JUL 12 1939

The Billboard

The World's Foremost Amusement Weekly

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Vol. 51
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The World's Foremost Amusement Weekly

July 15,
1939

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STAGEHANDS' FANCY GRAB

4-A Nixes Green Suggestion On AFA Trial; Halprin Denies Most of Turner Allegations

NEW YORK, July 8.—Having turned down the suggestion made by William Green, president of the American Federation of Labor, to turn the trial of the American Federation of Actors over to a mediation board of his own appointment, the Associated Actors and Artistes of America made plans today to hold the trial as set for July 10. Present at the trial will be representatives of the Ferrets, anti-AFA administration group, who are expected to seek a friend-of-the-court status and apply to the courts for an injunction to prevent Ralph Whitehead, executive secretary, and the AFA council from using the union's funds to take their case to court should the Four A's decision be unfavorable. On Wednesday Paul N. Turner, AAAA counsel, submitted some of the detailed information on charges that the AFA requested as a bill of particulars, and the following day Abraham J. Halprin, AFA counsel, replied in brief, denying most of the allegations and qualifying admissions in a few instances. AFA, in submitting to the trial, has reiterated its challenge of the Four A's authority to hold such a trial.

Green's suggestion was made last Friday at a Hotel Lincoln confab of Frank Gillmore, president of the Four A's; Paul N. Turner, counsel for the Four A's; Leo Fischer, executive secretary of the American Guild of Musical Artists, and Lawrence Tibbett, president of AGMA. Meeting was arranged after Green telephoned Gillmore from Washington. Intercession is said to have been prompted by Green's desire to keep washing of union's dirty linen out of public spotlight.

According to the AFL president's proposal, he would appoint a mediation board of three from the AFL executive council to hear and try the AFA. The special meeting of the Four A's international board did not accept the offer on four scores: (1) Green had indicated that the decision of the mediation board

(See 4-A NIXES on page 20)

12% of Legit Production Costs Gobbled by Crew, Survey Shows

16 first-line shows o-o'ed—breakdown of production nut—producers kick at union demands but also blame directors—operating costs next week

By SYLVIA WEISS

NEW YORK, July 8.—Stagehand costs in the production of 16 first-line dramatic shows this last season cut a 12 per cent hole in backers' investments, while rehearsal salaries of star-studded casts, which are responsible for about 60 per cent of the box office earnings, amount to only 9 per cent of the production budget. Heavy stagehand costs are caused by the stiff union scale, and also by inexperienced or careless play direction, according to producers' opinion. Findings are drawn from a survey conducted by *The Billboard* to show the relation of actor salaries and stagehand costs to each other, to the total cost of production, and to the weekly operating expenses of a show. Study is divided into two parts, the first, presented herewith, being an analysis of figures representing production costs. (See Chart in Legitimate department.) The second, to run next week, breaks down the weekly running expenses, and indicates the direct relation between the high mortality rate in legit and the inflexible minimums of theater crews. Also aired are producers' views on means of easing the financial stymie.

Included in survey in both installments are *Abe Lincoln in Illinois*, *American Landscape*, *Dame Nature*, *Dear Octopus*, *Family Portrait*, *The Gentle People*, *Jeremiah*, *Kiss the Boys Goodbye*, *The Little Foxes*, *Mamba's Daughters*, *Merchant of Yonkers*, *My Heart's in the Highlands*, *No Time for Comedy*, *Rocket to the Moon*, *The Philadelphia Story* and *The Primrose Path*.

Combined, these 16 expended approximately $36,200 for stagehands before Broadway opening. The smallest stagehand bill is listed for George Abbott's *Primrose Path*, $396.75, in contrast to the most expensive production in the group, *Dear Octopus*, which spent $6,200 for the mechanical crew. Comparison between actor and stagehand salaries is vividly

(See STAGEHANDS FANCY on page 15)

Thru Sugar's Domino

The Flushing Crisis

IN THE entire history of mankind there has been no event of its kind to equal in magnitude, magnificence, representation and good taste the New York World's Fair, now going well into its third month. We take our hats off to the men and organizations that have made this the greatest of world's fairs. We pay particular homage to the organizing genius and leadership of Grover Whalen. Gorgeous Grover has been the target for a tremendous lot of adverse criticism and ribbing as perhaps any man would be in this spot but particularly such an impeccable personality as New York's whilom Official Greeter. It seems that men resent a personality who looks from a sartorial standpoint as if he can qualify for nothing better than an aisle man's job in a department store but has more on the ball mentally, inspirationally and in the department of courage than a thousand hand-picked specimens of rough-hewn men.

So much for the recognition of the World's Fair as something unique in human achievement; so much for the presentation of a floral bouquet to the World's Fair's standard bearer. Unfortunately our job today is to throw brickbats rather than hand out bouquets. A highly unpleasant job it is because we would much prefer to say nice things; to swell the chorus of hosannas for an achievement that most of us now living may never in our lives see equaled.

* * *

WE MUST mar the beautiful picture because we earnestly feel that by laying it on as thick as we intend to do some good may come of it. It is late but not too late. There is still time to save the day; to permit the World's Fair to wind up with a glorious flourish and with everybody happy.

The World's Fair is a great achievement but it is on the way to being a terrible flop as a box-office proposition. Attendance is far below expectations, as we shall subsequently prove, and tied up directly to this is the fact that showmen and concessioners in the amusement area are losing their shirts. As we write this there hasn't yet been an epidemic of closings. If there were it would be too late to let out this blast. But unless the World's Fair Corp. does something about it there will be closings en masse. There will be catastrophe for the showmen in whom we are far more interested than in the glory and pride that go with staging a mammoth World's Fair; there will be hunger and want among the show people and other employees; there will be repercussions that will be felt in every industry allied in some way with amusements.

We shall not waste time by discussing what the corporation might have done before the opening of the fair to make things better for the showmen and concessioners. No human achievement can be perfect. Besides, what is done cannot be remedied. But when the corporation continues to make mistakes, either by commission or omission; when it continues to lie asleep at the switch, when according to its own daily reminder to its employees, Time Tears On, then something ought to be done about it. Not only by the showmen and concessioners who are directly concerned because their pocketbooks are involved but by a trade paper that is proud to represent these men and to act as their herald in telling their story to the world.

* * *

AS THINGS now stand the amusement area is in direct competition with the World's Fair itself—and getting the dirty end of it. The competition exists because the corporation has failed to take steps to eliminate it. The amusement zone is in competition with the exhibits and other non-amusement World's Fair features because of the physical layout, which little can be done about now; because of the stubborn resistance of the fair to attempts to lower the gate;

(See SUGAR'S DOMINO on page 4)

Western Electric Asks Legit Mgrs. To Fill Astoria

NEW YORK, July 8.—Western Electric, which owns film studios at Astoria, L. I., has approached Broadway producers with a plan for the filming of recent and forthcoming hits in the East, with promise of assistance in corralling financial support. Overture is a means of drumming up business for the presently inactive Astoria facilities, which are too much at the mercy of Hollywood whims. Other studios have been promoting commercial film production to the point where Screen Actors' Guild reports it has had more employment in the East since Warners closed down several weeks ago than at any other period since the establishment of the Eastern office. Guild reports employment pick-up averages 20 days a month.

Proposition to film legit successes here was made to Brock Pemberton, Herman Shumlin, George Abbott and John Golden. Studios are anxious to build up a clientele other than the present Hollywood interests so that their equipment would be utilized more steadily, cutting down on overhead, and so that they can be independent of what Hollywood throws their way.

Western Electric's approach promised to help in obtaining financing from interests outside the Hollywood diehards, and offered use of production staff at rates which would be less costly, probably, than those producer would have to pay if he brought in his own staff. However, use of the studios' crews is entirely optional.

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VAUDE UNIT EXPERIMENT

2½-Hour, 100-People Unit To Play Western Houses, Auditoria

CHICAGO, July 8.—The stage production with which Ned Alvord, veteran advance man, and N. S. Barger, unit producer and burlesque house operator here, will attempt to revive the road beginning this fall will be, from all indications, an interesting experiment. Show will run two and one half hours and will play one or more nights in towns and cities west of Chicago. It will be titled *A Night at the Moulin Rouge*, and breaks in at the Shrine Auditorium, Davenport, Ia., October 30.

Alvord has just returned from a six-month booking tour that took him to dozens of towns. He reveals that even tho the movies still reign supreme in the majority of spots, showmen who have had experience with flesh believe that there is a market for a touring live talent show provided it has something fresh and entertaining to offer. He set his show solid from October 30 thru February 1, the latter date bringing it up to the St. Louis territory.

He said that at each stand the show will be preceded by a 30-minute public dance session, with similar dance programs repeated during the intermissions and after the feature performance. He is convinced, following his discussions with showmen, that the public, in addition to seeing a show, wants it staged in intimate atmosphere (created by the customers' dance sessions). Food and drinks will be served wherever possible, depending on the liquor regulations in each State.

The cast will list approximately 100 people, with 95 per cent of them girls. In addition to several good acts and a crop of girls, unit is now dickering for a name girl band and a name act. Auditorium managements and local organizations set to use the show are kept in touch with the casting and are consulted before an important buy is made. The other day an important night club name became available and Alvord dispatched wires to his clients for advice. The answers varied greatly but most of them stated that a night club personality is okeh for New York or Chicago but has no box-office value in smaller cities. Negotiations for the performer were immediately dropped.

Unit, from Iowa, will go to Nebraska, Colorado, Washington and California, among other States, and then swing over to Louisiana and go back North. While Alvord is soliciting the help of local organizations, they are not asked to sponsor directly any one performance. Some percentage deals are being worked out with auditorium and regular legit house ops, and in some cases the Alvord-Barger venture will come in on its own. Among longer than one-night stays set so far are Denver (two days), Seattle (three days), San Francisco (two weeks), Houston (four days) and St. Louis (one week).

Prices will range from $1 to $3, entitling patron to see the show and take in the dance sessions. Where no regular stage facilities are available the affair will be presented as a night club floor show.

Acts set include the Slate Brothers, Toby Wing and a group of Can-Can Dancers coming in from the Palladium, London. Former Clifford Fischer backstage personalities will be in charge of the show. Jean LeSeyeux will produce, Natalie Kamerova will stage the dances and George Kameroff will do the music. Rehearsals will start here as soon as the band is set.

SHEP FIELDS
(This Week's Cover Subject)

ALTHO Shep Fields is a native New Yorker, he seems to specialize in creating a wave of out-of-town popularity for himself prior to starting record-breaking engagements in Gotham. Two years back Shep's unique "Rippling Rhythm" made him a national figure before he opened a sensational engagement at the Waldorf-Astoria, smashed records at the Paramount Theater and then succeeded Paul Whiteman on the Coast-to-Coast Woodbury series over NBC.

Now Shep is on another popularity spree, chalking amazing grosses on one-nighters in the East before opening at New York's Hotel New Yorker July 19. Shep's two-year absence from the metropolis is expected to culminate in a long and lucrative engagement at the New Yorker.

Added to the novelty and zest of "Rippling Rhythm" is a new danceability and musical virtuosity in the Fields music. This is, in part, responsible for Fields' top rating on Victor-Bluebird records. A new group of entertainers is headed by Claire Nunn, a hot singer of swing tunes who bids fair to become a sensation on her own.

A NEW OPPORTUNITY FOR YOU

The Billboard is publishing each week a new column giving news and tips along the 16mm and 35mm film business. The field is new; it is full of opportunities, and it is wide open to any capable showman. Don't miss it on page 26.

Every Week in The Billboard

Thru Sugar's Domino

(Continued from page 3)

because exhibits are not closing early enough in the evening to give the amusement area a break; because the fair has as yet done nothing to initiate programs of entertainment that would bring more people into the amusement area—and for many other reasons.

Those who have followed closely the process of building the fair ought to know that the corporation failed to take advantage of plans submitted to it for ambitious shows that would make the amusement area a far greater draw than it is. The corporation was derelict in its duty to the showmen and concessioners who have millions of dollars invested in the zone because it made terms so tough for the sponsors of ambitious projects that all of them gave up in disgust. What has that to do with the immediate present? A great deal. Simply because there is still time; there is still plenty of room in the amusement area to build projects that will make plenty of money; that will give visitors their money's worth and that will create additional traffic for the other shows and concessions in the area to cash in on.

• • •

IT IS a sad state of affairs, indeed, when the Aquacade is recognized as the only project that is definitely turning in a consistent profit. We wish Billy Rose all the luck in the world. Everybody else should, because he deserves it. But with all due deference to Rose (and he might be the first to agree with us) there should be more competition to the Aquacade. That there isn't is not the fault of the showmen now operating at the World's Fair. It is the fault of the corporation because it hasn't made possible the participation of showmen who would give Rose more than a run for his money. With all of its resources, with all the organizing genius available, with all the swell ideas running rampant, the World's Fair has done hardly anything to initiate carefully planned programs of entertainment. It tried unsuccessfully to put over a Cavalcade, converted to the current Wild West and Rodeo, that is as genuine a flop as show business ever had; it has transplanted from Broadway "Hot Mikado" which hasn't been thriving any too well in the night air of the Flushing marshes and it nightly spends a lot of kale on fireworks. Nothing else.

The fair hasn't done anything about putting the amusement area on the map. It impresses us all too clearly that the fair was never terribly enthusiastic about an amusement area and that even after inaugurating one it has just about tolerated the showmen who could pile millions of dollars into the coffers of the corporation.

• • •

WHAT are we yelling about? What can be done? The showmen know what we are yelling about. We know what can be done. But whatever is done has to be done fast. Less than four months is left to put the proposition over. Every day's delay means disaster to showmen and those who depend on them. It means disaster to the fair, too, altho Grover's stuffed shirts might not realize it. It means a blight on what might yet turn out to be the most glorious achievement in amusements.

For one, there should be no further delay in lowering the gate evenings to 25 cents. That's a lot of poppycock about the publicity attendant upon lowering of the gate hurting the fair. Good publicity handling can make such a move react favorably to the fair. It all depends on how the proposition is sold. Grover Whalen is a swell salesman. He ought to be able to sell this as well as he sold foreign participants on the fair. The fair might have to lower the gate sooner or later to save its own neck. Why not do it at a time when it will do some good for the amusement men? When the fair moguls began publicizing their project to the world they confidently predicted that the total attendance would be 40,000,000. It doesn't look like that figure is going to be reached. The gate has been averaging daily a gross of 177,000, this including passes, employees, children's and other free admissions. In order to hit the 40,000,000 gross figure, average attendance would have to be 210,000 a day over the 188 days of the running of the fair. Perhaps attendance hasn't yet reached its peak. Even if it hasn't it will not go much higher than it has. So the 40,000,000 gate will never be achieved unless something is done. One way to do is to lower the gate evenings.

• • •

THE fair should at once inaugurate special evenings in the amusement area several times a week. These should be events that enlist the support of the leading figures of the city, the State and the nation. These should be events that will bring crowds into the amusement area.

There should be something done at once about arming a man or a body of men with authority to do things promptly. There are men with knowledge and background now connected with the amusement and concession departments. There are men with power and without background. The ideal combination of a man or men with knowledge and power is yet to be achieved. This will have to be done if the showmen are to get any action.

As referred to in the foregoing the fair should at once open a spot that will attract the thousands that Billy Rose is drawing to the Aquacade. This can be done with the Cavalcade site. The present structure was designed so that it can be torn down or altered in a jiffy. What is the corporation waiting for? Why doesn't it liven up the Cavalcade area before it becomes the laughing stock of all of show business?

The amusement area is rather artistically lighted. Which is all well and good for the aesthetes. But from the standpoint of showmanship the lighting is god-awful. It can still be artistic; it can still be pleasing to the aesthetes but there can be considerably more light and cheer emanated by good, practical lighting.

• • •

THE corporation will simply have to stop treating the amusement area like a step-child. Of course it is hurting the showmen by this but also hurting the fair. The amusement area is being played down definitely in fair publicity. This is a breach of faith; it is a darned shame. The amusement area isn't even favored by a decent array of direction signs thruout the exhibit area. Even the bus and sightseeing conductors and guides pass over the amusement features as if they were anathema. The fair is responsible for this. The bus concessioners would be glad to do anything reasonable the corporation would ask it to do in that direction.

Mr. Whalen has a big publicity department. Mr. Whalen has hordes of newspaper men assigned to the fair by leading papers. He can do a great deal towards selling the public on the amusement zone. He can create a desire in the minds of the public to visit and patronize the amusement area. It is a propaganda assignment; it is as well an educational job. It can be done because there is plenty to sell in the amusement area. Mr. Whalen can, among other things, provide decent transportation for assigned newspaper men within the fairgrounds. Men assigned to the fair

(See SUGAR'S DOMINO on page 10)

Possibilities

GLEANED BY MEMBERS OF THE BILLBOARD STAFF

The purpose of this department is to benefit producers, bookers, agents and others concerned with the exploitation of talent in the major indoor fields thru The Billboard's coverage of every branch of the show business.

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

For NIGHT SPOTS

GANZ AND MYERS—a couple of pitchmen doing a bang-up act at the New York World's Fair grounds, in front of the Court of Flame Restaurant in the Industrial Exhibit Area. They imitate popular bandsmen perfectly and give out with plenty of top-notch comedy. Their spiel in pitching whistles and kazoos would be a positive natural for a specialty turn on a night club floor or a vaude stage.

For FILMS

HENRY RUSSELL — singer with Horace Heidt on the air and at the Biltmore Hotel, New York. Accompanies himself on the Novachord. A very good-looking lad who should screen well and whose tenor voice is sweet and highly appealing. A potential heart throb for film musicals.

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Broadway Beat

By GEORGE SPELVIN

THE lowdown on why Olsen and Johnson did away with the two extra matinees of *Hellzapoppin* has nothing to do with bad business conditions, the opening of the World's Fair or anything else of the sort; they cut them because the take from the two extra shows boosted their income taxes into a higher division and, what with government percentages, they lost money by reaping the extra profits. . . . There are more grease-paint oldtimers working resorts in the country and doubling as waiters, bus boys and kitchen hands than you can shake a review at. . . . Add miscellaneous information: Lou Krieger, who used to head the theatrical department for I. Miller, says that Beatrice Lillie probably owns more shoes than any other performer; she saves her shoes from all shows, buys a lot on her own and carries two trunkfuls of them with her, no less, on almost all engagements. . . . Mildred Bailey's summer hideaway at Bear Mountain makes her homesick for her ranch out at Spokane, Wash.—which ranch, incidentally, came to her indirectly from Uncle Sam. . . . She's part Indian on her mother's side, and the land was given to her grandmother by the United States Government.

Tommy Dorsey's country place near Bernardsville, N. J., has received all the sensational adjectives of praise that a trade known for its superlatives could lavish upon it. Last Sunday one of Mr. Spelvin's stooges was a guest at the Dorsey manse and returned claiming that all the praise was merely understatement. Tommy has bought and built himself one of the loveliest country homes imaginable. The house, the grounds, the interior appointments and in emphatic particular the swimming pool with its surrounding lawns and tennis and badminton courts made the reporter wonder wistfully why in heaven's name he had taken to a typewriter instead of a trombone. The pool boasts the bluest, clearest water this side of Capri's Blue Grotto and is heated to 78 degrees, while two diving boards proved that Eddie DeLange, who was also out for the week-end, needs little if any practice to execute perfect swans, one-and-a-half Gaynors, etc. An amusing feature of the Dorsey domicile is the third-floor "bunkhouse" for visiting boys in the band—a large room with about 10 upper and lower bunks. And it may interest Crosley statisticians to know that the house shelters 13 radios, no less. The Dorseys are perfect hosts, with a divine faculty for making guests feel perfectly at home without any fuss or apparent effort.

D'Artega, whose ork plays at the World's Fair Sun Valley exhibit, was a printer before dabbling in bands. . . . A gala 10th anniversary celebration will be tendered to Glen Gray and the Casa Loma Band at Toronto's Casa Loma Hotel when the ork crosses the border in September to play at the Canadian National Exhibition. . . . Gray Gordon, tic toc maestro, and Artie Pine, his personal manager, have collabed on a two-acter which they describe as "a comedy with music"; it's titled *Golden Glory* and, as might be suspected, deals with the trials and tribulations of a songwriter and band leader. . . . Pine's no novice at playwrighting, having had several of his dramas produced in summer stock. . . . The Andrews Sisters are getting film offers, but are holding out until they get speaking roles in addition to singing chores. . . . Murray Lewis (the cafe society photog, not the inimitable Looney) put some fast developing fluid on his three-week-old romance with Babe Molander, who's going into George White's *Scandals*, and will hit the marital trail September 8. . . . Dr. Sausage and his Pork Chops, tramp band that caused quite a sensation a few months ago at 52d street's Onyx Club, is in the throes of reorganization. Doc Satus is streamlining his meat chops and, instead of a washboard, is using a drum-in-suitcase.

Miller To Tulsa Spot

TULSA, Okla., July 8.—James J. Miller, representative for RKO for the past 16 years, has been appointed business manager for the Robert Boice Carson Studios. Carson books all legitimate attractions brought to Tulsa and conducts the Carson Concert series.

Miller, who has had headquarters in New York, spent the week in Tulsa looking over prospects. He will work especially on the concert series. He also plans to launch Tulsa as a booking center for this region. During August he will take a group of singers and an orchestra on concert tour thru Oklahoma and Missouri. Voyle Tipton, lyric tenor, and Josephine Smiley, lyric soprano, are tentatively booked. Michael Coolra will be the orchestra leader.

Tragedy!

REGINA, Sask., July 8.—It sounds phony, but so help us it's the truth. The follow-up on the report that appeared in *The Billboard* about the girl who got into a local theater free because her infectious laugh put the rest of the audience in the right mood is that she now has to pay. The manager of the theater caught her laughing during the death scene of a tragedy.

Smaller-Hotels Ask Actors Back at Old Rates After Famine

NEW YORK, July 8.—The squawks of actors that theatrical area hotels had jumped rates so high that they had to move out prior to the opening of the World's Fair are still being heard. In answer to Actors Equity's protest, the Independent Hotel Association of New York City has notified Equity that Equity members may make reservations in the smaller medium-priced hotels thru the central office of the hotel association.

Meanwhile, actors, musicians and other showfolk who were squeezed out of their hotels a few months ago have been getting accustomed to living in apartments and hotels away from the theater district and many of them declare they don't want to return to Times Square even at pre-fair hotel rates.

It is expected that theatrical hotels will lose for good a large portion of their former steady guests. Offer to Equity members follows howls of "no business" on the part of hotels.

"Heaven" Clicks for Chi Stock Group

CHICAGO, July 8.—Frances Lederer and Margo in *Seventh Heaven* brought new life into the Civic Theater stock season and run is being extended from two to three weeks, ending July 22. Management, at the same time, decided to call the production of *Journey's End* off, and will buy lighter themes for future attractions. Negotiations are also under way with several additional guest stars to fill out the season. *Seventh Heaven* has been playing to near capacity and increasing interest is expected to bring sell-out nights for remainder of run.

Loop loses one of its two summer attractions when *One for the Money* folds at the Harris next Saturday after a six-week run. Hot weather hurt this one and rather than battle it out for rest of summer producers decided to call a halt. John Barrymore, however, is still holding on okeh in *My Dear Children* at the Selwyn which goes into its 10th week Monday.

The Erlanger is not reopening before fall. Guild Theater subscriptions are coming in nicely. Of the six plays promised, Katharine Hepburn in *The Philadelphia Story* and revival of *Outward Bound* are definitely set. Theda Cocroft, Guild rep here, leaves for Oconomowoc, Wis., tomorrow for the summer to manage her stock group again. Engaged an all-Equity cast for first time.

Fagan Making Plans

MILWAUKEE, July 8.—At least five plays, directed by Myron Fagan, playwright and producer, who has signed Elissa Landi, Edward Arnold, Lionel Atwill and Glenda Farrell, are scheduled for the Pabst Theater here next fall, according to Margaret Rice, manager.

The series will open Labor Day and will be the testing ground for a number of new plays scheduled for production on Broadway, according to Fagan, who has established summer headquarters at the Pabst.

Several of the plays will be sent to New York after their introduction here, he says, while others will go on a road circuit thru the Middle West, including appearances in Chicago, Detroit and other large cities. At least that's the plan.

Padula, Musicians To End Long Feud On Unfair Listing

PHILADELPHIA, July 8.—Long-standing feud between local musicians' union and Arthur Padula, owner of the Riverside Anchorage Inn and former op of the defunct Center City Arcadia International Restaurant, will be settled this week, according to Rex Riccardi, union sec, with the spot getting a Class B rating on wage scales.

Anchorage has been using Roger Kent's non-unionites, Padula claiming he had been placed on the AFM unfair list erroneously since he, as an individual, was not responsible for affairs at the Arcadia which shuttered owing the musicians. Both spots were operated by different corporations.

Padula had entered suit against the union for $500 for every week he was on the unfair list, sum amounting now to $15,000. He claims deal was made with the AFM secretary, Fred Birnbach, whereby he would be taken off the list if he dropped the suit. Local union followed suit, but hiked Anchorage wage scale from B to A rating.

It was later decided at the local exec board to return the Anchorage to B rating if he employs a minimum of eight men. Frank Liuzzi, local prexy, is expected to give his accord on the matter this week, and Padula indicated he would hire union tootlers as soon as the restriction was removed.

N'Orleans Aud Reforms; May Book Name Bands

NEW ORLEANS, July 8.—Complaints by legit or musical show stars that huge Municipal Auditorium here was ill-fitted for performances brought about complete renovation of small hall of spot to eliminate most of the blemishes. Sloping floor has replaced flat surface, orchestra pit has been lowered, better spotlighting installed, address system modernized, lighting revised, new props purchased and rollers placed on extra seats. City is spending $250,000 and hopes to have acoustics improved in time for an ambitious flesh attraction program next fall.

To make more frequent use of the auditorium, city officials are co-operating with move to bring in name bands with development of a palm garden, installing 225 tables for use in portable night club. This plan started two weeks ago, when about 1,000 danced to special show by Russ Morgan and ork.

In addition to work on small hall, which seats about 2,500, city is completely modernizing full auditorium for special events and 1940 carnival season.

Hitting the Nail On the Head

NEW YORK, July 8.—During Bobby Hackett's final rehearsal before opening Thursday at the Troc, newest 52d street nitery, concentration was slightly disturbed by a gentleman who was diligently but annoyingly hammering the air-conditioning system into operation. With the opening only a few hours away, the manual labor couldn't be put off, so Don Carter, the band's hide beater, taught the hammerer how to follow his art in rhythm, and the rehearsal proceeded more or less smoothly with an unexpectedly augmented rhythm section.

How the cause of the trouble felt about it is not known, altho experts in such matters expect that momentarily he will exchange his card in the carpenters' union for a Local 802 certificate.

Hot Mikado Dives After Good Start

NEW YORK, July 8.—Michael Todd's *Hot Mikado*, starring Bill Robinson, at World's Fair Music Hall drew $11,200 the first six days, June 22 thru June 27, but has since taken a sharp dive, houses being heavily papered.

It's three-a-day at the 2,500-seater, with general admission 40 cents and reserves 99 cents. Show inaugurated midway-style ballying this week, Bojangles mounting the grind stage occasionally to do his selling bit.

Saunders Sets Nat Mark

SPOKANE, Wash., July 8.—Beginning his second week at Natatorium Park pavilion, Bob Saunders broke a Monday night attendance record July 3 that had stood for seven years, according to Assistant Manager Lloyd Vogel. The 1,674 dancers turning out numbered 100 more than the mark set by Phil Sheridan back in 1932.

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Subway Connection to All Theatres.
DAILY AND WEEKLY RATES.
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One Sheets, 2 Col., 100, 7.25; Add'l 100, 5.00
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Double Coupons, Double Price.
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ACTORS' WORK UP SO FAR

NBC Sustaining Figures Show 1939 Better Than '37 or '38

NEW YORK, July 8.—Despite budget cuts and expected decreases in actors' employment by the networks, 1939 will be a better year for actors working on NBC sustaining shows produced out of New York than either 1937 or 1938, if present trends are maintained. So far this year NBC has used more actors on sustainers, on a daily average basis, than were used during either of the past two years. The trend is a distinct surprise to the radio trade, which had expected, in view of a recent NBC economy move, plus a policy calling for increased special events and remotes for sustaining time, a falling off in sustainer actor engagements.

Figures in the box on this page were obtained from records kept by the NBC production department. The figures show daily averages for each month of 1937 and 1938 as well as daily averages for the first six months of 1939. The daily averages for each year are given in the figures at the bottom of the box. There is a fractional percentage difference applying in the figures which makes them slightly larger than they actually may be. This was caused because, during the period covered, NBC's production department cast several commercial shows, such as *John's Other Wife*, *David Harum* and a few broadcasts of the Irene Rich-Welch grape juice series. These were included because NBC figures as employment agent in programs it casts for sponsors. On sustainers, of course, NBC is the employer.

During 1937, NBC used an average of 18 5/12 actors per day on sustaining programs; during 1938 the average was considerably below at 14 2/12, and in 1939, so far, the average is 21 actors per day. Each month of 1939 so far has been ahead of the corresponding month for 1938, in some cases almost doubling 1938's average. As against 1937, 1939 was ahead on averages during February, April and June; it was even for May, and behind 1937 in January and March.

Indications from NBC's present program schedules are that 1939 will continue good for actors. NBC now has the Arch Oboler and *Lost Plays* series, the latter using much longer than average casts. The Oboler plays use good-sized casts, but not especially large ones. A factor which is encouraging from the actors' viewpoint is that clients reserving time on NBC during the summer pay a small reservation fee and this means that the talent budget is given some boost.

Among the programs figured as maintaining 1939's pace were *Great Plays* and *Radio Guild*, which aired concurrently; *Father and Son*, an adventure series; *Sheriff Bob* and Ireene Wicker's series. One factor, however, which is not encouraging for the next few months is that during 1937 summer employment did not maintain the pace set by the first five months of that year, all of which were better than June and July. First noticeable summer gain in 1937 came during August.

Economy Cuts

NBC frequently puts thru retrenchment moves in the last three or four months of the year, with October the favorite month. Reason is that by that time budgets have been exhausted, or nearly so, and for the remainder of the year the slice is in. This appears to be borne out in the figures for the last three months of 1937 and 1938. These months show noticeable drops. October, 1937, averaged 17 actors per day, but November fell off to 11 and December went down to nine, the lowest average for any of the 30 months covered in the analysis. October, 1938, fell considerably below the preceding month, while November was the same as October, at 11. A slight gain was shown for December, 1938.

The best month, as averaged among the respective month totals for each year, is March, which has an average of 20 actors used daily over the three years. August and September, for two years only, average 19 actors, while April and May average 18 and a fraction each.

for COMPLETE COVERAGE OF THE NAB CONVENTION

See Next Week's Issue of The BILLBOARD

On sale at all newsstands

Nix on Two Web Set-Ups, Says NBC

NEW YORK, July 8.—National Broadcasting Co. has no intention of setting up distinct Red and Blue network organizations within NBC. This interpretation was placed on the appointment of Keith Kiggins, former station relations manager for the chain, as NBC Blue director. Kiggins, the chain states, will act as co-ordinator for the various NBC departments, which will have employees designated to concentrate their activities on the Blue. Heretofore NBC departmental set-up did not provide for any especial "discrimination" in the performance of duties.

Kiggins spent most of this week working with department heads on selecting the Blue concentrators. NBC's step is part of its drive to lift the Blue out of the doldrums, which was given its first impetus when Al Nelson was named sales manager for the Blue. Nelson still reports to Roy Witmer, NBC sales vice-president, despite the Kiggins' appointment.

Realignment of the station relations department followed Kiggins' designation. Station department is being broken up into Red, Blue and service divisions. Sheldon Hickox Jr. heads the Red; John Norton Jr., the Blue; Easton Wooley, the service. Bill Hedges is NBC's vice-president in station relations and made the changes.

William Kostka was set last week to succeed Wayne Randall as press department manager; Ed Curtin and Dick Spencer continue as day and night news editors. Leonard Braddock remains in charge of the press inquiry branch.

Zoll Indicted on Extortion Charge

NEW YORK, July 8.—New York Grand Jury yesterday indicted Allen Zoll, charged with attempted extortion, based on an alleged guarantee to Donald Flamm, president of WMCA, that picketing of that station would stop if Flamm paid Zoll $7,500.

Zoll was arrested by two detectives after Flamm gave Zoll $200 in marked money. Station has been picketed for some months after it refused to allow Father Charles Coughlin broadcasting time unless the station could first edit the priest's comments. Arrest was made by Detectives Edward Fitzpatrick and Joseph Petrosino, of the district attorney's office.

It is understood that the picket line has been increased by representatives of various governmental agencies, such as the Alien Squad, the Federal Bureau of Investigation and the district attorney's offices, these representatives being placed there to check on alleged subversive agitators.

Ira Herbert Sues WMCA for $7,000

NEW YORK, July 8.—Examination before trial of Donald Flamm, president of WMCA and co-defendant in a suit brought by Ira Herbert, former WMCA time salesman, was held Thursday. Herbert, who is now a time salesman for WHN, having left WMCA when Bert Lebhar resigned to become WHN's vice-president in charge of sales, is suing WMCA for $7,000 alleged due him on commissions.

At the pre-trial hearing Flamm stated his station discontinued paying Herbert commissions in view of a claimed waiver the salesman had signed. Herbert charges he never signed the waiver, altho when presented to him for signature the waiver bore Flamm's signature. When his signature was requested, Herbert alleges, he stated he would quit rather than sign.

The commissions for which Herbert is suing represent payment on accounts which he sold and which are allegedly still running on WMCA. It is claimed a verdict in the plaintiff's favor would entitle him automatically to commissions so long as the accounts he sold remained on WMCA without a break.

Herbert is represented by Louis Nizer, WMCA by William Wiseman.

Trendle Quits Theater Post

DETROIT, July 8.—George W. Trendle has resigned as president of United Detroit Theater, as of August 1, and will "concentrate on radio activities." Trendle is interested in Station WXYZ, is part owner of *The Lone Ranger* and *Green Hornet* programs and is also active in the Michigan network.

Personnel in the theater line-up is reported due for extensive changes. Paramount controls the chain.

Bergen on Short-Wave From Hawaii; One Show

NEW YORK, July 10.—Edgar Bergen, who left New York tonight after last night's Chase & Sanborn broadcast and today's "Charlie McCarthy Day" at the World's Fair, will do one short-wave broadcast from Hawaii for his sponsor. Date is uncertain, depending whether Bergen takes his vacation in August or September.

Accompanying Bergen was his attorney, John Myer, who came east with the ventriloquist on license matters for Charlie McCarthy products. Several licenses were renewed and new ones issued, it is understood.

Last time Bergen was east the dummy was "kidnaped," so this time he had a bodyguard.

Young & Rubicam Take "Hobby" Production

NEW YORK, July 8.—Change in the production set-up of *Hobby Lobby* was effected this week. Dave Elman, originator and owner of the program idea, gave production reins to Young & Rubicam, ad agency on the program, sponsored by Fels Naphtha soap. This parallels deal made by Y. & R. on *We the People* and Phillips Lord.

Y. & R. has added five people to its staff in connection with the production. Three will do research. They are Roberta Semple, daughter of Aimee Semple MacPherson; Jack Wyatt and Tom McDonald, formerly a radio actor. Two writers added are Bud Heatter, son of Gabe Heatter, and Jerry Rice.

Joe Hill continues as producer of the program, with Tom Lane assistant producer.

Production change became effective with the sponsor picking up an option this week.

Can. Daily Uses Radio Acts To Plug "Snerd"

WINNIPEG, July 8.—*The Winnipeg Free Press*, local daily, is booking acts from stations CKY and CJRC for free shows in city parks and beach resorts in connection with the newspaper's exploitation campaign of the new Edgar Bergen comic strip, *Mortimer Snerd*.

Acts booked thus far are the Sunny Boys, of the *Youth Patrol*; Doug Ferguson's Orchestra and vocalist Beth McKay, from CJRC, and *Dr. Query* (quiz program) and Woodhouse and Hawkins, comedy team, from CKY.

Paper is devoting a full page of chatter and comment to the strip, ringing in a tie-up with the Edgar Bergen-Charlie McCarthy program, with a double column running into the radio section. Previously the radio section was devoted to listings and a little chatter.

Shows have been booked by the paper into four city parks and two resorts and run for two hours each night.

NBC Actor Employment Figures

The figures below show average daily employment of dramatic actors by NBC's New York studios on sustaining shows, the averages covering the full years of 1937 and 1938 and the first six months of 1939. The figures are the results of breakdowns made by NBC's production records, brought to the nearest fraction. Total monthly employment was averaged to a daily basis. The figures at the bottom of the chart show the number of actors used per day on an annual average. If NBC maintains its present pace, despite AFRA's recently invoked scale which increased the costs of actors to the networks, 1939 will be a better year for dramatic actors than 1938 and 1937. For fuller analysis see story on this page.

Month	Year 1937	Year 1938	Year 1939
January	24	11	15
February	19	10	21
March	25	12	23
April	21	17	28
May	19	15	19
June	17	17	20
July	17	14	—
August	22	16	—
September	20	19	—
October	17	11	—
November	11	11	—
December	9	14	—

AVERAGE NUMBER OF RADIO ACTORS EMPLOYED BY NBC ON SUSTAINING SHOWS DURING 1937, 1938 AND FIRST SIX MONTHS OF 1939. THE FIGURES ARE *DAILY* AVERAGES FOR EACH YEAR.

1937	1938	1939
18 5/12	14 2/12	21

Grabhorn Leaves WFIL

PHILADELPHIA, July 8.—A reorganization of the WFIL sales division was effected with the consolidation of the local and national sales offices at the station. George H. Jaspert, former local sales manager of the station, will head the current sales force, while Murray Grabhorn, head of the national sales department, has resigned effective July 15.

B'klyn Paramount Cuffs Sponsor for 420 Passes Weekly

NEW YORK, July 10.—Unusual deal made last week between American Beverage Corp. and the Brooklyn Paramount Theater gives the drink company 420 passes to the theater's mezzanine every Monday evening. American Beverage is sponsoring Benay Venuta and Ernie Fiorito and his orchestra every Monday night on WOR. The broadcasts move tonight into the Paramount. They previously came from the Chanin Building rooftop theater.

Sponsor is given the right to hand the Oakleys out as he will. Passholders are entitled, in turn, to stay for the entire show. Brooklyn Par recently dropped vaude and is now a double feature grind house.

Lawrence Gumbinner agency reps the advertiser.

NBC, AFRA Arbitrate Sustaining Commish; CBS, Chi Still Pend

NEW YORK, July 8.—Decision in an arbitration between NBC and the American Federation of Radio Artists, on the question of whether NBC is entitled under the AFRA code to deduct 10 per cent artists' bureau commissions from performers working on sustaining schedules, is expected in a fortnight. Arbitration was concluded this week and was held at the American Arbitration Association under the terms of the union code.

Radio artists' union protested NBC's deduction, claiming that when performers work for minimum no deductions are allowed, since such deductions cut the minimum. NBC argues that, having signed the code as a producer, its artists' bureau is entitled to agents' commish. George H. Engelhard, New York attorney, was the arbitration chairman; Dean Frank H. Sommer, of the N. Y. U. Law School, was selected by NBC, and Prof. Milton H. Handler, of the Columbia Law School, sat for AFRA.

Having settled its problem with KMOX (CBS) in St. Louis, contracts signed Thursday, union officials said a settlement was also expected with Columbia in Cincinnati for WKRC. The major problem facing AFRA currently is the Chicago situation, where agency and station men have been closeted for very long negotiation discussions after AFRA voted to strike. Union claims the Chi stations have been stalling and that a counteroffer was way out of line.

Eight U. S. Commercials Fade From Canadian Web

WINNIPEG, Man., July 8.—Of 11 feature programs slated to leave the Canadian Broadcasting Corp.'s network this summer, nine are American shows. They include the Campbell *Playhouse*, Jello, Chase & Sanborn (which continues in the U. S. A.), Carnation milk show, *One Man's Family*, *Good News*, *Getting the Most Out of Life*, Lux dramatic program, *Big Town* and Dick Powell. Canadian departures are Nova Kelp quiz and *Dr. Query*.

Getting the Most Out of Life, sponsored by Standard Brands, may not return in the fall, altho others will. Program has had continuity trouble with the Canadian Department of Health on advertising claims.

KEHE, Los Angeles, Sold To E. C. Anthony Interests

LOS ANGELES, July 8.—Sale of KEHE to Earl C. Anthony interests was finally announced here after the Federal Communications Commission had okehed the sale. Transfer of the station to Anthony will not become final until August.

According to present plans, staff of KEHE will be ousted and KECA and KFI departments will move from the old Anthony Building to the new location. Whether Anthony will keep the old KECA wavelength or dispose of it could not be learned, but it was believed FCC would allow the company to keep the dial spot and sell it if it wished.

Roll On

NEW YORK, July 8.—Half of radio row spent last week trying to get around the new cigaret tax imposed in New York.

Boys either bought those ciggie rolling machines or wore their thumbs out trying to roll their own.

Tuthill to R. & R.

NEW YORK, July 8.—Bill Tuthill left the WOR producing ranks this week to go with Ruthrauff & Ryan advertising agency in a similar capacity. Replaced at the station by Fred Bethel, formerly with CBS.

Miller's NAB Report Praises Radio's High Labor Standard

ATLANTIC CITY, July 8. — Neville Miller, president of the National Association of Broadcasters, in his first annual report praised the labor record of the Radio industry. Citing figures of the FCC, Miller declared that the $45.20 average weekly salary in broadcasting was the highest in the country.

He said one of the most progressive steps to be taken by the industry was the establishment of a department of labor relations. The work of Joseph L. Miller, former newspaper man and head of the department, has made the NAB's relations with organized labor friendly, he said.

NAB prexy pointed out that only two complaints to the National Labor Relations Board had been filed against member stations and both cases were settled amicably. There has not been a single strike or lock-out in the industry during the past year, he said, adding that few other industries could boast as good a record.

Report of the Department of Labor Relations, prepared by Joe Miller, warned that there are a number of sore spots on the labor front, involving jurisdictional disputes among various unions over control of numerous sectors of the industry. There are listed a number of unions which already are or will be disputing over jurisdiction of their respective unions. AFRA vs. IBEW over announcers who are also operators, Miller indicated, was one sore spot. Others were AFRA vs. Radio Writers' Guild, American Newspaper Guild and others over script writers, AFM vs. IBEW over "pancake turners," the fight over television actors and singers and television technicians.

The labor relations director explained that altho the American Federation of Labor attempts to settle the jurisdictional disputes of its affiliated unions, it has no control over the situation, and the belligerents may not accept the decision. In such a case, Miller said, the stronger union usually wins, but sometimes after strikes which have caused a loss to employers. A ray of hope was expressed over possibility that the new ruling of the NLRB, giving employers the right to petition for employee elections, might provide an antidote in case jurisdictional disputes break out among radio unions.

Report of Edwin M. Spence has revealed that there are 422 members in the association. An estimate of the relation of NAB members to the entire industry showed that 60 per cent had enrolled as members. During the past year, Spencer said, the NAB has had receipts of $300,735.55 and disbursements of $248,178.90. Directors' meetings in Washington cost the association almost $12,000; various committees spent a little over $14,000. Printing of the NAB reports and other literature prepared for the association's promotion drive cost the association $25,635, while staff salaries added another $81,537. Cash on hand at the end of June amounted to $52,556.

Committee on associate memberships recommended several classes of associate memberships, because it felt that an additional source of income and good will with interests closely allied with the association and the industry is possible.

AFRA-Chi Stations Deadlocked; Call Time Out for NAB Meet

CHICAGO, July 8.—Emergency negotiation sessions between the American Federation of Radio Artists' local and the stations' and agencies' committees came to a temporary halt here this morning after a three-day and two-night huddle. AFRA agreed to suspension of the meetings to allow broadcasters time off to attend the Atlantic City NAB convention, which opens Monday. Most of them left today for that purpose. AFRA powwows will probably not be resumed before Friday (14).

Practically no further progress had been made since the opening session Wednesday, most of the long hours being taken up by the announcer problem and general working conditions. Biz of scales for actors and singers was not touched on at all. AFRA is standing pat on its demands for extra pay for staff announcers working local commercial shows and it is upon this point that the newly opened meetings have been snagged, with the broadcasters refusing to set up any scale for announcers other than their regular weekly stipend regardless of number of commercials they work. Biggest part of this resistance is coming from WBBM, the CBS outlet, since most of its local commercial shows are sold in "package" form, all talent, including the announcer, being sold in one lump. NBC in most cases charges the announcer as an extra item and gives this money to the spieler.

Unless some sort of breaking down is accomplished by one side or the other shortly after the confabs are resumed next week, there is still a likelihood of AFRA making good its strike threat of last week. Membership has already ratified the proposal in case AFRA does not get the stations and agencies to agree to the set scale and the union has let it be repeatedly known that it does not intend to make any radical concessions from the proposed scales and conditions.

DONALD DAVIS, son of legit playwright Owen Davis, goes with NBC's television staff. He'll write.

Radio Talent

New York By JERRY LESSER

GEORGE HERMAN, who has rented a summer place at Mt. Vernon, noticed a bluejay appear daily at a window on the main floor. It peered in as if in search of food and then disappeared. Last week George received a letter from the former tenants, asking him to feed the bluejay daily. It loves peanuts. Now it sits close at hand until a peanut is shelled and feeds from George's hand. But it is still timid and leaves immediately after feeding. . . . JAMES MELTON will appear with the Metropolitan Opera Co. next season. . . . MORTON GOULD has one of the finest musical shows on the air. He has a find in a singer named EARL ROGERS. . . . PHIL (Step Down Donovan) TULLEY, current on the Philip Morris program, is in training for an operatic career. He joins the Chicago Civic Opera Co. at the end of the year and his first part will be in *Aida*.

Parker Fennelly left the studio after rehearsal recently to make a phone call. He had 10 minutes to make it and get back for the air show. After completing his call he found himself locked in the booth, and only the fate that takes care of those things made another actor come in to make a call. Parker made the studio just as they were about to go on the air. . . . Clark Andrews, director of the "Big Town" shows, has been lured by 20th Century-Fox as writer-director. . . . Frazee Sisters, now with Larry Clinton's Orchestra, would make a swell bet for the movies.

JOHANNES STEEL, forecaster of international affairs, is regularly confirmed a few days later on the front pages of our leading newspapers. Take this from WALTER WINCHELL. This man would be an excellent buy for a sponsor who is not afraid of speaking out with the truth. . . . *Central City* is being replaced with *The Man I Married* July 3. . . . TOM ADRIAN CRACRAFT'S All-Electric Orchestra was a sensation at Palisades Park, and again I say this outfit should make radio history. . . . JAN SAVITT'S rendition of Raymond Scott's *In an 18th Century Drawing Room* is tops. . . . Wonder why the THREE MARSHALLS aren't on the air? . . . Sunburn is too much for me, so I'm calling this a column. So long till next week.

FRANCHOT TONE, recovered from his illness, is to guest star July 20 on the Kraft *Music Hall*. Appearance was scheduled some weeks ago, but canceled because of the actor's ill health. . . . JOAN EDWARDS renewed by Chesterfield on the PAUL WHITEMAN program. . . . JACK SMART has joined the cast of the AL PEARCE program.

Chicago By HAROLD HUMPHREY

ACTRESSES PEGGY WALL, MORA MARTIN and SUNDA LOVE, together with AFRA secretary BETTY GEKIERE, all became foster mamas this week—and to the same child. Gals adopted one of the Spanish refugee orphans. . . . HARLOW WILCOX hied himself to Reno after the last *Fibber McGee* broadcast and married the girl friend, MARI VIRGINIA BISHOP, of Oak Park, Ill. . . . WBBM organist MILTON CHARLES and engineer JOHN FULLER celebrate their 1,000th airing on the *Bachelor's Children* show Monday and without missing a single airing since the show started four years ago. . . . ALEC TEMPLETON, now on the pinch-summer show for FIBBER McGEE'S sponsor, will have his own program September 25 for the maker of Alka-Seltzer.

It will be a regular Monday night shot tagged *Alec Templeton Time*, originating in Hollywood and having a guest-star policy. . . . BRAD WILLIAMS is reading novels now over WAAF. He does it via the continued installment plan, giving a brief synopsis of the foregoing plot before reading on each day. Not a bad plan for shut-ins.

Jess Kirkpatrick, WGN emsee and announcer, is fattening up the budget by posing for some ad illustrations, as an outdoor type. . . . William Evans, shoeshine boy at the CBS studios, is seriously considering using his Louis-Galento fight winnings as a retirement fund. . . . Benay Venuta is the next gal getting ready to preem an all-girl band, probably this fall. . . . Charlie Lyon and Durward Kirby, NBC announcers, took off on their annual two-weekers Monday. . . . WGN organ player Len Salvo is another vacationer this week, along with Mrs. Salvo and the three little Salvos. . . . A press release informs us that Lew Valentine, the Dr. I. Q. on the Mars Candy Co. show, always drinks a cup of black coffee before going on the air. Now wouldn't it have been just as well to tell us he eats a Milky Way instead, and we'd never have known the difference.

TELEVISION REVIEWS

Reviewed Thursday, 8:30-9:30 p.m. Style—Variety, using live talent and films. Reviewed on RCA Television Receiver. Station—W2XBS.

A one-act comedy on the last 15 minutes of this hour was choice entertainment beautifully adapted for the tele medium. Arthur Mateland and Ned Wever did swell jobs on Harry Stephen Keller's *The Services of an Expert*, which offered a new turn on the detective-burglar plot. It was a lively, clean-cut number that turned the tide for the whole show.

Individually, Sylvia Froos' singing, Vass Family's hillbilly harmonizing and Rene and Estella's dancing were good. Time allotted each act, however, dissipated the punch because the numbers on each one's repertoire were too much in the same class. Had the Vass Family been limited to two numbers at one sitting justice would have been done to their talents without trying the audience's patience. The four girls and fellow do a neat turn.

Having Miss Froos deliver *Lady's in Love With You*, *Don't Worry About Me* and *F. D. R. Jones* in one standing stretched a good act too far. In her own rights, tho, Miss Froos charms with voice mannerisms and dimple.

Doubling from the Havana-Madrid night club, Rene and Estella brought to the screen the more moderate of their Latin dance creations, *La Conga* and *Begin the Beguine*. Close focus of camera intended to emphasize footwork or hip movements magnified the performers themselves without helping their display.

Similarly, Frakson, the magician, suffered from improper focusing. Camera failed to take in whole range of his act, particularly when the field of operation extended to the floor. Camera sacrificed that to ease visibility on the cigarets and eggs with which he was working. Act itself needed livening up.

Televising of teletopics was strictly a dud. One depicted scenes at Mahopac Lake, N. Y., and the other filmed an archery session. Both were undramatic and uninteresting, at least in the manner presented.

Bob Waldrop handled the announcements. *Weiss.*

AN INADVERTENT error caused the omission from a television review published in *The Billboard* dated June 17 of Charlie McNally and Harry Ryan, who appeared on a telecast produced by RCA-NBC June 9.

Blackett, Ruthrauff and Others Consider Boost in Two-Station Market Coverage; Wax or Film

NEW YORK, July 8.—Use of two stations in one market to repeat broadcasts, either by means of transcriptions or sound on film, is attracting advertiser interest on an increasing basis. American Tobacco is the last major account to start a rebroadcast of this nature in the past few weeks, taking the Kay Kyser program on Miller tape transmission and rebroadcasting the show on WOR a day after its original broadcasting time on NBC.

Another account interested in a program of this nature is General Foods. Thru Young & Rubicam, this advertiser has been working for some time on a tape program combining highlights from various General Foods programs. Highlights will be spliced into a half-hour show and used on a spot campaign if the proposal goes thru.

Blackett-Sample-Hummert advertising agency, which recently bought two hours each night on WMCA to rebroadcast serial programs heard the same day on New York network stations, may broaden the scope of this experiment. B-S-H is said to be discussing similar time purchases in Chicago, St. Louis and other Midwestern markets. The deal will parallel the WMCA set-up, in which transcriptions of daytime serials are broadcast from 8 to 10 p.m., five nights a week. WMCA deal was made on an experimental basis and is still in that category, altho preliminary studies, by way of mail returns, have given favorable indications.

Possibility is also reported that Ruthrauff & Ryan may do double market coverage for Lever Brothers with the *Big Town* script program. Show takes a summer layoff but returns next fall with Edward G. Robinson again in the lead.

Procter & Gamble and other daytime sponsors have been using two-station set-ups for daytime programs for some time. World Broadcasting has tried selling its stations and wax service on a similar sales approach, but the procedure has never been widespread and not until American Tobacco started with Kay Kyser were name shows involved. The two-station use is based on the theory that if one newspaper can't really blanket a city, neither can one station.

Comment

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

On his last show of the season FRED ALLEN presented a bang-up comedy attraction, highlighted by a corking interview with his sponsor, LEE BRISTOL, of Bristol-Myers, and a burlesque of *We, the People*. ALLEN, on his repeat show, also unleashed one howler in the way of an ad lib, in a cross-fire with PETER VAN STEEDEN. Latter conducts his orchestra in a well-paced style, brassily suited to the program. Interview with the sponsor came as in the *People You Didn't Expect to Meet* series, ALLEN asking BRISTOL how he got his "odd occupation." MERRY MACS and the LYN MURRAY quartet do neat work on the vocals.

Show closed with the star thanking his writers, ARNOLD AUERBACH, HERMAN WOUK and DON JOHNSON, as well as Director WILLIAM SCHORR. Temporary layoff of the show makes the summer longer. *J. F.*

There are said to be thousands of people who claim they are entertained by BOB BURNS, and to them the *Kraft Music Hall*, on WEAF and the NBC Red Thursdays from 10 to 11 p.m. for Kraft Miracle Whip, is probably a grand show; but to a mere outsider, uninitiated into the mystic cult of BURNS worshipers, it's the waste of a perfectly good hour. There are guest stars, of course; but on the show caught two out of three of them were used chiefly to cross-fire with the omnipresent BURNS. KAY FRANCIS was meaningless in some dull "comedy" talk, and STERLING HOLLOWAY is, like BURNS, an acquired taste. RICHARD BONELLI, of the Met, was the third guest, singing an aria from Verdi's *Hamlet*, and of all things, *Begin the Beguine*. He has a nice enough voice, but it possesses a definite tremolo, and there is a sharp split between the upper and middle registers. *E. B.*

In filling the hour left vacant by FRED ALLEN, Bristol-Myers Co. brought *For Men Only*, with GEORGIE JESSEL, to Wednesday evening on NBC Red at 9:30, following *What's My Name*. The first program in this new time was a dull one, crawling along at snail's pace and hampered by clumsy script writing. JESSEL lacked his usual sparkle, altho this seemed primarily due to the basic script ailment. There was an effort of lightness in the gab, but it didn't come off. Interviewees included dare-devil rider JIMMY LYNCH, MAXINE SULLIVAN and playwright GEORGE S. KAUFMAN. Miss Sullivan sang one song and her voice did not seem quite up to par; certainly it did not sell as well as when recently caught at the Onyx Club in New York. LYNCH was quite good in telling of his stunt work and in giving rules on how to drive safely.

The KAUFMAN spot was fair, but again far below expectations involved when this author does anything. Routine was one partly involving insults and the rest a discussion of various KAUFMAN-JESSEL theatrical endeavors. Best gag came when KAUFMAN said that JESSEL, when trying to arrange money for a show, would fill the house with backers and then come back stage and say, "The balcony is off." *J. F.*

Advertisers and Agencies

By PAUL ACKERMAN

STUFF from here and there: Combination of weather and the July 4th holiday put the damper on radio in town last week. People got back to work Wednesday and scrammed again Friday, and there was much concentration on keeping the sunburns cool but glowing. . . . John Fox and Walter Smith, of CBS, are vacationing. Fox is West Indies bound. Another vacationer is Leo Goldstein, of WMCA, bound for up-State New York. . . . Lita Zook, Jimmy Saphier's secretary at MCA, is back from the Coast. And she no likee Hollywood at all, at all. . . . John Agnew, of WHKC, Columbus, O., where he is co-program director, in New York last week. . . . Ed Cashman makes notes for new programs on paper napkins. It's impossible to write in his office, he says, and the napkins, used outside of the CBS headquarters, don't bulge in the pockets.

Patricia Gilmore guests on the Schaefer show, with Al and Lee Reiser, July 13. Felix Knight, of that program, is doing two new weekly sustainers on NBC. Schaefer show has a new policy of switching femme vocalists each week. Dinah Shore is tabbed for a future date. . . . Bob Crosby is trying to find a new vocalist for his Camel show. Helen Ward, with Benny Goodman a long time ago, is one of the candidates. . . . Joe Keeley named to head the J. M. Mathes press department. . . . "Magic Key" band guesters include Sammy Kaye for July 17 and Bob Zurke for July 24. Zurke is building his own ork and is due for a visit to the Vallee program. . . . WNEW is sending Dick O'Dea, Walter Dunco, Herman Bess, Max Weiner, Marvin Rae and Tom Hamilton to the NAB convention in Atlantic City.

CHICAGO:

AUSPITZ & LEE ad agency is splitting up, with Irving P. Auspitz going over to Erwin Wasey & Co. Adolph Lee will carry on at the same stand. . . . Ruthrauff & Ryan signed the H. Fendrich Co. for its third year of *Smoke Dreams* to commence September 24. . . . Spot and local biz for NBC's WMAQ and WENR outlets hit the $320,000 mark for the first six months this year, a 14 per cent jump over last. . . . Procter & Gamble will pull *Houseboat Hanna* off the NBC Blue net July 31 to make room for a new Oxydol stint called *Second Fiddle*. Blackett-Sample-Hummert handling the switch. . . . William G. James, controller of music for the Australian Broadcasting Commission, was in town studying library methods at the various local studios. . . . Raymond Johnson, Chi actor who left the local scene to try New York some time ago, has landed the title role for *Mr. District Attorney* show for Pepsodent. . . . Bob Dunville, WLW commercial manager, was in town this week for a couple of confabs. . . . Neophyte air talent around town reports that an agency or studio audition now is harder to get than an unsolicited listener vote on an amateur hour. *H. H.*

Hollywood and Los Angeles

By DEAN OWEN

FRANK GRAHAM'S guest spot on Amos 'n' Andy show one of first that has taken place on blackface program. Graham does the news commentator trying to locate the missing Andy. . . . Dick Purcell and June Martell get guest spots on NBC's ladder of fame. . . . Herb Aaronson, of Davis & Schwegler, back in town after business and vacation trip to Northwest. . . . Rowena Cook and Ralph Bowman, who won Jesse Lasky's Gateway to Hollywood contest, are slated for the summer re-enactment of the show on CBS. . . . Arthur Q. Bryan, of the Grouch Club, is angling to sell a script series to a national advertiser in the fall. . . . Phil Rapp goes to New York for a vacash while *Good News* shutters for the summer. . . . Singin' Sam gets a new program over KNX for Coca-Cola.

From All Around

JACK ZIEGEN has joined the announcing staff of WING, Dayton, O., station having changed called letters from WSMK. John Cummins and A. P. Rogers have joined the sales staff. . . . Tommy Axelson, press agent for KSL, Salt Lake City, is vacationing near Boulder Dam. Maurice Jones and Cut Miller join the station's panel bunch. . . . A horse has been named after Dick Bray, of WSAI, Cincinnati. . . . John Ward is now representing WMCA, New York, in the Midwest territory, operating out of Chicago. . . . Michael Hinn, WSAI (Cincinnati) announcer, recently bought a new airplane. Dick Ruppert, of the same station, went to Columbus last week, to take the State bar exams. . . . Earl Glade and Ivor Sharp, of KSL, Salt Lake City, left last week for the NAB convention in Atlantic City.

Phil Weaver, young announcer at KFOR, Lincoln, Neb., has resigned and will help in his father's coming Senatorial campaign. Senior Weaver is a former Nebraska governor. . . . Chuck Miller, KFAB-KFOR chief announcer, is doing his own cooking, his wife, Bobbie, being on tour as pianist with an all-girl orchestra. . . . Don Searle, head man of Central States Broadcasting, is back from a trip to the West Coast. . . . Lyle Bremser, KFOR station identifier, is resting comfortably for the first time in a month. His father owned a string of race horses at Ak-Sar-Ben track near by, which kept him guessing and broke most of the time. . . . Donald W. Thornburgh, vice-president in charge of Pacific Coast operations for CBS, was in San Francisco recently for convention of Pacific Ad Clubs. . . . Don E. Gilman, vice-president NBC Western division, was given ad club's gold cup for exhibit showing best use of direct mail.

KLEVE KIRBY, news commentator of WWL, New Orleans, in Florida visiting pater and mater with new bride, a former newspaper sob sister. . . . Five Ard Sisters, under the name of the Arizona Ranch Girls, join KWKH, Shreveport. Girls get sustainer daily at midday. . . . Fans gave Tandy Key Bozeman, son of Jerry Bozeman, of KWKH, Shreveport, sports staff, dime shower week after Tandy made his first appearance into the world. . . . Staff changes go into effect at the Manitoba government-owned Station CKY the end of the month. G. H. Mills will retire as chief engineer to be replaced by W. A. Duffield. Duffield, who has been in charge of the CKY transmitter since 1924, will be replaced by W. Haney at that point. . . . Ed Wegman, chief announcer at WASY, Rochester, N. Y., leaves to go to WEBR, Buffalo. Harold Kolb, senior announcer, succeeds him. Added to the staff as junior announcer was Tom Pritchard, formerly with WNBF, Binghamton.

Program Reviews

EDST Unless Otherwise Indicated

Larry Clinton

Reviewed Monday, 7:30-8 p.m. Style—Orchestra, news. Sponsor—P. Lorillard Co. Agency—Lennen & Mitchell. Station—WEAF (NBC-Red network).

Except for some bilge in the way of the alleged news sensation of the week, Sensation cigarets has a good popular show in Larry Clinton's Orchestra. First program presented some sore spots which can easily be removed from later shows, and if the news thing can't be made into stuff worthy of consumption it should be fast given a heave ho. Clinton's Orchestra was in excellent shape for this commercial venture, playing crisply and minus the fuzz which has been noticeable in some of his remotes (Park Central Hotel, New York) recently. Vocals are well enough handled by Fort Leary and Mary Dugan. The real warbling was done by the guesting Frazee Sisters on *Wishing* and *The Lady's in Love With You*, well arranged and well sold by the two lassies.

This news thing is in for obvious reasons, tying in with the name of the product. The idea may sound good and may work well, but the presentation, in heart throb, phony dramatic style, was corn on the cobby and clumsy. News of Lou Gehrig's infantile paralysis affliction and Jack Dempsey's operation was ancient by the time this show was airing.

There was an overdose of commercial copy. One reason may have been an attempt to identify, with no possible chance of missing, the sponsor and the show, but it only served to annoy. The sales copy, too long, was okeh otherwise, concentrating on the low price (a dime). Alan Kent, announcer, who does a strong sales job, also does the number announcing in an engagingly flip style.

Franken.

"What's My Name"

Reviewed Wednesday, 9-9:30 p.m. Style—Quiz. Sponsor—Bristol-Myers Co. Agency—Young & Rubicam. Station—WEAF (NBC-Red network).

Just between you and me, Bud, I'm sorta tired of quiz shows. And I'm tired, too, of fellows trying to be funny and engaging and sort of light and gay in their chatter and not succeeding at all. at all. Where were we? Oh, yes, we were listening to *What's My Name*, one of the two half-hour shows filling in while Fred Allen takes his vacation. That's a fine way to review radio programs—fall asleep. But it won't happen again. I don't have to catch *What's My Name* again.

So Fred Uttel asks the ladies a lot of questions about a guy who was born there, worked here, had seven cars and a partial harelip, and "what's my name?" The name is Joe Federba and who cares. Then Arlene Francis asks the men questions and it's Tilly Federba. Uttel would be much better if he didn't try to be a wit. Miss Francis has a superb radio voice and style; she makes for good listening in her parts of the show. Victims are asked a series of questions about the entity to be identified; each series of questions cuts prize money down from $10, and if the contestants don't ever get hep they still get a fin and a *What's My Name* game. A genius let two kids, one 10, the other 12, start the proceedings. This gave the show the pace of a medicine ball rolling uphill.

Show was aired before thru Biow agency for Philip Morris. *Franken.*

"Magic Key"

Reviewed Monday, 8:30-9:30 p.m. Style—Variety show. Sponsor—Radio Corp. of America. Station—WJZ (NBC-Blue).

Switching from a Sunday aft spot to catch the supper trade, RCA inaugurates a shopworn pattern as a new type of show for its *Magic Key* shots. Literally amounts to a slum session with appeal limited to the chewing-gum listener. After building up an association since September, 1935, with the operatic, symphonic and concert worlds, tee-off was a toast to *Second Fiddle*, new Irving Berlin movie-musical, with everybody but the producer's yeah-men taking part in the pic's air preem.

With Rudy Vallee, Irving Berlin and Frank Black's Ork in New York; Tyrone Power, Darryl F. Zanuck, screen songstress Mary Healy, pic director Sidney Lanfield and Louis Silver's studio ork picked up from the Hollywood factories, and top-billing Sonja Henie cutting in with lines from Oslo, Norway, it all sounds like a million on the marquee. But as the 60 minutes staggered on into inevitable triteness, it turned out to be nothing more than a terrific plug for the six songs Berlin scored for the flicker—played and sung just as in the pic to impress the listener who by this time has hit into a second wad of gum.

As a reminder that these six songs are going to get into your hair every time you light your tubes, the *Magic Key* picked up Tommy Dorsey and his band from the Hotel Pennsylvania, New York, playing *I Poured My Heart Into a Song*; a Brazilian band from Buenos Aires making *When Winter Comes* mighty miserable music as set to a tango tempo, and just in case you were fortunate enough to tune in late and missed Dorsey's offering at the altar, Jack Harris' Ork was piped in from London for the *I Poured* opus. Script doesn't skip a single song, getting in *An Old-Fashioned Tune*, *Song of the Metronome*, *I'm Sorry for Myself* (a sure-fire hit) and *Back to Back* (reverse of *Cheek to Cheek*).

Single note of distinction was the record long-distance reading of a scene from the screen story between Power in Hollywood 7,000 miles away from Miss Henie in Norway, with Vallee the middleman in New York.

Ben Grauer is still dishing out the sponsored blurbs, getting in institutional pleas for RCA Radio, Victor-Bluebird records and Photophone sound systems. For immediate returns Zanuck earned almost as much as the Berlin songs. In addition to the send-off for his pic, he spieled for minutes about the new stupendous, supercolossal celluloiders on his 20th Cent-Fox production schedule, giving each, of course, four stars. Apart from his songs and lines, Vallee could barely eke out half a loaf. Did sneak in a squib that he had to hurry back to the Astor Roof.

Lacking in everything that makes for a good hour's listening, chalk this first stanza up as a song-plugger's triumph.

Oro.

"Dixieland Song Shop"

Reviewed Tuesday, 9:30-10 p.m. Style—Musical. Sponsor—R. J. Reynolds Tobacco Co. Agency—Wm Esty. Station—WABC (CBS network).

This particular phase of the mass radio attack of Camel cigarets on the smoking population of the country is not the wisest that could have been undertaken, inasmuch as it's directed at that part of the citizenry that is no doubt the hottest but that hasn't quite reached the state of smoking. The Goodman Swing School, which this Bob Crosby show now replaces, had the great BG's reputation and the attendant awe surrounding it to hide the fact that basically the program's appeal was limited to swing addicts. But Crosby, despite the fact that he has one of the better swing crews around, means nothing in comparison to Goodman as a national radio attraction, and in addition the swing is laid on here with a shovel. A great majority of the population is going to listen for 10 minutes and go on to quieter, more conservative pastimes.

It's Dixieland practically from start to finish, and Dixieland, even when played with the expertness of the Crosbyites, is the most annoying kind of swing to those who don't care too much about jazz hot in the first place. The only straight tune on the opener was *Sunrise Serenade*. For the rest it was Dixieland stomps and blues, and when they weren't playing it they were talking about it. To put it kindly, it was a bit overdone. Even the kids recognize in Dixieland a dated type of jazz and prefer their swing 1939 style.

Song-shop idea of the show's title is carried thru pretty consistently, with Crosby and Johnny Mercer (staying on from the Goodman program) as "proprietors" and "customers" asking for tunes off the "shelves." Idea is good, but the store's stock is sadly lacking in variety. Script that conveys the idea is likewise pretty sad; it's forced and unhumorous. Mercer works hard to hold up this end and succeeds pretty well, despite the fact that his special lyrics were notably absent on the initialer. If ever the light-hearted nonsense of a Mercer parody were needed, it was needed here. The show's production department will be making another big mistake with the continued omission of same.

With all its other faults the series starter seemed spiritless and lackluster, even to the studio applause. The only spontaneous burst of in-person audience appreciation came with Bobby Haggart's superior bass fiddle banging, usually a show-stop. Kay Starr's *Memphis Blues* neither got a big hand nor rated one; the Crosby vocalizing was down to a minimum; and, with the exception of Haggart, only the Bob Cats (eight-piece band-within-a-band), with Eddie Miller's sax and Ray Bauduc's drums standing out, managed to make anything of their minutes before the mike. Commercials, handled by George Bryan, were as usual for a Camel show. *Richman.*

Alex Templeton

Reviewed Tuesday, 9:30-10 p.m. Style—Musical. Sponsor—S. C. Johnson & Son. Agency—Needham, Louis & Brorby. Station—WEAF (NBC-Red network).

Johnson's Wax has an excellent summer show as its replacement for the vacationing Fibber McGee; as a matter of fact the program is good enough to pinch hit in any weather, hot, cold or lukewarm. The talent line-up has Alex Templeton, pianist, as star; Conrad Nagle as emsee, Edna O'Dell for vocals and Billy Mills' Orchestra. But it's all Templeton, or at least 95 per cent Templeton, who certainly must be regarded as one of the most talented of present-day artists. A superb pianist—as a matter of fact he should do a little more classical work on the show—he has won a great victory over blindness, and his sense of humor is always in evidence. Templeton's satires, such as his imitation of Carmen Lombardo, may be done in a spirit of friendliness, but there is bitter bite in the burlesque, nevertheless. His work on this show included a Chopin air, *Three Little Fishies* a la the classics, *The Wabash Blues* in piano concerto style and one or two others. His material is bright and engaging.

Nagle seemed to show, in his reading of the emsee chores, that he was ashamed of it all. Certainly the script writer should be ashamed. Sides assigned Nagle were puerile, saccharine and inane, sounding as much like an adult as a day old babe's bawl. Frankly, there's a question whether the show needs a name emsee at all. No reason why, judging from the first show, Harlow Wilcox couldn't have done the emsee, since no effort was made to give Nagle any notable material or any sort of character.

Edna O'Dell did all right with two vocal assignments and Billy Mills' Orchestra does well thruout.

But it's Templeton all the way.

Franken.

"Your Personal Advisor"

Reviewed Monday, 2:05-2:20 p.m. Style—Talk. Sponsor—World's Dispensary Medical Association. Agency—Radio Advertising Company. Station—WGR (Buffalo).

On her appearances locally the Personal Advisor has shown both poise and general appeal, has inspired public confidence. Show is somewhat similar to the "Voice of Experience," but it has a lot of extra umph. Mrs. Julia Rose is the advisor. Announcer Sigmund Smith reads a letter and Mrs. Rose answers it. Problems include practically everything from modern etiquette and home decoration to family budgets, marital entanglements, social and financial difficulties, etc. Mrs. Rose sounds both kindly and motherly and probably gives many a feeling of trust in her judgment.

Commercials are short. Conclusion has plug in form of querying letter by a person seeking relief from some ailment. Answer given advises taking one of the sponsor's products. *Warner.*

"Sidelights on the News"

Reviewed Thursday, 8:45-9 a.m., CST. Style—News commentary. Sustaining over KWK (St. Louis) and by direct wire KWOS (Jefferson City, Mo.).

Ray Dady's forceful commentaries on national political and economic trends and news make this quarter hour one of rare entertainment for one who takes his politics seriously, but there's a string attached. Dady is so outspoken against the New Deal that most loyal followers of that phase won't be too enthusiastic in hearing his utterances.

Dady shows a knowledge of political workings that stamps him as a comer in the news commentating field. He has interpreted from time to time important happenings in the field of national politics. His news is spicy, timely and aggressive. There's none of the "hope-you-agree-with-me" attitude on his part. He's there to put his own interpretation on the news and he does it without apology, altho it occasionally has all the elements which lead to hot controversy.

The anti-New Deal, when caught he predicted that any Republican who attempts to oppose FDR in 1940 (and he has worked long on the assumption that Roosevelt will run again) will wish he hadn't.

This is one of the top shows out of St. Louis. *Jackson.*

"The Radio Circus"

Reviewed Saturday, 11-12 a.m. CDST. Style—Kiddie jamboree. Sponsor—Quaker Oats Co. Agency—Ruthrauff & Ryan. Station—WGN (Chicago).

A weekly clambake for the little tots framed in some nabe theater around town is the set-up for this full-hour contest-packed shot to plug Quaker's "Little Kernel" breakfast pepper-upper. Show is strictly a merchandising campaign, with an advance man going into the selected neighborhood a week ahead of each airing, setting up window displays and plugging the biz generally. Kids chosen to participate are winners of a letter contest extolling the virtues of the product and are put thru a quizzer grilling by Johnny Olsen on the type stuff used on the young generation in the schoolrooms. Prize list for the honor students reads like a kid's letter to Santa Claus. A Shetland pony, a bicycle, two Elgin wrist watches, two casting rods and 10 pairs of roller skates are given each week.

Between quiz rounds station has plenty of pro talent swinging out on musical numbers, besides choirs and amateurs from various schools. There's plenty of noise thruout, with a houseful of youngsters and only Olsen and Jess Kirkpatrick to corral 'em. But the kids are surprisingly good and answer the questions with a lot more grace and intelligence than some of their elders on these man-on-the-street things. At show caught sponsor had an American Airlines pilot and stewardess up for a p. a. and kids ate it up, popping questions at both about their work in the ozone. A good time is had by all, and the box tops are rolling in.

Humphrey.

CHARLES ARLINGTON shifts announcing chores from WBT, Charlotte, N. C., to WWJ, Detroit, where he'll specialize in newscasts. Russ Hodges joins the WBT sports staff, splitting management with Lee Kirby.

Material Protection Bureau

A Free Service for Readers

ATTENTION is directed to The Billboard's Material Protection Bureau embracing all branches of the show business, but designed particularly to serve the Vaudeville, Night Club and Radio fields.

Those wishing to establish idea or material priority are asked to inclose descriptions of same in a sealed envelope, bearing on its face their signature, permanent address and other information deemed necessary. Upon receipt the packet will be dated, attested to and filed away under the name of the claimant.

Send sealed packets, accompanied by letter requesting registration and return postage, to Elias E. Sugarman, The Billboard's Material Protection Bureau, 6th Floor, Palace Theater Building, New York City.

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

DEMAND FOR MICKEY MOUSE

Bookers and Builders Pass Up Swing for Substantial Sugars

Small investment for out-and-out "dance" band—mint needed to nurse a killer-diller—market for swingeroo narrowing—Lombardo and lush strong as ever

NEW YORK, July 8.—It isn't that they can't sell the swing bands, what with Chicago waking up after all these years and discovering that there is a thing called swing, but the boys who build and book the bands feel the cycle has been strained—not forgetting the strain on their pocketbooks. As a result, the hangover from a steady stream of jam juice doesn't hang as heavy and the hunt for band properties has centered once again on the music makers who never take any excursions out of this world or send themselves to the obvious oblivion of all concerned. Until recently the agency execs wouldn't lend an ear unless the band could bombard it. Nor would Honey Boy Hymie suffice as the stick. The leader man had to be a star instrumentalist who could outtrap a trapeze artist on his Elkhart horn. But now they will go out of their way, and are even taking to the tank towns, in the hopes of finding a gang that can get as good as a Lombardo, Duchin, Kemp or a Kyser.

In spite of that fact that a Goodman could gross a million in a year, and Dorsey, without the benefit of Hollywood coin, make for a total sales in the same period in excess of $600,000, the swing-groos have never been able to eclipse the old-fashioned undiluted flavor that depends entirely on its appeal to dancers and those who just like a melody. Further, it takes some $5,000 investment to get a budding swing star started, and many now on the road still far behind the Goodmans and Shaws are already in the red for $10,000 or more. As a result, it takes months and years, if ever, before the backers can realize any returns on their speculation. For the swingers, it's necessary to pay out plenty for arrangers, pay above scale in most cases to keep key men happy in the band, early employment opportunities are restricted and salary is secondary to the availability of a network wire at a spot. It's no dark secret that the up-and-coming swingers are playing mostly for peanuts as part of their build-up. One of the bigger offices has already over $100,000 invested in its crop of a dozen or so hopeful comers—but they aren't too hopeful.

Further, agencies feel that the field is already filled to the brim with white hopes and are falling back on the old reliables. The "dance" band requires a minimum nick for investment and it's an easy sale from scratch. Nut is rock-bottom, considering boys in the band are plenty satisfied at scale, there's not too much a premium on the arrangements necessary, and considering that the mickey mousers have held their own thru the ages in face of every new musical fad or fashion, it's a safer and more substantial investment all around.

TWEET HOGAN set for the season at Woodlawn Bay resort, Delavan Lake, Wis. Spot offers free matinee tea dancing Sunday and holiday afternoons and is under the management of Richard D. Sheehan.

Sharon Springs to Sharon Swings?

SHARON SPRINGS, N. Y., July 8.—Local jitterbugs are currently circulating a petition demanding swing music for the streets here. If that seems like an odd request, even for shaggers, be it known that for the past few years a village-wide p.-a. system broadcast daily operatic works as a replacement for the brass band that used to entertain afternoons and evenings in the local park.

The group states in its petition: "All our lives we have heard operatic and symphonic music and now, in the trend of modern times, we demand to hear modern music along with the old masters."

Latest Lesson in Looniness Coming Up

NEW YORK, July 8.—What may develop into a new national menace along the lines of *Three Little Fishies* and other zany ditties employing varied assortments of fish talk and garbleroo is *Honk, Honk (The Rumble Seat Song)*, by Roy Jacobs and Gene de Paul. At any rate it's getting a good start from Kay Kyser, who has been shopping around for a successor (if there must be one) to *Fishies*.

Writers recorded their brainchild and shipped same to Kyser out on the Coast for his approval. If the old prof is looking for wackiness he's got it here, with honk, honk, beep, beep, clang, clang taking the place of boop, boop, dittem, dattem, wattem, chu. Or don't we make ourselves clear?

WM Sets Waller To Crack Chi Sherman

CHICAGO, July 8.—Willard Alexander, William Morris band chief, closed a deal this week to bring Fats Waller and a six-piece ork into the Panther Room of the College Inn at the Sherman Hotel here on August 10 for six weeks.

Spot has always been an old reliable on the MCA booking list, and following Waller's stand Harry James comes in for MCA. Alexander's booking, however, is significant since it marks the first time in many moons that any other agency has had a wedge in at this hotel. Waller is not a WM band, booking made in arrangement with Ed Kirkeby, Fats' manager.

J. Dorsey's Hershey Hit

HERSHEY, Pa., July 8.—Jimmy Dorsey turned in the third best gross of the season for J. B. Sollenberger at Hershey Park ballroom on July 4, playing to 2,300 people at $1.10 per until 10:30 p.m., 83 cents thereafter. Date was remunerative to Dorsey also, his 60 per cent over his guarantee of $1,000 bringing him a total of $1,311 for the date. It was an off date for Dorsey from his current location stand at Meadowbrook Country Club, Cedar Grove, N. J.

Hotel Strike Includes Ork

NEW YORK, July 8.—The 3½-month-old general strike at the Hotel Governor Clinton here was extended to musicians this week when nine members of Eddie Mayehoff's Band walked out under orders from Local 802. About 300 of the hotel's employees are striking for the uniform contract now in effect at many of the largest hotels here.

Cummins, Leonard Swell at Fairyland

KANSAS CITY, Mo., July 8.—Bernie Cummins' one-night stand here last Saturday at Bennett Stidham's open-air ballroom in John Tumino's Fairyland Park lured some 900 dancers. Ducats peddled at 65 cents per in advance and 80 cents at the gate to net a healthy gross of about $600. Rainy weather in the afternoon dampened ardor of some of the local dansapators, hence biz rates good on the park barometer.

On the preceding Saturday night, Harlan Leonard's sepia ork, localite, smashed all records at the park with a dance crowd of 2,000, best attendance for an "unknown" band since the present management can remember. Admish was 40 cents a person, to ring up $800. Main draw was the flashy traps work of drummer Jesse Price, billed as a second Chick Webb.

As result of the draw, Leonard held over for six week nights and was then placed on the schedule for July 12 week, with Red Blackburn to settle in the band stand the week following. Russ Morgan is slated for a solo stand July 18.

Waldman's 12C Aids Cause

TULSA, Okla., July 8.—Herman Waldman, jumping here from Dallas, attracted 600 dancers at $2 per, for the final Junior League social of the season last Saturday on the terrace of Southern Hills Country Club. Proceeds of the dance went for the maintenance of the league's Convalescent Home for Crippled Children. It was one of the few nights this summer on which rain did not fall and turned out to be the biggest dance ever presented by the league. Function was held outdoors. Mrs. Donald McBirney, league prez, was in charge of arrangements.

Summer Symp With 10c Sandwiches For Cleveland Aud

CLEVELAND, July 8.—Town is embarking on its biggest summer season for music and musicians, according to Milt Krasny, head of the musicians' union here. Thanks to the Rotary International convention, the musicians earned $10,000 that they otherwise would not have seen, and the International Poultry Congress later this month is expected to bring another $10,000 into the hands of Cleveland musicians.

Meanwhile Krasny is working as production manager of the Cleveland Summer Music Society's summer concerts, which are to be held in the Auditorium starting July 12. Prices will run from 25 cents in the far reaches of the 6,000-seat balcony to 50 cents in the front balcony, with 1,200 chairs at 300 tables on the main floor selling at 50 cents, 75 cents and $1. Backbone of the summer orchestra will be drawn from the regular Cleveland Symphony.

Keynote of the concerts, according to Harold J. Miskell, business manager, will be informality, and every effort is being made to keep food and drink prices low. The main floor is being decorated with palms, hedges and umbrella tables. Sandwiches will be 10 cents, and the society is conducting negotiations with the concessioner with the hope of bringing down the price of beer from 20 to 15 cents a bottle.

Makes Light With Matches For Warnow Enlightenment

NEW YORK, July 8. — Dave Alber, press agenting Mark Warnow, radio's *Hit Parade* maestro, made it a striking reminder in sending a box of maestro-personalized pocket matches to Fourth-Estaters. And putting additional light on the situation, Alber's offering offered sage advice on the use of same.

Apparently taking his cue from the herring-mongers at Dave's and Lindy's, Alber asks that the Warnow-lighters be used for (1) lighting cigarets; (2) lighting cigars; (3) lighting pipes; (4) burning copy you don't like; (5) finding your way in the dark; (6) finding out whether you're to get a letter; (7) reading theater programs in the dark; (8) stop you from borrowing matches; (9) burning old love letters; (10 toasting marshmallows; (11) setting off firecrackers; (12) posing as the Statue of Liberty, and (13) applying the Hot Foot.

Rainy Spell Dampens Biz

TULSA, Okla., July 8.—Attendance at the English Village, town's only dance floor under the stars operating nightly, has been a sore and expensive disappointment to Manager Johnnie Mullins. Rains in June kept the attendance way below expectations. Mullins is managing the village for the first season this year. Bobby Peters is the current ork, and traveling tooters are brought in catch-as-catch-can. Phil Harris takes the stand for a one-nighter July 24.

GAY JONES, who has set attendance figures on two prior engagements at Trianon Ballroom, Seattle, has returned to the dansant for a third stand.

Wis. Att.-Gen. Defines County Jurisdiction Over Dance Halls

MADISON, Wis., July 8. — A tavern where dancing is held, even within a limited space, comes within the provisions of a county dance hall ordinance if such a measure is sufficiently comprehensive to take it in and when applied to confines beyond municipal limits, Attorney-General John E. Martin advised District Attorney Herbert W. Johnson, Sturgeon Bay, in connection with the passage of a dance hall ordinance by the Door County board of supervisors.

Attorney-general's office explained that counties are permitted to adopt ordinances for the licensing of dance halls, but that the statutes do not define public dances.

Attention was called to a former attorney-general's opinion in which it was held that a public dance is one to which the public is generally admitted without discrimination and that a rural tavern having a small room where music is played for entertainment of tavern patrons and some dancing is occasionally permitted does not constitute a public dance requiring a license so long as dancing is a mere incident of the general tavern business.

"This opinion was based upon a careful study of the available decisions on the subject and was in accordance with the majority of the cases," the opinion stated. "However, this opinion cannot be considered as controlling where, as in your county, the county board in its dance hall ordinance has specifically given the term 'public dance hall' a somewhat more comprehensive definition than that which it might ordinarily receive."

"Whether the court would have reached the same conclusion in the absence of the rather stringent definitions contained in the Door County ordinance is, of course, a matter for speculation, but it clearly appears from the decision that the court will sustain a county dance hall ordinance containing a very comprehensive definition of a 'public dance' and a 'public dance hall,'" it was explained.

Prompt!

RYE, N. Y., July 8.—The hoity-toity customers who seclude themselves at exclusive Westchester Country Club here usually have all the hired help wait upon them. But the tables turned last Saturday and they did all the waiting. Gray Gordon was set to start the season's music-making at 8:30 sharp, the band planing up from Virginia Beach so that its tic toc tempos would be exactly on time. However, Gordon's bus, starting out the day before with the instruments, music and all other essentials, caught fire en route and didn't drive up to the clubhouse until 11:15 sharp.

Music in the Air

By DANIEL RICHMAN

Ohman Is Okeh

FOR the past several weeks this department has derived its greatest pleasure from dance remotes from the West Coast, with practically every band heard from a California spot contributing a great deal more enjoyment than can be picked up apparently along the Atlantic seaboard. Maybe it's the climate out there.

Whatever it is, PHIL OHMAN (*Victor Hugo's Restaurant, Beverly Hills, Calif., WOR*) comes thru with a very listenable half hour, in both a musical and a showmanship way. Ohman, having served his apprenticeship in the pits of musical comedy shows, when he and Vic Arden were practically synonymous with a George Gershwin score played on two pianos, knows the value of pace, timing and proper spotting of numbers and his remote demonstrated that knowledge.

Particularly interesting on the program caught was his version of the oldie, *Canadian Capers*, a little known air item today but a fine interlude between pops, especially for a band like Ohman's, where the maestro features himself at the ivories. Ohman also knows the disadvantages of too prominent featuring of the head man, and outside of his *Capers* number, which was almost a solo, there was just enough piano to make it interesting.

Dissecting the programing revealed two current pic tunes, a new musical comedy number (*Comes Love from Yokel Boy*), a rumba, a polka, a waltz, a pop tune with a minor melody (*You Don't Know How Much You Can Suffer*) and a couple of pops. Plenty of variety and therefore listenability there.

Not Sterling, But Good

FROM across the continent comes another ork, not as well known and not capable of as good a performance, but with a remote that overcame a bad start to add up to a generally satisfying 30 minutes. STERLING YOUNG (*Casino San Flamenti, San Flamenti, Calif., WOR*) wasn't quite up to the qualities suggested by his first name but managed to provide more than nickel-plated dance remote entertainment.

Here again was programing that offered more than merely one trite pop tune after the next. *Old Man River*, Vincent Youmans' great *Great Day*, *The Tinkle Song*, some pops and a medley of Irving Berlin tunes presented something to listen to. The remote's only fault was in starting too slowly and uninterestingly with three pops grouped together; with the Kern classic coming at the halfway mark things picked up considerably in the matter of tune selection and routining and, curiously enough, musical performance.

Dialing Around

TUNING in on JOE REICHMAN (*Palmer House, Chicago, WOR*) for about 10 minutes unearthed a bad and, from the standpoint of the casual dialer, perhaps fatal mistake. Two tangos played consecutively, is very far from shrewd tune spotting; even a tango or rumba band specializing in that type of music varies its Latin American rhythms somewhat from number to number. Reichman, by no means a tango band, ought to know better, and if two similarly styled compos must come together they should at least be played in different tempos.

