST RECONDITIONED PHONOGRAPHS

AT LOWEST PRICES IN U. S.

WURLITZERS - ROCK - OLAS MILLS

LARGE SELECTION OF THE FINEST RECONDITIONED CIGARETTE MACHINES

WIRE OR WRITE

BABE KAUFMAN SALES COMPANY, 250 W. 54th St., N. Y. C.

SOUTHERN AUTOMATIC MUSIC COMPANY

DISTRIBUTORS OF THE NEW SEEBURG MARBLEGO

CLASSIC and VOGUE PHONOGRAPHS

Now on Display at All Three of Our Offices.

SOUTHERN AUTOMATIC MUSIC COMPANY

620 Massachusetts Ave., Indianapolis, Ind. 242 S. 24 St., Louisville, Ky. 312 W. 7th, Cincinnati, Oh.

Oklahoma City

OKLAHOMA CITY, May 6.—The records of Mike Peshek, city clerk, showed there were 728 pinball machines licensed and that the loss of revenue, following passage of the recent State law, would be a total of \$2,756. The city has licensed the games at \$13 a year.

These distributors were co-operating with the association by selling to operators who complied with the association's ethical code.

That some new operators in the field are seriously thinking over trade problems before going into the business was evident when one man sent in an application for membership before he bought any machines.

Secretary Marston asked for reciprocal co-operation with distributors, pleading with operators to deal with distributors who believed in ethical operation. He made the statement that operators must deal with ethose-minded distributors to show their appreciation. Operators must have a progressive plan for buying new machines, too, he said.

It was announced that the Toledo Music Operators' Association, affiliated with the Detroit organization, had received a Detroit of financial and other support on legislative problems, etc., which might confront the Toledo body.

RECORD MONEY MAKERS WINNERS OF THE WEEK

... AND STILL MORE ...

CHEW CHEW CHEW

(Cheer Your Bubble Gum)

This Year is Released by

Johnny Mears's Orchestras (Shuffled)

and Don Rodman's Orchestras (Vibrated)

... AND ... A Top Disc Seller by ...

CHICK WEBB'S ORCHESTRA with

the Famous

Don't miss out on this New Record Hit ...

... The Successor to "Head Tight"

Exclusive Publications, Inc.

1816 Broadway, New York City.

MASTERSRAFT PADDED COVERS

For Automatic Cash Phonographs

For \$100.00 and

Up to \$200.00

... \$7.50 each

... \$5.00 each

... \$3.50 each

... \$2.00 each

... \$1.50 each

... \$1.00 each

... \$0.50 each

... \$0.25 each

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Profita Amaze!

Statistical reports of the earnings of corporations for the first quarter of 1939 show an increase of about 100 per cent, as compared with the first quarter of 1938. This report concerns the first 310 corporations reporting and does not include railroads and utilities.

This is in keeping with the reports of the National City Bank on earnings of more than 2,000 corporations for the past three years. The average earnings of corporations after all taxes are paid have shown a steady rise for the past three years. An amazing fact in view of all the printing that has been heard from big business in recent years!

away Beach, L. L. and Phil invites all entertainers to come out for a meal and a visit.

RECENT VISITORS

To the Big Town were Dave Genberg, of Genco, Inc., and Arthur J. Olsen, of Permo Products Co., Chicago; Glickman, of Philly and Bol Silverstein. Genberg spent most of his time going over the situation here with his distrib., Bert Lenz. Bert took Dave over to one of the largest ops in this area, which has placed more than 50 per cent of his work with Genberg. The machine, "The game is a while on location." Dave says, "I often spent his time visiting with phony phony men discussing the merits of the Permo Point needle. This magnifying glass we operate out, he declared, 'officially' proven to phony ops that only the expensive platinum metal we use in the special alloy for our points will clearly filter the tones of the record without wear and yet last longer." Glickman displayed his stepping' game on the Toy Fair held at the Hotel McAlpin. He was so busy it was impossible to get to him. Seems like stepping' game is hot now. Dave says he is going to Bol Silverstein, CBI Cops traveling man, who is making the rounds praising his firm's new game, Poppy. "Everything is hot-oty-oty?"

AT THE PONER OFFICES

Mary Rosen, chief mechanic, complains that the only time he gets around to really see his own machines any more is when they come in for repairs. "Milt boiler maintains: 'There's nothing like a good crane to give an attraction bite and nothing like a bad one to put him in wrong. What's life!'"

NEW JERSEY COINSHOTS

Big is booming over at National Vend- ing in Elizabeth, where Dave Stern re- ports: "We are selling more Rock-Ups Light-Up phones now than we did some months ago. The trade is buying heavy."

to the Harry Pearl, of Arrow Vending, Newark, wins the palm for the money of the day in the matter of medals of ceremonies because of his swell work before the board of trade meeting in the Essex Hotel. Dick Kay, of Asa, Newark, is so busy crating machines for orders he has resolved that he hasn't stopped turning the midnight oil for the past week. "And we need more cartoons in a hurry," he cries. "I'm treating it, Hercules. Biersart will treat all his employees to a big evening on his birthday. It's also his wife's birthday, as well as his father's and father-in-law's. "I'm billing four birds with one stone," he reports. "Frank Hart, of Eastern Newark, is again featuring the Bob White vender. Frank says: 'There is no doubt any more after a full year's run that the Bob White is one of the most popular bulk vendors on the market.'"