WILL OSBORNE (*Elitch's Gardens, Denver, WEAF*) was guilty of a similar crime in the few minutes this dialer spent with him via the ether. This time, however, it was two scorching swingeroos that were the inseparables. Inasmuch as Osborne plays sweet as well as swing, he (or any ork) runs the risk of losing those listeners who happen to tune in on one stomperoo hoping things will be quieter on the next tune and then, after patiently waiting for the tides and the socks to subside, discover more of the same is coming up. Repetition is one of the worst things a band can pull on the air, since its performance must stand on its own merits, without the aid of nitery environment, the in-person glamour or the food and drink stimulants that tend to make criticism less captious.

CHICAGO, July 8.—Jack Flynn, of New York's William Morris office, is in the local branch working with Bill Snyder, manager of the band department. Flynn will remain here for a couple of months and tour the area covered by this office.

The Reviewing Stand

Burt Massengale

(Reviewed at Club Lido, Vicksburg, Mississippi)

SURROUNDED by a group of fine musicians, Massengale is rated one of the best bands to come out of New Orleans in recent years. Group numbers 10 men, including Massengale, and goes in for New Orleans swing, altho it can do well with sweet arrangements also. Maestro does not play an instrument, but fronts the band well and is a sweet singer with plenty of personality.

Instrumentation is three threes, with Roy (Red) Nichols, Lester Lala and Charlie McClelland on sax; Bill McIlheny, Bob Lascola and Julian Lane, brass; Joe Cohen, piano; Russ Wagner, bass, and Lester Gause, drums. Outstanding is Lane on trombone; sliphorn slider also does some pop vocalizing. Margaret Martina, who sings as well as she looks, warbles sweet tunes solo and in duet with Lane. Ork is well uniformed and presents an attractive front.

Case.

Johnny Harston

(Reviewed at the Windmill, Natchez, Mississippi)

ORGANIZED 14 months ago, this youthful crew definitely seems to be going places, and lacks only a gal singer to land it in the upper brackets in this territory. Has 10 men, including Harston on alto sax as well as directing, for a commercial brand of swing, at the same time doing okeh on sweeties. Personnel includes Freddie Kirkpatrick, Joe Hichner, Harold Gray and Mike Redwine, saxes; Ed Murray and Billy Hambrice, trumpets; Sammy Sevier, piano; Charlie Bull, bass, and Abie Miles, drums. Hichner lends a showmanship touch with his remarkable feat of playing alto and tenor saxes at the same time.

Good voices on vocal solos are supplied by Harston, Murray and Redwine. Leader is personable, affable and sells the outfit, which makes a good appearance in brown and gray suits.

Case.

Earl Mellen

(Reviewed at West View Park, Pittsburgh)

FRONTED and co-ordinated by a good-looking gent with a romantic voice, this Pittsburgh band plays danceapation definitely favored by youthful terpers. Featuring muted clarinet, flute, bass and celeste, combo creates toe-intriguing rhythm, and aided by plenty of ambition and a smart appearance, it has a good chance to gain wide acclaim. Ork lacks only some showmanly presentation and a little poise.

Make-up is Gordon Morrison, first piano and celeste; Benny Benson, piano, vibes and arrangements; Jack Stern, bass; Bon Geffel, drums; Val Conte, Tex Melvin, Weddy Caruso and Vernon Lodge, reeds; Eddie Weaver, George Hurst and James Bock, brass. Caruso doubles on flute, and Melvin assists Mellen on vocals.

Frank.

Verne Wilson

(Reviewed at King's Ballroom, Lincoln, Neb.)

SWINGERS all, the Verne Wilson assembly, known in Central Nebraska territory because of many airshots via KMMJ, Grand Island, beats out for the jit-heelers. Something like three years in its present shape, it's directed by Wilson, who is in his 20th year in the biz. Lets Dale Scott, piano, and George Howell, drums, do the singing, with Earl Lamont's tenor and Joe Cecile on trumpet the instrumental highlights. Lamont is also arranger.

Oldfield.

Adrian Rollini Trio

(Reviewed at the Troc, New York)

FOR some time now one of the few outstanding instrumental trios, the Adrian Rollini threesome continues to knock out a brand of rhythmpation that would do credit to an outfit four times its size. It's big music from a small group and it's done with the aid of some really distinctive arrangements as well as virtuoso musicianship from the three swingsters.

Rollini, on vibraharp and occasionally chimes, is the focal point of all the orchestrations, a bit too much so for that matter, considering the expert guitar pickings of Frank Victor and bass slapping of Harry Clark. Latter two have their innings, but they're both good enough to rate even more work than accorded them now. They rhythm behind the Rollini melody is also largely responsible for giving the combo its lift and drive. Adrian's handling of the vibes is, of course, in a class by itself and makes great watching as well as listening.

Boys can take of anything from pops to rumbas, but it's on particularly special items like *Limehouse Blues* that they excel. It's a combo more to be looked at and listened to than danced to, altho the latter can be managed very easily when the trio goes in for the relaxed rhythms and slower tempos of current pops.

Richman.

Joe Reichman

(Reviewed at the Empire Room of Palmer House, Chicago)

"THE PAGLIACCI of the Piano" still carries on with top showmanship. While not a stylized outfit, the instrumentation of five rhythm (including two pianos), four sax and four brass scores with meaty, orthodox dance music that is commercially suitable to the majority of dancers. A good many of the arrangements are tailored around the Reichman keyboard work and that gives them an individualistic touch, for the leader fingers a piano expertly and flavors his work with amusing yet sincere facial gestures.

The boys dip into a variety of tempos but minimize the importance of swing. And for this reason they are a favored crop in a comparatively classy hotel spot such as Windy City's Palmer House. Paul Moore, a nice, clean-cut chap, is the featured tenor. He has a strong voice and works with little physical effort. Appearance is okeh, and his type of warbling fits in nicely with this society-conscious music-dispensing bunch.

Above all, the Reichman brand is an entertaining one. He works with plenty of zest and plays mostly request numbers, a cinch to please as far as the customers are concerned.

Honigberg.

Gene Pieper

(Reviewed at Pla-Mor Ballroom, Lincoln, Nebraska)

FAINTLY tinged with the shuffle rhythm style, Pieper's Ork on its present basis is new in this territory. Was framed after his brother, Leo, left his piano for an outfit of his own. Three sax, four brass (with Pieper) and four rhythm is the manpower. Featured instrumentalists are George Casey, sax; Bobby Adams, trumpet, and Roy Darnell, piano. Singers are Bob McFarland, Vance Nease and Bill Lamb. Gene is very popular in Nebraska and Iowa stands, and this band seems to be improved in all departments over his previous assembly.

Oldfield.

Jack Meade

(Reviewed at Avon Inn, Avon-by-the-Sea, N. J.)

PLAYING strictly to the younger crowd, mostly jitterbugs, Meade offers swing with a capital socko to shore patrons here. Formerly associated with a trio, Meade now fronts a seven-man outfit. Instrumentation is four rhythm, sax, fiddle and vibes, drummer doubling on the latter. Maestro does the vocals in a husky voice that fits the music he plays. Ben Newmark, guitarist, arranges for the band.

Yellen.

George Olsen

(Reviewed at Turnpike Casino, Lincoln, Nebraska)

ESSENTIALLY a hotel band, Olsen also has much to offer for one-nighters, his show being good for sound reception. Swing-outs are seldom, ork sticking generally to legitimate, sweet and rhythmic tunes. Occasionally the three-man brass section swells into some improvising sprints, and Herb Harris batters the hides at skipping pace, but it's not the rule. Rhythm is the biggest section of the entourage—drums, bass, piano, guitar and electric organ. There are three saxes.

S. A. aplenty is furnished by the three Tanner Sisters; Gloria Hart, cutie single; Jeanne Blair, coloratura, and Caroline Montgomery on the organ. Jimmy Briarly, former Paul Whiteman tenor, gets femme approval from the front. Harris is featured on drums and always rates an encore with a sure-fire routine.

Olsen has been in the band biz so long there's hardly a place he can't adapt himself. His music is danceable, his presentation showmanly, his personality friendly, and his organization of neat appearance.

Oldfield.

Off the Records

Yesteryear's Hits

SINCE Glen Gray crashed thru with *I Cried for You*, creating a deepening wave of enthusiasm for both the band and the ballad, all the maestros have been digging into their dusty files for an oldie ditty that might rekindle a spark in the public's heart and make for an association that can boost the stock of the band in the public's favor.

As a result catalogs of the platter factories read like the song hits of an earlier era with the majority of the diskers making a brave bid to turn back the pages. While the listings carry many likable and listenable renderings, there's hardly another *I Cried for You* in the overstuffed lot.

(See OF THE RECORDS on page 73)

$725 Dandy for Bestor On Celeron Park Solo

JAMESTOWN, N. Y., July 8.—Don Bestor's one-nighter at Celeron Park's Pier Ballroom last Saturday brought out 1,200 dancers for promoter J. G. Campbell. Ducats, peddled per pair, cost $1 advance and $1.50 at the door. Advance sale of 350 for $350 was considered pretty good. Box office sold 250 tickets for an additional $375. Total gross of $725 was considered okeh and left a profit of about $275.

July 4 saw a big bingo game in the dance hall instead of dancing. Within the next week or so, however, Campbell intends to hire a house band for dancing during the week. Saturday night name-band policy will be continued, with the next band on tap Jimmie Lunceford tonight.

Sherman Going From Philly Disk To Dance Promotions

PHILADELPHIA, July 8.—Morris Sherman will transfer from canned music to live rhythms beginning in the fall. Now associated with the Mutual Music Machine Co., distributor of nickelodeons, he is negotiating with the center-city Town Hall to lease the auditorium at two-week intervals for the promotion of name band dances.

Sherman, in conjunction with Reese DuPree, recently promoted one of the largest public dances to be held in Philadelphia. With Jimmy Lunceford and Erskine Hawkins, an attendance of 7,000 was chalked up at Convention Hall past Easter Monday.

Barron's $1,428 a Beaut At Canada's Crystal Beach

CRYSTAL BEACH, Ont., July 8.—Blue Barron's one-nighter at the Crystal Ballroom on July 3 drew a fine crowd of 1,600 dancers. Ducats were scaled at 85 cents advance and $1 at the door. Only 350 persons took advantage of the bargain offer, bringing in a slow starting $278. Box office admitted 1,150 persons to the tune of a fine $1,150. Total gross hit dandy $1,428, and the profit was quite acceptable and pleasing to promoter Harold Austin.

Reynolds' $460 Alrighty

BRIDGEPORT, Conn., July 8.—Tommy Reynolds, on his second appearance of the season at Pleasure Beach Ballroom here last Sunday night, fell just 16 persons shy of passing attendance figures of his previous showing May 28, with 836 dancers going thru the turnstiles at 55 cents a copy, grossing a neat $459.80. Joe Marsala due on Sunday (9), with Bob Crosby on the 16th.

Spokane Orks Summering

SPOKANE, Wash., July 8.—Summer engagements in the State for local bands take Dutch Groshoff to Liberty Lake Park, Bob Dudley to Hampton Park on Newman Lake, Norm Thue at Honeymoon Bay on Newman Lake, Steve Mattausch at Pocahontas Bay on Eloika Lake, Jack and his Four Aces at Hauser Lake Inn, Sid Cooper at Diamond Lake and Dick Wilson at Silver Beach on Waitts Lake.

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San Fran Fair Takes MCA Advice on Band Bookings

SAN FRANCISCO, July 8.—Charles H. Strub, managing director of the Golden Gate Exposition, has completed arrangements with Music Corp. of America for the services of Vice-Prexy W. H. (Bill) Stein, who planed in from the New York office, and Lew Wasserman, local branch exec, to act in an advisory capacity on all matters in connection with band and talent entertainment at the fair.

Tie-up calls for MCA to have an exclusive on all entertainment bookings at the exposition. First advice was the spotting of Benny Goodman, who opened last Sunday, playing daily concerts for the month. Goodman canceled all his summer dates back east for the stand and will remain on the Coast, deal in the wind to August at either the Cocoanut Grove or Victor Hugo's, Hollywood.

Hart Proves B. O. Magnet

WASHINGTON, July 8.—Little Joe Hart and his crew of tooters moved into Glen Echo Park here Monday for a fortnight's stay, coming here from Homer Hanna's Cabanas Club, near Urbana, O., where the Hart Ork set a new record on its recent opening of a six-day stand there when it pulled 1,100 into the outdoor dansant at 55 cents a head. Spot normally holds 750 people. It was Hart's fifth engagement at the Cabanas and he's slated to return there August 16 thru Labor Day.

Summer Ballroom Remotes

JANESVILLE, Wis., July 8.—Local Station WCLO is picking up the bands for nightly airings, save Sunday and Monday, from Lake Lawn Oriental Ballroom, Riviera-on-the-Lake and the Gargoyle, Southern Wisconsin terp temples near by. First to get a hearing are Bill Carlsen, Tom Gentry and Paul Junkers' Gargoyle Trio respectively. Station also picking up Sunday matinee music from the dansants.

For the J-Bug Archives

DETROIT, July 8.—New name for the nearly passe "jitterbug" has popped up here—Swing-Cap. Moniker has been adapted by Roth and Berdun for the line of four shagging couples they have been producing under the jitterbug name for several months. Rechristened Swing-Caps open at Colosimo's, Chicago.

Orchestra Notes

By M. H. ORODENKER

Gotham Gab

R-GAC pulling GLENN MILLER out of the Glen Island Casino at New Rochelle, N. Y., late in August in order to meet the ever-growing demands of ballrooms and theaters for the band . . . WOODY HERMAN will finish out the season at the spot . . . MARTIN JUROW, of the George Abbott office, theatrical producers, joined the MCA staff . . . duties will be to build up an Eastern talent department for the agency . . . new band WILLARD ALEXANDER is building around trombonist Wilbur Schwitzenberger at William Morris agency will have a WILBUR SCOTT billing . . . altho INA RAY HUTTON will henceforth front the all-male "Playboys," her "Melodears" will carry on . . . seven gals in her band are sticking together under the latter tag and go into the International Casino for the relief rhythmpations . . . BEA WAIN, former Clinton canary, returns to the record labels, waxing this week for Victor for solo sides . . . Decca adds the Irish tenoring of PHIL REGAN to its disks . . . EDDY DUCHIN returns to his regular stand at Hotel Plaza's Persian Room mid-September . . . PANCHO set to take a cross-country hop this fall, opening September 14 at Hollywood's Trocadero . . . RITA RIO, current this week at Brighton Beach, set for the July 21 week at Loew's Theater . . . CHARLIE GREEN, CRA prexy, back at his desk after a three-week cross-country hop to all territorial offices.

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Atlantic Whisperings

Band bug again bites DAVE HERMAN, fiddler-arranger for Abe Lyman . . . BOB BENNETT, of Philadelphia, is his personal manager, and Herman is mentioned as the opener for Quakertown's Ben Franklin's Hotel in the fall . . . CHARLIE GARMAN, Asbury Park, N. J., band added to the CRA rolls, gets a new moniker and will open in the fall at Henry Grady Hotel, Atlanta, as GLEN GARR . . . Adolphus Hotel, Dallas, gets PHIL HARRIS for the August 17 week . . . RAY NOBLE opens a four-weeker on the 20th at the Fort Worth, Tex., Casa Manana . . . AL KAVELIN into Enna Jettick Park, Auburndale, N. Y., for a fortnight . . . BILL MARSHALL lingers indefinitely at The Willows, Pittsburgh roadhouse . . . LES BROWN opens August 22 at Hotel Syracuse, Syracuse, N. Y., remaining thru Thanksgiving . . . JOE MARSALA starts Sunday (16) at Reade's Casino, Asbury Park, N. J., for an indef stand . . . gets WOR and WHN (N. Y.) airings.

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Western Bandstands

BILLY SCOTT, new CRA property, plays six scattered dates these two weeks at Madura's Danceland, Whiting, Ind. . . . FRED WILLIAMSON, of the FBMC New York office, is skirting the Cleveland territory this week . . . Cleveland's Euclid Park gets LOU BREESE for a return week on the 22d, with HERBIE HOLMES taking in the following seven nights . . . "DEACON" CARL MOORE opens the 20th thru August 11 at Buckeye Lake (O.) Pavilion . . . STAN NORRIS has landed a summer stand at Waco Pavilion, Lake Wawasee, Ind. . . . HANK BENNE had his engagement extended thru Labor Day at Thornwood Gardens, Cedar Rapids, Ia. . . . JIMMIE LIVINGSTON takes in two weeks, starting the 19th, at the Roof Garden, Arnolds Park, Ia. . . . JACK RUSSELL, manager of the band department at Dave O'Malley's office, Chicago, has landed a summer stand with his own ork at Andy Anderson's Skylon Ballroom near the Windy City . . . it's Chicago's Sherman Hotel that gets JOHN KIRBY the week after, coming in from New York's Onyx Club, for the relief jive at its Panther Room . . . CASPER REARDON, swing harpist, is also coming to Chicago from the West Coast, opening with the new month either at the Sherman or the Pump Room of Hotel Ambassador . . . ORRIN TUCKER opens Monday (17) at the Cocoanut Grove, Los Angeles . . . FREDDY MARTIN opens with the new month in San Francisco at the St. Francis Hotel.

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Cocktail Combos

MILT HERTH TRIO will stay on at Chicago's La Salle Hotel, now that a deal to go into Victor Hugo's Los Angeles, is temporarily off . . . was originally scheduled to pull out this Saturday when the management figured on shuttering the Blue Fountain Room for a spell . . . Guy Berlind's THE FOUR FRESHMEN opened atop Hotel St. George, Brooklyn, with 32 weeks of strolling behind them. MARIA KARSEN'S MUSICALES hold over indefinitely at Hotel Onesto, Canton, O. . . . O'BRIEN AND EVANS (organ-electric guitar-voice) are at the New Dallas Room and Oasis Bar at Hotel Chittenden, Columbus, O., until the 17th, when REED AND HALLEE take over . . . there's no more strolling at this spot to inspire sippers, all units now entertaining from an alcove . . . DICK STEVENS, in charge of cocktail combos for MCA out of the Chicago office, is visiting the agency's New York branch . . . HERMINIO GIMINEZ, w. k. Buenos Aires maestro, heads a trio of wandering musicians at the Argentine Pavilion at the World's Fair . . . Jack Kurtze's ROLLICKERS hold over 'til the end of the month at Penn Albert Hotel, Greensburg, Pa. . . . KNIGHTS OF NOTE and their Lady Laddie renew 'til late September at St. Paul's Hotel St. Paul . . . TAY VOYE QUARTET (vibes, bass, guitar, clary), currently at King's in New Jersey, on the Jersey side of New York's George Washington Bridge, will augment in the fall with the addition of fiddlers three to make it the Tay Voye Seven . . . BOB HAMILTON TRIO, organ-piano-drums, added to the musical divertissement at the Troc, newest nitery on New York's 52d street, alternating with Bobby Hackett's Band and the Adrian Rollini Trio . . . Hal Hartman's MELLO-AIRES, featuring the voice of Virginia Lee and the Mello-ettes, located at Meadow Mountain Inn near Grantsville, Md.

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Notes Off the Cuff

JOHNNY (SCAT) DAVIS makes his Chicago debut on the 20th, when he comes into the Blackhawk Cafe to replace Jack Teagarden . . . holds on 'til October, when BOB CROSBY returns . . . CLIFF LEEMAN, formerly with Artie Shaw, replaced Davey Tough as Tommy Dorsey's drummer . . . HYMIE SCHERTZER, first man of Benny Goodman's sax section, is also playing with Dorsey and joins the band permanently this week . . . DEAN KINCAIDE, who will be replaced by Schertzer, will devote his entire time to arranging for Tommy . . . maestro RAY SINATRA leaves New York for the Coast to arrange and compose for songstress Mary Martin at the Paramount movie lots . . . BOBBY DAY gets a four-week holdover at the Show Bar, Forest Hills, L. I., N. Y. . . . JOHNNY GREEN goes to Philadelphia on the 21st to guest-conduct the Philadelphia Symphony Orchestra at the outdoors Robin Hood Dell . . . MILLER HOLMES, brother of maestro Herbie, has also turned to the front of a band . . . is leading the Ole Miss Rebels at the Jackson Hotel at Jackson, Miss. . . . AL AND LEE REISER, radio piano twain, are building a band for personal appearances, with MCA probably booking . . . boys are not brothers but cousins, which explains why they don't look alike . . . IRVING MILLS signed new contracts with Vocalion records for the Quintones, five mixed voices, Cab Calloway and Chu Berry, Cab's sax star, using a jive gang from the band . . . maestro JOE CANDULLO is changing his name, professionally, to JOE PAGE—feels the change might change his luck . . . HAROLD HARRIOTT starts at The Farms, Scarsdale, N. Y., for a second year . . . songwriter JIMMY FRANKLIN is another with the band bug biting hard . . . is organizing his own combo at the New York rehearsal halls, using LINDA MARSH, singer at Bertalotti's, as the vocal thrush . . . JACK JENNEY takes in Steel Pier, Atlantic City, this week, and on the 20th opens for an indef stand at Roadside Rest, Oceanside, L. I., N. Y. . . . Jenney has a most unusual contract and booking arrangement with MCA . . . he's guaranteed seven months' employment at a minimum salary, getting the pay check each week regardless of work or price . . . and so we send our cuffs to the cleaners.

Harris Mints for Jantzen

PORTLAND, Ore., July 8.—Phil Harris playing a July 5 stand at Jantzen Beach Park Ballroom did about the same biz as in the past two years. Harvey Wells, park prez, clocked 3,562 admissions at 75 cents each for a total of $2,671.50. Coming in on the after-the-Fourth lull and encountering dampness and threatening skies which undoubtedly kept many dancers at home, Harris did well.

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CEDAR POINT,
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Bands on Tour

—Advance Dates—

Bill Carlsen: Riverside Theater, Milwaukee, July 14 week.

Buddy Fisher: State-Lake Theater, Chicago, July 14 week.

Emerson Gill: Celeron (N. Y.) Park, July 15.

Andy Kirk: Municipal Auditorium, Kansas City, Mo., July 17; Elberta Beach, Vermilion, O., July 27.

Jan Garber: Tobacco Festival, Wilson, N. C., July 20.

Fats Waller: Loew's State Theater, New York, July 27 week.

Ozzie Nelson: Surf Beach Club, Virginia Beach, Va., July 29 for two weeks.

Hal Kemp: Eastwood Gardens, Detroit, August 4-10; Westwood Gardens, Detroit, August 11-17.

Gene Krupa: Chicago Theater, Chicago, August 11 week; State Theater, Hartford, Conn., September 1 week.

Jimmy Dorsey: Surf Beach Club, Virginia Beach, Va., August 19 week.

Johnny Messner: Manhattan Beach, Brooklyn, N. Y., August 20-26.

Glen Miller: Hippodrome Theater, Baltimore, September 1 week.

Sammy Kaye: State Theater, Hartford, Conn., September 8 week.

Crosby's $1,140 a Dandy

CANTON, O., July 8.—Bob Crosby, making his first appearance in the territory this season, attracted 1,500 dancers to Moonlight Ballroom at near-by Meyers Lake Park last Sunday night. Attraction brought a heavy response for tickets in advance at 75 cents per. Ideal weather, altho a trifle warm for dancing enjoyment, gave the ballroom slightly better than $1,140 on the one-nighter. Glen Gray and his Casa Loma band is the next name attraction for the park ballroom.

Once in a Lifetime Gate

DES MOINES, July 8.—Glen Gray played to the biggest crowd ever assembled in Drake University Stadium, 22,500, each paying 50 cents, last Saturday. Event was in honor of the world premiere of the movie, *Career*, and players in the pic, plus well-known Hollywood and radio personalities, were on hand. Sod was stripped from the football field and a composition floor 100 yards square laid. Event was handled by Tom Archer, vet Iowa ballroom op.

Meager $350 for Cummins

SIKESTON, Mo., July 8.—Bernie Cummins drew a meager $350 at the Armory opening dance here last Thursday, subsequent profit from concessions operated in connection with the dance enabling promoter Capt. Tanner C. Dye, of the National Guard, to net about $200 above expenses for the Armory's benefit. Only 320 dancers at $1 plus tax turned out.

PHIL OLSEN opened an indef engagement last week at Mayfair Gardens, Detroit, following a solid year at the local Deer Hunt Inn.

Glorifying the Goldfish

HOLLYWOOD, July 8.—With the college campus making a dinner-table delicacy of itty bitty goldfish and Tin Pan Alley extolling the pisces swimming over dams in their ditties, flicker factories will carry the craze to the celluloid. For MGM's *Dancing Co-Ed*, which has Artie Shaw in a featured spot, band takes the pic tag as "Goldfish Gulpers."

PUBS' DOUBLE HARVEST

Music Items

Songs and Such:

Latest results of the collaboration of Roy Jacobs and Gene de Paul are *You Bring Me Down*, to be recorded by Connie Boswell; *Puttin' and Takin'*, published by Leeds Music and disced by Jack Teagarden and the Ink Spots; *Hezekiah*, penned with Larry Clinton and waxed by him in the hope that it may be another *Shadrack*, and *Pick Your Own Lick*, which the Smoothies introduced on the air and which they are recording.

I Saw Love in Your Eyes is the latest tune under consideration for eventual publication by Joe Davis' Music Friends Service, written by Nita Baggett and J. Crane, of Minden, La.

Gene West and Otis Spencer knocked out what they believe a sequel to *Broadway Rose* in *The Rose of Heart Break Lane*. *Shadows in the Candlelight* is the brainchild of Austin Johnson and Joe White.

Braun Music Co. publishes *I Can't Be Alone*, by Billy Kaye and William Ortmann. Lou Singer's *Counterpoint a la Mode* goes to Sammy Kaye exclusively for introduction. Sammy will swing and sway it on wax. Exclusive Music publishes.

Erik Brattstrom, of Seattle, penned *Sunset in Seattle*, to be published by the Saunders Publishing Co., Hollywood.

Ray and Jay, song team which has written campaign songs and tunes for numerous Wilkes-Barre, Pa., societies, turned out a new waltz, *My Lucky Strike*. Team is comprised of Prof. Raymond Litzenberger, doing the tunes, and Joseph D'Amico, the lyrics.

Music Men and Matters:

Enoch Light, Taft Hotel, New York, maestro, is rapidly becoming one of the most prolific composer-leaders, with three likely looking tunes out currently. *Begone* is being released and pushed by ABC Music. *I Paid for the Lie I Told* is handled by Berlin and Words and Music has *What's It Gonna Get'Cha*.

Ralph Rainger and Leo Robin, after a spell of inactivity for the movie marts, come back with *I Spell Love With a Capital U*, for Paramount's Joe E. Brown starrer, *$1,000 a Touchdown*. Frank Loesser and Fred Hollander are represented in the film with *I'm Afraid of You*, and Loesser and Victor Young have *Fight for Madison*.

Fred Stryker and Milton Drake did music and lyrics for Sol Lesser's *Everything's on Ice*, two titles being *Georgie Porgie* and the title tune. Arthur Rankin had an interesting lyric in *Mickey Finn the Dead End Fish*, which 20th Century-Fox is going to spot in a forthcoming production.

Roger Pryor a Bankrupt

CHICAGO, July 8.—Roger Pryor, scion of a family of band leaders, filed a voluntary bankruptcy petition this week in Federal Court. The jobless maestro and husband of movieland's Ann Sothern listed his debts as $41,145.41 against assets at $553, including $3 cash.

Sheet-Music Leaders

(Week Ending July 8)

Acknowledgment is made to Maurice Richmond's Music Dealers' Service, Inc., Music Sales Corp. and Ashley Music Supply Co., of New York; Lyon & Healy; Carl Fischer, Inc.; Gamble Hinged Music Co. and Western Book and Stationery Co., of Chicago.

Position Last Wk.	This Wk.	Title
1	1.	Wishing
3	2.	Sunrise Serenade
2	3.	Beer Barrel Polka
4	4.	Stairway to the Stars
12	5.	White Sails
7	6.	The Lady's in Love With You
6	7.	If I Didn't Care
5	8.	And the Angels Sing
10	9.	Little Sir Echo
8	10.	Strange Enchantment
9	11.	Three Little Fishies
—	12.	Moon Love
15	13.	My Last Goodbye
11	14.	Don't Worry 'Bout Me
18	15.	God Bless America

Day Time Is Night Time

FOREST HILLS, L. I., July 8.—When a j-bug suggested to Bobby Day, maestro at the Show Bar here, that his catch phrase ought to be something original like "Swing and Sway to Bobby Day," the leader decided something ought to be done. Casting about among the combined braincells of his 10 men, Day finally hit upon "Dance to Day Tonight." It was only a step from there to the decision to open each session with *Night and Day* and to sign off with *When Day Is Done*.

Indie Distrib Sells Music to News Stands

NEW YORK, July 8.—New wrinkle in the retail sale of sheet music made its appearance here this week with copies procurable on several corner news stands. Idea follows the system set up recently by Music Publishers' Protective Association whereby American News Co. acts as distributor to its stands of about 25 songs a week. Local set-up, however, is handled by an independent, W. Davidson, without the knowledge of MPPA.

News stand at the corner of 47th street and Seventh avenue has a couple of copies of about 10 current hit tunes, selling at the regular 35 cents scale and representing publishers like Chappell, Robbins, Santly-Joy-Select and Crawford. Davidson is supposed to have similar tie-ups with other stands thruout the city.

ASCAP in Coin Phono Picture If New Copyright Bill Passes

MPPA will not license machines—after increased record royalties only—Shotwell Bill puts boxes in public-performance-for-profit field

NEW YORK, July 8.—If things work out according to the hopes and plans of both Music Publishers' Protective Association and the American Society of Composers, Authors and Publishers, music pubs will reap a double harvest from the constantly growing coin-operated phonograph field. Appearance of ASCAP in this picture is very recent, with its first indication coming at the American Federation of Musicians' annual convention in Kansas City, Mo., in June, when a close co-operation between the AFM and ASCAP in the matter of promoting their best interests in the coin phono field was resolved. At present ASCAP has no jurisdiction in law over the coin machines, inasmuch as the Society's only interest lies in the collection of fees on its music when used in a public performance for profit. Under the provisions of the 1909 Copyright Act phonographs, then only in an earphone state, were exempt from the clauses involving public performance rights. In the present draft of the Shotwell Bill, which will ask Congress, probably at its session next winter, to make drastic changes and amendments in the outmoded Copyright Act, that exemption is out, however, which means that passage of the new bill in its current state would bring coin machines under ASCAP jurisdiction. The Society would then be in a position to license spots operating coin phonos similarly to its licensing of places employing live music. Such an eventuality would naturally benefit the AFM also, since a tax on the proprietor of a place now using tax-free canned music might decide him in favor of live musicians.

Walter G. Douglas, MPPA chairman, this week disclaimed any intention on the part of his org to license either the phonos or the spots maintaining them. MPPA's only interest is in making the record companies pay a higher royalty to the publishers on discs sold to the coin machine trade. Suit to establish a legal right to do so is now in its first stages, with RCA-Victor on the receiving end of a planned test case to prove legally that clause of the Copyright Bill which stipulates that any arrangement of a copyrighted work without the copyright owner's consent constitutes an infringement of copyright. If the pubs are upheld in this contention they will have the right to ask any royalty for the waxing of their tunes, and if the disc firms balk the pubs will have the additional right to prohibit the waxing of their music in any but its stock orchestration form.

If the pubs win this point and ASCAP finds itself in a position to collect fees from coin machine spots, greatly increased yearly revenue for publishers will be the result, coming from the double source of the record firms and their indirect customers, machine proprietors. MPPA is after only the disc sales to coin machines, with the 2-cent and 1¼-cent royalties currently paid on records for home sales remaining.

Coin machine trade, never too much in favor with the AFM and its parent, American Federation of Labor, now is definitely de trop as the result of a bad faux pas pulled by a leading phono manufacturer and dealer. Latter sent out a broadside to tavern keepers, restaurateurs and others whose places might conceivably house a coin phono, pointing out the advantages of having music without paying for it as against spending the necessary money for live musicians. Blast was pretty strong against employment of live talent and the effect on the unions is obvious.

VICTOR A. MEYERS, acting governor of Washington, night club op and band leader, featured recently at Seattle's Trianon Ballroom, is going under the surgeon's knife at Providence Hospital, that city, for a glandular condition of the throat. A throat specialist ordered the operation after the governor's throat began swelling two weeks ago.

Songs With Most Radio Plugs

"Stairway" Continues Lead As "Evening" Draws Near

Songs listed are those receiving 10 or more network plugs (WJZ, WEAF, WABC) between 8 p.m.-1 a.m. week days and 11 a.m.-1 a.m. Sundays, for the week ending Friday, July 7. Independent plugs are those received on WOR, WNEW, WMCA, and WHN. Film tunes are designated as "F," musical production numbers as "M." Based on data supplied by Accurate Reporting Service.

Position Last Wk.	This Wk.	Title	Publisher	Plugs Net	Plugs Indie
1	1.	Stairway to the Stars	Robbins	36	32
10	2.	Blue Evening	Miller	37	6
2	3.	White Sails	Feist	29	28
3	4.	Moon Love	Famous	28	17
5	5.	Beer Barrel Polka	Shapiro, Bernstein	25	22
11	6.	Don't Worry About Me (M)	Mills	20	16
2	7.	Wishing (F)	Crawford	19	16
—	7.	In the Middle of a Dream	Spier	19	4
10	8.	And the Angels Sing	Bregman, V. & C.	18	15
6	8.	All I Remember Is You	Remick	18	13
—	8.	This Is No Dream	Bregman, V. & C.	18	8
3	9.	Lady's in Love With You (F)	Paramount	17	20
5	9.	Strange Enchantment (F)	Famous	17	19
15	9.	Concert in the Park	Witmark	17	3
12	9.	My Heart Has Wings	Red Star	17	—
13	10.	If I Didn't Care	Chappell	16	18
10	10.	Cinderella, Stay in My Arms	Shapiro-Bernstein	16	7
9	11.	Back to Back (F)	Berlin	14	15
13	11.	Sunrise Serenade	Jewel	14	11
—	11.	Our Love	Chappell	14	6
—	12.	Well, All Right	Leeds	13	15
6	12.	To You	Famous	13	12
—	12.	Especially for You	Shapiro-Bernstein	13	6
15	12.	There's Only One in Love	Roy	13	2
8	13.	Rendezvous in Paree (M)	Harms	12	14
12	13.	Comes Love (M)	Chappell	12	13
11	13.	Begin the Beguine	Harms	12	13
—	13.	Lamp Is Low	Robbins	12	13
9	13.	South American Way (M)	Harms	12	10
7	13.	I Poured My Heart Into a Song (F)	Berlin	12	8
—	14.	Ain'tcha Comin' Out?	Kalmar & Ruby	11	3
18	14.	Whistling in the Wildwood	Olman	11	2
—	14.	Sam, the Vegetable Man	Gem	11	1

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

A

Adler, Williams: (Ambassador) NYC, h.
Agnew, Charlie: (Muehlebach) Kansas City, Mo., h.
Akin, Bill: (Cawthon) Mobile, Ala., h.
Allison, Don: (Hill Top Club) Lafayette, La., nc.
Almerico, Tony: (Chez Paree) New Orleans, nc.
Angelo: (Bertolotti's) NYC, nc.
Arias, Ramon: (885 Club) Chi, nc.
Arthur, Zinn: (Grossinger's) Fallsburgh, N. Y., h.
Artell, Billy: (Monte Carlo) Iron River, Mich., nc.

B

Bardo, Bill: (Roosevelt) New Orleans, h.
Barnet, Charlie: (Playland) Rye, N. Y., p.
Barrie, Dick: (Jefferson Beach) Detroit, b.
Baroni, Jackie: (The Oaks) Winona, Minn., nc.
Bartel, Jeno: (Lexington) NYC, h.
Bartha, Alex: (Steel Pier) Atlantic City, b.
Basie, Count: (Famous Door) NYC, nc.
Bastle, Charles: (Olympic) Irvington, N. J., p.
Baum, Charles: (St. Regis) NYC, h.
Becker, Bubbles: (Totem Lodge) Auburndale, N. Y., h.
Benson, Ray: (Montauk Casino) Montauk Point, L. I., nc.
Berigan, Bunny: (Sherman's College Inn) Chi, h.
Berick, Joe: (Riviera) Pittsburgh, nc.
Bernard, Nate: (Leighton's) Noroton, Conn., re.
Bernie, Ben: (Astor) NYC, h.
Biltmore Boys: (Northwood Inn) Detroit, h.
Bombabella, Four: Cape Cod, Mass., 10-17.
Braga, Vincent: (Belvedere) Baltimore, h.
Brandwynne, Nat: (Ritz-Carlton) Atlantic City, h.
Brigode, Ace: (Chippewa Lake Park) Chippewa Lake, O., b.
Brown, Rudy: (Log Cabin) Atlanta, nc.
Brown, Les: (Kennywood) Pittsburgh, b.
Bryant, Hayward: (Top Hat) Douglas, Ariz., nc.
Brynd, Bing: (Wendt's Beach) Watertown, Wis., b.
Bryson, Jack: (Taft) New Haven, Conn., h.
Bundy, Rudy: (Colonial) Manitou Lake, Ind., b.
Burk, Sunny: (Bartlett's) Pleasant Lake, Mich., t.
Burkarth, Johnny: (Southern Mansion) Kansas City, Mo., nc.
Bush, Eddie: (Seven Seas) Hollywood, nc.
Busse, Henry: (Meadowbrook) St. Louis, cc.

C

Calloway, Cab: (Cotton Club) NYC, nc.
Candido, Candy: (Ace Cain's) Hollywood, nc.
Candullo, Harry: (Lookout Mt.) Chattanooga, h.
Carle, Frankie: (Seven Gables) New Milford, Conn., ro.
Carlyle, Lyle: (Vanity) Detroit, b.
Catisone, Billy: (William Penn) Pittsburgh, h.
Catron, Johnny: (Oriental) Galveston, Tex., h.
Chatfield, Tommy: (Nat) Amarillo, Tex., nc.
Chiesta, Don: (Ivanhoe Gardens) Chi, nc.
Cinderella Girls: (Palm Gardens) Cincinnati, nc.
Claridge, Gay: (Chanticleer) Madison, Wis., b.
Clarke, Buddy: (Armando's) NYC, nc.
Clinton, Larry: (Park Central) NYC, h.
Coburn, Jolly: (President) Atlantic City, h.
Coleman, Emil: (Trocadero) Hollywood, nc.
Collins, Joe: (Enduro) Brooklyn, nc.
Collins, Bernie: (Ansley) Atlanta, h.
Comfrey, Tex: (Shelton) NYC, h.
Coon, Dell: (Eden) Chi, h.
Cornelius, Paul: (Chez Paree) New Orleans, nc.
Costas, Johnny: (Cascades) Danby, Vt., nc.
Costello, Johnny: (Luna Park) Coney Island, N. Y., b.
Costello, Diosa: (International Casino) NYC, nc.
Courtney, Del: (Bear Mt. Inn) Bear Mountain, N. Y., h.
Coyle, Sheila: (Lesourdsville) Middletown, O., p.
Crocker, Mel: (Show Boat) Columbus, O., re.
Cromwell, Chauncey: (Paxton) Omaha, h.
Cugat, Xavier: (Waldorf-Astoria) NYC, h.
Cutillion, Billy: (Long Point Park) Oneonta, N. Y., b.

D

D'Artega: (Sun Valley) World's Fair, NYC, re.
D'Amico, Nicholas: (Versailles) NYC, nc.
Daley, Jack: (Corktown Tavern) Detroit, nc.
Davies, Al: (Saranac Inn) Saranac Lake, N. Y., h.
Davis, Eddie: (LaRue's) NYC, re.
Davis, Fess: (Martin's Tavern) Lima, O., nc.
Davis, Bill: (Crystal Lodge) Council Bluffs, Ia., b.
Day, Bobby: (Show Bar and Bermuda Room) Forest Hills, L. I., nc.
Deas, Eddie: (Congo) Boston, nc.
Decker, Paul: (State) Columbus, O., re.
De Leon, Pedro: (Blackstone) Chi, h.
Dell, Lou: (Woodside Gardens) Woodside, L. I., nc.
Dell, Eddy & Imogene: (Trout House) Hague, N. Y., nc.
De Poe, Al: (Curly's) Minocqua, Wis., nc.
DeVito, Doc: (Allenhurst Beach Club) Allenhurst, N. J., cc.
Dickman, Harry: (Club Arcade) St. Charles, Ill., nc.
Dixon, Lee: (Cabanas Club) Urbana, O., nc.
Donahue, Al: (Rainbow Room) NYC, nc.
Dorsey, Jimmy: (Meadowbrook) Cedar Grove, N. J., re.
Dorsey, Tommy: (Pennsylvania) NYC, h.
Drummond, Lamb: (Larry Miller's) Clarks Lake, Mich., p.
Durrr, Dolph: (Green Derby) Cleveland, nc.
Durando: (La Conga) Hollywood, nc.

E

Eddy, Teddy: (Schroon Manor) Schroon Lake, N. Y., cc.
Ellis, Joe: (Queen Mary) NYC, re.
Ellis, Roger: (Trianon) Chi, b.
Engel, Freddy: (Kent Ye Inn) Albany, N. Y., re.
Ernie, Val: (El Morocco) NYC, nc.

F

Farr, Jimmy: (King & Prince Club) Saint Simons Island, Ga., cc.
Ferdi, Don: (Stratford) Bridgeport, Conn., h.
Fidler, Max: (Club Versailles) Hollywood, nc.
Fielder, Johnny: (Plaza) San Antonio, h.
Fino, Del: (Elton) Waterbury, Conn., h.
Flo-Rito, Ted: (Ben Marden's Riviera) Fort Lee, N. J., nc.

Orchestra Routes

Following each listing appears a symbol. Fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

ABBREVIATIONS: a—auditorium; b—ballroom; c—cafe; cb—cabaret; cc—country club; h—hotel; mh—music hall; nc—night club; p—amusement park; ro—road house; re—restaurant; s—showboat; t—theater.

Fisher, Jack: (Viennese Room) Boston, re.
Fisk Jr., Charles: (Cotton Club) Joplin, Mo.
Flint, Emil: (Big Pavilion) Saugatuck, Mich., b.
Floyd, Guy: (Rotisserie) Jackson, Miss., re.
Franklin, Morton: (Netherland Plaza) Cincinnati, h.
Frasetto, Joe: (Walton) Phila, h.
Fremont, Al: (New Penn) Pittsburgh, re.

G

Gamble, Jack: (Lincoln Terrace) Pittsburgh, nc.
Garber, Jan: (New Yorker) NYC, h.
Gasparre, Dick: (Ambassador) NYC, h.
Gates, Bill: (Manos Inn) Manos, Pa., nc.
Gendron, Henri: (Bon Air) Wheeling, Ill., cc.
Gentry, Tom: (Riviera) Lake Geneva, Wis., b.
Gerard, Gerry: (Stardust Club) Chattanooga, Tenn., nc.
Gifford, Dave: (St. Nicholas) Decatur, Ill., h.
Gill, Joaquin: (Old Mill Inn) Salt Lake City, re.
Gillen, Frank: (Club Frontenac) Detroit, nc.
Golden, Neil: (DeWitt) Albany, N. Y., h.
Golly, Cecil: (Beaver Island) Grand Island, Old Point Comfort, Va., re.
Gondoliers, The: (Monte Cristo) Chi, re.
Gonyea, Leonard: (Pine Lodge) Eau Claire, Wis., nc.
Gordon, Gray: (Westchester Country Club) Rye, N. Y., cc.
Gordon, Herb: (Onondaga) Syracuse, h.
Gray, Len: (The Fireside) South Westport, Mass., nc.
Grofe, Ferde: (Ford Exhibit) World's Fair, NYC, mh.

H

Hackett, Bobby: (Troc) NYC, nc.
Hamill, Mel: (Crystal) Crystal Beach Park, Ont., b.
Hamilton, Johnny: (Trianon Club) Santa Fe, N. M., nc.
Hamilton, Dave, Quintet: (Villa Dee) Jackson, Mich., nc.
Hardy, Bob: (Flamingo) Boston, nc.
Harper, Nick: (Texas) Fort Worth, Tex., h.
Harrison, Will: (Rich's) Old Greenwich, Conn., re.
Harris, Carl: (Chamberlin) Old Point Comfort, Va., h.
Hartman, Hal: (Meadow Mountain Inn) Grantsville, Md., ro.
Hawkins, Erskine: (Savoy) NYC, b.
Heidt, Horace: (Biltmore) NYC, h.
Hess, Matt: (Pavilion) Bois Blanc Island, Can., b.

Kuttis, Jack: (Penn Albert) Greensburg, Pa., h.

L

Lake, Sol: (606 Club) Chi, nc.
Laker, Bill: (Club 21) Grand Rapids, Mich., nc.
Lally, Howard: (Ben Marden's Riviera) Fort Lee, N. J., nc.
Lamarr, Ayres: (Nick's) NYC, nc.
Lamb, Drexel: (Larry Miller's Resort) Clarks Lake, Mich.
Lande, Jules: (St. Regis) NYC, h.
Lang, Lou, Trio: (White) NYC, h.
Lang, Teddy: (Club Cavalier) NYC, nc.
LaPorte, Joe: (Old Roumanian) NYC, nc.
Lapp, Horace: (Banff Springs) Banff, Alta., h.
Le Baron, Eddie: (Rainbow Room) NYC, nc.
Le Mare, Billy: (Chez Ami) Buffalo, nc.
Leonard, Steven: (Melody Mill) Chi, b.
Levant, Phil: (Bismarck) Chi, h.
Light, Enoch: (Taft) NYC, h.
Livingston, Jerry: (Mother Kelly's) NYC, nc.
Livingstone, Jimmy: (Forest Park Highlands) St. Louis, b.
Lofner, Carol: (Wilshire Bowl) Los Angeles, nc.
Lombardo, Guy: (Waldorf-Astoria) NYC, h.
Long, Johnny: (Cavalier) Virginia Beach, Va., h.
Lopez, Jose: (Stork Club) NYC, nc.
Lopez, Tony: (Paddock) Miami, nc.
Lopez, Vincent: (Claridge) Memphis, h.
Lorch, Carl: (Glen Echo Park) Washington, D. C., b.
Loss, Jimmy: (Club Caliente) Calumet City, Ill., nc.
Lown, Bert: (Wrightsville Beach) Wilmington, N. C., b.
Lynn, Gerry: (Chateau) Chi, b.
Lyon, Deb: (Cave Under the Hill) Omaha, nc.

M

McCoy, Clyde: (Cocoanut Grove) Los Angeles, h.
McDowell, Adrian: (Wagon Wheel) Nashville, Tenn., b.
McFarland Twins: (Roadside Rest) Oceanside, L. I., ro.
McGrane, Don: (Diamond Horseshoe) NYC, nc.
McGraw, Eddie: (Lakeside) Dayton, O., p.
McIntire, Dick: (Hula Hut) Hollywood, nc.
McPherson, Jimmy: (Torch Club) Los Angeles, nc.
McRae Bros.: (Havana Casino) Buffalo, nc.
MacDonald, Billy: (Lakeworth Casino) Fort Worth, Tex., b.

Orchestra Routes must be received at the Cincinnati offices not later than Friday to insure publication.

Henderson, Horace: (5100 Club) Chi, nc.
Henry, John: (Carolyn) Columbus, O., nc.
Henry, Bill: (Rustic Cabin) Englewood, N. J., re.
Herbert, Arthur: (Dupont) Wilmington, h.
Herman, Woody: (Paramount) NYC, t.
Herth, Milt: (La Salle) Chi, h.
Hill, Teddy: (Savoy—World's Fair) Flushing, L. I., b.
Hills, Worthy: (Baybrook) West Haven, Conn., nc.
Hixon, Barry: (Arcadia) Detroit, b.
Himber, Richard: (Paradise) NYC, nc.
Hoffman, Earl: (Medinah Club) Chi, h.
Hoke, Pat: (Riverside Club) Utica, N. Y., nc.
Hollander, Will: (New Yorker) NYC, h.
Holmes, Herbie: (Mansion) Youngstown, O., h.
Holst, Ernie: (Belmont Plaza) NYC, h.
Horton Girls: (Middletown) Middletown, N. Y., h.
Howard, Le Roy: (Hollywood at the Beach) Madison, Wis., b.
Hudson, Dean: (Tybee Beach) Savannah, Ga., b.
Hunter, Bob: (Wonder Bar) Cincinnati, nc.

I

Irish, Mace: (Chanticleer) Millburn, N. J., nc.

J

Jaffe, Moe: (Poland Springs) Poland Springs, Me., h.
Jahns, Al: (Biltmore) Providence, h.
James, Harry: (Roseland) NYC, b.
James, Sonny: (Reade's Casino) Asbury Park, N. J., b.
Jennings, Harry: (73 Club) Dallas, nc.
Jill, Jack: (Cedar Lane Club) Opelousas, La., nc.
Johnson, Johnny: (Boardwalk) Jones Beach, L. I., b.
Jones, Jerry: (Lagoon) Salt Lake City, p.
Joy, Jimmy: (Coney Island) Cincinnati, p.
Juele, Frankie: (Loon Lake) Loon Lake, N. Y., h.
Jurgens, Dick: (Aragon) Chi, b.

K

Kardos, Gene: (Hungaria) NYC, nc.
Karson's Musicales: (Onesto) Canton, O., h.
Kaye, Sammy: (Strand) NYC, t.
Kehoe, Reg: (Hamid's Million-Dollar Pier) Atlantic City June 24-Sept. 4.
Kellogg, Klayton: (Cotton Club) Joplin, Mo., nc.
Kemp, Hal: (Ritz-Carlton) Boston, h.
Kenney, Mart: (Royal York) Toronto, h.
Kendis, Sonny: (Stork Club) NYC, nc.
Kent, Roger: (Anchorage) Phila, nc.
Kent, Larry: (Utah) Salt Lake City, h.
Kilgore, Mantie: (Colonial Club) Charlevoix, Mich., nc.
King, Henry: (Fairmount) San Francisco, h.
King, Wayne: (Roosevelt) NYC, h.
Kinney, Ray: (Lexington) NYC, h.
Kirby, John: (Onyx Club) NYC, nc.
Kraemer, Ray: (Ritz) Superior, Wis., nc.
Kristal, Cecil: (White House) Biloxi, Miss., nc.
Kyser, Kay: (Bal Tabarin) San Francisco, nc.

Madriguera, Enric: (La Conga) NYC, nc.
Manone, Wingy: (Hickory House) NYC, nc.
Mansel, Don: (Old Orleans) Peoria, Ill., nc.
Marshall, Bill: (Lawsonia Lodge) Green Bay, Wis., h.
Martel, Paul: (Arcadia) NYC, b.
Martin, Lou: (Leon & Eddie's) NYC, nc.
Martin, Freddie: (Bon Air) Wheeling, Ill., cc.
Master, Freddie: (Nut Club) NYC, nc.
Masters, Frankie: (Beverly Hills) Newport, Ky., cc.
Matuto, Henry: (Club Continental) West Haven, Conn., nc.
Maus, Stewart: (Capitola) Capitola, Calif., b.
Maye: (Monte Carlo) NYC, nc.
Mayehoff, Eddie: (Governor Clinton) NYC, h.
Men of Note: (Blue Heaven) Chi, c.
Messner, Johnny: (McAlpin) NYC, h.
Meyers, Stan: (Casino Gardens) Ocean Park, Calif., b.
Millar, Bob: (Hollenden) Cleveland, h.
Miller, Glenn: (Glen Island Casino) New Rochelle, N. Y., ro.
Miller, Walter: (Biltmore) Santa Barbara, Calif., h.
Mills, Jay: (Lowry) St. Paul, h.
Mills, Floyd: (Indian Beach Club) Rehoboth Beach, Del., cc.
Molina, Carlos: (Villa Moderne) Chi, ro.
Moon, Billy: (21 Club) Grand Rapids, Mich., nc.
Mooney, Art: (Iroquois Gardens) Louisville, b.
Moore, Carl Deacon: (Lake Breeze Pier) Buckeye Lake, O., b.
Moore, Moosie: (Yellowstone Canyon Lodge) Yellowstone Park, Wyo., h.
Moore, Eddie: (Willard Straight Hall, Cornell University) Ithaca, N. Y.
Morton, Hughie: (Anchorage) Pittsburgh, nc.
Muro Bros.: (Music Shell) Jones Beach, L. I., b.
Murray, Charlie: (Mon Paris) NYC, nc.
Myers, Trumbie: (Royal Gardens) Detroit, nc.
Myers, Stan: (Casino Gardens) Ocean Park, Calif., b.

N

Nagel, Harold: (Pierre) NYC, h.
Nance, Skipper: (Beverly Gardens) Little Rock, Ark., nc.
Nelson, Ozzie: (Steel Pier) Atlantic City 15-16, b.
Newton, Frankie: (Cafe Society) NYC, nc.
Noble, Leighton: (Baker) Dallas, h.
Noble, Ray: (Elitch's Gardens) Denver, b.
Norris, Stan: (Waco) Lake Wawasee, Ind., b.
Norvo, Red: (Murray's) Tuckahoe, N. Y., ro.

O

Oakes, Billy: (Main Central) Asbury Park, N. J., h.
Ohman, Phil: (Victor Hugo) Beverly Hills, Calif., nc.
Ortago, Al: (Belvedere) Sault Ste. Marie, Mich., h.
Osborne, Will: (Palomar) Los Angeles 12-Aug. 16, b.
Owens, Harry: (Broadmoor) Colorado Springs, Colo., cc.

Osenbaugh, Leon: (Pepper Tree Inn) Riverside, Calif., nc.

P

Pablo, Don: (Palm Beach) Detroit, nc.
Palmer, Skeeter: (Seneca) Rochester, N. Y., h.
Pancho: (Plaza) NYC, h.
Panchito: (Versailles) NYC, nc.
Panico, Louis: (Riverview Park) Chi, b.
Parks, Bobby: (Castle Harbor) Bermuda, h.
Paul, Eddie: (Manitou Beach) Manitou Beach, Mich., b.
Peaker, Ken: (Danceland) Manitou Beach, Sask., b.
Perez, Chuy: (Club Zarape) Hollywood, nc.
Pinky & His Band: (St. Charles) New Orleans, h.
Pollack, Jacques: (Deshler-Wallick) Columbus, O., h.
Porter, Alden: (Pinebrooke) Nichols, Mass., cc.
Powell, Walter: (Old New York) World's Fair, NYC, re.

Q

Quartell, Frank: (Colosimo's) Chi, nc.
Quintana, Don: (El Chico) Miami Beach, Fla., nc.

R

Ramos, Ramon: (Ambassador) NYC, h.
Raphael, Raoul: (Cedar Park Inn) Phila, re.
Ratman, Carl: (Rio Del Mar) Aptos, Calif., h.
Reichman, Joe: (Palmer House) Chi, h.
Ricardel, Joe: (Gerbot) NYC, nc.
Ricardo, Don: (Dells) Lansing, Mich., b.
Rich, Tommy: (Jessen's) Riverside, Conn., re.
Rich, Larry: (Starlight Park) Bronx, N. Y., p.
Richardson's Revelers: (Rockledge Club) Roanoke, Va., nc.
Rines, Joe: (St. Regis) NYC, h.
Rio, Rita: (Brighton Beach) Brooklyn, N. Y., b.
Roccaforte, Joseph: (Valenti) Rockaway Beach, L. I., h.
Rodrigo, Nano: (Havana-Madrid) NYC, nc.
Rogers, Eddy: (Palm Beach) Detroit, c.
Rollini, Adrian: (Piccadilly) NYC, h.
Roth, Allen: (International Casino) NYC, nc.
Russell, Jack: (Skylon) Chi, b.

S

Sands, Phil: (Westchester Embassy Club) Armonk, N. Y., cc.
Saunders, Hal: (Montparnasse) NYC, re.
Savitt, Jan: (Lincoln) NYC, h.
Schenk, Clarence: (B. & B. Casino) Pensacola, Fla., nc.
Sears, Walt: (Athletic Club) Cleveland, nc.
Senne, Henry: (Thornwood Gardens) Cedar Rapids, Ia., b.
Shaw, Bob: (Panama City Beach) Panama City, Fla.
Sherr, Jack: (St. Moritz) NYC, h.
Sid & His Boys: (Maria's) NYC, nc.
Sidney, Frank: (Deer Hunt) Cadillac, Mich., h.
Siegel, Irving: (Post Tavern) Westbury, L. I., nc.
Silvers, Buddy: (Sky-Vue) Pittsburgh, nc.
Sissle, Noble: (Paramount) NYC, h.
Smith, Harl: (Sun Valley) Sun Valley, Ida., nc.
Solari, Phil: (Dunes Club) Narragansett, R. I., cc.
Sophisticates, Three: (Kings Way) St. Louis, h.
South, Eddie: (Trocadero) Los Angeles, nc.
Spanier, Muggsy: (Sherman) Chi, h.
Sparr, Paul: (Warwick) NYC, h.
Stabile, Dick: (Coney Island) Cincinnati 15-21, p.
Steck, Gus: (Berkeley-Carteret) Asbury Park, N. J., h.
Steel, Roger: (Little Club) NYC, nc.
Steele, Brooks: (Ballantine Inn) World's Fair, NYC, re.
Stein, Elinore: (Club Nightingale) Parkersburg, W. Va., 9-29, nc.
Stern, Sammy: (Oasis) Detroit, nc.
Stipes, Eddie: (Bank Bar) Toledo, nc.
Straeter, Ted: (Monte Carlo) NYC, nc.
Strong, Benny: (Lookout House) Covington, Ky., nc.
Stuart, Roy: (Park Casino) Chi, b.

T

Teagarden, Jack: (Blackhawk) Chi, re.
Temple, Lillian: (Palmetto's) Detroit, nc.
Thal, Pierson: (South Shore) Chi, cc.
Thompson, Lang: (Terrace Beach) Virginia Beach, Va., cc.
Tisen, Carl: (Troika) Washington, D. C., re.
Tomlin, Pinky: (Biltmore Bowl) Los Angeles, nc.
Trace, Al: (Twin Lakes) Twin Lakes, Wis., b.
Travers, Ted: (Gibson) Cincinnati, h.
Trini, Michael: (Emerson) Baltimore, h.
Tucker, Tommy: (Walled Lake) Walled Lake, Mich., b.
Tucker, Orrin: (Mark Hopkins) San Francisco, h.

U

Umphrey, Chet: (La Conga) Austin, Tex., nc.

V

Valencia, Eddie: (Adelphia) Phila, h.
Van Gelder, Leon: (Melody Club) Union City, N. J., nc.
Varzos, Eddie: (Golfmore) Grand Beach, Mich., h.
Versatillians: (Wolverine) Detroit, h.

W

Wallace, Anne: (Navajo) Big Bear Lake, Calif., h.
Walsh, Jimmy: (Salt Air) Salt Lake City, p.
Watkins, Sammy: (500 Club) Atlantic City, nc.
Weeks, Anson: (State Line) Lake Tahoe, Calif., cc.
Weeks, Ranny: (International Casino) NYC, nc.
White, Ben: (Sir Francis Drake) San Francisco, h.
Weldrest: (Armando's) NYC, nc.
Welk, Lawrence: (Edgewater Beach) Chi, h.
Widmer, Bus: (Erie Beach) Lakeside, O., b.
Williams, Sande: (Astor) NYC, h.
Winton, Barry: (Rainbow Grill) NYC, nc.
Wirth, Dick: (Pantlind) Grand Rapids, Mich., h.
Wood, Barry: (Claremont Inn) NYC, re.
Woods, Howard: (Village Barn) NYC, nc.

Y

Yates, Billy: (Showboat) Pittsburgh, nc.
Young, Roland: (Lombard's) Bridgeport, Conn., nc.
Young, Johnny: (Excelsior House) Snyders Lake, N. Y., h.

Z

Zarin, Michael: (New Ocean House) Swampscott, Mass., h.
Zita, Horatio: (St. Moritz) NYC, h.

STAGEHANDS' FANCY GRAB

12% of Legit Production Costs Gobbled by Crew, Survey Shows

16 first-line shows o-o'ed—breakdown of production nut—producers kick at union demands but also blame directors—operating costs next week

(Continued from page 3)

outlined thru percentages. Stagehands in the John C. Wilson show cost more than twice as much as the actors, or about 26 per cent of the production nut. Even for the Theater Guild's *Dame Nature*, which had had its crew expenses reduced by two summer tryouts at Westport and Mt. Kisco last year, and was therefore felt to underestimate typical labor costs, the crew represents 16.8 per cent of a $13,100 cost. Actor salaries remain close to the average of 10.2 per cent.

Averaging the dollars and cents for the diversified array of legit product, the survey shows that $2,204 is the mean production cost per play for the stagehands as compared with the $1,712 for the cast. Certain producers look upon this prevailing higher cost of stagehands in production as a manifestation of inefficient direction. More skilled planning of sets and direction, it is contended, would reduce the number of required rehearsals. Lower production costs have been achieved thru departmental rehearsals in place of full crews and, adversely, expenses have soared with failure on part of directors and designers to gauge their needs more closely, it is claimed.

On the other hand, the majority of those queried argue that adjustments in contractual relations with the stagehands, modeled after the more co-operative terms of the standard Actors' Equity Association contracts, which grant rehearsal concessions, would help matters considerably. They recommended that stagehands adopt lower production scale, difference in salary to be made up by additional box office percentage deal as the show runs along.

Extension of such a plan to achieve greater flexibility in running expenses includes adjustments in the weekly scale, to be taken up in the second part of the survey next week.

Stage Whispers

While film theaters were reaping a bonanza from the out-of-town fair visitors over the long Fourth of July week-end, legit was experiencing something of a setback. Eleven shows gave matinees on the Fourth and the business was nowhere near up to expectations—indicating probably that the sort of visitors who'll come in for the fair on a popular week-end like the Fourth will patronize films rather than legit, while those who avoid the mobs will help the dramas as they did before. Even tho the Fourth matinees weren't up to hopes, they were by no means disastrous, however. Three shows sold out—*No Time for Comedy*, *Pins and Needles* and *Hellzapoppin*, and the last named had about 35 standees. *The Little Foxes* all but sold out, and there were three-quarter houses at *Abe Lincoln in Illinois* and *The Streets of Paris*. The other five ranged around a half—some more, some less. Business picked up again, however, later in the week, with the four midweek matinees given Wednesday and Thursday showing nice grosses—the other shows cutting the regular midweek afternoon in favor of the Fourth. *Outward Bound* on Wednesday got its best midweek afternoon gross in three months, $821, while on the same day *No Time for Comedy* did $2,156, which is just short of capacity. The next afternoon *The Philadelphia Story* scored a bonanza $2,781, which included 41 standees. All very encouraging for midweek matinees.

BROADWAY RUNS

Performances to July 8, Inclusive

Dramatic	Opened	Perf.
Abe Lincoln in Illinois (Plymouth)	Oct. 15	307
I Must Love Someone (Vanderbilt)	Feb. 7	175
Little Foxes, The (National)	Feb. 15	164
No Time for Comedy (Barrymore)	Apr. 17	96
Outward Bound (revival) (Playhouse)	Dec. 22	231
Philadelphia Story, The (Shubert)	Mar. 28	119
Tobacco Road (Forrest)	Dec. 4, '33	[illegible]
What a Life (Mansfield)	Apr. 13, '38	534
Musical Comedy		
From Vienna (Music Box)	June 20	28
Hellzapoppin (Winter Garden)	Sept. 22	337
Leave It to Me (Imperial)	Nov. 9	280
Pins and Needles (Windsor)	Nov. 27, '37	684
Streets of Paris, The (Broadhurst)	June 19	24
Yokel Boy (Majestic)	July 6	4

Legit shows experimented with radio advertising during the season, and Herman Shumlin is even now plugging *The Little Foxes* over the air; but this week even the summer theaters came into the legit-radio entente. The Maplewood (N. J.) Theater, cowbarn under the direction of Frank McCoy and William J. Alexander, has bought a spot announcement campaign on WNEW. This is the first time a summer stock troupe has used a station in this vicinity, tho tie-ups have been made by outlying troupes with small local stations heretofore. . . . The state of American comedy can best be realized when it is reported that the Dramatists' Guild, for the second year in succession, is passing up the Roi Cooper Megrue prize of $500 for the best comedy of the season. The prize is awarded by the Guild council, but as was the case last year the council feels there's no real basis for the award. There were only three hit comedies during the season. . . . Dick Rodgers and Larry Hart are mulling a new one for Dwight Deere Wiman, this opus to have something to do with the annual Butlers' Ball. Vera Zorina will be in it when the time comes, and George Balanchine, her husband, will do the choreography. Some one else will be doing the book, tho, before Messrs. Rodgers and Hart get around to the music and lyrics, because their present commitments will keep them busy until October. . . . Incidentally, the thing that is keeping them busiest—the show that George Abbott is presently calling *Yale Bait*—is due for a title change before it reaches production. . . . Which is a good thing for all concerned. . . . Maxwell Anderson will have two items on the schedule of the Playwrights' Co. next season, filling spots No. 2 and 3. First will come a straight play called *Key Largo*, and then another musical with Kurt Weill, his collaborator on last season's terrific *Knickerbocker Holiday*. The musical's untitled as yet, but it will be based on *Aeneas Africanus*, a short story by Harry Stillwell Edwards that details the peregrinations of a slave separated from his masters during the Civil War.

What a Life, the bright farce that was gallantly kept going by its cast for nine months after George Abbott, its producer, decided to close it, has finally reached the end of the trail. It folds tonight (8) after a Broadway run of 535 performances. . . . B. G. DeSylva is going to acquire a production schedule for next season, no matter how much writing he lets himself in for. Already the potential producer of a musical on which he is working with Cole Porter and Herbert Fields, he has now started work on another musical, with Irving Berlin his collaborator. He'll be the producer of that one, too. . . . Paul Robeson, just before he sailed for a short visit to England, set the production that will bring him his first appearance on his native shore since he played in the revival of *Showboat*. It will be the title role of Roark Bradford's *John Henry*, with music by Jacques Wolfe, a show that has been an item on the Sam Byrd schedule for some time. Robeson will return in September or October to start rehearsing under the direction of Anthony Brown, and Byrd will send the show out for a short tryout before opening it in New York.

Chart of Production Costs

Theater	Production	Producer	Production cost	Actor rehearsal salaries	Size of cast	Stagehand costs before opening	Other* expenses	Road tryouts
Plymouth	Abe Lincoln in Illinois	Playwrights' Co.	$36,000	$2,500	52	$3,500		Washington†
Cort	American Landscape	Playwrights' Co.	13,000	650	21	750		Boston†
Booth	Dame Nature	Theater Guild	13,100	1,350	16	2,200		Two summer theater tryouts (1938) at Westport and Mt. Kisco cut rehearsal expenses, particularly among stagehands, because rehearsals were held without sets.
Broadhurst	Dear Octopus	John C. Wilson	25,000	2,760	24	6,200	263 for musicians	Boston†
Morosco	Family Portrait	Cheryl Crawford	18,000	2,000	20	2,500‡		
Belasco	The Gentle People	Group Theater	26,702.07	2,061.00	17	5,689		
Guild	Jeremiah	Theater Guild	20,600	3,600	66	2,700		
Miller	Kiss the Boys Goodbye	Brock Pemberton	14,000‡	708.74	13	1,172.24		Washington† — Company showed profit of $1,402.12 for the tryout engagement.
National	The Little Foxes	Herman Shumlin	18,000	925.40	10	1,600		Baltimore† — Figures cover up to Baltimore opening, plus extra rehearsals upon return of company to New York.
Empire	Mamba's Daughters	Guthrie McClintic	§9,267.28	3,200‡	40	2,943.17	55 for musicians	
Guild	Merchant of Yonkers	Herman Shumlin	22,000	940.20	16	1,000		Boston†
Guild	My Heart's in the Highlands	Group Theater	4,829.76	1,000‡	22	800‡		
Barrymore	No Time for Comedy	Katharine Cornell & Playwrights' Co.	20,000	675	8	1,400		Indianapolis†
Belasco	Rocket to the Moon	Group Theater	12,544.70	1,631.85	8	1,386.14		
Shubert	The Philadelphia Story	Theater Guild	28,117.27	1,600	18	2,100		Boston†
Biltmore	The Primrose Path	George Abbott	12,858	585.60	10	398.75	300 for press agent	Baltimore† — For one week's tryout in Baltimore producer offered following breakdown: $1,610.00—actor salaries 452.50—stagehand salaries 275.00—staff salaries $2,337.50 pay roll $2,580.00 loss

*Statistics in column headed "Other Expenses" were contributed by several of the producers.

†Indicates productions which opened out of New York. Costs of the tour are not included in the production cost figures. It is general practice to regard these items as charges against profit and loss, rather than part of production cost. Most of the toured openings are losses. However, typical profit and loss illustrations were supplied by Brock Pemberton for *Kiss the Boys Goodbye* and George Abbott for *The Primrose Path*. Data is included in chart.

‡Approximation

§Figure includes showing at Princeton, N. J., because producer regarded performance as dress rehearsal. Viewed from profit and loss angle, Princeton rehearsal showed loss of $380.23

All figures supplied by producers of respective shows.

New Play on Broadway

Reviewed by Eugene Burr

MAJESTIC

Beginning Thursday Evening, July 6, 1939

YOKEL BOY

A musical comedy with book by Lew Brown and music and lyrics by Lew Brown, Charles Tobias and Sam H. Stept. Dances staged by Gene Snyder. Scenery designed by Walter Jagemann. Costumes designed by Frances Feist and executed by Veronica. Orchestra director, Al Goodman. Presented by Lew Brown. Scenery built by McDonald Construction Co. and painted by Triangle Studios. Press agent, Harry D. Davies. Stage manager, Jay Conley. Assistant stage manager, Mortimer O'Brien.

Elmer Whipple	Buddy Ebsen
Judy	Judy Canova
Tiny	Dixie Dunbar
"Punko" Parks	Phil Silvers
Spud	Jackie Heller
Mary Hawkins	Lois January
Cliff Hawkins	Ralph Riggs
Blacksmith	Mark Plant
Mr. Rubbish	Lew Hearn
Grandpa Hawkins, Mayor	Charles Althoff
Mrs. Hawkins	Almira Sessions
Annie	Ann Canova
Hank	Zeke Canova
Jimmy Powell	Ralph Holmes
Sheriff	Ben Roberts
Angelina Bouchet	Helene Standish
Gateman	Sidney Salzer
Another Gateman	Jack Richards
Assistant to "Punko" Parks	Ray Clarke
Doorman	Dick Langdon
Marie	Ruth Rathbun

LADIES OF THE ENSEMBLE: Lorraine Belora, June Blake, Helen Cole, Marguerite De Coursey, Glorianna King, Maxine Moore, Helene Standish.

YOKEL GIRLS: Irene Austin, Kalli Barton, Jeanne Bergersen, Pamela Clifford, Muriel Cole, Helen Dell, Jane Everett, Margaret Fitz-Patrick, Miriam Franklyn, Marjorie Johnstone, Grace Kaye, Katheryn Lazell, Jeanette Lee, Velma Lord, Marion Lulling, Alice Malleur, Joan Mann, Gloria Martin, Mary Joan Martin, Dorothy Matthews, Frances Rands, Ruth Rathbun, Tina Rigat, Renee Russell, Natalie Wynn.

MINUTE MEN FROM LEXINGTON: James Burrell, Charles Clarke, Philip Crosbie, Roy Johnston, F. Richard Moore, Joseph Peterson, Louis Salmon, Donald Showalter, Turnley Walker, Harold Woodward.

YOKEL BOYS: Bob Bah, Dick Langdon, Eddie Murray, Mortimer O'Brien, Jack Richards, Sidney Salzer, Phil Shaw.

ACT I—Time: The Present. 1: Hawkins' Farm, Town of Lexington, Mass. 2: Behind the Hawkins' Barn. 3: Entrance Gate, Colossal Picture Studios, Hollywood. 4: Mary's Dressing Room. 5: Sound Stage of Colossal Pictures. 6: Juke Joint. 7: Outside Sound Stage. 8: Finale—"Uncle Sam's Lullaby." 1st Scene: Behind Barn. 2d Scene: Uncle Sam's Lullaby (A Director's Dream). ACT II—1: Hollywood and Vine Street, Hollywood, Calif. 2: Elmer's Living Quarters. 3: Projection Room. 4: Entrance to Projection Room, Colossal Pictures. 5: The Hawkins' Living Room, Hollywood. 6. Entrance to the Trocadero, Hollywood. 7: The Trocadero. 8: Airport. 9: Airplane Flight From Hollywood to Lexington. 10: Parachute. 11: Hawkins' Farm, Town of Lexington, Mass.

Judy Canova came to the Majestic Theater Thursday night, slightly surrounded by a musical comedy calling itself *Yokel Boy*. Fortunately, she wasn't entirely hemmed in. Singing both comedy and straight, taking legitimate high notes with amazing clarity and beauty, dancing, reading lines and indulging in hilarious antics, both in her usual hill-billy vein and way, way out of it, she carried the evening single-handed and, for this reporter's money, established herself as one of the top stars of the American stage. She's always been a high favorite in this corner, but now, carrying *Yokel Boy* on her shoulders, she surpasses herself, blossoming out as a combined Beatrice Lillie, Zeke Manners, Imogene Coca, Judy Canova and Lily Pons. And if that description sounds slightly fantastic, go see her for yourself.

Among her surroundings are some really excellent tunes, tunes that lilt and tunes that tinkle merrily and tunes that throb excitingly; but beyond that there's little or nothing in the musical comedy that Lew Brown wrote in collaboration with Charlie Tobias and Sam H. Stept and that he presented as a solo managerial venture. The tunes are grand—and Miss Canova is aided and abetted by various other performers whose sparkling work seems dim only in comparison with her superlative light—but that's about all. The show itself is dull and trite, and the direction, which is as limp as a wilted collar and as fast as the funeral march of a snail, does little to help.

The tale (if any) is of Elmer Whipple, son of Jack "Donegal," the greatest dancer of his day. Elmer is a yokel whose marriage with the village belle is broken up when she is whisked off to Hollywood. He follows her, and when the lads find out who he is he is made a star in his own right. His little light of love, of course, falls for the big handsome drunken movie star, and then, after enough songs and dances have been gone thru to fill out the evening, decides that she loves Elmer after all. That's about all there is to it. The comedy, except the portion of it contributed by the performers themselves, is sad, and the attempted Hollywood burlesque is not only trite but also painfully pointless.

The songs, however, are a different matter. There is a jolly, infectious, irresistible ditty labeled *Lem and Sue*; a couple of cute things called *Comes Love* and *It's Me Again*; an amusing specialty tune known as *Catherine the Great*; a lilting and immensely appealing sob ballad named *The Ship Has Sailed*, and a grand, thumping, heart-rousing march song called *Uncle Sam's Lullaby*. In the last-named case, however, the words ring all the cheap chimes of phony patriotism, turning love of country into a frowsy song plugger's delight, and the production that Mr. Brown has built around the piece has to be seen to be believed. It's the funniest thing since *Shenandoah*.

The production as a whole, as a matter of fact, is reasonably unimpressive, tho the lovely and sprightly costumes designed by Frances Feist manage to stand out.

To speak of the show, tho, is to dwell on the least important aspect of the evening. Miss Canova provides whatever show there is to be seen at the Majestic. And she's ably aided by a number of her co-workers, including Dixie Dunbar, who returns from Hollywood thinner and prettier and more charming than ever; Phil Silvers, who was one of this column's favorite comedians while he was in burlesque and who remains one of this columns favorite comedians now that he's in musical comedy; Mark Plant, whose robust voice has undergone a transformation since last heard, a transformation that makes it an outstanding and magnificent vocal instrument; Jackie Heller, whose miniature capers are completely engaging; Lois January, whose distinction lies not only in her name (which she claims is the McCoy), but also in a soft, lovely voice that would be outstanding if she could only learn to shake it loose and project it properly; and, of course, Ann and Zeke Canova, Judy's sidekicks thruout her vaudeville career. They contribute heavily to the entertainment, everyone fighting hard to lift the book and direction into the competent class.

Not helping so much, however, is Buddy Ebsen, who is intrusted with the title role. His insistent bumpkinism is annoying and his dancing is nothing to write home about. There is a faint suggestion in the show that the Jack "Donegal" of the script is supposed to be the immortal Jack Donahue; to suggest that Mr. Ebsen is following in his footsteps is to desecrate Donahue's memory.

The chorus is pretty and capable, going thru Gene Snyder's pleasant routines with the effect and precision of the Music Hall Rockettes. In any case, tho, the show is Miss Canova's. Come to think of it, she can have it—so long as we have her.

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From Out Front

By EUGENE BURR

In the past few weeks we've discussed several of the major trends of the season of 1938-'39, including the Dramatists' Guild's newly discovered Americanism, the mediocrity of most of the season's highly praised plays and the grudging tribute—and in some cases the complete damnation—accorded those few dramas that were truly distinguished contributions to the theater. There are still a few other things for which the season was notable, and the idea is to touch upon them this week and then consign the year to the pale limbo of not overwhelmingly pleasant memories.

Not only did the season fail to produce an acknowledgedly promising writer; it failed also to produce any talented young actors, with the single exception of Wesley Addy, who gave a magnificent performance as Hotspur in the Margaret Webster-Maurice Evans production of *Henry IV (Part I)*. Hotspur, despite the abracadabra of scholars, is an impossibly bad part in a very bad play. The character is conceived and written entirely upon a single plane of delirious bravura, and the actor unfortunate enough to be cast in it has to maintain himself on that plane and, at the same time, do two all but impossible things: he must create variety in unity and also rant for an entire evening without once giving the impression of chewing the scenery or endangering the life of the stagehands.

These all but impossible tasks young Mr. Addy actually managed to perform—and magnificently.

But aside from the track of this one golden comet, native American star-dust was sadly lacking in the theatrical sky. If you go down the list of outstanding actors of the year you get something that sounds suspiciously like a who's who of the British stage: Raymond Massey, Robert Morley (a large gentleman who received unlimited acclaim for portraying Oscar Wilde as a sort of mealy-mouthed Winnie-ther-Pooh), Maurice Evans, Wilfred Lawson, Nigel Bruce, Godfrey Tearle (who is British despite his almost uncanny resemblance to that ace of American radio actors, F. D. Roosevelt), Laurence Olivier (the Francis X. Bushman of his day), Jack Hawkins, Henry Oscar, Philip Merivale, Henry Edwards and enough others to make Broadway seem merely an outpost of Empire.

There were outstanding American performances, too, of course, headed by that miraculous job that Eddie Dowling did as Dan Clancy in *Here Come the Clowns*, and the beautifully sensitive and intelligently affecting work of John Beal in the difficult leading role of *Soliloquy*—but the fact remains that the influx of British stars was out of all rational proportion.

The reasons for this somewhat slavish dependence upon crumbs of lion fodder are numerous and disturbing—so numerous and so disturbing that they made the basis of a pointed and altogether excellent warning written by Sir Cedric Hardwicke—another English actor.

American actresses, on the other hand, fared a bit better than the sterner sex, at least two of them leaping into first-line prominence during the year. This brace of theatrical high jumpers was composed, of course, of Helen Claire, of *Kiss the Boys Goodbye*, and Eleanor Lynn, of *Rocket to the Moon*, both of whom gave beautiful and outstanding performances in trickily difficult assignments. But if you want to contemplate the pessimistic side you can recall the fact that both these young ladies have been giving performances just as good for quite a number of years, even tho they were never before fortunate enough to land in roles sufficiently flashy to bring them to the notice of the "critics."

Another actress, however, really did do her first big job during the season, and offered tremendous promise for the future, even tho she remained practically unnoticed in the newspapers because she was shortsighted enough to appear in a play that the boys didn't like. She is Jeannette Chinley who, in a flopperoo called *The Devil Takes a Bride*, combined the glamour of a Katharine Cornell with the ability of an actress.

It must not be thought, however, that Broadway surrendered entirely to British appeasement. English actors may have provided a good part of the backbone of the season, but English plays—or even European plays that had been successful in England—were conscientiously strafed, whether they deserved to be or not, in a commendable effort to dispel the still lingering specter of Yankee provincialism. Paul Vincent Carroll's *The White Steed*, of course, won a unanimous verdict as the best foreign play of the year; but Mr. Carroll is a practically professional Irishman and therefore an obvious enemy of Anglicism, so the selection really reiterates Broadway's slightly self-conscious Declaration of Independence. Dodie Smith's tender and charming *Dear Octopus*, Priestley's for the most part intriguing *I Have Been Here Before*, the thoroly amusing *Spring Meeting*, the intelligent if not very dramatic *The Flashing Stream* and various others less worthy all crashed in the general holocaust.

As a matter of fact, the tendency toward quick closings, which has been increasingly marked ever since the depression put the full dinner pail on a strictly relief basis, reached its full bloom during the season. It was more marked than ever before, the list of dramas that opened and closed with the speed of a magician doing a card trick including many native items as well as the foreign imports. There were many little plays whose names are even now hardly recognizable, along with such surprisingly quick failures as *Madame Capet*, which couldn't be saved even by the best acting job that Eva Le Gallienne has done in years, and *Danton's Death*, the New York finale of Orson Welles' fantastically amateurish productions.

Cain's itself has gone to the Cain's Warehouse of warehouses. But even if it were still functioning the old legend of its white horses laughing as they passed a flop would no longer hold true. The speed of failure during 1938-'39 would demand a team of laughing hyenas.

Musicals on the other hand—those ragtag-and-bobtail camp followers of the theater—experienced during the season what will probably turn out to be only a brief renascence. Their return was a phenomenon not entirely unconnected with the strange eruption of the Flushing mudflats. Managers figured the girl-and-gagfests would be naturals for the World's Fair trade, and from almost the start of the season an unprecedented number of musical-show announcements filled the schedules. When civilization reclaims the mudflats, however, the musicals will probably fade away again.

Only two of the tunefests offered anything really new, *The Boys From Syracuse* discovering an excellent method of using up Shakespearean comedies, which had hitherto been as hard to dispose of as old razor blades, and *Hellzapoppin*, instigated by those two magnificent idiots, Messrs. Ole Olsen and Chic Johnson, turning out to be the craziest, most hilarious looney-bin ever to hit Broadway.

Also notable during the season, of course, was the eruption of not one but two bastardized versions of *The Mikado*, presented with Negro casts, with Sullivan's music horribly wried into swing time, and with Gilbert's words cheapened and often unintelligible. On the brighter side was the satirical *Mikado* offered in the new edition of *Pins and Needles*, that phenomenal and altogether excellent revue presented by the button-hole-cutters and dressmakers of the International Ladies' Garment Workers' Union back in the fall of 1937 and still running merrily at present writing.

These and other things were the landmarks of the theatrical season of 1938-'39. But the greatest single phenomenon remains the spectacle of the American eagle fluttering just a bit uncomfortably over the Great White Way. His presence singularly failed to raise the artistic standard of the products that blossomed beneath his wings, but at least it managed to give almost everyone connected with the theater a feeling of acute self-satisfaction.

It also, in at least two cases, managed to bring life to the moribund box office. Only a traitor would suggest that it was an unwary glance at the quality of those two plays that made the eagle scream.

Detroit Niteries Slump; Salaries Continue to Dive

DETROIT, July 8.—Summer business in local night spots is at its lowest, with vaude totally dead for the summer in this territory. Night spots are continuing to use acts in decreasing numbers, but work conditions are on the downgrade and complaints of abuse have become frequent.

General evidence is that Detroit will be a good place for acts to stay away from unless they have definite contracts for the next few months.

Some bookers report a slight demand for good comedy acts, but bookings are limited. The difficulty is that there are numerous acts now more or less permanently domiciled here which have played all available bookings and still keep flooding the local booking marts.

Salaries have apparently gone down, with squawks about even fairly known acts working for sub-standard rates and even for nothing.

Direct booking is another cause of difficulty, altho regulations are supposed to be in effect stopping this. Agents claim the practice is common. Such contracts are naturally placed at less than established rates, and apparently the AFA minimum has been ignored in many cases.

So bad have conditions become that one local agent, Harry Russell, has announced closing of his office to join Celeste Evans in the new dance team of Russell and Evans. Russell alleges that failure of acts to pay commission on night spot dates has been frequent of late.

Mayfair, Wilkes-Barre, Regains Liquor License

WILKES-BARRE, Pa., July 8.—Judge Thomas F. Farrell ordered the State Liquor Control Board to transfer the club's liquor license and amusement permit to James A. Perucci for the operation of the Club Mayfair in Yatesville, on the Scranton-Wilkes-Barre highway. The license formerly was held by Joe Bianco, who closed the doors New Year's Eve and was accused by acts of having paid off short.

The board refused to transfer the license on the grounds Perucci, who was headwaiter under Bianco, is not the sole bona fide proprietor.

In connection with the charges, Judge Farrell held he was "reluctant in this case to reverse the order of the Liquor Control Board" but that in his "opinion the appellant has met the requirements of the amended Liquor Control Act."

Liquorless Nitery Opens

RACINE, Wis., July 8.—More than 600 were on hand for the opening of the Club Karoo, new liquorless nitery. Nightly dancing except Sundays, with the Five Jacks and a Queen furnishing the music. Leslie J. Christiansen is manager.

New Biloxi Club

BILOXI, Miss., July 8.—With the Gulf Coast jammed with vacationists the Deck of the Buena Vista opened July 1 with SRO sign out. Jimmy Orler and ork, with floor show, is in for fortnight. First-nighters included State and community officials, with addresses being aired over WJDX at Jackson, Miss. Club provides open view of Gulf of Mexico. Books thru MCA.

Music Bowl, Seattle, Opens

SEATTLE, July 8.—Mike Lyons is putting the finishing touches to his Music Bowl and is preparing for a grand opening July 15. Floor show will have six or seven acts.

Takes Over Antigo Club

ANTIGO, Wis., July 8.—Wade Frederickson has taken over the Blue Haven Tavern here and is offering five bucks to the person suggesting the best name for the spot. Roy Evans is the only entertainer.

Cures Himself and Keeps Working Vaude All Time

NEW YORK, July 8.—Vic Hyde feels very lucky to be on his feet and working because of a close call with the Grim Reaper when it was disclosed last year that he was suffering from tuberculosis.

Despite the affliction, however, he kept on with his act and underwent treatment at the same time. Medicos succeeded in collapsing a lung, and this week Hyde was pronounced definitely cured.

To show the bunch that his inhale and exhale are as good as ever, he's going to play four horns at one time instead of three, which, he says, is tough enough to do with normal breathing tools.

Milwaukee Clubs Put Main Acts On Pct. Basis

CHICAGO, July 8.—Local night club operators are observing with interest the new pay policy in effect in at least two spots in Milwaukee. Handled by local bookers, Milwaukee's Tic Toc Club and the Miami Club are making arrangements with headliners on their bill to pay a percentage of the cover charges.

One of the best contracts landed by Avis Kent, singer, this week from James Maglio, operator of the Miami Club, calls for a 70 per cent cut of each 25-cent cover charge in effect there. Contract also includes a $100 weekly guarantee. Club has been playing to an average of 750 people a week. Billy Grey and Jerry Bergen are in on a similar basis at the Tic Toc Club, getting 50 per cent of the nitery's 20-cent cover charge.

Some of the operators here feel that such an arrangement will benefit both the club and act. The performer, they insist, will take a greater interest in his job and will make an effort to get people into the club. Only featured acts are given such contracts in Milwaukee. If such a policy is duplicated here it won't be in effect before fall, it is generally agreed.

New Club in Antigo

ANTIGO, Wis., July 8.—Ted Schacher opened his new Wigwam nitery eight miles north of here Saturday, with Emery Love and his Green Valley Entertainers furnishing the music. Spot has a large dance floor.

AFA Forces Bouche To Drop One-Week Change-Act Clause

CHICAGO, July 8.—Pressure from the American Federation of Actors is forcing Albert Bouche, veteran operator of the Villa Venice here, to change clauses in his contracts, according to Guy Magley, the union's local representative. Action is important to acts because of the unusual terms listed by Bouche in his seasonal agreements with talent.

While the AFA at this writing has failed to secure a written agreement from Bouche, the operator has promised to obey AFA regulations and co-operate with the union to the fullest extent. AFA reached a showdown with Bouche last week after several performers had registered complaints.

One of the important clauses to be removed from future Bouche contracts reads: "The employer may, upon one week's notice, request the artist to change music, wardrobe and/or routine. A failure to comply with any portion of this covenant is sufficient ground to constitute a breach of this agreement, any provision to the contrary notwithstanding." AFA claims this clause is a loophole for the operator to get out from full-season agreements given acts. Bouche, as a rule, engages his show early in June for the entire summer and thereby manages to secure talent at lower figures. If he reaches a decision to get rid of an act the contract permits him to demand from said act a complete change of music, wardrobe and routine, which few performers can meet in a week's time.

Another provision in standard Bouche contracts gives the operator the liberty to hold the act's second two weeks' salary until the end of the season. This condition has been remedied this week, and Bouche, according to the AFA, promised to pay back salaries as soon as possible. The chorus girls have been paid in full this week.

Another revision is giving acts the liberty of choosing a place of residence. Heretofore performers had to live on the Villa Venice premises and supposedly rehearsed daily, losing the opportunity of coming into Chicago afternoons.

Bouche let out Charlotte Claire, toe dancer, last week. After complaining to the AFA, Miss Claire was paid a full week's salary and her fare back to New York.

According to contracts issued by Bouche this summer, acts had to work "break in" shows on June 8, 9 and 10 without pay.

Outlook Dark for New Pennsy Clubs

HARRISBURG, Pa., July 8.—It's no new night spots for Pennsylvania cities for a long time to come unless they be liquorless or the new Liquor License Limitation Law be declared unconstitutional.

Under the new law no new liquor licenses will be granted in communities with more than one permit per thousand population unless the applicant be a bona fide hotel.

Cities are overlicensed and permits in effect can be reduced only by revocation or business failure. Transfers may be made from one license holder to another, but no new permits will be granted until licenses drop below the quota.

Mayer Opens 2d Dallas Night Club

DALLAS, July 8.—Opening his second new dine and dance spot, Jules P. Mayer goes to town with his White Rock Show Boat Club's initial floor show tonight. Sonny Crawford's orchestra will play to 900 customers at 55 cents per person, tax included. Reservations for 400 couples were turned down.

The Show Boat is a semi-open air club and is located on Northwest Highway at White Rock Lake. Cover charge is scaled for the medium purse. Opening floor show includes Bobby Schmid, Hillis and Flint, Wilby and Carolyn; David; and Chase Binkle, emsee. Billie Roe's ork will move in July 15.

Windsor, Rochester, Adds Floor Show, Covato Band

ROCHESTER, N. Y., July 8.—Hotel Windsor, a favorite spot for two generations, passed into a new phase of existence recently. Under the management of the Club Windsor and the direction of Jack Rama, formerly with the Arena in Miami Beach, the hotel reopened with a floor show, the *Continental Revue*, with a company of 35.

Etzo Covato, from Atlantic City's Steel Pier, and band play for the show and dancing.

New Club in Madison

MADISON, Wis., July 8.—Carl Hommel opened his Marine Club Saturday, with entertainment including the Old Heidelberg Quartet; the Marine Quintet, featuring Darlene Quinn and Jackie Panette, and also Merrill Owen, Ken Simmons and Vivian Weber. The club includes a banquet hall seating 400, a bar and cocktail room and a dining room. Hommel is also prexy of the Heidelberg Hofbrau here.

Ranch, Seattle, Resumes

SEATTLE, July 8.—The Ranch has been redecorated thruout and new floor show is headed by Allabari, dancer, and Cassell and Barrett.

West Bend Club Opens

WEST BEND, Wis., July 8.—Orin Klassen has remodeled his Stop-and-Go Inn here, adding a new side room with accommodations for 80 persons and new indirect, colored lighting.

New Detroit Roadhouse

DETROIT, July 8.—New roadhouse was opened Saturday by Emil Huck, the Redford Inn at Grand River and Seven Mile roads. Huck is former owner of Westwood Symphony Gardens. Plans for entertainment at the inn remain modest for the summer, with only an organist, Don Miller, engaged for dinner music opening week.

Whalen Wants Maisie for Fair, But She's Having Her Troubles

Dear Paul:

MY AGENT, Joe Pussant, has just returned and says Grover Whalen is very much interested in building me up as a big World's Fair attraction, but Joe wants me to advance him another $25. Joe says Grover is the big boss all right, but that he (Joe) wants to be on the safe side and wine and dine some of the concessioners before closing the deal.

Joe says he'll make me the star of the World's Fair and that I'm going to be featured in a new show called the Spirit of Spain. I'm going to be the symbol of New Spain, says Joe, and I'll come out in the finale of the Spanish pageant all wrapped in Spanish flags. Then I strip the flags for a nude flash. I don't like this, but Joe says that's high-class stuff because I will be symbolizing the birth of a new Spain, which is different than just plain nudity.

* * *

I TOLD Joe that I wasn't interested in such a show, but he says that he called Grover last night and Grover said it's okeh with him if I speak lines, too. Now, that's different. All my life I've wanted to handle a speaking role and maybe this is my big chance. Joe says I won't have to say much, but my lines will be awfully important. When the curtain comes down I'll have to shout something about New Spain being born, just as 10 beautiful senoritas in cellophane costumes dance the rumba as background.

Of course, I'll have to learn Spanish and Joe says he has a friend who can get me Eight Easy Lessons in Spanish for only $12. I already have a head start because I've worked in many Spanish night clubs and can read a Spanish menu easily (altho I don't know everything I read, of course). And I can say "Si, Senor" just like that!

* * *

I JUST spoke to my partner, Hal, about the Spanish show, and I don't think he likes the idea. Joe says Hal will have to change his name to Hernandez and wear a Spanish costume. He will do one number with me and then will have a spot in the front line during the finale. Hal says he doesn't like those narrow Spanish pants anyway and wouldn't wear them for the world.

So, you see, Paul, how my career is always being wrecked. I don't know what to do with Hal. He doesn't like to rehearse when we lay off, claiming it's hot and that there's no sense to rehearse for layoffs anyway. I guess the real reason is that he's busy running around with Mae Gordon.

Now he says he'll have to run up to Suffolk Downs for a few days. I think he's interested in a horse act up there, altho I just can't figure out why. *MAISIE.*

Club Talent

New York:

PAUL AND GRACE HARTMAN are motoring west to begin an engagement at the Cocoanut Grove, Hotel Ambassador, Los Angeles, July 17. Contract stipulation calls for salary to continue from date of leaving New York (July 6) until their return. . . . FLORENCE AND ALVAREZ sailed for Europe last week, with dates set in Deauville and the Riviera, France. . . . CLARK RINGWALT, emceeing the show at the Casino of Nations, New York World's Fair, brought with him a novelty song quiz. . . . RUTH NOLAN also singing at the same spot.

DOROTHY ILES just finished 16 weeks at the Wivel Restaurant and is to be screen-tested by 20th Century-Fox. . . . RUBY NORTON, headliner of yesteryear, goes into Bill Hardy's Gay '90s this week. . . . RITA BELL, singer, has been held indefinitely at the Queen Mary Club. . . . MARCIA MOORE is doing a return date at the Show Bar, Forest Hills, L. I. . . . GARFIELD SWIFT is featuring the new Tarr-Foster song, *My Journey's End*.

Chicago:

BALI BALI, closed for the summer, reopens September 15. . . . MANN SISTERS closed with the Rubin & Cherry Shows and are again working night spots. . . . LEE MARX, son of Carl Marx, the Sherman Hotel clown, is winding up his second year with the Four Lorennos. . . . MANNO AND STRAFFORD write that they have landed a six-week run at Babette's, Atlantic City.

MARIO AND FLORIA, Dean Murphy and Georgie Tapps will be in Bon Air's new show coming in July 21. . . . BILLY GRAY and Jerry Bergen are carrying on at the Tic Toc Club, Milwaukee.

Here and There:

CASS FRANKLIN, baritone, has been booked for an indefinite stay at Jack Lynch's Walton Roof, Philadelphia, as emsee and featured singer. . . . ROYAL DUO is back at the Palomar Club, Los Angeles, and at present doubling into the Orpheum Theater. . . . JEAN MONA wound up an engagement at the Club Mayfair, Boston, and is current at the Hotel Nicolett, Minneapolis. . . . DALE RHODES opened at Northwood, Detroit, July 4. . . . PALMER AND MORGAN, dance team, are playing their first Pittsburgh engagement at the Plaza Cafe. . . . DICK NEWELL reports he is booked for 30 weeks ahead in the Detroit territory and is playing a return date this week at Nebioli's.

SPEED BAYS and Joe Marcad, strolling accordionists, are in their 20th week of an indefinite engagement at Friedel's, Memphis. . . . FRANCIS BLAIR is in his 10th week with the Lones and Francis *Playboy Revue* at Club Navajo Hogan, Colorado Springs, Colo. Hotcha Hinton is also a member of the cast. . . . POLL-MAR GIRLS, headed by Polly Stevenson, are the new line at the Lookout House, Covington, Ky. Jim and Mike Perry and Eadie Rollins are also at the spot. . . . DORN BROTHERS AND MARY are being held over at Club Esquire, Toronto. . . . LESTER COLE and his Six Debutantes, the Calgary Brothers, the Stapletons and Vern Fern went into Beverly Hills Country Club, Newport, Ky., July 7. . . . DORYCE AND FREDDY DREW are indefinite holdovers at the Silver Lake Inn, Clementon, N. J.

Night Club Reviews

Glass Hat, Belmont-Plaza Hotel, New York

A new floor show opened here Thursday and the standout is Joan Brandon, an American blond magician, just back from a European tour and making her first local appearance.

Miss Brandon, a comely, young, vivacious girl, is a rarity among night club acts—a woman straight magician, and a good one, too. She works in evening gown and opens with an "educated cane" trick, then goes into a paper-tearing sleight-of-hand, followed by a stunt that has the table being lifted easily by the girl's palm lying flat on the table top. Then comes the now standard lighted cigaret palming trick, which is all the more surprising when done by a woman. For the sock finish Miss Brandon does her "international cocktail bar" stunt, in which she fills many glasses with liquor poured out of an apparently empty shaker. She works this one rapidly, pouring drinks as called out by patrons and going off while the audience is still completely baffled.

The Stardusters, three youths and a pretty girl, combine to harmonize special arrangements, such as *Doggie, Please Come Home*, a cute one; *I Still Call It Love*, a slow ballad, with the girl leading; the fast, swingy *I Can't Give You Anything But Love*. Their arrangements are of the fancy type and the voices are pleasing, but the act lacks any outstanding encore-winning quality.

Blond Floria Vestoff, in leg-display costume, clipped off a couple of fancy tap and spin dances, showing a fine technique. Ernie Holst emseed but lets the show end too abruptly. Holst and his fiddle, along with his eight men, provide and show and dance music capably, with the Peter Kent four-piece band offering relief music. Kent was replaced Friday by the Four Squires.

Muriel Byrd, contralto singer, accompanies herself at the revolving piano in the circular bar. She has a pleasing soft voice that handles pop tunes nicely and unobtrusively during the between-show lulls.

The Belmont Balladeers, singing waiters, offer Deep South melodies at intervals, too.

The room is enjoying good business; Dick Mockler and Ada Hoffman are still doing the publicity. *Paul Denis.*

Panther Room, Sherman Hotel, Chicago

This jungle atmosphere, comforting in the surroundings of smart furnishings and classy service, is an ideal outlet for the primitive emotions of both the swing bands and their worshipers, the jitterbugs. Since Gene Krupa christened this former College Inn Temple the "house of swing," Managers Ernest Byfield and Frank Bering have been true to form by bringing in only maestri who can dish out jazz in the streamlined manner. Continued policy of this room will be to play as many of the better torrid outfits as can be unearthed and to give them the full run of the house.

And it's been reaping comparatively profitable returns. The bands are attracting a large number of repeats week nights as well as week-ends, and while the more youthful fans of the jitterbug species are small spenders, they come in large enough numbers to even up matters.

Latest batonless leader is Bunny Berigan, a good-looking chap with an omnipresent trumpet that blows sweetly and mellow. He is, and properly so, the best asset in his hustling and bustling swing outfit. His trumpeteering is classy as well as commercial, and when he reaches for the high ones they are in the Louis Armstrong neighborhood.

His boys compose a decent enough aggregation of hot and sweet music dispensers but stand out mainly for their balanced deliveries of the swingeroos arranged by Andy Phillips. His rhythm-brass-reed sections get equal play and are toned down only when Bunny and his horn go to work.

Joe Bushkin, the young pianist, rates individual mention for his light and fast keyboard work. The singing department is in charge of Danny Richards, who has a strong tenor voice, and Ellen Kaye, who swings out with plenty of volume and an in-the-groove personality.

Muggsy Spanier and his jazzy seven-piece group sandwich in ably at intermissions. Spanier, too, leads with a torrid horn, his type leaning more on the unorthodox side. He partakes prominently in the floor-show divertissement sold as *The Cavalcade of Swing*, which is a history of this musical craze.

While hard on the eardrums, the customers are given a pretty clear picture thru the commentary of Jimmie Hamilton and the theatricals from the Berigan and Spanier troupes of the birth and progress of modified jazz. The beginning, according to this version, took place in New Orleans when Negro musicians, on the return trip of a funeral march, "cut up" to uplift their feelings. Style caught on with the commercial boys and progressed thru the appearance of several noted leaders.

In the finale Panther Room's stock group of jitterbugs come out for a panting dance set, and the bands wind up with a hot jam session. Feature has been properly promoted by Marty Bloom and Miss Gene Schacht, of the hotel staff.

Carl Marx, clown, is in his third year here. He has plenty of clean bits that amuse customers whether at the tables or on the dance floor.

Prices very reasonable. Never a cover or minimum. *Sam Honigberg.*

Lyons' Music Hall, Seattle

Excellent and well balanced is the floor show this week, headed by Ted Waldman and Susi Q (the svelte and vivacious Mrs. Waldman), a standard vaude act for years.

Graceful adagio dancing was offered by Fay and Andre in cool, abbreviated attire, fully in tune with the warm weather.

Ted and the Missus, billed as "A Hit and a Miss From Laughland," carry out the comedy touches in blackface. An outstanding harmonica artist, Ted renders swing versions of *La Paloma* and *The Umbrella Man*, which brought rewards from the twosomes and foursomes at the tables.

Ming was also well received. His is Oriental magic, a touch of the Hermann mantle brocaded with Orientalism. He showed customers a ring trick, then a cigaret trick in which he pulls a packet of cigarets right out of the air. His rice trick brought a big hand.

Smoothing, pacing and linking the acts is Jack Russell, emsee for past four months at the Music Hall. Ronnie Bowers, at the large pipe organ during the afternoon shows, presides over his five-piece orchestra evenings.

Singing waiters and waitresses provide antiphonal entertainment from the floor. *C. M. Littlejohn.*

Hotel Astor Roof, New York

Following Rudy Vallee's four weeks, Bob Christenberry has brought in Ben Bernie and all his lads and lassies for his sumptuous sky salon. The maestro is set for an indefinite stand, and if opening night (July 3) enthusiasm is a true indication, he should have no trouble stretching his stay for the remainder of the roof's season.

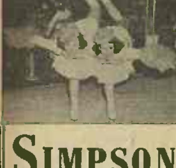
Paying considerably more attention to his music making, his 14 instrumentalists are more than adequate for the dance incentives. And proving that he is taking his tootling seriously, Bernie sticks close to the stand for the dance sets and has even rosined up his fiddle bow.

Sande Williams, with a versatile six, dishes out peppery potions for the relief music to keep the goings-on continuous.

Aiding and abetting the maestro's own merry-making is floor divertissement with Bernie's sallies 'bout Winchell and hosses setting the pace. From the bandstand the Bailey Sisters, a beaut two-some formerly with Orrin Tucker's ork, make lilting harmonizing for *Well, All Right* and *And the Angels*; Donald Saxon gives full voice to his bary range for *The Old Mill Wheel*, a fireside song with the Baileys and the band in glee club formation adding vocal force; and saxophonist Manny Prager, a Bernie vet, sings a medley of dialect ditties associated with the "Colonel" these many years. All register nicely.

Standard specialties added bring out Bud Hughes and his Pals, latter a couple of dogs. Warm up with a bit of legerdemain and then pulls his pooches from the boxes for some dandy equilibrium and balance didoes. Baron and Blair, mixed terp twain, make a polished pair for the ballroomatics. Plenty sweet on their steppings and having an easy time of it pleasing the patrons. Ames and Arno, mixed duo, are show-stoppers with their zany and slapstick antics and dances. And pretty and petite Grace Barrie is a standout for the song selling, adding sparkling arrangements to the show songs she sings.

It's plenty of show packed into the hour, and it all pleases. *M. H. Orodenker.*



HIT OF THE SHOW!

SIMPSON SISTERS

CURRENTLY 40TH WEEK IN THE NEW ICE REVUE

IRIDIUM ROOM

★ Hotel St. Regis ★

New York

Direction: MUSIC CORPORATION OF AMERICA

Because of HOLDOVER at the

SAVOY HOTEL, LONDON

ROBBERTS & WHITE

"Dance Caricaturists"

have delayed their arrival in New York until July 12th

PERMANENT ADDRESS: 44 W. 83 ST., N. Y.

Colosimo's, Chicago

One of the few spots to carry on thruout the summer with little budget trimming. Operator Mike Potson still keeps his purse strings open wide enough for a nine-act show in addition to a 12-girl line and Frankie Quartell's augmented band.

The new show is typical of most revues in this spot—fast and zany, as the management likes them. Comedy acrobatic turns in particular always get a good play here, as well as strong dance singles.

Willie Shore has been held over to carry on as emsee. A veteran in Chicago, his screwy comedy style is well familiar even to the infrequent rounders. He works hard and tries to please. Sells an act nicely and on his own comes thru with strong soft-shoe dance patterns and pretty amusing bits of business.

At the midnight show he partakes with the line, attractive and shapely, in an intimate let's-get-together routine, in which some of the kids are singled out in dance specialties. Pitching in in this one are Mary Stone, peppy soubret, and Lee Mason, talented and youthful baritone. Miss Stone returns later to strut a cute Scotch bit in swing time, and Mason is heard from in the finale, furnishing able vocal assistance.

Patsy Marr follows opening production flash with a top acro specialty. It is brief but packed with solid tricks. Harriet Cross, blues singer, has a big voice that registers well over a mike but becomes too loud when she hugs it too close to her lips. Started with *What Goes Up Must Come Down* and delivers a musical description of *Broadway After Dark*.

The Roth and Berdun Swing Caps, octet of jitterbugs, are okeh when they exercise their itching feet but slow up the show when they take time out for four different ways of "being picked up" for an auto ride. While some of it is entertaining and all of it different, it overtaxes the patience of an after-dark populace.

The Dawn Sisters do their comedy too number in one pair of pants, a funny novelty. Helen Wehrle is one of the best exotic dancers to come here in some time, interpreting a routine with better-than-average talent. There is class about her appearance, too.

A colorful Oriental fantasy, staged by Producer George Pronath, winds up the bill. The girls are flashily costumed and tastefully parade to fitting music. Roberta Jonay, "Mrs. Roosevelt's protegee," is featured in this one with her neatly trimmed peacock dance, in which she ably mimics many movements that are properties of that feathered bird.

Frankie Quartell has a lively show and dance band. Bobby Danders still around to sing Irish tunes at intermissions.

Sam Honigberg.

The Troc, New York

After numerous postponements this latest addition to 52d street's coterie of night spots opened auspiciously Thursday (6), with so great a crowd on hand to look over swing alley's newest adornment that they finally had to turn them away at the door.

Spot is being run by a newcomer to the Broadway night club sector, George McGough, operator of a string of restaurants in Brooklyn. If his place manages to maintain a nightly average of half the mob that turned out for the opening, his first New York nitery experience will be profitable and enjoyable.

Physically the place resembles similar spots along the street, the Famous Door particularly, and offers nothing new or startling in the way decor. It's lit better than most of its neighbors, and its color scheme is warm, light and friendly.

Opening entertainment is a little on the top-heavy side, with Bobby Hackett, Adrian Rollini and the Bob Hamilton Trio alternating in a never-ending cycle of music (and noise) making. Dansapation comes from Hackett's new 14-piece ork which features a seven-man Dixieland band-within-a-band combination and the new maestro turns in a very creditable job. Outfit is not the same Hackett had when he played a one-nighter at the Famous Door a couple of months ago. Swings stars Eddie Condon, Pee Wee Russell and several others are out, and in their place are less spectacular musicians but a bunch of capable men who together produce a more solid, more co-ordinated brand of swing. Bobby's cornet work is, as always, superb.

The Rollini trio, doubling from the Piccadilly Circus Bar, takes the spotlight a couple of times a night with its inimitable interpretations of pops and standards brilliantly arranged for vibes, guitar and bass fiddle. This is always fine entertainment.

Hamilton's outfit, coming from WHN, was a last-minute substitution here opening night. Originally scheduled were Cafe Society's boogie-woogie pianists, Meade "Lux" Lewis, Pete Johnson, Albert Ammons and Joe Turner, but complications over the necessary doubling kept them out at the premiere. Until and if things are straightened out, Hamilton continues with his electric organ, piano, celeste, marimbaphone and drums combo. Going in on about three hours' notice kept the trio from setting up properly, and it worked the first night with only organ, piano and drums. Final judgment on its merit must be withheld.

Spot has $1.50 minimum week nights, jumping to $2 Saturdays. Drinks and food carry usual prices and better-than-average quality.

Joe Russell attending to the publicity.

Daniel Richman.

FTP Revue Into L. A. Vaude at $2,500 Salary

LOS ANGELES, July 8.—After record-breaking run at Hollywood Playhouse under FTP banner, *Two-a-Day*, "cavalcade of vaudeville," opened at Orpheum Theater this week under the management of Jack Laughlin.

Show runs around 75 minutes and has 30 principals and a chorus. Unit is booked in for an eight-day week, with the possibility that it may be held for an additional run if business warrants.

After performers left FTP sponsorship entire cast was signed by Jack Kramer, local AFA rep. It was reported that Laughlin sold the unit to Sherrill Cohen for around $2,500. Under AFA ruling, members of cast are working on $35 minimum basis for six-day week. Additional $6 for the seventh day in the week and $1.50 per person per performance was allowed for over four shows a day.

Those billed are Ethel Davis, Dick Edwards, Moran and Van, Rice and Cady, Paul Roberts, Chuck Doran, Kay Wright, Pearl Austin, Joe Kemper, Lon Polty, Patsy King, Juanity Bach, June Kirby and others.

Radio Hillbilly Unit Makes Annual Summer Tour

OSAWATOMIE, Kan., July 1.—*Brush Creek Follies*, three-hour flesh show (hillbilly) originating on the stage of Ararat Temple from September to May and airwaved over Station KMBC from 10 p.m. to 11 p.m. Saturday nights, crowding out CBS sustaining time, opened its second summer tour on the stage of the Osawa Theater here.

Show was booked in by Manager R. W. Ferguson. Troupe includes Kit and Kay, Spud and Bud, Lora Lee, Hiram Higsby, Santa Fe Slim, Colorado Pete and the Prairie Pioneers.

Bismarck, Chicago, Resumes

CHICAGO, July 8.—Roy Steffen, manager of Bismarck Hotel's Walnut Room, brought back floor shows last night after curtailing them for a week. Originally set to use only a dance band for the summer, Steffen is now convinced that diners enjoy floor entertainment. Almost all of the other Loop spots are doing away with shows.

Consolo and Melba, Bill Baird and Bert Granoff are on the opening bill, with Phil Levant's Ork continuing. Dave O'Malley back as booker.

Lampkin Quits Ork Post

WASHINGTON, July 8.—Phil Lampkin, for seven and a half years pilot of Loew's Capitol house band, is leaving July 18. Lampkin has no definite plans, but reports indicate that he is dickering with MCA to tour with a dance band. Lampkin will be succeeded here by Max Zender, first violin and concertmaster for the orchestra.

Chicago AFA Has 57 Spots Under Contract

CHICAGO, July 8.—In checking over the organization work since the beginning of the drive in this area, the American Federation of Actors office reached the following figures: Number of spots signed, 57; estimated increase in money smaller acts are earning after the minimum went into effect, $1,651 weekly.

Vaudeville Notes

VELOZ AND YOLANDA have returned to New York from the Coast. . . . CHANEY AND FOX have left New York for San Francisco's Mark Hopkins Hotel. . . . MARGOT ROBIN (Margot and Libby Robin) landed a feature story in *The World-Telegram* July 3 concerning her ability as a painter.

THE DIAMOND BOYS returned to New York from London Wednesday, July 5. . . . AL AND BELLE DOW and their son cruised to Havana last week, their first vacation in years. . . . ARKANSAS RAMBLERS, a hillbilly group originating from Station KCMO in Kansas City, Mo., traveled to Alma, Mo., this week to stage entertainment for the Alma Civic Club's annual outing, assisted by the Alma municipal band.

EDDIE GERLACH, of Wilkes-Barre, Pa., has left for Atlantic City, where he has a summer engagement at the Steel Pier.

HILDEGARDE plays her first vaude date in two years at the Fox, Philadelphia, week beginning July 14. . . . ROBERTS AND WHITE return July 12 after appearances in Paris, Zurich and London. . . . HARRIS, CLAIRE AND SHANNON join the St. Louis Muni Opera July 10 in *The Firefly*. Leave July 29 for a European tour and open October 2 in the Savoy, London. . . . TEX FLETCHER is making a series of p. a.'s in five Loew houses in Connecticut in connection with his picture, *Six-Gun Rhythm*.

Lynch Wins Delay In Liquor Trial

PHILADELPHIA, July 8.—In a hearing before the Pennsylvania Liquor Control Board, Jack Lynch, operator of the Walton Roof, was granted a continuance on the time allowed him to surrender his liquor permit. Charges against Lynch allege liquor was sold as late as 4 a.m. Sundays and floor shows were run past the legal closing time.

As his defense, Lynch told Special Examiner McDonough that the alleged violations took place at the time he was vacationing in Florida. He claims he left instructions that all regulations were to be strictly observed. Lynch also said he had a special license permitting him to have floor shows later than the liquor curfew. This point was disputed by Deputy Attorney-General Joseph Patano.

Under the continuance, the Walton Roof will be permitted to operate until definite disposition of the case. The license was issued to Evan B. Fontaine, with Lynch listed as general manager.

Gov't To Indict More N. Y. Clubs

WASHINGTON, July 8.—A second batch of wholesale indictments against night club operators for tax frauds will flood New York in about two weeks. Owners of several of the defunct spots are expected to be included in this round-up.

Jesse Moss, assistant United States attorney, is special prosecutor for these investigations, which started in March.

Agent Sells Act Thru 8mm. Film

MILWAUKEE, July 10.—Dick Pritchard, local booker, is one of the few, if not the only, booker who sells acts to employers by unreeling 8mm. colored films.

The idea attracted so much attention that *The Sunday Journal* recently gave a double-page spread to a photo layout showing an act coming to town, being filmed by Pritchard in a rehearsal hall and then being booked and working a night club.

3 Saratoga Spots Open; Others Set For Summer

SARATOGA SPRINGS, N. Y., July 8.—Opening of Riley's Lakehouse presages the coming August racing season and brings to three the night clubs now operating here.

Riley's has Al Johns' Orchestra back for the second season and also features Happy Bill Cope, accordionist. Hazen J. Titus has taken over the management.

Newman's Lakehouse, under the management of John Bleeck, of the Artists and Writers' Club in New York, and Alfred S. Pepper, of Saratoga, has been going all winter and is set for another summer. Dick Hartigan's Orchestra from Troy has been playing.

Meadowbrook Club has also been open all winter and will continue thru the season. Buddy LaCombe's Orchestra is featured, and Matty Dunn, formerly of Riley's, is in charge.

Piping Rock and Arrowhead will open July 31 for the racing month.

Flash Acts Down To 3 or 4 Weeks; No Fancy Staging

NEW YORK, July 7.—Flash acts having virtually disappeared from vaude, the few that are still around are usually pieced together on paper and disband after playing three or four weeks in the East.

Five and six-people flashes are now getting $300 to $400 a week in the good houses and $250 to $350 in the one and two-day hideaways.

Costumes and scenery are often rented, and the cast is usually composed of a dance team, two vocal or dance specialties and a pianist. The better flashes have two or three rehearsals, but the slapped-together ones are doped out on paper by the "producer," and the performers get acquainted for the first time at the theater.

During the winter local flashes were able to pick up six or seven weeks, but this dropped to four last month. Arthur Fisher, Eddie Sherman and Joe Feinberg booked most of the baby flashes this past season.

Sherman Wants Gypsy Rose To Pay Him 10 Gs

NEW YORK, July 8.—Gypsy Rose Lee is going to be called upon next week to explain why she hasn't made good with her agent, Irving Sherman, who is suing her for $10,000 for breach of contract.

Sherman's attorneys, Keppler & Keppler, will appear in New York County Supreme Court to petition for an examination before trial of Miss Lee on the ground that the management contract she allegedly signed with him October 30, 1936, for a five-year period was voided by her since last year.

Complainant states that after she married, her husband, Robert Mizzy, bought out the contract held by Curtis & Allen—calling for one-third of her earnings. Sherman claims he also had a one-third share.

Since last year, Sherman complains, he has offered her dates in the International Casino, Casa Manana, Loew's State and the Aquacade but insists that they were turned down by her. He alleges that in the two years the contract has yet to run his commissions will have amounted to $10,000 and is asking that sum for damages.

TUI TAMAALELANI

Formerly with Royal Samoans and Acknowledged Creator of His Own Original Style of South Sea Island Dancing.

Now appearing with Harold Aloma and His Polynesians at RADIO CITY MUSIC HALL, New York.

Direction: WILLIAM MORRIS AGENCY.

B'WAY IN VAUDE COMEBACK

Cantor Breaks State Record; His $51,000 Tops Vallee's $45,000; Para Strong $60,500; Others Okeh

NEW YORK, July 8.—The box-office famine, which has been gnawing away at the Broadway presentation houses for the past two months, became only a memory (and a deficit to be made up) this week while theaters continued to roll up gross receipts that were mindful of the good old spending days before the World's Fair. It was the best week since theater managers began to complain of the "worst business since the bank holiday."

The smash sensation of the week was the $51,000 drawn by Eddie Cantor at Loew's State. Cantor took half of that for himself. Figure busted all records of the State since the house opened and surpassed the former record of Rudy Vallee, three years ago, of $45,000. House played to standees all week, while Cantor, with the aid of Bert Gordon, Sid Fields, Kay St. Germaine, Bert Parks, Cobina Wright Jr. and Harrison and Fisher, played 40 shows for the seven days.

Paramount, which has also been in doldrums of late, grossed a sock $60,500, the neatest gross since Tommy Dorsey's appearance last October with the flicker, *If I Were King*, which did $67,000. Responsible for the smash business of the past week was the flesh layout of Gene Krupa's Band, the Andrews Sisters, Cliff Nazarro, the Three Trojans, an opening night p. a. by Jack Benny, Dorothy Lamour and Andy Devine in connection with the current Benny pic, *Man About Town*. The Fourth of July week-end helped all theaters a lot. The closest approach the house came to topping Tommy Dorsey's record was on opening day, taking in $11,000, which went over the Dorsey opening day.

As a matter of fact, it was the July 4 week-end business in all of the five Broadway houses that caused managers to throw away the red ink. Of the holidays Monday was the best, with plenty of World's Fair visitors giving the Main Stem a play.

After a series of turkeys, the Roxy came thru with $47,000, the best business the house has done in some time. Attractions were Tyrone Power's *Second Fiddle* and a stage show consisting of Stan Kavanaugh, Pat Henning and Betty Reyes, Jimmy Hadreas, Carlton Emmy and his Mad Wags and the Variety Singers.

Radio City Music Hall, for the past four weeks running $30,000 or more under the regular house average, also came thru with a winning week with a $97,000 gross. *Bachelor Mother* brought them in, aided by a Hawaiian production with Harold Aloma's Polynesian Band, Hilda Eckler, Adrienne Toner, Marjorie Matlin and Tui Tamasielani.

Second week at the Strand, with Sammy Kaye on the stage and *Daughters Courageous* on the screen fared well, accounting for $37,000. First week of the show brought in $43,000.

For the time being the Broadway panic seems to be over and the houses are gearing their bills to entice the visitors and not drive them away, as has been the trouble in the last few months. Business was bad then, but so were a lot of the attractions. Last week's line-up of smash attractions proved that houses weren't fooling anyone.

All Chicago Houses Up

CHICAGO.—Loop flesh market is now in the hands of only three houses, the Palace calling it a season last week and will probably not reopen before Labor Day. Chicago had a great week with the personal appearance of Bob Hope whose radio listeners showed up en masse. Gross is around $40,500, record high for the last few months. This week looks like a winner, too, but it's the picture that is bringing them in. Jack Benny is here in *Man About Town* and opening day's receipts pointed to a $38,000-$39,000 week. Six-act stage show in support.

State-Lake wound up with $14,000, some two grand better than average, with Louis Armstrong's Ork on stage. Current session will do a grand less, which isn't bad, with Will Harris' locally produced *World's Fair Whirl*. Warner's *You Can't Get Away With Murder* is not in the way either.

Oriental played to its share of heat dodgers with second run of *Society Lawyer* and a *Revue Glorified* unit. Around $12,500, best in several weeks. Present combination of Mickey Rooney in *The Hardys Ride High* (second run) and four-act stage bill will also reach that figure.

Davis Draws at Lyric

INDIANAPOLIS. — The Lyric drew $1,000 over the house norm with a $9,000 take for the week ending June 30, with Johnny (Scat) Davis as the flesh attraction, supported by Vido Musso, Joe Besser, Lee Royce, Val Setz, Harry Downing and Betty Van. Pic was *Nancy Drew, Trouble Shooter*.

Hope a Socko in Minnie

MINNEAPOLIS.—Bob Hope's p. a. at the Orpheum kicked the slump from under its pins by grossing four times the normal take with $18,500 week ending June 29. Average is $4,800. *Kid From Kokomo* on the screen.

Bowes Hits High Take

ST. PAUL.—This section of Minnesota also had a field day with *Major Bowes' World's Fair Unit* at the Orpheum, accounting for an $8,500 house for week ending June 29, with the average set at just above $3,000. Screen fare was *Susannah of the Mounties*.

Palomar on Uptake

SEATTLE. — Stepin Fetchit helped keep the Palomar keel a little above average the week ending June 30 with a $8,800. House is geared to a $8,000 average. Double screen features included *Nancy Drew, Reporter* and *First Offenders*.

Para Gross Weak

LOS ANGELES.—A combination of Fanchon & Marco revue with Don Rice and *Undercover Doctor* sent the Paramount into a slump, week ending July 5, doing only a 50 per cent average with a weak gross of $9,000.

Kyser Sends $$ in San Fran

SAN FRANCISCO.—At the Golden Gate Kay Kyser shot the gross over double the house norm, week ending June 30, with a heavy $30,000 at the box office. Average is $15,000. Pic was *Big Town Czar*. Artie Shaw opened at the Golden Gate July 4 to a reported strong $5,000.

Milwaukee Weather Too Nice

MILWAUKEE.—Excellent weather over the Fourth hurt business at the Riverside Theater here, with a $8,500 gross, one grand under average, clocked for the week ending July 6. *Opera Vs. Swing* show featured the Monte Carlo Singers; Buster Shaver, with Olive and George; the Three Heat Waves, Pops and Louie, and Jackson and Blackwell. Pic, *They Asked for It* (Univ.).

Indianapolis Below Normal

INDIANAPOLIS. — The Lyric's last show, before the shuttering Thursday, July 6, due to stagehands trouble, grabbed only $7,000, a few notches below the normal $8,500. Bert Wheeler was the headliner, assisted by Hank Ladd and Francette. Other acts included Ginger Manners, George and Jack Dormonde, Medley and Dupree and the Twelve Glamour Girls. At present there appears to be no likelihood that the Lyric will be reopened within the next several weeks. Charles M. Olson, owner-operator, and the stagehands' union both say that negotiations will have to be resumed by the other side.

Cantor Gives Jessel Ideas; Loses State, as a Result

NEW YORK, July 8.—Loew's State is looking around for another headline act for the week of August 27 to replace Georgie Jessel, who unexpectedly canceled out yesterday.

Reports have it that a price was set between Jessel and the Loew office, but after Jessel saw that Eddie Cantor walked off with $26,000 as his cut of the b. o. last week Jessel demanded more money and didn't get it.

William Morris Agency handles both Cantor and Jessel.

Fourth Hurts Washington

WASHINGTON.—Too many people left town over the Fourth, causing Warner's Earle to slip to $13,000. Capitol's *Maisie* barely managed to keep up to the expected $16,000 for week ending July 6. Week ending July 13 finds *Chips* at Loew's Palace severely cutting all other houses. Loew's Capitol, with the Kidoodlers, Walter "Dare" Wahl, Bea Saxon, Carlton Emmy's Dogs and Six Grays on stage and *Stronger Than Desire* on screen, expected to gross $12,500. Wagners' Earle, with *Lake Placid Ice Show*, including Pierre Brunet, Andree Joly, Ted Mera, Dick Salter, Sonia and Margo, Al Clark, 16 Roxyettes, George Byron and Gloria Blake on stage and *Daughters* on screen, expected to reach $18,000, with hold-over for next week in offing.

Cabot-Wain's $16,500

PHILADELPHIA.—A wholesale exodus to the seashore resorts over the Fourth left the town deserted the early part of the week. Under these conditions, the Fox gross amounted to $16,500, with Bruce Cabot in a p. a.; Bea Wain, on a solo away from Larry Clinton's Band; Milt Britton's Ork, and Rollo and Verna Pickert. Pic, *Naughty But Nice* (WB).

The Carman makes a b.-o. comeback with *Rose of Washington Square* (20 Cen.-Fox) to click with $6,000. On stage, Dick and Dotty Remy, Art Carney, Herman Hyde Co. and *Variety Gambols*.

Pittsburgh Club Fire Burns Music

PITTSBURGH, July 8.—More than $6,000 damage was suffered by The Pines, swank outlying night spot, in a fire of undetermined origin this week.

Recently a bomb was deposited in front of the door of Bill Green's Casino by an unknown visitor, but found in time by an attendant to deter any possible accident.

Dancers continued all this week at The Pines on a slightly damaged $5,000 hardwood floor, while Lee Shelley's Orchestra played under a makeshift temporary shell.

Most of the damage affected instruments, sheet music and radio equipment of Station KDKA. The shell, totally destroyed, was valued at $1,500. Music destroyed was valued at $3,000.

4-A NIXES——

(Continued from page 3)

would not necessarily be binding. APA delegates, however, proposed that a mutual agreement between the affected parties entered into before the trial to the effect that neither side could appeal the case would make it binding. Turner held such procedure to be legal, but sister union delegates rejected the APA motion. (2) Resort to the mediation board would have established a bad precedent. (3) The case of the APA is not a controversy between two groups on the same parity, but rather an inquiry. The Four A's and the APA are not parallel entities, therefore the subject of dispute is not a matter of arbitration. (4) Turning trial over to a mediation board of this sort would be unconstitutional unless entire membership of the unions within the Four A's so ordered. The international board itself has no power to delegate authority outside the parent body.

Elaborating upon the originally drafted set of charges against the APA, Paul Turner, upon request of Halprin, submitted additions to most of which Halprin replied. Turner charged that the "APA failed to exercise suitable and democratic methods of government in that during the last 18 months and even before, the authority of its governing body has not been exercised by persons who are performers of standing in the membership of the APA nor at meetings of the membership where a sufficient number of persons have been present to be representative of the entire body. . . . Records show that important matters have . . . been passed upon by the governing body . . . where a majority of those voting and making up a quorum, if any, were paid employees of the APA, some of whom were not in good standing. There is no provision for a referendum in the constitution and by-laws of the APA."

Halprin replied: "Respondent denies that attendance at its council meetings are only by a small group of paid employees (and) alleges that the minutes of its council meetings were made available . . . that there have been instances where notices of meetings have not been given to all the members of the council, but such failure to give notice was only where members of the council were not within the city of New York."

Turner's letter made public the grievances of performers in the New York World's Fair Aquacade case. Investigating committee maintains that an agent of the APA had advised the performers to accept Billy Rose's contracts for $30 for 28 shows and no pay for rehearsals. After the fourth or fifth week of rehearsal, Turner maintains, the APA began to organize the Aquacade company. The company voted to insist on its demands for $35 a week plus rehearsal money. With Rose resisting those demands an arbitration was agreed upon without the APA disclosing to the company the fact that, prior thereto, the APA had committed itself to $35 and no rehearsal pay. "This definitely defeated the company's chance to get what it felt it was entitled to and what it would have won if it were allowed to hold out for its demands."

It is expected that the APA attorney will answer that charge at the trial. He did not include it in his preliminary reply.

"Respondent further asserts," in Thursday's brief, "that for a time in view of the fact that its funds were not sufficient to carry on its general work as well as its welfare work and the administration of relief to its members, that it borrowed some of the moneys received from benefits for the purpose of carrying on. Respondent further alleges that all of such borrowings have been repaid . . . and that it had a right to use some of the relief money for administration purposes."

APA admits but justifies commission method of paying its organizers and maintains that, "the collectors paid their expenses from dues, complete accounts have been made of all moneys received and expended. Counsel termed as "inconsequential" moneys which the union distributed as charity to its own salaried employees. That the field of presentation houses has not been organized as yet, the APA counsel argued, is due to the financial status of the organization. Union has neither funds nor manpower to carry on such organization.

In identifying briefs held against the APA or specific cases, Turner cited the Earl Carroll case as one in which all other branches of the Four A's had cooperated, but in which the APA failed to do its part, with the result that rights of performers were not protected. Executive Secretary Whitehead is taken to task personally for having "failed to give any time or attention to the Los Angeles office, except possibly one hour on one day," during a 10-day or two-week trip there. "Handling of the Coast was unsatisfactory," the counsel charged.

Acts-Units-Attractions Routes

Following each listing appears a symbol. Fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

EXPLANATIONS OF SYMBOLS

a—auditorium; b—ballroom; c—cafe; cb—cabaret; cc—country club; h—hotel; mh—music hall; nc—night club; p—amusement park; ro—road house; re—restaurant; s—showboat; t—theater.
NYC—New York City; Phila—Philadelphia; Chi—Chicago.

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

A

Ada (Leon & Eddie's) NYC, nc.
Akers, Hank (Aquacade) World's Fair, NYC.
Alexander, Durelle (Waldorf-Astoria) NYC, h.
Allan, Vicki (Paradise) NYC, nc.
Allen, Roberta (McAlpin) NYC, h.
Allen, Stuart (Paradise) NYC, nc.
Aloma, Princess (Jimmy Kelly's) NYC, nc.
Alpert, Mickey (Cocoanut Grove) Boston, nc.
Ambassadorettes, Four (State Line) Lake Tahoe, Calif., June 30-July 14, cc.
Amos & Arno (Astor) NYC, h.
Ammon, Vanessa (Villa Venice) Northbrook, Ill., ro.
Anderson, Ivy (Riverside) Milwaukee, t.
Andre, Janis (Paradise) NYC, nc.
Andrews Sisters (Paramount) NYC, t.
Aniad & Aland (Riverside) Milwaukee, t.
Ardath, Fred (Little Old New York) World's Fair, NYC.
Arleys, The (Steeplechase) Coney Island, N. Y., p.
Armida (Leon & Eddie's) NYC, nc.
Armstrong, Harry (Diamond Horseshoe) NYC, nc.
Arno & Arnette (International Casino) NYC, nc.
Arthur, Mae (Black Cat) NYC, nc.
Ash, Paul, Orch. (Roxy) NYC, t.
Ash, Flo (606 Club) Chi, nc.

B

Bachelors, Four (Hollenden) Cleveland, h.
Baird, Bill (Bismarck) Chi, h.
Baker, Roberta (Dutch's) Chi, nc.
Baldwin & Bristol (Riverview Beach Park) Pennsville, N. J., p.
Ballard & Rae (House of David) Benton Harbor, Mich., p.
Banks, Sadie (Old Roumanian) NYC, nc.
Baron, Charlie (Astor) NYC, h.
Barr & Estes (Oriental) Chi, t.
Barrie, Gracie (Astor) NYC, h.
Bassett & Bailey (Little Old New York) World's Fair, NYC.
Bates, Lois (Diamond Horseshoe) NYC, nc.
Bates, Peg Leg (State) NYC, t.
Beachcombers, The (Cotton Club) NYC, nc.
Beaucaire, Pierre (Monte Carlo) NYC, nc.
Bedini, Jean (Little Old New York) World's Fair, NYC.
Behan, Arthur (Gay Nineties) NYC, nc.
Bell & Grey (Main Street Club) Detroit, nc.
Bennet, Ethel (Old Roumanian) NYC, nc.
Bess, Betty (Leon & Eddie's) NYC, nc.
Berni & Juvanna (Blackhawk) Chi, nc.
Bessinger, Frank (Radio Franks) NYC, nc.
Bine, Doris (Russian Kretchma) NYC, nc.
Bishop, Fred (Radio Franks) NYC, nc.
Blair, Joan (Astor) NYC, h.
Blake, Gloria (Earle) Washington, D. C., t.
Blanche, Jeanne (Paradise) NYC, nc.
Block, Bill, & Stan, Early (Cafe Savini) NYC, nc.
Bockman, George (Rainbow Room) NYC, nc.
Bouvier, Yvonne (St. Moritz) NYC, h.
Bowes, Major, Swing Club (Loew) Richmond, Va., t.
Boyle, Claudia (Frolics) Salisbury Beach, Mass., nc.
Brent, Alyce (Leon & Eddie's) NYC, nc.
Brock, Helme (Pan-Pacific Rink) Los Angeles, h.
Brown, Evans (Chula Vista) Wisconsin Dells, Wis., h.
Browder's Hickville Follies & Band (Rivoli) North Sydney, N. S., 12; (Strand) Sydney Mines 13; (Starr) Whitney Pier 14-15; (New Gaiety) Halifax 18-22, t.
Brucettes, Four Sensational (Follies Bergere) Mexico City, Mexico, t.
Brunet & Joly (Earle) Washington, D. C., t.
Burke, Clyde (Essex House) NYC, h.
Burnell, Buster & Billie (Paradise) NYC, nc.
Burns & White (Hi-Hat) Chi, nc.
Burns, Billy, & Canary Circus (Village Barn) NYC, nc.
Burns Twins & Evelyn Price (George Washington) Jacksonville, Fla., h.
Byron, George (Earle) Washington, D. C., t.

C

Callahan Sisters (Meadowbrook) St. Louis, cc.
Carlos & Carito (La Conga) NYC, nc.
Carmelita (Club Gaucho) NYC, nc.
Carol, Nita (Rainbow Room) NYC, nc.
Carr, Billy (404 Club) Chi, nc.
Carr, Larry (Fairmont) San Francisco, h.
Carson, June (Colosimo's) Chi, nc.
Carter, Betty (Jimmy Kelly's) NYC, nc.
Carter & Schaub (Jimmy Kelly's) NYC, nc.
Cawthorne, Johnny (Bal Tabarin) NYC, nc.
Chamberlain, Eddie (Aquacade) World's Fair, NYC.
Chantry, Orlen (Rainbow Room) NYC, nc.
Charles & Barbara (Black Bear Inn) Reading, Pa., nc.
Cherney, Guy (Hi-Hat) Chi, nc.
Chesterfields, The (Chicago) Chi, t.
Christy & Gould (Lookout House) Covington, Ky., nc.
Chuck & Chuckles (State) NYC, t.
Clark, Al (Earle) Washington, D. C., t.
Claudet, Marguerite (Hollywood at the Beach) Madison, Wis.
Clayton, Ruth (18) NYC, nc.
Colette & Barry (St. Moritz) NYC, h.
Collette (Dutch's) Chi, nc.
Colstons, The (Chicago) Chi, t.
Consuelo & Melba (Bismarck) Chi, h.
Conway, Jack (Little Old New York) World's Fair, NYC.
Cook, Frank (Astor) NYC, h.
Cook, Ralph (Dutch's) Chi, nc.
Cooper, Una (Cocoanut Grove) Boston, nc.
Corbett & Loraine (Palace) Old Orchard Beach, Me., h.
Corbett & Loraine (Ye Olde Tavern) West Brookfield, Mass., re.
Corliss & Palmer (Queen Mary) NYC, nc.
Cornell, Wes (Ritz Tavern) NYC, nc.
Cortez, Arturo (Havana-Madrid) NYC, nc.
Craig, Reginald (Earl Carroll's) Hollywood, nc.
Crane, Ford (Leon & Eddie's) NYC, nc.
Craven, Frank (La Cava) NYC, re.
Crawford & Caskey (Hollenden) Cleveland, h.
Cross, Harriet (Colosimo's) Chi, nc.
Cummings, Judy (Anchorage) Phila, nc.

D

D'Arcy Girls: Roxborough, Pa.; North Wales 17-22.
D'Avalos Conga Troupe (Leon & Eddie's) NYC, nc.
Daniels, Betty (Calore Tavern) Klamath Falls, Ore., nc.
Davis, Johnny (Dog House) Reno, Nev., nc.
Davis, Dolly (Lexington) NYC, h.
Dawn Sisters (Colosimo's) Chi, nc.
De LaPlante, Peggy (Jimmy Kelly's) NYC, nc.
Del Carmen, Marie (Club Gaucho) NYC, nc.
De Forest, Marie (St. Regis) NYC, h.
De Quincey & Olvera (Villa Venice) Northbrook, Ill., ro.
Desjardins, Pete (Billy Rose's Aquacade) World's Fair, NYC.
D'Orta, Eldon (La Jolla) Tucson, Ariz., nc.
Donahue, Walter (Village Barn) NYC, nc.
Donnelly, Harry (Gay '90s) NYC, nc.
Dowling, Tom & Sis (Biltmore) NYC, nc.
Downey, Morton (Billy Rose's Aquacade) World's Fair, NYC.
Dowling & Davies (Ace Cain's) Hollywood, nc.
Doyle, Buddy (Diamond Horseshoe) NYC, nc.
Dracken, Russell (Whirling Top) NYC, nc.
Drayton & Kathleen (Hi Hat) Bay City, Mich., nc.
Duffy, Douglas (New Yorker) NYC, h.
Dupont, Bob (Fox) Phila, t.
Duval Sisters (Leon & Eddie's) NYC, nc.

E

Earle, Robert (Crystal Palace) World's Fair, NYC.
Eberle, Ray (Glen Island Casino) Westchester, N. Y., nc.
Eddy, Marion (Little Old New York) World's Fair, NYC.
Ederle, Gertrude (Billy Rose's Aquacade) World's Fair, NYC.
Edison & Louise (Oriental) Chi, t.
Ellington, Duke, & Band (Riverside) Milwaukee, t.
Elliot, Leonard (Cafe Society) NYC, nc.
Elsie & Herman (State-Lake) Chi, t.
Emil & Evelyn (State-Lake) Chi, t.
Emmy, Carlton (Roxy) NYC, t.
Enrica & Novello (Park Central) NYC, h.
Estes, Del (Club Minuet) Chi, nc.
Evans, Fred, Girls (Chicago) Chi, t.
Everett & Conway (Lobby Cafe) Juarez, Mex., nc.

F

Fanton, Joe, & Co.: Stuttgart, Germany.
Faye, Gladys (Jimmy Kelly's) NYC, nc.
Fearless Flyers, Five: Alva, Okla.
Fears, Kay (Diamond Horseshoe) NYC, nc.
Ferris, Tom (Rose Bowl) Chi, nc.

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

Fitzgerald, Lillian (Plantation) NYC, nc.
Fitzgerald, Ella (State) NYC, t.
Florenz, Paul, Line (Frolics) Salisbury Beach, Mass., nc.
Floretta & Boyette (Chelsea) Atlantic City, h.
Foster, Gae, Girls (Roxy) NYC, t.
Frances, Emma (Diamond Horseshoe) NYC, nc.
Franklin, Cass (Walton) Phila, h.
France Sisters (Riviera) Fort Lee, N. J., nc.
French, Eleanor (Ross Fenton Farm) Deal, N. J., ro.

G

Gaby, Frank (Oriental) Chi, t.
Gale, Norah (St. Regis) NYC, h.
Gale, Betty (Shelton) NYC, h.
Gallagher, Rubber Face (Radio Franks) NYC, nc.
Garron & Bennett (State-Lake) Chi, t.
Gaylene Sisters (Leon & Eddie's) NYC, nc.

PAUL AND NINO
GHEZZI
STRAND THEATER, NEW YORK.
Direction: EDDIE SMITH.

Gentry, Tex (Chateau Moderne) NYC, nc.
Georges & Jalna (Waldorf-Astoria) NYC, h.
Ghezzis, The (Strand) NYC, t.
Gilbert, Ethel (Radio Franks) NYC, nc.
Gilmore, Patricia (Weylin) NYC, h.
Giovanni (Versailles) NYC, nc.
Glenn & Jenkins (Cotton Club) NYC, nc.
Goldie, Jack (Little Old New York) World's Fair, NYC.
Gomez, Vincente (LeRuban Bleu) NYC, nc.
Gonzalo & Christine (Jimmy Kelly's) NYC, nc.
Gooding, Sally (Plantation) NYC, nc.
Goodwin, Jack (Weylin) NYC, h.
Gordon Sisters (Frolics) Salisbury Beach, Mass., nc.
Gordons, The Four (Palmer House) Chi, h.
Grace & Scotty (Victoria) NYC, h.
Granoff, Bert (Bismarck) Chi, h.
Graner, Bernie (Gay Nineties) NYC, nc.
Grays, Six (Capitol) Washington, D. C., t.
Green, Al (Swing Club) NYC, nc.
Green, Bernie (Chez Buckley) Chi, nc.
Greenlaw, Eugene (Rainbow Room) NYC, nc.
Grey, Betty (Bismarck) Chi, h.
Griswold, Larry (Aquacade) World's Fair, NYC.
Guy, Barrington (Plantation) NYC, nc.

H

Hadden, Harriette (St. Regis) NYC, h.
Hadreas, Jimmy (Roxy) NYC, t.
Haines, Tate & Simpson (Leon & Eddie's) NYC, nc.
Hall, Cliff (Mother Kelly's) NYC, nc.
Hamilton, Jimmy (Sherman) Chi, h.
Hammond, Earl F., Eskimo Troupe (Ice Follies of 1937) Atlantic City.
Hardini, Magician (American Legion Circus) Chelsea, Mich.
Harrington, Pat (Club 18) NYC, nc.
Harrison, Spike (Gay '90s) NYC, nc.
Hays, Georgie (Martin's Tavern) Lima, O., nc.
Hector & Pals (Chicago) Chi, t.
Heidt, Horace (Biltmore) NYC, h.
Henning, Pat, & Co. (Roxy) NYC, t.
Herbert, Florence (Bill's Gay '90s) NYC, nc.
Hildegarde (Savoy Plaza) Pittsburgh, nc.
Hill, Teddy, Band (Savoy) World's Fair, NYC.
Holland & Hart (Les Ambassadeurs) Paris.
Holiday, Billie (Cafe Society) NYC, nc.
Holm, Eleanor (Billy Rose's Aquacade) World's Fair, NYC.
Hot Shots, Four (Earl Carroll's) Hollywood, nc.
Howard, Willie & Eugene (Earl Carroll's) Hollywood, nc.
Howard, Sammy & Helen (Aquacade) World's Fair, NYC.
Howard, Shemp (Stage 1) Hollywood, nc.
Howard, Bob (Mammy's Chicken Farm) NYC, nc.
Howard, Jack (Little Old New York) World's Fair, NYC.
Huarte, Julian (El Chico) NYC, nc.
Hruba, Vera (New Yorker) NYC, h.
Hughes, Bud & Co. (Astor) NYC, h.
Hughes, Lysbeth (Biltmore) NYC, h.
Hutton, Marion (Glen Island Casino) Westchester, N. Y., nc.

I

Ignatenko, Serge (Russian Kretchma) NYC, nc.
Illiana (Leon & Eddie's) NYC, nc.
Ish-Ti-Opi (Palmer House) Chi, h.
Isles, Stevan (Gay Nineties) NYC, nc.

J

Jansleys, Five (International Casino) NYC, nc.
Jarrell, Lucille (Le Poissonier) NYC, nc.
Jarvis, Sam (St. Regis) NYC, h.
Jason, Jay (Lookout House) Covington, Ky., nc.
Jay, Johnny (Pine's Dinner Club) Nashville, Tenn., nc.
Jensen, Lela (Astor) NYC, h.
Johnson, Myra (Cotton Club) NYC, nc.
Johnson, Maxine (Small's Paradise) NYC, nc.
Johnson, Tilda (Diamond Horseshoe) NYC, nc.
Johnson, Lucille (Diamond Horseshoe) NYC, nc.
Jones, Owen (Leone's) NYC, re.
Jones, Russ (Chez Ami) Buffalo, nc.

POLLY JENKINS
And Her PLOWBOYS
STRAND THEATRE, Randolph, Vt.
For bookings: address personal representative, Edith Solomons, 1560 Broadway, N. Y. C.

Josay, Roberta (Colosimo's) Chi, nc.
Joy, Louise (Radio Franks) NYC, nc.
Jostay, Vilma (Crystal Palace) World's Fair, NYC.

K

Kahoe, Ruby (Ace Cain's) Hollywood, nc.
Kaly, Chandra (Villa Venice) Northbrook, Ill., ro.
Karavaeff, Simeon (Russian Kretchma) NYC, nc.
Kaufman, Ben (Place Elegante) NYC, nc.
Kavanagh, Stan (Roxy) NYC, t.
Kay, Beatrice (Diamond Horseshoe) NYC, nc.
Kaye, Sammy, & Orch. (Strand) NYC, t.
Kelly, Paula (Rainbow Room) NYC, nc.
Kellum, Corky (Billy Rose's Aquacade) World's Fair, NYC.
Kelley, Bernice, Circus Unit (Hamid's European Circus) World's Fair, NYC.
Khan-Ashim (Casino Russe) NYC, nc.
Kidoodlers (Capitol) Washington, D. C., t.
King, Lew (Gay '90s) Chi, nc.
King, Charlie (Melody Club) Union City, N. J., nc.
Kramer, Sam (Little Old New York) World's Fair, NYC.
Kreuger, Stubby (Aquacade) World's Fair, NYC.
Krupa, Gene, & Band (Paramount) NYC, t.

L

Lackore, Jimmie (Club Nomad) Atlantic City, nc.
Lambertis, Charlotte & Charles (Cocoanut Grove) Boston, nc.
Lamont's Cockatoos & Macaws (Buck's Show) World's Fair, NYC.
Lane, Mary (Jimmy Kelly's) NYC, nc.
Lane's Lovebirds (Hollenden) Cleveland, h.
LaRue, Toni (Ace Cain's) Hollywood, nc.
Larue, Eddie (Spinning Wheel) Seattle, nc.
Larsen, Sigrid (Armando's) NYC, nc.
La Tona Troupe: Sullivan, Ill.
Lawlor, Terry (Ross Fenton Farm) Deal, N. J., ro.
Lawrence, Marian (Crystal Palace) World's Fair, NYC.
Lawton, Judy (Henry Grady) Atlanta, h.
Leach, Earl & Josephine (Pennsylvania) NYC, h.
Leary, Johnny (Anchorage) Phila, nc.
Lee, Bob (Wivel) NYC, nc.
Lee, Billie (Melody Club) Union City, N. J., nc.
Lenz, Harris (Pan-Pacific Rink) Los Angeles, a.
LeMaires, The (Ambassador East) Chi, h.
Lengle, Maxie (Pioneer Nut Club) NYC, nc.
Leonard, Hazel (Roumanian Village) NYC, nc.
Leslie, Ken (Pow Wow) Chi, nc.
Lester & Irmajean (Tivoli) Melbourne, Australia, 11-Aug. 21, t.
Lewis, Dorothy (St. Regis) NYC, h.
Lewis Sisters (Leon & Eddie's) NYC, nc.
Lewis, Joe E. (Riviera) Fort Lee, N. J., nc.
Lewis, Mary (Villepigue's) Brooklyn, nc.
Libuse, Frank (Diamond Horseshoe) NYC, nc.
Light, Enoch (Taft) NYC, h.
Lima, Elita, & Carlos Trio (El Chico) NYC, nc.
Little Egypt (Leon & Eddie's) NYC, nc.
Lopez, Maria Luisa (El Chico) NYC, nc.
Lorraine, Billy (Gay Nineties) NYC, nc.
Lucas, Estrellita (Lido Club) Vicksburg, Miss., nc.

M

McCabe, Sara Ann (Versailles) NYC, nc.
McCoy, Bob (Biltmore) NYC, h.
McCoy, Clyde, & Orch. (Fox) Phila, t.
McDonald's, Ethel, "Beef Trust" (State-Lake) Chi, t.
McFarland, Frank (Barney Gallant's) NYC, nc.
McKay, Deloyd (Onyx) NYC, nc.
McKee, Betty (Anchorage) Phila, nc.
McKinley, Barry (Paradise) NYC, nc.
McLean, Barbara (St. Regis) NYC, h.
McLean, Bobby (Chez Ami) Buffalo, nc.
McLean, Ross (New Yorker) NYC, h.
MacDonald & Rosa (Bal Tabarin) NYC, nc.
Madison, Rudy (Gay Nineties) NYC, nc.
Mandre, Mildred (Stratosphere Club) Chi, nc.
Mangean Sisters (Diamond Horseshoe) NYC, nc.
Mann, Jerry (Oriental) Chi, t.
Marilyn & Michael (Rainbow Grill) NYC, nc.
Marr, Patsy (Colosimo's) Chi, nc.
Marsh, Gloria (Jimmy Kelly's) NYC, nc.
Marshall, Don & Ruth (Melody Club) Union City, N. J., nc.
Martin, Rica (Leon & Eddie's) NYC, nc.
Mason, Bud & Gil (Paradise) NYC, nc.
Mason, Lee (Colosimo's) Chi, nc.
Matthey, Nicholas (Casino Russe) NYC, nc.
Melton, Sid (St. Regis) Fleischmanns, N. Y., h.
Merriman, Ted (Palomar) Vancouver, B. C., nc.
Meyers, Ickie, Band (Savoy) World's Fair, NYC.
Mena, Ted (Earle) Washington, D. C., t.
Michel, Hermine (Russian Kretchma) NYC, nc.
Michon, Michel (Russian Kretchma) NYC, nc.
Miller, Susan (Earl Carroll's) Hollywood, nc.
Mills Troupe: Cicero, Ill.
Mirova, Nadia (Russian Kretchma) NYC, nc.
Monte Carlo Singers (Riverside) Milwaukee, t.
Moore, George W. (Apollo) Dusseldorf, Germany, t.
Moore, Leila (Earl Carroll's) Hollywood, nc.
Morgan & Randall (Frolics) Salisbury Beach, Mass., nc.
Morgan, Johnny (Boulevard Tavern) Elmhurst, L. I., nc.
Murray, Elizabeth (Diamond Horseshoe) NYC, nc.
Mystic Vibra (LaSalle) Chi, h.

N

Nazarro, Cliff (Paramount) NYC, t.
Nelson, Joan (Crystal Palace) World's Fair, NYC.
Nichols & Bernie (State-Lake) Chi, t.
Nikegosor, Yasha (Russian Kretchma) NYC, nc.
Niraka (Earl Carroll's) Hollywood, nc.
Nitza & Raval (Anchorage) Phila, nc.
Nobles, Phyllis (Club Minuet) Chi, nc.
Nora, Yvon (Club Minuet) Chi, nc.

O

O'Hara, Pattie (Swing Club) NYC, nc.
O'Neill, Mitzi (Barney Gallant's) NYC, nc.
Olvera Trio (Palomar) Los Angeles, h.
Omar, Prince (Jimmy Kelly's) NYC, nc.
Ortega, Rosita (Havana-Madrid) NYC, nc.
Owens & Parker (Mother Kelly's) NYC, nc.
Oxford Boys, The (Palmer House) Chi, h.

P

Paine, Billy (Cocoanut Grove) Boston, nc.
Painter, Dixie (Rose Bowl) Chi, nc.
Palmer, Gladys (Three Deuces) Chi, nc.
Palmer & Morgan (Plaza Cafe) Pittsburgh, nc.
Palermo, William (La Marquise) NYC, nc.
Parker, Donna, Singers (State-Lake) Chi, t.
Parker, Mary, & Billy Daniels (St. Regis) NYC, h.
Parker, Bob (Paradise) NYC, nc.
Parks, Bobby (Plaza) NYC, h.
Parsons, Kay (International Casino) NYC, nc.
Patricia & Cesar (Havana-Madrid) NYC, nc.
Patricola, Tom (Diamond Horseshoe) NYC, nc.
Patterson, Jim (Aquacade) World's Fair, NYC.
Pedro & Luis (Harbor) Benton Harbor, Mich., p.
Pennington, Ann (Little Old New York) World's Fair, NYC.
Perry, Katherine (Cotton Club) NYC, nc.
Phillips, Jimmy (Bill's Gay '90s) NYC, nc.
Pierce, Burton (Beverly Hills) Newport, Ky., cc.
Pobedina, Jenia (Russian Kretchma) NYC, nc.
Poliakova, Nastia (Russian Kretchma) NYC, nc.
Pollard, Harry (Little Old New York) World's Fair, NYC.
Preston, Esther (Astor) NYC, h.
Punjab (Louis Cafe) Hollywood, nc.

Q

Quentmeyer, Bill (Gay Nineties) NYC, nc.

R

Rae, Loretta (Larry Miller's Resort) Clarks Lake, Mich.
Ray, Joey (Village Barn) NYC, nc.
Raye, Betty (Roxy) NYC, t.
Regan, Belle (Oetjen's Cafe) Brooklyn, nc.
Reillys, The (Fox) Phila, t.
Reiter, Eric (St. Regis) NYC, h.
Remos, Paul (International Casino) NYC, nc.
Ramon & Renita (Ross Fenton Farm) Deal, N. J., ro.
Randolph, Amanda (Plantation) NYC, nc.
Raye & Naldi (Ben Marden's Riviera) Ft. Lee, N. J., nc.
Reed, Diana (Mother Kelly's) NYC, nc.
Renee & Stella (Havana-Madrid) NYC, nc.
Revere, Amy (Little Old New York) World's Fair, NYC.

(See ROUTES on page 34)

Vaudeville Reviews

State, New York

(Reviewed Thursday Evening, July 6)

It's a good thing that the type of audience this house gets is not overly sensitive, for there are decidedly ghost-like implications from both the stage and screen halves of the current bill. Pic is *Wuthering Heights*, wherein the unreal, unnatural mood of Emily Bronte's novel is somberly sustained for an hour and a half.

And on the stage is the late Chick Webb's Band, with everyone's attention drawn involuntarily to the drummer's seat from which Webb built his ork into one of the better and more popular of the colored band attractions. It doesn't engender a particularly cheerful attitude to realize that only a few weeks ago Chick was at those drums; his death is too recent for proper enjoyment of the swing his band is capable of producing. With Webb no longer the main attraction of his ork, the hides should be placed in as inconspicuous a place on the rear of the stand as possible.

At least the skins are used only for rhythm. There are no solo rides on them, which is as it should be. The band itself delivers its usual good swing performance, but that unconscionable feeling that it's a leaderless, almost a ghost band persists. Bardou Ali, as always, fronts and emsees personably, and Taft Jordan of the trumpet section makes a lot out of *Stardust* both on his horn and vocally. But it's hard to appreciate it.

Ella Fitzgerald, nominally heading the outfit now (billing is Ella Fitzgerald and the famous Chick Webb Orchestra), appears as before, at the conclusion of the 60-minute show for a 10-minute stint on a quartet of songs. Spotting *Don't Worry 'Bout Me* and *Stairway to the Stars*, two similarly tempoed ballads, together was hardly a brilliant example of showmanship. *Tisket*, the wind-up, of course knocks them in the aisles.

Chuck and Chuckles, with some fine dancing and atrocious humor, and Peg Leg Bates with his always awesome one-legged hoofing, round out the bill.

Opening night had Eddie Cantor, fresh from his triumph of the week before here, appearing at the late show, "out of respect to the late Chick Webb." Thus Cantor's soulfully delivered reason, the sincerity of which is open to some question when the alacrity with which Cantor rushed into some corny gags and some "I" references to his week here is considered. There was no need for a wake (it was depressing enough anyway) but a genuine little tribute to Webb would have been much more to the point.

House filled at performance caught, with a quarter of it emptying after the Cantor appearance midway thru the stage show. *Daniel Richman.*

State-Lake, Chicago

(Reviewed Friday Afternoon, July 7)

Will J. Harris, former Balaban & Katz producer, who has returned to their ranks temporarily, hastily concocted a unit idea revolving around the New York World's Fair. With the material on hand he wanders successively from the *Living Magazine Covers* show into Georgie Jessel's *Little Old New York*, then to the Sun Worshipers' Colony, to the Savoy and finally winds up in Billy Rose's Aquacade. It is fresh production stuff, but obviously due to lack of time in preparation it will have to lose a few of its creases before it will run as smoothly as designed by Harris on paper.

The 16 line girls, used frequently in B. & K. houses, have good stage personalities and follow instructions with little ado. They are a decorative set and in several changes of costumes serve as flashy trimmings in five scenes. In the Old New York setting Ethel McDonald's four Beef Trust Girls furnish proper atmosphere, and six Donna Parker Singers in handlebar mustaches take you back to the face-on-the-barroom-floor days.

The chorus kids are at their dressiest in the magazine cover opening, parading singly in fancy get-ups. Garron and Bennett, ballroom team, top this scene with two whirlwind routines, employing a larger number of tricks to score.

Nichols and Bernie, tap team composed of a man and little girl, work hard but overstay their welcome. Did some four routines second show opening day, about two too many. Also act can stand some more organization and polish.

Emil and Evelyn are on their own with their thrilling teeterboard session. They attempt daring tricks, and the execution of each is good for a hand. Man uses a Hugh Herbert type of comedy for laughs, a feature that has possibilities. Girl is a striking-looking platinum blonde who fits into this work most ably.

In the Sun Worshipers' Colony the girls prance in gauze trains against a garden background, followed by a living fountain display that strikes a novel note. In the center Elsie and Herman on a circular fountain display good adagio poses.

Ulis and Clark furnish about the only comedy on the bill. Man and woman talk session has its amusing moments particularly due to the female's funny facial gestures and movements. When caught audience couldn't get enough of her. Both wind up in song.

Primitive dancing, revived by the jitterbugs, gets its inning in the Savoy, centered around a strutting Negro couple. The Donna Parker Singers with Darlene O'Day, prima donna, earned a warm hand with their harmony singing. Renditions of *Donkey Serenade*, *Concert in the Park* and *Wishing* were balanced and pleasing to the ear.

In the Aquacade finale the Four Robeys get their inning with some amazing novelty balancing. Here is non-descript balance work that is different and thoroly entertaining. Three men and a woman compose the quartet and each seems to take an equally active part.

On screen, Warner's *You Can't Get Away With Murder*. Business fair second show opening day. *Sam Honigberg.*

Golden Gate, San Francisco

(Reviewed Wednesday Evening, July 5)

Artie Shaw and his clarinet stepped into the spotlight at the Golden Gate yesterday, with the house packed to the roof.

Band number which registered best was *The Chant*, composed by Shaw. The theater foundations groaned with the pain of holding up so many tapping feet.

But all of the high-pitched adulation was not exclusively for Shaw. The spectators had a lot of applause left for the dusky and effortless singing of well-fashioned Helen Forrest, the trap work of Buddy Rich and the alto sax handling of George Auld.

Al Bernie, late of the San Francisco fair's *Ziegfeld Follies*, gave impersonations of theatrical personalities that had the audience yelling for more.

Paul Gordon, billed as the "Prince of Wheels," did tricks on the bicycle, and blond Betty Lawrence Cooke went into some tasty tap routines.

The Girl and the Gambler was the screen offering. *Edward Murphy.*

Chicago, Chicago

(Reviewed Friday Afternoon, July 7)

From the looks of the good opening show house, it is pretty safe to bet that Jack Benny's appearance in *Man About Town* (Paramount) will attract better-than-average attendance this week. He has a high mark to shoot at, tho, for his predecessor is Bob Hope, who in person was responsible for the best business Chicago has seen in many weeks. The current supporting stage bill has its entertaining moments but in general is too slow to measure up with the average revue here. Six acts and Fred Evans' 16 girl line are prominently spotted.

The Evans group opens with a lively portrayal of the *Beer Barrel Polka*, dancing this latest craze in Tyrolean costumes and atmosphere. Augmenting this minor spectacle are the Donna Parker Singers, a group of men working in pleasing harmony, and Christi and Hansl, who revel in this merry setting with a native hand-slapping number.

The Colstons, dance satirists, follow and stayed on for three varied routines, well offered and equally well received. Mixed team displays a good sense of comedy and use it to advantage in their set, which in this case included a waltz, rumba and light closing routines. Each is topped with hand-getting acrobatic tricks.

Hector and Pals, dog act, pleased the early afternoon kiddie house. There is, however, too much talk in the turn and not enough action on the part of the dogs, a fact which the owner admits to the audience. Is now working with a young and attractive acrobatic miss who gets a hand with a series of somersaults.

Yvette Rugel, strong coloratura, works on a full stage, a pleasant departure from the down-front setting. Opens with *Only Make Believe*, goes into a man-getting medley and ushers in the ensemble in a costumed waltz popular during Napoleon's era. It is a well-staged production affair and brilliantly costumed.

The Chesterfields with their musical mishappenings amused the customers, but only in a minor way. It is a typically European act, timed for the slow-tempo loving people on the other side of the ocean. One attempts to show how badly he can sing, while supported by a listless assistant at the organ and later joins him musically on a viola. It's a bang-up finish, tearing up everything in sight; and from a pure sight angle the last three or four minutes are laugh getters.

The Evans line and the Donna Parker Singers return in the finale to dramatize *Begin the Beguine*. Catch the fascinating mood of Cole Porter's best seller.

Sam Honigberg.

Paramount, Los Angeles

(Reviewed Thursday Afternoon, July 6)

The old Kollege of Musical Knowledge is holding forth here this week, with Prof. Kay Kyser at the helm to dish up his familiar brand of entertainment. Downtown Paramount seems to have suddenly become the center of population as the theater reports the biggest biz done in years.

Opening found the band on the stage doing a swing arrangement of *F. D. R. Jones*, with Kyser going heavy on mugging and getting a great hand. In quick order he introduced his entertainers, with Harry Babbitt doing *And the Angels Sing*, Sully Mason taking a chorus of *Lady's in Love With You*, and Ginny Simms scoring with *St. Louis Blues*.

Keeping the show moving at a fast clip, Kyser used the same system of getting contestants as he does for his radio show. Holders of lucky numbers got up on the stage and amid a bit of gagging finally got going. Contestants gave the crowd plenty of chuckles with their stage fright. Kyser made the most of every opportunity to slip in a gag, which helped the pace.

One of the best numbers was the Kyser version of *Heigh Ho, Silver*. With the boys dressed in 10-gallon hats and Kyser blasting the roof off the place with blank cartridges, the piece went swell.

The best received bit was the rendition of *Three Little Fishies*. *Beer Barrel Polka* and *Wishing*, with Ginny Simms and Harry Babbitt, and *Dark Town Strutters' Ball* for a closer, got the crowd off their hands.

Flicker bill strictly on the weak side with *Grand Jury Secrets*.

Dean Owen.

Shea's Buffalo, Buffalo

(Reviewed Friday Afternoon, July 7)

Even tho it is still the only movie house in town using any kind of stage attraction, with the exception of one burly house, the Buffalo has spiked up its usually tepid summer menu with an unprecedented number of guest appearances this season. Following the Merry Macs is a new conductor, Ernest Watson. Watson has already won the town in the two short weeks of his local engagement thru his jolly-good-fellow attitude and his fine showmanship.

Aside from his comedy appeal, accentuated by his short, chubby appearance, Watson can really do things with a band. He put the ork thru some refreshingly novel instrumental tricks, including animal voice effects. His own solo on a miniature trumpet was an excellently executed piece of arranging, and had the band co-operating 100 per cent.

Presentation of the 22-piece band, plus five vocalists, was entitled *Bouquet* and consisted of a cross-cut of mostly old and newer floral songs. *Rose Room*, *Mosquito Parade*, *Toy Trumpet* and *In a Monastery Garden* were straight orchestral numbers, but impressed with their intricate arrangements.

Gertrude Lutzi has improved her fine high soprano voice and her renditions of *Last Rose of Summer* and *Moonlight and Roses* were very well received. Her occasional ventures into coloratura territory sound as well as her straight soprano thrushing and the delivery of the numbers was operatic in volume as well as dramatization. She knows how to keep attention focused on herself. If only she would not have persisted in wearing a perfectly hideous outfit, that

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appeared like a camisole top and petticoat skirt, she would have been easier on the orbs.

The Four Buffalonians, Eddie Manguso, Al Colthurst and Warren Hardy, including the featured singer, Art Steffen, did an admirable job of their *Flowers for Madame* version. Arrangement was clever and had each one of the boys do a solo of *Daisy, Lilac Time, An Orchid to You* and *Little White Gardenia*. Art Steffen soloed with *When Apples Grow Upon a Lilac Tree* and, aided by his dark-and-handsome appearance, got his thanks from the audience.

Boys and Miss Lutzi handled the finale of *Moonlight and Roses* with nicely modulated blending technique.

Boys in the band are Maurice Nicholson, Simon Nieman, Max Miller, Frank Plagge, Meyer Balsom, Wallace Michalski, Harry Slick, Norman Wullen, Theodore Mayer, Anthony Mittiello, Vincent Impellitter, Gene Bishop, Lawrence Albano, Stephen Lisafeld, Donald Whipple, Nicholas Attco, Jules Pillet, Bert Lapedina, George Breckenridge, Santolo Carnero, George D'Anha, and arrangers Cal Jarowitz and Ivan Beaty.

Vincent McPaul is the general manager of the 12th Shea's theater here. William Brett manages the Buffalo. Charles Taylor is head of the publicity department.

Picture, *Daughters Courageous* (Warner Bros.).

Next attractions at the Buffalo are Ozzie Nelson, Harriet Hilliard and band starting July 21 for one week.

Eva M. Warner.

Review of Unit

"Sunkist Vanities"

(Reviewed at Park Theater, Mansfield, O., Friday Evening, June 30)

Talent and variety run riot in this hodge-podge of vaude turns, pleasingly blended into a unit headed by Harry Berry, its producer. It's the first stage show for the local house in a long time and the only flesh locally this week.

Four solid specialties involve dancing, good music, hokum and magic—but it's a snappy but small gal band that walks off with the honors. Easily one of the most entertaining revealed here in weeks.

The California All-Girl band is made up of girls of present-day vintage who dish up some really hot numbers and some that score for rhythm alone. Band is a splendid flash, and staging makes it a great novelty act. But beyond that, the femmes have musical ability and can deliver.

Near show-stoppers are Rostin and Perez, team of dancers, with an Indian adagio number as their standout. Dr. Lewis and his Stooges are comedians with a bag full of tricks, a screwball act that fits in with the hot weather. Phillips and Breen, dancers and skaters, and Roberta Hine, a xylophonist who taps while she plays, were two other sure-fire turns. Bill King does a fascinating jitterbug juggling act, and Fannie, a canine prodigy, held the attention of every juvenile in the house. Willie Dee, sleight-of-hand artist, is billed as an added attraction and keeps his audience interested and guessing.

Harry Berry binds the show together and keeps it moving at a fast pace. Originally announced as an evening attraction, unit broke in with matinee Thursday. Biz good despite hot weather.

Screen fare, *The Family Next Door* (Universal).

Rex McConnell.

Kahn Band Walks Out of the Bum, Claiming Back Pay

PHILADELPHIA, July 8.—The woes of Benny Fogelman, operator of Benny the Bum's, continue to increase. The latest setback to the smooth running of his nitery developed late last week when the band of Harry Kahn walked out. With the absence of music, the entertainers had to be dropped.

Kahn's crew checked out when their pay, said to amount to $380, was late in forthcoming. Fogelman was said to have been out of town when this occurred.

In the meantime the club will continue to operate until definite disposition is made on his appeal to have the liquor license revocation for his spot set aside. The hearing on his appeal, postponed from June 30 will come up shortly in the Court of Common Pleas.

Stork Club Ejects Patrons

NEW YORK, July 8.—The Stork Club had a fire yesterday at 3:30 a.m., but the local papers did not carry a line on it.

Fire occurred in the air-conditioning machinery and the air blew the fumes into the club while waiters hurriedly opened windows and exits.

Patrons rushed out and one of them, a hotel press agent on his night off, later admitted ruefully that he got so excited that he paid his check before hurrying out.

More U. S. Acts Set for Europe And Australia

NEW YORK, July 8.—Foreign bookings of American acts are on the rise because of the ruling that performers may only play in Great Britain for six months and then must move on to the European Continent or return to the United States. Because of this condition, agents are meeting a new demand to keep sending over fresh talent.

This trend was noted in the bookings of the William Morris office for England, Australia and the Continent, especially active in the past few weeks. Dick Henry, foreign booker for the Morris office, is lining up dozens of acts to play Australia for Frank Neil's Tivoli Circuit.

Set to sail July 19 on the Monterey, to open in Australia August 14, are Chuck and Chuckles, Boise and Ladd and Sunnie O'Dea. Those who will follow are Four Franks, Senator Murphy and the Mills Brothers, to open in Melbourne. Kendall Capps opens at the Tivoli August 30. Morris office claims that it has offers on a dozen others.

Neil was in this country several months ago, spending time in Chicago and New York lining up talent for 10 units to play Australia and New Zealand.

Henry reports that Peg Leg Bates sails next week for London to open at the Coliseum, marking the dancer's sixth consecutive year of English bookings. Jack Durant was booked into the Jack Hilton show at the Palladium, London, on a five-week guarantee.

Other acts set for the Continent by Henry include Stafford and Louise, sailing July 12 to open in Cannes July 19, then into Deauville, France, and from there moving into the Palladium and the Savoy Hotel, London.

U. S. Acts Kept Working in Europe

LONDON, July 8.—Joe Termini, finishing Stoll contracts August 15, may go to Sweden at end of that month.

After three years and nine months here Batie and Foster will take vacation, either on Continent or in New York, when bookings finish on July 16. Boys contemplate returning to England in 1940 for a black and white revue.

Toy and Wing made successful London debut, doubling Palladium and Holborn Empire. Last week they went into Berkeley Hotel floor show and will go later to Continent, where bookings include a month at Berlin Scala.

Doubling with London Casino, new American team of Noel Carter and Billy Vine on Monday joined *Gaieties de Montmartre*, non-stop revue, at Prince of Wales Theater.

Myrtle Beach Hotel Folds Due to Paralysis Scare

MYRTLE BEACH, S. C., July 8.—Ocean Forrest Hotel, most pretentious hotel on the Carolina Coast, has closed following July 4 business. Close was brought on by poor business caused by infantile paralysis scare in this section.

Engagement of Charlie Randel's band and the Arthur Murray dancing team of Florence Huber and Sable LaVigna has been canceled. The hotel will transfer operations to the Ocean Forrest Country Club, and plans are to reopen hotel next season.

Business with the hotel was off all season, but spot was kept open until after the Fourth in an effort to cash in on the triple holiday crowd.

Resort trade has been off generally here this season, and natives principally blame Health Officer Dr. Carl Reynolds, who urged North Carolinians to "patronize North Carolina beaches and to avoid Myrtle Beach because of the infantile paralysis epidemic in South Carolina."

Ballroom Team Group Urges AFA To Correct Wage, Work "Abuses"; Disclaims Factional Ambitions

NEW YORK, July 8.—As an outgrowth of charges made against the American Federation of Actors by its parent union, the Four A's, ballroom teams have formed their own group, Professional Ballroom Dance Teams of America, and met for the first time Thursday night at the Alberto Galo studios to air grievances and complaints which they claim have heretofore gone unheeded by the AFA.

Group has no affiliation with any of the factions in the AFA-Four A's battle, and claims, thru its attorney, Jonas T. Silverstone, that its members are not "chronic complainers" and are "willing to go along with the AFA if the union makes an effort to correct the abuses which ballroom teams have had to undergo in the past few years."

Major grievances aired at the meeting, which was attended by more than 100 people, according to Silverstone, were enforcement of the closed-shop contract, inadequate wages, current AFA minimum scale for ballroom teams being $70; the use of Arthur Murray teachers, which they insist has supplanted dance teams in many hotels and resorts; kickbacks, and a closer affiliation with the other unions working in night clubs and hotels.

Meeting adopted a nine-point program which called for having a voice on the AFA council; a bargaining unit of their own, if necessary; recognition of the ballroom team as a class act, reciprocal agreements with other unions and permission to have one of their own people representing them at the hearing this Monday. They also said they would not "prejudge" the outcome of the hearing.

Group meets again this week and will elect officers.

Ralph Whitehead, AFA executive secretary, said today that he knew of the ballroom team movement and that he didn't think it was fair for the new group to issue press releases concerning its grievances before it had even submitted them to the AFA." Ballroomers, on the other hand, claim that their grievances were submitted, but went unheeded.

As for the grievances, he said, all the ballroom teams have to do is to "bring them up to the AFA office." Dancers say that's just what they did. Whitehead says Silverstone's statements are not all correct. He says there is no such thing as a "$70 ballroom team minimum" and that there is no AFA minimum for ballroom teams, since the minimum is usually per person and, furthermore, never applies to any special type of act. The minimum set always depends on the type of employment and applies to all AFA performers, excluding chorus, which has a lower minimum, he points out.

Whitehead further points out that "recognition of the ballroom team as a class act" is something the AFA cannot do. He says the AFA sets minimum salary standards and then leaves it up to each act to bargain for as much over the minimum as it can get.

As for dancers "having a voice on the AFA Council," Whitehead says Charles Mosconi, Guy Magley, Dan Healy and Sally Rand are dancers who are now on the council and adds that dancers are always free to nominate dancers for the council at the annual elections.

N. Y. Clubs Still Waiting for Those World Fair Crowds

NEW YORK, July 8.—The apparent onrush of tourists to the World's Fair are still conspicuously absent from the local night clubs, whose owners are now wondering if they're ever going to show up.

Withal, however, the International Casino is holding up and managing to make a few grand with the heavy budget show. Gross for the spot last week was $49,000. On the other hand, the Paradise on Monday night played to 60 people for the evening. Diamond Horseshoe reports that it has been doing good business.

International Casino reduced its talent budget this week with the replacement of Milton Berle, Georgie Tapps and the Jansleys with Herman Hyde, the Honey Family and the Huberts.

Other activity on the night club front has been slim, with shows set for the summer season. At Leon and Eddie's, Bobby Martyn, former owner of La Conga, went in last week as manager of the spot.

The Maisonette Russe of the Hotel St. Regis is scheduled to unshutter October 1 under the name of Maisonette because of the change of decor, atmosphere, talent and food to Hawaiian. Talent signed for the new room includes Elmer Lee's Ork and Clara Inter, plus a line of Hawaiian girls.

World's Fair Is New Catchword For Unit Titles

NEW YORK, July 10.—With the New York and San Francisco world's fairs so widely publicized, vaude units are trying to cash in on the world's fair name.

Already on the road are units called *World's Fair Revue*, Major Bowes' *World's Fair Revue* and *World's Fair Follies*. There are many others, mostly small units playing percentage dates in small towns.

Unit owners believe the World's Fair label is definitely box office and will continue so for another year at least. A few years ago Amateur Winners meant box office in a unit name, and previously units had been exploiting such box-office names as *Follies, Folies Bergere, Radio City, Scandals, Vanities* and *Broadway*.

Unit owners trying to pick up quick cash and not worried about repeat dates have always tacked on glamorous names to their units regardless of whether the talent and the staging warranted such fancy titles. In fact, legit producers have often complained that broken-down vaude units carrying fancy titles have helped ruin the road for genuine Broadway revues.

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Magic

By BILL SACHS
(Communications to Cincinnati Office)

HELEN (SKIPPY) DOMZALSKI, daughter of Walter H. Domzalski, Detroit attorney and magician and in her own right a crackerjack magic and mental worker, drew a full page in *The Detroit News* pictorial section of June 25 as the subject of an interesting yarn by Rex C. White citing Skippy's uncanny ability to read minds and her deftness with the magic wand. The article was illustrated with four photos of Miss Domzalski in various poses. The story brought Skippy offers to join different criminal investigation chapters from various sections of Michigan and Ohio. . . . BILLY MONROE, who formerly did a magic and vent act in vaudeville and who also served as juvenile, comedian and scenic artist with various stock companies in the past, is now engaged in the advertising business in Jacksonville, Fla., where he also conducts a chicken ranch as a hobby. Altho retired from the stage since 1923, Monroe still does his magic stint on occasional club and party dates. . . . LEON LONG, colored magish, postals that he recently caught S. S. Henry with the Harley Sadler Tent Show at Clovis, N. M. . . . LE CARDO has quit Detroit for awhile and is current at the Showboat, Indianapolis. . . . TONY BRANDINO, who closed recently with the *Hit Parade* Tent Show after a two-month trek, is working the Blue Grass Country Club, Lexington, Ky., from where he heads southward. . . . THE DEMONS CLUB, Decatur, Ill., held its annual picnic at

(See MAGIC on page 36)

How They Got Acquainted

NEW YORK, July 10.—Milton Berle, who closed last week at the International Casino, recalls the gag about the drummer who met a piano player on 50th street and asked him where he worked.