MIKE MUNVES

Mixed extra help to get out orders to the penny arcade men, as well as the coin ops. "This is going to be the biggest arroy ever in history," Mike maintains. "We are getting the very best of the way orders for equipment from arcades all over the country."

OFF THE CUFF

W. Millard, one of the oldest of the old-timers, who actually has been in the coin business, reminded the other day telling how he sold over 30,000 ball-gum machines in Canada. He says he sold over 2,000 ball-gum machines in Canada with a stock market look me over the hurdles." He's back in the cost big again with an operation on the

IMMEDIATE DELIVERY!

Bally Spotmen and Fifth Innings; Chicago Coin Major; Conco's Risk and Fair; Exhibit Contract David Box Score; Gettlin's Lot-o-Fun and Lot-o-Smoke; Kenney Up and Up and Western Hold Tight. Operators and Jobbers, we are manufacturers' distributors. Order immediately or wire for prices. The above machines are all equipped with free play slot.

E. F. HOSFEL, Pres. Inc.

The machines listed below are slightly used and like new.

CONSOLE

Table listing console machines and prices: 1 SVARD RANG VAL., 1 SCHMIDT, 1 LIBERTY BELLS, etc.

AUTOMATIC PAYOUT

Table listing automatic payout machines and prices: 1 PRANTLES, 2 BOTTLENECK TRAP, etc.

Table listing 5-BALL NOVELTY machines and prices: 1 BALLY BULL'S EYE, 1 BALLY, etc.

COUNTER GAMES

Table listing counter games and prices: 4 JENNINGS GRANDSTAND, 2 JENNINGS GRANDSTAND, etc.

PHONOGRAPH

Table listing phonograph machines and prices: 2 AREL OLYMPIA, 2 AREL CHARMER, etc.

NOTICE

We are exclusive distributors for the following... Write for Catalog and Price.

All orders must be accompanied by 1/3 deposit in the form of P. O. Express or Telegraph money order. Write and ask to get price on all machines.

MOSELEY VENDING MACHINE EX. INC., 60 BROAD ST., Richmond, Va. Day Phone 2-4611

Table listing various machines and prices: 1932 Bell, 1933 Kentucky, 1934 Kentucky, etc.

W. D. AMUSEMENT SALES CLEVELAND, OHIO

Island. According to reports, carloads of the latest games still continue to roll down to Fayetteville, N. C., where Joe Calcutt is doing one of the greatest jobs in the history of the Vending Machine Co.

ANYTHING FOR A GAO! One morning last week (about 8 A.M.) Dick Robinson, orchestra leader, and two other fellows, who were in the neighborhood of the square area and drove to Coney Island to eat a few frankfurters at "Hathaway," a mere ride of about 15 miles each. We hear that next week this trio will ride to Atlantic City for coffee.

Dave Robbins' "free weight" scale, which vend a stick of gum with every weight, is starting to show up in many locations. Dave says, "We ain't so 'cotthin' yet!"

Hymie Rudin is anxiously awaiting that new GAOer novelty game.

SPECIAL TICKET SALE

Complete Deck, \$2.25 Each. 2500 Tickets, Cash, Machine and Jar. Complete Deck, \$2.25 Each.

Circle of the following Card (Lucky 7) 1000 Tickets \$1.00 Per Set, 2500 Tickets \$2.00 Per Set, 5000 Tickets \$4.00 Per Set.

CARDS AND LABELS

1000 \$4.00 PER DOZ. 2500 \$8.00 PER DOZ. 5000 \$16.00 PER DOZ.

ORDER ROWS \$2.00. Set. C. O. D.

1000 \$4.00 PER DOZ. 2500 \$8.00 PER DOZ. 5000 \$16.00 PER DOZ.

MONARCH COIN MACHINE CO.

1741 W. BILMONT, OHIO.

Pace Introduces Bell Machine

CHICAGO, May 6.—The Pace-Cone Bell, long a favorite among ball machine operators, is now being offered in a model that incorporates the greatest advance in ball machine history, "claim Pace officials.

"Pace Cone Bells are now the safest investment an operator can make," states the report from Pace officials. "The new Pace slug-rejector Cone Bell is not only cheap-proof, it is slug-proof as well, and it is the only machine that cannot be robbed by wiring, bouncing or the insertion of slugs. "The incorporation of the slug-rejector

TAKE YOUR CHOICE - \$7.00 each

Table listing machine choices and prices: 1 Olive Derby, 1 Blue America, 1 Bank Up, etc.

Pace Cone Bells way out in front so far as the operator is concerned, and the reasons of the "Action" man are felt on our production lines, where Pace slug-rejector Cone Bells are being rushed to meet the rising demand."

COLUMBIA CIGARETTE BELLS

The original concealed payout bell—with full range of awards—and many other exclusive features. Write today for Complete Information and Prices

Groetchen Tool Co. 130 N. Union Chicago

BARGAIN PRICES ALL IN A-Y CONDITION NOVELTY PIN GAMES

Table listing pin games and prices: 10000, 10000, 10000, etc.

AUTOMATIC

Table listing automatic machines and prices: 10000, 10000, 10000, etc.

W. B. NOVELTY CO., INC. 3400 N. GRAND BLVD., ST. LOUIS, MO.

HOLD TIGHT BEATS EVERYTHING 5 BALL FREE GAME

Learn up to \$100 Weekly Profit With Only 25 BINGO and CRISS-CROSS IS COUNTER SKILL GAME. LOVELY GAME, \$17.50. A Quality Game in Request.

D. ROBBINS & CO. BROOKLYN, N.Y.

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

"Post" Promises Thriller on Americans' Craze for Slots

PHILADELPHIA, May 6.—The Saturday Evening Post, in its issue of May 6, 1939, announces the publication of an article, "Ten Million Nickels," which will appear in its issue dated May 13.

According to the announcement, the article will tell how "suckers form in line to the right—and learn what chance you have of winning when you put your nickel in a slot machine. An expose of a \$50,000,000 industry which separates Americans from their money."

The Post has long been a booster of the coin-operated machine industry,

having published an article called "Millions in Pennies in 1920," which helped to boost the industry in the days of big money. The circulation department has also used vending machines as sales outlets for the Post.

The new article promises to be an "expose" of the industry, a treatment that sensational newspapers have found profitable at intervals.

Author at Convention

The author of the proposed expose is announced as Samuel Lubell, of Washington. Lubell attended the annual convention of the coin-operated machine industry at the Sherman Hotel in Chicago in January, 1939. He represented himself as a free-lance writer for the Post, and also for Washington newspapers.

New Brunswick

ST. JOHN, N. B., May 6.—A widening of the scope of the Jones Electric Co., St. John, N. B., contractor and dealer in the electrical trade, has involved the addition of distribution of coin machines. The principal spot is given to music machines in elaborate cabinets and electrically illuminated. The distribution is thru the maritime provinces, the machines being installed in restaurants, hotels, tobacco stores, shoe stores, bowling alleys and billiard rooms, clubs, etc.

J. B. Jones, head of the Jones firm, is in personal charge of the distribution. The servicing is by members of his staff. Exposés have been taken in the headquarters of the firm for displaying and demonstrating the coin machines. A branch of the firm in Fredericton, N. B., will distribute and service for Central and Northern New Brunswick. Jones is believed to be the first electrical contractor in the maritime provinces to add the coin machines. Workers are also being handled.

Frank J. Elliott, of Amherst, N. S., a veteran coin machine distributor, who is promoting the 11th annual Amherst motor show, has directed all of the previous shows in this series. This year he has changed his supplies to the North British Islanders. In the coin machine ad Elliott is familiarly known as "The Street Man." He gets mail addressed to him as such and without his name being mentioned. During the past winter he established "The British" restaurant in Amherst. His distribution of coin machines, jackpots, pinball games, vendors and music machines has been thru the maritime provinces and Newfoundland, and he was the first to place a touring arcade of machines of various kinds in Newfoundland, Magdalen Islands and St. Pierre-Miquelon Islands.

Expresses Fact Of Chain Store Power in South

A staff writer of The Miami (Fla.) Herald, April 10, 1939, expresses the following opinion of the power of chain store interests to influence legislation in Florida. Note that Labor has supported the chain store cause:

"There is considerable evidence that such chain store merchants as Cotton Mather really have been effective in winning public support against the demands of independent merchants for crushing anti-chain taxation."

"Mather for many months has told the public in great black type that taxes were driving his stores out of existence and offered visual proof of that fact. The public as a whole wants chain stores and their bargains. Cotton Mather and a few brave individualists in the chain store business were able to bring before the public just what the anti-chain taxes would do before the chains actually were driven to the wall.

Organized labor swung in with the chains, because the laboring man is vitally interested in preserving chain buying. The result has been quite evident in the session, when independent merchants have got frosty rebuffs in place of the almost fawning sympathy with which most legislators greeted them in the past two sessions, when the infamous Florida Recovery Act was the spearhead of their attack on chain competition."

HONESTLY ... ON LOCATION

FAIR

HAS PROVEN ITSELF THE HOTTEST MONEY- MAKER EVER BUILT BY GENCO, Inc.

2621 N. ASHLAND AVE. CHICAGO, ILL.

SEABOARD SALES, Inc., N. Y., COIN AMUSEMENT SUPPLY,
Direct Factory Representative for ★ LTD., London, England, 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 Are
Standard.

Shyvers
Adjustment.

Slide Support
Stops All
Banding.

This new chute having only 7 principal parts assembled with 3 screws is truly the industry's most perfect chute. No noise in chute. Simple, rugged and adjustable.

Most Shyvers Steel Centered Chutes Work Perfectly.