"I'm with the Radio City Music Hall pit orchestra. I'm the last man on the right," the drummer explained.

"Glad to meet you," said the pianist. "I'm on the other end."

ROUTES

(Continued from page 31)

Reynolds, Jane (Club 18) NYC, nc.
Rhodes, Dottie (Black Cat) NYC, nc.
Rhythm Ramblers (Dog House) Reno, Nev., nc.
Rhythm Ramblers, Three (Roxy) Salt Lake City 13-20, t.
Ricalde, Orlando (Villa Venice) Northbrook, Ill., ro.
Richards, Harold (St. Regis) NYC, h.
Richards-Adrienne Dancers (Villa Venice) Northbrook, Ill., ro.
Richey, Jean (Martin's Tavern) Lima, O., nc.
Richman, Harry (International Casino) NYC, nc.
Riedinger Bros. (Cloister) Sea Island, Ga., h.
Rio, Joe (Chez Dockley) Chi, nc.
Rios, Rosita (Havana-Madrid) NYC, nc.
Ripa, Bob (Palmer House) Chi, h.
Roberts, Whitney (Palomar) Los Angeles, b.
Roberts & Farley (New Yorker) NYC, h.
Robinson, Bill (Cotton Club) NYC, nc.
Roky Bros., Four (State-Lake) Chi, t.
Rogers, Rod (Frolics) Salisbury Beach, Mass., nc.
Rollickers Trio (Penn Albert) Greensburg, Pa., h.
Rose, Audrey (Yoder's) E. Alton, Ill., nc.
RoseDe, Jessie (400 Club) Chi, nc.
Ross & McCain (Small's Paradise) NYC, nc.
Ross, Lee, & His Singing Violin (Lobby Cafe) Juarez, Mex., nc.
Roth & Berdon Swing Caps (Colosimo's) Chi, nc.
Rowland, Adele (Elysee) NYC, h.
Royal Rollers & Mickey (Balsams) Dixville Notch, N. H., h.
Royal Don (Palomar) Los Angeles, nc.
[illegible] Rosita (Crystal Palace) World's Fair, NYC.
Russell, Yvette (Chicago) Chi, t.
Russell, Slim: Santa Fe, N. M.
Russell, Lynn (Half Moon) Coney Island, N. Y., h.
Ruiz, Maclovia (LaConga) NYC, nc.

S

Sailer, Dick (Earle) Washington, D. C., t.
Sarasels, Four (Strand) NYC, t.
Satz, Ludwig (Old Roumanian) NYC, nc.
Saunders, Milton (Ambassador) NCY, h.
Sava, Marusia (Casino Russe) NYC, nc.
Saxon, Bea (Capitol) Washington, D. C., t.
Scheif, Fritzi (Diamond Horseshoe) NYC, nc.
Schoolman, Francis (Tony's) NYC, nc.
Schwenk, Hans (Little Old New York) World's Fair, NYC.
Shannon, Terry (Jimmy Kelly's) NYC, nc.
Shaw, Ralph (Holland) NYC, h.
Shaw, Bert (Belmont-Plaza) NYC, h.
Shaw, Esther (Lexington) NYC, h.
Shipstead, Roy (Pan-Pacific Rink) Los Angeles, r.
Shore, Willie (Colosimo's) Chi, nc.
Short & Bowman (Small's Paradise) NYC, nc.
Si, Fanny, & Male Abner (Old New York) World's Fair, NYC.
Sidell, Bob, Trio (Beverly Hills) Newport, Ky., cc.
Siegfried, The Great (Sun Valley, & Winter Wonderland) World's Fair, NYC.
Simpson, Carl & Faith (Savoy) London, h.
Simpson Sisters (St. Regis) NYC, h.
Slate Bros., Three (Strand) NYC, t.
Solorzano, Consuelo (Club Gaucho) NYC, nc.
Son & Sonny (Cotton Club) NYC, nc.
Sonia & Margo (Earle) Washington, D. C., t.
Spivy (Tony's) NYC, nc.
Spizzie & George (Small's Paradise) NYC, nc.
Staples & Cerny (Palmer House) Chi, h.
Steiner Trio (Celebration) Dunkirk, N. Y.
Steiner & Doran (Lookout House) Covington, Ky., nc.
Sterling, Dolly (606 Club) Chi, nc.
Stewart, Bernice (St. Regis) NYC, nc.
Stone, Mary (Colosimo's) Chi, nc.
Strickland, Charles (Gay '90s) NYC, nc.
Stump & Stumpy (Riverside) Milwaukee, t.
Sullivan, Freda (Village Barn) NYC, nc.
Sullivan, Maxine (Onyx) NYC, nc.
Sutherland, Ann (356 Club) San Francisco, nc.
Sweeney, Bud (Chez Ami) Buffalo, nc.
Swifts, Three (Earl Carroll's) Hollywood, nc.

T

Tabor, Desiree (New Tokay) NYC, re.
Tanya (Jimmy Kelly's) NYC, nc.
Tapps, Georgie (International Casino) NYC, nc.
Taylor, Irene (Netherland Plaza) Cincinnati, h.
Taylor, Harry, & Kewpie Dolls (Centennial Celebration) Sacramento.
Terrell, Billy, & Co. (Majestic) Waukesha, Wis., 11-12; (Plaza) Burlington 14-15, t.
Texas Rockets, Five (Freddie's Cafe) Cleveland, nc.
Tharpe, Sister (Cotton Club) NYC, nc.
Theodora (Lapin's Merry-Go-Round) Dayton, O., nc.
Thomashefsky, Boris (Rainbow Inn) NYC, re.
Tisdale Trio (Coq Rouge) NYC, re.
Tonak, George (Bill's Gay '90s) NYC, nc.
Trixie, Miss (Riviera) Fort Lee, N. J., nc.
Trojans (Paramount) NYC, t.
Twardy, Ray (Aquacade) World's Fair, NYC.

U

Ulis & Clark (State-Lake) Chi, t.
Unique Troupe: Kittery, Me.

V

Valdez & Peggy (Blue Meadow) Lexington, Ky., cc.
Valdes, Vera (Spinning Wheel) Seattle, Wash., nc.
Valentine's Sensational Flyers: Elkhart, Ind., 8-13.
Valentinoff, Valya (Paradise) NYC, nc.
Vance, Valerie (Jimmy Kelly's) NYC, nc.
Variety Singers (Roxy) NYC, t.
Velez, Angela (St. Moritz) NYC, h.
Victor, Prince (Egyptian Tea Room) Louisville, nc.
Vodery's, Will, Choir (Cotton Club) NYC, nc.

W

Wahl, Walter Dare (Capitol) Washington, D. C., t.
Waldron, Jack (Paradise) NYC, nc.
Wallace, Beryl (Earl Carroll's) Hollywood, nc.
Walsh, Mary Jane (Plaza) NYC, h.
Walters, Gene (Jimmy Kelly's) NYC, nc.
Wanda & Evans (Lock & Key) NYC, nc.
Wanger, Wally, Girls (Leon & Eddie's) NYC, nc.
Waring, Fred, Glee Club (Billy Rose's Aquacade) World's Fair, NYC.
Washington, George Dewey (5100 Club) Chi, nc.
Wayne, Marshall (Billy Rose's Aquacade) World's Fair, NYC.
Webb, Chick, Orch. (State) NYC, t.
Weber, Rex (Paradise) NYC, nc.
Weeks, Marion (Little Old New York) World's Fair, NYC.
Weissmuller, Johnny (Billy Rose's Aquacade) World's Fair, NYC.
Wells, Billy, & Four Fays (Beverly Hills) Newport, Ky., cc.
Wences (Dorchester) London, h.
Wengle, Helen (Colosimo's) Chi, nc.
West, Frieda (Palmetto's Cafe) Detroit, nc.
West's, Frank, Paramount Trio (Park Grille) Newark, N. J., nc.
White, Jack (18) NYC, nc.
White, Jerry (Radio Franks) NYC, nc.
White, Dorothy (St. Regis) NYC, h.
White, Billy (Boulevard Tavern) Jamaica, L. I., nc.
Whitney, Dorothy (Radio Franks) NYC, nc.
Whiteside Troupe (Crystal City) Tulsa, Okla., p.
Wicks, Gus "Popeye" (Radio Frank's) NYC, nc.
Williams, Dolores (St. George) Brooklyn, h.
Williams, Fess, Band (Savoy) World's Fair, NYC.
Williams, Frances (Billy Rose's Aquacade) World's Fair, NYC.
Willard, Harold (Gay Nineties) NYC, nc.
Willie, West & McGinty (Aquacade) World's Fair, NYC.
Wilson, Charley, Trio (Le Poissonnier) NYC, nc.
Wishes, Jerri (Walton) Phila, h.
Wolandi: North Adams, Mass.
Wood, Johnny (Earl Carroll's) Hollywood, nc.
Woods & Bray (Edgewater Beach) Chi, h.
Woods, Sonny (State-Lake) Chi, t.
Worthy, Mildred (Diamond Horseshoe) NYC, nc.
Wright, Charlie (Buckingham) NYC, h.
Wright, Edythe (Pennsylvania) NYC, h.
Wynn, Sherry (Club Minuet) Chi, nc.

Y

Yedla, Max (New Tokay) NYC, nc.
Yero, Vincent (Merry-Go-Round) Dayton, O., nc.
Yola, Rosemary (Show Bar) Forest Hills, L. I., nc.

(See ROUTES on page 60)

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Burlesque Notes

(Communications to New York Office)

NEW YORK:

SALLY KEITH filled in one week of extra attraction, July 7 to 13, at the Continental. Looney Lewis opened same week. Exiting were Mike Sachs and Alice Kennedy. Balance of cast, including Joy St. Clair, Miss St. Louis, Harry Rose, Marie Cord, Joey Shaw, Charles Schultz and Artie Lloyd, held over. . . . QUEENIE KING, dancer, opened at the Eltinge July 7, and sister, Mary Ann King, is featured in Jimmie Davenport's new girlie show, *Streamlined Follies*, on Coney Isle. . . . CLARA GRAY heads another floor show of five girls on Coney via Statich's dance hall. . . . REPUBLIC and Eltinge both ran midnighters after the last show on July 3. . . . BURLESQUE CLUB members mourning the loss of their longtime steward, Lou Lesser, who passed away July 2 in Morrisania Hospital. . . . JUNE MARSH left the Gaiety and Madge Carmyle the Eltinge July 6, both to open at the Nomad Club, Atlantic City, July 7. . . . MARGIE KELLY is rehearsing for George White's *Scandals*.

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EDDIE GRAY and Bunny Harlow, dancers, formerly of the Hirst circuit, are engaged for the summer at the Hoffman House, Napanoch, N. Y., which this season is operated by Michael and Fanny Wilensky and Harry Cohen. The Wilenskys are new hotel operators, while Cohen has been in the game the last 25 years. On the entertainment staff are Sammy Spector, social director; Thelma Wynne, vocalist; Dave Saxon, comedian-singer, and Cy Fisher's Ork. Francine Rudnick, nine-year-young daughter-singer and dancer of Dr. Harry and Lily Rudnick, closely related to the Eltinge Rudnicks, extra-attractioned here over the July 4 week-end, as did Anna Toback. . . . DIANE RAY opened at NTG's as one of the Sun Worshipers at the fair after a lengthy stay in Western niteries. . . . FRANK COOPER, associated with burly houses here, is vacationing in Atlantic City.

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JEAN ROCHELLE, dancer, last week introduced a new half man-half woman novelty, her own conception, she says, which she calls *The Bride of Frankenstein*, at NTG's Congress of Beauties at the World's Fair when she shelved *The Dance of the Lovers*. . . . MICKEY HOLDEN sends word from Springfield, Mass., of the marriage there of Lily Moore, former burly performer, and Archie Brodkin, former State Theater manager now connected with the local Lenox Hotel. . . . PHIL ROSENBERG placed Pat Paige, Myrna Dean, Manicka, Pat Purcell and Gay Knight at the Republic, opening July 7. Exits were Diane Johnson, Tony Mitchell, Leone Thurston, Ben Hamilton and Lillian Carnes. . . . PAT PAREE comes to the Gaiety and Isabel Brown to the Republic July 14. . . . DOROTHY HENRY and her milk bath novelty, now under Will Weber's management, closed at the Eltinge July 6 for a four-week engagement at the Rathskeller nitery, Philadelphia. . . . DOLORES DAWN new at the Gaiety July 7. Replaced June Marsh.

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WALTER BROWN, comic, now supplying the funsters up at the 125th Street Apollo with burly bits, the same as George Rose did before. . . . NATALIE CARTIER is considering an offer to produce units at Fay's, Philadelphia, next season. . . . THE MINSKY-RUDNICK regime donated the Eltinge to a refugee benefit midnighter June 29 by way of a movie show held under the auspices of Movie Operators' Union, Local 306. . . . JIMMIE LEWIS, tenor, opened at the Gaiety June 30, the same day Buddy Orlando went to the Continental. . . . JOE DeRITA, new comic at the Eltinge, replaced Billy (Bumps) Mack July 7. . . . DOC JOE HUB, of Baltimore burly houses, a double for Jack Beck, was a visitor here over the July 4 week-end. . . . FAY NORMAN, former burlesque ace, is now operating a country home and raising chickens in Aberdeen, O. . . . BELIEVE IT OR NOT, a Chinese waiter's name at Ruby Foo's restaurant in the 50s is Minsky.

• • •

VILMA JOZSY, back in burlesque after an engagement at the New York World's Fair, received a suspended sentence from Magistrate Curran last week, on charge of having an unleashed and unmuzzled dog in Central Park. She pleaded guilty, with explanation that the dog was owned by a friend. . . . HELEN BINYLER, formerly of the Allen Gilbert showgirls at the Apollo and Irving Place theaters, New York, is now Mrs. William A. Webber, of Chester, Pa.

UNO.

Chicago:

GEORGE YOUNG reopens his Roxy, Cleveland, around July 25 for a couple of weeks, hoping to cash in on convention trade which will hit the peak at that time. . . . HARRY CONLEY, who passed thru town recently, was in an auto accident near Niagara Falls, N. Y. . . . N. S. BARGER, operator of the Rialto here, was in New York last week. . . . FRANCES ABRAMS, Milt Schuster's sec, vacationing in Battle Creek, Mich.

National, Detroit, To Reopen

DETROIT, July 8.—National Theater closed Sunday for the first summer in its history. The house is slated to reopen in late August with a similar burlesque policy. Two burlesque theaters, the Avenue and the Empress, remain open.

Talent Agencies

RAY S. KNEELAND, Buffalo, has taken Al Williams' colored band under management and has the ork booked solid for parks in this area. Thursdays and Sundays band plays at Celeron's Pier Ballroom; Tuesdays and Fridays at Coconut Grove, La Salle, and Wednesdays and Saturdays at Silver Lake Park, Perry, N. Y. Kneeland has also added the Skateland Rink in Celeron Park to his books for skating acts and will supply 12 acts for an outdoor floor show for its annual Flickinger Day, July 16. . . . WALTER J. GLUCK, Buffalo, has added the "Hofbrau" in Waldameer Beach Park, Erie, Pa., to his books for exclusive talent bookings. . . . TOMMY HARRIS, for years with the Gus Sun office in Detroit, has been made assistant manager of the Colonial Theater, expected to return to stage shows in the fall, when he will handle the vaude.

JACK BLUE AGENCY, Denver, reports that it begins booking the Roxy, Salt Lake City, starting July 13. House is playing vaude five days a week. Agency is also booking Lobby Cafe, Juarez; Gladstone Hotel, Casper, Wyo.; Billings Club, Billings, Mont.; Plamor Club, Cheyenne, Wyo.; Embassy Club, Denver; Kajo Klub, Scottsbluff, Neb.; Plains Hotel, Cheyenne, and the Riverside Club, Casper.

MANICKA
IN HER LATEST NOVELTY DANCE CREATION
"THE LEGEND OF THE FLAME"
Conceived by Lionel Russell, of the Wally Jackson Dance Studio
Also Other Interpretive Dance Routines
AT THE REPUBLIC, New York City, Indefinitely
Direction: PHIL ROSENBERG

THANKS TO MR. N. S. BARGER
FOR THE LONG ENGAGEMENT AT THE RIALTO, CHICAGO
IDA ROSE
NOW PRODUCING AT THE ELTINGE, N. Y. CITY, INDEFINITELY.

Sadler May Run For Congressman

LUBBOCK, Tex., July 8.—It's being bandied about freely in Texas political and newspaper circles that Harley Sadler, widely known and popular tent showman of Stillwater, Tex., will run for Congress at next summer's election. Approached on the matter, Sadler was evasive of the issue, stating that "some of my friends have been talking and you know how friends are." Intimation was tho that he will toss his hat into the political ring when the proper time comes.

Commenting on Sadler's chances to make the congressional post, The Plainsman, who conducts a daily column in *The Lubbock Journal*, stated: "If Harley Sadler runs for Congress he's more than likely to be elected. And altho he is not a highly educated man from a 'book larnin'' standpoint, he has educated himself the hard way, in the old school of experience. And if you were to go out with a shotgun to hunt dummies you'd run out of ammunition a long time before you ever started sighting at Harley. Smart as a whip, a good speaker, a professional entertainer who is a business man and a farmer, too, Harley Sadler wouldn't be anywhere near the 'average Congressman' were he to go to Washington. He'd be 'way above that."

Sadler is politically powerful in his own right, his name having been a household word thruout the State for more than 20 years. At the last election Sadler campaigned for a distant cousin, G. A. Sadler, of Longview, Tex., who was running for a State railroad commission job, and it was due largely to Harley's tremendous popularity in the State that G. A. Sadler won that post.

Van Arnam's Funmakers

ISLAND FALLS, Me., July 8.—The glorious Fourth was spent in Greenville, Me., on famed Moose Head Lake. Business there very good and the kids (?) had a great time with their fireworks.

We are now playing a string of dates along the Canadian border, an interesting and colorful country. The people are of French descent, their ancestors coming from the Arcadians of Nova Scotia, who were driven from their homes in France in the days of Evangeline. They still hold fast to the religion, language and customs of their forefathers.

Al Barty celebrated his umphteenth birthday July 4. Al still has the spring in his step and sparkle in his eye.

Mrs. Billy O'Brien, of Machias, Me., on to visit husband Billy last week.

Pat Hopkins, brother-in-law of John R. Van Arnam, passed away at the Van Arnam home in Syracuse, N. Y., June 27. Hopkins was connected with the Syracuse University for many years in an executive capacity.

Anthony and Sandy Romeo, well known in tab and rep circles, now operate the Dixie Barbecue in Mamona, N. Y. Sandy (Mrs. Romeo), a Henderson, N. C., girl, really knows how to incorporate the Dixie flavor in her "cue," according to Dime Williams and Patey and Elma Reed, who were guests of the Romeos recently.

George Wall, chef of former years, returned to the show at Dover-Foxcroft, Me., replacing Joseph Dulley, who closed to make a connection in Lewiston, Me.

Mr. and Mrs. George Daniels and son, of Ogdensburg, N. Y., are recent additions to the personnel. They joined on the Fourth, driving on with their new Chevrolet and handsome trailer home. Perley Flynn is also a newcomer, joining brother Jimmy on the crew.

MACK D. FERGUSON.

Dramatic Tent Partner Wanted

[illegible] Cozy Cottage Hotel.

HARLIN TALBERT.

[illegible]

WANT QUICK

Young Team, also Hillbillies. Working Men. Year round work.

TOBY'S COMEDIANS
Cape May, New Jersey.

WANT ACTORS-MUSICIANS

For the Original TOBY'S COMEDIANS. Year round work. Young Gen. Bus. Teams doubling Orchestra and Specialties, Young Gen. Bus. Men doubling Orchestra and Specialties. Salary sure. State [illegible]. Wire or write BILLY TOBY YOUNG, Mgr., [illegible], July 13-14-15.

Rep Ripples

FRANK JONES, musician and actor, has severed his connection with the M. & M. Players in the Dakotas. . . . MANLEY STREETER, veteran Midwest character actor, is now a resident of San Antonio, where he is engaged in commercial lines. . . . TED NORTH JR. is now doing juvenile parts with his father's tent show. . . . RICE-PERCY outfit was struck by a storm recently in Eastern Illinois. Tent was so badly torn that four nights were lost. . . . CANARD COMEDY CO., managed by Herman Munden and Buddy Brown, recently closed in the Lone Star State. . . . ROSTER OF Henry L. Brunk's Comedians playing Colorado includes: H. L. Brunk, manager; Mercedes Rey, Billy Wight, Joyce Lee Brunk, Del Phillips, Florence May, Lloyd M. Gilbert, John M. Coop, Maxine Martens, Ralph Blackwell, Paul Palmore, Klink Lemmon, Frances Lemmon, Orlo McConnoughey, Charles Moore, and Charles Brunk, advance. . . . FRED AND LILYAN POOLE have forsaken the rep field this season to line up with a carnival, where they have an astronomical exhibit. . . . KENNEDY ENTERTAINERS report light business in New Hampshire. . . . DOTTY FAMILY SHOW, which has been showing to fair returns thru Oregon, invade Washington late this month.

LEON HARVEY, who recently sustained serious injuries and the loss of his right leg in an auto accident near Mt. Vernon, O., has been dismissed from Mt. Carmel Hospital, Columbus, O., and is now at Park Hotel, that city, where he will remain until he is strong enough to get around again. Leon says his experience has left him weak as a kitten, but he's mending as well as can be expected. . . . REX M. INGHAM, who closed several weeks ago as agent of *The Broadway Revue*, and Mrs. Ingham were guests of Charles Collier, owner of the Silas Green Show, canvas opry, during the organization's engagement at Reidsville, N. C., June 27. Ingham infoes that the show is up to its usual standard and enjoyed healthy biz in Reidsville. . . . AL PALINO, former windjammer with a number of the leading tent reps in the West and Middle West a few years back, is sojourning at home in Cincinnati. In a recent visit to the desk Paling reported that he plans a return to the road soon via the carnival route. . . . ROY BUTLER, of Allee Richey & Co., postals from Reno under date of June 27: "Doing some real fishing. Wish you were here enjoying it too. Sorry to hear of Cowboy Gwin's car being wrecked. Swell folks, those Gwins. We'll be visiting them

(See REP RIPPLES on page 36)

Hayworth Business Marred by Weather

WADESBORO, N. C., July 8.—"SeaBee" Hayworth moved his tent opry into town Monday for a week's stand, with the hopes that the local atmosphere would change the ill luck which has been pursuing him since the opening of the season at High Point, N. C., June 12.

The first week out the Hayworth show ran into two strikes in High Point which put the damper on business there. The next week saw the show the victim of rain for four successive days, with Manager Hayworth taking it on the nose again. At Albemarle, N. C., Monday of last week, the company opened to fair business. Box-office returns were big until Thursday, when at 6:30 p.m. a sudden twister and hailstorm struck the outfit, ripping the tent wide open and doing considerable damage to scenery and wardrobe. Show lost Thursday and Friday nights as a result.

Hayworth carted the stage end of the tent into Winston-Salem, N. C., where the Dize Tent & Awning Co. mended the rips and replaced the ropes in time for Saturday night show.

This is the only rep musical tenter operating in these parts, with the only opposition and "dynamite" coming from the picture houses. The Hayworth troupe is the first white stage show to stop off here this season, and the final check-up tonight is expected to reveal a profitable week's business.

Show's roster comprises "SeaBee" Hayworth, owner-manager; Marion Andrews, Gene Mathis, Brodie Stirewalt, Danny Sharp, Freda Noble, Billy Anderson, Dick Dickson, Harry Cook, Billie Kay, Bill Powers, Tip Walker, the Hensley Sisters, Betsy Garner, Joseph Hayworth, Doc Jones and ork and a working crew of four.

Show plays week-stands, with a change of bills and concerts nightly. Organization is completely motorized.

Majestic Showboat On Tennessee River

GILBERTSVILLE, Ky., July 8.—After a fling at the Ohio River towns, which gave out with satisfactory business, T. J. Reynolds' Majestic Showboat has swung into the Tennessee River, with this town the first stop on the latter stream.

The Majestic players encountered some trouble showing here, as this is government property and a part of the vast TVA project, with all private enterprises barred. Due to an oversight, however, the showboat advance was permitted to bill the town. When the boat floated in government officials decided to permit it to remain. The floating theater will not be permitted to stop off here on the return trip, however. Several towns following Gilbertsville haven't panned out as expected, and the Majestic may have an early turn-around.

On July 6 the showboat players presented their 100th performance of *Saintly Sinners and Honest Hypocrites*. Company will present *The Push on the Way Back*.

The showboaters have been running into a host of tent flicker opries in Kentucky, with visits being exchanged whenever possible. A recent visitor on the Majestic was Eddie Doyle, veteran juggler, who with his wife is currently playing Indiana dates. Harold Lowe visited friends in Paducah, Ky.

Some changes have been made recently in the Majestic cast. Kenn and Marie Keim have been replaced by Katherine Reynolds and husband and Harry King and Ernest Veras left recently to promote school plays in Kentucky.

Remainder of the line-up remains the same and includes Al Audry, Helen Audry, Harold Lowe, Margaret Reynolds, Lynn Kenton and Phillip Pine.

Twister Downs Shaver Top

RICEVILLE, Va., July 8.—Shaver's DeLuxe Players managed to weather a series of wind and rain storms since its opening six years ago, but a hard twister which struck the outfit Thursday of last week proved too much. Show's big top was blown down, badly damaging the canvas and causing a three days' layoff. El Kimer and his Blue Ridge Hillbillies closed with Shaver last Saturday to return to North Carolina. They have been replaced by the Charley Price ork, of Danville, Va. Shaver may close his show next week until late in August.

Lincoln Okeh for Boyes

LINCOLN, Neb., July 10.—Chick Boyes Players, No. 1 company, is under way and going well here. Cast includes Chick Boyes, characters; Florence Boyes, leads; Harold and Billy Gauldin, general business and leads; Bill Remick, Charles Archer and Lodema Corey, general and character.

Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

BOB O'CONNOR, contestant who was injured with Michael Edelstein while en route from Chicago to St. Louis last winter when the car in which they were riding was sideswiped by another auto, is asked to send his address to this column immediately. Insurance adjusters have made a settlement on the accident and efforts are being made to locate O'Connor so that he may be paid his share.

H. C. (TEX) JOHNSON, former contestant now operating the Moderenne dry cleaning establishment in Portola, Calif., typewrites that his feet are itching to be back with the kids in the sprints and derbys. In his letter Johnson inquires as to the welfare and whereabouts of Ruthie Hughes and Jimmy, Jimmy Gable, Al Lyman, Porky Jacobs, Jackie Coogan, Sourpuss Bailey, Chad Alviso, Margie King, Maxine Green and some of the other kids he trouped with. And to prove that his heart's still with the business, Tex promises to clean a suit or dress free for any contestant that might stop off in his place in Portola.

LORNE F. BYERS, former walkie trouper and now an attendant at Mountain Sanatorium, Hamilton, Ont., jumped into Brantford, Ont., recently to catch the Cole Bros.' Circus and to renew acquaintances with some of the folks on there. Byers is also a former circus and carnival trouper. He is anxious to read a line here on some of the walkie kids he worked with in the past.

PHIL MURPHY, who has been sojourning in Cincinnati the last several weeks, leaves this week-end to join Hal J. Ross' new show in Galveston, Tex.

KENNY GRUWELL is back home in Pasadena, Calif., where he is taking treatment for his eyes. Kenny postals that he'd like to read a line here on Mickey Martin, Ora Williams and Mr. and Mrs. Fred Carter. "Have been down to see the Long Beach (Calif.) walkaderby," Kenny scribbles, "and saw several of the oldtimers. Hope to be back in the running before long."

HAL J. ROSS, who brought to a close his Lake Charles (La.) derbyshow July 2, transfers his activities to Galveston, Tex., where his new contest gets under way soon. Ross reports that the Lake Charles show panned out fairly successful, but he is looking forward to big things in Galveston. He says he has everything set there and that the town is in A-1 shape, having had its last walkathon some six years ago.

One Year Ago

ALEXANDRIA, La., Derbyshow came to an abrupt close when friction developed between the contestants and the management. Jack Glenn and Margie Bright came away winners; Eddie Tompkins and Chad Alviso, second; Johnny Russo and Vina Walker, third, and Mickey Britton and Mary Blatt, fourth. . . . C. M. Hayden Grand American Derbyshow was nearing the finale at Aurora, Ill. Remaining contestants were Vivian Branch and Charley Smalley, Edith Merriett and Benny Leonard, Toni Charles and Eddie McBride, and Earl Clark and Walt Gross, solos. . . . HAL BROWN, Tiny Epperson and Frankie Donato were handling the C. M. Hayden contest at Aurora, Ill. . . . PETE WILSON, former marathon funny man, left the endurance field to operate J. Hackett's Long Island City restaurant. . . . NICK BUDUSON, formerly concession manager with Sid D. Cohen walkies in Chicago, was working guess-your-weight with Al G. Hodge Shows.

HAL J. ROSS

Announces the opening of his next [illegible]

DERBYSHOW

Galveston, Tex.

[illegible] Gulf of Mexico. Last contest here six years ago. All necessary permits granted. [illegible] This spot should be a honey. Plenty of [illegible].

OPENS THURSDAY, JULY 20

Phil Murphy, come on. Kelly and [illegible], you can't miss here. Contact me at once. Porky Jacobs, Mildred Moore, [illegible], your partners are waiting. [illegible] Contestants, write air-mail letters only to

HAL J. ROSS

[illegible] Hotel, Galveston, Tex.

ROCKFORD, ILL., SHOW

Postponed. Watch The Billboard [illegible] for opening date. Write air mail PAUL G. GRIFFIN, JIMMY PARSO, CHUCK LOMBARDO, care [illegible] Hotel, Rockford, Ill.

NON-THEATRICAL FILMS

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

By The Roadshowman

(Cincinnati)

More About the Business

(Second of a Series)

LAST week we discussed the fundamentals of securing necessary equipment to get into the road-show business. We briefly touched upon prices and features of projectors, screens, film and sundry accessories, but recommended that our readers proceed very cautiously and visit one or more libraries or supply houses before making any purchases.

Before proceeding with our outline of the fundamentals of the business, we will briefly discuss how and by whom the major portion of the films are produced and thru whose hands they pass before they are purchased or rented by the roadshowmen or non-theatrical exhibitors. This is most important, because next week we will review the different types of road-show exhibitors. Each type is separate and distinct simply because of film distribution limitations.

There are at least 200 producers of films for roadshowmen. They produce cartoons, educational shorts, comedies, Westerns, melodramas and dramas. In a majority of the cases the productions are first made for regular theatrical exhibitors and are not available to roadshowmen for a considerable length of time.

Contrary to general belief, most productions do not come from the major Hollywood producers. The reason is that Hollywood producers must protect their regular customers, the established motion picture exhibitor. They cannot take the chance of selling or renting film that may eventually give competition to these exhibitors.

There are, however, many independent companies in Hollywood and thruout the country who produce feature-length and short pictures which are first distributed under the name of one of the major companies. After these pictures have run their course of popularity—usually determined by contract—the major companies relinquish their distribution rights and the original producer in turn resells the prints to one of many non-theatrical distributors.

There are also a few major Hollywood companies, such as Universal, Monogram and Paramount, who sell distributing rights on their own films to non-theatrical distributors. However, these producers never lose control of their films. They control the type of exhibitors to whom even the libraries can rent and, as a matter of fact, can recall the film if they deem it advisable in order to stop competition with their first-run pictures.

Most of the films available to roadshowmen are produced and originally distributed thru the smaller companies. In many cases they are produced for non-theatrical purposes and are never rented to established theaters; if they are first rented to theaters they are later reduced to 16mm. size and made available to roadshowmen.

Regardless of the type of producer or the original market for the films, when and if it is decided to make the film available to the road-show market, the national distributing rights are sold to an individual firm. The firm then resells the prints to various libraries thruout the country—it does not rent the film itself. Feature-length film prints sell to libraries for anywhere from $200 to $750. Shorts sell for from $20 to $75. Naturally, because of the high prices only a few libraries can afford to purchase each film. In fact, only a small percentage of the libraries can afford to buy features and, likewise, very few attempt to buy more than a small percentage of the shorts made available to them.

This does not mean that a roadshowman, after reading the new releases in The Billboard, must shop around for weeks before he locates a library with the new film. Almost every reputable library can get the film. Arrangements have been made with larger libraries so that they can supply almost any film at its regular rental price. In other words, the smaller libraries really act as agents for the larger organizations.

Before closing, a word of warning! Don't expect to walk into a library the first time and come out with any film you want. Remember, you are renting valuable merchandise. Moreover, you may want film that has controlled distribution; or you may be asked to sign a strict contract guaranteeing where and when and to whom you will show the film. You will no doubt be asked to post a bond in many cases. Finally, if you do not return the merchandise at the specified time don't be surprised or don't be unwilling to pay a correspondingly higher charge.

EARL ALLEN, who recently produced and directed the making of a 16mm. picture at Sikeston, Mo., entitled *Sikeston in the Movies*, under sponsorship of the local Kiwanis Club, showed the film at the 800-seat Malone Theater there early last week. At a one-day showing the picture attracted 2,200 persons at 25 cents a head. Allen, after deducting his costs for making the flicker, figured the net profit at around $250. Camera man for the filming was Victor Marvel, of Jefferson City, Mo., who took shots of local business firms, individuals, street scenes, public buildings, service clubs, civic organizations, etc., and then cut the film into an intelligent 120-minute feature.

RUSSELL C. ROSHON, of Pittsburgh, reports that his firm within the last four weeks has shipped sound equipment to and begun servicing on 19 new movie circuits in Kansas, Arizona, Missouri, Tennessee, Wisconsin, Oklahoma, Minnesota, Pennsylvania, North Carolina, Virginia, Florida, New Jersey, Long Island, West Virginia, New York and Texas.

WILLIAM PERRY, who is operating his 16mm. picture show known as Perry's Better Movies on a six-town circle out of Coffeyville, Kan., advises that there are two other 16mm. units working out of the same town; with another working out of Independence, Kan.; one out of Edna, Kan., and two out of Parsons, Kan., and with all those mentioned above operating within the confines of two counties. Most of the boys are old 35mm. exhibitors, Perry reports. "Your article on 'local newsreels' in the June 24 issue was okeh," Perry pens. "We need help like that. Give us some more tips. I am working six small towns, all within a radius of from 20 to 50 miles of Coffeyville. We work some in co-operation with the local merchants. Some shows are sponsored entirely by the merchants and are given free outdoors during the summer as trade boosters or good-will builders."

> Spruce Pine, N. C.,
> July 3, 1939.
>
> The Billboard
> 25 Opera Place,
> Cincinnati, O.
>
> Gentlemen: Much congratulation is due you from all motion picture circuit operators for the new column, "Non-Theatrical Films," which is of interest to all people connected in any way with presenting motion pictures on a non-theatrical basis.
>
> Your release directory will give roadshowmen a chance to know just what type of product that they are playing, the new film advertisements will give them a chance to find new product and your editorials will be a real help to all persons connected with the business.
>
> Again let me say congratulations for your contribution to this branch of the motion picture industry.
>
> Sincerely yours,
> (Signed) JAMES DUNCAN.

LEON OTT is reported to be pulling fair box-office returns with his small combination picture - vaudeville show touring Southern Colorado.

D. M. STANDRIDGE is touring Arkansas under canvas with a vaudo and picture show and is said to be enjoying good business.

EARL S. MITCHELL, of Memphis, writes that he is making preparations to launch a motion picture-vaudeville show under canvas in the very near future. "Noticed the ad of a 16mm. supply in *The Billboard* and rushed right in on them," Mitchell scribbles, "and was pleased to learn that we Southern road showmen can now get good stuff and quick service. I'm glad, too, that we now have a department devoted to our business in *The Billboard*."

16MM. PRINTS of some 590 sound shorts a year or more older have been made available for use in American schoolrooms by seven members of the Motion Picture Producers' Distributing Association, according to a recent announcement by Will H. Hays, MPPDA president. Distribution of the shorts will be made by the recently formed Teaching Film Custodians, with Roger Albright, of the Hays organization, actively in charge. Producers who have agreed to make the shorts available for school use are Warners, Educational, Walt Disney, Columbia, RKO Radio, Loew's and 20th Century-Fox. Practically all of the films will be of an educational nature and are being placed at the schools' disposal without any financial return to the producers, Hays stated.

PICTORIAL FILMS, Inc., has acquired the 16mm. distribution rights on *Custer's Last Stand*. Film is available in two forms, as a 33-reel 15-chapter serial or as a nine-reel full-length feature. Pic features William Farnum, Jack Mulhall, Frank McGlynn Jr., Ruth Mix and others.

MAGIC——

(Continued from page 34)

Blue Mound, Ill., last Sunday (9), with magic groups from St. Louis, Chicago and Indiana joining the Illinois lads in the festivities. . . . JOHN MATTHEWS has returned to his home in Detroit after two months of eastern dates. He is putting in his time on one-nighters around the Motor City. . . . NEW OFFICERS of Royal Vilas Assembly No. 30, SAM, Bridgeport, Conn., are Dr. Joseph F. Watts, president; Dr. Harold W. Schwartz, vice-president; Albert J. Guggenheim, secretary-treasurer; William H. Traphagan, sergeant at arms; Rudy Arnold, scribe, and Harry Brook, committeeman. . . . FOSTAIRE is back at work with his company in eastern niteries after recuperating from injuries sustained recently when one of his assistants went suddenly berserk and struck him on the head six times, inflicting four deep wounds and two fractures of the skull.

RAJAH RABOID, mentalist-magician, has turned evangelistic crusader and is now holding daily services in a small circus tent in South Jacksonville, Fla. Raboid played the Hotel Roosevelt, that city, a year ago with his mental turn. . . . FRANCISCO (A. F. Bull) and his midnight spook show have been set for a string of dates by Fox-West Coast Theaters which will carry the turn until around the middle of August. Francisco is aided by Mrs. Bull, Buddy Ryan and Robert Muse. Last named is the son of Muse the Mystic, of SAM Assembly No. 22, Los Angeles, and himself a magician's assistant some 25 years ago. . . . G. LEWIS GERBER, Cincinnati trixter, is appearing with the Glenny and Ford med opry in Indiana. . . . J. C. TURNER, marionette and vent figure carver, has taken over George Parpka's modern machines and shop in St. Joseph, Mo. . . . D. D. (DICK) DOWELL, who worked as a semi-pro magician before entering the TB sanatorium at Jackson, Mich., five years ago, has shown a marked improvement in health and is endeavoring to stage a comeback with music. Dowell, during his recuperative period, has written several songs, one of which, *Visions*, has been accepted by the Metro Melody Music Publishing Co., San Francisco. . . . MEMBERS OF THE Marquis magic troupe were guests of Judge Frank Carter at Eagle River, Wis., June 29, with the latter favoring the Marquis folk with a show in his private magic theater. Judge Carter is sponsoring a "Northland Magic Convention" to be held at Eagle River July 22-23, and which will be attended by John Snyder, IBM prexy, and other magical dignitaries. . . . HARDINI (Foo Ling Yu), whose manipulating was curtailed recently by a smashed left hand, is back in harness and is currently appearing with the American Legion Circus at Chelsea, Mich., July 3-15. He has other Michigan dates to follow. . . . RHODE ISLAND Assembly No. 26, SAM, held its Fifth Annual Ladies' Night Banquet June 19 at Norwood Hofbrau, Norwood, R. I., more than 250 attending. Edward G. French and C. Foster Fenner worked on the magic bill which Fred Poole Jr. emseed. Charles A. Rosskam, recently re-elected to his second term as president, was presented with an engraved snake-wand by assembly members.

REP RIPPLES——

(Continued from page 25)

by fall." . . . JACK KEATING recently jumped into Maryland to visit Harry Massey and returned with a Chrysler sedan. Jack with his wife, Rene Mahar, and daughter, Pauline, is touring Virginia with Jack C. Grady's South's Favorite Show. . . . LEON LONG, colored magician, who has been trying for 25 years to catch the Harley Sadler Show, finally did so June 14 at Clovis, N. M. . . . GENE AUSTIN'S *Star-O-Rama of 1939* tent show, which he recently purchased from Billy Wehle, plays Massillon, O., Thursday night, July 13.

MORGAN-HELVEY SHOW has had many visitors since invading Iowa. Neale Schaffner and most of his show visited at Maringo, and members of the Ella Morgan Co. were on at West Liberty. . . . COSTA PLAYERS report business fair in Ontario. . . . R. LEE COGDELL, field man with the Hofelier Candy Co. and formerly with the Neale Helvey Show, was a recent visitor on the Morgan-Helvey opry at Vinton, Ia. Cogdell passed out cigars on the lot to celebrate the recent arrival of a new candy salesman at the Cogdell home in Kansas City, Mo. . . . RICCA HUGHES, who with her late husband formed the well-known rep team of Roy and Ricca Hughes, is now residing in Morris, Okla. Ricca postals in to inquire if Thomas Leroy Swift, whose stage name was Joe Rolley, is still alive. Who knows? . . . AL PITCAITHLEY pens that Bob and Emily Broun, of the Morgan-Helvey Show, did a disappearing act at Vinton, Ia., recently, with their whereabouts still unknown at the time of writing. . . . BILLY TERRELL, former tent show impresario and currently on tour with his Arizona Cowboys, postals from Milwaukee: "Caught the George Roberson Players on one of our recent nights off. A real outfit, and George knows how to give fellow troupers a welcome. A packed tent the night we were there." . . . JAY C. MAISON has joined the Buddy Players in Pennsylvania to do comedy and piano-accordion specialties. Others in the cast are Buddy and Pat, Nina Gay, Ann Johnston, Kenneth Oldman, Fred Ewen, Frederick Lyle, Marie Lang, Amos Andrew, Maude Nerina, Robert Milford and Hubert Hoyins.

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Letter List

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

MAIL ON HAND AT

CINCINNATI OFFICE

25-27 Opera Place.

Parcel Post

Bennett, Ed, 6c
Cannon, Frank, 5c
Charlie, The Magician, 8c
Cole, Lee, 16c
Faraday, Harry C., 8c
Jones, Pete, C. O. D. Express
Kambe, Edna L., 11c
Kennedy, Mrs. Jas. Everett, 6c
Kimball, H. L., 3c
King, Billy, 6c
Kline, Elmer, 4c
Melwig, Glenn, 8c
McFarland, John, 3c
Steffen Jr., Billy, 24c
Strobeum, C. A., 12c

Women

Adams, Mrs. Jeanette
Adams, Mary
Aetna, Mrs. G. W.
Adaire, Mrs. Gladys
Allen, Mrs. Ozey F.
Allen, Jean
Allen, Mrs. Rachel
Allens, Mrs. Kate
Aloha, Princess
Albine, Adrena Mae
Anderson, Mrs. Carrol
Anderson, Thelma
Anthony, Harriet
Anthony, Mrs. O.
Arnold, Margie
Ashe, Betty
Armstrong, Mrs. Hadie
Arden, Lila
Babcock, Vivienne
Barton, Mrs. Earl D.
Bateman, Mrs. Elizabeth
Bailey, Marjorie
Barrett, Peggie
Baldwin, Mrs. Ray H.
Baltimore, Dorothy
Barry, Mrs. George
Bartlett, Mrs. Pearl
Beasley, Mrs. C. V.
Beatty, Mrs. Sam
Belland, Mrs. Nellie
Bess, Elsie B.
Bell, Lorette
Bennett, Mrs. Lillian
Bevin, Mrs. Harry
Bernard, Mrs. Mayme
Bernhardt, Nella
Best, Bertha
Bever, Dorothy
Betty, Beckside
Betty Co-Eds
Bisher, Mrs. J. C.
Bishop, May
Black, Mrs. Ruth
Blackner, Mrs. Kate E.
Blanche & Gatrell
Boardman, Mrs. O. W.
Boehm, Mrs. Mary
Bower, Mrs. S.
Boyd, Mrs. Dan
Boren, Charlotte
Brown, Mrs. John
Brock, Mrs. F. J.
Brett, Mrs. Mae
Bright, Margie
Brigham, Mrs. Clara
Brown, Mrs. Edie L.
Brown, Cleo
Brown, Mrs. Gilmore
Bruce, Anna M.
Buchanan, Margaret
Buckley, Mrs. Madge
Bullock, Mrs. Johnnie
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Burke, Mrs. Geo.
Burkett, Marguerite
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Burns, Mrs. Jas. J.
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Butterfield, Virginia
Butts, Catherine
Byrd, Kay
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Carroll, Kay
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Chapman, Bertha
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Cole, Ray, Girls
Cook, Mrs. Helen
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Clark, Mrs. Tex
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Cole, Alta Mae
Coleman, Mrs. Gerda
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Cooke, Mrs. Chas. F.
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Crane, Viola
Crites, Mrs. Dolly
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Crouch Sister & Play
Crowe, Mrs. F. W.
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Crum, Vivienne E.
Cummings, Lorena
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Daniels, Bee August
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Davidson, Mrs. Mayme
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Stanley, Ruthe
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Tortorel, Ada
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Williams, Mrs. Jean
Williams, Mrs. Richard
Williams, Virginia
Wills, Mary
Wilson, Bettie Lou
Wilson, Paula
Wilson, Mrs. Kinnard
Wilson, Mrs. Speedy
Winston, Sherry
Wiser, Alice (Animal Circus)
Wooten, Katherine
Woods, Patricia
Wright, Mrs. Ella
Yates, Laura
Zarlington, Bonnie
Zarlington, Tiny Belle
Zelenka, Dolores
Zorn, Zeda

Men

Abshire, Adrian
Ackley, Jimmie
Adams, Geo.
Adams, Ray Pete
Adams, Edwin G.
Adams, H. A.
Adams, James F.
Adams, Tony
Adolph, Clarence
Alfa, Reese
Adkins, Bob
Akins, Chas.
Alexander, James G.
Allen, Ben
Allen, B. J.
Allen, A. H. Punch
Allen, Buck
Allen, Harry
Allen, Jack
Allen, Merl (Wild West)
Allen, Sam
Allen, Sandy
Allison, Mr. Blanche
Altman, W. J. Doc
Alumn, Jarvis
Allwood, D. Dewey
Alton, Thomas
Alvis, Ray C.
Alport, Jerome
Alstard, Earl
Anderson, Albert
Anderson, Chief
Anderson, Art
Anderson, C. H.
Anderson, Chas. (Yankee)
Anderson, Cowboy Ray
Anderson, John N.
Anderson, Joe
Andre, J. A.
Andrews, Frank
Angle, Ralph J.
Anthony, J. C.
Anthony, Milo
Arbogast, Joe B.
Arbuckle, Arvid
Arm, Bill
Arrigan, Geo. C.
Arnold, Ray Tex
Arnett, Danny
Arnold, James C.
Arnheim, Albert
Arnold, Russell
Asher, Charles
Atlee, R. J.
Auberts, The Clarence
Aukinson, Clarence
Austin, Pete
Austin, Harry Albert
Avery, Joe
Bailey, Ed (Frisco)
Bailey, Lou
Bailey, Mr. Joe
Baker, Bennie
Baker, Chas. Manor
Baker, Hugh C.
Baker, Bob
Baker, Ben Ray
Baldwin, Charlie
Ballard, Pete
Banks, Alfred J.
Barfield, David
Barker Bros. Circus
Barlow, Geo. H.
Barlow, Harold
Barnes, Cecil
Barnes, Fred M.
Barnett, Otho Henry
Barnett, Bud
Barnett, Herman
Barr, Johnny
Barrett, Frank
Barrett, Duke
Barrett, Henry
Barrett, Kay
Barry, Geo.
Barry, Howard E.
Barry, Jack
Barry Lohrsdorfer, The
Barry Medicine Show
Barshaw, Claude
Bartley, Francis J.
Bass, Sam
Bassett, Dennis
Batson, W. A.
Baxter, Fred
Beal, Jack
Beard, Wade H.
Beardsley, Gen.
Bean, Chas.
Beasley, O'Dell
Beatty, Earl
Beaudoin, G. F.
Beckwith, B. J.
Beddingfield, Carl
Bell, Kart
Bell, Bill
Bell, Vern M.
Belles, Earl
Benner, Wm.
Bennett, A. H.
Bennett, Owen
Bennett, Samuel
Bennett, Samuel M.
Bennett, T. H.
Berns, Ben
Benson, E.
Benson, John
Benson, Harry
Benton, Harry
Berggren, Carl
Bergstrom, H. G.
Berman, Jay S.
Bernard, Wm. Kenneth
Bernhardt & Kelroe
Berry, Harlie
Berry, Harry
Bertschi, Albert
Bey, Ben
Bickel, Bob
Billie, Frederick W.
Bird, Eddie
Billings, Curly
Billy's Riding Devices
Black, Chas. E.
Black, Chas. Lee
Blackburn, Ed
Blake, F. J.
Blanton, Jessie
Blevins, Carter E.
Blossom, Alabama
Blue, Matthew
Bobache, Mr.
Bollerman, Milo
Bolton, Willard
Bomer, Mell
Bond, Jack
Bookman, Jim (Comedian)
Boswell, Jack "Shorty"
Bosner, Joe
Bowman, R. C.
Bower, Wilber
Bowman, Russell
Boyle, Joe Valarian
Bradley, Frank
Bradley, Danny
Bragg, Harry L.
Bremen, Howard
Brown, Paul
Bowman, Gould
Bowman, Ed
Bowman, Ike
Bowman, Larry
Boyd, H. L.
Boyd, Chick
Boyle, Tom M.
Boyles, E. R.
Bradley, Chas.
Bradley, Bobby
Bradford, W. M.
Bradley, Everett
Bradley, Wm. M.
Brady, Harlan
Brandon, Jake
Brannon, Willie
Brashear, Joe
Brasell, John J.
Bray, Bill (White)
Breeze, Patrick
Brecht, Geo.
Bredlove, Billie
Brewer, W. M.
Brewster, Robt. S.
Brinck, Frank
Britt, Howard
Brower, Marshall J.
Brice, Harry
Brinson, Bob
Brooks, Danny F.
Brower, James
Brown, Bob
Brown, Pat
Brookway, Joe
Brooks, Dr. Wm. Nell
Brooks, Ed
Brooks, C. R.
Brooks, Maude & Mary
Brooks, Johnnie
Brooks, Wm. H.
Brown, Joe J.
Brown, Ben H.
Brown, D. E. K.
Brown, Earl
Brown, Ernie (Toby)
Brown, Geo.
Brown, Happy Jack
Brown, Paul J.
Brown, Jack Ted
Brown, W. B.
Brown, Wm. J.
Brownie's Traveling Trail Show
Brownell, Dodd
Brownstein, Nat
Bruce, Arthur Russell
Bruce, Clarence C.
Bruggink, Bob
Brummet, David
Bruner, Cliff
Brush, Earl
Brunard, Ray
Bryant, Frank
Bryant, James
Bryant, R. D.
Bryant, D. R.
Bryden, Ray Marsh
Buchanan, Jack
Buck, Harry
Buckley, Harry
Bud, Fred O.
Burdge, John
Burge, Lloyd
Burke, Jack Jack
Burke, Jack J.
Burkett, Charlie
Burnette, W. O.
Burns, Jack
Burns, Kid
Burns, Jimmy J.
Burns, R. K.
Burns, Tommie & Marie
Bush, H. L.
Butterfield, Clarence
Buxton, W. D.
Cadenn, J.
Cady, Clifford
Calabrese, Cecil
Caldwell, Kenneth D.
Calvert, James
Calhoun, Alvin
Cameron, Lee
Campbell, Danny
Campbell, Frank V.
Campbell, Madison
Campbell, Mansour D.
Cantrill, Cecil
Cannon, Frank
Canton, Johnnie
Cantara, R. J.
Cantrell, Geo. H.
Cantrell, D. W.
Cardwell, Ben
Carden, Bob
Carlisle, Hank
Carlisle, Henry
Carlo, Fred
Carlson, Rocky
Carmen, Billy
Carmen & Mario
Carmichael, K. D.
Carpenter, Wm. E.
Carrena, Carlos
Carrigan, Jas. J.
Carroll, Bob
Carson, Andy
Carter, Johnny
Carter, Will
Carver, Al & Sonora
Casey, Claude
Castleton, A. J.
Cates, Raymond
Cavanaugh, Tad
Cavins, Paul
Champion, Jack
Chandler, Pat
Chaplin, Geo.
Chapman, Kent A.
Charles, Duke
Charley, The Horse
Chase, Howard
Chase, H. A.
Chatham, James Hoyt
Cheek, Clem. Chief
Cheeks, Elmer
Chesterman, Harry Chas.
Cheshire, Bill
Chessher, Perry
Chipman, Harry R.
Christ, Wm.
Christensen, Great
Christian, Charlie
Christiansen, Helmut
Christopher, Walter
Church, L. O.
Cirina, D. O.
Clare, Stanley L.
Clark, Chas. Candy
Clark, Otto
Clark, Mr. Pop
Clark, H. F.
Clark, Stanley
Clarke, Paul W.
Clayton, C. C.
Clayton, Mel
Clayton, The
Cleary, W. T.
Clem, Bob
Clements, R. E.
Cline, Tommy, Shows
Cockelburn, Alphonse
Cohen, Ben
Cohen, Harry C.
Cole, Eddie, Concessioner
Cole, Lou
Cole, Ben
Coleman, John & Leslie
Colhoun, Bobby
Collins, Joe
Collins, Dr. O. P.
Collins, Dick
Collins, Larry
Collins, R. T. "Rita"
Collins, Thomas
Collins, Wm. T.
Colvin, W. H.
Cooper & Banta Players
Conley, Jimmie
Connelly, Eddie
Cook, Dick
Cooke, W. H.
Cooper, Freddie
Corbett, Billy and Ramona
Cornell, Paul
Cornell, Billy
Corvell, Bert (Hound)
Corwell, Eric
Cottrell, Chas.
Costello, W. M.
Coston, E.
Cotter, Buck
Coulter, Douglas & Lola
Cowan, Sam
Cranston, Steve
Crawford, L. J.
Cray, Mike
Coyle, Jack
Crowley, Ed
Craig, Marcus
Crandall, Clen
Crane, Robt.
Crane, Sidney J.
Crapps, David
Craven, Raymond (Jack)
Crawford, Robt. H.
Crews, Matthew
Crews, Francis E.
Crook, Bill
Crosson, W. P.
Crowley, R. C.
Crunchell, Whitey
Cummings, W. (Sailor Man)
Cunningham, Allen W. (Slim)
Cunningham, Jim
Curley & Mabel
Curry, Cowboy
Curry, Larry
Curry, Morgan
Cushman, Buddy
Cusick, J. P.
Custer, Ted
Dafoe, Mark
Dailey Bros. Show
Daily, Buck
Daily, Eden (Pop)
Dale, Jack & Annie
Dales, Ray
D'Ambrosia, Andy
Damson, Danny
Daniels, Billy Dale
Daniels, Lee
Daniels, W. E.
Danson, William
Dare, Jack
Darrow, John C.
Davenport, Orville
Davenport, H. L.
Davidson, J. E.
Davidson, Morris
Davis, Fred
Davis, Jack (Wheel)
Davis, James Walter
Davis, John D.
Davis, Lucky
Davis, Marks
Davis, Jimmie Sherrill
Davis, Shorty
Davis, Slim
Davis, Chas.
Day, Dalton
Day, Dave
Day, H. L.
DeLange, Eddie
DeLeon, Joe
DeWitt, Harry (Watkins)
Dean, Doc M.
Dean, R. G.
Deaville, David
Dearth, Bobby
Delaney, J. D.
Dell, M. F.
Delmont, Freddy
Denham, E. R.
Denholm, Bert
Dennis, Gene
Dennison, Speedy
Dent, Babe
Derrell & Dorrell
Devine, Harley
Dew, Daniel, Magician
Dick, Billy
Dickens, David
Dillon, Jack
Dillon, Ted
Dinn, Geo. & Rose
Dinwitt, Orval
Dixon, Jimmy
Dixon, Jim, Pianist
Dixon, Al & Babe
Dixon, Geo.
Dixon, Harry E.
Dixon, Howard M.
Dixon, Louis
Dobson, W. C.
Dockery, Jack
Dodge Bros. Circus
Dodson, Wm. F.
Doggett, Art
Doherty, James
Dolan, Ray
Dolce, Mickey
Donohoe, H. A.
Doolan, Harry
Doucette, Chas. F.
Donovan, Walter J.
Doolin, Tom
Doran, Harry
Dorsey, Jack
Dorsett, Leroy
Dougherty, J. J.
Douglas, Johnny
Doran, Tom
Doyle, J.
Drescher, Bob
Drucker, Carl
Drummond, Alex
Dunne, John H., Mgr.
Duffy, Harry
Dunlap, Slim
Duncan, Jack
Durham, Earl (Tex)
Durke, Jack
Durke, Joe
Dunn, Lester
Dunne, Terry
Duncan, Geo. W.
Dupree, G. O.
Durbin, Tommy, Operator
Dwyer, John F.
Dwyer, Mel
Dyrell, Jack
Dyke, W. Gus
Eagle, Walter
Earle, E. C.
Eaton, The Three
Eaton, Mickey
Eddy, Doc
Eddy, James
Edwards, Joe
Edwards, A. B.
Eiler, H. G.
Ellis, Danny
Elliott, Al
Elliott, Bendine
Ellis, Frank F.
Ellis, Ray
Ellison, James G.
Elmer & Adelaide
Endicott, Warren
Endicott, James
English, Clinton L.
Enrich, Danny
Erickson, Eric
Erlew, Tom
Estes, Joe
Eule, Malcolm
Evans, Joe
Evans, Wendo
Everett, Eugene
Eyler, Walter B.
Fabian, Joe
Fairbanks, Robert
Fairbanks, J. R.
Falcone, Bobbie
Faulkner, Jack
Farley, Nolan
Farr, Harold "Doc"
Farris, J. C.
Farthing, Johnnie
Faul, Dusty
Fauss, T. L.
Fauss, John
Fauss, Mike
Fay, Harry D.
Fay, Frank
Feinbloom, Capt.
Feinberg, F. (Receiver)
Ferrell, Jimmie
Ferrer, Irving
Fever, Al
Fine, Allen H.
Finkelstine, Morris
Finley, Elmer L.
Finn, Walter
Fisher, Al W.
Fisher, Johnny
Fisher, Les
Fisher, Mike
Fisher, Robt. L.
Flock, Lewis (Shorty)
Fleming, W. H.
Fletcher, Boyd
Flock, Dick
Flood, James, Co.
Flood, Linwood
Fobbs, Billy
Foley, Jack
Fontaine, Sam
Forbes, Jack
Ford, Dr. L. R.
Forman, Geo. D.
Forrest, Dr. Bob
Forsythe, Fred M.
Foster, Victor J.
Foster, Jack
Fowler, Ray
Fowley, Bruce
Fox, Jerry
Francisco, Fred
Francis & LaPell
Francis, Bert
Franklin, Fred
Franklin, Lucius H.
Franks, Sammy
Frayne, Arthur J.
Frazier, Pete
Freak, J. B.
Freeman, W. B.
French, Warren
Frey, Elmer
Friend, Geo. F.
Fritz, Martin L.
Frye, Maurice C.
Fulkerson, Chas.
Fuller, Chas.
Fuller, Howard
Fultz, Shelby
Gabber, Mike
Gable, Tom & Joe
Gage, Chas.
Gale, Jay L.
Gallo, Willis
Gamwell, R. F.
Gay, Frankie
Geiler, Morris
Geller, Jack
Gentry, Elmer
Gentry, James
George, Ray
Gerbert, Joe
Gerry, Sailor
Gerry, Mr. Frank
Gibson, R. L.
Gile, Oscar
Gill, Chas. R.
Gillen, Frank
Gilliam, Jimmie E.
Gilliland, Jr.
Gibson, Ogler
Ginsberg, Walter
Glaser, Norman
Gladstone, Ed
Glasscock, D.
Glassman, Nathan
Gleason, Frank
Glenn, Jack
Glenny, T. O.
Glenn, Geo.
Godin, Chas.
Goetz, Joe
Golden, Jack
Goldsmith, Irving
Goldstein, Louis
Golub, Morris
Goodman, Chas.
Gordon, Jack
Goodrich, Walter J.
Gordon, Bill
Gordon, Perry H.
Gordon, C. C.
Gorman, Dr.
Gorden, Matt
Gordon, Ed A.
Gorman, Ed.
Gorman, Frank
Gossett, Bill
Goulden, Harry
Grady, Jack
Graham, Harrison
Graham, Jack F.
Graham, Matt
Graham, Ronny
Greenberg, Thomas
Grandon, Pat, Jr.
Graves Jr., W. L.
Gray, Ben Ike
Gray, J. B.
Gray, Ray
Gray, W. N.
Great Western Shows
Greely, Paul
Green, Clyde (Fireball)
Green, Fred, Doc
Green, T. H. Variety
Greene, Roosevelt
Gregory, Jack & Co.
Gregory, L. B.
Griffin, Rex
Grimes, Frank
Griswold, Art
Griffin, Johnny
Groff, Miller
Gross, Stanley J.
Grover, M. J.
Grund, Raymond
Guerin, Danny
Guilliger & Armone
Gunn, Harry F.
Gurley, R. W.
Guy, John E.
Hagen, Charlie
Haas, Harry
Haines, Frank R.
Hale, Wm. Claude
Hale, D. D.
Hale, Walter
Hale, Birdie R.
Hall, Hal
Hall, Major John
Hall, Lewis D.
Hall, Preston
Hall, Ray
Hall, Boyd
Hallet, Charley M.
Hallie, Robert
Halls Animal Show
Halls, Thomas J.
Halsted, Danny
Hamilton, Harry
Hamilton, Raymond
Hamburg, P.
Hamilton, Bus
Hamilton, Leon
Hamilton, T. W.
Hampton, Robt. W.
Hamsher, Alton
Hankinson, Speedy
Hanson, Art E.
Harcourt, Geo.
Hardy, Attraction
Harrigan, Pete
Hardin, Bud
Harlin, Harold
Hardin, Lester C.
Harlan, Jack
Harlow, Bill
Harley, Arlen
Harmon, J. M.
Harnett, Wm.
Harrell, Capt. Ralph
Harrigan, Jerome
Harrington, Gibbs
Harris, Fred, Geo. (Patent)
Harris, Pete T.
Harris, Sam
Harris, Wm. C. F.
Harrison, Frank & Kitty

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Also state how long the forwarding address is to be used.

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Harrison, G. J. (Hill)
Harrison, Joshua
Hart, Tommy
Hartung, Robt. W.
Harvard, Phil
Harvey, Al
Harvey Co., The
Harwood, W. T.
Haskell, V. C.
Hassler, Fred
Hasson, Tom
Hawk, Geo.
Hayden, D. L.
Hayes, Harry
Hazard, Stuart
Hefferon, Dr. J. M.
Heffner, California Frank
Heffner, James W.
Hebler, Fred
Helman, Wm.
[illegible], W. R.
[illegible], Fanny
Helly, Pike
Hendershot, J. R.
Henderson, E. O. (Grabby)
Henderson, Francis
[illegible], Y. M.
Henley, Bill
Henry, W. R.
Herbert, Paul
Herman, Charlie
Hermandez, Yougil
Hershfield, Willy
Hershey, Ray
Herrington, John J.
Hester, James
Hicks, J. C. Darby
Hicks, Jack
Hill, John W.
Higgins, Jerry
Hildebrand, Frank B.
Hiller, W. F.
Hill, Ed L.
Hill, James W.
Hines, Jack
Hochenberry, Lewis
Hodges, Milton
Hodges, Jess
Hoefner, W. M.
Hoefer, Wm.
Hoffman, Louis
Hogan, Leroy
Hogan, Micky (Azuel)
Holbrook, Vincent G.
Holder, Elmer
Holman, Amos
Holmes Jr., John
Holmes, Robt. L.
Holston, Jack
Holzer, Jean, Mr.
Honat, Chas. T.
Horton, W. M.
Horton, Winford
Hot Shot, Doc Band
Hoody, Paul
Houseret, Sam
Houston, W. K.
Howe, Andy
Howells Variety Show
Howland, G. E.
Hoyle, Jack
Huckleston, Roby (Peer Burl)
Hughes, Jimmie
Hughes, L.
Hutham, Ed
Hulbery, Hars
Hunson, W. H. Cedar
Hunt, Geo.
Hunter, W. J.
Hurd, James M.
Hurley, Harry
Hurwood, Wm. H.
Hunter, W. Sherman
Hutchinson, Hebt
Hysell, Clarence
Ingalls, Earl E.
Inman, Mr. Jane L.
Irvine Dog & Pony Circus
J. C. A. Circus
Jackson, Albert
Jackson, Claude
Jackson, H. T.
Jackson, Mellas
Jacob, Lou
Jacobs, Fred
Jameson, Jay
James, Ivan E.
Jamieson, Marvin
Jason, Fred P.
Jed, Tony
Jennings, Ted
Jensen, Mim
Jessup, Chas.
Jewell, C. E.
Johns, Ely
Johns, Jack
Johns, (Bonzo) Circ.
Johnson, Vincent C.
Johnson, Al J.
Johnson, Bob
Johnson, Carter
Johnson, Derrick
Johnson, Pil
Johnson, Frank M.
Johnson, H. H.
Johnson, Harry W.
Johnson, James Rabbit
Johnson, Jessie
Johnson, John
Johnson, Martin Aubrey
Johnson, Mr. Newton M.
Johnson, P.
Johnson, Ralton
Johnson, Rowie
Johnson, Tubby
Johnston, Al (Seattle)
Johnston, Brooks
Johnston, Herb
Jones, Carl Clifton
Jones, Clyde
Jones, Mike
Jones, Owen E.
Kaabel, Jack
Kabra
Kaiser, Tubby
Kallman, [illegible] Lawrence
Kam, Vernon
Kane, Jack
Kapers, August
Kasber, Valery
Kasner, Morris
Karim, Eddie
Katz, Howard
Kaufman, Walter P.
Kaufman, Sol
Keating, Robert
Keith, L. J.
Keith, N.
Keller, Edwin
Keller, Frank
Keller, L. C.
Kelley, Athletic Joe
Kelley, Newt
Kelley, Joe
Kellogg, Earl L.
Kelly, Andy
Kelly, Edwin John
Kelly, Gilbert
Kelly, Lewis A.
Kelly, Ralph O.
Kendel, Wm. G.
Kennedy, H. D.
Kennedy, Vern
Kenney, Buster
Kenroe, Frank
Kerrey, Wm.
Keyes, Walter H.
Keys, Carl
Kish, Ray
Kidd, C. E.
Kiebs, Joe
Kill & Dobs
Kimball, Dode
Kimball, Harrison
King, J. Francis
King, G. M.
King, Jack W.
King, Phil Ensemble
King, Ray
Kinlan, Chester
Kirby, Jack Jacobs
Kirkland, Benny
Kitchens, John
Kline, D. A.
Kline, Elmer & Edna
Knight, J. M.
Knight, Jack
Knotts, C. E.
Knox, Cliff
Kohan, Mabel
Koltz, Ray H.
Korgan, Ken
Korba, Vernon F.
Kosbett, Geo. E.
Kramer, Roy
Krueger, Earl
Kredelade, Pete
Kress, Robert
Kristile, Bill
Kruba, Lucky Christ
Kully, Stanley
Kulney, Steve John
LaBonte, Allen
LaBranne, Pal
LaDouis, Mack
LaMare, Harry
LaParadise, The
LaRoume, Harry & Era
LaRue, Blackie L. B.
LaSere, Thad
LaSalle & Donohue
LaTrame, Pal Whitley
LaVallee, Russell
LaVola, Don
Lamb, H. H.
Lamb, Clifford F.
Lambert, Kenneth E.
Lamont, Frank
Lamont, Geo. A.
Lamson, Bert
Landon, John Orch.
Landrum, Calvin G.
Lane, Harold Robinson
Lankford, Lester & Harold
Leake, Wilson
Leemin, Johnny
Lesley, Fred
Laraw, T. B.
Larson, Harry
Lavelle, Ray
Lawrence, Larry
Lawson, Bernard
Lawson, L. J.
Layton, W. C.
Lazaro, L. E.
Leans, John Thos.
LeBell, Edward
Lee, Artie
Lee, Earl
Lee, Jack & Kitty
Lee, Henry Leona
Lee, L. T.
Leiber, Jack
Lemont, C. H.
Lenoir, John Brockman
Leonard, Frank
Leonard, Harry (Clown)
Leroy, Louis
Lessinger, Harry
Leslie, Hess Derb
Lesley, Tom E.
LeVan, Harry Sheriffen
Lewis, Harry A. & Co.
Leverett, Robt. P.
Lewis, Maywood C.
Lewis, Kid
Lewis, Russell
Lewis, Sammy
Lewis, Bernard Traveling Show
Lewis, Wm. K.
Liberia, Gideon Tiger
Lichtner, D. E.
Lincoln, H. M.
Lindenberry, Perry
Link, Frank J.
Linton, Hank
Lipsky, Morris
Little, Burton Corky
Little, Carl
Little, Curtis
Little, Dave
Llewellyn Jr., W. B.
Loftus, Roy
Logan, H. P.
Long, Dal
Long, Frank
Longmore-Sutcher Kiddie Rides
Loretta, Teddie
Louden, Austin
Lovell, Sid
Loyd, J. H.
Lubbitts, Jake F.
Lucas, Harry
Lucas, Lou
Lumpkin, Bert
Lunsford, Leonard
Lurdy, Ace
Lynch, Gene
Lynch, Oswald
Lynch Show
Lyons, Bert
Lyons, Richard
McAbee, B. H.
McAllister, Herb
McBroom, Walter
McCabe, Yman Bud
McCaroll, Joe
McCarthy, Geo. T.
McClanahan, C. W.
McCarthy, Robert A.
McClellan, Homer Herman
McCloud, Oakley
McClure, H. F.
McClusky, J. J.
McCord, Kenny
McCrae, Rene
McCully, Fowdy
McDaniels, Frank
McDonald, Edw. Blackie
McDonald, Jack
McDonald, Maxwell
McFee, Henry A.
McFadden, Mrs. V.
McFarland, Andrew
McGaffie, Bill
McGee, Eddie
McGough, Francis
McGraw, Sam
McGuire, Jake
McGee, L. R.
McGraw, Willie
McGuire, F. C.
McKay, Arthur H.
McKelvy, Lidge
McKenna, J. B.
McKenzie, Donald E.
McKibbon, J. P.
McKinney, James
McLain, H. H.
McLane, Paul Jenkins
McLaughlin, W. G.
McLean, Freddie
McMillan, G. J.
McMillan, Mathew
McNab, Charles
McN[illegible], Dr. J. A.
McPeak, Royal E.
McPhee, Monroe
McPherson, H. G.
McQuillen, Thomas
Mack, Billy R.
Mack, Bobbie
Mack, Jeannie
Mack, Legendy
Magarity, Tommy
Maher, Ralph W.
Main, Nation
Major, Hervie
Malsbury, Walter
Maloney, Howard
Malcon Bros. Show
Mangan, J. Lopt
Mangler, Frank
Mann, C. J.
Mansie, Pat
Mansour, M.
Marcy, Al
Mardwell, Joe
Marhill, Ralph
Marks, Dewey
Marks, Geo.
Marks, Harry A.
Mar[illegible], Billy
Marquette, Deneke D.
Marrow, Hubert
Marsh, Jack
Marshall, Al Art
Martell, Ray
Martin, A. L.
Martin, Clarence
Martin, [illegible]
Martin, Bill
Martin, Harry C.
Martin, (Sol-Hall)
Martin, L. B.
Ma[illegible], Al
Mason, Bob
Ma[illegible], T. C.
Massey, Charley
Matthews, Bill
Matthews, Geo. E.
Maxfield, Chas.
Maxwell, J. B.
May, T. W.
Mayer, Geo. F.
Mayfield, Dick
Mead, Master Frank
Means, Alfred
Medford, Buddy
Mellon, Eddie
Melson, W. C.
Meltzer, Austin L.
Melton, Jack
Mendenhall, Jess
Mendham, Herman
Mere, Anton
Merrifield, Ted
Merithew, Gene
Merkle, J. H. Jackie
Merrill, Frank
Metty Midway Attrs.
Messner, Joe
Metzler, Raymond
Metzker, Geo. Wm.
Meyer, Edward A.
Meyers, Derek Jack
Miles, Charles
Miller, Arthur G.
Miller, C. Earl
Miller, F. G.
Miller, F. W.
Miller, Frank
Miller, Harry
Miller, J.
Miller, Little Joe
Miller, [illegible]
Miller, Smokie
Mills, Hoe G.
Mills, Lee
Miner Jr., Robert H.
Minor, Frank Wm.
Mi[illegible], Ray
Mi[illegible], Alex
Mi[illegible], Ed
Mi[illegible], Frank
Mi[illegible], John
Mitchell, Mark
Mitchell, Pete J.
Mitchell, Stanley
Mitchell, Charles
Mitchell, Tom
Mitchell, W. W.
Mo[illegible], Glen
Mo[illegible], Glen
Mo[illegible], Jimmie
Montell, George
Montgomery, Harry
Montgomery, Homer
Moody, G. E.
Moore, Porsher Fred
Moran, Wally
Moore, J. D.
Morgan Family
Morgan, Mallory Blackie
Morgan, W. E.
Morris, W. A.
Morris, Joe Jean
Morris, Percy H.
Morse, Virgil L.
Morton, Raymond
Moseley, C. P.
Mosey, Walter
Moye, Bob
Mull, Dan
Munger, Lester A.
Murdock, Robt. K.
Murray, C. G. Pat
Murphy, Doc
Murray, F. J.
Murphy, Harry Eugene
Murphy, Patrick K.
Murphy, Walter M.
Murray, Joseph
Murray, Fred Bright Star
Muse, Roland
Museum of Life, Mgr.
Myers, Geo. L.
Myers, Harry J.
Myers, Wm.-Circus
Nadig, Jack
Nanson, Art
Nash, Victor
Nashe, Ralph
Nelson, Al
Neal, Jack
Nelson, Earl
Nell, Don
Nelson, A. O.
Nelson, Arthur Fred
Nelson, Bennie
Nelson, Donald Arthur
Nelson, Jack Robbie
Nelson, L. B.
Nester, Carl
Nevins, Toby
Newman, Clyde
Newman, Fred
Newman, M. A.
Newton Jr., Wm.
Nicholls, Louis
Nicholas, Lee
Nicholas, Steve
Nixon, Jim
Nixon, Musical
Nixon, Fritz
Noble Jr., David
Nock, B. M.
Nock, Stewart
Noell, Robert
Nolan & Kenney
Nolan, Tommie
Noller, Wm. H.
Norris, Tim
Norwood, Jack (Player)
Novak, Robert
Nugent Amuse. Co.
Nusser, Bel
Nye, Bert C.
O'Brien, Dick
O'Brien, Pat
O'Brien, Tim
O'Connell, Rufus
O'Connor, Dan
O'Day, Tim
O'Kelly, Ralph
O'Neil, Cookie
O'Neil, Frank J.
O'Neil, Terry
Oake, Mickey
Obermark, Bob
Odom, Michael
Odell, Prince Elmer
Ogle, Bob
Olds, Sylvester
Oliver, Dare-Devil
Ollis, Fred
Olson, H. C.
Orange, James B.
Orr, Jack
Orton, H. M. & Grace
Osar, Joe
Osborn, Kenneth
Owens, H. W.
Owens, Frank
Owens, Wendell
Pahlberg, Harold
Padgett, Dr. J. P.
Page, Gene
Page, Geo. W.
Paillard, Jas. J.
Paige, Geo. W.
Paine, J. W.
Palmer, John P.
Panella, Theophilus
Pape, Billy
Pape, Larry J.
Parker, Richard
Parker, H. L.
Parker, Ray
Parker, Stanley
Parks, F. H.
Parr, Victor
Parramore, Phil J.
Partridge, Clinton
Paulett, [illegible]
Payne, Paul
Pearcy, Jack E.
Peck, Adolph
Pella, Dick
Peters, H. D. Bob
Pender, Harry
Perkins, Chas. Z.
Perrin, Bill
Perry, Capt. Jack
Perry, J. N.
Perry, Joe
Perry, Taste
Peterson, F. A.
Peterson, Henry F.
Pharr, Henry
Phelan, Phil
Phillips, Edward
Phillips, Clyde
Phillips, E. B.
Phillips, Ellis
Phillips, Harold
Phillips, Horace
Phillips, J. D.
Phillips, Walter
Phillips Bros.
Pickering Sr., Daniel F.
Piebolt, Carrol
Pierce, Louie
Piper, Dale
Pinard, David W.
Platt, James
Plummer, R. L.
Plunkett, Jim
Poole, C. S.
Porter, Richard
Powell, E. E.
Potts, Jolly Pathfinder Co.
Powell, Teddy Songwriter
Powers, Rex
Prentice, Peter
Preston, Sidney
Price, Charlie
Price, John
Primrose, Charles
Primrose, Major
Proctor, George
Proctor, Russell
Pugh, Geo. W.
Pyle, Dick
Quaglia, Alfred
Qualls, Ken
Quinn, Leonard
Quinn, W. A.
Race, Charles A.
Ragland, Ray
Rapier, Wrangler
Randall, Billy
Randall, Gene
Randolph, John T.
Rankin, Capt. Bob
Rankin, R. & Co.
Ray, Arvie
Ray, Harry
Ray, H. F.
Reale, Hubert
Rayner, Carper
Raymond, A.
Raymer, Casper
Reatow, King Midget
Redmond, Paul C. D.
Redstone Corp.
Reed, Arthur Cotton
Reed, Edward C.
Reed, Edward L.
Reed, Mike (Weather)
Reef, Wm. H.
Reese, Geo.
Reichner, Charles Whitey
Reilly, John L.
Reiners, Harry
Renfro, Toby
Renick, Bert
Renick, Mel
Reno, Edward
Reno, Geo.
Renard, Jimmy
Reynolds, Willie
Reynolds, Drew
Rhodes, Jesse F.
Rhodes, Joseph B.
Ricard, Ernest L.
Rice, Al
Rice, J. M.
Rice, M. H.
Rich, Jack
Richards, Al & Edna
Richards, Harry Doc
Richards, Joseph
Richards, P.
Richardson, Carl
Richardson, Joseph Louis
Richmond, Daniel
Riedlback Family
Riley, C. E.
Riley, Michael
Rinso, Joe
Riley, John L.
Rimmer, Billy
Risley, John C.
Ritchie, Wm. L.
Robbins, W. F.
Roberge, Victor
Roberts, Thayer
Robinson, Dr. C. E.
Robinson, Noah
Rohmann, Roy
Roddy, Doc
Roese, B. W.
Rook, Stanley
Rodak, Ralph
Rogers, Cleo C.
Rogers, C. E.
Rogers, Leonard
Rogers, L. H.
Rogers, R. W.
Rogers, Ralph
Rogers, Roy Edward
Roland, Henry
Rolling Cloud, Chief
Romer, A. K.
Ronnie, Dan Photographer
Roof, Jack
Rose, Dave
Rose, Martin
Ross, Tex
Rossbrook, Bob
Rosso, H. Short
Rosen, Ralph
Ross, A. N.
Ross, Bill
Ross, Jerry
Ross, Jimmie
Roy, J. (Hollywood)
Rudroff, Rudy
Rumbley, W. H.
Russ, Frank
Russell, H. W.
Russell, Charles
Russell & Christensen
Russell, Edward Punk
Russell, Mel
Rutter, H. P.
Ryan, Raymond
Ryan, James
Sahn, Randy
Salsberg, Basil
Sampson, Dutch
San Miguel, Manuel
Savage, Fred M.
Say, Joe D.
Saylors, John T.
Scarcee, Dick
Schaeffer, Max
Schaffer, Bernard
Schaffer, E. F.
Schenck, Teddy
Schill, Ray
Schlesberth, John
Schneider, Doc
Schock, H. T.
Schoonover, R. D.
Schreiber, Harry
Schroeder, Walter
Schultz, Capt. Wild Animal Show
Schultz, Charley Clown
Scheitz, Eddie
Schultz, Fred (Wire)
Schwerm, Oliver
Scott, Fred M.
Scott, Henry
Scott, Herbert
Scott, J. C.
Seale the Seal Boy
Sealy, Vernon
Selasadie, Prince
Sells, Capt. Billy
Selly, Joe
Senger, E. H.
Serrion, Fred
Sewell, Arnold
Seymour, Milford
Shaeffer, Lee
Shafer, J.
Shankle, Floyd
Shardelow, Al
Sharp, W. F.
Sharp, J. H.
Sharrock, Bill
Shaw, Wm.
Shawls, Johnny
Shay, Don
Shea, Eugene H.
Sheets, Dave
Sheffield, J. C.
Shelley, Jake
Shelton, Syril
Shepard, W. H.
Shepard, Walter
Sheppard, E. H.
Sherman Jr., Carl L.
Shobba, Wilmot
Shrider, Sterling
Shugrue, M. T.
Shillman, Mike
Short, John E.
Shrader, Bennie
Shubb, Charles
Shyrers, Ken C.
Sica, A.
Silver, G. L.
Simon, Eddie
Silver Bros. Circus
Silver Bros. Show
Simms, Dope
Simmons, E.
S[illegible], James A.
Slatter, Ray
S[illegible], Charlie
S[illegible], C. Kid
S[illegible], Billy
S[illegible], Lyman
Smith, Clarence W.
Smith, Curley
Smith, Dixie Kid
Smith, Frank Players
Smith, Gerald F.
Smith, Glenn E.
Smith, Jack J.
Smith, James B.
Smith, Jay & Mae
Smith, Haley A.
Smith, P. W.
Smith, Roy
Smith, Bennie
Smith, Bill Dial
Smith, Wm. A.
Smith, Wm. L.
Smith, Willie G.
Snear, E.
Snell, Karl Red
Snyder, Harry C.
Snyder, Howard A. Jess
Snyder, Merle C.
Solomon, Chic, Sol
Solomon, Benny
Soldevrys, The
Sonderland, Karl
Sotire, Frank
South, Earl
Spain, O. K.
Spann, Allen
Spearks, Curley
Spencer, C. L.
Spencer, M. R.
Sperry, Chas.
Spicher, G. W.
Sp[illegible], Jarvey B.
Spriggs, Wm. D.
Stallings, Joe Vernon
Stanley, Edward
Stanley, J. F.
Stauffer, Howard
Steinbaum, Lonnie
Stearns, Hall
Steen, Al
Steen, A. E.
Steinberg, Abraham
Stemple, Walter
Stephens, C. A.
Stephens, Ulysses G. R.
Sterling, Johnnie
Stern, Louis
Stevens, Archie
Stevens, G. W.
Stevens, Johnnie E.
Stevens, Mitchell A. Tom
Stevenson, Morris Irish
Stewart, John J.
Stewart, M. L.
Stewart, O. F.
Stewart, H. E.
Stewart, Richard H.
Stickle, Ed J.
Stillwell, Capt. John
Stoddard, E. L.
Stone, Bob
Stone, E.
Stone, Joe
Stone, John H.
Storey, Sterling
Stornach, Philip
Strange, Bill
Stuller, Whitey
Struble, Frank
Struble, O. Frank
Stroud, Bill
Stubblefield, Joe
Suba, Rock
Sullivan, Pte. M.
Sullivan, Thomas
Sundstrom, John E.
Sutherland, Bill
Sutherland, Tex
Sutherlin, H. P. Pat
Sutton, Charley
Swanger, Harry
Swazie Trained Cockatoos
Swanson, Bob
Sweetland, Jerry
Sweeney, Herbert
Swisher, Cliff
Sykes, Ray
Sykes, Harry
Tacey, Leon
Tamblin, Jos.
Tate, Guy
Tate, Jimmy
Tarlin, Jack
Taylor Bros.
Taylor, Jack
Taylor, John L.
Taylor, Pent
Taylor, Stanley
Teatro, Tony
Tennis, Theodore
Tennyson, Dave
Terrell, Bill
Terrell, Tom & Jeanette
Terry, O. E. Buddy
Terry, John
Tesko, Joe
Theodore, Pete
Thomas, Contortion
Thomas, David
Thomas, Dewey P.
Thomas, Pat
Thompson, Dutch
Thompson, D. D.
Thompson, Jimmie
Thompson, John
Thompson, Melton
Thompson, Mike
Thompson, Miller
Thompson, PeeWee
Thompson, J. K.
Thompson, Blatchy
Thorne, G. R.
Thornton, Buddie
Thornton, M. J.
Thrall, C. F.
Tierman, D. E.
Tilson, Jack Orch. Leader
Timmons, Robt.
Timmerman, James H.
Tinsley, Billy
Tip-Top Show Co.
Tom, Geo.
Tompkins, Tommy
Toomey, Harry Whistle
Townsend, Tumbling
Tree, Earl
Tracey, Arthur M.
Tracy, Jack & Orch.
Travers, Allen
Travers, Geo.
Travis, Doc A.
Tremaine, Harry
Trueheart, Turner
Tucker, Bill
Tucker, Ralph
Tucker, Sammy K. G.
Turnquist, Carl A.
Tuttle, M.
Tyree, O. H.
Underwood, Howard
Underwood, Teddy
Ulrich, Denny
Ulrich, Miller
Valenti, C.
Valentine, Robt.
Van, H. K.
Vanover, Charles
Van Doren, Reginald
Vandier, C. F.
Vaughn, Chick
Varney, Cecil
Veril, Frank
Vernon Bros. Show
Vernon, G. A.
Vestal, Jimmie O.
Victor, Louis Sealer
Virginia Minstrel Show
Voelker, Edward Oscar
Volin, Bill
Von Deuplein, DeWolfe O.
Voorhees, Ben H.
Vreeland, Jack
Wade, H. C.
Wade, R. H.
Wade, R. L.
Wade, Ralph W.
Wagner, Geo.
Wagner Jr., Frankie
Wagoner, M. F. Spike
Wahlberg, Ike
Walker, Fred Douglas
Walker, George C.
Walker, Lee
Walker, Wm.
Wallace, Bert
Walsh, Arthur E.
Walsh, D. A.
Walther, Eugene
Walters, Emil E.
Warner, A. F.
Warner, Elmo A.
Washburn, M. J.
Washburn, Smiley Cheers
Washington, Dapper Doc
Wasserman, George
Waters, T. A.
Waterman, James M.
Watkins, Mark
Watson, Tommie
Watts, Cotton
Watts, Dan T.
Wayne, R.
Weaver, Andrew
Weaver, Jack
Webb, Bob
Webb, Frank & Grace
Webb, Capt. Geo.
Webb, Joe B.
Webb, Jolly Johnnie
Webb, Mark
Webster, Earl
Weber, Ernie Robt.
Weber, Louis
Webster, Geo. H.
Weeks, Boyle
Weeks, Gerald
Weimer, Sam
Weinberg, Louis H.
Weiss, Louis
Welch Jr., Thomas A.
Wellborn, S. H.
Wellons, Jimmie
Wells, Jimmie
Wells, Leonard
Wells, Teddy
Wells, Morris
Wells, Wm. Chas.
Wenzel, Philip
Wesemann, Dave
Wesson, Lester A.
West, J. W.
West, Joe
West, L. F.
West, Mailor
West, Whispering George
Western, Geo. J.
Western, J. W.
Westfall, Bill
Weston, M.
Wetherington, Louis
Weymer, Al
Whaley, Sylas
Wheeler, Bob
Wheeler, Geo. J.
Wheelock, H. C.
Whetten, Fred
White Eagle
White, Edward
White, Kenneth Ozzie
White, Oscar
Whitehair, W. G.
Whitney, Ralph
Whittaker, Geo.
Wiggins, Keith
Wilke, Tom
Wilkes, Mason
Wilking, E.
Willard, Clarence E.
Willard, Harold
Willard, Harry Wizard
Williams, Art
Williams, Ben
Williams, Billy Ant
Williams, Carl
Williams, Claude E.
Williams, Clyde (Red)
Williams, Clyde D.
Williams, George R.
Williams, Harold Tom
Williams, J. F. Mac
Williams, Jay
Williams, Johnnie
Williams, Mark
Williams, Skippy
Williams, Smokey
Williams, Texas Slim
Williams, Wm. H.
Williamson, Carl
Willis, Billie
Willis, W. Norman
Willson, Chas. Tobacco Pete
Wilson, Earl V.
Wilson, Glen
Wilson, Horace D.
Wilson, Leonard
Wilson, Loyd Mickey
Wilson, Rosie
Wilson, Mr. Thelma
Windsor, Harvey E.
Wingate, Dave
Winters, Bill
Wise, Ralph
Witt, Jacob
Withers, Howard
Withers, Wingle
Wolcott, Joe
Wold, Edward Wm.
Wolridge, Carl
Wonkiler, Chief
Wong, Jim
Wood, David P.
Wood Jr., J. E.
Woods, Bryce
Woods, Clyde
Woods, J. A.
Woods, Ramon
Woodward, Jimmie
Woods, Bob
Workman, Carl Lewis
Wortham, John T.
Wright, Frank
Wright Jr., J. D.
Wright, Marvin D.
Wright, Steve
Wright, Sonny
W[illegible], Glen
Y[illegible] Club Boys
Yancey, Elmer
Yankee Patterson Circus
Yarnell, Robert
Yeager, Glenn
Yost, Fred
Younger, Tex
Youngs, Green
Zeitler, Fred
Zack, Isaac I.
Zeigler, Geo.
Zeigler, Mike
Zell, Bob
Zerm, Larry
Zimmermann, Abe
Zuber, Andrew

MAIL ON HAND AT

NEW YORK OFFICE

1564 Broadway.

Women

Allen, Florence
Amour, Anita
Aurora, Rose
Baker, Sally
Barbara, Lady B.
Barfield, Pearl
Barry, Mrs. Martha
Bell, Anita
Belvedere, Rose
Brown, Mrs. Frederick
Castle, Cookie
Clifford, Mabel
Clark, Carol
Clark, Caroline
Clark, Mrs. James D.
Crawford, Margaret
Creighton, Alice
Day, Jean
Dean, Anne
Darm, Rose
Fair, Joan Germaine
Gerrard, Rosalie
Harman, Jean N.
Hayward, Aurora
Hayward, Mamie & Iva
Hirsch, Mrs. Lee
Hooper, Minnie
Hutkin, Nellie
Lane, Betty
Kane, Sybil
Lamm, Mrs. J.
Lauritzen, Doris
Lee, Lillian
Mallard, Virginia
Marks, Sarah
McGill, Julia
M[illegible], Irene
Molnar, Carol
M[illegible], Caroline
M[illegible], Mrs. James B.
Mulligan, Mrs. James
N[illegible], Flo
O'Brien, Jean
O'Hara, Patricia
O[illegible], Ethel
Page, Peggy
Page, Anne M.
Parker, Gerry
Parish, Hazel
Pine, Ruth
R[illegible], Nellie
Searls, Beatrice
Segal, Vivian
S[illegible], Mrs. Jos.
Smith, Lottie J.
Stevens, Anna
Thorne, Charlotte La Belle
Trevor, Madeline
Van Horn, Mildred
Wagner, Fanny
Waller, Mrs. E.
Wayburn, Pat
Yacatian, Agnes

Men

Abel, Edward H.
Ali, Ben Ali
Ali, Prince
Allen, J. Harold
Austin, Gene
Aston, Dan
Barr, Herbert Y.
Beatty, George
[illegible], Dee
Black, Henry
Bonelli, Michael & Orch.
Brennan, Ed
Brodhead, Sigmund
Briggs, George H.
Brock, Robert Louis
Brown, Wm. Albert
Cain, Harry
Carver, Bob
Chadwick, Vincent
Cohen, Abraham
Combs, Earl
Crampton, Cy
Conway, Denny R.
Cronin, Ray
Cyrene, Jimmie
Curtis, Erbert
Deason, John E.
Davis, George
DeLage, Al & Shirley
Delano, F. J.
DeWitt, Lewis
Dexter, Herbert
Donaldson, Robt. V.
Drew, Harry
Duke, H. F.
Dyer, William
Edmund, George & Orch.
Faulkner, Roland Lee
Fern, Carl
Fink, Raymond J.
Fisher, Chas.
Flaherty, James
Fleming, Al
Forbes, Hal
Frasure, Ernst
Gair, Jack H.
Galloway, Charles
Gomes, Prince
Goodwin, Bill
Gould, Murray
Green, Harry W.
Green, Joe
Grombart, Joe
Gruber, Hardy
Harrison, Bob
Hasson, Muscaphs
Hewitt, B.
H[illegible], Samuel
Hinkle, Milt
Indian
Jacobs, Danny
Julien, Lee
Jordan, Lee
Kane, Herbert
Keaton, Duke, of Armadillo Act
Kline, Ernie
Krause, N. T.
LaRose, Roy
Lang, James
Larrabee, H. (Drome)
Lawrence, Geo.
Lamazine, G.
Leslie, Kirk
Levy, Lou
Lewis, Jackie
Lovette, Lou
Lowe, Bayne
Malter Jr., Leonard Oadman
Markham, Wm.
Marnell, John
McCarthy, John
McCaslin, Ernest
McFarland, Edward James
Melvin, Jack & Orch.
Merle's Cockatoos
Meyers, Harry E.
Mikulski, C.
Miller, Carroll
Moore Show, Dinty
Morris, Bobby
Muller, Bert & Orch.
Murphy, Eugene J.
Nye, Thomas
O'Brien, Jerry
O'Donnell & Blair
Ogilvie, H. H.
Parks, Al
Palmer, Art
Palmer & Orch., Lee
Paul, Prince
Planck, A. (One-Man Band)
Platt, Johnson
Quirk, Frederick
Raible, Bruno
Rathburn, Tom
Richard, The Great
Rizzi, John C.
Rock, Will
Roebuck, Leo
Sarno, Nick
Saunders, Buck
Savoy, Harry
Schmitt, Fred
Schnell, Carlyle E.
Siegfried, J. C. & His South Sea Islanders
Seifert, Richard
Simon, Harry
Snowdon, Earl W.
Singer, Harry
Singer's Midgets
Singer, Lou
Smart, Frank B.
Smith, C. C.
Smith, George L.
Smith, Ray
Spurr, Jules
Stewart, A.
Thiele, John H., Jr.
Thorn, Otto & Orch.
Vlade, Robert
Walker, Scratch
Walsh, W.
Waring, Joe
Weber, Jacob Nicholas
West, Marty
Willard, Clarence E.
Wills, Bob
Williams, Al
Wonland, Robert
Woods, Claude
Worthy, Ralph
Y[illegible], Carl
Z[illegible], Professor

MAIL ON HAND AT

CHICAGO OFFICE

404 Woods Bldg., 52 West Randolph St.

Women

Anderson, Mary Ann
Archer, Mrs. Evline
Clare and the Santa Sisters
Barton, Theresa
Belle, Viola
Benell, Mrs. Louise
Bresnahan, Mrs. T. J.
Crane, Arlene
D[illegible], Betty
DuVal, Mrs. Cal
Fraser, Carrie
Faye, Mrs. John E.
Giaquinto, Betty
H[illegible], Mrs. Donna
Knight, Penny
Kerlew, Millie
La Bay, Virginia
Lee, Mae Chang
Lorne, Mrs. R. J.
Moss, Bettie
Nickerson, Helen
Norwell, Mrs. Pauline
Pearson, Bobbie
Perez, Mrs. Kyle
Perry, Mrs. Jack
Petty, Ruth
Reynolds, Mrs. Ben A.
Sargent, Eva Greenwood
Smith, E. M.
Sutton, Mrs. Anne
Tester, Jacqueline
Taylor, Jeanne
Townsend, Chiquita June Mitchi
Warren, Mrs. Della
Williams, Dorine
Williams, Mrs. Myrtle
Wilson, Dorothy
Wolz, Adeline

Men

Adams, Geo. T.
Adams, Stanley
Anderson, Charles F.
Arnold, Billy
Arnold, Kiddo
Baldwin, George
Barfield, James
Beaumont, Jack K.
Belmont, Eddie
Berline, Leslie
B[illegible], Frank
Bird, Harry
Bird, Will
B[illegible]
Brandon, Roland
Buley, Johnnie
Bulbeck, Mr. & Mrs. H. T.
Campbell, R. L.
Carpenter, Shorty
Carter, James E.
Carlyle, Joe (Violinist)
Charnes, Walter
Coleman, Jesse E.
Collins, Billy
Commodores, The (Harry Gross)
Davis, Ken
Day, Dave
Dixon, Harry E.
Dixon, Joe
Dodge, Chester R.
Dykman, Noble Rodgers
Eberly, Bob
Everett, Johnny
Fisher, Bill
Ford, Marty
Funk, Clem
Gleason, Jas. A.
Gordon, Chuck
Graves, Jack
Gregory, Earl
Hagner, Carl
Hardman, Harold
Harris, Bethel
Harris, Leland S.
Hatcher, John
Hildebrand, Mr. and Mrs. Otis
Hill, George
Hollywood Steppers
Hodges, Ray A.
Ingleston, Corp. Bob
Jameson, Carl
Johns, "Blackie"
Johns, Elery Jackson
Johns, Harvey E.
Johnston, Brooks
Joy, Billy
Kavanaugh, Mr. & Mrs. Art
Kilbane, Barney
Lane, A. M.
LeRoy and Louise
Manning, Otis
Martin, Johnny
McAfee, Fred
McBroom, Walter
Millar, Wm. E.
Miller Bros.
Miller, J. B.
Mulford, Doc
Moore, Ray
Morales, Pedro
Morton, A. L.
Murry, Pat W. R.
Nelson, Harold H.
O'Hearn, Jim & Honey
O'Neil, Patrick J.
Oberfield, Wm. H.
Perez, Ernesto
Rose, Jay
Rose, Joey
Ross, Marion J.
Roxbury, Mr. & Mrs. John W.
Ryan, James W.
Scott, G. D.
Selvers, Burton
Smith, D. H.
Smith, James (Tex)
Stall, Oscar James
Stearns, C. G.
Stoddard, W. E. (Doc)
Stone, Jack M.
Sullivan, Lloyd
Sun Show Malcolm Co.
Thomas, Roy

See LETTER LIST on page 59

The Final Curtain

AMBROSE—Mrs. Edna McLaughlin, 51, mother of William A. (Billy) Ambrose Jr., well-known dancer, July 3 at her home in Youngstown, O., following a three-month illness. Besides William Jr., she is survived by a daughter, Harriet E., and another son, Richard D., both of Youngstown. Services at the Fox Funeral Home, Youngstown, and burial in that city.