The Front Guard Stops Cheating.

Stops Shamming, Stops Driving, Stops

or Down, Stops Driving, Stops

Fencing and Rejects All Off Size

Cheeks. Takes money easily.

This outstanding chute has been tested by over 500 operators and pronounced THE BEST. Adjustable to take or reject worn or livery nickels. No noise in chute, simplicity and ease of construction. Estimated for 1c, 3c, 10c and 25c coins. With front guard or with slide support, or without either. Also furnished with escalator and separator.

SHYVERS MFG. COMPANY 2315 W. HURON ST. CHICAGO, ILL.

The Shyvers separator positively works thousands in use working perfectly.

BATTER'S UP

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

BOX SCORE



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

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

SUPERIOR PRODUCTS
CHICAGO, ILLINOIS



D. HELFENBEIN, DAVAL OFFICIAL, sits at his desk with order pad and pencil handy to place caller's orders for Daval Mfg. Co. games, Box Score and Step Up. Helfenbein recently was recalled from a Florida vacation to help clear the congested, stacked-up orders for Daval's latest games.

**THIS SATURDAY, MAY 13TH
AT 519 WEST 47TH ST., NEW YORK
YOU ARE CORDIALLY INVITED TO**

SEE.. SEE.. TOPPER SKYROCKET

CHICAGO COIN'S LATEST AND GREATEST GAME! ALREADY ACCLAIMED A HIT BECAUSE TOPPER IS TOPPING THE TOP TAKE ON EVERY LOCATION IT APPEARS! HIT THE TOP WITH TOPPER! IT'S TOPS! SEE IT AT..
**GEORGE PONSER'S
GRAND OPENING
OF HIS N.Y. BUILDING**

CHICAGO COIN MACH. MFG. CO., 1725 DIVERSEY BLDG., CHICAGO

THE NEWEST AND MOST SENSATIONAL NOVELTY ACTION GAME EVER BUILT BY EXHIBIT! IT'S SKYROCKETING PROFITS. FOR EVERY OPERATOR ON ANY TYPE LOCATION! BE FIRST WITH EXHIBIT'S SKYROCKET! SEE IT AT
**GEORGE PONSER'S
GRAND OPENING
OF HIS N.Y. BUILDING**

EXHIBIT SUPPLY CO., 4222 W. LAKE ST., CHICAGO



LIBERTY BELL

Keeps the Old Profit Bell Ringing a Merry Tune! All Tickets Are 3-Color Reproductions of Slot Symbols.

— 241 WINNERS —

No. 2431 2400 Miles
Takes in \$120.00. Average Payout \$75.65.
Average Gross Profit \$44.35.

Also Available With Average Payout of \$67.35. Order No. 2431-A.

Send for Folder NC-18.

HARLICH MFG. CO.

7413 W. Jackson Blvd., Chicago, Ill.

Price \$8.98 Each

New Orleans

NEW ORLEANS, May 6.—While there has been some tapering off in sales of new photographs in this area the first week of May, pin games, coinsets and bells are moving steadily, according to leading distributors. Operators are likewise reporting improved play in the vicinity of New Orleans, where business appears to be doing better than the national ratio. In North Louisiana and interior of Mississippi industry has been slowed up some by slow demand for lumber and the unsettled agricultural picture, but such conditions are held to be temporary.

Fine results on the new Rock-Ola photograph are reported by the Louisiana Amusement Co. Just back from an extensive trip thru most of Louisiana, Manager Melvin Mallory reports hearing fine comments on the fine showing of the new Rock-Olas and says that numerous operators are adding to their stock. Among new buyers this week are Pete Nussard, Harry Prach, E. Galibio, Bob O'Hara and Johnny Elm, all of New Orleans; James L. Venable, of Rayne, La. and A. F. Koerner, of Gretna, White

in Shreveport; Mallory said he called on Will Lancaster, of the Shreveport Coin Exchange; Leo Mania, R. L. Harbo and Robert E. Hart and all reported fair business.

Our candidate for the real pioneer of the coin machine industry in Louisiana is Harry S. Levine, of Oil City. Starting in the operating business back in Cleveland, O., 38 years ago, Levine operated successfully in Toledo, Cincinnati, Little Rock, Shreveport and New Orleans before going to Oil City in 1931. Levine started in business when the Buffalo Exposition was held in Cleveland and he has on display today in Oil City such coin pieces as the Marquette, Foreman and the Colma. Remember?

Among music operators who found business very good for April and report optimism for the late spring and early summer is P. J. (Buster) Cheal, of the Great Southern Novelty Co., one of the city's biggest ops. In fact, Cheal has found things so good he bought a new car last week, colored sea green and trimmed with white-wall tires.

The popular secretary of the Pleasure Amusement Co., Lillian Harten, is reported as being home following a

THIS SATURDAY, MAY 13TH AT 519 WEST 47TH ST., NEW YORK YOU ARE CORDIALLY INVITED TO

SEE IT... SEE IT... MILLS NOVELTY CO. SEE IT... BOX SCORE

The Throne of Music
THE FIRST AUTOMATIC PHONO
TO REACH THE ZENITH OF TONE,
DESIGN AND MECHANICAL PER-
FECTION! SEE IT AT...

**GEORGE PONSER'S
GRAND OPENING
OF HIS N.Y. BUILDING**

MILLS NOVELTY CO., 4100 FULLERTON AVE., CHICAGO

THE GREATEST NOVELTY ACTION
BASEBALL GAME IN ALL COIN
MACHINE HISTORY! THE ONE
GAME THAT OFFICIALLY CELEBRATES
BASEBALL'S 100 YEAR ANNIVER-
SARY! A DAVAL HIT! SEE IT AT..

**GEORGE PONSER'S
GRAND OPENING
OF HIS N.Y. BUILDING**

DAVAL MANUFACTURING CO., 315 N. HOYNE, CHICAGO

outing party to get at her appendix about 10 days ago.

Down in the Vieux Carré (Old New Orleans) Pat O'Brien operates one of the quietest restaurants in the quarters. Thousands of out-of-town visitors come to him each year to partake of liquors in a place that contains "atmosphere." O'Brien reports that two new featuring coin phonographs fit into the picture with great results. They are operated at that location by the Great Southern Novelty Co.

You can't fool official figures. Coin vending operations must be on the up in Arkansas as shown by an increase in collections of taxes on machines in April from \$492.50 a year ago to \$2,211 in 1938. Cigarette stamp tax collections increased at the same time from \$106,694.18 to \$116,656.61 in 1939 month.

The Dixie Coin Machine Co. reports a good demand for Fifth Ending, Key Lite, Spotless and Errola, all recent products of the big Bally factory.

The Decca Distributing Corp. reports a good demand for Glen Gray's album of Big Boy Carmichael's old favorites. The series consists of 6 records of 15

Carmichael's biggest sellers. All are equally popular, according to R. N. McCormick, Southern sales manager for Decca.

Al Mendez, district sales manager for R. Wurlitzer Co., has just returned from an extensive trip thru Tennessee, Mississippi, Alabama and Southeast Louisiana, reporting fair business in that section of the South. Mendez says that music operators are showing keen interest in making the 100 per cent club in hopes of enjoying the big Wurlitzer party in Bermuda this fall.

Andy Monte, head of the A. M. Amusement Co. underwent treatment for tonsillitis this week. Monte promises a hot time for two of his friend music operators when he fully recuperates after they sent him a bouquet of lilies with the notation, "Send from the neck up."

Ed Kramer, popular posthumous on of this city, remains bodiless and would appreciate a word or two from his many friends of the coin machine fraternity. Kramer has been ill for some time and his friends are pushing hard for an early recovery.



THE HIT OF THE SEASON
2400
60s PLAY BALL ^{5c} Per Sale
You Must See This Game To Appreciate Its Playing Appeal.

BARREL STYLE TICKETS
All Operations Support 37 Times.
Diamond Jack Pot contains 72 Tickets reading 1 Each \$15.00, \$10.00, \$8.00, \$6.00, \$7.00, \$4.00, \$5.00, \$3.00, \$2.00, and 60 \$1.00, and Two Tickets Printed "Base Ball" Way Do Up to Base Ball Pot.
Base Ball Jack Pot contains 24 Tickets printed: 2 Home Run, \$25.00; 1 3-Base, \$20.00; 1 2-Base, \$18.00; 1 1-Base, \$15.00 and 19 Barrels at \$5.00 Each.
Grand Total No. 2400 Miles @ 5c... \$120.00
Pay this (Average)..... 75.75

Profit (Average)..... 5.48 25
Basic and Collected Profit per Unit Pot.
Price \$4.98

AJAX MANUFACTURING CORP.
120-125 N. 4th St., Philadelphia, Pa.
WRITE FOR 1939 CATALOG

NOVELTY GAMES	MACHINE CLOSETOUTS
12 Perambulator..... \$22.00	3 Money Free Game..... \$22.50
12 Barrel Operation..... 22.00	2 Race..... 15.00
4 Miles (Free Play)..... 27.00	7 Shooting..... 25.00
20 Snappers (Free Play)..... 20.00	41 Bally Reserve..... 11.00
24 Old Dolls..... 27.00	(Free Game)..... 11.00
20 Miles (Free Play)..... 24.00	50% SLOTS
2 Snappers..... 24.00	27 Cherry Slots..... \$47.50
20 Miles (Free Play)..... 22.00	12 Straw Chair..... 47.50
41 of Our Machines Are Thoroughly Reconditioned and Have the Appearance of New Games. Write for Prices on All New Games.	2 Clock Shooting..... 47.50
	16 Tally..... 42.00
	17 Pass Go Line..... \$42.00
	18881..... 155.00
	8 Bottom Diamond..... 24.50
	26 Shooting Chair..... 19.50
	14 Shooting Board Slots..... 24.50
	16 Tally (Revised)..... 42.00
	16 Tally..... 42.00

ROBINSON SALES CO., 2009 Grand River Avenue, DETROIT, MICH.