BACH—Hugo, 70, cellist and band director, July 4 at his home in Milwaukee after an illness of more than a year. During his career Bach served as director of the Bach Symphony Orchestra, the Milwaukee Park Board Band, the WPA sponsored Wisconsin Symphony Orchestra and the Pabst Theater Orchestra, Milwaukee. He was a charter member of the Milwaukee Musicians' Association. Survived by two sisters.

CAMPBELL—Colonel Tom, 74, dean of Southern legit theater managers, and for nearly 50 years director of the now defunct Tulane and Crescent theaters, New Orleans, at New Bedford, Mass., June 25. He was a personal friend of such stage stars as Joseph Jefferson, Otis Skinner, the Barrymores, Julia Marlowe, Kyrle Bellew, Walker Whiteside, Lillian Russell, Anna Held and Eleonora Duse. It was his proud boast that he catered to three generations at the Crescent City theaters. He was also promoter of auto races in the South in the '90s and early 1900s. He first entered the professional field as advance agent for Louise Balfe in 1885. Later A. L. Erlanger acquired his services in operating the Erlanger theaters in the South. For a time Colonel Campbell was excursion agent and contractor for Sells Bros.' Circus and in 1892 he managed *The Soudan*, war play, on a short road trip. He took over management of the Academy of Music, New Orleans, in 1894 and remained as manager of the Erlanger & Klaw, Crescent and Tulane theaters from 1896 until closing of the Tulane in 1930. Rites conducted in New Bedford June 28. Surviving is his widow, Anne Olstine Campbell, nonprofessional.

CLARDY—Charles, 29, killed in a train accident at Redding, Calif., June 28. He was with Western carnivals for several years and was a member of the PCSA. Funeral from the Crippen Funeral Home, Verdugo City, Calif., July 1. Interment in Montrose, Calif.

COLLINS—Richard (Dick), 76, of heart failure at his home in New York June 19. He was one of Pawnee Bill's cowboys for several years when the Major first started in the Wild West business. He was in Western melodrama for Blaney and Al Woods for 25 years. Later he toured Europe for five years and more recently was in moving pictures. Funeral from Walter B. Cooke Funeral Home, New York, with burial in Actors' Fund Cemetery, Mount Kisko, N. Y., June 23.

DOOLEY—Mrs. Mary, 78, mother of a well-known stage family, July 7 in the Philadelphia home of a daughter, Mrs. George E. Vaughan, after a short illness. Another daughter, Ray, comedienne, is the wife of Eddie Dowling, musical comedy actor and producer. Deceased married Robert Dooley, circus clown, in Glasgow, Scotland, 62 years ago. Services at St. Lauren's Church July 10, with burial in Holy Cross Cemetery, Philadelphia.

EATON—Mrs. Laura B., mother of Otis Eaton, former Midwest actor, at her home in Webster City, Ia., June 16.

FOSTER—Irving (Polski), 48, tenor singer, popular for many years around Chicago, of heart attack June 4 at his home in that city. Foster worked for seven years with the Friar's Inn, Chicago; for Mike Fritzel, and also at Colosimo's. He retired in 1927. Burial in Chicago.

FROHMAN—Mrs. Marie Hubert, old-time actress and widow of Gustave Frohman, theatrical producer, July 4 at her home in Bronxville, N. Y. Mrs. Frohman's first professional appearances in the theater were thru Lester Wallack, David Belasco and her husband, who was the elder brother of Daniel Frohman and the late Charles Frohman. Mrs. Frohman was popular on the stage 60 years ago for her performances in *The Witch* and *May Blossom*. Later she wrote plays and motion picture scenarios under the pen name of Louis de Coucy. Her husband died in 1930 at the age of 76. She leaves a brother, Charles A. Hubert, and two sons, Philip and Col. Louis H. Frohman.

GIANINI—Leo G., 40, widely known illuminating engineer, who helped to build the lighting system of the Golden Gate International Exposition, found shot to death in his home in San Francisco July 2. His mother was found fatally wounded at the same time.

GUTHRIE—Charles W., 68, former actor, theater manager and clergyman, at the home of his sister, Mrs. P. W. Pritchett, July 1 in Washington. He played in stock in Wilkes-Barre, Pa., where he lived for over 30 years, and also managed the Nesbitt Theater there. He also had several screen roles in silent pictures featuring William Farnum. He was best known on the stage as the rabbi in *Abie's Irish Rose*. He lived in Washington the past eight years and obtained an appointment as a registered but unstationed Methodist preacher. Survivors besides Mrs. Pritchett, include a sister, Mrs. Nattie M. Wright, Baltimore, and a brother, William L. Guthrie, Brooklyn.

HANCOX—Leland P. (Lee), 26, member of a brother radio team known as the Banjoleers, drowned in Saratoga Lake, near Saratoga, N. Y., July 4. He was born in Troy, N. Y. He and his brother, Donald W., were heard over Station WGY, Schenectady.

HERRMANN—Urbine J. (Sport), 66, theater owner and yachtsman, of injuries sustained in an auto accident near Sturgeon Bay, Wis., July 1. Herrmann was a well-known and colorful character, living most of his life in Chicago. In 1909 he acquired the Cort Theater, that city, and built up his reputation as an astute judge of successful plays while operating the house. Survived by a brother, of Hammond, Ind. Services July 5 in the Scottish Rite Cathedral, Chicago, with burial in Acacia Cemetery there.

HOBSON—William, 50, superintendent of the Ringling-Barnum canvas department, at his Sarasota, Fla., home of a heart attack about two months ago, it has just been reported. Recognized as one of America's foremost authorities on tent manufacture, he had been boss of the circus tent loft for more than a dozen years, going to Sarasota when the Big Show shifted its winter quarters from Bridgeport, Conn. Surviving is his widow, three daughters, Marian, Edith and Alice, and two sons, William and Alfred, all of Sarasota. Marian Hobson is secretary of the Sarasota Chamber of Commerce. Funeral services and burial in Sarasota.

LESLIE—Amy, 90, for 40 years a drama critic and before that a well-known actress, recently after a long illness at her home in Chicago. Miss Leslie was on Broadway back in the days of Gilbert and Sullivan and starred in *The Mikado*, *Pinafore* and *The Pirates of Penzance*. She was a friend of Edwin Booth, Sarah Bernhardt, Beerbohm Tree, Julia Marlowe, E. H. Sothern, Lillian Russell and John Drew. She became dramatic critic of *The Chicago Daily News* in 1890, retiring in 1930. Survived by a niece and two nephews. Services July 5 in Chicago. Body was cremated.

LESSER—Lou, 67, former burlesque show owner and manager and of late years steward and caretaker of the Burlesque Club, New York, July 2 in Morrisania Hospital, that city, after a long illness. He leaves two sisters and a brother.

LIPPINCOTT—Samuel D., 62, for 45 years in the vaudeville and moving picture fields, at the home of his partner, Josephine Quigley Drury, in Philadelphia July 2 following a stroke. He at one time had his own medicine show, Lippincott's Fun Show.

IN MEMORY OF

BARBARA McINTYRE

(Nee Babe Kreamer),

Who Died July 14, 1938.

Never shall we cease to love you,
Never shall your memory fade,
Sweetest thoughts forever linger
Around your sweet and peaceful grave.

Sister: LOUISE PICKENS.
Pal: ALYNE POTTER MORENCY.

MARROCCO—Frank H., 52, known professionally as Frank Brown, July 1 at his home in Providence after three months' illness. With his brother, Anthony, he did a B. F. Keith Circuit act, The Brown Brothers, playing with Eva Tanguay and the Watson Sisters. At one time he organized and managed the Six Imperial Dancers. Born in Providence, his first professional appearance was with the old Homan Stock Co. at the Scenic Temple, that city. He retired some years ago to enter business in Providence with his brother. He leaves a widow, son and daughter.

NOEL—Ann Kathryn, 12, of pneumonia in Providence Hospital, Detroit, June 23. Father is trumpet player with Al Alexander's Orchestra. Buried in Holy Cross Cemetery, Detroit.

PAUL—Mamie (Mamie Sheridan Wolford), widely known in stock and repertoire circles, July 4 of a heart attack in Chicago. She retired 10 years ago to make her home with her husband at the Reid Hotel, Kansas City, Mo. Survived by her husband, Edmund L. Paul; a daughter, Mrs. Caroline Gresham, of New York, and a sister, Mrs. Margaret Coyne, of Chicago. Interment in the family plot in Chicago.

PHILLIPS—Ben, 51, of pneumonia in St. Anthony's Hospital, Rock Island, Ill., July 1. He was a tuba soloist in the minstrel band on Crowley's United Shows. Survived by two sisters, Mrs. Annie Florence and Loretta Phillips. Body shipped to Jackson, Miss.

RICHARDSON—James A., 54, Canadian radio station proprietor, at his home in Winnipeg, Man., June 25 of heart disease. He started the Grain Belt Network with short wave stations CJRW (later CJGX), CJRC and CJRM.

ROWLAND—J. N. (Ned), 63, in a hospital at Butler, Mo., July 5, following a stroke. He also suffered a paralytic stroke six months ago. He entered show business in Gainesville, Tex., in the early '90s and trouped with many circuses, carnivals and medicine shows. He was instructor for the Gainesville Community Circus one season several years ago. Survived by a daughter, a sister and a brother, Rev. John D. Rowland, of Gainesville. Burial at Foster, Mo.

SCHOTT—Andrew C., 61, employee for many years on the Coney Island steamer Island Queen, Cincinnati, July 3 of a heart attack. Survived by a daughter, Mrs. Alberta Gavin, Norwood, O.

SMITH—Walter F., 61, veteran showman, at his home in Hayward, Wis., June 20 after several years' ill health. He was associated for years with various dramatic tent shows as business manager. Later he was business and advertising manager for the Eschman Circus. He owned the State-right film *The Life of the Younger Brothers* and played the Central States. He also presented outdoor pageants, *The Life of Abraham Lincoln* and others. He retired from show business in 1925. Survived by his widow, Margaret; a daughter, Dorothea Varien, concert organist and pianist, and a son, Clark.

TAYLOR—P. W. (Pete), 43, riding instructor and former animal trainer and part owner of the old Washington & Taylor Wild Animal Circus, in Jacksonville, Fla., June 30 of a gunshot wound. Taylor also appeared in vaudeville with a cat act. He had operated a riding academy in Jacksonville for the last 10 years.

UPDEGRAFF—Henry, 68, theater owner, of a heart ailment July 2 at Emanuel Hospital, Portland, Ore. He began his career in Pipestone, Minn., operating a theater chain in the State. He also operated theaters in the Dakotas for 16 years. From Sioux Falls, S. D., he moved to Portland in 1924. Survived by widow. Services at Holman & Lutz Colonial Chapel, Portland, July 6.

VAN WYCK—Stedman R., 73, chairman of the Montgomery Queen Tent No. 7 of the Circus Fans' Association, at Lockwood Rest Home, Oakland, Calif., June 26.

WEBER—Robert J., of a heart attack July 4 at Johnston City, Ill. Weber, who was owner of the R. J. Weber Theatrical Agency, St. Louis, for the past 20 years, collapsed while acting as emsee at the Lion's Club Homecoming in City Park, Johnston City. Services held in St. Louis July 7, with interment in the Old St. Peter and Paul Cemetery. Survived by his mother and two sisters.

WHITAKER—Mrs. Ada Tuck, well-known soprano soloist in Connecticut, at the Bridgeport (Conn.) Hospital July 1 following a lingering illness.

Marriages

ANDERSEN-HANLEY—Bob Andersen, NBC news reporter, and Margaret Hanley, of the KSFO staff, in San Francisco July 2.

BAKER-MILLER—John D. Baker, of Pikeville, Ky., and Mary Alice Miller, daughter of Mr. and Mrs. Charles Miller, of the Funland Shows, at Whitesburg, Ky., June 27.

BARBIROLLI-ROTHWALL—John Barbirolli, conductor of the New York Philharmonic Symphony Orchestra, and Evelyn Rothwall, oboe player, at the Bloomsbury Register Office, London, July 5.

BAZINET-SORENSON—Dwight J. Bazinet, manager of the Bazinet Shows, and June Sorenson, night club mistress of ceremonies, also known as June Carrol, recently in International Falls, Minn.

BRODKIN-MOORE—Archie Brodkin, former manager of the State Theater, Springfield, Mass., and now with the Hotel Lenox in that city, and Lily Moore, former burlesque performer, in Springfield May 31.

DEAL-FOOTE—Chester (Chep) Deal, vaudeville ventriloquist and the son of Edna Deal, booking agent in St. Louis, to Betty Jane Foote, adagio dancer, for the past two seasons with the *Babes in Joyland* stage unit, in St. Louis July 1. They now operate a dance studio in Kirkwood, Mo.

GILLIAM-WOOD—Lloyd Gilliam, trumpet player in Sammy Kaye's Band, and Jenny Wood, Hawaiian dancer featured in *Hellzapoppin*, recently.

GUITRY-DE SERREVILLE—Sacha Guitry, French actor and playwright, and Genevieve De Serreville at Versailles, France, July 4.

MORRISON-HUME—Morrison Morrison, night club owner, and Maxine Gagnon Hume, New York actress and model, in Tijuana, Mexico, April 2.

MORTON-SPEAKER—Edward F. Morton, assistant manager of the Orpheum Theater, Kenosha, Wis., and Marjorie Speaker June 27 in Kenosha, Wis.

PACKARD-SIGMON—Albert J. Packard, of the J. F. Sparks Shows, and Ruby Sigmon, of Mt. Vernon, Ky., in that city June 20.

PERRY-WHITCOMB—Russell Perry, of Glens Falls, N. Y., and Mescal Ines Whitcomb, daughter of Charles Whitcomb, old-time carnival concessioner, at Christ's Methodist Church, Glens Falls, June 3.

QUINN-DIXON—Don Quinn, radio script writer, and Edythe Dixon, press agent, July 7.

ROBINSON-HYSELL—Carlen Robinson, Tilt-a-Whirl foreman on the L. J. Heth Shows, and Betty Hysell, of the *Streets of Paris* attraction on the Heth Shows, in Jeffersonville, Ind., June 15.

TUTTHILL-McGOWAN—E. W. Tutthill, in charge of the front of the Club Plantation on the Rubin & Cherry Exposition, and Margaret McGowan, dancer on the *Swing Revue* with the same carnival, in the show's office wagon recently.

WILCOX-BISHOP—Harlow Wilcox, radio announcer, and Mari Bishop July 5 in Reno.

Coming Marriages

Sam Honigberg, head of the indoor department in *The Billboard's* Chicago office and formerly the Pittsburgh correspondent for the paper, and Anne Bass, nonprofessional, Chicago, in the Webster Hotel, Chicago, August 20.

George A. Hartrick, radio announcer and singer at WTAM, Cleveland, to Betty Wood, dancer, in Cleveland soon.

Births

A boy to Mr. and Mrs. Ralph Wasso at Maquoketa Hospital, Maquoketa, Ia., June 18. Parents are members of the Al Baysinger Shows.

A 5¾-pound daughter, Agnes Malvina, to Mr. and Mrs. Albert Belisle recently at Dothan, Ala. Father is drummer with the Downie Bros.' Circus Band.

A six-pound and six-ounce son to Mr. and Mrs. Dick Flagle at Dayton, O., July 3. Parents are midgets and well known in the outdoor profession, having for years trouped with circuses and carnivals.

A seven-pound boy to Mr. and Mrs. Bill Baer July 2. Father is a Milwaukee orchestra leader.

An eight-pound boy to Mr. and Mrs. Roy Allen, of the United American Shows, at the Dr. Smith Hospital, Evansville, Wis., July 2.

Divorces

Carey Cronan, columnist and movie critic of *The Bridgeport* (Conn.) *Sunday Herald*, from Dorothy (Dot) Wells Cronan July 30 in Superior Court, Bridgeport.

Dorothy Lee, stage and movie actress, from A. G. Cox Atwater in Chicago July 6.

Adrienne Allen Massey, British actress, from Raymond Massey, who appears in *Abe Lincoln in Illinois*, in Carson City, Nev., July 6.

NEW YORK WORLD'S FAIR

Flushing, L. I.

April 30 to October 31

Midway Problems Now in Hands of ACA Chairman

NEW YORK, July 8.—General set-up of Fair Corporation's amusement administration changed materially following the appointment last week of the new Amusement Control Committee with Commander Howard M. Lammers as chairman. ACC has virtually absorbed the Concession Department which had been responsible for midway direction, and final authority on all midway problems has been shifted to the chairman's office. ACC does not, of course, maintain jurisdiction over concessions operated directly by the fair or concessions outside of the amusement area.

First week of Lammers' administration was devoted chiefly to a survey of the area's problems and a reorganization of concession department's working personnel. No definite statements regarding changes in midway policy have been issued by Lammers with the exception that loud-speakers on fronts of shows and character of girl shows will be controlled severely by the chairman's office. Lammers has met with concessioners several times since taking office. He discussed problems facing attractionists and indicated that within a few days measures will be taken to rectify the showmen's difficulties.

New administrative staff of the amusement area has George P. Smith Jr. as vice-chairman; Edward Rameizl, assistant to the chairman; Frank D. Shean and W. S. McHenry, account executives, and Henrietta Addition, Frank E. Oates and John S. Sullivan, appointed to the committee with Lammers last week.

Concessioners revealed publicly that they are disappointed in committee's lack of action to date and hope that new body will introduce solutions to midway problems. Definite changes in censorship policy, in percentages of fair take, and emphasis of amusement area by publicity dispensers are essential immediately, attractionists are saying, due to the marked lack of business in fun area.

Some relief was given this week when the hitherto exceptionally high public liability insurance rates were "reduced to reasonable levels." Shows, walk-thrus and similar projects had rates reduced approximately 50 per cent; rides were generally reduced, and concession stands, restaurants, etc., received apparently satisfactory slices. Because of their mixed character, villages received no reduction.

Management Body Aim Is To Change Children's World

NEW YORK, July 8.—Board of directors of Children's World, six-acre plot of subconcessions which has not yet clicked, has named a management committee in an effort to introduce new ideas and shelve some of those in practice up to now.

Committee is a three-cornered set-up with one representative from the fair, O. Vincent Pach, director of revenue control; one from the note-holding bank, Manufacturers Trust Co., in the person of Harold H. Kaufman, and the other from the World, Sidney W. Davidson.

Along with designation of committee was naming of Maurice (Mike) Mermey, fair's director of exhibits-concessions, as supervisor and director of operations. Mermey started on Wednesday and part of his job will be to report his findings to the committee.

Huddle of Children's World concessioners was held on Thursday and their side of it given ear. Chief basis of revamping process is to install the kind of spirit and physical set-up which it has lacked until now. Frank W. Darling remains as president of the kid village.

Gross Attendance

Previously reported	10,830,131
Saturday, July 1	211,640
Sunday, July 2	240,695
Monday, July 3	264,480
Tuesday, July 4	247,740
Wednesday, July 5	158,967
Thursday, July 6	147,800
Friday, July 7	124,274
Total	12,231,646

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

Business Drop Has Drastic Effect on Midway Morale

NEW YORK, July 8.—Disappointing business over the four-day holiday week-end and a sharp drop in daily grosses since, have had a drastic effect on general morale of the midway. Operators are becoming resigned to the theory that the odds for success at the New York Fair are very much against them. They continue to plead for co-operation and aid from the Fair Corporation. Altho figures are not available, it is understood only shows amortizing their investment, at least in part, are Aquacade, Parachute Jump, several restaurants, Frank Buck Jungleland and possibly one or two other rides. Other attractions are either about breaking even on their operating expenses or losing additional money daily. Latter group comprises majority of concessions by far.

Midway has arrived at the point where closings are expected daily as pruning of personnel and changes in programs and style of presentation take place. More than a dozen attractions are currently in process of retrenchment.

Fair Corporation was forced to take over the Rennie-Robinson Giant Causeway last week and it is being peddled to other operators for restaurant space. Phil Plant's Dugong show also went into the hands of the corporation following the Fourth and it is being operated until a suitable substitute for the building is found. Merrie England creditors have appointed a committee to discuss ways and means of improving business in that village.

Several attractions based primarily on presentation of nudity have experienced a marked drop in patronage following the order two weeks ago to "cover up" all girls along the fun zone. Norman Bel Geddes' Crystal Lassies, for example, was making a profit until censors came in and since then has been virtually starving. NTG's double-feature girliecade, likewise, has suffered to such an extent that entire production is being pruned and revamped. Amazon show has been changed entirely.

Fair-owned Wild West and Rodeo at the southern end of the midway is operating at a tremendous daily loss and reports are around that show will call it quits July 15. *Hot Mikado*, operated by the fair in the fair-built Music Hall, started off to good biz two weeks ago Thursday but has cooled considerably during the last seven days.

SUGAR'S DOMINO

(Continued from page 4)

day in and day out deserve this recognition. Providing transportation for newspaper men instead of the favored ladies and gentlemen with upturned noses and superior airs who ride in and out of the grounds in official automobiles will make these men more available for amusement area observing and will result in more space being given to the shows and concessions in the area.

The fair can also do something about cutting the percentages it extracts from the showmen and concessioners. We realize that Mr. Whalen has a thousand good reasons for not giving the showmen better breaks. But regardless of how many reasons he has we are sure he would not like to see shows closing under his nose; he would not like publicity given to the fact that whole sections of the amusement area have been darkened because shows have closed. But unless Mr. Whalen lowers the gate; unless he does most of the other things we suggest; unless he eases up a little on the financial burden he is making the showmen carry he will kill the amusement zone and he will hurt the prestige and finances of the fair to a considerable extent. Mr. Whalen has 1940 to think about, too. The showmen aren't thinking of 1940. They have enough troubles in 1939.

An Insider Looks at the Fair

—Third of a Series—

Subject: Personnel

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

"THE time has come," the Walrus said, "to speak of many things." Perhaps we might limit this and speak of only a few things, but it is high time that the issues at hand on matters of policy, that should have been long since determined, be defined, explained and apologized for.

At the time of the last writing the appointment of Commander Lammers to head the Amusement Control Committee was neither thought of nor heard of, nor was it whispered down the customary grapevine channel. Even with his knowledge of World's Fair political gyrations, the absurdity of such a move had not even entered the writer's mind.

This article is not concerned with Lammers as an individual. For on the subject of Lammers the record is comparatively clear: Honorable and efficient in the U. S. Navy; honorable if not so efficient in connection with the World's Fair Marine Transportation exhibit. However, the appointment of Commander Lammers to a post which at the present moment is probably the most vital one at the World's Fair came as a complete surprise and, frankly, as a distinct shock.

Bewildered by Appointment

That any World's Fair executive, duly cognizant of his duty not only to bondholders but to the invested capital of the individual concessioners, could place in this key position, with almost unheard of authority, a man totally unfamiliar with any phase of show business whatsoever, is something even the writer, who never has had too high a regard for the job-holding political machinations of a peculiar clique of World's Fair officials, cannot understand.

It would have been bad enough to have a Lammers or another navy commander put in charge of this division months ago, but at a crucial time when concessions are going overboard financially, literally in droves, it seems almost insane folly to place a man with no proved creative ability in the show business in a position to administer an area as large and with as many complicated problems as the Amusement Area.

The writer holds no brief one way or the other for the specific ideas of George P. Smith Jr. in relation to show business, but he has tremendous admiration for a man who has been willing to sacrifice himself and his position to an ideal of what he considered a perfect or near-perfect Amusement Area.

Subordinates Stick by Smith

The writer has had some years in which to gain an insight into the vision of a World's Fair Amusement Area that George P. Smith may have dreamed, and the one thing he can say is that Smith's dream never varied; but today only his subordinates remain of those who refuse to crucify Smith on the cross that was sped up the Mount of Olives by an unholy band of exploiters, promoters, and, to call them by a less offensive but all-inclusive name, fools. They've been hanging "Danny Deever" Smith every morning for the sins of all those brought in at critical moments to supersede him in the direction of the Amusement Area.

Maybe the writer does not agree with Smith that this should have been a midway without nudity. Maybe the writer does not think that Smith knows everything about modern entertainment. But the writer knows one thing—George Smith is open-minded and willing to admit his defects and willing to accept the new ideas of the new generation. This he did without fear or favor only to find that at every crisis his authority was undermined, his orders countermanded, his ideal besmirched with the foul mud of mistaken expediency. Some of the expressions of the people responsible for the fouling of the lovely nest that Mr. Whalen built are unfit to be considered in any world, any country, any democracy which has been built on justice and fair play.

Concessioners' Empty Pocketbooks

However, we waste our words on indignation, we waste our words on empty phrases, crying out in an empty wilderness against the injustice committed against one man. These would be wasted words if they were only in defense of a man whose record needs no defending. They would fall on empty ears if they did not sound so loudly on empty pocketbooks—New York World's Fair concessioners and bondholders alike.

Let us not forget for one moment that this series of articles is noted for Mr. Whalen's attention. Let us remind him again specifically that they are for

(See AN INSIDER LOOKS on page 43)

Out in the Open

By Leonard Traube

Figures on the Fair

A CUSTOMER of the New York World's Fair loses 50 cents in the transaction which obliges him to pay the gate admission of 75 cents. He loses 50 cents because he sees only one-third of the exposition. He sees only one-third because it takes him at least three days to cover it. It takes him at least three days because everyone, including the Fair Corp., says so.

There is no good reason why anyone should quarrel with the fair's own estimate, altho it might be said, if you wanted to hand a lethal wallop to the expo's statistical squad, that it has been wrong before. But if it is wrong in this instance, it errs on the conservative side because it really takes four, five or more days to see The World of Tomorrow the way it should be seen.

However, we are giving the fair all the best of it because the worst of it would put Mr. Whalen's World in one hell of a mathematical fix. It would be in one hell of a mathematical fix because if it could be established beyond doubt that the customer needs five days to examine the magic meadow thoroly and without loss of health of mind, not to say limb, his 75 cents for a single day's visit would throw him for a net loss of 60 cents.

This is a considerable loss for the privilege of perusing anything, including even Mr. Whalen's extraordinary extravaganza. Since the patron loses 60 cents net, no discount, because he sees only one-fifth of the Flushing fiesta, he has received only 15 cents' worth of World's Fair.

A man of liberal tendencies prefers to believe that the excursion can be made with dispatch, if not neatness, in three days. Three is an interesting number, anyway, full of intriguing possibilities. We shall therefore examine the case on that basis.

Before doing so we wish to announce that the Fair Corp. unloaded an abundance of bum psychology by placing such stress on the number of days it takes to inspect Mr. Whalen's wonderland. The more it takes the more the one-day examiner loses, and the more he comes back for additional helpings the more he is pushed back of scrimmage line because it costs him 75 cents per come. It is all so simple that even an economist, financier or statistician can understand it in one easy lesson, money-back-if-not-satisfied guarantee.

The widely circulated announcements that Charlie Cherub and Freddie Footsore have visited the fair 40 times merely serve to let the potential customer know that his 75-cent one-day visitation would be a chump's excursion. He is supposed to be able to see the whole exposition for 75 cents, but he does not because he can not. What he is prepared to see, compared to the 40-timer, is less than two cents' worth of expo for his six bits, a net loss of more than 73 cents. The point could be reached where, under the simple system of infinite mathematics, the guy would receive practically zero in return for his 75 cents.

It is assumed that with the 40th visit the customer has seen everything, including maybe Mr. Whalen, but the privilege has cost him $30 and thus heaved him for a loss of $29.25. In going over the coals he has at long last made the fair justify the first 75-cent expenditure, and therefore the baptismal tariff cannot be figured in the loss and is the only hit in 40 official times at bat. It is true that he is $30 out of pocket, but he has recovered 75 cents in the transaction and that is really something.

You can see what a mess of reverse-English psychology it is to exploit the idea that it takes 40 days to give the expo a thoro going over.

This mathematical menu does not include holders of season tickets because less than 20,000 of those have been sold.
(See OUT IN THE OPEN on page 69)

On Flushing Front

By ROGER LITTLEFORD JR.

NEW YORK, July 8.—The very, very disappointing Fourth of July four-day week-end left amusement operators a bit bewildered and in many instances thoroly frightened. The fair as a whole played host to throngs far below those anticipated and, as has been the story all spring, a minor percentage of patrons coming thru the front gates got as far as the midway. More fundamentally important, the public that did visit the area was apparently anything but eager to part with its money.

Strangely enough, to date there has not been a closing in the play area. At most fairs by this time several attractions failing to click should have called it quits. But not so New York, where most concessioners continue to hold blind faith in "the fair that simply can't miss." It's a funny (?) business. Nevertheless, it's obvious several attractions can't possibly hold on much longer unless a drastic upturn in business comes within the next few days.

Attractions to make their debut to the World of Tomorrow in time for the big (?) holiday week-end included Harry C. Baker's Serpentine Spiral ride; Gilbert Noon's spread-shot skeet range; J. Geersert's machine gun gallery and T. W. (Slim) Kelly's headless girl illusion.

Hoot Gibson is still being considered as a headliner for the fair-owned Wild West and Rodeo show at the end of the midway. If he does go in Ruth Mix will probably drop out, friction existing between the two. . . . The proposal of J. C. Stein, head of Music Corp. of America, to institute name bands as attention attractors, is being mulled by the Amusement Control Committee and other departments. . . . George Hamid re-
(See ON FLUSHING FRONT on page 62)

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SPECIAL ANNOUNCEMENT

To All N. Y. World's Fair Employees

All employees are invited to join the newly organized MIDWAY BOOSTERS' CLUB of the Amusement Area. No dues.

Headquarters of Midway Boosters at the MIDWAY INN, where employees are served a special full course meal for 45c.

Meetings every night after working hours. Free dancing and a drawing for a valuable prize every night.

Application can be secured at Midway Inn, where you can also cash World's Fair checks at all hours.

HARRY SPEAR, President Midway Boosters' Club.

GOLDEN GATE INTERNATIONAL EXPOSITION
SAN FRANCISCO
February 18 to December 2

Biggest Gate Comes July 4; Gayway Busy

SAN FRANCISCO, July 8.—Attendance set a record on July 4, surpassing the previous high on opening day, February 18. Officials estimated that about 50,000 expo visitors, sailors, marines, soldiers, members of fraternal organizations and parade participators were admitted free.

Final paid figure was 122,579, as compared with 128,440 on opening day. Official figure of non-paid attendance was 47,216, which included 8,504 expo employees. Added to paid attendance, they produced a total of 169,794, nearly 30,000 above estimated free and paid attendance on opening day.

Gayway got its biggest play, drawing around 20 per cent of attendance. Police were forced to curb some operators of girl shows because of the expo's refusal to allow certain blow-offs. Nevertheless, coin was spread freely. Midway opened about 10 a.m., hours earlier than customarily, but visitors stayed away to see a parade which completely blocked off the fun area until after 1 p.m. Late afternoon fog and mist somewhat dampened crowd enthusiasm.

Restaurants and other eating places were crowded. *Folies Bergere*, playing five instead of four shows, turned crowds away from the California Auditorium. Horse Show in the 10,000-seat Coliseum was another turn-'em-away performance. Benny Goodman was the biggest outdoor attraction.

For the first time since it opened, Television City, latest on the midway, showed to top crowds, with nearly 80 subconcessions operating. Ripley's Odditorium, Sally Rand's Nude Ranch, Chinese Village, Incubator Babies and Midget Village were among attractions where turnstiles clicked constantly. Rides, too, worked to their biggest crowds.

Greenwich Changes Again

Will Wright and Carl Holt on June 30 left Greenwich Village. Harry Seber and John R. Castle left show some weeks ago. Expo revenue department is attempting to straighten things out at the village, along with the labor commissioner who holds claims for alleged unpaid salaries to performers. Show reopened for the holiday when R. W. Harvey, general manager of West Oakland Theaters, Inc., reportedly paid $1,700 said to be due entertainers for the week ending June 30. He declined to say whether he would continue to operate the village.

Concessioners' Association announced during the week that it intended to stand pat on its ultimatum to the expo management demanding a showdown on policy matters by July 12. Latest point at issue is its demand to know whether the fair intends to tack on a demolition charge before expo closes.

Police have again started to clean up some sex shows. Eight warrants were served.

Paid Attendance

Previously reported	4,293,194
Thursday, June 29	28,768
Friday, June 30	29,301
Saturday, July 1	41,000
Sunday, July 2	63,011
Monday, July 3	64,636
Tuesday, July 4	122,579
Wednesday, July 5	29,010
Total	4,692,798

Confer on Union Claims

SAN FRANCISCO, July 8. — A strike vote by Building Service Employees Union has threatened the expo. At issue are claims of the 350 members that they have been subjected to "sweat-shop" conditions and that the 21 men discharged seven weeks ago in an "economy" drive have not been reinstated, as promised. Labor leaders have been in conference with expo heads. A strike cannot become effective without sanction of San Francisco Labor Council, it is pointed out.

Radio Back in Ad Budget

SAN FRANCISCO, July 8.—Co-operation and good relations between the expo and radio have been re-established since the management announced the advertising budget will hereafter include radio. Nets and indies shut off plenty of expo free chatter when the fair started spending money with the press and for billboards. Radio execs immediately clamped down on air blurbs for not being declared in on the coin spread. From now on, however, the expo will buy plugs for all big shows.

Expo and Musicians' Peace Will Assure Radio Programs

SAN FRANCISCO, July 8.—Exposition and musicians' union have cleared up differences which almost to date have practically excluded air programs from the fair.

Union has been holding out for $3 per man over scale, but reached a decision this week to waive extra rate for remote when the expo announced it would bolster its radio talent budget to $3,000 weekly. Stations agreed to pay transportation costs for studio musicians on top of charge for line haul.

Fair broadcasting facilities will be greatly increased to meet the call for expanded radio entertainment and studio shows, which will be free to visitors.

Gleanings

By WALTER K. SIBLEY

SAN FRANCISCO, July 8.—Don W. Nicholson will take over the Scottish Village, according to action taken at a meeting of creditors recently. This Village has done poor business mainly because of an exceptionally bad location and lack of entertainment features within. Nicholson, a contractor, has not divulged his plans for rejuvenation of this spot. J. McCoy, talker on Greenwich Village, left for the New York World's Fair to take a post with Nate Eagle. Remember, I said it would not be long before there would be an auto accident on Treasure Island. Well, they had it. A delivery car ran into the rear of an elephant train and injured two passengers. Jerry Whitney, one of the good talkers, who resigned from the Daydreams show to take an engagement with a local burlesque company, is back on the Gayway with the Oriental Show.

Dancers of the World, which has been operating at 10 cents with a two-bit blow-off, has raised to a quarter. Tex Cameron's Jitterbug contest was a great success, $1,000 in prizes going to winners. Jack Manns, of Greenwich Village, is now assisting at the Zorima show. Jefferson W. Asher, manager of Ocean Park (Calif.) Pier, a recent visitor, is interested in the Marine Diving Bell attraction. A small fire in the Chinese Village Theater on June 29 caused excitement but little damage. Treasure Island fire department is very efficient. Dr. Judas, manager of the Estonian Village, reports that inside concessions are doing much better since the gate was taken off. Horse Show opened in the Coliseum on June 30 to a large audience. Miss America front has been equipped with a bank of floodlights which makes this perfectly white building stand out. Roy Rupard, secretary of the Dallas Fair, and his publicity chief, Paul Jones, were guests of Fred McFalls. Will Morrisey, formerly with Billy Rose, is negotiating with expo biggies relative to placing versions of either Casa Manana or Jumbo

CFA Going After Circus Stamp, Return of Parade

Judd made president when Duffy declines — Parker-Watts show plays host

ANN ARBOR, Mich., July 8.—Issuance of a circus postage stamp and return of the circus parade were the main objectives of the Circus Fans' Association of America at its 14th annual convention here July 6-8.

In contrast to the torrid weather that prevailed during the three days, the convention was anything but torrid, the only incident enlivening the business session being the refusal of George Duffy, of Fort Plain, N. Y., to accept the presidency after he had been duly elected and the drafting of William H. Judd, of New Britain, Conn., to head the association for the ensuing year. Selection of Judd, a man of many and varied activities, met with unanimous approval.

Business sessions, held at the beautiful Michigan Union Hotel, were the shortest in the association's history, greater part of the three days being left free for delegates to go on sightseeing junkets to Detroit and Dearborn and to enjoy the Parker & Watts Circus on Saturday.

Attendance at the 14th annual convention, designated the jubilee convention because of the success of the save-the-circus movement inaugurated last year by the Fans, was smaller than for several years past. Many of the old stalwarts were unable to attend. Among those absent were Col. C. G. Sturtevant, Jacob A. Wagner, Burt L. Wilson, Florence Kinney, Harper Joy, George Freeman, Dr. William Mann, Fred Schlotzhauer, Karl Kae Knecht and Harrison B. Waite. A score of wires and letters were received from absent members.

Duffy's Refusal Disappoints

Refusal of Henry Duffy to serve as president after he was duly elected was a keen disappointment to the body, as Duffy is held in high esteem and has done much for both the Fans and the circus. After a committee consisting of three past presidents, Harry Hertzberg, Frank Hartless and Melvin D. Hildreth, failed to shake Duffy's determination not to serve, William H. Judd was prevailed upon to accept the presidency. Vice-presidents elected were: Eastern, William L. Montague; Western, Stan Rogers; Central, Frank W. Magin; Southern, Frank J. Walter. Walter M. Buckingham was re-elected secretary-treasurer; Walter H. Hohenadel, editor *The White Tops*; Col. C. G. Sturtevant, historian.

Directors chosen for the ensuing year were Melvin D. Hildreth, Washington, D. C.; Pasco J Scaperlanda, San Antonio; Walter E. Longbridge, San Antonio; Charles Savitt, Springfield, Mass.; Irving K. Pond, Chicago; Dr. Thomas W. Tormey, Madison, Wis.; William A. Murrell, Gainesville, Tex.; L. Perry Raymond, Norwich, Conn.; John A. Schererman, Pittsburgh; Dr. Charles Ryan, Des Moines; John Minchin, Paterson, N. J.; John P. Grace, Kokomo, Ind.; Harper Joy, Spokane, Wash.

Headquarters of the Fans was the beautiful Michigan Union, designed by Irving K. Pond and his brother, Allen, and overlooking the campus of the University of Michigan. Meeting hall was decorated with posters of all leading circuses. President Hildreth called business session to order Thursday afternoon with the rap of a gavel presented to the Fans by Charles Sparks. In his splendid address President Hildreth spoke at length on the great work the Fans have done for the circus. "When last we met," he said, "the circus was an endangered tradition. Today, because of the magnificent work of Jacob A. Wagner, Karl Kae Knecht, Fred L. Shaw and other loyal members, the circus is an institution saved to these United States."

Hildreth presented to Harry Hertzberg two photographs autographed by E. H. Bostock, of Scotland, and some old French posters from the Fans of France. He also thanked George Duffy for having been instrumental in bringing the Beechnut mechanical circus to Ann Arbor especially for the Fans.

Postage Stamp Committee

Discussion of a circus postage stamp issue and bringing back the circus parade occupied most of the afternoon, and it was agreed that members should work to accomplish both of these objectives. A committee was named to prepare a postage stamp design and submit it later for approval. It was indicated that Postmaster General Farley favors the Fans' proposal.

Messages of sympathy were wired to J. A. Wagner and Clint E. Beery, who are ill.

On Thursday evening many fans drove to Detroit and attended the American Legion circus.

Friday was devoted to sightseeing, the Fans visiting the Detroit Zoo at Royal Oak and Henry Ford's Greenfield Village and Museum at Dearborn. In the evening, following a brief business session, there was "entertainment, foolishness and fun" by the Koo-Koo Club. A "True or False" contest between teams of five women and five men provided much merriment, the women winning. Moving pictures, some in color, of the Ringling-Barnum show, Gainesville Community Circus and Tim McCoy show were the evening's highlight. Ethel Graessle, accompanied by Doris Curry at the piano, sang several songs beautifully. F. Lee Johnston, of Detroit, also sang *Road to Mandalay* to heavy applause. Punch and sandwiches were served and a general good time was enjoyed until midnight.

See Circus in Body

Saturday was devoted to the Parker & Watts Circus. Most of the Fans rode parade while others took photographs along the route. Fans attended the circus in a body Saturday night and saw a splendid performance. At 11:15, following the performance, the annual banquet was held in Michigan Union ballroom with the circus staff and performers as guests of the Fans.

Arrangements for the convention were handled by Frank W. Magin, Fred L. Shaw and F. Lee Johnston, of the Robert Nelson Tent, assisted by many other members.

Because of the short time to get this story in before the deadline, details of the banquet and various other matters will be reported next week.

Yarmouth Hipp Season Starts

LONDON, July 8.—The circus season at Great Yarmouth Hippodrome opened June 26 with the Seven Gridnetis, unsupported ladders; Paul Paetzold and Company, crazy cyclists; Five Scotts, British riding family; Mme. Christian's Maltese dogs; DeSpard and Charly, French clowns; Four Smiths, aerialists; Three Jovellis, aerial display; Two Rubio Sisters, Spanish equilibrists; Three Anjolys, high perch; Three Bartros, double bar; Zaharoff's Don Cossack Band; George Donald, auguste.

Program booked by Stanley Wathon and season runs for 12 weeks.

MEMBERS of Hayes Bros.' Circus, while close to Lancaster, Ky., were visitors on Richard Bros.' Circus. Elsie John was hostess to Mr. and Mrs. Lester Hayes, E. L. Frazier, Pauline Jane and Bertha Bert.

WENDELL J. GOODWIN, who was general press representative of the WPA circus, which closed recently after having been on tour the past four years. The government has discontinued the Federal Theater Projects.

Meyers' Show Ends At Johnstown, O.; Patronage Poor

CANTON, O., July 8.—The one-ring circus organized by William Meyers, of Akron, from the defunct Walter L. Main circus here a month ago, gave up the struggle recently at Johnstown, O., because of poor patronage. Show is understood to have had a few fair days.

S. T. Jessop, of the United States Tent and Awning Co., came on this week and arranged to retrieve a new top which Meyers agreed to buy when the Main show closed at Canton. Meyers show had been using it for a combination kid show and menagerie. Only canvas remaining was the big top, and marquee which Meyers said belonged to him. Some seats and props reported owned by Meyers, and the canvas will likely be returned to storage in Akron.

Parker & Watts Does Well At Ann Arbor; Kinker Falls

ANN ARBOR, Mich., July 8.—Parker & Watts Circus had one of best engagements of the season at Ann Arbor today—more than a two-thirds house in the afternoon and capacity at night.

The Circus Fans, in convention at Ann Arbor, attended the night show in a body. Owner Ira M. Watts and his staff members and performers were guests at the Circus Fans' banquet after the show.

Vera Orton, aerialist in double-trap act, fell while doing her act at the matinee but at the hospital where she was taken it was said her injuries were slight.

Amar Will Take to Road

PARIS, July 8.—Still playing in the Paris district, the Amar Bros.' Circus, at present at the Porte d'Auteuil, will continue in different sections of the city until July 15, when it will again take to the road. No other "big-time" circus is yet scheduled for this city.

Kelly Business Ahead of 1938

Show in its 14th week—Manager Obert Miller buys five more ponies

NELIGH, Neb., July 8.—The Al G. Kelly and Miller Bros.' Circus is now in its 14th week. Business has been very good, much better than last year. Manager Obert Miller bought five more ponies while in Dunning, Neb., and now has 10 horses and ponies under his direction. He visited with his old friend Vandervanter, who has pony ranch there. He bought a bear several weeks ago.

Show is moving on 11 trucks and semi-trailers, all painted red and gold. Performance is given in two rings and on one platform. Big top is a 70 with three 30s.

Show is owned and managed by Obert Miller and his sons, Doris and Kelly. Mrs. Obert Miller is treasurer and has charge of big show ticket wagon. H. V. Durr is contracting agent 16 days ahead, and Frank Dungan and wife are the billposters, eight days in advance.

On July 6 members celebrated the first birthday anniversary of Kern Miller, who was born at North Platte, Neb., while show was playing this territory.

Lewis Biz Okeh With Exception Of N. Y. State

WEST BRANCH, Mich., July 8.—With the exception of New York State, business with Lewis Bros.' Circus has been very gratifying, capacity houses being frequent in Ohio and Michigan.

William Tingley, steward, did himself proud in arranging the menu and table decorations for the excellent Fourth of July dinner at Mt. Pleasant, Mich., and Jack and Denny, chefs, are entitled to credit for the tasty manner in which the food was prepared.

George and Ann, the Magic Flyers, still give the program a fine start. The fishing qualifications of this team equal their skating ability. Biddie O'Brien has proved a capable aerial instructor. The 16-girl jitterbug dance is scoring. The number was originally directed by Mae Lewis, assisted by Peggy Fahey.

Since Max Gruber left, the elephant number is being presented by Captain English and Maxine Penny. After the elephant's (Lulu) performance on the six-inch plank English puts on the head-carrying trick.

Paul M. Lewis' daughter, Mickey, formerly a performer on the show, recently visited with her husband and baby, nine months old. Shirley Fadey, sister of Peggy Fadey, is the youngest performer with the show.

Paul M. Lewis recently went to quarters at Jackson, Mich., to bring back two more high-jumping horses, making eight horses in this number, presented under direction of Kenneth Poley. Maxine Penny does fire hurdle jump.

The band, under direction of Lee Hinckley, is one of the best. He has 15 men.

King Baile has been getting them in the side show.

The concert, produced by Paul Nelson, is holding about 50 per cent of the customers. Fred Crandall was given the whistle when Max Gruber left. Program runs an hour and 35 minutes. Madame Lucy, one of the Cristiani family, adds much class to the program.

Pat Valdo, Lulu Davenport, Eddie Woeckener, Roy Hong and wife and Terrell M. Jacobs were among recent visitors.

R-B Has Big Biz at Hartford, Bridgeport and Providence

HARTFORD, Conn., July 8.—Ringling-Barnum, here June 28, had big crowd at matinee and straw night house. New lithos in windows made a fine display.

BRIDGEPORT, Conn., July 8.—The Ringling-Barnum circus came back to its old home town June 30. Coming from New Haven, the show ran into a heavy rainstorm, which didn't clear until noontime, delaying the matinee opening until almost 3 o'clock.

Matinee was about three-quarters house, and at night very big. It was the largest turnout that this city has given the Big Show in many years. Fred Bradna was entertained and renewed acquaintances with his old friend, "Good Luck" Dick Lombard, former partner of Carl Hathaway, who now runs a restaurant here. Among honored guests at the matinee were Governor Baldwin of Connecticut, and Fredric March, Florence Eldridge and Lily Pons.

PROVIDENCE, July 8.—The Ringling-Barnum show arrived here early last Sunday from New Haven. Two near-capacity audiences filled the top at Monday's matinee and night performances. The air-conditioning equipment working in occasional fits and starts during the sultry afternoon, helped somewhat cut down the heat.

Local dailies gave generous space to show and okehed the modernizing.

Admire in Storm At Breckenridge

FAIRFAX, Minn., July 8.—The J. C. Admire Circus was in a storm at Breckenridge, Minn., June 30 and side show top was torn to pieces. No one was injured.

Ollie Polk, who had the inside concessions, closed at Breckenridge. They were taken over by Humpy Ethridge.

BUSINESS for Lewis Bros.' Circus has shown a decided pick-up since the show entered Michigan.

With the Circus Fans

By THE RINGMASTER

CFA

President MELVIN D. HILDRETH, 716 Evans Bldg., Washington, D. C.
Secretary W. M. BUCKINGHAM, Thames Bank, Norwich, Conn.

(Conducted by WALTER HOHENADEL, Editor "The White Tops," care Hohenadel Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., July 8.—CFA F. E. Loxley, of Cranston, R. I., saw Russell Bros. at Woonsocket, R. I., evening of June 30, and at Taunton, Mass., afternoon of July 1. It rained all day and night at Woonsocket.

Members of the Terrell M. Jacobs Tent met night of June 12 as guests of President Frank J. Walter in the ring barn of the Walter Underprivileged Children's Circus. Following a lively powwow, they enjoyed a buffet supper. Attending were CFA's Arthur Bollun, A. W. Kennard, A. B. Oppenheimer, Frank Georg, Charles D. Welty, Albert Marx, Joe M. Heiser Jr. and Walter. Eddie Nix, Houston horseman, was a special guest.

While on vacation in Minnesota, Dr. E. J. Butterfield, CFA of Dallas Center, Ia., attended Bud Anderson Circus at Fergus Falls. A rainstorm hurt matinee attendance. There was a capacity crowd at night. A zebra was injured there. At Henning, June 15, the doctor visited the Gentry show.

G. Wylie Overly, cashier of the Mount Pleasant State Bank, Mount Pleasant, Pa., is clowning on the Parker & Watts Circus during his vacation. He joined show at Ann Arbor, Mich. Last year he spent his vacation with Tom Mix. He also has clowned on Downie Bros. and Russell Bros. this year.

William L. Montague saw the evening performance of Russell Bros. in Northampton, Mass., and visited with Joe Webb.

On June 28 the Big One played Hartford, Conn., and the local and visiting Fans put in a busy day. They occupied a block of seats at the night show. Following the performance the tent gave an informal party at the Seafood Restaurant. Bluch Landolf was the honored guest and 11 performers from the show were present, also visiting Fans and guests. A buffet lunch was served, followed by Ringling movies. Later Jim Hoye, president of the tent, gave a speech of welcome, then called on Landolf, who entertained, after which he called on Terrell Jacobs for a few remarks. Following his talk, it was voted to make the Jacobs twins, Terrell Jr. and Carrol Julianne, honorary members of the Bluch Landolf Tent No. 24. Following the talks many shots of the group were taken. The tent's new banner was displayed for the first time. John H. Yost, honorary member of the tent, who has been ill for some months, attended the performance, but was unable to be at the party.

Codona Tent Meeting

On June 29 the Alfredo Codona Tent of San Antonio held a meeting arranged by Senator Harry Hertzberg. Members met at city limits on Fredericksburg road at 7 p.m. When 10 miles out they stopped at a roadside park, where hors d'oeuvres and cocktails were served. After a ride of a few miles arrived at Boerne, stopping at Cibolo Inn. Table was set for a steak dinner. Some interesting experiences were related by Ben Austin, former manager of the Barnes circus. The following members were present: Hollis Lord Bridgman, Harry Hertzberg, Porter Loring, Walter Loughridge, Paul McEwen, C. W. Miller, Howard N. Pardue, Pasco J. Scaperlanda, Tom Scaperlanda, Park Street, Dr. W. M. Wolf Jr. Lee Huckins, manager of Neuces Hotel, Corpus Christi, Tex., and Austin were guests. Hertzberg and Loring attended the national CFA convention.

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Favorite Outdoor Performer Contest

See Ballot on page 51

Stark Still Supreme

Mabel Stark continued to hold top position, pressed closely by Bee Kyle.

Only those who have scored at least 1,000 points were able to get into the First Fifty this week.

The first 50 leaders are as follows:

	(2,500 or more)	
1.	*Mabel Stark	5,316
2.	*Bee Kyle	4,639
3.	*Marjorie Bailey	3,460
4.	*Aerial Apollos	3,394
5.	*Dime Wilson	3,371
6.	*Hubert Castle	2,866
7.	Frank Cushing	2,707
8.	*English Macks	2,693
9.	Speedy Phoenix	2,650
10.	*Dorothy Herbert	2,512
	(1,500 to 2,499)	
11.	Harry Clark	2,346
12.	Four Aces	2,248
13.	*Blondin-Rellims	2,091
14.	*Grant Fussner	2,070
15.	*Oscar Babcock	1,929
16.	*Flying Behees	1,916
17.	Clyde Beatty	1,771
18.	Flying Behrs	1,731
19.	*Hazel Cotter	1,720
20.	Four Jacks	1,626
21.	*Wilno	1,609
22.	Harold Barnes	1,579
23.	Flying Valentinos	1,568
24.	Dave Geyer	1,554
	(1,000 to 1,499)	
25.	*Calver's Diving Horse	1,436
26.	*Joe Jackson	1,421
27.	*Walk Brothers	1,412
28.	Otto Griebling	1,384
29.	Terrell Jacobs	1,381
30.	Flying Concellos	1,334
31.	Selden Stratosphere Man	1,315
32.	Art Henry	1,296
33.	Buddy Dunn	1,268
34.	*Will Hill's Elephants	1,252
35.	Virginia Sealor	1,240
36.	Mary Gordon	1,234
37.	Bert Nelson	1,207
38.	Mickey King	1,197
39.	Four Queens	1,179
40.	**Guice Troupe	1,176
41.	Shorty Flemm	1,156
42.	Flying Valentines	1,146
43.	Emmett Kelly	1,065
44.	Zacchini	1,062
45.	*Australian Waites	1,047
46.	Charles Siegrist Troupe	1,042
47.	Maximo	1,022
48.	Wallendas	1,014
49.	*Cristiani Troupe	1,012
50.	Con Colleano	1,007

*Leader in own division.
**Do several acts.

Los Angeles

LOS ANGELES, July 8.—Shooting of the circus program of the Marx Brothers picture, *A Day at the Circus*, began last week. S. L. Cronin is assistant technical director.

Cyril Mills was here several days looking over acts for the Mills Olympia Circus. He contracted Jack Schaller's Aerial Ballet.

Five Eldons, high act, left for Atlantic City, contracted for Steel Pier remainder of the season.

Roslyn Lee Cameron, injured on Ringling-Barnum at Cincinnati, is much improved and left for home in L. A. this week. Was with Jack Schaller's Four Queens.

Mr. and Mrs. Leonard Karsh (Virginia Arcaris), after the Great American Circus closing, took an apartment at Long Beach and kept open house for circus friends. They left this week for the Sierras to do some fishing. Plan to return East in September.

Mr. and Mrs. Chester Pelky, who have been living at Long Beach, left for San Francisco, Chester intending to locate at the fair.

Cheerful Gardner was injured by a bull, his left leg being broken in two places. He is recovering.

THE O'NEILLS, doing comedy ladder drops and barrel jumping, closed 12 weeks' engagement at Watertown, Wis., July 1 as free attraction with the United American Shows and opened fair and celebration dates at Evansville, Wis., the next day. Charley Cameron, cross and trick tumbler, has been added to act, making it a trio.

Dressing Room Gossip

COLE BROS. — Notice Pat Lindsey, Mickey Freeman, Maloe Burkhart and Stella Cronin perched on top of the prop wagon getting that school-girl tan. Mrs. Art Mix did not make Canada. She was left behind at Erie, Pa., with a badly rope burned leg. She will rejoin soon. At Kitchener, Ont., Rose Behee took a nasty buster but got out of it very lucky, but she got a dandy shiner. The lot at Brantford, Ont., is the most ideal lot this writer has ever been on. It was formerly a golf course. George B. Beal, of Boston, is with the show for a few days gathering material and pictures for a book. Jess Adkins, Ernie Sylvester and Ray Collins had a grand day fishing at Pembroke and brought back plenty of lake trout and pickerel.

The new idea in the iron jaw number is that of Stella Cronin and Frank Shepard. Butch Burkhart, Win Partello and the writer picked the right one in the last fight. The White Sisters have joined. New addition to iron jaw number is little Clara Delbosque and looks like a doll up there. Georgia Sweet left last week. Erika Loyal is out of the program with a badly sprained ankle. The first baseball game of season was played at Pembroke between performers and a team picked from all departments. Performers took it on the chin, 10 to 18.

FREDDIE FREEMAN.

DOWNIE BROS. — Albert (Happy) Belisle, drummer in big show band, really is happy, receiving a telegram that he was the father of a 8¾-pound daughter, christened Agnes Malvina. Mrs. Belisle and daughter live in Dothan, Ala. Mr. and Mrs. Leo Moore and their daughter, Joan, arrived last week for an indefinite stay, motoring from their home in Electra, Tex. At Bar Harbor, Me., several of the folks took to the mountains, the writer especially enjoyed the scenery below Mt. Cadillac, viewing it thru powerful telescopes stationed there. Walter Herold, Jean Allen and Abie Albert went deep-sea fishing and the catch numbered six, the largest measuring three feet. Kinko, take notice.

The Fourth of July at Rockland, Me., was observed quietly except for the shooting of fireworks by the townspeople. The management saw to it that everyone enjoyed a specially prepared dinner, consisting of baked chicken with dressing, cranberries, mashed potatoes, peas and carrots, dumplings, ice cream and cake. Was told no one missed the "flag." Chief Three Trees has been on the sick list, but is continuing his work. Slacks are in vogue among the women. Marion Shufford is the latest to appear in smartly tailored slacks. Zara Corriel is rapidly improving with her wire-walking. She is being coached by Mayme Butters.

Visitors I failed to mention previously were O. Hallpenstell, business manager of the Continental Singing and Dancing Wanda DeMuth, with Clint and Harold Barnes, formerly with Cole Bros.' Circus, now with Shubert's Olsen and Johnson *Streets of Paris* show, Boston; Fred (Peggy) Poole, Doc and Ma Kelley, Lieut. Andrew Campbell, Arthur Barret, and Walter M. Buckingham, secretary-treasurer of the Circus Fans' Association, accompanied by other Fans whose names the writer cannot recall. A. C. Bradley, legal adjuster, celebrated his 47th birthday anniversary July 9.

CHESTER (BOBO) BARNETT.

Collier Host to Washington Fans

ALEXANDRIA, Va., July 8.—In celebration of the 16,000th performance of *Silas Green From New Orleans*, Charles Collier, show owner, played host to a group of Washington Circus Fans when the show played here this week. This tent organization first took the road in 1880.

In honor of the Fans, headed by Melvin D. Hildreth, Eddie Washington, known as the "Sousa of the colored band leaders," played a concert of circus music. The visitors were duly impressed that the show has one of the finest 20-piece colored bands ever heard in this section.

A capacity audience viewed the performance which featured the Gaines Brothers (trio of acrobats), who used to play the Keith and Pantages circuits. Comedy was in capable hands and the chorus of 12 girls scored with their unusual routines and many changes of costumes.

Manager Charles Morton expressed satisfaction with the season, declaring that Alexandria always treats the show well. "Blue Seat Jimmie," who was with the Sparks Circus for many years, has the top with a crew of oldtimers. From here the show turns south and, as usual, will stay out all winter.

Dr. William M. Mann, director of the National Zoo, and Mrs. Mann, Fred Orsinger, director of the Aquarium at the Department of Commerce, and Mrs. Orsinger, Judge Robert Denmead, Col. Lewis S. Beck, Dr. William Wetmore, Mrs. Ingham, Mrs. Hildreth and Harry A. Allen made up the party of Washington fans who visited the show. Allen visited with the show's troupers.

FRANK KINDLER, F. C. Kilgore, contracting agent for Cole Bros. (show will be in St. Cloud, Minn., August 5), and Willard Gehrenbeck drove to Princeton, Minn., and attended the Bud Anderson Circus. Visited with the Henrys, the Silverlakes and Tiger Bill. Dr. and Mrs. Nelson, of Princeton, were on the lot.

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Under the Marquee

By CIRCUS SOLLY

RALPH WARD and Frank Hunt are at the Veterans' Hospital, Wadsworth, Kan.

F. L. LANNING advises that Fred Smythe, announcer on the Big One, was joined by his wife at Springfield, Mass.

PAULINE KING has fully recovered from a recent operation and is at home in Buffalo.

ARTHUR BORELLA is still located in Los Angeles. Lately he has been playing picnics.

DISAPPOINTMENT subdues the small man, but to the man of courage it acts as a spur.

D. C. HAWN, who had been manager of the J. C. Admire Circus, has returned to his home in Chicago.

H. J. YOUNG cards that his show, now in Northern Michigan, has had plenty of inclement weather, but business has been fair.

BILLY STILES is back in the U. S. Veterans Hospital, Ward 3 E, Memphis, Tenn., and would appreciate hearing from acquaintances.

AERIAL ROMAS (Roy G. and Mary Valentine) purchased a new house trailer at South Bend, Ind., before joining Atterbury Bros.' Circus in Minnesota.

WILLIAM FARMER and Robert Cusson, formerly with the Barnes and Mix shows, are working at the Yellow Cap Cafe in Los Angeles.

W. H. HENSEN, at Veterans' Hospital, Jacksonville, Ill., states that all had a nice time July 4. He played alto sax, and vaude acts were presented on stages.

DR. E. N. OLZENDAM caught the Downie show at Portsmouth, Concord, Manchester and Nashua, N. H., reporting good biz.

THE LEICHES have been spending some time at Bellevue, O., visiting relatives. They attended the Cole show in Toledo.

STUART ROBERTS Troupe, aerial bars, gave a performance at Sheboygan, Wis., July 4, for the city. Roberts saw Parker & Watts Circus in Hancock, Mich., and says a very nice show.

GEORGIE LAKE is not dancing in the Russell Bros.' Side Show as mentioned in a recent issue. However, he did present a jitterbug number as a bally for several nights as an added attraction.

MRS. JACK HARRISON is at Hot Springs, Ark., taking the baths. Her husband visited with Fred and Betty Leonard at Wichita, Kan., en route home to Dalhart, Tex.

THE EARNEST person is seldom dismissed.

MRS. ELIZABETH (MOTHER) CORNING, of South Elgin, Ill., was an honored guest at the WLS Rodeo, staged in Elgin Stadium July 8-9. She will be 84 on July 16.

RUDY HAGENE, writing from Ashland, Wis., says that Cole paper is up in that region announcing its coming to Ironwood, Mich., July 17 and that paper is spread over a 40-mile area.

J. STUTZ has again taken to the road and is doing promotional advertising and sales work in and around the coal fields in Pennsylvania. Reports biz 50 per cent better than last year.

JOSEPHINE KELLY, after completing her third year at the University of Chicago, has joined the Bernice Kelly Circus Revue, with Hamid's Circus, at the New York World's Fair.

ELDON D'ORIO, drummer, formerly with circuses, is playing xylophone in floor show at LaJolla Club, Tucson, Ariz. He is in his 14th week and broadcasts over KTUC.

GEORGE BISHOP, formerly with Merle Evans on the Ringling show, is in the Veterans' Hospital, Ward 10, Dayton, O., and would appreciate letters from acquaintances.

REQUEST WILL be made of the Ringling-Barnum show to plan a parade for the benefit of citizens and children at Moose Jaw, Sask., by motion of city council. The show plays there August 11.

REPORTS COME to Solly that some circuses are still carrying grift and that they are finding it plenty tough when it comes to getting any real business. It's time for shows of this kind to wake up and mend their ways. Remember, it's rather hard to put over anything on the natives these days.

COACH ECK ERDLITZ and wife, Richard Lemieux and wife and Mrs. Therrant attended Parker & Watts at Iron Mountain and Menominee, Mich., reporting dandy performance and sell-out at both shows in Menominee.

DONALD L. ROCKWOOD caught Downie Bros. at Waterville, Me., on the fairgrounds, and visited with the troupers. Show had fair matinee and about two-thirds in evening and kid show did fairly good biz.

GEORGE MARQUIS, magician, saw Ringling-Barnum at Baltimore; Cole Bros., Steubenville, O.; Lewis Bros., Salem, O.; Downie Bros., McKeesport, Pa.; Russell Bros., East Liverpool, O.; Parker & Watts, Iron Mountain, Mich. States that Cole and Parker & Watts had quite a battle in Upper Peninsula of Michigan, P-W playing territory about three weeks prior to Cole.

H. M. CARMICHAEL, of Red Oak, Ia., having completed his new Ring Bros.' Mechanical Circus, opened July 1. Show is mounted on a Chev-dual wheel truck with a 20-foot panel front. Will play independent spots for a while, then fairs and large department stores. William L. Williamson, who recently returned from the West Coast, is assistant manager and handles publicity and lecturing.

FRED K. LEONARD and wife are located in Wichita, Kan., the former working for an oil man at his dude ranch. Has 19 head of horses which Leonard is training. Two of the horses have been booked for a few fairs. Mrs. Leonard is cataloging her collection of old-time circus pictures. *Hobbies* magazine recently had an article concerning her collection.

THE FOLLOWING editorial was in The Tillsonburg (Ont.) News: "Tillsonburg should have a circus visit. It is many years since the town was host to a circus. Tillsonburg is a thriving town in the center of a populous and prosperous general and tobacco farming district."

FRED PITKIN left Russell Bros. at Schenectady, N. Y., June 24. Saw Ringling-Barnum in Albany, the New York World's Fair, and made trips to Coney Island and Olympic Park, Irvington, N. J., before returning to his home in Galesburg, Ill. While in New York State he met many old acquaintances, including Sam W. Banks, Kenneth Couchman and Walter B. Leonard. He also was at the grave of Big Bautelle in the Hudson Falls-Fort Edward Cemetery.

CHARLES MILBAUER, of Newark, N. J., was at the New York World's Fair for New Jersey Day. States that in the Eastman Kodak show, "The Parade of Color," 10 by 20-foot color photos of Emmett Kelly, Polidor, Christy, Lou Jacobs and other circus shots are being shown. At the Cavalcade of Centaurs he chatted with Shorty Flemm, who is working come-in. Milbauer adds that Ruth Mix receives a big hand for her exhibitions in the saddle.

J. B. SWAFFORD and wife; Charles Hammond, wife and daughter, and Mrs. Mathew Ott attended Downie Bros.' Circus in Quincy, Mass., and enjoyed the performance. J. B. visited with William Moore, William Hamilton (formerly his boss on Barnett Bros.), Harry Mack and others. Swafford formerly was general agent of Downie show. His wife is recovering from accident of last year and Swafford will be able to hit the trail again next season.

ERNEST MITCHELL, of Tipton, Ind., writes under date of July 3: "Barnett Bros.' Circus came to Elwood last Saturday. Did not open at night—no biz. Took the road thru Tipton and State police got after it for bad lights and made it tough. I tried to get matters adjusted, as I know the officials here, but could not get by the State police. Warning to truck shows playing Indiana—see that your drivers have chauffeur licenses—no driver licenses. Have flares and flags and clearance light on trucks, also tail lights."

15 Years Ago

(From The Billboard Dated July 12, 1924)

Robbins Bros.' Circus added much new equipment when Fred Buchanan purchased from Doc Allman, of Kansas City, Mo., three double-length all-steel flat cars; a Pullman sleeping car from Moss Zimmerman, of Minneapolis, and a 70-foot stock car loaded with draft horses from William Hall, of Lancaster, Mo. . . . Paul Weinger, who had the balloon privilege on Robbins show, closed in Wahpeton, N. D., June 23 and left immediately for Logansport, Ind., where he joined the John Robinson Circus. . . . Mack Runnels joined Ponca Bill's Wild West Show on Robbins Bros.' Circus in Morris, Minn., June 24. Ponca Bill bought two new bucking horses, which were ridden in concert by Texas Jack and Mack Runnels. . . . E. W. Eudy, bass horn player, formerly with Gentry-Patterson Circus, joined Gilson's Band on Robbins Bros. in Morris, Minn., June 24.

Mrs. Mary Rojas, with Robbins Bros., suffered a fractured upper jaw, a fractured left knee and had two teeth knocked out at Princeton, Minn., June 27 when she fell during her "Flirting With Death" act. . . . Ringling-Barnum called off its evening performance at New Castle, Pa., because of a storm. . . . Jerry Mugivan joined Hagenbeck-Wallace, which was rerouted from Lorain and Sandusky, O., to Marion and Kenton, O., because of a bad storm. . . . The Wild Wood Club, made up of the women on Hagenbeck-Wallace, staged a burlesque-vaudeville show in big top at 5:30 p.m. in Butler, Pa., for the personnel. . . . H-W was in darkness during a storm July 1 at Kittanning, Pa., when several tents were blown down. . . . Harry McFarlan and wife left Gentry-Patterson to take out their own one-ring show.

Orrin (Pop) Hollis became equestrian director on Gentry-Patterson. . . . John G. Robinson was equestrian director and his son, John Robinson IV, was general director of the circus given at the Cincinnati Zoological Gardens July 1-2. . . . Lawrence Cross was a new arrival on the Honest Bill Shows. . . . Charles Sparks was elected a director in the Luther Williams Banking and Trust Co., Macon, Ga. . . . Jasper Fulton left Gollmar Bros.' Circus because of illness. . . . Jesse F. Coleman returned to the white tops after four weeks with the Lachman (carnival) Shows. He had the pit show with Peggy Poole on Robbins Bros. . . . Joe Bonhomme and the Four Bayvilla Brothers left the Gollmar show.

The Corral

By ROWDY WADDY

ROY VINCENT, who roped at Crawfordsville, Ind., June 18 and 25 for Bill Crosby, says he'll return to the road with Cliff Mounett's Rodeo.

CHESTER H. BROOKS will have charge of Old Northwest Days, a pioneer pageant to be staged in connection with the Potlatch celebration in Seattle.

WARNER LINDER decorated a steer in two and four-fifths seconds to set a new record in that event at the Swift Current (Sask.) International Days Celebration.

J. M. DILLON, arena director of the Calgary Stampede, reports 216 bucking horses and 335 head of cattle contracted for the stampede events this year, when a new saddle, with a 15-inch tree, will be used.

JACK NELSON, Wild West and rodeo performer, who was with Barker Bros.' Circus last season and who recently closed with Dodge Bros.' Circus in Northern Michigan, is employed at the Great Lakes Sugar Co.

NEARLY 1,200 attended the two-day Rock Mountain House (Alta.) Stampede despite unfavorable weather. Winners: Bucking Horse, first day—Slim Turner, Walter Lindstrom, Arthur Brown. Second day—W. Lindstrom, J. Glazier. Bareback, first day—J. Ladder, Walter Lindstrom. Second day, J. Tailor, O. Armstrong. Steer Riding, first day—W. Lindstrom, J. Ladder. Wild Horse Race, first day—E. Brown, J. Glazier. Second day, J. Glazier.

TAHOKA ROUND-UP, sponsored by Tahoka (Tex.) Rodeo Association, is being directed by Lynn Beutler and stock is furnished by Beutler Bros. Officers are Wiley Curry, president; Dean Nowlin, Wynne Collier, J. O. Tinsley, R. W. Fenton Jr., directors.

GUY WEADICK, rodeo and stampede impresario; Frazier (Spike) Hunt and W. A. Brewster, of Banff, Alta., will judge the rodeo to be held soon in connection with the 50th annual Indian Days Celebration in Banff. One of the features of the celebration will be the adoption into the Stony Tribe of Helen Keller. Norman K. Luxton is director of the celebration.

TWO-DAY Weimer (Tex.) Rodeo was the most successful in event's three-year history, with 53 performers participating. Winners: Breakaway—Gerald Albert, F. Schoellman, Leroy Bahner. Finals—Henry Beken and Leroy Bahner, split first; Dub Batey, S. Drumgoole and Ward Moore split second and third. Tie-Down—Henry Beken, Ira Woods, L. L. Childs. Finals—Frank Rooks, Ira Woods, Dewey Mills.

FRED MORGAN sustained serious injuries when he was kicked by a horse at the two-day Ponoka (Alta.) Stampede, which drew 9,000. Results: Saddle Bronk Riding—Ernie Ferguson, S. Turner, F. Brown. Consolation Bucking—S. Clark, W. Reynold, G. Mind. Bareback Riding—Lone Breeze, Ole Armstrong; Jack Lauder and Wally Reynolds split. Steer Riding—Wally Reynolds, Ole Armstrong, Alf Anderson. Chuck Wagon Race—Theo Thage, Tom Lauder.

FINAL WINNERS at the two-day Raymond, Alta., Stampede were: Saddle Bronk Riding—Clark Lund, H. Walsh, Art Lund. Bareback Riding—Herman Linder, Art Lund; Clark Lund and Harold Lee split third. Steer Decorating—Clark Lund, F. Peters, Andy Lund. Calf Roping—Toots Burton, Duff Galbraith, Pat Burton. Steer Riding—Glen Lee, Harwood Potter, Bert Orcutt. Chariot Race—Ray Knight's entry.

WINNERS at the Bassano, Alta., Stampede: Bucking (with saddle)—Art Sandford, Melvin Nelson; Bill Christenson. Bareback—Pat Bailey, W. Adams, Melvin Nelson. Calf Roping—Tommy Picket, Bill Christenson. Wild Cow Milking—Bob Hale, Pete MacLean. Free-for-All Race—Dick White Elk, Dick Bad Boy, Max Three Sons. Relay—H. Willard, Jimmy Dew, Tony Young. Barrel Race—H. Willard, Louis Running Rabbit. Indian Race—Dick White Elk, R. Duck Chief.

RECENT Drumheller, Alta., Stampede attracted about 4,000 despite heavy rains. Craig Wilson was named the best all-round cowboy. Results: Saddle Bronk Riding—John Glazier, Ted Glazier, Andy Hood. Bareback—Frank Sharpe and Wally Lindstrom split; George Myhill. Steer Riding—Frank Sharpe, T. Glazier, J. Glazier. Cow Milking—Frank Sharpe, F. Elliott, L. Meissner and Ernie Jutras. Calf Roping—Tom Hodgson, Mac MacDonald. Chuck Wagon Race—Phil Desjerlais, Tom Jerry, Dick Cosgrave.

ABE LEFTON, emsee and announcer for the World's Fair Rodeo and the Portland, Ore., Horse Show, will serve in Seattle, Wash., as Potlatch horse-show announcer at Seattle's outdoor festival, the Potlatch. Jasbo Fulkerson, rodeo clown, who recently returned from Australia, will also take part in the show. Among the cowboys contracted are Red Allen and Arnie Will. Heading the Western division will be Bob Struble, arena manager; Ben E. Boone, vice-chairman and assistant arena director, and Jesse Humphrys, parade manager.

OFFICIALS at the two-day MacLeod (Alta.) Stampede included Jim McNab, arena judge; Pete LaGrandeur and Jim Hunter, bronk riding judges; Lon Kellicut, Gus Gustafson and Claud Mills. Warren Cooper had the p.-a. system. Results: Bronk Riding—Dug Bruce, Jim Wells; Jimmy Robinson and Mike Ages split. Calf Roping—Fred Burton, Sandy Connell; Pat Burton and F. Many Fingers split. Steer Decorating — Jack Streeter, Dick Andrews, Roy Baird. Bareback Steer Riding—Bill Clark, Many Fingers; Jimmy Robinson and Roy Baird split. Wild Horse Race—Joe Warrior, Jim Wells, Roy Baird.

4TH PERIOD BRINGS PICKUP

New Tops Set On Gulf Coast

Pontchartrain breezes off to better spending—Galveston has best holiday

NEW ORLEANS, July 8.—In the warmest spell of the season Gulf Coast beaches did record business for an Independence Day period, which extended over four days. At all leading resorts throngs crowded hotels, tourist camps and concessions to set new peaks for Pontchartrain Beach here, Pensacola Beach in Northwest Florida, Biloxi and Bay St. Louis on the Mississippi Coast

(See NEW TOPS on page 37)

Rain Curbs Hopeful Capitol Beach Start

LINCOLN, Neb., July 8.—An inch of rain, striking at 9 p.m., stopped Capitol Beach's hope for a better business mark than the Fourth of July showing a year ago, but up until the time rain hit all departments were from 10 to 15 per cent ahead of 1938 on the same day.

With temperature of 101, the pool was given a heavy play. The pool and the rink both had their money before the storm, so finished okeh. Harry King's ballroom was nicely played with George Shuey's Orchestra before the drenching drove the crowd indoors.

Manager Hoyt R. Hawke believes the park will finish in a stronger financial position than in 1938 due principally to the good corn prospect. In 1938 corn burned badly and park biz shuddered in sympathy.

Resorts Near Rochester Hit New Highs in Holiday Takes

ROCHESTER, N. Y., July 8.—Record crowds were reported at lakes and amusement centers over the Fourth, altho late afternoon rains kept away late comers. Long Point, Conesus Lake, had one of the largest crowds in four years.

Roseland Park, Canandaigua Lake, had the gate swelled by tourists on the way to and from the New York World's Fair. Concession biz was good and Airplane ride topped the devices.

In Dreamland Park here, formerly Sea Breeze, concessioners had best business of the year. Danceland is hitting a new high with Buddy Baron and his band, said George Long, park manager. New penny arcade is drawing with modern pinball machines.

Capacity Drawn in Philly In Holiday Weather Break

PHILADELPHIA, July 8.—Weather being ideal over the Fourth, all parks and other outdoor amusements had capacity attendance.

Willow Grove and Woodside parks gave extra performances of vaude to full houses. Crystal Pool in Woodside did record business. Forest Park, Chalfont, broke all records for the holiday, pool doing turnaway business.

Willow Grove management recently purchased all riding devices formerly operated by independent concessioners and now controls all rides in the park.

R. I. Spots Draw on Fourth

PROVIDENCE, July 8.—Parks in this area drew good crowds over July 4 and the preceding week-end. Crescent Park, East Providence, staged a fireworks display on the third, while Rocky Point, Warwick, celebrated its unofficial opening that night with a bonfire in which much hurricane wreckage of the old park was burned. Rocky Point, under new management this year, and with considerable new construction work under way, including a $60,000 shore dinner pavilion scheduled to be finished late this month, had fireworks on July 4.

NAAPPB Conclave, Trade Show Set for New York Nov. 20-24

CHICAGO, July 8.—The 21st annual convention and trade show of the National Association of Amusement Parks, Pools and Beaches will be held in the Hotel New Yorker, New York, on November 20-24. This will be one week before the 49th annual convention of the International Association of Fairs and Expositions in the King Edward Hotel, Toronto, on November 28-29. There will also be a gathering of the American Carnivals Association during the Toronto meet, and annual banquet and ball of the Showmen's League of America is set for Thanksgiving eve, November 29. Recent custom of the outdoor organization's meeting in Chicago "under one tent" will go by the board this year.

"For many weeks after the last NAAPPB convention the exhibits arrangements committee, N. S. Alexander, Woodside Park, Philadelphia, chairman; Director Herbert P. O'Malley, Playland, Rye, N. Y., vice-chairman; Secretary A. R. Hodge, NAAPPB, Chicago; A. W. Ketchum, Forest Park Highlands, St. Louis; Richard F. Lusse, Philadelphia, and Maurice Piesen, New York, made a thoro investigation covering the location for the 1939 annual meeting," reads a statement from the Chicago office of Secretary Hodge.

"The International Association of Fairs and Expositions and Showmen's League of America, in keeping with their custom of going to Canada every few years, are booked for Toronto week of November 27. A careful check-up of exhibitors who are especially interested because of shipping facilities and other problems revealed that almost unanimously they did not favor going beyond the borders of the United States for another trade show. Members of the NAAPPB were almost equally opposed to going across the border because they felt that with the other organizations absent from Chicago this year an opportunity would be afforded the NAAPPB to put its convention in the East for one year and thus enable many exhibitors who do not fully

(See NAAPPB on page 52)

$40,000 Into Tulsa Spot; Rain Has Hurt

TULSA, Okla., July 8.—Seventeen rainy days in June cut attendance at new Crystal City Park here and, despite a free gate, attendance was below that of last year for the same period. Roller rink has been well patronized, but open-air dance-pavilion attendance has suffered with the 1,000,000-gallon pool because of rain and cool days.

John Mullins, head of the company which owns the land and other assets, spent $40,000 on new equipment and renovating old at start of the season.

(See $40,000 INTO on page 39)

Spurt for Portland, Ore., Comes With Good Weather

PORTLAND, Ore., July 8.—Business in Jantzen Beach Park on July 4 beat records for that day by about $2,200, said Harvey Wells, business manager.

Attendance and take in Oaks Amusement Park on July 4 showed nearly 100 per cent increase over last year's, said Robert Bollinger, assistant manager. Weather was dry, tho cloudy, and last year it was wet and cold. Business lately has been down about 35 per cent from that of last year because of adverse weather.

KLARA E. KNECHT, of circus radio and literary note, shown here on a lot with the Del Rio Midgets, is conducting lecture tours at Brookfield Zoo, near Chicago. A sister of Karl K. Knecht, widely known cartoonist, zoological authority and Circus Fan, she recently became associated with Brookfield Zoological Gardens and will also be active in a radio tie-up being arranged.

Detroit Area Picnic Shift Spells Dearth of Interest in Welfare Activities by Plants' Operators

DETROIT, July 8.—Picnics in amusement parks in this area have taken a decided shift away from general plant picnics sponsored by managements in the past two seasons. Principal cause is seen in the rapid progress of unionization in the automobile industry during that period and apparent consequent loss of interest in welfare activities by plant managements.

The plant-sponsored picnic has become, to a large extent, a thing of the past, and union picnics have appeared in considerable profusion. However, park concession and other operators, in candid moments, generally agree that money taken in at these events is not enough to justify the shift from their business viewpoint.

Unions with large memberships have not supported their own picnics as strongly as they should, according to reports from various operators. As a result small attendances on union picnic days have resulted, sometimes with the aftermath of an overorder on refreshments that had to be adjusted.

One park operator is understood to be asking for a definite guarantee of so many tickets, with the collateral to back it up before completing arrangements for any union picnic now. This form of insurance against possible loss in the day appears to be necessary to keep the park in the black, he said.

No anti-union bias whatever is evident in this set-up, with some park men actually going out of their way to support union activities, but the fact appears to be that union members have been staying away from these outings in large numbers. One explanation offered by a union official is that the newer unions, in automobile fields for instance, have a large proportion of members delinquent in dues and that their total membership figure is therefore no true indication of the active membership expected to support their outings.

New Features Draw in Ohio

Some grosses are heaviest in 10 years—regular fare brings only normal gates

CANTON, O., July 8.—Eastern and Central Ohio parks experienced their best business of the season on July 4, a survey revealed. In some instances gross was heaviest in 10 years, altho spending at some spots was not as good as a year ago. Without exception, midways were jammed from early afternoon until about 10:30, when rain swept the area, causing postponement of fireworks.

Parks reporting heaviest takes were those whose management made preparations for added features. In such instances grosses were heaviest of some 12 district spots. Free acts were used by

(See NEW FEATURES on page 53)

Holiday Biz Rises From 10 to 20% Over '38 at A. C.

ATLANTIC CITY, July 8.—Fourth of July week-end, usual criterion of what to expect here for remainder of the summer, was reported "bad, good and fair" by numerous varied entertainment enterprises, but on the whole appeared to be from 10 to 20 per cent better than a year ago. With perfect weather, the shore lured thousands, crowding hotels and playing the cheaper attractions. Night clubs with one exception fell off on Saturday but came back strong Sunday and Monday nights to put most of them ahead of last year. Nate Cohen, public relations exec for the Weiland-

(See HOLIDAY BIZ on page 37)

Good Days Reported By New York Spots

BUFFALO, July 8.—Parks in this area experienced generally good business over the July 4 period and most of them reported spending considerably in excess of this year's Decoration Day period.

Celeron (N. Y.) Park drew about 35,000 and Manager J. G. Campbell reported spending good. Fireworks were a special attraction and concessioners did

(See GOOD DAYS on page 51)

A. C. Fire Takes Job Off Hands of Officials

ATLANTIC CITY, July 8.—Fire on the Fourth accomplished something that had defied best efforts of the city's building department for years when one of the Boardwalk's three "Bowery Blocks" was razed by a $100,000 blaze. But it was a mockery to nine concessioners who were wiped out by the flames, which kept 100 firemen busy until nightfall as thousands of holiday visitors witnessed the unscheduled attraction. The block of one-story buildings between Columbia place and Missouri avenue went, four firemen being injured in preventing a spread to other old wooden structures. Destroyed were Ralph Donato's Kiddie Playland, Andrew Paulos' shooting gallery, R. Abendor's novelty shop, Buty-Simms-Miller Radio-Keno, Frank Cuneo's waffle and doughnut shop, S. P. Tompkins' ice-cream store and George Litot's Pennyland. Officials said a burning cigaret started the fire in the front of the radio game. With blocks running right and left, the site made up a so-called "Boardwalk Bowery" and many times in the past 10 years city officials have threatened to condemn the properties as unsafe and unsightly.

The Pool Whirl

By NAT A. TOR

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

United We Stand

Sunning myself on the solarium of Riverside Cascades swim pool, New York City, last week with Mack Rose, president, and Joe Pringle, restaurant concessioner, conversation turned to aquatic operations. Mack, who is prez of the New York Pool Owners' Association, urged immediate formation of State-wide pool associations. He specifically referred to the New Jersey group of operators, who have yet to organize.

"Organization is needed among pool men more so than in any other industry," he said. "We in the New York area have done a fine job in the past few years that we have worked together, and other divisional pool groups report similar progress." He pointed out that many tanks in Gothamtown have been forced to keep their estabs more sanitary thru the united force of org, all of which, he assures, would not have been possible if swim men had not worked together. However, he admits that job has not been 100 per cent perfect. "There are still some smaller commercial pools in New York," he confessed, "that seem to close their ears and shut their eyes to logical reasoning—but we hope to get them toeing the mark soon."

Rose explained that many natatoriums in certain areas have failed to organize because they couldn't get together at one or two meetings. He revealed that it took many months before most New York plunges realized necessity of organization. At present the bulk of the New York pool organization's work deals with sanitary regulation, which is as it should be. And when the writer ventured that, in many cases, joint promotional activity is also a major issue, he agreed, saying that it would only be a matter of time before New York pool men probably would advertise and publicize co-operatively for general benefit of swimming. This is being done now in connection with current swim campaign sponsored by *The New York Daily Mirror*.

Rose's primary concern in urging all pool men to organize is in connection with sanitary problems. He explained that were it not for the New York Pool Owners' Association many pool men would have been forced either to close or to undergo much expense. New Jersey, which has hundreds of big commercial tanks, is crying for such an organization, according to Rose. So far besides New York, Pennsylvania and Salt Lake City regions have done effective organization work in pool field.

New Pool Sideline

Art French, Joe Day's right-hand man in operation of his Manhattan and Brighton beaches, adjacent to Coney Island, N. Y., opened a gigantic outdoor bowling alley last week, said to be only such open-air establishment in the country. Alleys are regulation size and are being operated by Earl Andrews, formerly associated with Whalen's Flushing Fiesta. The Manhattan and Brighton beaches offer everything imaginable in extra attractions, ranging from archery to needlecraft, both barrels of the publicity gun there are being used on the new bowling alleys to popularize the sport as an outdoor game. It is French's contention that if one gives bowling fans the same type of alleys as they find indoors, one can certainly attract them.

Dots and Dashes

Al Simon, praise agent, is no longer associated with Hinchcliff freres' Wall-Cliff pool, Elmont, L. I. . . . Bathing patronage is said to be on the up grade at Hamid's Million-Dollar Pier, Atlantic City.——Whoever is doing publicity for Jones Beach, that New York proposish on Long Island, is doing a grand job this season. . . . All New York tanks are running ahead of last year, thanks to absence of Jupiter Pluvius, especially during four-day holiday.

Business Good at Minerva

MINERVA, O., July 8.—Minerva Park here is undergoing extensive improvements. Acquired on lease last year by Roy Wickersham and Howard Brown, the spot has been getting excellent patronage, with picnic bookings heaviest in years. Operators recently completed a bathing beach and bathhouse facilities and are planning addition of several midway features. Park has again booked the annual Minerva Home-Coming Celebration.

Long Island

By ALFRED FRIEDMAN

Civic organizations are rallying behind a movement to check further spread of toll bridges on Long Island, and the first burst of fire has been directed at the Atlantic Beach Bridge, for 13 years collecting a quarter toll from autoists between Far Rockaway and Long Beach. It is pointed out that most of the toll bridges on the Island are in areas to and from seashore resorts, with the result that it hurts business at those places.

July Fourth and preceding week-end brought favorable trade to Rockaway, Long Beach and Jones Beach, with all of the spots jammed. Even the Monday that interspersed Sunday and the Fourth was a hummer. Surfside, topflight beach night club a couple of seasons back, is being revamped under new ownership. Soldiers pouring in for annual coast defense drills provide amusement people with what they consider their "easiest-to-satisfy type of customers."

ROCKAWAY BEACH: Playland Park's tie-up with *The New York Daily Mirror* is one of the season's best pieces of exploitation. Excursion steamers to and from Manhattan are in operation, tho for a time it did not appear as tho they would run this season. Sam Radin is out at his Rockaway Park flasher and may spend remainder of the summer in Atlantic City. Because cops found it too gargantuan a task to enforce, they are not troubling bathers who strut around streets in swimming togs. Jarvis Lane Bathing Pavilion topped the beach with a layer of new white sand and upped biz by 100 per cent.

Park Free Acts

CAPT. BILLIE SELLS' Lions, which recently played Craig Beach Park, Diamond, O., were one of the best draws in years, said Art Mallory, manager. Act was booked by G. A. Klein Attractions.

SECCAIUM PARK near Mansfield, O., will continue its free-act policy indefinitely, the management said. Recent attraction was the Las Aeros, aerial novelty.

JACKSONVILLE Balloon Co. unit has been booked for each Sunday of the season in Eastwood Park, Detroit, reports H. Wilbur Johnson, unit manager. Another unit played a celebration in Muncie, Ind., on July 4, attended by 75,000, and was contracted for July 9 for Summit Beach Park, Akron.

JOE HANSEN'S three elephants were recently booked as free act for a seven-day stand in Enna Jettick Park, Auburn, N. Y., reports H. K. Copley.

BEN BENO, aerialist, who sustained a fractured rib and vertebra in a fall in Playland Park, Rye, N. Y., reports he has completed his fourth week in United Hospital, Port Chester, N. Y., that he has

(See PARK FREE ACTS on page 46)

American Recreational Equipment Association

By R. S. UZZELL

A beach for colored people in Virginia is being operated by colored people. It has a newer and stronger appeal for patronage than has ever been used by any resort exclusively operated by colored people. Net results are to go to the support of a hospital exclusively for colored people now nearing completion. The hospital is modern and fireproof as against the antiquated fire trap that has been in use by those people.

This special pride in their amusements should go far toward maintaining the place morally and physically clean. Best of all, they seem to be working on a conservative, well-balanced budget and do not seem to be overreaching their ability to carry thru. If successful, which looks quite possible, the plan is sure to be followed where there is an imperative need for good constructive recreation for the colored people.

Tax War in Quebec

Eastern Canada is having more than its share of rain and a cold summer. The change can come any time, but it surely is long overdue. Despite it all, they are holding up very well. In the old city of Quebec there is a big fight on over an additional amusement tax recently imposed. As a result all theaters and picture houses have been closed. Imagine a city of 150,000 people without a theater or picture house! The deadlock may be broken by the city going into the picture business. It is gradually being learned that taxes must be earned before they can be paid. The Quebec situation has national interest for us.

Here in 1923 if a man's income was four apples the tax collector took two-fifths of one apple. On the basis of a four-apple income today the tax collector takes 1½ apples, leaving us less than a 2½-apple income. Where do we go from here?

Influx From Hinterland

Within a radius of 30 miles from New York City Hall we have a population of 20,000,000. This takes in Jersey cities, including Newark with much more than 1,000,000. This population has largely supported the New York World's Fair up to July 1. But now the great exodus for vacation lands has set in. Will the influx from the hinterland now in evidence offset and overbalance the loss of local patronage? We think the big patronage is yet to come. Concessioners surely will welcome it to pay off those enormous construction and operating charges. Most concessioners over there still have grievances to take up with constituted authorities. They were all surprised to have a license fee demanded from the city of New York when they had been promised there would be none.

Frank W. Darling, now being out of the Children's World, we hope he will remain with Williamsburg, Va., where he did such an admirable job which will live long after the New York World's Fair will have been all but forgotten. The Virginia job is a fair in itself and is annually drawing a larger pilgrimage.

WANTAGH, L. I., July 8.—Alexander Ott's Marine Stadium at Jones Beach opened on July 1, featuring Paul Whiteman's Orchestra for a four-day stand, vaudeville, fireworks and a pool show. Water shows are planned to be daily features.

Coney Island, N. Y.

By UNO

An estimate of the total four-day Fourth of July week-end attendance ran to over 1,000,000. Like Decoration Day week-end the weather was flawless. Islanders have no kick coming this season in respect to what the weather man has furnished.

A series of programs of operatic excerpts and instrumental music covering a stretch of 10 weeks will be given by Francis Cola-Santo's symphonic band of 45 musicians at Willow Grove in Luna Park beginning July 8. Performances are scheduled twice nightly except Monday. Singers engaged for the first week include Marsha Davenport, soprano; Irene Elliott, contralto; Carlo Foretti, bass baritone; William Royal, tenor; Olga Karena, soprano, and Lorenzo Cianfrini, baritone.

Sandy Erman, ex-alderman of Coney, is affiliated with Dave Rosen at the latter's former freak show site, West 12th street and Surf avenue, in a new enterprise, a girlie show, that opened July 1 with a line of six Will Neely chorines, a soprano and three other principals featuring Queenie (Mary Ann) King, dancer. All under the label *Streamlined Follies* and gets a 20-cent admish. . . . Stauch's dance hall has another girlie floor show with five in line and Clara Gray, leading. Fred Mariash is in charge. . . . Russell Carew and Harold Hoffman, who manage burly theaters and shows around New York during the winter months, celebrated their 11th season as life savers. Both are stationed within Sea Gate.

For Lonely Swimmers

Ravenhall's has something new in a Lonely Hearts Club, with swimming pool director Manny Klauser introducing the boys and girls for a get-acquainted stunt. Other Lonely Hearts directors and directresses in appropriate regalia are stationed at different points around the pool in booths and on the spacious grounds. . . . Paul Ruerealt's recently

(See CONEY ISLAND on page 39)

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Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

SUMMER roller skating, always popular in small towns, appears to have taken on new life this year. In a recent motor trip thru Northern Illinois and Central Indiana, a representative of *The Billboard* noticed roller rinks in nearly every town of any size, and those inspected in the evening were doing excellent business. In many towns the rinks are in permanent buildings that accommodate a large number of skaters. In smaller communities open-air rinks under canvas predominate. These range from 40 by 60 floors to rinks 60 by 100 or larger. Among well-known operators of open-air rinks are Meyers Bros. At present they have rinks in Fairfield, Ill., and Lafayette and Noblesville, Ind. One of the brothers, Willard Meyers, has charge of the rink in Noblesville. On a grassy lot in a good residential neighborhood, the rink is attractively framed with new khaki canvas and an excellent maple floor, and since early spring it has been attracting sizable crowds. The crew is neatly dressed in summer flannels. Excellent order is maintained at all times and no fast skating is allowed. A phonograph provides music. A representative of *The Billboard* remarked to Meyers that laying a floor for a few months' run must be an expensive proposition, but he explained that a floor can be easily taken up and relaid in a new location and that it can be used for 20 or more locations before it is discarded. The Meyers operate in one spot as long as business warrants, then move on.

PEPYS Yeomalt Lodge Rink opened recently in Port Blakely, Wash. An instructor is in attendance, and matinee and night sessions are held.

MOSER'S Planet Roller Rink, equipped with Hammond organ and new Chicago skates, will open in a new location on Chicago's South Side, where an 80-by-180-foot floor is available, reports Bill Henning, who will work as technician in the new spot until Fred Leiser's Armory Rink reopens late in August after the floor is resurfaced. Oldtimers' Club, of Armory Rink, held a meeting in White City Rink on June 20, when plans were made for a trip to Dixon (Ill.) Rink in July and a picnic in August. On June 30 Manager Leiser furnished skates for a party staged by Doris Dudley, of the John Barrymore company in the Selwyn Theater, on the roof of the Sherman Hotel. Mr. and Mrs. Leiser and daughter and Bill Henning attended.

ROLLER BOWL, Seattle, has launched a series of attendance-building events. Skating jamboree was staged on July 3, with prizes awarded for figure skating and waltzing.

VASHON (Wash.) Rink recently had a new floor and skates installed for the summer season of matinee and night sessions.

RAY FEEMSTER, operator of Palace Rink, on U. S. Highway 40 near Russell, Kan., realized neat profit with a skating carnival over the Fourth of July, with sessions afternoon and evening.

RINK at Sandy Beach, Harvey's Lake, near Wilkes-Barre, Pa., has been opened for the season with sessions Wednesday, Friday, Saturday and Sunday nights.

LUNA PARK Roller Rink, Coney Island, N. Y., opened to a good crowd on June 22 when door prizes were distributed, reports Al Flath, proprietor. On June 24 a balloon carnival was staged. Series of waltz contests and amateur and professional races are planned. Rink operates with daily matinee and night sessions.

ARRANGEMENTS have been made for fall opening of an outdoor roller rink in Miami by O. J. Uthoff, of Forest Park, Genoa, O., reports Thomas Durkin, who will be assistant manager. He was formerly connected with Culver City (Calif.) Rollerdrome. Milo D. Towne will be manager. Monolithic floor and Hammond organ will be installed and plans call for presentation of acts periodically.

WILLIAM LUBIN, new manager of Riviera Park Roller Rink, Belleville, N. J., reports the rink is drawing capacity crowds three days weekly and will remain open during summer. Plans call for addition of a beginners' rink and new center floor.

ROYAL ROLLERS, Frank Richardson and Bonnie Nation, gave an exhibition at a WTAX Jubilee Party in Moonlight Gardens Roller Rink, Springfield, Ill., on July 3. Moonlight Waltz Club staged a party on July 4, when novelties were distributed.

Roller Profiles

RODNEY PETERS

Conceived and approved by William F. Sefferino, president of the Rollerdrome, Cincinnati.

Just plain Rodney probably is the best name to give one of the most exemplary lights of the Roller Skating Rink Operators' Association of the United States. It also gives an insight into his character, as he is a jolly, "down-to-earth," friendly man who captures one's friendship upon introduction. The record of his achievements in roller-skating history makes amazing reading. Rodney Peters first donned skates in 1906 in St. Louis after the old jai-alai building at the world's fair there had been converted into a skating rink. His every step after this first confident gesture must have been triumphant, as it was only two years later that Rodney journeyed to Pittsburgh to capture the world's one-mile championship in the then unheard of time of 2 minutes, 46 and 2/5 seconds.

In 1908 he repeated in Riverview Rink, also taking home the famous Paddy Harmon trophy emblematic of successful competition in the 2-mile test.

By 1909 he was seeking a new field to conquer. He voyaged to Europe, stopped off at Earl's Court Rink to snatch the one-mile title away from the celebrated Allie Moore. That was a crowning feat in itself. At the Hippodrome in Paris he became world's champion by defeating Wilson and Baer, the Continent's most prominent skaters. His roll call of titles was by then formidable. Rodney found England to his liking, for he stayed there three years as floor manager of Olympia Rink, one of the finest the world has ever had. Some idea of the immensity of this rink (unfortunately, it no longer exists) can be realized from the statement that its racing course was 4½ to 5 laps to the mile. King George V was a frequent visitor and belonged to the Olympia Sunday Skating Club. Rodney had the honor of teaching the entire royal family to skate.

After returning to his homeland he took up where he had left off, adding the three, four and five-mile world titles to his chain in St. Louis. It was in a championship meet in Chicago that Rodney unreeled the time of 2 minutes, 20 seconds, to win. Paddy Harmon disqualified him. Paddy thought that he must have cut across the floor to record an elapsed time such as that! However, when he reached home he found the medal with the time engraved upon it awaiting him. Paddy must have changed his mind! Paddy can be excused, tho, as Rodney lapped every skater on the track, which made the race confusing, to say the least.

He operates Palladium Rink in St. Louis, where he fathered many dance steps, among them the barn dance and the drop-three waltz. Today Rodney is striving to further the endeavors of the RSROA just as he strove to acquire championships. He is a paragon of honesty, a man whose —, but let him speak for himself. Following is an excerpt from his acceptance speech which he delivered when chosen to lead the RSROA: "Gentlemen, I shall not pretend to be a man of wealth. However, let me assure you that, should the necessity arise, all my worldly possessions are at the disposal of this organization."

I am pleased and justifiably proud to call such a man my friend.

CAP SEFFERINO.

HOLIDAY BIZ—

(Continued from page 35)

Lewis chain, reported business off between 20 and 25 per cent in their six movie houses. Morty Levin, Warner press chief here, reported the five houses as a whole about 10 per cent off from the same period a year ago. Burlesque and the Garden Pier Theater did fair.

July 4 had the biggest single-day crowd in history of Million-Dollar Pier, said owner George A. Hamid, more than 86,000 hitting the turnstiles from Saturday to Tuesday to set the highest attendance mark since 1929. Lucky Teter drew 5,000 in the Auditorium on July 1 and 2, while the New York Roverettes, gals' softball team, attracted 3,000 more on July 3. Big hall went dark on the Fourth and will reopen on July 20 with an ice revue or midget races.

At Steel Pier attendants estimated holiday crowds were "well ahead of last year's," with Rudy Vallee the draw on Saturday and Sunday, as in 1938, jamming them in at each session.

NEW TOPS—

(Continued from page 35)

and at Galveston and Sylvan Beach in East Texas.

At Pontchartrain Beach about 55,000 equaled the peak July 4 mark of last season and management reported better spending than a year ago. The increase may be attributed to new facilities being expanded as the beach goes into its third week of the season. Great Fussner opened a three-week stay Saturday night. Manager Harry J. Batt, it was noted, had bought himself a Moto-Scoot to get around his 3,000-foot boardwalk more efficiently and he used plenty of gas for the holidays. Fireworks featured the Fourth.

Galveston set a new top mark for the beach with no official estimate of attendance made, altho all hotels and concession operators proclaimed it the biggest Independence Day period in history of the beach. Fourth was celebrated with a big parade along the beach boulevard, fireworks and flag raising.

Russell Gill is having an excellent season at Pensacola Beach with importation of professionals for week-end jitterbug contests in the Casino. About 50,000 visited on the Fourth and many thousands remained for the four-day period.

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Three days of special entertainment headlined by Ed Fitzpatrick and ork gave Sylvan Beach, La Porte, Tex., its greatest Fourth. Rides were well filled thruout the period. The park, usually closed on Mondays, opened for the full three days. Mississippi Gulf Coast from Biloxi to Bay St. Louis was jammed with thousands of autos, and high temperatures gave concessions their biggest Fourth in years. Opening of The Deck at the Buena Vista, beauty contests and a regatta were features.

Playland, Rye, N. Y.

By J. WILSON CLIFFE

With good weather, business is on the upgrade. Free attractions last week were Five DeCardos and Victoria Troupe, cyclists. Four Bombshells went over well. Fireworks and bi-weekly spec are big draws. Annual tie-up with county newspapers for Children's Day is scheduled for August 29.

Artie Collignon (1,001) has his troubles. Bob (Cracker) Hanson is one of Fred Merritt's right-hand men. Max Liberati is in charge of Harry O. Baker's enterprises at Playland. Walter Sears is manager of Dodgem; Bill McDonald manages the Flying Swooper. Pratt and Rosey are sanitary experts for the WCPC. Johnny Franklin is doing well with golf and baseball concessions on north boardwalk. Edna Lindborg and Muriel Brown, daughters of Auditor O. O. Lindborg and Lee Brown, assistant to director, were graduated from high school with honors. Both girls will matriculate at New York colleges this fall. Charlie Walters, manager of skee ball alleys, and Bob Brown, whirl-o-ball manager, report business excellent.

Bill Otto, who fills in during the winter as ye scribe under the nom de plume of Tourist Reporter, is again manager of shuffleboard courts. He is a former national shuffleboard champion. The writer wishes to compliment Mike (Ben Hur) Wallace on the natty appearance of his crew in blue serge suits and white caps and Frank Booth in spotless white on the lung-testing machine. Axel, chief engineer at the administration building, is a veteran of 12 years' standing. Charlie Barnet and band are going strong in the Casino. Tony Goeffrie is again leading grounds man. Biz at the employees' cafeteria is good, as are the meals. Mrs. Edward Brunner was a recent visitor. Hasta luego.

Features Draw in Lakewood

ATLANTA, July 8.—Attendance records were broken in Lakewood Park here on July 4 when motorcycle, motorboat and auto races and bathing beauty contest drew 38,500 in the afternoon and with free gate and fireworks at night an estimated 60,000 attended. Mickey Martin's Hell Drivers were booked for July 9. President Mike Benton and Secretary Virgil Meigs said similar race events will be staged again soon.

PHILADELPHIA.—New dance casino which recently opened in Willow Grove Park near here has been drawing heavily. Manager E. E. Foehl has booked Larry Fotkin's Orchestra, with Peggy Fox, vocalist.

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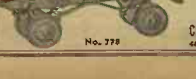

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Moose Jaw Off To Best Bow in Mid-West Loop

MOOSE JAW, Sask., July 8.—Four days of perfect weather and excellent midway and grand-stand attractions made Moose Jaw's fourth annual post-war exhibition on June 28-July 1 the most successful event ever held in the city. It was the first fair on the new Midwest Fairs Circuit. Paid attendance totaled 34,715 as compared with 24,389 last year. Grand stand drew 14,355, compared with 9,445 in 1938. Dominion Day attendance was 11,003, when 6,811 attended the grand-stand performances.

Grand-stand performances were staged by Gertrude Avery, with Jimmie Lynch and his Death Dodgers working on the afternoon of the first day and repeating his show on the afternoon of the last day because of popular demand. Goodman Wonder Shows were on the midway.

Max Goodman was highly pleased with business but disappointed in that his midway was too large for the grounds, necessitating a poor layout. Crowds were so great on the midway on July 1, Dominion Day, that nearly 200 feet of race-track fence were torn down to allow the people to move from show to show. Midway visitors included Nate Andre, president of Regina Exhibition board; A. P. McNab, lieutenant governor of Saskatchewan; J. P. Curror, secretary-manager of Prince Albert Exhibition, and Bruce Peacock, *The Billboard* correspondent, Regina, Sask.

On July 1 the exhibition made deserted villages of some of the small centers near by, as residents took the day off for the holiday attraction. In a town north of Moose Jaw a traveler found one man in complete charge. When the visitor tried to get into the cafe the sole guardian of the town came along to serve him. When the diner decided to have a little liquid refreshment in the town's beer parlor the cafe "waiter" accompanied him across the street and looked after his needs.

R. A. ANDRE has been appointed secretary of Central West Virginia Fair, to be held this year in Clarksburg, sponsored by numerous clubs and other civic interests, reports General Manager R. G. McCarter. Auto races, Thrill Day, parade and grand-stand show have been programed. Art Lewis Shows will be on the midway.

Annual Is Incorporated To Use Montgomery Site

MONTGOMERY, Ala., July 8.—Incorporation of Central Alabama State Fair here was announced by Mort L. Bixler, manager, who said charter members are R. A. Floyd, G. W. Sellers, Mort L. Bixler, Joe D. Oliver, Norwood Johnson, O. C. Moore, W. W. and Fred Waldo, Mrs. A. W. Lovett, Mrs. Elizabeth Fenn, Mrs. Glenn M. Robertson and T. R. Hardaway, several being on the executive board, with Mrs. Robertson as secretary.

Manager Bixler said Mayor W. A. Gunter had given permission for use of the old fairgrounds for a 1939 fair and that the race track will be conditioned for auto, motorcycle and running horse races.

CINCINNATI.—Mr. and Mrs. Harry Hunking, Saskatoon, Sask., were visitors at offices of *The Billboard* here on July 6. Mr. Hunking, member of the board of directors of Saskatoon Exhibition, is chairman of the publicity committee. They are on a two-week vacation trip by motor.

Sale To Decide Future of Little Rhody's Annual

PROVIDENCE, July 8.—Fate of the 61-year-old Kingston Fair, more recently known as the State Fair of Rhode Island and managed by A. N. Peckham, hangs in the balance with the grounds scheduled to go on the auction block next week while a $7,500 State appropriation for a 1939 State Fair lies around waiting for someone to claim it.

Auction of the property was originally set for April 15 by Judge Leonidas Pouliot in Superior Court here, entering a decision in the case of Thomas L. Greene, a former manager of the fair and holder of an $1,800 note secured by mortgage upon the fair property, vs. Frederick R. Hazard, trustee of Washington County Agricultural Society, former sponsor of the annual fair. Twice postponed by legal action, the auction was recently cleared by Presiding Justice J. E. O'Connell of Superior Court when he denied petition of several members of the agricultural society for a receiver and declined to grant an injunction halting the sale.

Will the present fair management bid in the property and seek the State appropriation for a State Fair? Will Greene buy the grounds and claim the fund with which to stage a fair? Or will a State fair be held somewhere else in Little Rhody this year, the sponsors getting the contribution from the State coffers? Outcome of the auction possibly will provide the answer.

Edmonton's Outlook Bright; Grounds Improvement Made

EDMONTON, Alta., July 8.—Percy W. Abbott, managing director of Edmonton Exhibition, reports that Sid W. Johns, secretary of Saskatoon Exhibition and president of the International Association of Fairs and Expositions, has been invited to officially open the 61st annual here. Manager Abbott is optimistic over prospects for the event, with crop conditions excellent and nearly all space sold for all branches of exhibits.

Many improvements have been made, including an increase in parking space and resurfacing of the area, addition of street lights on important thorofares on the grounds and four race-horse barns with 176 stalls. Grounds and buildings will have decorations used during the royal visit.

HELEN HARVEY, performing manager of the novelty cloud-swinging trio billed as the Waldos, who recently were a feature of the Radio City Music Hall (New York) stage show, where they were booked by Dave Solti, of the George Hamid office. Act is set for a schedule of fairs. Other members of the turn are Cora Davis and May Clark.

Upper Peninsula Prepping For 1939; Attractions Set

ESCANABA, Mich., July 8.—Economy without sacrificing quality of entertainment at six-day Upper Peninsula State Fair here is policy of the board recently appointed by Gov. Luren Dickinson.

Board was reduced from 15 to 5 members this year by the Legislature. H. J. Rushton was appointed manager, a post he held several years, and Robert G. Pryal was again named secretary at a recent meeting, when a no-pass policy was adopted and harness racing was restored. Prize money for horse pulling has been almost doubled and second annual Upper Peninsula Pistol tournament will be held at the fair.

Barnes - Carruthers' revue, *America Swings*, has been booked for five days before the grand stand, and Jimmie Lynch's Death Dodgers will supply a Thrill Day program. Free acts and fireworks have been booked. Sol's Liberty Shows will be on the midway.

Substitution of steel supports for wooden posts has increased visibility in the grand stand and other grounds improvements have been made as WPA projects.

Coliseum Show for Detroit

DETROIT, July 8.—Plans to continue big-name shows in the Coliseum at Michigan State Fair here have been confirmed by Dr. L. W. Snow, fair manager. Earlier reports indicated the Coliseum show, which used five top-ranking bands, with acts to match in the past two years, would be dropped because of return of night shows at the grand stand. Manager Snow ruled the program of a "balanced fair" requires continuation of the Coliseum show with the same standards. Grand-stand show will be a rodeo, stock having been contracted with Adams and Monnett.

Deficit Mounts in Brandon

BRANDON, Man., July 8.—Increase of $13,000 in two years in deficiency account of Brandon Winter Fair and Livestock Association was reported by James Kircaldy, retiring president, at the annual meeting, deficit now being $33,776. Association is holding company for Manitoba Winter Fair buildings, and diminishing revenues from the annual fair are held partly responsible for the deficit. Biggest annual charge is $12,000 interest on debentures outstanding against the association's $276,000 holdings. Debentures are guaranteed by the province which makes a grant of $4,000 to the association. John Inglis, secretary of the association since its inauguration 30 years ago, resigned.

Minn. Circuit Program Set

WADENA, Minn., July 8.—Minnesota Pine Belt Fair Circuit, comprising Aitkin, Bemidji, Grand Rapids and Wadena, has booked Clyde R. Miller's Rodeo as featured attraction and 15 acts from Williams & Lee Attractions for remainder of grand-stand programs, reports Whitney Murray, secretary-treasurer. Arrowhead Amusement Co. will furnish seven rides and there will be midway shows and concessions. Public sentiment has influenced officials to continue the policy of high-type midways, said Secretary Murray. Other officers are M. B. Taylor, president, and Allen J. Duran, vice-president.

C. L. (JACK) RAUM'S CIRCUS will furnish afternoon and night grand-stand shows at the three-day Ashland (O.) County Fair, said Fair Secretary James S. Atterbolt.

Fair Grounds

TIMONIUM, Md.—John T. McCaslin, attraction manager of Maryland State Fair here, reports that Dave Woods, press representative, has been landing nice spreads in Baltimore papers. Midway and free attractions have been booked and contests are planned. Following the usual custom, the committee has ruled that only merchandise concessions will be permitted.

SWIFT CURRENT, Sask.—With citizens volunteering labor, Swift Current recently made additions of four bleachers, a grand stand and corrals to the exhibition grounds.

GREEN BAY, Wis.—Brown County Fair Association, having purchased a three-acre plot along the north end of the grounds at a cost of $1,500, a steel fence will be erected along the north and east sides and the old horse sheds will be razed, to be replaced by a new speed barn next year.

BIRMINGHAM.—Premium list for the 1939 Alabama State Fair here totals $25,520, compared to $14,970 in 1938; 4-H Club boys, $4,800; agriculture, $4,200; beef cattle, $3,665; poultry, $3,500; hogs, $2,500; dairy cattle, $2,200; educational, $1,880; women's department, $1,275; flowers, $1,000; apiary, $800.

SOMERSET, O.—Civic Association has completed a successful campaign for purchase of the old fairgrounds, funds being raised by public subscription. Improvements have been started on the grounds, which will be used as a community recreation center. Perry County Fair, the old Pumpkin Show association, will be given use of a portion of the land for annual live-stock and agricultural displays.

NORTH BATTLEFORD, Sask.—Advisability of moving the exhibition grounds closer to the city is being discussed by the Board of Trade.

WACO, Tex.—Harrison B. Walts, president of Brazos Valley Fair here, reports prospects for this year's annual are excellent. Midway attractions will be furnished by the Mighty Sheesley Midway.

SASKATOON, Sask.—Murray Duncan, a director of Saskatoon Exhibition Association, was presented with a traveling case at a luncheon given by fellow directors when he left to take up residence in Vancouver. He had been on the fair board since 1920, and was finance committee chairman several years.

TENINO, Wash.—Mayor Tom Richards paid $1,850 for the old fairgrounds here at sheriff's sale. The 24.8-acre tract has three buildings and grand stand. A move for public use of the property is under way. Site was first used for a fair in 1926.

BOISE, Ida.—Street entertainment will be given in connection with the 1939 Western Idaho State Fair here, said Frank L. Winzeler. Panchon & Marco acts are scheduled for the fairgrounds during the five-day show. More than $12,000 has been set up for premiums. Grounds are being landscaped.

Michigan Governor Wants High Standards at Annuals

DETROIT, July 8.—A strong appeal to ban gambling and to assure clean shows at all Michigan fairs was made this week by Gov. Luren D. Dickinson in a statement sent to all fair secretaries.

While no official gubernatorial censorship was intimated, the move is believed to foreshadow an intent to insist upon standards for midways this year.

Clarksburg Program Is Set

CLARKSBURG, W. Va., July 8.—Entertainment program for Great Central West Virginia Fair, sponsored by service clubs, has been completed, reports R. G. McCarter, general manager. R. A. Andre has been appointed secretary. Fairgrounds have been remodeled, and premium book is in hands of printers. Bookings include Art Lewis Shows, George A. Hamid acts, Lucky Teter's Hell Drivers and Hankinson auto races. Running races are also programed. Fair will open with a parade under direction of Samuel A. Ellis and Arch Cantrall. Others on the executive staff are Earl Showalter, Tony Pollo and Lucille Ellis.

Publicity-Grab Plan in Neb.

LINCOLN, Neb., July 8.—R. G. Douglas, press agent for Nebraska State Fair here, has launched a newspaper editorial contest, idea being to have editorial writers tell what the fair has meant to Nebraska agriculture and submit clippings, which will be judged for prize awards on Press Day at the fair. Fair will profit by this publicity at expenditure of a very small sum of prize money.

Grand-Stand Shows

UNITED Booking Association has contracted for July fairs two 60-people shows, each with chorus of 24 and Rhythm Queens and Worrell's Yacht Club bands. Acts include Flying Melzoras; Rita and Dunn, high wire; Mario's Pets; St. Clair, O'Day and St. Clair, comedy cyclists; Willard and Lewis, comedy barrel jumpers; Frank and Ethel Carman, comedy hoop rollers; Sam and Jenny, comedians; Three Arnolds, acrobats; Six Browns, skaters; Alice White's Ponies and the Society Duo and Novelettes, dance teams. Mrs. Connie Lueders will be in charge of the No. 2 unit. Bookings of Michigan fairs to date include Bad Axe; Wayne County, Northville; Imlay City; Wayne; Calhoun County, Marshall; Northwestern Michigan, Traverse City; Seldonville and Armada. Ohio bookings are Darke County, Greenville; Auglaize County, Wapakoneta; Van Wert and Sidney. Kendallville, Ind., has also been booked.

SI AND FANNY OTIS and their trick mule, Abner, who have been at the New York World's Fair since its opening, went to Newton, Ill., to begin their fair season on July 15, playing in Illinois, Ohio and Michigan.

BOONE County Jamboree, radio unit, will be presented at Noble County Fair, Caldwell, O., and on the following night B. Ward Beam's Congress of Dare-Devils will be grand-stand attraction. Directors decided to hold the fair four days instead of three, with night sessions.

GRAND-STAND attractions booked for Illinois State Fair, Springfield, include an Edgar I. Schooley revue; Wen Hai Troupe, acrobats; King Trio, equilibrists; Burvedoll Sisters, dancing xylophonists; Kay Foursome, dancers, and Ching, magician.

APPEARANCE of Gene Autry on the two final days of Midwest Live-Stock Fair, Bolivar, Mo., July 5-8 drew heavily, the screen star being signed by Fair Manager L. J. Lunsford. Frankie Marvin, comedian, accompanied Autry, and also on the bill were Golden West Cowboys, radio unit.

ANDY ROSS, film stunt man, and Capt. Archibald Baldridge, balloonist, have been booked for the Midsummer Festival on the lake front in Milwaukee.

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Eastern Representative—A. E. CAMPFIELD, 152 W. 42nd Street, New York City.

WANT Shows and Concessions.

MANSFIELD, O., DAY AND NIGHT FAIR, July 26-27-28-29, 1939.

Games, $10.00 per location, over 12 feet, $1.00 per foot extra. Deposit required to insure space. Will sell exclusive on Ice Cream, Snow Balls, Cotton Candy, Candy Apples, Novelties, Guess-Your-Weight Scales, Long Range and Short Range Shooting Gallery. Write

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WALTER W. SHAFER, Member in Charge of Concessions, Box 203, Lexington, O.

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"King of The High Wire."

A DARING AND SENSATIONAL ACT.

Have some Time Open for Fairs and Celebrations.

Permanent Address: BEN ZARELI, Lisle, Ill.

WE FURNISH BETTER ACTS FOR LESS

Large and Small Revues, High and Sensational Acts, Novelties, Acts of All Kinds.

SIDNEY BELMONT AMUSEMENT SERVICE

Fullerton Bldg. St. Louis, Mo.

DOUGLAS COUNTY FAIR

Alexandria, Minn., AUGUST 23-24-25-26.

One of the outstanding fairs in Minnesota. Independent midway. Big new $40,000 grand stand and remodeled grounds. Write R. G. THORSTON, Secretary, Alexandria, Minn.

CONCESSIONS Will do well at

SCHUYLKILL COUNTY FAIR

Pottsville, Pa. All week, starting Labor Day, September 4. F. W. GAUSLIN, Secy. Acts to CHARLES HAUSSMANN, Treas.

$40,000 INTO—

(Continued from page 35)

Several new concession stands were erected. Added were a Ferris Wheel, Whip, Merry-Go-Round, Dodgem, midget autos, kiddie auto ride, archery, shooting gallery and Shetland ponies.

Dorrell Fischer and his Minnesota Lumberjacks, who opened Casa Loma, dance pavilion, have been followed by Coonie Conrad's Band. At a second Kiddies' Day on July 5 there were reduced prices on rides in the afternoon, with free acts on the midway. At first kid day on June 24 10,000 were guests of the park for free rides and refreshments. Second annual Southwest AAU invitation swim meet was run off on June 24 and 25 under direction of Baskett Mosse, Missouri Valley conference backstroke champion and manager of Crystal City Pool. Contestants from five States participated before 3,000 spectators. Staff comprises A. E. Anderson, park manager; C. W. Meeker, ride superintendent; Baskett Mosse, swim pool; Morris Turner, roller skating; Lee Mitchell, auditor; Everett Horton, commissary.

CONEY ISLAND—

(Continued from page 36)

finished one-reel film called Nickel Heaven is devoted to Coney Isle. So will be Donald Hancock's, now in the making, for home movie use. . . . Jack Carford, guardian of Jack Stern's old-time movie show at Feltman's, portrays a different character every week. First he was George Washington, then Daniel Boone and more recently a Keystone cop. . . . Mrs. Harry Meinch is being patted on the back for her landscaping job on the outside of Luna's swimming pool. The ballroom and the Willow Grove spots in Luna were let to concessioners July 1. In the former are Eddie Bailey's entertainers along with Johnny Costello and his trumpet plus an ork of 13 and two vocalists. In the latter are the Cola-Santo concert band and old-time movies.

A 25-mile motor-paced test, the Steg-maier Stakes, was featured attraction when bike racing returned to the Velodrome last week. Promoter is Mike Santarpia, who will conduct professional and amateur meets every Tuesday evening during the summer and fall. . . . A curious patron in Sam Wagner's Side Show the other day walked over to one of the two long-tailed roosters and plucked a feather from the bird to see if it was real. Whereupon patron was immediately attacked by Mrs. Pepin, in charge. For the time being there was intense excitement to say the least. . . . Bill Billharts, owner of Scoville's baths, is enlargening the establishment's open-air restaurant on the Boardwalk.

How He Picked Green

Frank Tilyou tells this one about his late dad, George C. Back in 1908, following the year of the big fire when Steeplechase Park was almost demolished, senior was at a loss what color of paint to use on the rebuilt structure, but finally hit on green because Frank was born on St. Patrick's Day. *Coney Island Times* recently celebrated its 43d anniversary by expanding its plant to take in the entire Times Building on West 17th street and Railroad avenue. The weekly, since its acquisition from the Stratton (Bayside Review) family, has been in the hands of Associated Publications, whose executive publisher is Bert Heller. A new press is now being installed on the lower floor. The upper has been transformed into a suite of luxurious offices for the staff.

A three-man tribunal in the Court of Special Sessions upheld the park department for the right of a labor union to picket commercial enterprises on the Boardwalk without a permit. Decision reversed a ruling by Magistrate Nicholas H. Pinto holding such picketing illegal. Case involved two members of Local No. 3 of the International Brotherhood of Electrical Workers accused of picketing a store that had its only entrance on the Boardwalk. . . . Newer and higher towers for life guards have been erected along the beach. Also many more life boats provided. . . . Jimmy Lunceford and his swingsters are featured at Coney's latest dance emporium, Hi Ho Casino, located at the entrance to the Isle at Ocean Parkway and the Boardwalk. It's the only Brooklyn night spot with a Coast-to-Coast NBC wire.

Selden THE STRATOSPHERE MAN

WORLD'S HIGHEST AERIAL ACT!

Every minute . . . Every second . . . a THRILL! And NOW . . . HIGHER THAN EVER! More thrilling . . . more sensational . . . decidedly more of a crowd-puller! Night performances brilliantly illuminated. Time available for a few more Fairs and Celebrations.

PERMANENT ADDRESS, Care of The Billboard, Cincinnati, O.

MARJORIE BAILEY

The Sky Lady

Positively the Highest Aerial Act in the World. Starring Now, Starring in Capt. Cushing's DEATH'S HOLIDAY, Gigantic Thrill Circus. Now Featured With ERIC B. HYDE SHOWS.

WANT

3 or 4 High-Class Shows for Midway. Percentage.

Big Advance Build-Up and Ticket Sale of 10,000 Admissions.

Above are all Shows wanted. Money to be made. Must be high-class, no junk.

Write your proposition in first letter.

5 Days and 5 Nights, July 25-29.

The Fayette County Fair

WASHINGTON C. H., OHIO. GEO. L. GOSSARD, Secretary.

SOME TIME OPEN DURING AUGUST, SEPTEMBER, OCTOBER

THE FOUR SENSATIONAL STARS

125 feet in mid-air. Outstanding aerial attraction. Unique Illumination. Send your dates or write for open time.

EDDIE VIERA Care of The Billboard, Cincinnati, O.

Indiana Tomato Festival

ELWOOD, MAIN STREETS, JULY 25-29, INC.

WANT CONCESSIONS, including Eating and Drinking Privileges, also SHOWS. Gooding Rides booked.

Address Inquiries: TOMATO FESTIVAL COMMITTEE, Elwood, Indiana.

CARNIVAL WANTED

OCTOBER 23-28

GREENVILLE COUNTY FAIR

GREENVILLE, S. C.

Write or wire C. A. HERLONG, Secy., Greer, S. C.

CARNIVAL WANTED FOR THE KUTZTOWN FAIR

KUTZTOWN, PA., AUGUST 14 TO 18, INCLUSIVE.

Must be first-class. Midway will go to best prospect. Address C. L. SORDNER, Secretary, Kutztown, Pa.

ATTENTION MINNESOTA PINE BELT CIRCUIT FAIRS

WANT Midway Shows and Concessions. Aitkin Co. Fair, Beltrami Co. Fair, Itasca Co. Fair and Wadena Co. Fair.

Write to WHITNEY MURRAY, Circuit Secretary, Wadena, Minnesota.

Conducted by CLAUDE R. ELLIS, ROBERT DOEPKER, Associate. Communications to 25-27 Opera Place, Cincinnati, O.

STORM TOLL HEAVY FOR 2

Damage Is Dealt Sparks, Conklin

$10,000 figure set by each in flood and wind—quick replacements being made

CINCINNATI, July 8.—Flood and wind and hail storms of cyclonic nature which struck the midwest of the J. F. Sparks Shows in Morehead, Ky., and the Conklin Shows in Winnipeg, Man., almost simultaneously this week rendered damage estimated at $10,000 to each organization. In Morehead heavy storms and rainfall resulted in a "flash" flood that inundated that municipal. Loss of 2,500 and two near-by villages and completely flooded the midway of the Sparks organization playing there.

Owner J. F. Sparks, in a wire to *The Billboard* on July 8, said: "Shows midway completely flooded last night with loss conservatively estimated at $10,000." Word from Pat Lovell, of the shows.

(See STORM TOLL on page 44)

C-W Benefit Show At Bradford Clicks

BRADFORD, Pa., July 8.—Second benefit show for the sick and needy fund on Collin & Wilson Shows opened in this Paradise Revue top on June 29 here, proved successful, report George Hinkley, President of Lions English, show used talent from shows, rides and concessions. During the performance they agreed that all money left over at end of the season be equally divided among the National Showmen's Association and Showmen's League of America.

Manager John W. Wilson was emsee, and among showfolk participating were Al Lytton, Mrs. Lou Wilson, Harmony Quartet, Ginger Mort, Dee Carrell, Tillie Dresher, Jim English, Mrs. Georgie Hinkley, Opal Miller, Tess Raynes, Rosemary Carmody and Mons. Fletcher. Art Mount, Paul Lewis, Toney Balsom, Paul Miller, Boots Byers and Ulter Furnished music. Manager Wilson led a community sing.

Crafts 20 Big Cancels Redding, Calif., Stand

REDDING, Calif., July 8.—Crafts 20 Big Shows, which were scheduled up play a week's stand here next week, have cancelled the engagement and will not be split, with one unit playing Santa Clara for three days. A few of the rides will be sent to Lodi, Calif., while the main portion moves to Oak Park, suburb west Stockton, for a week's vacation, after shows will open each night.

Shows' Fourth of July stand at Stockton was like former years, altho the regular week nights were far above the average. The No. 2 Unit, Golden State Shows, which chalked a good Fourth of July in Watsonville, Calif., moves into Sacramento.

Hippodrome Folk Frolic At Bourbon, Mo., Picnic

BOURBON, Mo., July 8.—Members of Hippodrome Shows took time out during the stand here last week to stage a picnic and swimming party, Karl Webb headed the entertainment committee which provided plenty of refreshments.

Among those attending were Mr. and Mrs. Hansen, Mickey Martin, Howard Jones, Vernon Kessler, Jimmie Lane, Mr. and Mrs. Louis Maskice, Mr. and Mrs. Stanley Sitek and son, Mr. and Mrs. Roy Rubber, E. E. Creighton, Harold Clippard, Bob Fox, Speedy Rickman, G. E. Mead, O. Hall, Louis Garner, and W. M. Chaney and daughters, Lorena and Margaret.

A number of improvements, including a newly decorated advertising car, have been made this season, reports G. J. Hansen. Mr. and Mrs. Louis McNeice have their kiddie rides here, and Jackie Selzer joined recently with his monkey show.

Expansion Program Starts as Edwards Prepares for Fairs

ASHLAND, O., July 8.—Midway of J. R. Edwards Shows will be expanded to twice its former size within the next two weeks for its celebration and fair dates, J. R. Edwards, owner-manager, said here. A new Tilt-a-Whirl was added at Napoleon, O., where shows played a two-day fourth of July celebration, under American Legion Post auspices. New attractions will be added to the Ten-in-One Show, and Greenawalt's Athletic Show, which joined recently, has signed several well-known wrestlers and boxers.

Marjorie Lane, midget show, joined recently, while the Meyers Family, glass blowers, left here and will be replaced by a Deep Sea Show. However, the concession Pitch-Up has been placed.

Side Performer William Dame has the rides looking spick and span, all having been repainted and reconditioned late in May when the show launched the season at Wooster, O. Dame plans to add several men to his crew. A new sleeping car for the help was added this season. S. T. Joseph, president of the U. S. Tent and Awning Co., visited here and contracted for a new canopy for the fairwards trailer. Many friends were here during the week, including Maynard (Doc) Mast, Beatrice Lentz and Mr. and Mrs. Rex McConnell.

Showfolk Honor Memory Of 3 Nashua Residents

NASHUA, N. H., July 8.—Services honoring the memory of three late residents of this city who were long identified with outdoor show business were held in St. Aloysius Cemetery here on June 27. Consists of Emil Bessa, Shows planned the event and many showpeople, with several from the World of Mirth Shows, gathered at the graves of Mr. and Mrs. Al Salvail and Mrs. Phil (Sissy) O'Neil to offer prayers and a floral tribute.

Owners David B. and Ralph N. Endy led a delegation of 54 from their shows, and arrangements were carried out by Ed Tucker, Bobby Hollinger, Louis A. Rice and Barney Meehan.

Bistany Leaves Home State

RICHLANDS, Va., July 8.—Morris Voltaggio, general manager of Lafayette Home State Shows, said this week that Leo Bistany has resigned his position with the organization. Voltaggio said while here, Bistany will take out his own shows.

Tramonti Signs With Casino

CLEVELAND, July 8.—Jack C. Carr, manager of Casino Amusement Co. here, reported that William Tramonti, former circus man, has been named assistant manager of the organization and will have charge of the shows while Carr is away on booking trips. Elsie L. Carr is secretary. Shows are being brought up to date and, altho not large, will use a calliope and sound system. As in the past, and so far this season, shows will play Ohio and Pennsylvania territory mostly. Carr said that so far this season business has been fair.

WHEN the S. S. Lurline docked in Hawaii on June 24, Anna John Budd and Bert Anderson, of Greenshields & Jackson Enterprises, who recently reported in Honolulu on their visit in the United States, were photographed as they were met by a number of island showmen. In the group, left to right, are Mrs. Apple Updike, wife of Colonel Updike; A. J. Budd; E. H. Fernandez, owner of the shows bearing his name; Joe Gloory, who accompanied Budd and Anderson on the trip; Bert Anderson and Sylvia Newland. Photo by Mid Pacific News Agency.

Initial 10 Weeks Of Tour Are Only Fair for Dodsons

CAMBRIDGE, O., July 8.—Now in their closing week of the season, business on Dodson's World's Fair Shows has been only fair, owners C. Guy and Mel Dodson reported here. Altho gate patronage has been slightly above average when weather permitted, ride and show grosses have fallen off from previous years.

Shows are featuring many innovations over the old midway. Jessie Clarke is doing a good job in her first year as producer and manager of the Hollywood Hit Parade, while Lucille Dodson is featuring all new settings and wardrobe in her new Chez La Fontine Show. New lighting effects on the 50-foot towers have enhanced the beauty of the shows.

Charlie Clarke's Dodson's American Legion Post Band, with Ruby Dodson and Roy E. Landstedt as soloists, one of the best musical organizations ever carried by the shows. Katherine Julian's European Monkey Circus is among the top-money shows. Neon lighting effects are plentiful. Building construction is in charge of Ed Retter, with Bill Kime assisting.

J. T. Hutchens' Museum Scores at Canton Stand

CANTON, O., July 8.—Despite a rainstorm which left the show in a foot of water during the engagement here, J. T. Hutchens' Modern Museum's stand proved best of the season thus far. Paid work on the part of firemen and show personnel enabled Hutchens to open the same night.

Show was 24 miles from the Johnny J. Jones Exposition and many lists were exchanged. Carl J. Laulher, who has the side show on the Jones organization, visited with Owner Hutchens. Joe Walker, one of the ticket takers, closed here. Owner Hutchens has placed an order for a tent and cookhouse, to be delivered this month.

TWENTY-FIVE YEARS elapsed between the dates on which these photos were taken, of Mr. and Mrs. Abner K. Kline, who observed the 25th anniversary of their marriage on July 8 at their home in Salem, Ore., where Mr. Kline is representative of the Everly Aircraft Corp. Above the younger Klines as they appeared on July 8, 1914, with their first home (on wheels) and a display of their wedding presents. At the side are the Klines as they appear today, seated on the veranda of their Salem residence.

Ballyhoo Bros.' Circulating Expo.

A Century of Profit Show

By STARR DeBELLE

Spud, Idaho.
Week ended July 16, 1939.

Dear Mixer:

Westward bound, over the hump and still going strong. A long run and a slow move put the show in town late Monday afternoon. By switching several show cars it was possible for the electric light plants, front arch and restroom wagons to be unloaded first. By opening time the front was up and lit up like a burning straw stack. Thousands of natives bought admission tickets, giving our restrooms the first turnaway of the season. The novelty of the whole set-up took the town by storm (the first night).

Spot was chosen, more or less, as a general fair preparation week; getting the midway open was secondary. Over 3,000 gallons of paint were purchased during the week from a nationally advertised 5 and 10-cent store. Screen-door green was selected as a ride iron-color scheme. Casket gray for the unborn and wax show. (This was a cash transaction.) New double-deck banners of nude models arrived for our posing show.

New side-show banners from the Mythical Minded Artists, Inc., were delivered and immediately reviewed by Business Manager Jake Ballyhoo, who ordered them to be displayed on the inside and the freaks and acts to be exhibited on swinging platforms between the banner poles. Boss No. 2, in the cookhouse, said: "The banners are more interesting than the performance." (Cash was paid for these cartoons.) Unborn and Medical Show has proved so popular thru public patronage and demand that the operators, Drs. Book and Pitch, have decided to cut the 600-foot tapeworm in two and put on a No. 2 unit. An ossified heart will be added as an annex feature during the fairs.

Fanny Ballyhoo, Pete's youngest son, professionally known as Violet-Ray, has discontinued doing big-and-little-shoe half and half and is building his new fairground attraction titled, "Boys Will Be Girls." A tribe of real Idaho Indians was contracted here to augment the Wild West show.

Today the office announced a new wage scale to be paid according to ability and to start at fair time. Revue girls are to receive the wringers and ironers' scale of $8.75 per week. Posing Show girls, the chambermaids' scale, $9.30; Illusion Show girls, barmaids' and hashers' scale, $7.68 (No tips); Minstrel Show, cotton pickers and choppers', $9.42; Wild West, ranch wages, $20 per month and keep. Farm, cotton mill mattress factory, dairy, fruit and berry pickers' and automobile washers' scale has not been received from Washington, leaving the bulk of our performers without a scale until the report is received.

MAJOR PRIVILEGE.

"ROCKET" RIDE

Your inspection of this marvelous money getter is sincerely invited. See it! Compare it! You'll buy "ROCKET." It's Famous—Bowmens Ca... Coney Island, N. Y.; Rockaway's Playland, N. Y.; Palisades Park, N. J.; O. N. Crafts Shows; Gray's Canadian Shows; Riverview Park, Chicago; Miller's Shows, Chicago; ... Beach, Conn.

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

Kept up-to-date with annual improvements. A tried and true ride with an assured long life of high profit production.

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SAVE MONEY MOTORIZE SAVE MONEY
SPECIAL FINANCE PLAN SPECIAL
WRITE CHAS. T. GOSS
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NEW USED
TENTS
FOR SALE OR RENT
WRITE FOR FREE CATALOG.
VANDERHERCHEN, INC.
2846 Emerald St. Philadelphia, Pa.

Clifton, N. J., Engagement Is Winner for Heller Acme

STONY POINT, N. Y., July 8.—Following the stand in Clifton, N. J., where two weeks was spent on different lots under VFW Post auspices to excellent business and weather, Heller Acme Shows rolled in here last week for a week's engagement. Clifton date averaged about 3,000 paid admissions nightly, reported Jack Arnold.

All rides are getting their midsummer painting and all other equipment is spick and span. Among rides in operation is Astor Phillips' Orange Blossom Special, which Phillips built last winter with the assistance of Harry Lenstrom. New panel fronts stand out in the rear of the midway, where Capt. Irwin's Dog and Pony Society Circus is located. Jimmie Hellman is clicking with the Monkey Motordrome and Penny Arcade. Athletic Show, under management of Mickey O'Donnell, is doing well. Plantation Minstrel Show has added a new cast.

The Ten-in-One show continues popular, under direction of Manager Brown. Hike Jungle Show has been doing its share of business, as have the Devil Child and Streets of Paris. Free acts are Taylor Brothers, aerialists, and Capt. Billy Harris. Mrs. Heller is in charge of the office.

Crescent Shows' Roster And Staff Is Announced

McLEOD, Alta., July 8.—Personnel and staff of Crescent Shows, as reported here recently by Jack Chandler, includes Henry Meyerhoff, manager-owner; Jack Scott, assistant manager; Charles Speers, ride superintendent. Rides: Merry-Go-Round, Alex Marriot, foreman; Charles Thompson and Eddie Curtis, tickets. Ferris Wheel, Bill Green, foreman; W. Lafort, Fred Green and Gip Garnot, tickets. Whip, Lawrence Mason, foreman; Al Boschalt, Slim Hamilton, Jake Stahl, Lew Walsh and Bill Berry. Chairplane, George Warren, Jake Cennis. Loop-o-Plane, Jim Rasmusson, foreman; Frank Walsh. Kiddie Ride, Happy Lambert.

Shows: Motordrome, Cyclone (Red) Summerfield and Suicide Joe Boschalk, riders; Louis Dalkon, mechanic; Art Thompson and Micky Dooly, tickets; Dave McDowal, front. Side Show, Doc Forbe, Wee Jean, Irvine Grant, Speed Robinson, Jim Robinson, John McKanny. George Becker is car porter.

Concessions: Claude Bratlund, stock foreman and milk bottles; Jake Nagel, lot superintendent and hoop-la; Violet Harbottle, cigaret shooting gallery; Babe Brown, jingle board; Jim Neal and Pop Bratlund, diggers; Jack Chandler, cameras; Jack Blair and Cecil Byrnes, darts; race track, Bill Kenzler. Frank Hopkins, balloon darts; Ben Heeb, mouse game, Harold Heeb, novelties; Mr. and Mrs. Moreland, lead shooting gallery; Harry Bell, wire worker; George Watson, scales; Tommie Bordreau, candy floss; Isabelle and Jerry Freeman, pop corn. Cookhouse No. 1, S. Garbuck, Bobby Birks. No. 2, Romeo Cormier and Bill Stadnyk. Reg Longley, calliope; Don Leslie, trucks, and Pop Reed, watchman.

Mrs. William Hoffner, Son Feted at Anniversary Dinner

AMBOY, Ill., July 8.—Members of the William Hoffner Amusement Co., which concluded a successful stand here last Saturday, tendered Mrs. William Hoffner and son, Kenneth, a birthday party on June 30 in Harold Ditmer's corn-game top. They were recipients of numerous gifts.

Doc Howell was emsee. Among those present were Mr. and Mrs. William Hoffner and sons, Kenneth and Bob; Mr. and Mrs. P. J. Dunn, Mr. and Mrs. Al Oxlund; Mr. and Mrs. Fritz Bolls and daughter, Betty, Mr. and Mrs. Doc Howell, Jack and Elsie Kolb, Ralph and Jackie Davis, Frank X. VaVell, Arnold Lester, Bennie Stewart, Harold Wilson, Charley Doersam, Charles Smith, Clarence Storer, Bill Knight, Earl Sadnick and Don Cavilla.

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SILVER STREAK

The portable ride that has everything—thrilling speed with comfort on live rubber tires — mechanically banked trains — capacity over 960 per hour — most beautiful ride produced — available in 10 - 12 car sizes —Ask the man who owns one.

Portable Stages—Rideo-O—Auto Speedway—Caterpillar—Light Towers—Hi-De-Ho Fun Houses—Dodgem and Shooter Buildings.

SPILLMAN ENGINEERING CORP., North Tonawanda, N. Y.
World's Largest Builder Of Amusement Devices

UNITED STATES TENT
S. T. JESSOP, Pres. AND AWNING CO. GEO. JOHNSON, V. P.
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ICE BALL FLAVORS
IF YOU DO NOT HAVE OUR 1939 PRICE LIST ON FRUIT FLAVORS, WE'RE BOTH LOSING MONEY. SEND FOR YOUR COPY TODAY
SPECIAL OFFER! We have a Special Deal on a brand-new SNOWLA Motor Deluxe Snow Shaver. We will be glad to send you details with the price list.
LINE UP WITH GOLD MEDAL ICE BALL FLAVORS THIS YEAR AND GET TOP QUALITY, LOW PRICES AND PROMPT SERVICE.
GOLD MEDAL PRODUCTS CO., 133 E. Pearl St., CINCINNATI, OHIO

Bantly's All-American Shows
CAN PLACE FOR THE BALANCE OF THE SEASON:
Will sell Exclusives on Custard, Watch-La, Pitch-Till-U-Win, Photo Gallery. CAN ALSO PLACE Legitimate Grind Stores and Novel Concessions.
This week, Punxsutawney, Pa.; Kane, Pa., July 17-22. HERMAN BANTLY, Manager.

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THE
GREAT SUTTON SHOWS
Can place Stock Concessions of all kinds. Independent Shows of all kinds.
Would like to book Tilt-a-Whirl, Kid Auto Ride, Loop-o-Plane or Rolloplane. This show will play the best spots in the South and will stay out until the 10th of November. Crestón, Ia., 10th to the 15th of July.
F. M. SUTTON, Creston, Ia.

TOM BAKER ATTRACTIONS
WANT
For Montpelier, Ind., Race Meet, July 16 to 22: Legitimate Concessions except Bingo, and Shows with own outfits. Percentage and privileges very reasonable. Attractions and Grand-Stand Shows booked.

WANTED, AGENTS
For Swinger, Roll-Down and Flower. Fairs start first week in August. Those and women ... Stevens Point, Wis., July 10 to 16. W. H. "BUCK" McCLANAHAN, Fun ... & Wells Shows.

HAVE COMPLETE CARNIVAL UNIT FOR RENT
Also Stage, Eating and Auto Stands, wiring and bulbs, decorations. Ferris Wheel, Chair-o-Plane, Kiddie Rides on percentage. Carnival Wheels of all kind. Permanent address, ... St., Trenton, N. J., or as per route, Frederick, Md., week of June 10. ...

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

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HOW TO WIN AT ANY KIND OF SPECULATION.

PACK of 79 EGYPTIAN F. T. CARDS.

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MENTAL TELEPATHY.

"WHAT IS WRITTEN IN THE STARS."

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State salary and all details in first letter. Open All Year Round.

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WHEELS-WHEELS-WHEELS

POP BAKER

Midway Confab

By THE MIXER

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

FURIOUS fixing up for fairs!

A NEW Dipsy Doodle ride was added by Cetlin & Wilson Shows in Bradford, Pa. H. Barkoot is in charge.

GENE (TUFFY) DAVIS rejoined Mark Williams side show after brief trip to Chicago, where he was called on business.

WELL on the road to recovery after a recent illness is Bessie Fox, wife of Major Fox, Tilley Shows.

THIS show has had everything fall on it except sunshine.—Cousin Peleg.

DOC WADDELL closed with Crowley's United Shows in Rock Island, Ill., and returned to his home in Chillicothe, O.

FRANK RUPP and family, with kiddie autos and Hi-Flyer, joined Gruberg's World's Exposition Shows in Utica, N. Y.

MR. AND MRS. LEM HERNDON closed with Eric B. Hyde Shows in Radford, Va., as did Paul (Red) Gunter, Tilt-a-Whirl foreman.

LEW STOCKTON is concession manager on the Karl Middleton Shows, which moved into East Aurora, N. Y., for a week's engagement last Monday following conclusion of a satisfactory week's stand in Salamanca, N. Y., on July 2.

FAMOUS last words: "We oughta play this spot again next season."

HAVING SIGNED as secretary of Dee Lang's Famous Shows, John Pabarkus, East St. Louis, Ill., joined in Fertile, Minn.

COMPLETELY recovered from a recent throat operation, Ruth Closter again is operating a penny pitch on Douglas Greater Shows.

HIGH DIVER with Buckeye State Shows, Capt. Freddy Leach purchased a new trailer while the shows were playing Vicksburg, Miss.

ANGELIC music: "How much do we owe the office? We want to pay up."

HIGH-WIRE performers, Rita and Dunn, were guests on Crowley's United Shows during the engagement in Rock Island, Ill.

HAVING resigned from the Johnny J. Jones Exposition in Akron, Al Beresoff is now special agent for Weyls Production Co.

ASSISTANT MANAGER of Cetlin & Wilson Shows, Izzy Cetlin celebrated a birthday anniversary on July 3 in Clearfield, Pa.

REITERATION: Earning capacity of any show is based on number and caliber of attractions carried.

MR. AND MRS. J. W. WILSON, Cetlin & Wilson Shows, recently purchased a new trailer home, which was delivered in Clearfield, Pa.

FORMER singing and dancing minstrel, William F. Strang visited his son, Irving, owner of the Headless Girl Illusion on Endy Bros.' Shows in Troy, N. Y.

WRESTLER on Cumberland Valley Shows, Harry (Kid) Bailey sustained a broken ankle during a performance while the shows were playing Nashville, Tenn.

NEVER mind visiting us now. Just come around and see this opry when it is ready for the fairs!—Gate & Banner Shows.

RECENT addition to Dunn Side Shows on Purzell's United Shows is Frank LaFara. He'll make openings, reports F. W. Pratt.

"RECENTLY made acquaintance of Charles Lenz, showmen's insurance man," writes Billy Rosen, of Bremer Tri-State Shows, from Black River Falls, Wis. "He's also the showman's friend and a good fisherman."

"SAW SHAFER'S SHOWS in Dallas recently and they look good, but business has been off," cards Bill (Swing) Owens from Myrtle Springs, Tex. Also saw Roy Hunt in Terrell, and things in this section look much better."

THOSE who can not afford the luxury of 3.2 should permit the manufacturers to seek other channels of distribution.

FORMERLY known in outdoor show circles as Irene (Gippy) Mayer, Irene Mahoney, with her husband, Dan Mahoney, is operating the Bronson (Mich.) Hotel.

ONE OF THE LEADING agents of The Billboard in outdoor show business, Dock Welch is now in his third season with the Goodman Wonder Shows. In addition to handling The Billboard, he is mail man and assistant electrician. Previous to his current connections, Dock appeared with such organizations as Model Shows of America, Rubin & Cherry Exposition, Royal Palm, Krause Greater, Ideal Exposition, James E. Strates and Dodson's World's Fair shows.

MARINE FIRESTONE, who has added several acts to the side show on Bill Hames Shows, continues to feature Lettra, neon-tube swallower; Tiny, fat boy, and Headless Girl illusion in the annex.

RETURNING to Cetlin & Wilson Shows in Clearfield, Pa., Germaine Burgevin was tendered a party in celebration of a birthday anniversary on July 2. She was recipient of numerous gifts.

KEEPING up with the Joneses leads to unsettled stomachs and business difficulties. Showdom is a business, not a Cook's tour.

AFTER a six-week visit with his brother-in-law and sister, Mr. and Mrs. F. Percy Moreney, on the Art Lewis Shows, J. N. Howell has returned to his home in Dallas.

RAE TERRILL scribes from Shenandoah, Ia.: "Rejoined J. L. Landes Shows here, where Marie Loter, of the Hippodrome Side Show, has framed a beautiful annex for me."

ROSTER of Rex Cole Wild West Show, which recently joined Crowley's United Shows, includes Alta Mae Cole; Helen Carter, Roy Barnes, Texas Slim and Jack Cole.

"EVERY manager has an explosive valve," Dick Dykman used to say. Some of 'em have so many they are like a sieve.—Colonel Patch.

SON OF Mr. and Mrs. R. S. Mettler, band musicians, Gene Mettler underwent an appendectomy on July 8 in South Side Hospital, Youngstown, O. At this writing he's reported on the road to recovery.

RAY SHARPE, World of Fun Shows, scribes from Pineville, N. C., that Appomattox, Va., was the first town in which he ever played where "the local theaters remained closed all week so the organization would have no opposition."

SAM COVEN pencils from Shreveport, La., that he is in poor health there and requests that anyone knowing the where-

FOR NET PROFITS

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Builders of Dependable Products.

800 Case Ave., JACKSONVILLE, ILL.

FUNLAND SHOWS

HARLAN, KY., CELEBRATION, JULY 17-22

All replies Neon, Ky., this week; Cumberland, Ky., July 24-29; Pineville, Ky., July 31-Aug. 5.

WANT

COOKHOUSE — PRIVILEGE IN TICKETS

Join at once. Shows with own outfits. Concessions, come on. Tahlequah, Okla., this week; Fayetteville, Ark., next; Dewitt, Ark., Dough Boys' Reunion, July 25. Long string Celebrations and Fairs. Address

OZARK AMUSEMENT SHOWS.

BORTZ SHOWS WANT

WANT QUICK

Address DUKE ART

ORLEANS COUNTY FAIR

July 24th to 29th — Day and Night.

Wire or Wire

THE JAMES E. STRATES SHOWS, INC.

(Will Book Organized Carnival.)

GIRLS WANT GIRLS

CLYDE HOWEY

71st St., Woodside, Long Island, N. Y.

WANT

EARL PURTLE

abouts of his brother, Newman (Noonie) Coven, have him contact Sam immediately.

CONSTANT vilification of the general agent by cookhouse general agents can lead to only one thing—a change of scenery.

ONE OF the attractions on West's World's Wonder Shows, Sky-High Alcidos, appeared on a special broadcast from WWSW, Pittsburgh, recently and was interviewed on the life of a performer.

LINE-UP of Sunflower Mighty Minstrels on Ellis Winton's Cumberland Valley Shows includes Howard Williams, band leader; Kid Nelson, comic; William (Sparkplug) Goodman, manager-producer.

"SPENT July 4 in Sullivan, Ill., where I witnessed the Latona Troupe's performance on Miller Bros.' Shows," cards Hugh Dobson from Mattoon, Ill. "Act drew big crowds. Plan to take in the Johnny J. Jones Exposition's engagement in Salem, Ill."

NO MATTER how capable the commanding officer, a trustworthy pilot, whose cardinal virtue is sobriety, is a vital asset.

MR. AND MRS. J. E. COOPER, of Mobile, Ala., visited their son, Russell, electrician on the Buckeye State Shows, during the latter's stand in Pascagoula, Miss., recently. Accompanying them were their other children, Robert and wife, Nell, and Carl and Ruth Cooper.

A. L. (TONY) CRESCIO, organ repair man, visited the Byers Bros.' Shows recently in Chariton, Ia., and informed Carl W. Byers that carnival owners in the Middle West have been keeping them busy right along repairing their Merry-Go-Round and other organs.

JOE S. SCHOLIBO, general agent Hennies Bros.' Shows, visited The Billboard's St. Louis office on July 3, when he was in the city seeing various railroad officials for his show. He infoed that the shows' Western tour has been good with the exception of two stands.

ROUTING a show which leaves plenty of best behind in every town usually keeps the general agent puzzled over where to put it.—Whitey Cooke.

BILLIE WINGERT and Karlene, Australian Wonder Girl, who have been on the road the past 12 seasons, are in their 20th week in Toder's night club, East Alton, Ill. Karlene, appearing under the name of Lena Olnster, has a new partner, Rex Bell.

LORRAINE SCHMEISSER, in a recent issue of *The Antigo (Wis.) Daily Journal*, devoted her column to favorable comment on appearance of Indiana Bill Gause's Amusement Co., which played the city under American Legion Post auspices.

STRICKEN Ill, Barney Stone, girl-show operator of note, has been confined in Veterans' Hospital, Los Angeles, the past four months, reports Doc Waddell. Barney is suffering from tuberculosis and is anxious to read letters from friends. He was admitted to the hospital under his name, V. B. Tashjian.

BATTLE of the ballys is frequently heard in the amusement area of the New York World's Fair. Can it be that carnivalites have taken some bad habits there?

OPERATORS of the side show on Elite Exposition Shows, Charles and Donna Keefer, also have taken over the fan show, using Dorothy Kaylito and Loretta Love as dancers. Charley has front of the fan show, while Donna continues with the side show, assisted by Eddie Kaylito.

STRICKEN with appendicitis recently, Betty Rainey is in King's Daughters Hospital, Gulfport, Miss., where she is undergoing treatment, which doctors hope will make it unnecessary to operate at this time. She is reported to be resting easily and hopes to rejoin the Buckeye State Shows soon.

WHEN staff members fraternize with John Lotslynum too freely it creates a bad example to weak-willed attaches who are looking for an excuse to do likewise.—Mrs. Upshaw.

FRESNO KID, rider on Clark Wiley's Wall of Death on Douglas Greater Shows, left in Auburn, Wash., for his home in Fresno, Calif., to recover from injuries sustained in a fall during his final performance in Auburn in which he suffered a triple fracture of the collarbone. Physicians report he will be out of action for six weeks at least.

"WHILE in Billings, Mont., recently the State Fair Shows had the town billed for the week of June 26, but the American United Shows played there instead," wigwags H. Barrows. "Latter shows opened to good crowds and weather. I saw a few of the State Fair Shows' trucks passing thru about 8 a.m. on opening day, so I suppose they lost Monday also."

BECKMANN & GERETY SHOWS scored handily in the June 20 issue of *The Green Bay (Wis.) Press-Gazette* when staff writer Dick Flatley devoted a two-column story to the life of Fred Beckmann, co-owner of the shows, and his experience in outdoor show business. A two-column cut showing Beckmann at the radio in his private railroad car accompanied the story.

IMPORTANT social event on Eric B. Hyde Shows in Radford, Va., was a house warming given Mrs. Jimmy Bates in celebration of arrival of the new trailer recently purchased by the Bateses. Party was held in the Minstrel top, with women on the shows proving real hostesses to Mrs. Bates, who with son, Jimmy Jr., recently joined her husband on the organization.

GIVING the midway away and the natives a 3-cent show-and-ride bargain to fight opposition is worse than standing up under fire and taking it on the chin.—Mile Hte Sol McGoof.

WHILE Hilderbrand's United Shows No. 2 unit was playing Grangeville, Ida., Tommy Miller celebrated a birthday anniversary with a party at the Imperial Hotel. Among guests were O. H. Hilderbrand, Mr. and Mrs. Cleo Qualls, Lucille King, Glenn and Ethel Henry, Charles and Margie Sodderberg, Bill and Bobbie Grimm, Ruth Groff, Lola Kennedy, James Kidderman, Grover Wright, Delbert McCarty, William Summers and Walton de Peliaton.

"CAUGHT the Beckmann & Gerety Shows during their date here and they look swell," pens Eck Erdlitz from Oshkosh, Wis. "Fred Beckmann appears spry as ever and Barney Gerety never changes and is always out greeting old friends. Mr. Hellman was busy passing out *The Billboard* and mail and J. C. McCaffery dropped in for a visit while I was there. Mr. Webb and wife had their custard machine clicking."

LEGAL adjuster of the Duke & Shilling Shows, deciding not to have a general jollification at the closing stand, now pitches a party every Saturday night—and sometimes in between.

WALTER D. NEALAND, of the John H. Marks Shows, writes from Beckley, W. Va.: "Business in Wheeling was big. However, this has always been best of spring dates for the organization. Shows are breaking in a new lot here, the old one being too small. So far good weather has prevailed and biz is far ahead of last year's. Fourth of July was a winner, with a big matinee and about 10,000 paid admissions at night."

WELL-KNOWN concessioner on the Conklin Shows, Windy Gimble (left) is seen purchasing his weekly copy of The Billboard from William Chilton, hustling agent on the organization. Photo, furnished by Secretary Neil Webb, was snapped during the shows' recent stand in Winnipeg, Man.

WHILE Ideal Exposition Shows were playing Dubois, Pa., Mrs. William Glick, wife of the owner, tendered members of the organization a dinner at the home of her sister, Mrs. Charles Taylor. Among those present were Mrs. Betty Brockway, Mr. and Mrs. Pinfer, Mrs. Marie Brennan, Mr. and Mrs. Woods, Jimmy Shay, Marie-Lou-Hudson, Mrs. Harry Ritley and Mrs. Eddie Lippman.

DURING the stand in Bradford, Pa., Catlin & Wilson Shows honored the memory of the late Peter Arnella, former showman and resident, with a special midnight performance, proceeds of which were used to purchase a marker to be placed at his grave in St. Bernard's Cemetery, Bradford. Marker will be cut from gray granite and is to be two feet wide, eight inches thick and one foot eight inches high.

DONAVAN H. WATTERS, who played firemen's carnivals along the upper Monongahela River four years ago, again is playing that territory with his Egyptian Mummy Exhibit, Mountaineer Band and John Walker's rides. While in Greensboro, Pa., he visited Morris Cannon and at Point Marion renewed acquaintances with Sparky Holtz and Marie Zimmerman, formerly with Spartan Bros.' Circus.

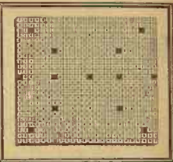
LEFT the Great Sweet Potato Shows to join the Great Experiment Shows and found the latter to be much larger, as it carries five penny-pitch concessions whereas the former had only two.—Ima Stooge.

ROYAL AMERICAN SHOWS garnered some good publicity during their stand in Grand Forks, N. D., recently when *The Grand Forks Herald* devoted an eight-column spread on its first page to complimentary remarks on the organization and pictorials of members of the shows, including Larry Banthim's three-year-old chimp, Bonzo; Baby Ruth, fat girl; Harry Klima, and Paul, Delores and Trinidad Del Rio, midgets, and several members of the water ballet.

SNAPP GREATER SHOWS did swell business at the Fourth of July Celebration in Centralia, Ill. Automobiles were parked for a half mile on the four sides of the midway and crowds were tremendous. Among St. Louis patrons were Mr. and Mrs. Tom W. Allen; Mr. and Mrs. Charles T. Goss, Standard Chevrolet Co.; Mr. and Mrs. Matt Dawson, Acme Premium Supply Corp., and Mr. and Mrs. Frances L. Deane, Fulton Bag and Cotton Mills.

WHILE scanning the stock market report in a daily paper I noticed that had another 1,000 shares of that soft-drink stock been sold yesterday I would have hit the numbers.—Roadmap Johnson.

FUNLAND SHOWS' GOSSIP by Ted O. Taylor: Excepting two days of rain, stand in Louisa, Ky., under American Legion Post auspices, resulted in good business. . . . All are busy repainting and redecorating for fairs. . . . Mountain country seems much better for shows than the flat spaces. . . . Walter March's Band continues popular, as do the Aerial Rockets. . . . Charles Miller added another stock



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PENNY PITCH BOARD
NEW! FLASHY! GETS THE PLAY!

A fast new money-maker with plenty of flash! May be used either as straight number board, or with colored squares designating prizes . . . or with single jackpot in center, or 5 jackpots at corners and center. Standard size, 45" square. Sturdily made of kiln-dried wood, will not warp. Handsomely decorated. An instantaneous hit with everybody! Fine percentage for operators!

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Send Quick for Complete Evans Catalog!

H. C. EVANS & CO.
1520-1530 W. Adams St., Chicago.
Leading Makers of Amusement Devices.
See Our Ad in Coin Machine Section.

CANDY FLOSS & CORN POPPERS
ALSO HAND-OPERATED ORANGE SQUEEZERS

Original ball bearing ... No wobbling. ... See Them—World's Fair. ... Catalog Free. NAT'L FLOSS MCHN. CO., 310 East 35th Street, New York, N. Y.

SIDE SHOW PEOPLE
CAN PLACE at once for balance of season, good Side Show Working Acts. WANT strong Fire Act, Sword Swallower, Clay Modeler, Comedy Juggler, or any good Act that can work in Pit.
Write or Wire at Once.
Gooding Greater Shows
This week, Franklin, Ind.; next week, Indianapolis, Ind.
P. S.—PUNCH ALLEN, Side Show Manager.

$35.00 Holcomb & Hoke Counter Model 8 Lb. Electric Peanut Roaster.
$45.00 Genuine Buffalo Mounted Head. Fine Spec.
$35.00 Genuine Chinese Rikshaw. Rubber Tires. Good Condition.
Guess Weight Chair Tripod Scale. Sell Cheap.
$40.00 Deagan Unaphon, with Shipping Crate, Working Order.
We Buy All Kinds Roller Skates and Candy Floss Machines. WEIL'S CURIOSITY SHOP, 20 So. Second St., Philadelphia, Pa.

PEARSON SHOWS
— WANT —
SHOWS AND CONCESSIONS.
Except ... and Athletic Shows. No Girl Shows. ... this week, ... next week. All ... of September.

CENTANNI GREATER SHOWS
... Gallery, Ball Games, Pitch Till You Win, ... Will book any ... that does not conflict. WANT ... 2 Big Italian Celebrations ...
Write or Wire MICHAEL CENTANNI, 927 Broadway, Newark, N. J.

MIGHTY HIPPODROME SHOWS
WANT TEAM FOR SIDE SHOW
... Address SIDESHOW MANAGER, ...

CASH IN ON ARCHERY

The new craze. Cash in BIG on it ... America's leading manufacturer ... Write

BEN PEARSON, INC.

POP CORN

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$2.75 per hundred

Wire or write

INDIANA POP CORN CO.

Muncie, Ind.

GREAT EASTERN SHOW

WANTS WANTS

[illegible] ... GREAT EASTERN SHOWS ...

FAIRS - FAIRS - FAIRS

PUZZELL'S UNITED SHOWS

[illegible] ... ROY GOLDSTONE, Concession Mgr. ... P. S.—Robert Mills, answer.

GROVES GREATER SHOWS

WANT FOR MONTEZUMA, IND., STREET CELEBRATION, JULY 10-15; OAKLAND, ILL., HOMECOMING, JULY 17-22.

Legitimate Concessions, Snowball, Popcorn, Cracker-Jack, Pony Ride. Shows with own outfits. All write or wire

ED GROVES, Montezuma, Ind.

store, as did L. E. Heth, special agent. . . . A. F. Amany is doing good work in advance.

CHRIS M. SMITH writes from Keystone, W. Va., that he is assisting J. P. Bolt in organization of a new show.

SALLEY MURLEY, no longer associated with the B. & V. Shows, has been replaced by Terry Lane.

R. L. (COTTON) GRISSOM is known as one showman who attends to business at hand.

M. F. (DUTCH) TILLOTSON, in his third season as special agent on Wallace Bros.' Shows, is said to be one agent who always co-operates with the staff.

JUNIOR KANE has joined his father on the B. & V. Shows, while his mother, Ruby, is still under a doctor's care and must undergo another operation.

POPULATION on the B. & V. Shows has increased since closing of schools for summer. Junior La San, Justin Jr., Michael (Mickey Buck) and Elizabeth (Boots) Van Vliet and Marie Bydairk joined their parents during the stand in Whitehall, N. Y.

FOR THE FIRST time in their combined history of over a century, two of the biggest midsummer dates in Mississippi, Nashoba County Fair, Philadelphia, and Watermelon Festival, Water Valley, will be held during the same week this year. Buckeye State Shows hold both contracts on regular repeats from previous years. According to reports, conflict in dates results from both committee's desires to get the benefit of crowds at political rallies the week before elections.

NOTES from Snapp's Greater Shows' midway by Jimmy Harris, secretary: Played to good results under volunteer firemen's auspices in Hillsboro, Ill., and chalked a good opening in Flora, Ill. . . . Three new shows, A Night in Mexico, Monsters of the Deep and House of a Million Laughs, have been added. . . . Golf players on the shows are improving rapidly. . . . Patsy Muncy joined in Hillsboro and Tom Wilson, concessioner, seems to be a wizard in picking winners in the baseball leagues.

O. W. NAILL Shows' midway notes by L. M. Brown: Plenty of rain in the past two weeks and hauling of sawdust has become an industry on the organization. . . . Tom Mehl has taken over front of the Minstrel Show, which has been doing okeh when weather permitted. . . . Ed Hiler is in advance, having replaced Earl Atchison. . . . Owner O. W. Naill's health is improving, and Ed Hall and wife visited while en route to Louisville. . . . Mr. and Mrs. Fred Wolcott, of Rabbit Foot Minstrel note, also visited.

SHOW and fair managers who run advertisements reading "No time to dicker. Don't write or wire; come on," shouldn't squawk about the talent or merits of performers and concessions that arrive. Remember they spent their money to join and are entitled to a notice.—Lefty.

WHEN the John Robinson Military Elephants arrived on the John H. Marks Shows during their stand in Wheeling, W. Va., they were greeted at the unloading point by American Legion Post Commander Tom Beckett and George B. Kennedy, also of the Legion; owner Marks and others. After being photographed at the City Hall by staff photographer Tom Dean, of the combined Wheeling papers, they made their debut at the children's party on Saturday afternoon. John Robinson IV accompanied the elephants from Terrace Park, O.

DURING Fair at Home Shows' dates in Pittsfield, Mass., recently, Benny Weiss, bingo operator, staged several games for benefit of people on the organization. Purpose was to use the money accrued from them and a kangaroo court to help the needy on the shows and to eliminate collections. George W. Traver won the first game and donated the prize to the court benefits. At election of officers Lew Hill was named judge; Gene Campbell, prosecuting attorney; Mollie Decker, defense attorney; Eddie Grace, sheriff; Frenchy Pelletier, constable; Shorty Pettira, sergeant at arms, and Minerva E. Traver, secretary-treasurer. Finance committee consists of Arthur Mulholland, concessions; Mrs. Evelyn Hower, shows; William Casey, rides, and Mrs. Wayne Bowers, free act.