PACE *Introduces*
the **FIRST NEW IDEA**
in **BELL MACHINES!**
the **SLUG REJECTOR**
COMET BELL

THE GREATEST ADVANCE IN BELL MACHINE HISTORY!

NO MORE SLUGS CHEATS

—Now SLUG-PROOF as well as CHEAT-PROOF as Pace's are the **ONLY** machines that cannot be robbed by wiring or bouncing. Pace now protects **BOTH** ends—with the operator in the middle getting profits never before equalled.

A Rostrum of America's Leading Coin Machine Distributors—They Handle Everything That Works With a Coin—Patronize Them!

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 Minneapolis, Minnesota

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 615 Second Avenue
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Central Distributors
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Western Distributors, Inc.
 3126 Elliott Avenue
 Seattle, Washington

Advance Automatic Sales Company
 1021 Golden Gate Avenue
 San Francisco, California

Evergreen Novelty Corp.
 114 Elliott Avenue
 Seattle, Washington

Silent Sales Company
 1547 University Ave.
 St. Paul, Minnesota

United Amusement Co.
 3410 Main Street
 Kansas City, Missouri

Sparks Specialty Co.
 Soperton, Georgia

Automatic Sales Co.
 416-A Broad Street
 Nashville, Tennessee

Frank de Grauw
 Abbeville, Louisiana

Automatic Coin Machine Corporation
 37 Essex Street
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Ohio Specialty Co.
 112 West Court Street
 Cincinnati, Ohio



Only
\$10.00
 EXTRA
 FOR SLUG REJECTOR MODEL

Paces
SQUARE BELL CONSOLE
Saratoga



\$137.50

Now Available in Horse and Bell Fruit Symbols

Star Sales Co.
 108 West Hill Avenue
 Valdosta, Georgia

Wisconsin Novelty Co.
 101 North Main Street
 Fond Du Lac, Wisconsin

Moseley Vending Machine Exchange
 00 Broad Street
 Richmond, Virginia

Monarch Coin Machine Co.
 1731 Belmont Avenue
 Chicago, Illinois

George Ponser Co.
 31 West 60th Street
 New York, N. Y.

H. B. Brinck
 Front and Utah Streets
 Butte, Montana

PACE MANUFACTURING COMPANY CHICAGO

KEENEY'S
Triple Entry....\$145.00

Check Separators, Nino Coin,
 Three Disk Payoff.

Winning Tickets\$88.50
 Grandstands 88.50
 Theatresdowns 88.50
 Fairgrounds 20.00
 Fleetwoods 20.00

1000 GAMES TO SELECT FROM
 Send for List

SAVOY'S WEEKLY SPECIALS

ONE BALL	NOVELTIES	RECONDITIONED
Manhattan \$82.00	World's Best, D. C. \$78.50	One Street, 2-3-3 4.00
Grandstands 78.50	Exc. Creditors 85.00	Win Be Star Fronts, 27.50
Theatresdowns 78.50	Marshall 85.00	D. & P. O. B. 27.50
Winning Tickets 38.50	Old East, Richmond 85.00	Win Be Star Fronts, 27.50
Midway 38.50	E. W. Simpson 85.00	C. N. P. & C. B. 27.50
Presidents' Day Luck 38.50	P. P. \$119.50 EA.	
Darryl O'Hanra 38.50	Star, 2nd \$14.50	
Stones Charities 38.50	(Ech. Play) \$12.50 Ea.	
Delmar 38.50		
Stones Charities 38.50		
Arkansas 38.50		
Girl's Hospital 17.50		
Merit 1-2-3-4-5 17.50		

\$9.50 EA.

NEW FREE PLAY NOVELTIES

1737 With Order, Salome G. O. O. F. O. B. Baltimore

EMPIRE 16 PLAY CIGARETTE MACHINE

Equipped with Bell Gum Vender, Reels have Peddling Street—Cannot be Broken or Cheat—cd. Phenomenal in Learning, Power, Small, best made for big use and N.F.A. order Sample Total

\$17.50

1/2 deposit with order.

SICKING, Inc. 1922 Freeman, Chesham, Q.

SAM MAY & CO.
 2011 Magnolia Baltimore, Md.
 401 N. Main, New Baltimore, Pa.

SAVOY VENDING CO. (Cable: SAVENCO)
 General Office: 406-N W. FRANKLIN ST., BALTIMORE, MD.
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ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

Look! 3 NEW HITS BY Bally!

DOUBLE FEATURE

High - Score Game with New
"TWO-FACE" BUMPERS

At last a really new action! TWO-WAY BUMPERS! Each bumper scores 100 or 1,000—depending on whether you hit 'em from above or below! Every shot packed with startling surprises as the score climbs up-up-up—sometimes 100, sometimes 1,000—according to the angle at which you hit the bumper! DOUBLE FEATURE also boasts a fascinating HIGH SCORE play principle . . . SCORE-BOOSTING Roll-Overs . . .

"WHEN-LIT" Roll-Overs
... OUT-BALL RETURN Roll-Over! Double your novelty profits by ordering DOUBLE FEATURE today!