STORM TOLL——

(Continued from page 40)

came on Friday to the effect that all personnel had been accounted for and that damage had been very heavy. He said the organization would move that afternoon to Maysville, Ky., for a clean-up and paint-up job and to make other preparations to take to the road again.

Pictorials of the Sparks lot's inundation appeared in papers associated with the various news services. Violent storm was also felt in the outlying sections of Hamilton County and caused considerable damage in Hamilton, O., Tuesday night.

A large oak tree crashed into the roof of a building on Butler County Fair grounds, in which 100 persons attending an Eagles' picnic had taken shelter. Force of the impact, however, was broken by another tree and no one was injured.

WINNIPEG, Man., July 8.—A cyclonic wind and hail storm which struck the midway of the Conklin Shows here on Tuesday at 8 p.m. did damage estimated at $10,000, said General Manager J. W. (Patty) Conklin. Several tops were leveled and banner lines folded by the violent gale. Almost every piece of neon on the lot was destroyed and Ferris Wheels were shifted several feet. Ladders of the Janaley free attraction were twisted into ruins.

With the aid of all blacksmiths, canvas men, etc., who worked all night, the greater portion of attractions were able to resume operations on Wednesday, while remainder of the shows got under way on Thursday.

PARK FREE ACTS——

(Continued from page 36)

received many communications from friends and that he will have to remain there four to six weeks more.

HAVING played Rock Springs Park, Chester, W. Va., week of July 3, Six Stoker Brothers report bookings at fairs in Pennsylvania, Ohio and West Virginia.

THE MARIONS, high pole, are in Edgewater Park, Detroit, booked by Park Manager Paul Heinze.

WATKINS' Animals were held over in Summit Beach Park, Akron, and then booked for the two-week American Legion Post Circus in Detroit, reports L. J. Watkins.

MILLS Troupe, high wire, and Bench Bentum's Diving Sensations drew heavily when featured in State Fair Park, Milwaukee, on July 1-4, booked thru Barnes-Carruthers, reports Manager Harvey Mills, Mills Troupe.

Park Gleanings

ZANESVILLE, O.—Pony Track and a Ferris Wheel are new features at Moxahala Park here. Name bands will be offered at intervals thruout the season. Other attractions will be added, the management said.

CANTON, O.—Howard Peters, high striker and Pony Track operator at Meyers Lake Park here, added a Freak Animal Show to the midway on July 4. Attraction is neatly framed and has a p.-a. system.

AKRON.—Allen T. Simmons, former theater operator here and owner of Station WADC, who has disposed of his interest in Summit Beach Park here, was one of a group of business and professional men who three years ago formed Summit Beach, Inc., acquired a long lease and spent more than $150,000 in rejuvenating the spot.

WILLOW SPRINGS, Mo.—Paul W. Childers, a former national backstroke champ, has been appointed manager of Shady Grove pool here, said Elmer Greene, owner and operator.

Paris Luna Is To Appeal

PARIS, July 1.—In its legal battle with the city over possession of ground the company occupies at the Porte Maillot, Luna Park Amusement Co. announced it will carry its case to a higher court in an effort to have an unfavorable verdict of the Court of Appeal set aside and one rendered in its favor. Company was ordered to vacate city-owned land within three months and 3,000,000 francs alleged damages asked was refused. Improvements to have been made last winter are being made now and some modern amusement equipment is being installed. Large Water-Shoot is being replaced by a Bob-Run, ski jump and artificial ice rink. Booths are being erected for new concessions. With two orchestras, the large dance hall is popular. Park opening is set for July 14.

Vets on Hamid Pier Staff

ATLANTIC CITY, July 8.—Staff at Hamid's Million-Dollar Pier, assisting General Manager S. W. Gumpertz, includes Joe Lynch, his long-time "right hand"; the veteran G. A. Hill, superintendent, and Anthony Martino, in his 14th year as ballroom manager. Publicity and advertising, as well as outdoor bills, are again handled by Bill McMahon, aided by Artie Deutsch. Hippodrome Theater, film-vaude landmark on the pier, is the "baby" of Si Cohen, Philly. Charles (Bill) Hoban Jr., for Barnes & Aarons, places the pier's national ads. Country-wide exploitation originates from the Earl Ferris office in New York, with Ted Wilde locally in charge.

With the Zoos

CALGARY, Alta.—Birth of two dappled fawns in Calgary Zoo recently brought the herd of fallow deer to nine. Keeper Tom Baines reported the recent birth of a pair of striped bobcats.

HOUSTON.—Chimp born in Hermann Park Zoo here on June 5 has been gaining steadily in weight, now tipping scales at three pounds, up a pound since birth, said Hans Nagel, keeper. The chimp, named Nolan Jesse, is being raised at Nagel's home.

FORT WORTH, Tex.—New Fort Worth Zoological Society is sponsoring radio programs Saturday mornings on WBAP here called "Zoo's Who" to interest prospective members in the zoo and society. Bess Stephenson, secretary of the society and amusement editor of *The Fort Worth Star-Telegram*, who conducts the program, "interviewed" Annabelle Pansee, 20-month-old chimpanzee, recently acquired

THE

ERIC B. HYDE SHOWS

NORTON, VA., JULY 10 TO 15.

WANT Man to take complete charge of most elaborately framed Life Show on road. WANT ... Frozen Custard, Candy Floss, Long Range Shooting Gallery ... "BROWNIE PEYTON." FOR SALE: ... Kelly Light Plant ...

FROZEN CUSTARD FOR SALE

On Truck Body ... 2 Motors, AC and DC ... Permanent address:

H. C. KRATZER, 448 Lehigh St., Allentown, Pa.

OLD HOME WEEK

ELKLAND, PA., JULY 17 TO 22.

Big Annual Event, Sponsored by the Merchants and Fire Departments ... Big Labor Day Week ...

PIONEER SHOWS

MICKEY PURCELL.

M. R. WEER SHOWS

WANTED

CONCESSIONS AND ATHLETIC SHOW FOR TWO GOOD INDIANA SPOTS.

CAN USE good Grab Joint, Photo Gallery, Bowling Alley ... Week of July 14 to 22, Ashley, Ind., Homecoming, on the streets ... Wire or write MRS. M. R. WEER.

WANTED

FOR CIRCUIT OF 8 STRAIGHT FAIRS AND CELEBRATIONS.

SHOWS that have their own outfits ... CONCESSIONS ... FOR SALE ...

ELLMAN SHOWS

Marshall, Wis., July 10-15.

Club Activities

Showmen's League of America

165 W. Madison St., Chicago, Ill.

CHICAGO, July 8.—President J. C. McCaffery, League Counsel Morris A. Haft and Secretary Joe Streibich left for a short visit at the Circus Fans' Association of America Convention in Ann Arbor, Mich. Brother Ben Beno advised that he will be confined in United Hospital, Port Chester, N. Y., for several more weeks as the result of injuries sustained in a fall at Playland, Rye, N. Y.

Secretary Joe Streibich spent July 4 on the Sol's Liberty Shows as the guest of Mr. and Mrs. Sam Soloman. Streibich said Tom Berry was able to be around and attend to his duties, having almost recovered from his accident of last winter. He added that Billie Owens is still handling the office, while Alton Pierson has the cookhouse, with Scoops Eiger on the griddle. Brother and Mrs. Phil Hyde were up from Olney for a visit, he said.

Brother C. D. Odam is resting as well as can be expected at Washington Boulevard Hospital, and R. F. Trevellick, Hoppie and Paul Herold and H. P. Morrow are still in American Hospital here. Brother M. J. Doolan reports satisfactory business for his rides at seven locations over July 4. Dave Tennyson spent Independence Day at Rockton, Ill. Mr. and Mrs. Nat Hirsch left for Indiana and the Imperial Shows. Brother Harry W. Hennies writes from Denver that he again is confined in a hospital there.

Ladies' Auxiliary

Club met in its clubrooms here in the Sherman Hotel on July 6. Sister Minnie Murdo is ill at her home, while Sister Mrs. Charles Driver is recuperating nicely at her home. Members received cards from Sister Ida Chase, who is on the West Coast visiting the Golden Gate International Exposition, San Francisco, and other points of interest. She plans to stop in Denver en route home. Sisters Edith Streibich and Jeanette Wall are vacationing in Michigan, along with Mr. Wall and Alice Streibich.

President Leah M. Brumleve has returned from a trip to Fredonia, Wis., and members were grieved to learn of the death of her aunt. Club pins can be obtained thru Secretary Elsie Miller, 727 North Ridgeway avenue, Chicago, Ill. Be sure to send in for yours. Club meets again at the Sherman Hotel on July 13.

Missouri Show Women's Club

ST. LOUIS, July 8.—Members were entertained in the clubrooms by Mrs. Florence Parker on June 30. Rummy was played for table prizes and news from traveling members was read. All report business on the increase. After a cold supper, prizes were awarded.

Mrs. June Dew won first at rummy, with Grace Goss, second. Special prizes were awarded Mrs. Nell Allen and Mrs. Kathleen Riebe. Those present included Mrs. Nell Allen, Mrs. Grace Goss, Mrs. Gertrude Lang, Mrs. French Deane, Mrs. June Dew, Mrs. Millicent Navarro, Mrs. Florence Parker and Mrs. Kathleen Riebe. Committee reported sending flowers to club mascot, Betty McKee, granddaughter of Mrs. Mayetta Vaughn, founder and mother of the club. Betty graduated from grammar school in New York on June 27.

TILLEY SHOWS
WANT
Cook House; guarantee privilege in tickets. Also Manager for Athletic Show. Will furnish complete outfit for same. Wire De Kalb, Ill., this week.

National Showmen's Association

Palace Theater Building, New York.

NEW YORK, July 8.—Because almost all members are working and shows are scattered, clubrooms are frequented during the summer by brothers employed at the World's Fair or near-by amusement resorts. However, seldom does a day pass that one of the show owners or employees of a traveling attraction playing in the vicinity does not visit.

Most of the infrequent visitors drop in to pay dues for the coming year (July 15, 1939-July 15, 1940), a healthy sign of the interest of members in the organization's activities. They are also enthusiastic over the membership, hospitalization and cemetery fund drive and are spreading the good word. Especially gratifying is the response to the distribution of the coupon award books of the working employees of the club, who, not having the large contacts of executives and owners, invariably dispose of their single-book allotment and in a great number of cases have asked for additional supplies.

Art Lewis visited the other evening, having returned from a visit to various shows. He was glad to learn that good business prevails as a general rule, even in sections where it was feared local conditions might prove unfavorable. . . . Daddy Simmons, spending a few weeks in the New York area, is putting on bingoes and is a frequent caller. He, too, is one of the many who rushed in with advance dues.

George Berbert leaves for Springfield, Mass., soon to confer with associates in connection with the Eastern States Exposition. Jackie Owen is in town for a few days and calls at the club daily. Phil Isser writes: "Send me a new quota of books. Need 'em right away." Needless to say, he was accommodated with dispatch.

John McGinley, Mauch Chunk, Pa., is one of the safety first, check and double check club enthusiasts. He sent his dues air mail, post-office money order and registered. Arthur Campfield back from a trip to the various shows with the same view as Art Lewis on conditions. Dave Epstein is on the road to rapid recovery. Arthur Hill has spot attractions at the World's Fair and several Eastern resorts. Jimmy Jamison, of Kaus Shows, visited this week.

Fred Phillips is a frequent visitor. Kirby McGary, of Sam Prell's World's Fair Shows, visited last week and reports that both of his shows are doing well. Max Kassow is one of the new front men with the revamped Wild West and rodeo at the World's Fair. . . . Pat Rich, the commercial photographer, has completed a series of views of the clubrooms, the ladies' auxiliary and incidental shots. Pictures are to be reproduced in the new prospectus brochure.

President George A. Hamid and Billy Rose were observed in conference this week arranging preliminaries for the second annual benefit banquet. Rose is a club director and chairman of the entertainment committee for the banquet. Make your reservations early.

The other Billy Rose of the World's Fair, who has an interesting pet exhibit and a trained canary show, is satisfied with the business in the Children's World area. Billy is a well-known motordrome operator and is making plans to revive his original motordrome spectacle soon.

Membership organization of Palisades Park, headed by brothers Rosenthal and Joe McKee, have added the following memberships: Howard Levan, James Hannan, George Rettinger, Joe Rollio, Joseph R. Mazzocchio and Anaistas Nalltsals.

Birthday greetings to Ralph Goldstone, July 13; Louis A. Rice, July 14; T. Ganin, John Lannan, Hyman Wirenstein, July 15; William Rabkin, Joseph Baker, July 16; Roger Littleford Jr., Frank West, July 19.

Ladies' Auxiliary

Marion McWethy has been proposed for membership by Sister Shirley Lawrence. Secretary Anita Goldie mailed award books to membership this week and is confident of success. Treasurer Ida Harris left for Asbury Park, where she will operate a store on the Boardwalk. Secretary Goldie will take over her duties while she is away.

Membership drive is gaining momentum, with Bess Hamid, Fanny Linderman and Shirley Lawrence showing about the best results.

Heart of America Showmen's Club

Reid Hotel

KANSAS CITY, Mo., July 8.—President Mellor and wife left on a business and pleasure trip to Macon, Ga. Brother Milford Smith, of Baker-Lockwood, returned from a business trip which took him into several near-by States. Erma Bedonie, Bedonie Sisters, is vacationing here, while sister Alta, formerly with the Zimdars Greater Shows, joined Crowley's United Shows. Brother Frank Delmaine, formerly with the J. L. Landes Shows, accompanied by Hymie Schrieber, of the B. & N. Sales Co., visited several shows near here. The George Loos Shows lost their opening night at Wichita because of rain, while Anderson-Srader Shows opened to good business at Lyons.

Brother Harry Altshuler, treasurer, visited the Byers Bros.' Shows and as a result Harry Potter, Peerless Potters; James Sullivan, Clyde and J. W. Byers are new members. Brother George Pugh visited briefly during the week en route west. George and Molly West left the Gay Way Shows and joined the Midwest Amusement Co., where they will have the candied apple concession. Committee in charge of the "After Toronto Meet" report it has its program all set and is looking forward to a large attendance. Some $5,000 in prizes will be awarded.

Brother George Houk, house committee chairman, is still busy between his concessions at Fairyland Park and supervising the renovating of clubrooms. Brother Frank Capps, entertainment committee chairman, left on a brief vacation. Brother Henry (Fat) Duncan is spending the summer at the Reid Hotel and making occasional visits to near-by attractions. Secretary G. C. McGinnis is with the Midwest Amusement Co. and reports the shows are doing good business when weather permits. Bill Myler has his Unborn Exhibit with the J. L. Landes Shows.

Pacific Coast Showmen's Assn

632½ South Grand Ave., at Wilshire

LOS ANGELES, July 8.—Membership cards are ready for distribution and present a striking contrast to the old ones used for several seasons. A number of members have their dues paid until September, 1940, and were given pink slips. If they will call at the office or mail the emergency card club will be glad to forward the new ones.

Next meetings will be held July 10 and 24. A number of members have returned from the various Fourth of July dates.

Lumber tie-up affecting the Pacific Coast has caused several quick switches in show routings. Ladies' Auxiliary has been actively engaged for the past week rearranging the set-up in their quarters.

SHOWS & SILODROME WANTED
Commencing at East 10th St. Mardi Gras Celebration, Indianapolis, Ind., July 17.
CAN USE Animal, Monkey, Chimpanzee, Dog and Pony, Crime, Congress of Fat People, Jungle Land, Midgets, Wild West, Keyhole, Posing and Peep, Working World, Large Reptile and other Shows of Merit.
60—Large Fairs and Celebrations—60
Several more dates pending: Our Territory the cream of the Middle West. Address Inquiries
The F. E. Gooding Amusement Co.
Box 386, Columbus, Ohio.

ALLEN COUNTY FAIR, FT. WAYNE, INDIANA
DAY — JULY 24-30, INC. — NIGHT
FREE GATE SUNDAY, JULY 30. FREE CHILDREN'S DAY TUESDAY, JULY 25.
WANT CONCESSIONS, including Eating and Drinking Privileges. Corn Game Sold.
Publicity Immense—Attendance Goal 150,000.
A BONA-FIDE FAIR Promoted Locally, With Races, Farm and 4-H Club Exhibits, Merchants' and Manufacturers' Displays.
We Hold Contract for Entire Midway. Address Inquiries:
THE F. E. GOODING AMUSEMENT CO.
Box 386, Columbus, Ohio.

WANT WANT
Kaus Exposition Shows, Inc.
FOR CELEBRATIONS AND FAIRS — LONG SEASON SOUTH
CONCESSIONS—Floss, Scales, Push-Till-Win, Bowling Alley, Duck Pond, Ball Games, Waffles, American Palmistry, Arcade, Stock Wheels. Will sell exclusive on Diggers and Novelties.
WANT Pony Ride, Kiddie Aeroplane, Live Show, Unborn, Crime, [illegible] Pit or New or Novel Show. [illegible] that is experienced; also Caterpillar Foreman. Save salary. Frank Turner, get in touch with George Whitehead.
Write or Wire A. J. KAUS, Mgr., This Week, West Haverstraw, N. Y.

Zimdars Greater Shows, Inc.
WANTS RIDES—Roll-O-Plane, Midget Gas Cars. SHOWS—Girl Review, Motordrome, Illusion, Monkey Circus, Big Snake, Hillbilly, Wild West. CONCESSIONS—Can place and will sell X Custard, Snow Cone, Cotton Candy, Short and Long Range Lead Gallery, Ice Cream. Want 10c Stock Concessions of all (these very few.) Will place a few Wheels and Grind Stores that can work clean. Our Fairs start last week of July. Yes, we have Du Quoin, Ill., State Fair; Princeton, Ind.; Stock Show, North Little Rock, Ark.; Blytheville, Ark., and lots of other good ones.
Address this week: Watertown, S. D., or per route.

WANT PIT SHOW
Have 90-foot Top and Banners. Have 12 Celebrations and Fairs starting July 24.
ANDERSON-SRADER SHOWS, INC.
Abilene, Kan., July 10-15; Salina, Kan., July 17-22.

FULL-DATE CARNIVAL SHOW LETTERS

Direct From the Lots

BY THE SHOWS' OWN NEWS REPRESENTATIVES

Johnny J. Jones
(Railroad)

Newark, O. Week ended July 1. Weather, rain and intermittent showers. Business, fair.

Rain and intermittent showers daily kept patrons at home here, but Friday and Saturday, with clear skies and a children's matinee, gave the midway a break, keeping the show out of the red. Top money went to Carl J. Lauther's Freak Museum, with Plantation Revue next. New Ernie-Len double-bodied boy frame-up is about completed. Bertha (Gyp) McDaniels spent the week in a field of new-mown hay and reported her Rocky Road smiles in the timothy. Johnny J. Jones Jr. is busy with his office duties and is now a full-fledged staff member. Mr. and Mrs. Lee Cuddy, Rolloplane and Octopus operators, are vacationing with their folks in Oregon.

Pre-fair painting rush is on and all departments are revamping, rebuilding and rejuvenating equipment. Front arch is being rebuilt by Superintendent Bert Minor and Lot Superintendent Tom Salom. Heading the American Legion Post committee, Ed Ewald, former showman, co-operated. Visitors included Pearcy Hoffman, former agent of the Rubin & Cherry Exposition; Gene Whitmore, American Business Publishers; Jerry Kohn, Fulton Bag and Cotton Mills, and Roland W. Richards, former press agent of the Rubin & Cherry Exposition.

STARR DeBELLE.

Ideal Expo
(Motorized)

Bradford, Pa. Week ended June 17. Auspices, Redmen. Weather, rain and cold. Business, good.

Owner William Glick left on business and to visit the New York World's Fair. Mike Conti replaced Sam Bedorff as second agent. Latter will handle special promotional work ahead. Bingo party for the Goodfellowship Club added a good sum to the treasury. Top show money went to Harry Lewistown, while the Octopus was the best ride. Because no trains left Bradford for Warren, Pa., shows were moved by trucks. Miracle of Life Show was repainted. Bob Hollock resigned as general agent and owner. Glick will handle those chores for the rest of the season. Eddie Eager, of Cetlin & Wilson Shows, visited here. Jimmie Rich, of the Optional House, co-operated.

EDDIE LIPPMAN.

John H. Marks
(Baggage cars and trucks)

Wheeling, W. Va. Week ended July 1. Auspices, American Legion Post Athletic Association. Location, Fulton Baseball Field. Weather, rain. Business, good.

Wheeling, a new stand for the shows, proved profitable despite daily showers. A miniature cloudburst Wednesday afternoon partially flooded the lot, but damage was speedily repaired and midway opened as usual that night. Saturday afternoon and night produced big business. Committee, headed by George H. Kennedy, co-operated. A street car ballyhoo, utilizing shows' signs, traversed the city four hours daily and helped business. Tommy W. Rice, contracting agent, arranged the tie-up with the assistance of the Legion officials. George Chesnut did a good billing job. Russell Rafferty, city editor of *The News-Register*, and George Beans, night editor of *The Wheeling Intelligencer*, were liberal with space. Station WWVA was also used for spot announcements.

Visits were exchanged with Harold E. Anfenger, manager of the Mammoth Exposition Train, which day and dated the shows here. Anfenger and Mrs. Dolan visited the midway several times. Cash Miller, who had been on the sick list, is back on the front of the Chez Paree show. James (Shorty) Anderson, Merry-Go-Round foreman, sustained a badly lacerated leg Saturday night when it was caught in the bullgear. Miss Raymo, of Herman Singer's Side Show, is out of the hospital after a week's illness. Jake Shapiro, Triangle Poster Print Co., visited and departed with an order for new material. A baggage car was added to the train here. Members of Dodson's World's Fair Shows, including Mel Dodson, Johnny Hofman; George Lucas, ride owner; James Lloyd, general agent, and Roy B. Jones, visited Saturday. Flo Allen, concessioner, left for her home.

WALTER D. NEALAND.

Gruberg's World's Expo

Utica, N. Y. June 24-29. Auspices, American Legion Post. Business, nil. Ogdensburg, N. Y. June 30-July 1. Auspices, K. of C. and Masonic Charity Fair. Business, fair.

Starting the holdover stand here with the first Sunday date of the season with a turnout of 1,123, attendance dwindled until Wednesday when the count was 472. Orders were given to tear down at 9:30 p.m. Thursday and the train was on its way to Ogdensburg, N. Y., early Friday morning. Arriving at Ogdensburg at 9:15 p.m. Friday shows were ready for the Dominion Day opening Saturday morning. Glenn Hyder, giant salesman for Eli Bridge Co., called on Doc Murray, Ferris Wheel operator here, and many visitors from the James E. Strates Shows were in evidence. Owner Strates visited Tuesday night. Nancy Gruberg joined her father and mother at Utica for a two-week stay. Mr. and Mrs. Witt, operators of the photo gallery, gave showfolk a treat on Wednesday night by tuning in the Joe Louis-Tony Galento fight and rebroadcasting it thru their amplifying system.

Ogdensburg stand opened Saturday, Dominion Day, under Knights of Columbus and Masonic Charity Fair auspices, and advance support was given by *The Ogdensburg Advance-News* and *Journal*, as well as Station CFCL across. A candid camera contest tie-in was arranged by shows' publicity director and *Advance-News*. Albert-Alberta joined at Ogdensburg with a family of "half and half" people. Visitors at Ogdensburg were O. J. Bach, of the shows bearing his name. Special publicity department guests were Dr. J. B. Patton, president of the Ogdensburg Kiwanis Club, and Mayor Livingstone and party.

G. HODGES BRYANT.

JOE REDDING (left), special agent of the Royal American Shows, and Dan F. McGowan, general manager of North Dakota State Fair for Grand Forks, are shown here just after the former had made a swell layout of the big unit of the Amusement Corp. of America on the latter's grounds, where more than $250,000 was invested this year for improvements and enlargements. Photo by Dodswell.

Dee Lang's
(Motorized)

Fertile, Minn., June 25-28. Auspices, Polk County Fair. Weather, ideal. Business, good.

Second fair on the Red River Valley circuit gave shows a gross which was slightly under last season, but shows and rides did well. Midway was in operation Sunday night to fair business. Joseph Reerland, secretary, and H. Erikson, president of the fair association, and Frank Trask co-operated. Members of fair boards and officials of many towns were constant visitors. Included were Albin Olson, president, Kittson County Fair and Red River Valley Association of Fairs; Duffie Larson, secretary, Kittson County Fair; Arthur Pemberton; Ray Pfund, Andy Haberdunk, Mr. Skakel, Mr. and Mrs. Ralph Turaleeth and Mr. and Mrs. Bill Falsbur.

Ada, Minn. June 29-July 1. Auspices, Norman County Fair. Weather, ideal. Business, excellent.

Spot proved best of any thus far in the circuit with huge crowds nightly and satisfactory ones in the afternoons. Saturday night was best, with midway jammed until early morning. Secretary A. O. Pederson, of the Norman County Fair Board, and Ray Pfund, of the board, co-operated, as did A. G. Lindstrand, who had charge of ticket takers. Visitors were George Hanscom and E. Johnson, Minnesota State Fair Board.

O. Y. ARMSTRONG.

F. H. Bee

Lexington, Ky. Week ended July 1. Location, Epping Ball Park. Weather, perfect. Business, excellent.

Midway was jammed from Monday thru Saturday and shows enjoyed their biggest week of the year so far. Concessions were blank but rides did fair. Mr. and Mrs. A. Sorrell added a new penny pitch. Leonard McLemore repainted his kiddie rides, and the Tilt-a-Whirl has been repainted and redecorated. Ferris Wheel was reconditioned. Al Alfredo's Ten-in-One got top money among shows. Several have been added to the Minstrel Show. Gus Bethune's cookhouse continues popular. Mrs. F. H. Bee, Mrs. W. M. Jarvis, Mrs. C. H. Krug, Jane Morrow and Mary Elizabeth Hensley enjoyed an outing at Joyland Park. Visitors were J. F. Sparks, of J. F. Sparks Shows; George Hall, Curly Vernon Shows; Joe Sorenson, Sorenson Bros.' Shows; American Legion committees of Georgetown and Winchester. Forrest Wheat and wife joined with penny pitch. Mr. Cutwright, of Spencer, W. Va., also visited.

RAYMOND B. HULL.

Wallace Bros.
(Baggage cars and trucks)

Zanesville, O. Week ended July 1. Auspices, American Legion Post. Location, Mark Baseball Park. Weather, hot, with rain Wednesday and Thursday. Business, below average. Inclosed midway.

A live-wire committee, good co-operation by local radio station and plenty of newspaper publicity failed to pull patrons in sufficient numbers to place this one on the right side of the ledger. Zanesville was turn-table for the organization, being farthest east show could go this season because of its southern fairs. Route now points towards the Mason-Dixon line.

Bennie Myers joined from Great Lakes Shows to operate a concession for A. B. (Pete) Jones. Manager R. E. Farrow was overcome by heat while making the initial run from Middleport with the new semi-trailer. Several out-of-town committees called during the week. Robert Parker, field manager for Bartlett diggers, and Mrs. Parker spent several days here. Bruce Barnham, late of West Bros.' Shows, came on for a short visit with Mr. and Mrs. Farrow. Visits were exchanged with the Johnny J. Jones Shows at Newark, O. Writer recently passed another milestone on the highway of life and received many messages and cards from old friends and relatives.

WALTER B. FOX.

W. C. Kaus
(Baggage cars and trucks)

Middlesex, N. J. Week ended June 24. Auspices, Middlesex Firemen. Weather, variable. Business, good.

Short jump here from Manville, N. J., was made by trucks. Everything was ready Monday night, but rain prevailed and the night was lost. With fair weather Tuesday, shows and rides opened to fair business and continued to fair results thruout the week. Organization played same lot used by Heller Acme Shows on Bound Brook road. Whip, operated by Able Sondenberg, topped the rides. Buster Castle's Ten-in-One was best among shows. Ferris Wheel, Chairplane and Capt. Henry Vonderheid's Monkey Circus also did well. Concessions reported a fair week. Committee co-operated, and each night firemen parked one of their big trucks opposite the marquee and turned on four giant floodlights to help direct patrons.

Visitors included Glenn Hyder, of Eli Bridge Co., and Mrs. Hyder, and several members of Kaus Exposition Shows. Several of the boys visited the Y in Plainfield daily, while the following went to New York; Newark, N. J., and Olympia Park Sunday night: Raymond White, Jack Castle, Robert Leslie, Walter Cox, Chester Falconer, Junior Cooper and Bill Richardson. Mrs. W. C. Kaus visited the Kaus Exposition Shows, and Harold Blanks and Mr. Carter, of the Hawaiian Show, visited in Alexandria, Va.

WILLIAM (BILL) RICHARDSON.

Eric B. Hyde
(Baggage cars and trucks)

Radford, Va. Week ended July 1. Location, showgrounds across river in Pulaski County. Weather, variable. Business, good.

Altho nearly two miles from the city, an abundance of parking space proved the equalizer and gave shows a good week's business. Ride crews had plenty of excavating to do to set up on the hilly location, but the usual Monday night's opening record remained unbroken. Rain, however, kept attendance down, but liberal spending prevailed and the opening was satisfactory. Attendance increased nightly, with Thursday, Friday and Saturday affording excellent results. Capt. Frank Cushing's Death Holiday proved popular, as did the appearance of Marjorie Bailey at an informal reception at free-act plaza on Thursday, Ladies' Night. Pete Cornetti also scored. Val Ireland took over the cookhouse here. Jimmy Rates had a good showing of banners here.

General Agent and Mrs. Percy Martin returned for a short visit and conference with Owner Hyde. Billy Borwell, of the Dixie Model Shows, also visited. Boisse DeLegge's Bandana Minstrels continue popular. Mr. and Mrs. Jack Santo, son and stepson, Robert Morgan, visited Bluefield and returned with Mrs. Grace Santo's mother, who spent the remainder of the week on the show. Mother of Mrs. J. P. (Curley) and Mrs. A. W. (Red) Weadon has extended her visit here. Weadon is recovering from a broken arm sustained in a fall from the top of the Chairplane recently. Schnozzla, pianist in Billy Myers' Parisian Follies, scored with a number of solos at the Wednesday night program of the Hydeaway Good Fellows Club. Johnny Moran clicked as emsee. Incidentally, it was his birthday anniversary, and he received many useful gifts, as did Lon Godfrey, Tilt-a-Whirl foreman, who also celebrated his birthday anniversary. J. Shannon, sergeant at arms, attended his first meeting since his election to that post. Mr. and Mrs. Lem Herndon closed here, as did Paul (Red) Gunter, foreman of the Loop-o-Plane. Mr. Palmer, president of new Radford District Fair, visited and Johnny Moran assisted him in laying out the local concession stands at the new fairgrounds.

CARLETON COLLINS.

Zimdare
(Motorized)

Cando, N. D. Auspices, Towner County Fair. Location, fairgrounds. June 19-21. Weather, short showers. Business, good.

Shows opened their fair dates here to good business, with fair attendance. Several showers during the engagement threatened business, but fairgoers merely returned after the rain. A warning of an approaching storm sent showfolks scurrying to prepare for its onslaught, but at the last minute it detoured to the relief of the midway. Wild West Show topped the midway the big day. Twin Ferris Wheels were second. Visitors included Percy Jones, general agent Malcern United Shows, and E. J. Casey, of the shows bearing his name.

BUDDY MUNN.

Endy Bros.

Nashua, N. H. Week ended July 1. Auspices, St. Nicholas Church. Weather, good. Business, good.

Starting with a gate in excess of 5,000 on Monday, week built to a strong finish aided by good weather. Sid Smith's Narcotic Attractions took top-show money, and Rolloplane continued best among rides. Charles Berry Jr. joined his mother here, and Neville Baker observed his birthday anniversary on June 27. Among visitors were Russel Bender, brother-in-law of co-owner Ralph N. Endy; George Cramer, Spillman Engineering Corp.; Mr. and Mrs. John Kilonis and daughter, Gloria. Ralph N. Endy purchased a new car, and Benson's Wild Animal Farm, near here, extended courtesies to showfolks.

GLENN IRETON.

Kaus Expo
(Baggage cars)

Carlstadt, N. J. June 25-July 2. Auspices, Carlstadt Democratic Club. Weather, some rain. Business, good.

Show opened Sunday night and light crowds prevailed the first half of the week. Showers Thursday afternoon affected that night's performance, and Friday night was lost to rain. Saturday, kids' matinee, produced fair attendance and midway was crowded that night. Show also played the second Sunday, but to indifferent attendance. Swede Edwards, on the front of Dick Traylor's ___ Show, reported some capacity houses. Most of the shows did well, and rides got their share, but concessions reported slow going. George Davis, son of the cookhouse operator, joined his parents here.

Jimmie Burns visited his folks in Brooklyn, and L. K. Wallace's new Ferris Wheel arrived. Another public wedding was staged Wednesday night, with a local couple the bride and groom. Mrs. James Burns and Mrs. George Whitehead staged a combined party in celebration of their birthday anniversaries. Kenneth Ketchum, former show owner, and wife visited friends on the midway. Mr. and Mrs. M. Langen and daughter, Terese, and Mrs. J. Lowd visited Mr. and Mrs. Jimmie Burns. Mrs. Jimmie Jamison's sister, Sonia Faire, visited her.

LESTER KERN.

O. C. Buck
(Baggage cars and trucks)

Keene, N. H. Eight days ended July 4. American Legion Summer Festival and July Fourth Celebration. Auspices, American Legion Post. Location, Price's Airport. Weather, fair and warm. Business, good.

Fair and warm weather greeted shows' opening here and brought the best attendance and gross so far. Shows, rides and concessions did excellent business, with Jim Thompson's Illusion and Lloyd Coffee's Varieties fighting it out for top honors among shows. Octopus led the rides. Saturday registered some 6,000 paid admissions and Monday's bonfire and Tuesday's fireworks brought a daily average for the two closing days of over 8,000. E. O. (Humpy) Evans' Pennyland and several other concessions scored.

Lloyd and Mrs. Coffee, Benny Wells and the writer visited the Endy Bros.' Shows and looked over the new motor equipment with General Manager David B. Endy. General Manager O. C. Buck purchased a new Buick from Charles B. Estey. Committee co-operated, as did *The Keene Evening Sentinel* and Associate Editor John H. Kline. *Sentinel* carriers were guests of the show Wednesday. Tom Heffnan returned as general foreman, with Don Prior taking over the duties of transportation superintendent.

JOHN W. WILSON.

World of Fun

Pineville, N. C. Week ended June 24. Location, Main street. Weather, hot. Business, excellent. Free gate.

Shows did not open on Monday night because, according to the route, they were to play Fort Mill, S. C. However, the infantile paralysis scare there caused Manager J. E. Stablar to move the shows here and all was ready Tuesday night. Rides, under direction of Whitey Davis and assistant, James Schaffer, are always up on time. Bob Page left here as general agent. Joseph Steblar purchased a new house trailer. Chairplane topped the rides, and Wallace Richards did well with his photo gallery.

South Boston, Va. Week ended June 17. Location, Riverdale. Weather, hot. Business, none. Five-cent gate.

Date proved one of the worst locations played by the organization this season. City and county were well papered, but folks didn't seem interested and date was an absolute blank.

Appomattox, Va. Week ended June 10. Location, circus grounds. Weather, fair. Business, fair. Five-cent gate.

Everything was ready for Monday night's opening and the Aerial Crawfords proved popular. Big crowds and fair business prevailed thruout. Ferris Wheel topped the rides, and Ten-in-One was best among shows.

RAY SHARPE.

Crystal Expo
(Motorized)

Mt. Airy, N. C. Week ending July 1. Auspices, VFW Post. Weather, excellent. Business, very good.

One of those dates which shows usually dream about but seldom come true became a reality here. It was the banner spot of the season so far for office, working men, shows, concessions and rides. From the first cash customer at Monday night's opening to long after Saturday midnight with free acts over, front gate registered close to 10,000 paid admissions. They kept coming long after shows started tearing down. Mt. Airy is usually just a fair date, so the greeting shows received was a pleasant and profitable surprise. Committee co-operated.

H. NELLA.

Motor City
(Motorized)

Hastings, Mich. June 28-30. Blue Gill Festival. Location, around the courthouse. Business, good.

Because several trucks bogged down on the 150-mile move here from Pontiac, Mich., shows arrived late Monday night but started to set up on Tuesday night, getting under way on the streets Wednesday afternoon. Committee had the town in good shape, and promptly at 1 p.m. a parade was held and shows were opened. During the three days band concerts and free acts, including radio stars from Detroit and Kalamazoo stations, appeared. Shows and concessions did fair at night, but the afternoons were off. Rides proved popular from 1 p.m. until midnight daily. Date marked first time a carnival played city streets here for many years. Ray Branch, head of the Blue Gill committee, also operates two theaters here. Fair secretary of Hastings was a daily visitor, as was secretary of the Charlotte (Mich.) Fair. Many Grand Rapids friends of owner Horwitz were seen on the streets daily. Bob Wright's Shows did well. Jack Price and Margaret Willobury joined with Wright's attractions. Bob Bremson, general agent, spent several days here.

HARVEY (DOC) ARLINGTON.

L. J. Heth
(Motorized)

Princeton, Ind. Week ended July 1. Auspices, American Legion Post. Location, South Main street showgrounds. Weather, hot. Business, fair.

Move from Henderson, Ky., was a fast one, but there was some delay getting on the lot. This was shows' fourth stand under the same auspices in five years, and the Legion, headed by Dr. Joseph C. Pebble, co-operated. Visitors included Bill Dunn, former ride superintendent, and wife; Matt Dawson, Acme Premium Supply Corp.; Jack and Clara Sampson; Cliff Steele Jr. and H. W. Rinehart, Princeton Fair; Edd Hargraves and Harold Meade, Hamilton County Fair, and Ed Nolan, Benton, Ill., Fair.

L. J. Heth left on a flying trip to Kansas City to look over some show property, and Joe and Jean Fontana got in a few afternoons fishing in the nearby Wabash River. Jimmy Giffin inaugurated his snowball season and Ed Hubbard and Joe Venable entertained friends nightly. Ginger Reeves, son of Howard and Daisy Reeves, has developed into a first-class assistant to his uncle Louis. June Palmer has almost recovered from a recent illness.

H. B. SHIVE.

Blue Ribbon
(Motorized)

Logansport, Ind. Auspices, American Legion Post Band. Weather, ideal. Business, poor.

Short move enabled all rides and shows to be up Sunday afternoon. With poor co-operation from the committee and a shortage of money spot gave poor results, but shows as a whole came out on the right side of the ledger. Mid-season painting was finished here and Owner Roth took a vacation for the week, combining business with pleasure. Charles Davis repainted the sound systems, both of which are in use on the streets and surrounding towns daily. Ray-Raynette proved popular here. Ray also received new gowns from the Rhodes Shoppe.

Dorothy Hale is attending school on the shows under a private teacher and progressing splendidly. Swimming parties were the vogue here every night after the shows closed. Wild Bill Gardner left the shows and Joe Ihles added a bowling alley. Sheriff Dewey Schmidt and other officials of the Cass County Fair were nightly visitors.

WILLIAM R. HICKS.

Fair at Home, Inc.
(Baggage cars and trucks)

St. Albans, Vt. Week ended July 1. Location, Bombard Field. Auspices, National Guard. Weather, bad. Business, bad.

After a good week at Lebanon, N. H., shows lost no time in moving here, where, with a lot full of rocks and holes, shows did not open until Tuesday. Small attendance prevailed thruout. George W. Traver, general manager, returned from a booking trip in New York, and numerous showfolk made trips to Montreal, the home town of Harry Weston. Spencer Milford has been broadcasting over a local radio station. Gus Westphal, mailman and *Billboard* agent, is sporting a new Chevrolet. A team of horses was needed to move shows off the lot on Saturday night, and train was loaded on Sunday at 5 a.m., Trainmaster Robert Robertson making a fast move to and from the grounds. Mrs. Charles Houston and daughter are visiting in Winston-Salem, N. C.

THOMAS PARKER.

Buckeye State
(Motorized)

Pascagoula, Miss. Week ended July 1. Auspices, American Legion Post. Location, fairgrounds. Weather, fair. Business, good.

Small lot here made it necessary to block a street, but the shows opened Monday night to a good crowd. Business was only fair until Thursday night, but three pay days the last of the week brought business for the week into the satisfactory class. Committee co-operated.

Electrician Russell Cooper was host to his family who drove over from their Mobile home. Boots Parker (Mrs. Tate) Roberts rejoined her husband here. Tate is cookhouse chef, while Boots operates a game. Mary Smith joined the Minstrel Show and Capt. Jack Caple, of the coast guard base here, was in charge of Legion arrangements. He also entertained members of the staff.

TED JOHNSON.

Art Lewis

Hornell, N. Y. Week ended July 1. Auspices, American Legion Post. Weather, showers. Business, fair.

Business was only fair because one night was lost to rain while the weather was threatening on several other nights. Committee and city officials co-operated. Four new light towers were delivered here from the Spillman Engineering Corp. and Manager Art Lewis left for New York early in the week to complete negotiations whereby the shows will go out as a railroad show in 1940. George Rody's Bolero continues popular and Art Martin's Vanities is running along with other money-getters on the shows. Colonel Thompson's International Casino also is clicking, as is the Motordrome.

Captain McVay's Monkey Circus is in the running weekly, as is Bob Holmes' Midget Revue. Art Lewis Benevolent

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Made in 30 sets of 100 cards each. Played in 3 rows across the cards—not up and down. Lightweight card. Per set of 100 cards, tally card, calling markers, $3.50.
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The Billboard is publishing each week a new column giving news and tips about the 16mm and 35mm film business. The field is new; it is full of opportunities, and it is wide open to every capable showman. Don't miss it on page 27.

Every Week in The Billboard

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

and Social Club Jamboree held weekly continues as the highlight of the season and club has a substantial sum on hand to take care of the unfortunates. William Glick, general manager of the Ideal Exposition Shows, visited over the week-end. Great West Virginia Central Fair, Clarksburg, has been added to the fair route. F. PERCY MORENCY.

Crowley's

Rock Island, Ill. Week ended July 1. Location, 25th avenue and Fifth street. Auspices, Rock Island, Milan and Moline firemen. Weather, three days rain, three days ideal. Business, poor. Pay gate, 10 cents.

Location was far out and off the highway. Monday night crowd was light because of rain and Tuesday night wasn't much better. Wednesday also drew slim attendance. Thursday chalked fair attendance, but no patronage, and Friday, with ideal weather, showed a meager increase, Saturday was the same. Marie Bomen joined Joe (Dutch) Kantell's Athletic Arena as wrestler. Joe Lambert, of Dodson's World's Fair Shows, joined Hubert Hall's cookhouse as waiter. Orphans of Bethany Home, Kid Rogers' rescue mission and Iowa Soldiers' Orphanage were guests on the midway Thursday afternoon.

Denver (Kid) Curly and Joe (Dutch) Kantell were banqueted Thursday night. Those attending were Kid Powell, Mike Dundee, John Donahue, Kid Cutie, Bum Sells, Buster Sode, George Reid, Cocky Sennath, Bum Steamer, Guy (Kid) Rogers, Klaus Miller and Billy Hoone. Jewel Sloan, ride superintendent, honored, celebrated his 30th birthday anniversary. *Daily Argus* and *Labor Review* and papers in near-by towns were liberal. *Argus* newsboys were entertained on Tuesday and Wednesday nights. Twilight party was tendered Mr. and Mrs. Ralph Richardson, Mr. and Mrs. R. E. McComb and daughter, Fanchon; Duane Charlette, Col. Charles F. Beck and Edward Moeller. Georgeanna, 3-year-old daughter of Owner George G. Crowley, is recovering from a recent illness. Mrs. George B. Utesch was honored on eve of her departure for her home in Dallas. Midnight party was given Dr. B. J. Palmer, Dr. and Mrs. Hugh Clayton, Dr. Richard Quigley, Alderman and Mrs. Thomas J. Ellston. Jessie Coulton also was honored. Jesse Moore has the front

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READING'S SHOWS

Want 10-Cent Stock Concessions and Grind Shows. Bingo open. Hopkinsville, Ky., Week of 17th, Next to Main Street; Cadiz, Ky., This Week.
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LOOP-O-PLANES
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Dual, located Rochester, Minn.; Single, Milwaukee, Wis.; No. 5 Eli Wheel and Loop Dual, High Point, N. C.; Single, Portland, O.
ROBIN REED, Salem, Oregon.

on Dr. Philip Mather's Law of Nature. Visitors: William Shield, Art Lanning, Arthur Haas, Karlotta, B. M. Vanscoy, Col. Larry Lancaster, Herb Brennemann, Hon. L. L. Laurig, Grant Cunningham, Lillian Boyle, Carrie Baker, Sinclair Babson, Harry Madru and wife, Vern Rogers and Kenneth Tatman. DOC WADDELL.

Bazinet
(Motorized)

International Falls, Minn. Week ended June 24. Auspices, VFW Post. Location, ball park. Business, good. Weather, fair.

Despite strong opposition from two shows in near-by towns, spot was a good one. Visits were exchanged with the Conklin Shows and the Bud E. Anderson Circus. Special kiddies' matinee Saturday proved the biggest of the season so far. Local papers were liberal with space. Louise, daughter of Jimmy Fingers, of digger note, enrolled in Our Lady of the Angels Academy, Little Falls.

Eddie Ferrell added a new dance, titled Strange Enchantment, to his Paris on Parade Revue. Fishermen of the shows again enjoyed another good week at lakes around the border city. RAY WARTZMAN.

White City
(Motorized)

Emmett, Ida. June 20-24. Cherry Festival. Auspices, American Legion Post. Business, fair.

All showfolk attended a picnic staged at a park next door to the lot here. Mrs. Howard Tydings celebrated her birthday anniversary on Thursday and Mrs. Ted Corey added a bingo game to concession row. Moe Elaman went to Rupert, Ida., on business, and Pete Stevenson and Larry Mitchel returned after a two-week absence. Johnny Boston joined show with his ice cream stands.

Frank Forest had a good week with his Ten-in-One and Mr. and Mrs. Ted Corey motored to Boise, Ida., on business.

All rides and shows did well here and Sport Mathews and Gene Bernardi celebrated their birthday anniversaries. Clyde Gooding acquired a new sound system for his show and Jerry Foster joined with two concessions. Several showfolks commuted from Boise to Emmett nightly. Mr. and Mrs. (Pickles) Pickard visited briefly before leaving on another booking tour. Bobby Bodkins clicked with his snow cones. Betty Corey is vacationing at a girls' summer camp for a few weeks. TOOTS EPPLE.

Frisk Greater
(Motorized)

Eveleth, Minn. Week ended June 24. Location, Spruce grounds. Auspices, VFW Post. Weather, ideal. Business, excellent.

Shows chalked one of the best weeks of the season here and the midway was crowded every night except Wednesday, which was lost to the elements. Earl Robinson joined with a country store and Bob Bazard is putting the finishing touches on his new Life Show front.

Henry Whye joined as mechanic and bingo topped the midway. Manager G. R. Hoeschen was away the last part of week on an extended business trip. Committee co-operated. Al Sterner experienced the best business of season so far with his caramel corn and candy apples. Carl Litchke took over the root-beer stand for Al. The writer's father visited, as did members of the Henderson Kraut Festival committee. BING WEST.

Barkoot Bros.

Allegan, Mich. Week ended July 1. Auspices, VFW Post. Weather, fine. Business, none.

Date was the worst ever played in the history of the organization. Committee co-operated but the customers would not come out. Rides and show fronts have been painted and the new Merry-Go-Round top arrived from the Fulton Bag and Cotton Mills. Other new tops and marquee are expected soon. Manager K. G. Barkoot is sparing neither time nor money to improve the organization. Corn game is getting top money among concessions, and Lylo's cookhouse is doing well. Writer is still on banners. W. TERRY MARTIN.

Bowen's Joyland
(Motorized)

Manteca, Calif. Week ended June 24. Auspices, Portuguese Society. Location, heart of city. Weather, hot. Business, fair. Free gate.

After playing two to four different towns per week shows have settled down to one a week. Altho Manager Huey Bowen has been busy day and night for the past few weeks, he expresses himself as well pleased with business. Mario and LeFors, free act, joined recently, with Ted LeFors assuming charge of concessions. Homer Reese is transportation and lot manager, and Mrs. Nellie Bowen has the office. Harry Warren handles *The Billboard*, and Huey Bowen, owner and manager, is doing the general agent work, with Special Agent Carl Leasure handling banners and billposting.

Oddities of the World, operated by Harry Warren, and Husky Davis' Athletic Show joined here. Concessions which have been added are Ted LeFors' bingo and four others; Mrs. Nelly Bowen, one. Visitors included Ben Dobbert and wife, Millie; R. W. Brown, Mr. and Mrs. Frank Downie, Dick and Cecelia Kanthe and Joe Zottee. Manager Bowen purchased a new truck and trailer. TED LeFORS.

Al Baysinger
(Motorized)

Vinton, Ia. Week ended June 24. Auspices, American Legion Post. Location, Pla-Mor Dance Hall grounds. Weather, fair and warm, except rain on Wednesday. Business, fair. Five-cent gate.

Committee co-operated, but date was not up to expectations. Wednesday, the big night, was lost to rain. Mr. and Mrs.

PHOTOGRAPHED in front of the office wagon on the J. R. Edwards Shows, while taking a brief pause from business activities during the recent stand in Ashland, O., under firemen's auspices, are, left to right: Mrs. Thompson, Meyers Glass Blowing Shows; Glenn Haller, Eagle Rubber Co.; Mrs. Edwards, J. R. Edwards, Mule Parmalee and Harry Zimmerman. Photo furnished by William Boine.

Ellis White, cookhouse owners, took delivery on a new trailer here, as did Mr. and Mrs. Bill Davenport and Mr. and Mrs. Eddie Hook. Visits were exchanged with the All-American Shows playing Davenport, Ia.

Neno and Joe Russo left here, while Doc Ray joined as special agent and banner man. Management purchased three new trucks and a baby Merry-Go-Round. Mr. and Mrs. William Tucker went to Mayo Bros.' Hospital, Rochester, Minn., to check up on Mrs. Tucker's health. LINDEN L. WEST.

Palace United

Ridgeway, Ill. Week ended July 1. Weather, ideal. Business, fair.

Business here was fair for the first two nights, but slowed up somewhat the last three. All were busy readying for the Fourth of July, and tops were ordered for the bingo, bumper and ball game stands. Irvin, the mole man, joined here. Mrs. Bill Wadsworth, wife of the owner-manager, was tendered a surprise birthday party on Friday night and she received numerous gifts along with a gold watch presented her by her husband. MRS. E. WOODWARD.

Douglas Greater

Auburn, Wash. Week ended June 24. Auspices, VFW Post. Weather, clear. Business, fair.

Coming in here on less than 24 hours' notice, and without billing, shows did fair. Altho off to a slow start the first part of the week, shows, rides and concessions showed steady improvement and, aided by the first good weather so far, date exceeded expectations. Located two blocks from the business district, Friday and Saturday nights were exceptionally good, with Alberta Melton's Streets of Paris leading the shows. Ferris Wheel led the rides. Much new paint was in evidence here. Rose Douglas, wife of Manager Earl Douglas, was busy all week supervising repairs on her beautiful house trailer, which became necessary after a collision with another car recently.

Delores Moore, dancer, joined Alberta Melton's Girl Show here. Pop and Mom Miller's cookhouse continues popular. Up to the present, season has been marred by either cold or rain. JACK MELTON.

Hilderbrand's No. 2
(Motorized)

Grangeville, Ida. Seven days ended July 4. Location, main streets. Auspices, Border Days' Celebration. Business, excellent. Weather, hot, one day of rain. Pay gate, 10 cents.

Three big days were chalked up here and, despite a heavy rain on July 3, crowds jammed the midway. Daily rodeo parades, sport events and advertising campaign brought thousands of visitors into Grangeville. Committee co-operated. Daily parades preceding the celebration were held in 42 towns and headed by the shows' sound system and Border Days' official band. Ferris Wheel topped rides, and Crusher Burns' Athletic Show was best among shows. Ruth Groff's bingo led concessions, with the Glenn Henry ball game second. William Groff's cookhouse, augmented by six local waitresses, was popular. Mr. and Mrs. Fred Adams, of the Silver State Attractions, joined with a photo gallery. Bobbie Grimm, marquee mistress, spent a busy week handling the huge crowds. Ora Hilderbrand, brother of O. H. Hilderbrand, arrived from Eagle Creek, Ore.

Lucille King came up from Lewiston to spend the holidays on the show, and Mr. and Mrs. Johnnie Murphy arrived from Patrick's Shows. Mrs. James Scruggs placed an ice cream concession, and Artie Sussman handled all novelties. Jack Marston operated one of Bill Groff's grab stands. Free attractions, Capt. Charles Soderberg and the Henry Duo were popular. James Clark joined from the Silver State Attractions, and Mrs. Hazel Johnson came in from Spokane and joined William Groff's cookhouse as chef. Concessioners reporting good business were Grover Wright, Mr. and Mrs. Milo Kellner, Mr. and Mrs. Glenn Henry, Mr. and Mrs. Mario De Silvo, John C. Mitchell, James Scruggs, Bill Grimm, C. G. Connelly, James Kidderman, Andy Carahan, Bert Shannon, Fred Adams, W. Andres. Captain Blackstone, of Philadelphia, visited. Mr. and Mrs. Blacky McGregor's South American Follies was popular. Curly Williams and Bert Moore joined from Boise, Ida. Honor of escorting Rodeo Queen Isabel and her court on a midway tour and in the grand

march at the coronation ball fell to Mamie McCarty. Ride boys commended for their splendid work included Tommy Ventilo, Albert Brown, Frank Martin, Robert Reichner, Jack Bright, Jake Cruse, Buck Weaver, W. Robertson and Glenn Tucker. General Manager Cleo and Mae Qualls entertained at a dinner for the official staff. Privilege car, under management of C. C. Connelly, has done good business.

WALTON DE PELLATON.

Penn Premier

East Mauch Chunk, Pa. Week ended June 17. Auspices, Fairview Fire Department. Weather, fair. Business, good.

Committee, headed by Andrew Rimpsakey and assisted by Stroud Smith, general chairman of the Four-County Convention, co-operated. Altho it rained Saturday night, 2,500 admissions were registered. Frosto, human icicle, and the Flying Del Zaros continued popular. While en route to Hazleton, Pa., six concession tops were stolen, including the supply and office tops.

Girl Show and Athletic arena still top the shows, while the Minstrel and Ten-in-One are running second. Ferris Wheel is best among rides, with Merry-Go-Round and Kiddie Auto second. Swings are also doing well. Many visitors from Tamaqua, Pa., greeted Mr. Serfass and staff. Mr. and Mrs. Serfass celebrated their 10th wedding anniversary here. Bill Jones, mail man and *The Billboard* agent, reports a big jump in sales.

BILL JONES.

New England

(Motorized)

Springfield, Vt. Week ended June 24. Auspices, American Legion Post. Weather, cool. Business, fair.

Springfield and neighboring towns patronized the shows well. Rides and shows did good business, while concessions chalked only fair results. Buster Gordon's diving troupe, with wife, Audrey, and Clarence Curwell and wife, Lezzette, added new costumes and they continue popular. Buster already is coaching his twins in the art of free-acting.

Weekly show was well attended by visitors from Station WNBX. Boys from the hillbilly show broadcast every afternoon, assisted by Clarence and Sonia Giroud, with solos by Meddie Poirier and Dixie Lee. Rain held off until midnight Saturday night, which was a stroke of luck, as it rained all around the shows. Two sound trucks operated by Albert Farley, assisted by his wife, Betty, are popular. Construction superintendent Bill Rickel is building new fronts and redecorating the Merry-Go-Round. He recently completed new panels for the front entrance. Rhea Carson added a penny pitch to the concession line-up. Clarence St. Germaine says his *Billboard* sales are good.

ELSIE M. GIROUD.

World of Mirth

(Railroad)

Haverhill, Mass. Week ended July 1. Location, River street circus grounds. Auspices, American Legion Post. Weather, rain one day. Business, poor.

This could easily rate as the season's worst spot, with grosses and attendance far below the average of the shows' first eight engagements. Lot was extremely rough, making it difficult for Jim Stevenson to lay it out to advantage. Rain Friday night hurt grosses considerably, and Leon Reeves, scenic artist, rejoined here after a week in the Hartford Hospital. Al Moody, elephant trainer, is still in the hospital after undergoing an appendectomy. Lot crew, under direction of Superintendent Harry Hauck, has been doing a good job of getting the wagons on and off the lot. Zinbad, mentalist, and wife, Jean De Mures, joined Maybelle Kidder's Treasure Isle. Tiny Day and wife, Linda Mason, joined Karl Walker's Gay New Yorkers. A manatee weighing 2,000 pounds and under supervision of Brooks Rogers Jr. is to be presented as an individual attraction.

Dr. J. K. Bozeman purchased a new car, and the recently organized softball team has the following on its roster: Bill Blattner, Whitey Allan, Bob Brock, Howard Ramsey, Spottie Daniels, Jack Conklin, Jack Smith, Clarence Hilborn, Al Remick, Fred Hammond and Jesse McNeil. Dave Linderman, nephew of General Manager Max Linderman, joined and will take over the management of his dad's kiddie rides. Matt Reilly, general agent of Endy Bros.' Shows, visited.

JIM McHUGH.

15 Years Ago

(From The Billboard Dated July 12, 1924)

A heavy wind and rain storm hit the Harry Copping Shows on final night of the stand in Philipsburg, Pa., and, altho much damage was done to the midway, only a few minor injuries were reported among attaches. . . . Shows, rides and concessions on Nat's Greater Shows played to lucrative takes during a Danville, Ill., engagement. . . . With rain continuing to dog their heels, the Wortham Shows played to poor results in Oconto, Wis. . . . Adolph Seeman was in American Hospital, Chicago, receiving treatment for a throat ailment. . . . Wortham's World's Best Shows were awarded the midway contract for Central States Fair, Aurora, Ill. . . . King Koal Karnival in Henryetta, Okla., sent Dodson's World's Fair Shows away to a promising start.

Contract to furnish midway attractions at Our Lady of Mt. Carmel Italian Celebration, Phillipsburg, N. J., was awarded the R. H. Miner Model Shows. . . . Aberdeen, S. D., proved good for the Con T. Kennedy Shows. . . . Edward and Clifford Karn, fat boys, with Wortham's World's Best Shows, sprang a surprise on the midway in Hammond, Ind., when their fat folk put on a minstrel show—blackface 'n' everything. . . . Dorothy Owens closed with the Johnny J. Jones Exposition's water show, where she had been doing diving, in favor of spending the summer at her home in Elgin, Ill. . . . Fred Clark, former owner of the Clark Shows, with three concessions, joined the Macy Exposition Shows.

Greater Sheesley Shows resumed their route of Michigan dates, with a highly successful stand in Escanaba, Mich., following a one-week exit from the State. . . . Contract to furnish carnival attractions at South Mississippi Fair, Laurel, was awarded to the L. J. Heth Shows. . . . Dominion Day in Winnipeg, Ont., proved a red one for the Rubin & Cherry Shows, which for the first time in their history were playing the Fourth of July outside the United States. . . . William Mills, 29, manager of the dining car on the L. J. Heth Shows, died in his stateroom on June 17 in Union City, Ind., from accidental asphyxiation.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., July 8.—We are in receipt of a tear sheet of *The Broadway Era* of June 28, which gave Cetlin & Wilson Shows a full page of publicity in connection with the opening of a week's engagement in Bradford, Pa. It is unusual these days when newspapers are generous to the extent of giving a full page of publicity. We believe that it would be of service to our membership when occasions of this type present themselves and would appreciate members calling such matters to our attention so that the industry may be informed thereof.

Under date of July 12 we are forwarding to the membership bulletin No. 1 for the year and an inclosure of interest.

The 1939 personnel membership cards are now available for distribution and we desire to call attention of those interested so that they may take this matter up with their respective show offices who will notify the association, so that the personnel cards may be issued without any delay.

Any member not receiving a copy of the bulletin within a reasonable period is asked to notify this office so that a duplicate may be forwarded.

Elements Hurt Holiday Biz in Detroit Sector

DETROIT, July 8.—Fourth of July business in Michigan, at least in the lower peninsula, was badly hit by a severe cloudburst, which did a little damage, altho amusement attractions reported none. Rain, which started about 2 p.m. and continued until 9 p.m., resulted in a decided loss of patronage to all types of outdoor attractions.

Carnivals and special celebrations were the heaviest losers, while some shows were rained out. Cote's Wolverine Shows, playing Harbor Beach, were similarly inundated and business was driven off the lot. Another show reporting no business was the Two Macs, playing Mt. Clemens. Parks, too, suffered severely, altho the shelter they were able to offer patrons meant some additional business on the inside attractions.

OFFICIAL BALLOT

FAVORITE OUTDOOR

PERFORMER CONTEST

Sponsor: The Billboard

DONORS: Circus Saints & Sinners Club of America (Dexter Fellows Tent), Circus Fans of America, National Showmen's Association and Hollywood Trophy Co.

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

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

IMPORTANT

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

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

The Billboard is the final judge of all ballots, and decisions made by it are incontestable and cannot be appealed. Contest closes with coupon in issue of November 25, 1939.

Your Name........

Please Print

Permanent Address........ Please Give City and State

Affiliation in Show Business or by Whom Employed........

Signature........

Ballots without signatures are void

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

SAM LAWRENCE SHOWS

Bigger and Better

Playing Twelve Bona-Fide Fairs, Starting the Middle of August: Luray, Va.; Spruce Pine, Marion, Lincolnton, High Point; all North Carolina. Kingstree, Conway, Dillon, Laurens, Anderson; all South Carolina. Closing Armistice Week. WANT Side Show, Monkey Show, Fun House, Motor Drome, Penny Arcade. Rides—Octopus, Roll-o-Plane, Tilt-a-Whirl, Silver Streak, Kiddie Rides. Concessions—Custard, Fish Pond, Shooting Gallery and all Grind Stores. No Wheels or Racket.

Plant Show Performers and Musicians. Talker for Snake Show, Fat Girl. Ride Help must be sober and drive trucks. No boozers.

All address California, Pa., this week; Carnegie, Pa., next week.

Goodman Wonder Show

Wants outstanding Freak, Working Acts, Mind Reading and Glass Blower for Side Show. Can use one more Outstanding Show. Foreman for Hey-Dey, salary $40 per week. Must know Hey-Dey; none other need apply. Will book Photo Gallery, Popcorn and Peanuts and Candy Floss after leaving Canada. Outstanding Fairs with the exception of two excellent Still Dates. Route: Prince Albert, Saskatchewan; Yorkton, Sask., or can join Rochester, Minn., week of August 2.

WANT FOR SIXTEEN (16) FAIRS—

Want Side-Show Manager who can put something inside. Will book Motor Drome, Fun House or any Show that does not conflict. Want Man for Shiv Rack who can deal, also Grind Store Agents.

T. J. TIDWELL SHOWS

Wichita, Kan., Downtown, This Week.

Classified Advertisements

COMMERCIAL
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Set in uniform style. No cuts. No borders. Advertisements sent by telegraph will not be inserted unless money is wired with copy. We reserve the right to reject any advertisement or revise copy.

FORMS CLOSE (in Cincinnati) THURSDAY
FOR THE FOLLOWING WEEK'S ISSUE.

Advertiser's Name and Address must be counted when figuring total number of words in copy.

AGENTS AND DISTRIBUTORS WANTED

ATTENTION, PITCHMEN - CONCESSIONAIRES —Absolutely latest Combination Cane-Swagger Stick Novelty. Fast seller. Fairs, street carnivals, football games. Retails 25c to 50c. Send quarter for prepaid sample. TONYLIN, Box 145, Hollywood Post Office, Memphis, Tenn. jy29x

BIG MONEY APPLYING INITIALS ON AUTOmobiles. Write immediately for particulars and free samples. AMERICAN LETTER COMPANY, Dept. 20, Dunellen, N. J. x

CHRISTMAS CARDS — SELL 50 ASSORTED Folders, name imprinted, $1.00. Cost you 50c. Samples free. No investment. DUNBAR, New Brunswick, N. J. x

LORD'S PRAYER, TEN COMMANDMENTS, Crucifixion on U. S. Pennies — Individually carded, $4.50 gross. Samples 50c doz. B. B. PERKINS, 1109 Lawrence, Chicago.

SELL BY MAIL — FORMULAS, BOOKS, PICtures, Novelties, Signs, bargains! Big profits. Particulars free. F. ELFCO, 438 North Wells St., Chicago. tfnx

SELL DRUGLESS REMEDIES—ALL AILMENTS. A one-minute chemical demonstration sells our remedies. Seeing is believing. BOX 2695, Hollywood, Calif.

SHAMPOO PITCHMEN—NU-HAIR SHAMPOO and Oil. Most attractive packages in America. $1.25 worth samples, 25c. CORYELL, INC., 12 East Hancock, Detroit.

WHERE TO BUY AT WHOLESALE 500,000 Articles. Free Directory and other valuable information. MAYWOOD B. PUBLISHERS, 1107 Broadway, New York. au5x

107 WAYS TO MAKE MONEY IN HOME OR Office. Business of your own. Full particulars free. ELITE, 214 Grand St., New York. au5x

ANIMALS, BIRDS AND PETS

ALLIGATORS, SNAKES, LIZARDS, TURTLES—10 Large Assorted Harmless Snakes, $10.00. Price List. ROSS ALLEN, Silver Springs, Fla. Wire via Ocala. jy22

ANIMALS—SNAKES, DRAGONS, GILA MONsters, Puma Cubs, Kinkajous, Monkeys and other animals. Also Parrakeets for concessions. SNAKE KING, Brownsville, Tex. au12x

BIGGEST SHOW—SNOW WHITE GIANT KRA Monkey, $250.00; Mona Monkeys, 3, $30.00 (less, $12.50 each). Many other kinds. A. FOEHL, Importer, Williamstown, N. J. jy22

FOR SALE—FIVE-LEGGED CALF WITH THREE-clawed hoof. Four months old, healthy and vigorous. A real attraction. WARNER JOHNSON, Randall, Minn.

FOUR TRAINED DOVES, ALL PROPS, COMplete Act, $15.00. Suitcase, Silent Moving Picture Machine, all complete, motor driven, $12.00. THOS. L. FINN, Hoosick Falls, N. Y.

LIVE ARMADILLOS — EACH, $2.00; PAIR, $3.50; Family Five, $7.50. Good feeders, all sizes. Prompt delivery. ARMADILLO FARM, Comfort, Tex. se9x

PYTHONS — $2.00 PER FOOT, UP TO 8½ feet, special this week. Larger, 9 feet, $25.00; 10 feet, $35.00. A. FOEHL, Williamstown, N. J.

WRITE FOR OUR BIG NEW SPRING CATAlogue. It covers the Animal Kingdom. MEEMS BROS. & WARD, INC., Oceanside, N. J. Direct importers from all over the world. x

BUSINESS OPPORTUNITIES

GLASS BLOWER—STORE WITH FIXTURES FOR Rent. Good location for twelve-month season. JERGINS ARCADE VILLAGE, Long Beach, Calif. jy15x

CORN POPPERS, GEARED KETTLES, GRIDDLE Stoves, Lanterns, Burners, Tanks, Tubing, Repairs. Lowest prices. IOWA LIGHT CO., 111 Locust, Des Moines, Ia. jy22x

FOR SALE — TWO-STORY MODERN, TEN-Room and Court Moorish Castle, Quincy, Ill., on hilltop overlooking the Mississippi River for miles, beautiful view. Grounds 200 ft. by 600 ft. Price, $15,000.00. Address JOHN J. FISHER, 510 S. Front St., Quincy, Ill.

GASOLINE BURNERS, PRESSURE TANKS, CORN Poppers, Giant Geared Aluminum Popping Kettles, Caramel Corn Equipment. Lowest wholesale prices. NORTHSIDE MFG., 1925 10th, Des Moines, Ia. au5x

MAKE AMAZING NEW PRODUCT HOME. Spare Time—Sell by mail. Send 10c for details and trial mailing list. TATUM, 6930 Greenview, Chicago. x

COIN-OPERATED MACHINES SECOND-HAND

Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

AIRWAY, $12.50; BALLY RESERVE, $12.50; Fleet, $19.50; Palm Springs, $17.50; Eureka, $64.50; Grandstand, $74.50; Hawthorne, $69.50; Thistledown, $69.50; Across the Board, $12.50; Kentucky Club, $69.50; Saddle Club, $19.50; Skill Time, 1938, $49.50; Track Time, 1938, $69.50; Triple Entry, floor sample, $119.50; Rotaries, escalators, $49.50; Penny Packs, $5.00; Groetchen Zephyr, $8.50; Gingers, late models, $12.50; Skill Draw, $7.50; Kounter King, $7.50; Deuces Wild, $7.50; Mills 1-2-3, $19.50; Sport Page, $54.50; Preakness, etc., $9.50; Columbia, like new, $37.50; Jennings Cigarola, floor sample, $89.50; Late Flashers, $29.50; Single and Double Slot Safes, front and back door, $7.50 and $14.50; Adjustable Slot Stands, $1.50; Blue Fronts, $29.50; Cherry Bells, $39.50; Melon Bells, $49.50. Write for list. ⅓ deposit required. BOYLE AMUSEMENT CO., Oklahoma City, Okla. jy15x

ARCADES—DROP PICTURES, 4 VIEW, $5.00; Bally Baskets, $25.00; K. O. Fighter, $40.00; Mills Punching Bag, $45.00; 10 Counter Games, $3.50 each. AL SLAGLE AMUSEMENTS, Dayton, O.

ATTENTION! — PRACTICALLY BRAND NEW Evans Profit Sharing Phonograph, advise best offer. Free Races, $19.50; Triple Play, $19.50; Columbias, $30.00; Turf Kings, $5.00. SEIDEN DISTRIBUTING, Broadway, Albany, N. Y.

CLAW ROUTE FOR SALE—OWNER HAS OTHER interest. Also 7 Superior Cigarette Slots. Making money. DIXIE SALES, New Orleans. jy15

DIGGERS FOR SALE — 300. MUTOSCOPE Cranes, Rib Fronts, $75.00; Fan Fronts, $85.00; 1936-37 Models, $100.00. All have been refinished redtops, guaranteed almost like new in every way. ⅓ deposit, balance C. O. D., any quantity. Freight paid any place in the United States. $30,000 refinished merchandise, 25c on the dollar. REX NOVELTY CO., 255 Natoma St., San Francisco, Calif. jy15x

FOR SALE—TWO ROCK-OLA PHONOGRAPHS, Night Club Model, excellent condition, $45.00 each, with Records. H. SKOOG, 6230 Dorchester, Chicago, Ill.

FREE PLAY SPOTTEM, MAJOR, CONTACT, $55.00 each; Box Score, Miami, Pot Shot, Bubbles, $49.50 each; Chief, Supreme, Gem, $45.00 each; Midway, $37.50; Multi Races, $22.50; Topper, $59.50; Trio, $35.00; Airport, $59.50; Triple Entry, $145.00; Ticket Track Time, $85.00; Track Time, $75.00, late model. Slot Machines, $10.00 up; Cigarette Machines, $19.50; Cigarette Grip Machines, $14.50. LEHIGH SPECIALTY CO., 2d and Green Sts., Philadelphia, Pa.

GOTTLIEB 3-WAY GRIPPERS, $7.50 EACH. —Trade for what have you. BOB HEDRICK, 204 Davis Ave., Elkins, W. Va.

GOOD RECONDITIONED VENDING MACHINES —Send for our Bargain List and save money. RAKE CO., 3 S. 22d St., Philadelphia, Pa.

MAJORS, PICKEM, $50.00; TRACKTIMES, $65.00; Longchamps, Kentucky Clubs, $60.00; Multi Free Races, $37.50; Parlay Races, $55.00; Derby Day, Dark Horse, Fairgrounds, $32.50; Odd Ball, Ragtime, $21.00; Preakness, Arlington, $22.50; Palm Springs, Nags, Bambinos, Reserves, Airways, $10.00. Write for prices other late games. LEON TAKSEN CO., 2512 Amsterdam. Cable: Leotaksen, New York.

MUST SELL 35 JERGENS LOTION ONE-CENT Dispensing Machines. Give me an offer. FELIX CONISH, 1330 10th, N., Birmingham, Ala.

NICKEL VENDING MACHINES—25 LIKE NEW, use either hot or cold, $22.50 each; $19.95 each for 10 or more. ⅓ down, balance C. O. D. RICHARD HAEFNER, Paw Paw, Mich.

OPERATORS — SELL US YOUR LATE USED Novelty Games, one or a hundred. Your price and make first letter. Cash and no trades. HOWARD SALES CO., 322 S. 13th St., Omaha, Neb. jy15

ROTARIES, $60.00; DERBY DAY CONSOLE, $25.00; Liberty Day Console, $25.00; Fairgrounds, $25.00; Free Races, $25.00. GEO. KEPPLER, 2606 Detroit, Cleveland, O.

WANTED — 5c CANDY VENDING MACHINES. State age, condition, make and best price. P. O. BOX 50, Allerton, Mass.

SACRIFICE—PRACTICALLY NEW 12' ROCK-A-Balls, $89.50; Rola-Scores, $35.00; Tickettes, $2.00; Changemaster, $9.50. ⅓ deposit. BINGHAMTON AMUSEMENT CO., Binghamton, N. Y.

SPOT CASH FOR USED GAMES—WANT 200 Novelty Free Play Games; also Westerns and Rock-Ola Baseballs. State lowest price, condition. MASSENGILL MFG., Kinston, N. C. jy15x

TURF CHAMPS, $10.00; 10 FOLDING STANDS, Q.T.'s, Dukes and Mills, $7.50; Counter Games, Used Phonographs galore. COLEMAN NOVELTY, Rockford, Ill.

WANT WATLING SCALES — ALL MODELS DEsired. Cash for one or one hundred. Give description, condition, lowest price. GABE LEVY, 2715 S. 10th Ave., No. 12, Birmingham, Ala.

WE TRADE MACHINE FOR MACHINE—WHAT have you? Our stock complete. "Anything with a Coin Slot." P. K. SALES COMPANY, Cambridge, O.

WURLITZER SKEE BALL; CRATED—F. O. B. Chadron, Neb., $50.00; MACK MUSIC CO., 537 Cook St., Denver, Colo.

⅝" BALL GUM, FACTORY FRESH, 11c BOX; Tab, Stick, Midget Chicks, every Vending Gum. AMERICAN CHEWING, Mt. Pleasant, Newark, N. J. au5x

4 BELL SLIDES, $5.00 EACH; 2 DIAL VENDORS, $17.50 each; 1 Dixie Domino, $5.00; 54 Deuces Wild, $9.25 each; 10 Fruit Kings, $10.00 each; 10 Kounter Kings, $10.00 each; 2 Mill Wheels, $4.50 each; 4 Puritan Bells, $5.00 each; 1 Skill Draw, $7.50; 24 Tallys, $17.00 each; 5 Wild Deuces, $10.00 each; 1 Midget Races, electric, $8.50; 1 Steeple Chase, $7.00. This equipment used less than thirty days and in same condition as new. One-third deposit, balance C. O. D. All orders under $20.00 cash with order. SOUTH FLORIDA AMUSEMENT COMPANY, 4435 N. W. Second Ave., Miami, Fla.

42 CENTURY BULK VENDERS—LIKE NEW. Vends nuts, pistachios, confections, charms, $4.00 each; $160.00 lot. CENTURY MFG. CO., 259 South Blvd., Oak Park, Ill.

50 AUTOMATIC STORES, 4-COL. SELECTIVE 1c Venders, like new, finished red and black enamel. Like new, one free with 10, priced $9.95 each; 25 Eveready 4 Column Selective 1c Venders, like new, black and silver finish in crackle, one free with 10, $8.95 each. Half deposit. CLEVELAND COIN, 2021-5 Prospect, Cleveland, O.

COSTUMES, UNIFORMS, WARDROBE

FLASHY BAND COATS, $2.00; RED CAPS, $1.50. Minstrels, Cellophane Hulas, Tent Curtains, Chorus Wardrobe, Mess Jackets, Illusion. WALLACE, 2416 N. Halsted, Chicago.

FORMULAS

EXPERT ANALYSIS, RESEARCH, INDUSTRIAL Development. Newest Guaranteed Formulas. Biggest catalog free. Nominal prices. GIBSON LABORATORY, Chemists, BH-1142 Sunnyside, Chicago. tfx

FOR SALE—SECOND-HAND GOODS

CORN POPPERS, FEARLESS, ALL-ELECTRICS, giant geared Popping Kettles, Caramelcorn equipment. Get our prices before buying. NORTHSIDE CO., 1925 10th, Des Moines, Ia. au26x

FOR SALE — 300 NEW WOOD FOLDING Chairs. Will fold and stack flat; $1.00 each if taken at once. CITY CLUB, Carroll, Ia.

FOR SALE — WURLITZER ORGAN, STYLE 150. Real bargain. A-1 condition. Address J. C. TINKHAM, 2213 E. Michigan Ave., Lansing, Mich.

MITT TOP—LIKE NEW, TWO SECTIONS, complete, Chairs, Tables, Panel Front, Wires, Rug, Drapes. First $75.00 takes all. House Trailer, $150.00. TOONE, 1705 Fairmount Ave., Philadelphia, Pa. x

NEW VELVO FROZEN CUSTARD AND ICE Cream Machines — Complete freezing and storage unit, $169.00. Write FROZEN CUSTARD COMPANY, Gastonia, N. C. jy22

PORTABLE SHOOTING GALLERY—BUILT IN Trailer, Gallery and Trailer 7x15 feet, ½ H.P. Motor, $300.00. One Eight Cylinder Coach Motor, $300.00. J. W. BURKET, Roaring Springs, Pa.

REBUILT HENRY E. Z. FREEZE FROZEN CUStard Machine Outfit, complete, only $200.00. FROZEN CUSTARD MACHINERY CO., 869 Thomas St., Memphis, Tenn. x

FOR SALE—SECOND-HAND SHOW PROPERTY

FOR SALE—SIXTEEN AND TWENTY-FOUR-Seat Adults Chair Planes; Kiddy Aero Plane, Kiddy Chair Plane. CALVIN GRUNER, Pinckneyville, Ill. jy15

HELP WANTED

GIRL MUSICIANS OR ORGANIZED BAND FOR new big-time combination, to rehearse at once. BOX NY-95, Billboard, New York.

WANT SMALL GIRL, 18 OR OVER, WHO CAN Sing and Dance in a Show. DR. MACK, Shacklefords, Va.

WANT EXPERIENCED INSIDE OR OUTSIDE Talker for Unborn Show. Contact RUDY ABRAHAMS, Ideal Exposition Show, Per Route in Billboard.

WANTED—FLYING ACT THAT DOES A SECond Act. Nine consecutive weeks, Michigan and Ohio. Opening first week August. Write JACK RAUM, R. R. No. 4, Tipton, Ind.

MAGICAL APPARATUS

AT LAST — VENTRILOQUIST FIGURES, $9.00; regular $30.00 outfit (Fast Woodcutting Machines), Instructions, Acts. TURNER, 405 Empire Trust Bldg., St. Joseph, Mo.

CATALOGUE OF MINDREADING, MENTALism, Spirit Effects, Horoscopes, Forecasts, Buddha, Crystals, Lucky Pieces, Palmistry, Graphology Charts. Wholesale prices. World's largest stock. New 156-page illustrated catalogue, 30c. NELSON ENTERPRISES, Nelson Bldg., Columbus, O. jy29

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. MAX HOLDEN, 220 W. 42d St., New York City. jy22x

MAGIC—MENTALISM, SPIRITISM, FORTUNE Telling, Luminous Paints, Ghost Effects, Handwriting, Palmistry Charts. Catalogue 10c. REILLY, 57 E. Long, Columbus, O.

MODERN MAGIC SUPPLIES—ASK FREE CATAlogue. Save. WALDYN'S MAGIC, 726 Lexington Ave., New York.

M. P. ACCESSORIES & FILMS

A BARGAIN IN BRAND NEW SERIAL ROADshow Attractions, Westerns, Gangster, Brand New One Reel Subjects. 35MM. only. BUSSA FILM EXCHANGE, Friendship, O. jy22

A NEW LIST OF BARGAINS IN 16MM. FILM and Equipment now available. Write today. J. MAHMARIAN, 619 15th St., Union City, N. J.

ARE YOU IN THE MARKET FOR 16MM. SOUND Equipment or Film? Write for our new List containing many bargains. 35MM. Portables, Powers, Simplex Projectors, Soundheads, Amplifiers and Accessories. ZENITH, 308 W. 44th, New York.

ASTONISHING BARGAINS — 16MM. SOUND Projectors, $145.00, $155.00, $175.00. Easy terms, factory reconditioned. Reasonable film rentals. 521-E STATE THEATRE, Pittsburgh, Pa.

ATTENTION, SHOW TALKIES, THEATRELESS Communities — Sound Equipment, Weekly Programs rented. ROSHON, State Theatre, Pittsburgh, Pa., or 107 S. Court, Memphis.

LIFE OF CHRIST, SOUND BIRTH, ROADSHOW Specials, Westerns, Actions. New prints, 35MM. only. Reliable. BOX 552, St. Louis, Mo.

EXCEPTIONAL BARGAINS — 35MM.-16MM. Portable Sound Projectors, Supplies and Complete Equipment. Free Catalogue. MONARCH THEATRE SUPPLY COMPANY, Memphis, Tenn. au5

EXPLOITATION SPECIALS — BRAND NEW Laboratory Prints. Spook Shows, All Indian, Gangster. OTTO MARBACH, 630 Ninth Ave., New York City. jy15

ROADSHOWMEN PLAYING IN SCHOOLS, HALLS, AUDITORIUMS AND TOWNS WITHOUT THEATRES WILL BE INTERESTED IN THE NEWS AND ADVERTISEMENTS IN THE BILLBOARD'S NEW NON-THEATRICAL FILM COLUMN. LOOK FOR "NON-THEATRICAL FILMS" IN THE INDEX ON PAGE 3.

WANT—1500 OR 2000 WATT AC 110-VOLT Generator. Prefer Briggs Stratton. 35MM. Portable SOF Projectors for sale. P. SHAFER, Washington, Ind.

TWO NUDIST FEATURES—35MM., BOOKED, Displays, Heralds, Contracts, Trailers, Mats, Lobby Photos, Projector and Equipment to match as one set for only $700.00. A real bargain. CARL CUTBELL, 2000 Long Avenue, Nashville, Tenn.

SELL TRANS TWO COOD 16MM.PORTABLE Sound Projectors for two good Automatic Refractor Arcs. TOM-MY HARRISON, 1561 N. Gulfside, Decatur, Ill.

16MM. SOUND FILM PROGRAMS AND PROJECTORS for sale and rent. Free catalog. SOUTHERN VISUAL EQUIPMENT CO., 194 E. Second Ste, Memphis, Tenn. 7x22

16MM. ONLY — SOUND FILM, FEATURES low as $5.00. Serials, Color Cartoons, Travelogs, Wars. Projectors. Free list. BOX 422, Cincinnati, O.

16MM. PROFESSIONAL BELL & HOWELL Single System Sound Recording Camera, with silent check (now) ultra-speed movement, front front, four lenses, complete with microphone, amplifier, 12-volt generator, cases, tripod, magazines. $1,100.00. BASS CAMERA COMPANY, 179 W. Madison St., Chicago, Ill. 1x26c

PARTNERS WANTED

LYRIC WRITER—YEARS OF EXPERIENCE, Desires to collaborate, thirty-fifty basis, with popular song composer. BOX C-252, Billboard, Cincinnati, O.

PHOTO SUPPLIES AND DEVELOPING

ACT NOW — 6-FOR-A-DIME OPERATORS. Send today for information on the new Photo Booth outfit using only 20-watt lamps. Operates on batteries and 1½x2½ film. MARK G. FULLER, INC., Dept. BC-11, Rochester, N. Y. 1x29c

ALL 4 FOR 10c OPERATORS—CUT PRICE ON all-metal Booths and Supplies. Velvet Carnival, WABASH PHOTO SUPPLY, Terre Haute, Ind. 5x22

ROLLS DEVELOPED — TWO PRINTS EACH and two Free Enlargement Coupons. 25c. Reprints 2c each. 100 or more, 1c. SIMMONS STUDIO, Unionville, Mo. 1x29c

SALESMEN WANTED

SELL BUSINESS STATIONERY, $3.45 THOUSAND—Business Cards, Book Matches, Advertising Calendar Pads, Restaurant Menus, Letterheads, Office Supplies, Pricing Sets, Advertising Specialties. 40% commission. Free premium details. Sales portfolio free. DAVID MORRIS PAPER, 312 S. Hamilton, Dept. KC, Chicago.

SCENERY AND BANNERS

BEST CARNIVAL AND SIDE-SHOW BANNERS on Earth. Satisfaction guaranteed. NEWMAN STUDIOS, INC., 1236 S. Halsted St., Chicago, Ill. 5x22

TENTS—SECOND-HAND

BARGAIN — SIXTY BY HUNDRED AND TEN Dramatic Tent, Poles, Staging, Scenery, Ready to set up and do business. Three Hundred and Fifty Dollars (cash). S. H. DUDLEY, 1223 7th Northwest, Washington, D. C.

SIDEWALL BARGAINS — 7.65 OZ. DRILL hand roped, chlorophene, 9 ft. 6 in. high, $18.00; 8 ft. high, $21.00 per 100 ft. long. Sights, Used Tents, 9x9x30, $60.00; 9x12, $72.00. KERR COMPANY, 1054 Grand Ave., Chicago. 1x15c

Show Family Album

PERSONNEL of Sells-Floto Advertising Car No. 1, season of 1909. Standing on the ground, left to right: Al Hall, boss billposter; William Funk, now living in Kansas City, Mo.; Leo Fabert; Mike Cramer, car manager; Pearl Bryan, Pete Mitchell and Fred McKeen. Ed McKeen is seated in front with dog. Among those on steps and platform are a Mr. Kettlican, Paul Barnes and Rolla Jones. In side door to the right are Bill Lynch and "Pop" Bell.

The Billboard invites its readers to submit photos taken from 15 to 30 years ago. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred but photos of individuals who are STILL ACTIVE will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

THEATRICAL PRINTING

WINDOW CARDS — SPECIAL, 100 14x22 White Non-Bleeding, 2 Colors, $2.50. Heralds, 1,000 4x6 $3.25; 6x9, $2.00; 6x12, $3.00. SOLIDAY, Rome, Ind.

WINDOW CARDS—14x22, ONE COLOR, 100, $2.50. 50% deposit, balance C. O. D. plus shipping charges. THE BELL PRESS, Wharton, Penna.

1,000 6x9 CIRCULARS, $1.50; 6x12, $1.75; 4x9, $1.10. Postpaid zone 4. Mat's call LAWSDALE PRESS, Box 303, Franklin, N. H. 6ow

WANTED TO BUY

FERRIS WHEEL, MERRY-GO-ROUND, RIDDIE Rides—Must be in good condition and a bargain. WM. COFFERT, R. R. 4, Urbana, O.

WANTED TO BUY—USED BINGO SLOW-SALL Mixer. Wire best price. PRIMM, Jessamine, Daytona Beach, Fla.

AVAILABLE SOON — Seven-Piece Band. Long time or outside road work. All essentials, reliable, sober, cooperative. Will work for good instruments. KLATTON KELLOGG, New London, Wis. 2x29

HIGH-CLASS CONCERT TRIO—Violin, Cello and Piano for hotel or resort. Play popular, semi-classic and popular music. Prefer New England States. Will consider engagement for duration of the season. RALPH PETRONE, 1923 S. Mole St., Philadelphia, Pa.

SMOOTH WORKING Eight-Piece Orchestra—Wire available. Beautiful talented Blondes. Attractive union leader with lights, uniforms. Will accompany. JOHNNY WALTS, Hotel Morris, Bloomington, Ill.

VERSATILE THREE MEN Dance Orchestra—Play eight different instruments; Lee Alto, sax, clarinet, doubling violin, vocal. Wire Lee Alto, Hotel Sherman, 1000 Lincoln Avenue, Chicago, Illinois. Phone Lincoln 8391 1x29

VERSATILE 10-PIECE ORCHESTRA—Will consider any good offer. Wire or write. Photos on request. Union. Available immediately. JACK DALTON, Lake City, S. C. 1x29

AT LIBERTY
CIRCUS AND CARNIVAL

AT LIBERTY — Experienced Old Memory Hitter. Will go anywhere. Don't care. Wire or write. Will work with non-liberty, anywhere. BUTTY BOYD, 425 Madison Ave., Toledo, Ohio.