CHEVRON

"Spottem" Play Appeal
PLUS INTERMEDIATE AWARDS

Here's the game you need to keep those juicy "Spottem-size" collections coming in . . . the game to hold your choice novelty spots against any and all competition! CHEVRON has all the sleek simplicity and 12-bumper appeal of Spottem—plus a new flashy layout and a fast, long WHEN-LIT ROLL-OVER to provide the holding power of INTERMEDIATE AWARDS. Order your CHEVRON from your favorite jobber today!



\$89⁵⁰

FREE PLAY \$99.50

Both Games
METERED
ADJUSTABLE
5-BALL PLAY
44 in. by 22 in.



\$84⁵⁰

FREE PLAY \$99.50

Earn Payout Profits in FREE - PLAY Territory! with Bally's New VICTORY

Here's the game that puts free-play territory on the big-money map! VICTORY has all the play appeal of Bally's Eureka—plus more flash—more action—snappy "sports" back-glass and board—mechanical improvements that mean money in your pocket.

New SHIM-PROOF E-Z PUSH FREE-PLAY Chute. Operate WITH OR WITHOUT 4-WAY MULTIPLE. Operate as 5-BALL, 4-Ball, 2-Ball or ONE-SHOT. NEW "WHEN-LIT" FREE-GAME ROLL-OVERS.

•You miss big money if you miss VICTORY. Try a sample today!

BALLY MANUFACTURING CO.
2640 BELMONT AVE., CHICAGO, ILL.



FREE PLAY
ONLY \$189⁵⁰

PAY-TABLE
SIZE

ALL PERFECTLY RECONDITIONED EVEN
REPAINTED WHEN NECESSARY

Excelsior \$18.00	Flight \$26.50	MIL \$22.50
St. Marks 28.00	Home 24.00	Stations 14.75
Brooklyn 35.00	3-Way 6.00	Whisper 22.00
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NATIONAL NOVELTY CO., MERRICK, L. I., N. Y.

Free Illustrated
Catalog Write For
Your Copy Today!

EXPORT
"Lucky Address"
"HATNOVO"
Merrick, N. Y.

Arcade Revival Makes Big Gains

CHICAGO, May 6.—That arcade are making spectacular gains in various parts of the country is evidenced by the big demand for arcade machines, according to Perc Smith, of Exhibit Supply Co. Smith says that the factory is being taxed to capacity to supply the demand, which started several weeks ago and which continues to grow as the outdoor season opens in various States. Exhibit has long been a supplier of a variety of arcade machines and is fully able to meet the

new demand, he said.

"Arcades are opening up in amusement parks all over the country," Smith stated. "The park managements are encouraging those places as never before and a lot of operators and concessionaires have learned what's good business such a spot is. Arcades are also being adapted to carnival set-ups more than ever before and are proving to be real money-makers. With these two fields showing a greater demand than ever for arcades it is a good time for operators to get into them."

"The Exhibit firm has recently added about 16 new types of machines developed with the arcade field in mind," Smith said.

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



PRICE LIST
 10 NOVETS
 \$84.50
 PRICE GAME
 \$94.50

A POWERFUL MONEY MAKER

BOX SCORE

THERE'S NOTHING BETTER!
 PLAYERS WIN ON HOME RUNS, HI-SCORE OR BOTH!

Here are a few reasons why BOX SCORE, in its fifth week of production, is already smashing all-time hit-game records:

BOX SCORE IS THE ONLY GAME WITH:

- ★ EXCITING SOUND EFFECTS!
- ★ TRIPLE ILLUMINATED CHANNELS AND SHIFT-LIGHTS!
- ★ A POSSIBLE SCORE OF 20 HOME RUNS!
- ★ SPECIAL LIGHT-SCORE EFFECTS!

No Wonder It's Today's Hit-Game!
ORDER BOX-SCORE

DAVAL
 315 N. HOYNE
 CHICAGO



★ BOX SCORE OFFICIALLY CELEBRATES BASEBALL'S 100-YEAR ANNIVERSARY! ★

ATLAS VALUE PARADE

THIS WEEK'S SPECIALS

- PHONOGRAPHS**
- SEEBURG MODEL B \$ 44.50
 - SEEBURG MODEL A \$ 44.50
 - SEEBURG DEE (20 Records) 154.50
 - WURLITZER B12 62.50
 - ILLUMINATED GRILL INSTALLED ON ALL WOOLFS — \$10.00 EXTRA
- SLOTS**
- ROCK-OLA REGULAR \$ 39.50
 - ROCK-OLA IMPERIAL 42.50
 - 150 WOOLFS 42.50
 - BILL'S SWING KING 41.50
 - WURLITZER 710 102.50
 - 50 MILLS ROBBS 897.50
 - 44 BLUE FRONT GOLD AWARD 39.50
 - 25 DENNIS SILVER CHIEF 47.50
 - 25 JENNISON SILVER CHIEF 47.50
 - BELOW GELL 47.50
 - 25 JENNINGS CHIEF, GUNSM. 44.50

30, 100, 274 WAR EAGLE, Single
 Jack (Parade over 500,000) 529.50
 54 BLUE FRONT (Parade over 419,000) 37.50
 54 COUNTRY BELL 37.50
 54 GRETCHER COLUMBIA 106 (Red) 32.50

TERMS: 1/3 Deposit, Balance C. O. D.
 Our Price Includes 240 Lamps and Complete Selection of Miscellaneous Phonographs, Payables, Consoles, Specialty Signs, Slots and Counter Games.
 WRITE FOR YOUR COPY.

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 2300 N. Western Ave., CHICAGO, ILL. (General Offices)
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AMERICA'S LARGEST DISTRIBUTORS

SACRIFICE!

PHONOGRAPHS	CONSOLES	NOVELTY GAMES
Wurlitzer P-12 \$39.50	Parade Bells \$20.00	Keecey's Hit Number \$24.50
Wurlitzer 412 49.50	Parade Rosemont 30.00	Patentment Free Play 24.50
Rock-Ola Regular 39.50	Bandwidth 29.50	Spinner 24.50
Rock-Ola Ambassador 69.50	Track Time 39.50	Multi Races 49.50
Rock-Ola Imperial 16 69.50	Gallop-o-Dimes 49.50	Western's Multi 49.50
Rock-Ola Imperial 20 79.50	Dominoes 35.50	Quadrant 49.50
Mills Swing King 49.50	Tenore 25.50	Billy Palm Springs 17.50
	Shoot the Moon 29.50	Handicap 15.00
	Exhibit Silver Balls 29.50	Reveries (Like New) 8.50
		Turf Queens 10.00

This merchandise is in A-1 Condition and Ready to Go Out on Location.
 1/3 Deposit, Balance C. O. D.
REX AMUSEMENT COMPANY
 710 South Salina Street
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BEST PRICES ARE HERE---CAN'T BE BEAT

We carry a large stock of Mills One-Two-Three Free Play, Mills New Music Throne, also distributor for Western's Hold Tight, Reel Poker, Empire and Keecey's Pot Shot. Before you buy consult us for prices.

Williamsport Amusement Company
 321 Hepburn St. Williamsport, Pa.

FOR IMMEDIATE DELIVERY
 CENCO RINK-FAIR • BALLY SPOTTEM-FIFTH INNING
 CHICAGO MAJORS • EXHIBIT CONTACT
 GOTTIEB LOT-O-FUN • WESTERN HOLD-TIGHT

50 USED GOTTIEB 3-WAY GRIPS \$9.50 EACH

We will accept in trade: Counter Games, Slots, Pay Tables, Etc., as New or Used Games.
 WRITE FOR OUR COMPLETE LIST OF BARGAINS
GRAND NATIONAL SALES CO. 2104-06-08 W. Armitage Ave., CHICAGO, ILL.

When Writing to Advertisers Mention The Billboard.

BREAK YOUR PROFIT RECORDS WITH BARREL OF ACES (F-5075)

You'll Never Forget Investing in **BARREL OF ACES (F-5075)**
 The results are AMAZING. The barrel is overflowing with slots and the lucky ones choose the ones they want.
 2292 Slots and the Top Payoff is \$55.00.
 Tables in \$114.75
 Pays Average 59.29
 Average Profit \$ 55.46

Price \$3.71 each
 IT'S A SURE WINNER — ORDER TODAY
CHAS. A. BREWER & SONS
 Largest Board and Card House in the World.
 6320 HAYWARD AVENUE, CHICAGO, U. S. A.



WURLITZER REPEATS

NO NEW MODELS IN 1939

Yes, Sir! No New Models in 1939. The popularity of Wurlitzer Models 500-600 and 61 assures each and every Wurlitzer

Music Merchant record-setting profits. Protect your investment with Wurlitzer—the fastest selling phonograph in the world.

All Phonographs Traded In on WURLITZER MODELS 600 and 500 Are Completely Destroyed . . .

ANOTHER GREAT STABILIZING FORCE FOR WURLITZER MUSIC MERCHANTS

Only WURLITZER *has a* COUNTER MODEL

**. . . AND MUSIC MERCHANTS REPORTING
GROSS PROFITS FROM \$7—\$14 PER WEEK**

Never in the history of this industry has an instrument scored the smashing success that has every where marked Wurlitzer's Counter Model 61.

The ideal phonograph to secure new locations such as Drug Stores—Candy stores—Beauty parlors—Tea Rooms—Petite cocktail lounges—etc.

Cash in on the tremendous popularity of this Wurlitzer wonder-model—never in the history of this industry has any instrument scored such smashing success from coast to coast. Phone or wire your order today for earliest possible delivery. Enjoy this plus business and increase your profits with a Wurlitzer Model 61.

THE RUDOLPH WURLITZER COMPANY
NORTH TONAWANDA, NEW YORK
Canadian Factory: RCA-Victor Co. Ltd., Montreal, Quebec, Canada



WURLITZER COUNTER MODEL
Is Setting A New Record For Profit Per Dollar Invested