DIABLO, THE HUMAN TORCH—Jumping Jack Jim a flaming end. Have no tank. DIABLO, 875 E. 18 St., Mansfield, O.

GEO. BURGHART—Pitchmen, Comedy Monologs, Know the game. Will consider Medicine Show thing (present, with pony) experienced. Put every thing present, with pony experienced. Put every thing present, with pony experienced. Put every thing present, with pony

SOLID STRING BASS — DOUBLE GUITAR. Some vocals, comedy. Prefer small combination. **BOX C-221**, Billboard, Cincinnati, O. jy15

STRING BASS, DOUBLING VIOLIN—EXPERI- enced. Conservatory training. **BOX C-154**, Billboard, Cincinnati, O.

SWING GUITARIST — SOLID RHYTHM. 11 years band, trio experience. Past 7 months with well-known trio working better spots in Indiana. Have $400 Guitar. Young, union. Write **FREDDIE STIVERS**, 858 W. Sawyer, Decatur, Ill. jy15

TROMBONIST—YOUNG, GOOD TONE, RANGE, read. Dance work. **LEWIS RAUTON**, 119 Gladstone St., Rock Hill, S. C.

TRUMPET — 23, UNION, ALL ESSENTIALS Available immediately. Write or wire **MUSICIAN**, 620½ Parmenter St., Menominee, Mich.

TRUMPET — EXPERIENCE, COMPETENT IN all lines. For further particulars address **MUSICIAN**, 2119 N. 13th St., Omaha, Neb. jy22

TRUMPET—AVAILABLE IMMEDIATELY. EX- perienced, age 23. Will join on wire or letter. State full particulars. **LEWIS P. SMALE**, 616 West Magee Ave., Patton, Pa.

ACE SAXOPHONIST — Doubling Clarinet. Read, fake and take-off. Twelve years' experience in radio and dance work. Fine appearance. Want steady location with reliable band. **JOHN RIDWELL**, [illegible], Ky. jy29

ALTO SAX — Clarinet, Violin, Baritone, Vocals. Available immediately. Only reliable offers, please. **MUSICIAN**, Box 861, New London, Wis. jy15

ALTO SAX - CLARINET — Union, age 26. First chair tone, excellent reader and hot man. Congenial, willing worker. Prefer large orchestra. Never misrepresent, don't misrepresent me. I mean business. Write **JOE J. JUHAR**, 82 W. 6th Ave., [illegible], Pa.

AT LIBERTY — Tenor Man. Union. Clarinet. [illegible] band experience. Modern take-off. **THOMAS VINCOUNT**, 1110 Anna St., Elizabeth, N. J.

ATTENTION, CATS — One Experienced, Modern Drummer. Read, cut shows, fine equipment. Have car and what not. Three years with name band, on best connections. Let's hear from you. **REX LE MIXON**, 124 Hillsdale St., Hillsdale, Mich. jy15

DRUMMER — Name band experience. Young. Pearl outfit. Have car, go anywhere. Will swing or sway. Write or wire **CHARLES NOBLE**, 201 [illegible], Philadelphia.

MARIMBA XYLOPHONIST — Available immediately for [illegible]. Read, fake [illegible]. **BUD KRYER**, 220 Jefferson St., [illegible]

ORCHESTRA GUITARIST — Union, single, sober and neat. Prefer band with future. All essentials. Read and fake. Age 19. Anybody needing good guitar man, write immediately. **JOHN BENTON**, Route 2, Hickory, N. C. jy22

OUTSTANDING TRUMPET—Young, good technique, tone, range, read, fake. Steady, reliable propositions only. **ALFRED THYGAR**, 21942 [illegible] Ave., East Detroit, Mich.

TROMBONE — Play sweet, swing, arrange and compose. Experienced, union, married. Have car and will go anywhere. Write or wire **BILL TRUMAN**, [illegible] St., Pittsburgh, Pa. jy15

TROMBONE—Doubling Saxophone, some Fiddle. Vicinity of Binghamton, N. Y. Available for hotel, grill, resort. Comm. Small orchestras featuring doubles, write. **BOX C-111**, Billboard, Cincinnati, O. jy22

TRUMPET MAN WANTS JOB — Arrangements [illegible] several months' layoff. Will take anything to help build up. Played with name bands. Have complete wardrobe. Plenty go. Behind union dues but can pay up. Make ideal second man or small jam combo. **BEN KONIKOFF**, General Delivery, Houston, Tex.

TRUMPET—Read, style, fake. Prefer small band. Go anywhere. Address **MR. TRUMPET**, General Delivery, Jackson, Mich.

TRUMPET—Excellent 1st Trumpet, name band experience with references. Perfect reader, consistent high and low range, full tone, fast on take-off. Doubling melophone. Union, 24 years old, fine character, no vices. Prefer big band. Am extremely confident in submitting this ad. I can fulfill any offer to your fullest expectations. Available after September 4. **KENNETH HARBOUR**, Pleasant View Hotel, Clark Lake, Mich.

AT LIBERTY
PARKS AND FAIRS

ACE AERONAUTS AND ACE Balloon Ascensions—Lady or Gent. Some open time. Book now. Write or wire **JOHNSON BALLOON CO.**, Clayton, N. J. Established 1911. au19

BALLOON ASCENSIONS — Parachute Jumping. Modern equipment for fairs, parks, celebrations any place, any time. Always reliable. **CLAUDE L. SHAFER**, 1041 S. Dennison St., Indianapolis, Ind. jy22

BALLOON ASCENSIONS and Parachute Jumps for All Occasions. **JACKSONVILLE BALLOON CO.**, East Detroit, Mich., or Jacksonville, Ill. au19

BALLOONISTS AND AIR- plane Parachute Jumpers — May have unit traveling in your State. Investigate. Coast to Coast service. **THOMPSON BROS. BALLOON AND PARACHUTE CO.**, Aurora, Ill. Established 1903. jy29

BALLOONIST — CHAS. SWARTZ, Ohio. Write for terms. Address Humboldt, Tenn. au5

TUMBLING ATWOODS — Originators Raggedy Ann, Swaying House, Clown. Billboard, Cincinnati. jy15

AERIAL ACT FOR ALL OUTDOOR EVENTS— High Swaying Pole and Trapeze. Appearance guaranteed. **BOX C-200**, care Billboard, Cincinnati, O. au26

AT LIBERTY — SIX DIFFERENT FREE AT- tractions for Fairs, Parks and Celebrations. Triple Bar, Comedy Acrobats, Rings and Traps, Roller Skating, Contortion and Rolling Globes. Four ladies and four gentlemen. Best wardrobe. Labor Day open. Can split acts. **E. R. GRAY**, Ross and Keck Ave., Evansville, Ind.

BALLOON ASCENSIONS, DEATH-DEFYING Parachute Jumps, modern equipment trapeze performed in mid-air on balloon. Write or wire. Prices reasonable. **BALDRIDGE BALLOON COMPANY**, 5023 Corunna Rd., Flint, Mich. jy15

BALLOON ASCENSIONS—WITH ONE OR MORE Parachute Drops furnished for all occasions. Modern Equipment. **HENDERSON BALLOON CO.**, Haskins, O. jy29

CARMENE CIRCUS REVUE—FOUR COMPLETE and distinct free acts. Price and literature sent on request. **BOX 21**, Williamston, Mich. jy15

FOUR HIGH CLASS ACTS—WORLD'S GREAT- est Slack Wire Act, real Comedy, Tramp Juggling Act, Novelty Trapeze Act, Hand-Balancing and Acrobat Act. **SINK'S CIRCUS ATTRACTIONS**, Route 1, Cudahy, Wis. jy15

HIGH POLE AND TRAPEZE ACT — WITH UN- usual features. Price and literature on request. **BOX C-206**, Billboard, Cincinnati, O. au5

MULTIPLE BALLOON STRATOSPHERE FLIGHT —Write **WILFRED SHASHALL**, R. D. No. 3, Binghamton, N. Y. jy29

SENSATIONAL TRUNK ESCAPE, MAGIC, VEN- triloquism, Rag Pictures. Suitable indoor or outdoors. Can also use good booker. **MYSTERIOUS LA WAIN**, 522 S. 5th St., Monmouth, Ill. jy15

THREE ACTS, AERIAL AND PLATFORM, lady and gentleman, for parks, fairs, celebrations. Reasonably priced. Address **LA ZELLAS**, Billboard, Cincinnati, O. jy15

AT LIBERTY—Four Separate Acts. Wire Act, Comedy Balancing and Juggling Act. Comedy Trapeze Act and Dog Acts, with Rusty, the Wonder Dog. Almost human. **HUBER'S FREE ATTRACTIONS**, Wabasha, Minn. jy15

CLASSY TRAPEZE ARTIST—Committees wanting feature novelty act as free attraction for celebrations, other events, write me. Act can be erected on your platform. Flashy apparatus, real act. Literature, price on request. Address **CHAS. AUGUSTUS**, care [illegible] Drug Co., 402 Calhoun St., Fort Wayne, Ind.

DARNINGTON'S ANIMAL CIRCUS—Dogs, Cats, Monkeys. Two distinct acts. Act No. 2, Acrobatic Clown, a guaranteed attraction for celebrations, fairs, circus. Sixteenth Ave., Moline, Ill. jy15

FOUR ACTS—Expert Rope Spinning and wonderful Educated Horse Act. Muscle Control and Strong Man Act; 1,000-pound horse supported by a 125-pound man. Twice featured in "Believe It Or Not." **LEINTAD'S ATTRACTIONS**, Elkhorn, Ia. jy22

FOUR DIFFERENT Free Attractions — Dancing Tight Wire, Balancing Trapeze, Iron Jaw Butterfly and Double Trapeze. Lady and Gent. Beautiful wardrobe. Reasonable. **THE CLAYTONS**, Billboard, Cincinnati. jy22

FRED AND MARIE GUTHRIE — Four separate acts for price of one. Female Tight Wire Act, Single Trapeze Act, Lady Butterfly Iron Jaw Act and Double Trapeze Act. Reasonable. Write for details. 201 W. Ninth St., Cincinnati, O. jy22

THE TOMLINSONS — Singing, Tap Dancing. Play Piano, Accordion, Guitar, Saxophone, Clarinet, Drums. Union. Also Juggling, Roping, Clowning, Blackface Comedian. 30 W. Randolph, Room 600, Chicago.

THREE NOVELTY ACTS—Tight Wire, Rolling Globe and Slack Wire. All acts first class. Write for prices and literature. **THE THREE CHRISTYS**, Keokuk, Ia. jy22

TWO ACTS — Spanish Wire and High Trapeze. Colorful [illegible]. Special lighting equipment for night [illegible]. **BOX C-201**, care Billboard, Cincinnati, O. au26

AT LIBERTY
PIANO PLAYERS

AVAILABLE—PIANIST-ARRANGER. AGE 20, single, sober. Read, fake, modern take-off. Play and arrange any dance style. **BOB SMITH**, 116 Canby Court, Marion, O.

PIANIST — READ, FAKE, CAPABLE, EXPERI- enced, all essentials. **BOX C-231**, Billboard, Cincinnati, O.

PIANO PLAYER — Non-union. Cocktail bar or well-organized band. Tuxedo, read, improvise. [illegible] **JOHN DAHL**, 941 Elmwood Ave., Buffalo, N. Y. jy22

PIANIST — Wants job with traveling show or orchestra. Well experienced. Age 28, good habits. Write **JOHNNY HAMP**, Box 182, Arlington, Tex.

PIANIST-CALLIOPE PLAYER — Experienced in girl, med or small vaudeville tent show. Read and fake. Reasonable salary. State all. **HAROLD [illegible]**, General Delivery, Petersburg, Va.

AT LIBERTY
SINGERS

BARITONE-SINGER — Age 20, personable, Christian. Familiar with operatic, popular and oldtimers with recitations. Sure hit. Valuable to [illegible]. Publicity experience. Formerly theatrically trained. Some radio connection. Reliable, references. J. O., care Billboard, New York.

BOY VOCALIST—Age 20 years. Sing sweet and hot. Go anywhere. Want job with good band. Will join union if job warrants. All mail answered immediately. Photos on request. **RUDO**, Box 896, Brewster, O.

AT LIBERTY
VAUDEVILLE ARTISTS

AT LIBERTY JULY 15 — CLEVER SINGLE. Change strong for week, strong enough to feature in concert, one nighter. Have car. Absolutely sober. Don't need car money. Allow day mail to be forwarded. **MR. A. ENTERTAINER**, care Box 96, Wanatah, Ind.

COMEDIAN — JEW, WOP, TRAMP, TOBY AND Black. Song and dance. Up in acts. Strong enough to feature. Wife works bits but will come as single. Will consider good Med Show. At liberty July 20. **JACK (TOBY) O'BRIEN**, care Billboard, St. Louis, Mo.

AT LIBERTY—Team. Girl singing, dancing, guitar. Man [illegible] and plate spinning. **JOHN M. NARCY**, 2132 [illegible] St., Detroit, Mich. jy15

AT LIBERTY JULY 22 — Trio and Juveniles. Song and dance specialties, double piano. Expert [illegible]. Top salary. **BUD WILSON**, Williamsburg, O.

AVAILABLE IMMEDIATELY—Three Man Versatile Trio. Singing, Tap Dancing, Club Juggling, Ventriloquism, Comedy. Play eight instruments for dancing. Have floor show. **TOMLINSON**, 8600 Addison, Chicago.

TEAM AT LIBERTY for Med Show, Cowboy or Hillbilly Band. Girl plays guitar and sings. Good voice, looks and personality. Man, comic, plays fiddle, mandolin, guitar, musical saw and other novelty instruments. Trick playing, do a feature trick fiddle act. Both work acts. Good appearance on and off. Address **MUSICAL TEAM**, 1243 N. Illinois St., [illegible], Ind.

NEW FEATURES——

(Continued from page 35)

many large parks. Others arranged special events and contests. Those places offering only regular fare experienced only normal attendance. Parks offering new rides reported big business for the attractions. Bingo take was heavy at most spots. Dance response was only fair during the day, but it picked up at night. Games got money in most spots. Food and drink concessions were top-money getters.

Meyers Lake Park, near here, had a big day from an attendance standpoint, but spending was off compared to last year, said George Sinclair, head of the operating company. Power's Elephants on the midway held crowds, as did Howard Peter's freak animal show, an added attraction for the day. The Bug topped rides, and Laff in the Dark had a big day. Ballroom business at night was fair. Bingo registered one of the biggest days of the season. Several rides, the roller rink and concessions destroyed by fire last May were missed.

A steady overflow crowd jammed the midway at Summit Beach Park, Akron. Attendance was estimated at 18,000 by Manager Frank Raful, who reported all midway attractions well patronized, especially the high ride. Lew Platt, ballroom manager, reported a big night crowd and games experienced a big play. Vaudeville was offered in the open air during the afternoon, but rain halted night fireworks.

Chippewa Lake Park, near Medina, entertained one of the largest crowds in years, with all attractions getting money. Ace Brigode, in the dance pavilion, kept turnstiles clicking thruout the afternoon, with record attendance at night. Parachute jump and speed-boat races were special events arranged by Manager Parker Beach. Practically all the 500 cottages were tenanted.

Craig Beach Park, Diamond, was thronged. Art Mallory, owner-manager, reported that the crowd was one of the largest in history. Free acts were offered, and there were afternoon and night dance sessions to Don Dunham's Band. The pleasure launch and speed boats carried thousands on trips, and midway games and concessions had a banner day. Manager Mallory attributed record attendance to special promotions and extensive exploitation.

Attendance at Idora Park, Youngstown, was reported at 35,000. Roller skating drew capacity crowds, as did the dance pavilion, which registered the best single-day business of the season with a park-plan policy. Heidelberg Gardens and the bathing pool attracted capacity crowds.

Brady Lake Park, near Ravenna, drew a big crowd, including an Italian picnic. Band concerts and special events helped. Rides did fair business. Keno was patronized by about 1,500 at afternoon and night sessions. Fireworks were halted by rain.

A capacity crowd attended Rock Springs Park, Chester, W. Va., to give the spot its banner day of the season, said Manager R. L. Hand. Free acts were offered, and the new pleasure launch proved popular.

One of the largest crowds in history was on hand at Buckeye Lake Park, Buckeye Lake, O., which experienced better business than last year. Manager A. M. Brown arranged added features, and dance business registered a new high. Bathing was popular, and midway games reported one of the biggest days in years. Near-by Pier Ballroom also had a record day, with concessions doing well. Rides were kept busy, and parking space was at a premium.

Smaller parks all reported a big day. Sandy Beach, near Akron, handled thousands, while Dick John's Lake Park, Coshocton, registered big night business, as did Moxahala, Zanesville; Seccalum, near Mansfield, and Zoo Park, Columbus.

NAAPPB——

(Continued from page 35)

appreciate the possibilities afforded by this trade show to see it first hand and participate with the least expense of time and money.

"Members of the committee also felt that there are far too many park and pool men who have stayed away from annual conventions because of travel involved, and it was therefore felt that an Eastern convention would serve a double purpose and bring more park and pool men into the organization. The original idea, however, was to meet during the World's Fair and give those in attendance a chance to see the fair while attending the convention. This, however, proved to be impractical, as no hotel could be found which would accommodate the convention during the fair. After due consideration, therefore, the committee recommended to the board of directors that the convention be held in the Hotel New Yorker on November 20-24 and the board concurred almost unanimously in the recommendation of the committee.

Response Is Gratifying

"The office of Executive Secretary Hodge, Suite 1120, 201 North Wells Building, Chicago, has been the scene of great activity for the past few weeks preparing for the drive to put over the next convention and trade show in the same manner as has characterized all past conventions. Initial mailing to exhibitors was made on July 1, and Secretary Hodge reports gratifying results. Response from oldtimers is almost 100 per cent and several new faces have already appeared upon the horizon. President Harry C. Baker, with his usual enthusiasm, is pitching in and likewise such other New Yorkers as Herbert F. O'Malley, R. S. Uzzell, Bill Rabkin, etc., are determined that New York is going to surpass Chicago in number and quality of exhibits and gross attendance. Turnstile count at the last Chicago convention was over 8,000, stated Secretary Hodge, and it is possible therefore that the 10,000 mark will be passed at the New York meeting. All manufacturers of and dealers in equipment, devices and merchandise appealing to parks, piers, pools and beaches who have never before exhibited at an annual gathering are urged to communicate immediately with Secretary Hodge. Those who have had the privilege of exhibiting previously are urged to make their reservations early."

GOOD DAYS——

(Continued from page 35)

good business. Bingo drew heavily in the dance hall and the new roller rink drew near capacity crowds. About 6,000 attended Lime Lake Park, Delavan. Manager William Backus featured dancing and bingo as special attractions. M. H. Olive, manager of Olive's Pavilion, Cuba Lake, reported spending as fair and that dancing, games and fireworks were popular. Silver Lake Park, John Skoranski, manager, drew 10,000 with boat races, fireworks and dancing. Concessioners reported spending better than last year.

Olcott Beach Park, including new Rialto Park, drew about 12,000, but a heavy rain at night slowed down business, said Manager Theo. Morrott. Conesus Lake Park, Harry Berry, owner, was attended by 15,000 and spending was good. Fireworks and boat races were attractions. Crystal Beach, Crystal Beach, Ont., drew 35,000, about a 16 per cent increase over the same day last year. Much publicized fireworks drew heavily, said Manager Harry Hall.

PORTLAND, Ore.—On the basis of past records, it was expected that more than 3,000 people would take part in the free 12th annual Learn-to-Swim school which started at Jantzen Beach Pool here on July 10. Object is to teach entrants to swim at least 50 feet. Paul H. Huedepohl, founder of the Jantzen Swimming Association, is director of the school.

Here Are the Spots!

WANT Shows and Concessions

DAYS OF '76
August 1 to 6, Inc.
DEADWOOD, S. D.

S. D. State Convention of American Legion
August 28 to September 2, Inc.
RAPID CITY, S. D.

You Can't Miss on These Best Locations

For Full Information Write
EARL B. MORFORD
Deadwood, S. D.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25 Opera Place, Cincinnati, O.)

Mich. A. L. Show Opens Strong; 8,000 Drawn With Array of Acts

DETROIT, July 8.—Circus sponsored by Detroit District Council of the American Legion as first of what is intended to be an annual show, opened on July 2 for a 15-day stand on the circus lot in Dearborn near here. Opening day attendance was a little under 5,000 for the matinee and about 3,000 for the night show, both considered better than average for a two-week show.

Lack of publicity was a noticeable drawback, that department operating on an economy basis. Newspaper advertising was started the day of the opening rather than beforehand. Contributed time for about 10 interviews was available on radio stations, using performers as subjects. About 100 billboards, half of which are illuminated, are being used. Additional publicity was secured by use of three clowns, Walter Goodenough, Bert Wood and Charles Colvin, who worked downtown streets two weeks in advance.

Reliance for promotion of work has been upon 8,000 legionnaires, who have been selling tickets for several months. General admission is 50 cents; reserved seats, $1. The 1938 top of Cole Bros.' Circus, said to seat about 10,000, is being used.

General staff includes Allan King, producer; Tunis (Eddie) Stinson, general manager; Orrin Davenport Sr., equestrian director; Portia Thompson, ballet mistress; William B. Naylor, general agent; Robert I. Clifton, publicity director; Fred B. Naylor, program and banners; Dee Aldrich, side-show manager; Orrin Davenport Jr., concessions; Joe Cuta, boss canvasman; L. Scott, chief electrician, and Charles Jones, property master.

The Gretonas, high wire act, were booked as free act, going on twice daily before the big show. Band is directed by Eddie Woeckener. Concessions are operated by the organization, but managed by showmen. Wild West concert has a cast of 35 under management of Joe Greer. The attraction proved a fair draw on opening day.

Show works in three rings, and includes tournament and spec, with the Portia Thompson Ballet of 42 and about 600 persons and 160 animals taking part.

(See MICH. A. L. on page 58)

Attractions Draw 74,000 To L. A. Political Affair

LOS ANGELES, July 8.—Ham and Eggers, backers of the $30-a-week retirement plan, had attendance of more than 74,000 in California Zoo Park here on July 4, when the organization celebrated the granting of a special election by Governor Olson to decide the issue.

Milt Runkle and Ben Stone handled concessions and Downie Bros. furnished a Merry-Go-Round and Ferris Wheel. Free acts were Carter's Diving Horses, Olga Celeste's Leopards, W. Alcorn's Lions, Joe Arcaris' Lions and Tigers, Joe Mackey's Elephants and Horne's Chimpanzees.

Concessioners were Jack Bigelow, peanuts; Mr. and Mrs. Jimmie Cooley, candy floss; Tom Hyer, Mart Summers, flexible tools; Mr. and Mrs. T. A. Westervelt, high striker; Mrs. Madge Graden, Millie Towers, Josie Phelan, Myra Estep, Esther Carpenter, drinks; Cecelia Sweet, McNunnally, fortune telling; Minnie Anders, Avis Perry, Ruth Blythe, drinks; E. M. Toman, toys; Deep Sea Dutch, arrows; B. Schnitzer, Anna Woerlein, art wheel; George Wiler, Chet Murnack, bottle game; C. L. Colson, Jim Bradbury, Hoyle Thomas, Slim Ettinger, Ed Neeley, lunch and drinks; Esther and Helen Carlin, cane rack; Mr. and Mrs. O. A. Pickering, Mike Tuohy, Red Thomas, pony track; Eddie Ventura, Neda Sayers, photo strips; Mack Bender, Joe Healy, Ed Hamer and Mrs. Tierney, lunch.

Attractions Draw 40,000 To Streator, Ill., Fete

STREATOR, Ill., July 8.—An estimated 40,000 attended the seventh annual celebration here on July 3 and 4, making it the most successful yet staged, reported William J. Lewis, general chairman. Event opened with a kids' parade and midway preview which brought 15,000 to the business district. Cost was $2,000, raised thru subscription and midway income.

Free acts and 48 concessions were booked as a result of ads placed in *The Billboard*. On the program were Flying Valentines; LeBlonde Troupe, aerialists; Aerial Sweets; the Texans, ropers, and Bud Jackson's Midway Players. Rides were Henry Hoffner's Merry-Go-Round, Ferris Wheel and Kiddie ride, George Howland's Ponies and a miniature train. Liberty Fireworks Co. furnished displays. E. J. Barrett and Al Dietman were in charge of concessions.

Concessioners Turn Out For Hollywood Fair Fete

HOLLYWOOD, July 8.—Attendance at the Motion Picture Fair, staged in a 100 by 180-foot tent furnished by Jimmie Woods and Bob Thornton here on June 29-July 2, was not up to expectations. Stage show included Movie Music Masters, Czecho-Slovakian Dance Troupe; El Torreos, dance and musical turn; Bernice Holtman, vocalist, and the Millerens, singers and dancers.

Among concessioners were Jack Stump; Mr. and Mrs. L. J. (Baldy) Miller, Felix rack; Marion Sheldon, J. Musso, novelties; Stanley and Phyllis Haggard, Zenda Bear, graphology; Ursell Daniels, postcards; Dulcie and Marjorie Bertram, Old Cathay; Marge Rogers, Edith West, flowers; Slim Rounow, J. Binns, balloon game; Nearl Eastman, Ed Regan, ball game; Lillian Harris, Edith Freedman, Marion Schwartz, Florine Goodman, Deauville; Raquel Thaker, J. Bright, Sally Casares, Jackie Greaghity, Old Mexico; Mart Pauley, Jack Stein, household gadgets; Jack Schalitt, Esther Blank, Lorin Krueger, photos; Madame Juno, fortunes; Frank Beaumont, candy floss; Lillian Carlin, Ann and W. H. Wagner, candy wheel; Bess and Marge Haines, drinks; Harry Levy, C. Phillips, lunch and drinks; Mary Lee, Edith Greiner, gift wheel; Marian Zallnay, Josephine Kieslinec, Old Slovakia; Gene Ross, Georgia Simmons, silhouettes; Alex Larson, Dorothy Brandies, toys.

A. L. Circus Draws 70,000

LOS ANGELES, July 8.—Recent American Legion Post Circus, produced by Joe Bren, in the Coliseum here drew more than 70,000. On the bill were Four Barcelonians, acrobats; Les Cattiers, high act; Enselede and Ferdinand the Bull; Tiny Kline, trapeze; Keene Twins; Four Morrells, skaters; Flying Buddies, Stevens and Myers, Tommy Douglas, Jack Joyce and Company with Ajax; Los Idoras, trampoline, and Flying DeRoos.

Rose Bowl Circus Has $21,000 Profit

PASADENA, Calif., July 8.—Annual Firemen's Circus in the Rose Bowl here recently drew 67,000 and profit of more than $21,000 was made, said Joy Holmes, committee chairman. Jack Schaller booked acts, with the Gilmore Band playing the show and Monte Blue announcing.

On the program were the Tayntons, with Robert and Norma Taylor; the Rooks, double perch, trapeze and head balancing; George Hedpath, juggling; the Hoists, aerial bars; Meitus' Ponies, Dogs and Elephants, with Joe Metcalfe and Anna Veldt; Rancho del Mirada High-School Horses; Johnny and Tony Schaller, loop-the-loop; Bertha Matlock, wire and slide; Loring Abbotts, high wire; Tom Meeks and Fred Foster ponies; Four Kitchens, trampoline; Ray Clark and Buck Fletcher, loop-the-loop; Babe Thomassen, trapeze; Sensational Marco, chair rocking; Elaine Devere, Brownie Dell, Doris Martin, Patsy Britton, contortions; Brenck's Golden Girls; Irene McAfee's Dogs; George Emery and Clara Knowlton, Whitbeck's Elephants; Devere Sisters, flying loops and iron jaw; Sparky, comedy mule; Art LaRue's Dogs; Paseo Skaters; Leo Dell Troupe, comedy acrobats; 15 Rankins, dancing and baton juggling; Walters Troupe, teeterboard; Long Duo, acrobats; Great Shattuck and Johnson Brothers, juggling; Fay Avalon, comedy juggling; the Kitchens, aerial bars; the Marcos, adagio work on pedestals; Elizabeth Abbott, trapeze; Babe Thomassen, one-arm swing; Bertha Matlock, swinging ladders; Dolly and Gladys, Rings; Jack Schaller's Aerial Ballet; Fay Avalon, Art LeRue, Eddie Mack and Harold DeGarro, clowns, and fireworks.

SIX PARADES, two historical pageants, drum and bugle corps competition and Mardi Gras will feature the nine-day 75th Anniversary Celebration in Irwin, Pa., reports A. G. Carlson.

RIDES WANTED
FOR 75TH ANNIVERSARY CELEBRATION, IRWIN, PA.,
August 27 to September 4, 1939.
On Route 30, Lincoln Highway.
Give full particulars in first letter.
A. G. CARLSON, Irwin, Pa.

WANT
SEVERAL HIGH-CLASS FREE ACTS FOR
FALL FESTIVAL
September 7-8-9.
LE ROY, ILL.
OSCAR H. PHARES, Chairman.

WANT
Merry-Go-Round and Ferris Wheel for
2ND ANNUAL 10 NIGHTS BAZAAR.
July 24-August 5.
Up to 5,000 people every night. Write or Phone
COLORED LENOIR COUNTY RECREATIONAL COUNCIL
P. O. Box 56, Kinston, N. C.

36th ANNUAL
WHITESTOWN PICNIC
AUGUST 18-19, WHITESTOWN, IND.
WANT—Shows and Legitimate Concessions.
GEO. W. RHOADES, Mgr., Thorntown, Ind.

CULLOM, ILLINOIS
Celebrates 51st Annual Homecoming Friday and Saturday, August 18 and 19, 1939.
Concessions, Shows and Games of all kinds wanted. Free Attractions are booked through
FRANK GLADDER.
Address Inquiries to
LEWIS MAGEE, Secretary, Cullom, Ill.

WANTED FOR
Firemen's Annual Jubilee
WEEK OF JULY 17-22
Ten-in-One, Motordrome, Snake Show and Illusion Shows. Contact at once.
JAY HUBERT, Secy., Saxonburg, Pa.

WANT BERRY FESTIVAL
NEW TROY, MICH. — JULY 12, 13, 14, 15
One or Two Flat Rides.
Shows, Concessions All Kinds.
M. J. DRESSEN, New Troy, Mich.

Ohio's Largest Outdoor One-Day Event—the
NATIONAL BRANDS ANNUAL PICNIC
Rides, Shows, Amusements now being booked for Sunday, September 24.
Usual attendance 40,000 to 50,000.
Interested parties write M. K. ALLEN, Box 67, Athens, Ohio.

Somerset County, Pa., Firemen's Convention and Commercial Fair
FRIEDENS, PA., JULY 17-22 — 6 DAYS AND NIGHTS
Want all kind of Concessions that work for stock. Frozen Custard, Candy Apples, Novelties, Jewelry, Scales, High Striker, Grab Joints. Loop-O-Plane and Kiddie Rides. Good opportunity for Girl Show, 10-in-1, other Shows. No exclusive on Concessions, but will not overload. Three Parades, Free Acts, Free Gate and other Special Events every day. Concession rates will be reasonable.
Write, Wire or come on.
MERLE A. BEAM, Windber, Pa.

CONCESSIONS WANTED
OF ALL KINDS FOR
PIONEER DAYS
AT OGDEN, UTAH, JULY 19 TO 24.
Wire or Write
BOB WAHLEN, Ogden, Utah.

GEORGETOWN, ILL.
Horse Show and Fair
AUGUST 21 TO 26, INCLUSIVE.
WANT RIDES, CONCESSIONS AND ACTS.
G. CRAWFORD, Pres.; H. PARKS, Secy.; C. SPANG, Mayor.

CONCESSIONS WANTED
VOLUNTEER FIREMEN'S CARNIVAL
3 BIG NIGHTS — JULY 27-28-29
PALMYRA, N. Y.
FRED CABLE, Secy.

THE OLD YORK REUNION
Will Be Held
AUGUST 3-4-5-6, 1939, AT YORK, ILL.
E. J. MEHLER, Gen. Mgr., West York, Ill.

ANNUAL HOME-COMING
STONE CREEK, OHIO
AUGUST 11 AND 12.
Concessions and a reasonable priced Free Act Wanted.
W. R. HOOMAW, Chairman.

WANTED
FLOOR SHOW, ALSO FREE ACTS
AUGUST 9-10-11-12
NEW MEXICO AMERICAN LEGION STATE CONVENTION CORP.
Lordsburg, New Mexico.
ROY KERR, Convention Chairman.

Lizton Harvest Festival
AUGUST 24-25-26
Concessions Wanted — No Flats. Write
GEO. HUBER, Secy., Lizton, Ind.

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

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

FOURTH SETS 1939 RECORD

Out-of-Towners Flock to Fair; New Yorkers Go to Country

American flag novelties click—fair items are in demand by visitors

NEW YORK, July 8.—Favored by ideal weather over the second four-day holiday period of the year, concessioners, pitchmen and souve workers availed themselves of the opportunity to make "hay while the sun shines." Takes over New York and areas in the Metropolitan section were reported as tops and to have exceeded those of the Memorial Day period.

Patriotic novelties, because of Americanism campaigns staged during the past month, proved to be leaders and vied with world's fair items for first place. Seasonal articles such as sun glasses, sun shades and sunburn lotions were tops in outlying areas and especially along the seashore and at mountain resorts. Balloons, always a reliable standby, and fireworks are believed to have set new records. Concessioners found plastic items, stuffed animals, portable radios, candid cameras, cigaret cases, watches, dolls and printed blankets much in demand. July 4 flag pins and miniature American flags for lapels were noted in abundance in practically every amusement center.

Fair Lures Visitors

Countless thousands of visitors, lured by the world's fair, poured into the city over the week-end, while an unusually heavy stream of New Yorkers, who can see the fair any time, left the city for a brief respite at one of the 60 well-developed beaches within 90 minutes of Times Square or one of the near-by countryside resorts.

The holiday travel in and out of the city was reported to have taxed transportation facilities and highways to capacity in what was hailed unanimously by officials of airlines, bus lines and railroads as a new record for holiday travel here.

Port Authority officials said that inbound traffic via the George Washington Bridge and the Holland and Lincoln tunnels for one day showed an increase of 10,000 cars over the daily average of the last few months. To accommodate outbound traffic the New York Central added 30 extra trains to transport New Yorkers to summer spots. The Pennsylvania Railroad put on 23 extra trains over the week-end, and the Greyhound Line added 100 busses. Airline travel was heaviest between Boston, Philadelphia, Pittsburgh and New York. Over 2,000,000 are said to have visited Coney Island, 400,000 at Atlantic City and 125,000 at Asbury Park.

Concessioners in seashore sections bedecked their stands in patriotic colors. Tier arrangement of prizes prevailed and many operators used backgrounds of red, white and blue to add flash to merchandise.

"Good Old Days" Return

At Asbury Park concessioners reported a crowd of more than 125,000 in a spending mood. Operators said takes surpassed any holiday period in recent years.

Speaking of takes at the shore, Kyle (Bonnie) Bonifield, veteran concessioner, said that the crowd reminded him of days before 1929. "After seeing such a throng on the promenade, I can't see how any concessioner can refer to the past years as 'the good old days,'" he said.

At Red Bank, N. J., crowds of Jersey shore people gathered for the Independence Day celebration which had been months in the planning. With borns of Sea Bright, Fair Haven, Monmouth Beach and Rumson joining in the event, the affair vied with the reception given King George and Queen Elizabeth on their visit here last month from the standpoint of enthusiasm. Local papers aided in ballyhooing the celebration. Streetmen were busy with flag emblems and balloons. Governor A. Harry Moore was among notables attending.

BINGO BUSINESS

By JOHN CARY

WITH THE ADVENT of the 16mm. road showman, movies are now being used to attract people to bingo parties and counselors are using the idea to good advantage.

IN THE 16MM. FIELD the road showman is able to put on a show in co-operation with the sponsor at low cost. The increase in attendance more than justifies additional cost of showing movies. Of course, the type of program used in connection with bingo parties varies. In many cases it is a series of short subjects on sports, news events or comedies. Other cases have been reported where a six-reel feature was presented as added attraction.

BINGO PLAYERS are so interested in the game that it is not feasible to present lengthy programs. However, the advertising of the double feature—bingo and a movie—is doing much to fill bingo places. There is much psychology in presenting the 16mm. film with bingo.

Shows Are First-Class

COUNSELORS will find that road showmen understand the business of putting on a first-class show. Altho his business is movies, the road showman, in many cases, is a veteran in show business and knows how to entertain crowds. Where advisable, other forms of entertainment may be suggested and used to increase bingo attendances.

Films Town's Notables

A TYPE OF PROGRAM which is increasing counselors' crowds is one of local scenes. This is worked thru a deal with a road showman who has equipment for taking 16mm. movies. Pictures are made well in advance of the date of the game and as much ballyhoo as possible is given the movie from the come-and-see-yourself-in-the-movies angle. While taking movies, the road showman makes special effort to be seen all over town. When the time comes for the showing of the film the bingo place will be crowded. The publicity should not undertake to list all the people who are in the picture. If shots have been made of certain outstanding residents, some publicity on them may be released if permission is secured.

Co-Operation Needed

THE COUNSELOR should co-operate in the making of this movie. If the road showman is not thoroly familiar with the town and people, he should secure information from the counselor. What is even better, someone who knows the people should accompany the cameraman, telling him what shots to make. Care should be exercised to get pictures of the people who are bingo fans. This is comparatively easy.

IF A ROAD SHOWMAN is adept with his camera, trick shots always add to the program. The fact that the subjects are local will create much humor in the show, but trick shots will bring down the house. Well-arranged programs are clicking over the country and both the bingo operator and road showman are benefiting from the innovation.

PEARL CONELLY, of Raney United Shows, reports good business thruout Minnesota. She is one of the many ops who believes in flashy displays. "I try to get the best merchandise obtainable, then I put it in as attractive display as possible," she advises other operators. The show recently did excellent business at Benson, Minn., where it was under auspices of the VFW.

CHARLES SANDBACH, Mel Leblanc and Don Ricard are operating the bingo concession with Wallace Bros.' Shows in Canada. This trio uses the tier arrangement to the best advantage. Colors form the background of neatly arranged merchandise and attract large crowds to the game, they report.

World Auto Tags Click as Legal Phase Is Fixed

NEW YORK, July 8.—Globe-trotter automobile license plates, having passed legal barriers by the use of characters in place of numerals, are receiving sensational popularity over the nation, a spokesman for H. Fishlove & Co. announced.

Workers are finding the new travel-tag fad a most profitable one, it is reported. Souve men at conventions and parks are finding both youths and adults ready customers.

The characters, representing auto privilege in either China, India, Ireland, Egypt, Greece or Turkey, are stamped on durable metal and lithographed in two bright colors. Edges are beaded and slotted for easy attachment.

The fad took root in Philadelphia recently when jitterbugs went cosmopolitan. Students bent on giving the impression of world travelers, took to the plates like ducks to water. Soon more mature adults caught the craze, and vacationists leaving for a summer motor trip included tags on their "must" lists. Cars in the higher price fields joined with the jalopies in bearing the tags.

Weather Pleases All Over 4th Week-End

NEW YORK, July 8.—Concessioners, pitchmen, the amusement-seeking public and farmers were happy over the ideal weather during the Independence Day holidays, which aided takes at amusement centers.

A heavy downpour preceded the week-end and its benefits to crops ran into millions of dollars, experts said. The rain also put a quietus to the second drought threat of the year in the Eastern section of the United States.

Previous rains had benefited the wheat area, so that at present, according to one meteorologist, only a section at the foot of the Rocky Mountains and the States of Arizona and New Mexico are in dire need of rain.

The total rainfall for June was 3.31 inches or .18 above normal. The latest downpour resulted in 1.27 inches of precipitation, greatly aiding crops which had been saved by the 1.42-inch rainfall on June 15. Subsoil is still in need of rain but the threat of the second drought has been dispelled.

The rain which fell just before the week-end benefited crops as far west as the Ohio Valley and from the Gulf of Mexico to Southern Canada. Potato growers in Suffolk County estimated that their late crop alone profited as much as $1,000,000.

Operators said the rain had dispelled pessimism which would have hurt their takes over the Fourth. In addition to this phase, the enlivened crop and agricultural outlook created much optimism over the remaining summer takes.

DEALS

A Column for OPERATORS & DISTRIBUTORS of SALESBOARDS, SALESCARDS and TRADE STIMULATORS

By BEN SMITH

When an operator sings the blues that business is bad, more often than not it isn't so much that money is tight but that his item or set-up isn't right. Just slapping a deal together with any old thing won't go any more, tho it doesn't seem so long ago when apparently that's all one had to do to watch the bucks roll in. Today an operator must have an item with unusual appeal to get a nibble from John Public, but if he has that item he can still clean up. When the dummy doll was first introduced business generally was in the dumps, but operators who ran deals on Charlie McCarthy and his sisters and brothers made a killing. The same was true of electric shavers, candid cameras and, bringing the lists up to date, battery-operated radios which are going so well now. The man in the street may not have too much appetite to lay down the full retail price for an article he would like to own or give as a gift, but give him a chance to try for the item on a card—well, you know the answer. That's what makes this business so lucrative and keeps the boys in the money regardless of how other fields may be hit.

Among the 37 Charlie McCarthy premium numbers on the market there should be one or more items which can produce on a card. It's worth looking into anyway.

According to reports, Standard Sales Co. is going to town with its Dolls of All Nations offer. Dolls stand 12 inches high, are dressed in their native colors and costumes and have the appeal and flash to move. Among nations represented are Holland, Rúmania, Russia, Italy, Poland, France, Hungary, Ireland and Sweden. Boards of 1,500 and 2,500 holes are available for these.

Nashua Mfg. Co.'s New York Skyline blanket seems like a natural for a small card with a take of less than $5. Item is priced low and yet looks expensive and has the additional advantage of being useful and attractive. Blanket may also be used as a wall hanging or throw and should appeal to women and men.

Evans Novelty Co. is still hitting on all eight. The firm was convinced it had something when it first took on the camera-size Majestic. Apparently operators thruout the nation agree on the question.

HAPPY LANDING.

Popular Items

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

New Dial Thermometer

A new Tel-Tru dial thermometer is the latest addition to the varied line of dial thermometers offered by Germanow-Simon Machine Co. The number is guaranteed accurate, has unbreakable crystal like those used on watches, and a suction cup holds it securely on glass. Also hangs on stands with metal support, and is easy to read. Firm is also featuring other low-priced models for desk, mantel, wall, oven, refrigerator, outdoor and bath use, besides a junior line that stand up on an easel or fasten to the wall.

New Clock Line

The line of clocks made by Lux Clock Mfg. Co., Inc., is now available for the first time to the prize and premium trade thru the De Luxe Clock and Mfg. Co. The line includes marine-cutout clocks, exclusive pendulette types, alarm clocks with animated figures and picturesque slide boudoir, desk and traveling clocks. All models are exclusive with American made, and are priced for prize and premium use, the company states.

Pict-o-Graph

The Pict-o-Graph, a unique item which is a picture frame and when folded over is a postcard which may be mailed to any part of the world where the recipient can use the flaps to form an easel, is rapidly gaining favor, Benson Camera Co., reports. The frame takes all sizes of prints from 116 to 616 and the postcard is made with many illustrations. Because it is a useful attractive item, street men are finding it an easy seller, the firm reports.

Window Cleaner

A window cleaner in concentrated form is the newest number being offered to commercial, specialty men and wagon jobbers by the Port Wayne Extract Co. One package makes a gallon of the type of quick-drying cleaner that usually retails in liquid form at a high price. Makers say it is odorless and harmless and leaves no oily film. It is available in dozen packages or carded, and its initial reception has been tremendous, the firm reports, with a liberal profit margin being allowed.

Coin Keychain Holder

A Lone Ranger, H. Ho, Silver coin keychain holder is an item which is appealing both to youngsters and adults, Bengor Products Co., distributor, reports. The coin, made of bronze and about the size of half-dollar, has a lucky horseshoe on one side, the Lone Ranger on the other. The chain is sufficient in length to hold 12 of more keys. In addition to this design the world's fair trylon and perisphere appear on some of the coins. Souvenir and novelty men report quick and increasing sales of the items, Bengor reports.

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World's Finest Strap Portable

★ 4-TUBE SUPERHETERODYNE. Powerful! Plays anywhere . . . works in the country!

★ AERIAL IN STRAP Efficiency in all directions!

★ PROTECTED SPEAKER Sand and dust can't get at!

A Quality - Built Portable

PRICE WILL ASTOUND YOU!

Write . . . Wire . . . Phone

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National Premium Representatives.

THE STRAP PORTABLE THAT REALLY GETS DISTANCE!

LONE RANGER—

Hi Ho Silver COIN KEY CHAIN HOLDER

Bronze Coin Size of 50c piece. One side stamped with a Lone Ranger on horse with the words "Hi Ho Silver" the LONE RANGER. Bronze Key Chain holds 12 keys.

Per Doz. $4.50

Gross, $45.00

Packed 12 on Display Card.

DOZEN Lots only ORDER $3.00

Add Cents for Postage on Orders.

25% Deposit, Balance C. O. D.

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Extra Value!

$2.25 EACH

5 for $10.50 5 for $10.50

No. BB 9983 mm Lucky Bracelet Watch. Expansibly fitted 12½ L. Chrome case in 14 Karat Gold Finish. Dial with Lucky Horseshoe motif. Guaranteed one year. Each in attractive gift case. At Selling Sky Value and satisfied purchaser. Order NOW by ordering Bracelet Watch.

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New York City Subway Map. Listing All Subway Routes including the New York World's Fair Station. 120 Pages—1939-1940 Calendar. Size 3½x6½ Inches.

IDEAL ITEM FOR PREMIUM, GIVE-AWAY AND STREET WORK.

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B. & N. BOUDOIR DOLL

Doll stands 19" in height. Composition head and arms. Jointed stuffed body and legs. Fancy colours in contrasting bright colors, trimmed in fluffy lace. Fitted with dainty hat and tied with ribbon bow around the body.

Each 33c — $4.00 Per Dozen

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GLOBE TROTTER PLATES look like the real McCoy! Each plate measures 10x3¾ inches. Stamped from durable metal and lithographed in two bright, waterproof colors. They have beaded edges and are slotted for easy attachment.

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CLAMPS (for Attaching). Per Pair 1½c

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Carnival Novelties New Stock Just Arrived

	Per Doz.	Per Gross
1115 Flying Birds, Outside Whistle	$1.00	
1-2 Flying Birds, Inside Whistle	2.40	
1-3 Flying Birds, Inside Whistle		2.75
1-4 Flying Birds	.75	8.00
1-5 High Hat Monkey, Big	.30	3.00
1-6 High Hat Monkey, Small	.15	6.00
1-8 Doll, Doll, Dolly in Feather Dress, Hat and Cane	.25	1.50
1-9 Bird Bird Bird Bird	.50	5.00

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	Per Doz.	Per Gross
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8-21 Bisque Head Dolls	.60	6.75
8-22 Bisque Ground Dolls	.65	6.50
8-31 Carnival Decorated Balloons, No. 5		2.25
8-72 Balloon Stick, Bell Gong		3.00
8-73 Balloon Stick, Rattle		3.00
8-74 Balloon Stick, Fan with Rattle		3.00
8-87 Fancy Bell Gong	.50	5.00

YOUR DOLLARS BUY MORE VALUE HERE

DRUM MAJOR GIRL DOLL
Feather dressed. Celluloid body.
B34N90 — 40" doll. Per gross $6.00
B34N90—7" doll. Per gross $6.00
B34N91 —10½" doll. Per gross $16.50

RAYON PARASOL
22 inch, 8 ribs. Hand painted, floral design.
B34N104—Rayon Parasol, 22 inch, 8 ribs $17.50
Rayon Parasol, 22 inch, 8 ribs, plain $13.75
B34N115—Per gross ..... $
FLYING BIRDS
Large size, tricolor with Street head and hands. Celluloid body.
B34N77—Per gross $2.45
B34N78—Per gross $1.90
MINIATURE STRAW HAT
8 in. neck. Natural leather.
B34N79—Per gross $3.75
COOLIE HATS
B34N15—12 inches wide. Per gross ..... $ 9.00
B34N16—18 inches wide. Per gross 18.00

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B34N132 — Chemstrip Game with mirror. Per gross $7.50
B34N170—Matches (light). Per gross $4.00
B34N161 — Bamboo (heavy). Per gross $6.00
B34N160—Pennant Game (heavy). Per gross (41.), Per 1,000 ..... $4.75

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B34N204—8" high. Per gross 6.50
B34N205—10" high. Per gross 7.50
B34N206—12" high. Per gross 14.00

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Celluloid head. Stuffed body.
DRUM MAJOR
B34N214—8 inches high. Per gross ..... $ 5.00
B34N215—10 inches high. Per gross 8.50
B34N216—12 inches high. Per gross 12.00
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B34N275—8 inches high. Per gross ..... $ 5.00
B34N276—12 inches high. Per gross 12.00

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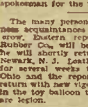
NOTES from SUPPLY HOUSES

With schools and colleges closed for the summer and students having time on their hands, fur tog tails have shown a decided increase in popularity, the H. M. J. Fur Co. reports. "For fur tails appeal to youths, regardless of size or age. Kids use them on roleoptions. Older boys attach them to bicycles and high school and college students use them on their jalopies. Pitchmen and concessioners find the tails adaptable to flashy, which makes them easy sellers," a spokesman for the firm said.

The many personal friends and business acquaintances of Walter J. Leathrover, Eastern representative for Oak Rubber Co., will be glad to learn that he will shortly return to his office in Newark, N. J. Leathrover has been away for several weeks to a rest retreat in Ohio and the reports are that he will return with new vigor. He is well known in the toy balloon trade and his friends are legion.



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$18.00 Per GROSS for BETTER PLUNGERS
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ELGIN & WALTHAM REBUILT WATCHES $1.75
7 Jewel, 19 Size, in 8. Guaranteed Correct. Send for Price List. Money Back if Not Delighted.
ROYAL SUPPLY WATCH & WATCH MFG. CO.
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ENDURO The New 8 Purpose Pellet, with Clean, Smooth and Well Lubricated Action. Sells for Quarter on the Dollar. Sell to Trade Blue and Information.
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REX HONES 3c Each
Now Less Than
$4.25 a Gross
Send $1.00, Bal. C. O. D.
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GUM 22 for $0.50
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BLADES $2.50 Per 1000
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PITCHMEN

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

by **BILL BAKER**
(Cincinnati Office)

WORKING between showers at the Yorktown, Ind., Firemen's Fair were Bobby Dale, med; Slim Lefroy, sil; G. K. Bronn, jewelry; J. Sullivan, wild life exhibit; Al Yeaden and Slim Cottrell, sheet, and Bob Posey, who sends the report, needles. Posey wishes to see a pipe from Al Decker.

HOW WERE the fourth of July stands?

W. D. COOPER ..... writes from Scottsville, Ky.: "Left Arkansas June 27 and went thru Missouri into Tennessee. Not a sheety on the trip. Business in the Kentucky tobacco belt is so-so. Tennessee is the worst of all, and any of the boys who expect to make Tennessee, Alabama or Mississippi this fall had better bring gas money along. Crops are the worst in 50 years. Have seen several shows, but all playing Blanks. Am heading for the coal fields of Kentucky and West Virginia."

BOBBY BURNS ..... discloses he's been on the sheet in Sidney, Ohio, all spring. Fighting grasshoppers, but says he is still making money. Nothing like a Big Bob Grammer and Red O'Day to pipe in.

ARE YOU GOING forward with your best effort?

DOC F. BRUMMETT ..... writes from Chicago, Ill.: "Saturday p.m., July 1, Speed Hassel came in from Minneola, Kansas, where he was closed because of a beef over blocks and blades. He says town is broke. Eight or ten workers are here for the fair."

MYRTLE HUTT ..... reports from Chicago that she's been working from Illinois to Omaha State street store, where Bob Strain just closed with pertime to go on the road. Myrtle says she will leave Chicago July 18 to make the fairs again.

HAVE AN OBJECTIVE and don't stop until you've obtained it.

MAX DAVIDSON ..... is now in a new drink, Coco Pine, in three stores in Chicago, and doing okeh.

CHARLES PRICE ..... pipes from San Francisco: "I'm working shapewers here to fair takes. Quite a few of the boys are doing fine working outside and inside. Mary and Clyde Bagwa are doing fine. Have been 18 months. They have bought a nice home here. Some one pipe in and let me know if Sailor Jack is interested. He is the fellow who died of heart trouble in Washington recently."

THE WORRIES about having a good or bad Fourth of July are over. Now for the fairs.

STANLEY NALDRETT ..... tells that his juicer layout got nice money week of June 26 in Green Bay, Wis. The following week he worked in Manitowoc, Wis., and says he'd open in Appleton, Wis., July 8 for a week, after which he will go to Milwaukee to look over the Midsummer Festival which opens there soon.

FROM TOMMY MADDEN ..... of Olean, N. Y.: "I wonder who remembers the Big-Stage Walkes in the big show for H. & S. It had some 30 people and band and orchestra. Also Charlie Rann was producing comedian. I was in the Big Show in 1922. Tonight I had the troupe of training bull dogs and creole ponies and sold the Indian Chippewa remedies. When Col. T. A. Edwards and Donald McCoy were partners and had an Indian band and orchestra under the big top. When H. B. Rucker was in charge company with 10, 20 and 30 cent admissions, and sold plenty of med between acts. When the Big Show was pitching in Olean, did a S. & D. act for H. & S. No doubt several of these oldtimers have passed on, but I will be pleased to help any of them by making this city. The reader is low and this is a good one."

YOU kitchen tool workers, how's things?

POP ADAMS ..... has been making still spots in Indiana and Kentucky to fair returns. He writes: "One of the boys tipped me off to a hot date for the Fourth of July, and it sure was a red one. I bet there are times of the year when that gag gets as far as 40 miles from Evansville. After exhausting all avenues of possibilities I came up my kitchen gadget cup-Run I was persuaded to grind and split the jugs show. It was a tip-top. After gaining with amazement at those two baby lions, four monkeys, various types of alley cats and barnyard dogs, the good citizens commented in a manner that would make a jam man blush. Let's have a pipe from Ben Teese and Sam Levy."

JACK (HOTTLES) STOVER ..... broadcasts from Franklin, W. Va.: "Everything looks good for the leaf around Green. Customers here are PWA boys, meaning 'pay when asked.' You by them here are Ray Neff, Barnd Roderfer, Col. C. A. Maitland, Spock Higgins and Hillbilly Jack Shifflet, all getting it up at Friddle's Restaurant."

IF YOUR BUSINESS continues bad, take inventory of your habits and methods. If there are any faults in yourself, When a fellow is at fault of confidence he is likely to overlook himself.

A NOTE ..... to the Pipes desk reads: "Mr. and Mrs. Dick Pope, Mary Pope to prime guys, have a choice spot in the Crystal Palace Market, San Francisco, and have been there over a year demonstrating herbs. They have just bought a new home in the residential district of Berkeley, Calif., and it appears that they may be seen on the road rarely from now on."

MADALINE RAGAN ..... arrived in San Francisco a short time ago from Pennsylvania.

TAKE PRIDE in working clean and try to offset the work of knockers against Pitchmen.

FRED WIDEMAN ..... soap worker, has a spot in the Market in San Francisco and is doing good business, according to reports.

"CAUGHT ONE ..... of the old boys last week," pens Jimmie Fine from Danville, Va., "who had just come up from the South, where he has been overwhelmed with cotton. It was the first time I had seen him in 10 years, since we worked together of one of the bygone operas, Dr. Nannette's. The man is bone other than Barnee Mills. He was showing at old home-town theater, and Bones Brown, our old straight man and comedian, showed in. We sure did talk over old times. Barnee has a swell outfit."

TRIPOD OPINIONS: "How can the fellow who fails to keep posted on his particular line of trade ever hope to become successful?"

THE LEXELS ..... are sticking with honeymoonitis, so writes Ernest Lexel from Treasure Island at the San Francisco Fair.

CHICK L. TOWNSEND ..... typewriter from San Francisco: "Business is not big by any means and there are but few places open where it would be considered good. Many of the boys here have fallen into the hands of John Law and are doing time in prison and other spots that are taboo. This city is really closed to the outdoor pitchman. Business is not big by any means in the Middle West, but since my arrival here last April I have found conditions

OAK-HYTEX MICKEY MOUSE HEADS WITH INFLATABLE EARS
AMONG experienced vendors Oak's Mickey Mouse Heads are a "must" item. They are always sure-fire sellers. They are the only numbers at the blind with genuine Walt Disney Mickey Mouse face, and with full-length portrait of Mickey or Donald Duck on the back.
Sold by the Leading Jobbers
OAK RUBBER CO
Barnesville, Ohio. O.W.P.

Concessionaires
NOVELTY SUPPLY—FOR
FAIRS, CARNIVALS, CIRCUSES, GRAND STORES, WHEELS, PARKS, DOG GAMES, ETC.
Catalog with Wholesale Prices
THE TIPI NOVELTY COMPANY
NEW CITY, IOWA

MAN WANTED
Capable Handling Steady GOOD PAY
STORE ROUTE
Well Established Route in Your City. Carry a complete "Fitmaster" line. Profits Big. Repeat Business. Steady Customers. Work Spare Time or Full Time. Ideal for Ex-Salesmen, and DOUBLE profits on Nationally Advertised Goods. Over 300 Products Required by Every Home. No experience needed. Write everything. Send for Complete Line and Sales Helps Folder.
WORLD'S PRODUCTS CO.
Dept. 6-BB, Cincinnati, Ohio.

LOWEST PRICES!
100 Solid Security Plates....$2.50
100 Genuine S. S. Plates..... 4.00
100 Double Coins..... 2.50
100 Double Stamps..... 2.50
Big Bets and Gouges..... 5.00
Send for Complete List Prices, Name Plates and Stamping Machines. Don't delay.
FRANK BONOMO,
65 Central Avenue, Dept. B-15, Brooklyn, N. Y.

BIG PROFITS FOR NEEDLE WORKERS
Cash in on embroidery and hooked rug craze! Beautiful patterns. Big profits in little repeat sales. Big Catalog for 25c. Rush 10c for sample of 25c for one.
HOME ART NOVELTY CO.
1180 Farwell Ave., Chicago, Ill.

BLADES
Buy Direct From the Manufacturer.
50 Blades DREXELS Sold in 1938.
D. E. DREXEL Blades, 100 for 75c, $1.50
Free Samples and Info. on FREE ONE PER DAY CARDS & SALES.
DREXEL BLADE CO.
236 W. 225 Street, NEW YORK CITY.

MEDICINE MEN
Write today for new catalogue of Tonics, Oil, Salves, Soaps, Tablets, Herbs, etc. Low prices—rapid service.
GENERAL PRODUCTS LABORATORIES
Manufacturing Pharmacists
187 E. Spring St., Columbus, Ohio.

SCOOP! A combination Key Chain Social Security Plate and World's Fair Coin—all in one!

Send today for sample with your name and Social Security number stamped on it for 20c.

This coin is patented and we have the sole rights. Special price to agents, 10 or more, 10c each.

If you have your own machine, we will sell you the coins at

4c EACH—$3.75 PER HUNDRED
KEY CHAINS AT 2c EACH—$1.75 PER HUNDRED

We sell stamping outfits for lettering the coins. Consists of a set of dies, including numbers and letters, a gauge for holding plate and hammer. Complete Stamping Outfit, $5.00.

We have also a complete line of Social Security Plates, Cases, Wallets and portable Stamping Machines.

Send 20c for sample or free particulars and illustrated catalogue.

RELIABLE SALES COMPANY
Dept. M, 1133 Broadway, New York City.

HERE'S AN AMAZING DIAMOND OFFER! A Sensation!
GENUINE DIAMONDS SET IN SOLID GOLD LADIES' OR MENS' SETTINGS
THIS SALE 10 DAYS ONLY
$25
ORDER BY WEIGHT
PRESS and SONS

NEW! The "PICT-O-GRAPH" (Pat. Pend.) NON-COMPETITIVE
VIRGIN TERRITORY OPEN IN STATIONERY, CANDY, CIGAR, DRUG STORES, AND WHEREVER FILMS ARE SOLD AND DEVELOPED. A MUST REPEAT ITEM—SELLS ALL YEAR ROUND—EVERYWHERE. COMBINATION POST-CARD, PICTURE FRAME AND EASEL WHICH CAN BE SAFELY MAILED WITH SNAPSHOT AND MESSAGE. PRICED FOR VOLUME SALES. $3.20 FOR 100 PICT-O-GRAPHS, ASSORTED. MADE IN 3 STOCK SIZES—TAKING ALL SIZE PRINTS FROM 00 MM. TO AND INCLUDING 116-616.
SEND $1.00 CASH WITH ORDER—BALANCE C. O. D., OR 10 CENTS FOR SAMPLE. WRITE IMMEDIATELY TO
BEXEON CAMERA CO., INC., Pict-O-Graph Division, Dept. B, 188 Bowery, New York City.

New in Jewelry!

1939 Engraving Pins

We carry a big line of Engraving Jewelry—all the latest styles in Pins, Bracelets, Lockets, etc. We also carry the best-selling styles in Whitestone and Cameo Rings, Photo Jewelry, etc. Write for Catalog No. 23 today.

HARRY PAKULA & CO.
5 No. Wabash Ave., Chicago, Ill.

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To Represent
NEON SIGN MANUFACTURER
• Sell Outdoor Neon Signs.
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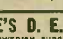
IT'S NEW — IT'S HOT



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For the Whole Family. Ladies Love It.
TRIM-RITE CO., New Kensington, Pa.

DUAL CANE
Clean up at Fairs with this newest, practical specialty. Harmless to both animals and humans. Practically a portable Electric Fence. Write for details and prices on Dual Electric Cane. Sample, $3.50.
CLEMENS MFG. CO.
FORT WAYNE, INDIANA

DEANE'S D. E. BLADES
FINEST SWEDISH SURGICAL STEEL.
Every Blade Unconditionally Guaranteed.
IN DISPLAY CARTON, 100 120 Pkgs. 5's, 40c.
Send 10c for Samples and Info. on
FREE CANDID TYPE CAMERA DEAL.
DEANE BLADE CO., 132 West 32d St., New York City.

ATTENTION
R&D, Publisher.
Chicago, Ill.

For Real Profits!

Sell This New VDH Power Plane of Moulded Plastic

A Real Model Plane Sensation! Light, featherweight fuselage and wings of durable plastic. 50-inch wing spread. Complete, ready to take off in five minutes. No weary hours of assembling work or problems of difficult construction.

A Thrill For Any Crowd

Takes off from ground without assistance, using 1/5th h.p. motor. Adjustable rudder and stabilizers for controlled flight. Every model flight-tested for mechanical perfection.

Special Discounts to Bona Fide Sales Agents. Demonstrator shipped on $5 deposit, balance C. O. D.

VDH CORP. Dept. L
1817-19 VERMONT AVE., TOLEDO, O.

PITCHMEN! DEMONSTRATORS!
WANTED TO SELL THE HOTTEST ITEM IN YEARS. WRITE
STEWART MFG. CO.
Ft. Wayne, Ind.

Key Check Stamping Outfits

Emblem Key Checks, Key Rings, etc. Catalog free. Sample check with name and address, 25c.
SOCIAL SECURITY PLATES
KEMP
New York City.

FREE Wholesale Catalog
SPORS CO.
7-39 SUPERIOR ST., LE CENTER, MINN.

very good. Have been working with Chet and Mary Wedge, putting over some good pitches with herbs."

THE SMART PITCHMAN keeps political cracks out of his talks while selling his wares—especially when working in the smaller cities and towns.

AMBROSE McCARTY . . . rad worker, is reported headed for the West Coast from Iowa.

CAREY C. EMRIE . . . blasts from Mt. Washington, O.: "I had a very fine visit with Bartone's Ideal Comedy Co. July 4 at Williamsburg, O. It is one of the best-equipped small truck shows in the business, with a 60-foot round top and a 30-foot middle piece, folding seats in the center and about 10 lengths of blues. Show has its own lighting outfit, a dandy stage and a four-piece orchestra. Show puts on short comedies and has found business good enough that it has remained out three years without closing. Mrs. Bartone is a clever hostess, and I was invited back for dinner any evening during the show's stand in Williamsburg."

ARE YOU traveling or are you planted for the summer?

Pitchdom Five Years Ago

L. C. Zelleno, 55, well known in medicine show circles, died at the Aladdin Hotel, Kansas City, Mo., July 3, of heart trouble. His legal name was John A. Hoctor. . . . Al Ross and wife motored into Cincinnati and visited the Pipes desk. . . . Leo Ward, after a fling in show circles, was back at his old trade of pitching in Fort Wayne, Ind. . . . Mack Murray, of the Mack Murray Players, visited the Pipes desk July 2 and reported business with the show good in Ohio. George Taylor and wife, Edna Chapman, rejoined the show after a honeymoon in Akron. . . . Silk-Hat Harry piped from Seattle, Wash., that things were bad there and that Portland, Ore., also was off. . . . Walt Cerke and Frank Latham were running stores in Seattle. . . . Bert C. Roberts, Hot Springs water worker, was operating in and around Terre Haute, Ind., to good biz. . . . J. Francis Freeman, known as Frank Friedman to many pitchmen, was at the Norton Memorial Infirmary, Louisville, awaiting an appendectomy. . . . Fred T. Slater told of many boys working factories in Johnson City, N. Y., with auto polish, toilet articles, corn med, tonics and razor blades. Many of the shops there were operating only four days a week. . . . Doc Marshall, jam man, was killed in an auto accident at Grand Forks, N. D., while working the fair. . . . Chick Denton was working whitestones in a drug store in Omaha, with a mechanical man window bally. . . . There was a grand spot by the new Pennsylvania Depot in Newark, N. J., according to Fred Clarke. Said Clarke, "The chief was a pitchman at one time and is for the boys." Jay Lewis had a big flash there and was doing big biz. . . . Dixie Entertainers, med show, operated by Doc J. G. O'Malley, was playing Central Ohio. Doc made a trip to Cincinnati to pick up additional colored talent. . . . That's all.

THE PUBLIC simply appraises the services rendered it and pays what it thinks those services are worth.

Prairie Prospect Is Good

REGINA, Sask., July 8.—Western Canada crop prospects are best in years. Forecasters are talking in terms of 250,000,000 bushels of wheat for Saskatchewan, which represents the biggest yield since 1928. Grasshoppers are still the question mark but forecast is that if rain continues in July and August the grasshopper plague will be gone next year. Hopper-poisoning campaign conducted this year has been the most effective of any so far.

MICH. A. L.—

(Continued from page 53)

Hollis Troupe, Donahue and LaSalle, and Shipley Trio, acrobats; Watkins mules and chimps, Art Lind Company, Zappo Troupe, and Floyd Trio, unsupported ladders; Gay Bost, slide for life; Doro Duo and Eileen Sisters, swinging ladders and iron-jaw; the Antons, trapeze; Christy's Ponies, Watkins Dogs and Ponies, Christy's Elephants; Voise Troupe, aerial bars; Elizabeth Rooney, Ray Goody and Bernard, tight wire; Zoppe Trio, head stand on swinging bar; Miss Lary, Rudy Rudynoff, assisted by Merritt Bellew and Harold Christy, manage number; Mrs. Rudynoff, equestrienne; Rudynoff and Davenport, high jumping horses; Wen Hai Troupe; Zavatta Troupe, bareback riders; Merrill Brothers and Sister, Six Antaleks and Nadia and Perez, high perch; Harold Christy, Rudy Rudynoff and Merritt Bellew, liberty horses; Flying Harolds and Flying Voises. Clown alley includes Zuzu (Albert Seror), Chester Sherman, Joe Van, Kenneth Waite Trio, Jack Kennedy, Mickey MacDonald, Roy Barrett, Pinkie Hollis, Smiley Daly, Art Lind, Bill Donahue, Happy Kellems, Walter Goodenough and Joe Short.

BROWN NOVELTY SHOWS have been booked for the annual Minerva (O.) Home-Coming in Minerva Park, said Charles Hart, chairman. There will be contests and free acts.

WANT
Ferris Wheel Operator, Help for Chairplane, Legitimate Concessions, come on. CAN PLACE two Grind Shows. Address
J. R. EDWARDS SHOWS
Tiffin, O., this week; Mansfield, O., week July 17.

ROYAL MIDWAY SHOWS WANT
Rolloplane or Octopus. Shows that don't conflict. Musicians, Comedians, Chorus Girls for Minstrel. Concession Agents. Fairs booked to November 4. Ashley, Ill.

PRYOR'S ALL STATE SHOWS
Want one more Flat Ride or Rolloplane, Photo Gallery, Bingo, Concessions of all kinds. Shows with own outfits for following fairs: West Union, O.; Falmouth, Ky.; Point Pleasant, W. Va., Potato Festival; Peebles, O., Street Fair; Germantown, O., Street Fair; Owenton, Ky., Fair, and Bethel, O., Fall Festival. All address
JACOB PRYOR
Flemingsburg, Ky., this week.

HUGHEY BROS. SHOWS
Want for 4th Annual Home-Coming Celebration, July 24 to 29, at New Berlin, Ill., and balance of season. Address this week Cerro Gordo, Ill.

WANTED
INDEPENDENT CONCESSIONS
no grift, for the
52nd ANNUAL REUNION
AUGUST 2-3-4-5
Auspices American Legion
C. ROBERTS, Secy., Humansville, Mo.

WANT
Contracting Agent with car. J. C. ADKINS CIRCUS, Illinois.

WANT
SIDE SHOW PEOPLE
Furnish complete outfit. Wire by Western Union.
ROGERS GREATER SHOWS
Huntingdon, Tenn.

WANT
Attractions and Concessions
BARNARD, MO.,
45th ANNUAL PICNIC
August 2, 3, 4, 5.
L. D. GOFORTH, Secy.

Hartmann's Broadcast

WALTER HALE agrees with Doc Waddell that grumpy motion picture theater managers can cause the carnival press agent no end of trouble with the daily newspapers. Their beefs can be loud and long and not infrequently they can exert enough pressure to get the carnival space cut down, Walt avers.

To overcome even the most irascible movie magnate, Walt offers an angle which he feels confident will eliminate not only the wailing in the advertising department and other interference, but will even, on occasions, make a "right" guy of the movie manager.

"You write Mr. Cinema a letter informing him of the date of the show's arrival," Walt suggests. "You tell him, without batting an eye, that from 100 to 400 carnival folk will patronize his matinees if he runs pictures that they have not already seen. You try to think of a film you might like to view yourself and suggest that he book it, if possible.

"When you meet Mr. Manager in the newspaper office he must, out of common courtesy, acknowledge your bow after receiving your letter. Thirty or 40 new faces at the Tuesday matinee will convince even the most skeptical, morose and savage movie manager that maybe the carnival isn't ruining him after all. Often tie-ups can be arranged of benefit to both parties thru this strategy (?).

"As Doc says, 'live and let live' is a darned good motto—but sometimes it takes a little con to make it work."

\+ + +

H. H. GUNNING liked the tribute paid to the late William H. Gardner by Harry A. Mann in this corner, issue of June 24. Gunning, like Mann, worked under the banner of the "King of General Agents," having joined the advertising department under Gardner of Barnum & Bailey in 1888 as lithographer on one of the advertising cars. He continued to be associated with Gardner on Barnum & Bailey show, Pawnee Bill's Wild West and the Buffalo Bill Wild West until 1902, at which time they were touring Europe and billing the Buffalo Bill show entirely with one advertising car, with no brigade either ahead or behind, and with Gunning as manager.

"The story as told by Mr. Mann was very interesting," says Gunning, "but he was somewhat mixed with dates, for in 1899 neither James A. Bailey, Mr. Gardner, Tody Hamilton nor Dick Ball was in the New York office. They were all in England, where they continued to be for the following five years, the show having opened at Olympia, London, in 1897. The show continued its European tour until 1902, when it sailed for home, and the Buffalo Bill Wild West came over to continue the tour for four years longer. Mr. Bailey called Mr. Gardner William, and no employee ever presumed to call him Bill."

\+ + +

ISN'T J. A. Dadswell, publicity director of the Amusement Corp. of America, slightly mixed in his band-wagon history when he says (issue June 10) Barnum's hand-carved masterpiece built in 1885 and drawn by 40 horses is now given over to decay and disintegration in "the sun and dew of Florida's great burial ground" at Sarasota? So asks W. U. Montgomery.

"If he has in mind," continues Montgomery, "the crowning triumph of all hand-carved, gold-glittering, eye-filling, once-seen-never-to-be-forgotten band chariots whose dazzling magnificence in its heyday of activity was the peer of all other vehicles ever created for like purpose, before or since, and referred to as the 'Two Hemisphere' band wagon, then I wish to advise it is not to be seen at Sarasota, but in Des Moines, Ia., a gift from Fred Buchanan, former circus owner, to the Iowa CFA, which has the historic wagon carefully stored that it may be preserved for posterity.

"It was thru the inspiration of James A. Bailey, not Barnum, that this marvelous and costly display of sculpturing was fashioned.

"The Sarasota winter quarters did have, and it may still be there, what was once a highly ornate band wagon. It comfortably seated a 30-piece band and was originally on the old Adam Forepaugh circus in 1878, later going to the Barnum & Bailey show, thence to Ringlings. It antedates the Hemisphere wagon by seven years and is considered the oldest band wagon in existence.

"I just sorta want to keep circus history straight."

Robert Welsh also read the item about the old band wagon and writes: "This is something that should not be thought of once and then forgotten. Every effort should be made to return this great masterpiece to its former condition. I can think of no better spot to place it than in the menagerie of the Big One, where all the lovers of the circus would be able to view it in all its glory. If that is impossible it should be placed in a suitable museum.

"If John Ringling North cannot see his way clear to return it to its former state of preservation, the Circus Fans of America, the Circus Saints and Sinners Club, or a new organization formed for the purpose, should get behind this matter and see that it is carried thru."

Notes From the Crossroads

By NAT GREEN

NEVER a Dull Moment, or It's All in the Day's Work! Lazy July days that blur the old typewriter with mirages of Minnesota lakes and woods, luring thoughts from figures to fishing. But the peremptory call of the stomach for food and the landlord for rent are potent checks on vagrant fancies. So, up from our cereal and bacon to catch the "El," and a 24-sheet on the avenue reminds that the R-B show will soon be on the lake front—100 per cent air-conditioned, which is cheering news. . . . Streamers along a North Side street presage a merchants' festival—we'll have to check that. . . . To the office—8:45 and the Woods Building dead as the San Fran fair; the agents and music men sleep late. . . . In the morning mail: A Burlington, Ia., man writes: "Will you please tell me what the carnival companies mean in their ads when they want concessions working for 10 cents and stock?" That's an easy one, but you should see some of the posers that occasionally pop up! . . . A woman from Three Rivers wants to know how to go about booking an astrology booth at the fairs. . . . Note from the Burlington R. R.—a movie star is coming in on the Zephyr and would we like a photo? Sorry, we've got more movie photos than we know what to do with.

There's the phone: Do we know of a tin-type photog who can take some stunt pix? Yep; that oldtimer, O. C. Hyde, is still mugging 'em. . . . The phone again! A customer wants to know if we have any influence at the Selwyn Theater; he tried to get tickets to the John Barrymore show and failed. Too bad, but our influence there is nil.

●

Off to the battle ground—otherwise business calls. Walter Moffett, of 20th Century Engineering, tickled pink with results of his ad and says he's sold a flock of those synthetic horses which were introduced at the December convention. . . . Lou Keller, of Casey Concession Co., showing an interest in the new Non-Theatrical Films column. . . . John Watling singing while he bats out work with lightninglike speed that has earned him the soubriquet of "Cyclone." Biz must be good, altho John declares it's—er, pediculous (the ed won't allow us to use the other word, John).

●

Back at the office and a note from the receptionist (snooty designation for telephone girl) says: "The young lady whom you missed a month ago was in again. You really missed something." Just my luck! . . . In the noon mail a letter from a London barrister. "We are trying," he writes, "to locate John Blutch, formerly of London. We are told he was with an American carnival or circus about 12 years ago. Can you give us his address?" Rather a large order. Best we can do is suggest the letter list. . . . Joe Coyle drops in looking for a fat woman and a giant to demonstrate a new midget auto. . . . Doris Dudley (Bide's daughter) wants a hurdy-gurdy to provide atmospheric music for a roller-skating party she's giving in the Sherman bungalow. We call John Vacca, who usually has a couple of "grind organs" on hand, and he promises to locate one.

●

Out to Washington Boulevard Hospital to see how Dan Odom is progressing; found him in excellent spirits and chatting with his old associate, Bill Gray, of Miami, and Walter Tratach. . . . Back in the Loop meet Dennie Pugh and Rubin Gruberg. "Rubie" all smiles; the rags at Arlington must have been okeh. . . . A peek into the Celtic Room. "Mister McCall, he's here half hour ago," 226 volunteers. . . . Floyd King at the bar draws a surprised look from the bartender when he orders a coke. Carl Marx, perambulating clown, spots us and after a whisper to the strolling musicians they strike up *The Billboard March*. . . . Al Humke drops in; is still operating his bingo game in Anderson, Ind., but has competish since Indianapolis is closed. . . . Bartender gets another surprise when a frock-coated, stand-up collared, clerical-looking man walks up and orders a bang, but it's only that purveyor of pulchritude, Ned Alvord, who's lining up time for a new show. . . . To dinner at the Wrigley Building restaurant, where radio personalities are as thick as spectators around an excavation. . . . Back on Randolph for a peek in DeLacon's. Jack Gwynne, Joe Berg, Dorny and other magi confabbing. At midnight they'll gather again at Nankin's, their favorite late spot. . . . To the Bismarck's Walnut Room in time to catch Bert Granoff's swell singing and visit with band leader Phil Levant, whose band is doing a grand job. . . . A scuttle of suds in the bierstube, a final check of the Magic Carpet, and so home and to the hay.

(Continued from page 31)

according to the fair itself. The matter may therefore be dismissed as negligible.

Inasmuch as it takes three days, in the opinion of liberals, to see the magnificent meadows, the fairgoer must unloose $2.25, thus suffering a loss of $1.50 because it should have cost him 75 cents. However, the fair does not ask anyone to come more than once, altho it hints more than vaguely that it will be a pleasure to play host to him as many times as he cares to come, offering Charlie Cherub and Freddie Footsore as shining examples of patriotism and civic pride.

It all boils down to this! When a man spends $2.25 for 75 cents' worth of expo over three days, he has received only a quarter's worth during each visit.

The World of Tomorrow represents an article so unique that it cannot be purchased anywhere else at this particular moment. If the customer wishes to buy an article on sale nowhere else, he must be equipped to pay the asking price or else. The fair could help him by not taking fiendish advantage of the uniqueness of its product in determining the price, but the consumer happens to be dealing with what Westbrook Pegler refers to as a soulless corporation. The World's Fair is a private project, not a people's project at a people's tariff. The customer can cry foul ball but there is no Judge Landis around to dispute the umpire's findings. The fair itself is czar and arbiter, a setup that is distinctly undemocratic.

Mr. Whalen's show is even more expensive than surface evidence indicates because the customer seldom figures the price per visit in the same bracket with the loss per same. It follows that if a person spends so much and receives so little, he does not and can not patronize the inside stands, including the pay attractions, as much as he would like to, even if he could find the amusement area or midway, which of course he can not because the midway is all but isolated from the exhibit part of the fair; that is to say, isolated from the main line, the midway being a petty branch reached after a circuitous route.

Showmen and concessioners must consider themselves lucky to get the leavings, if any. By the time there are any leavings left, not only is the customer all but spent financially but all but spent physically, a state which does not put him in a frame of mind to continue the footrace.

If it took the average customer more than seven hours per day to see the fair during the operating period between April 30 and June 15, a statement which appeared in an expo publicity release, he will have to spend more time than that during the expectedly heavier July and August to see less. He will see less or, at any rate, he will not see more, because of ground and building congestion. The more time he spends in the free sectors, the less time he will have for the pay sectors, assuming that he will still be in an upright position.

Should he go to the fair a second and a third time and still not see the works, he will want to go back again and again, if he has the money, to see what the papers back home have been telling him about. This will leave him less and less time and less and less money for the midway.

As the Fair Corporation's gate grosses rise its revenue from pay attractions and concessions which, by reason of participating percentages represent a staggering sum, but only potentially, must inevitably decline. The more it gains at the gate the more it must lose inside those gates. Since the loss inside is a loss that does not appear in the ledger books, conspicuous tho that loss be, the Fair Corp. does not acknowledge its existence.

The function of the Fair Corp. seems to end once the customer gets past the turnstile. To put it another way, official fairdom suffers from a horrible fixation. It is only intent on its gates. It knows that so many gate admissions bring in so much money. Because spending on the inside is largely an indefinite, indeterminable factor at any given moment of operation, its value as gains also does not penetrate official fairdom.

The only possible salvation is to reduce the gate admission sharply beginning at 6 or 7 o'clock. The admission could be chopped to a quarter.

This corner believes that the Fair Corp. would pick up the 50 cents, if not much more, from its percentages, with the added advantage of entertaining more people at its World of Tomorrow. More people this year will make for more exciting second-edition possibilities in 1940.

This seems a good period in which to help the struggling showmen and concessioners get on their feet. Anything less than a radical chop in the gate price would make the period ripe for a midway revolution.

If this be treason, it seems like a good idea.

LETTER LIST

(Continued from page 28)

Wallace, The
Visnek, Frank
Van Gossen, Artist
Vogel, Ralph
Walden, Jack
Weston, Al
Wicker, [illegible] G.
Willard, Clarence F.
Williams, Fred X.
Wilson, Wm. G.
Wright, Earl
Zenos, Leslie

MAIL ON HAND AT

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Bills, Mrs. Madge
Bing, Bernice
Bryant, Mrs. Florence, M.D.
Brown, Mrs. Carrie
Brown, Mrs. Harry
Burton, Mrs. G. W.
Carson, Viola
Clark, Dorothy M.
Clark, Helen
Dentinger, Mrs. G. B.
Gates, Miss Billie
Granger, Mrs. Martha
Hayes, Miss Virginia
Hester, Mrs. Mae
Hodges, Mrs. Edward
Janson, Helen
Johnson, Phyllis
Koch, Phylan
Lee, Penny
Lee, Yvonne
Norton, Clara
O'Connor, Mrs. T. J.
Price, Mrs. D. M.
Rice, Mrs. Sadie
Rice, Mrs. J. L.
Scott, Mrs. Eldora
Scott, Mrs. Eugene F.
Shaw, Ruby
Sims, Mrs. Marie
Stanley, Anna
Stanley, Mrs. Dorothy
Stanley, Rose
Stock, Mrs. Bee
Whitworth, Mrs. Jessie
Wilson, Margaret L.

Men

Alford, Jackie
Alford, Tex
Archer, Jack
Allen, Dan
Bailey, Bert
Baker, John
Ballentine, J. C.
Bichler, Ray L.
Brown, Tom
Bond, Powell
Brown, George L.
Bennett, J. C.
Cherry, John
Clark, Bass
Clark, J. J.
Clarkson, Al
Cochran, H. L.
Colwell, Thomas K.
Cuthbert, Larry
Dowd, Richards Gilbert
Eites, Anderson
Ellis, H. F.
Ferguson, Wm.
Fire, Al
Fleming, George
Flanagan, James
Flood, Gerald Bisher
Forbes, J. H.
Freed, Harry T.
Garn, Jack
Gehris, Burton E.
Good, Charley
Gray, Dude
Grider, Roy Lee
Goldstein, J.
Graves, Johnny
Grenhoff, Herman
Harback, Gene
Harrison, Frank (Doughboy)
Hart, Neal
Hatzmiller, Chas. E.
Holglad, Ted
Hoofer, William
Holland, Chet
Hottle, R. W. (Red)
Hulse, J. Frank
Hunter, Richie
Jaeguer, Jack
Kelly, Ted
Knollton, Shorty
Lowd, Martin (Mose)
Lawrence, Larry
Lewis, John (Jack)
Lewis, Capt.
Lockman, H. H.
Long, Harry K.
Lowery, Fink
Lucas, R. W.
Maher, Johnny
Manley, Lewis
Martin, Blackie
Martin, Terry
Maynard, Richie
Mellon, A. J.
Merritt, Frank
[illegible], A. L.
[illegible], W. K.
Noble, George W.
Novak, Anthony
O'Brien, Ernest E.
O'Day, Mike
O'Neill, Charles
O'Neil, Patrick J.
Peck, William
Proctor, Dick
Ray, Ralph V.
Ryan, Jack Joyce
Reed, C. K.
Reed, O. W.
Scott, Thomas
Selkey, Delmar
Schmidt, Gene
Sargent, F. M.
Snyder, Sid
Snyder, Robert A.
Stanley, Leslie
Stanley, W. K.
Stark, M. H.
Stubbs, Carl
Swartz, Herbert
Travis, Alex
Van Bowen, Bert
Vincent, Larry
Vincent, Ray
Willard, Clarence E.
Wilson, T. A.
Wright, H. F.
Wrigley, Joe

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102-4-6 Wooster St., New York City.

RIDE MEN WANTED WHO CAN DRIVE TRUCKS

Preference given sober and reliable single men. State ride experience, salary expected and when and where last employed. Address [illegible] WILLIAMS, [illegible] St., Woodside, L. I., New York.

WILL BOOK FERRIS WHEEL

For rest of season, starting July 17. Guarantee Operator $150 per week, rate of [illegible]. Eastern Shore route. Some grossed over $400 per week last season.

DAVID KAY, Lewes, Del.

CONVENTION SHOWS

Can place Custard, Fishpond, Bowling Alley and other Legitimate Concessions for V. F. W. [illegible] celebration, [illegible], Pa., next week, with 12 County Conventions to follow. All communications to

CLAY MANTLEY, Mgr., [illegible], N. Y.

VIRGINIA AMUSEMENT CO.

And Taylor Bros.' Circus Combined wants Rides not conflicting with Chairplane. All Shows open. Will furnish outfit. Concessions of all kinds. Several Agents with car. All Wheels open. This Show never closes. Now playing [illegible], O., this week. Write or wire care Western Union, Steubenville, O.

ROGERS & POWELL WANTS

For the best picnics and celebrations in Arkansas: Cookhouse, Minstrel Show, [illegible], Athletic Show, Crime Show or any Show of merit. Can furnish complete outfit for same. Want Fishpond, Pitch-Till-You-Win, Scales, Diggers, Palmist, Candy Floss, Candy Apples, [illegible] Girl Show, [illegible] Ark., [illegible] July 10; Newark, Ark., week of July 17; Black Rock, Ark., week of July 23. Jack Rollins, come on.

R-B Employees Poisoned

MONTREAL, July 10.—More than 50 employees of Ringling-Barnum circus, here for a two-day engagement, were taken to local hospitals today suffering from food poisoning.

Bryant Joins Strates Shows

OGDENSBURG, N. Y., July 10.—G. Hodges Bryant tendered his resignation as director of publicity for Gruberg's World's Exposition Shows effective July 8. He will join the James E. Strates Shows in the same capacity at Schenectady, N. Y., today.

ROUTES

(Continued from page 24)

Yost Men, Four (Diamond Horseshoe) NYC, nc.
Yurka, George (Casino Russe) NYC, nc.
Yges & Tanya (Earl Carroll's) Hollywood, nc.

Z

Zeke & Elmer (Village Barn) NYC, nc.
Zink, Betty (Merry-Go-Round) Dayton, O., nc.
Zita (Black Cat) NYC, nc.

DRAMATIC AND MUSICAL

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

Barrymore, John: (Selwyn) Chi.
Hayes, Helen: (Curran) San Francisco.
One for the Money: (Harris) Chi.

CIRCUS AND WILD WEST

Admire, J. G.: Madelia, Minn., 11; Mountain Lake, 12; Lakefield 13; St. James 14.
Anderson, Bud E.: Rochester, Minn., 12; Lake City 13; Wabasha 14; Plainview 15.
[illegible]: Sault Ste. Marie, Ont., 11; Newberry, Mich., 12; Marquette 13; Ishpeming 14; Escanaba 15; Iron Mountain 16; Ironwood 17; Rhinelander, Wis., 18; Wausau 19; Green Bay 20; Manitowoc 21; Appleton 22; Beaver Dam 23.
Downie Bros.: Salem, Mass., 11; Haverhill 12; Waltham 13; Framingham 14; Webster 15; Plymouth 17.
Eddy Bros.: Princeton, Me., 12; Calais 13.
Gould's, Jay: Willmar, Minn., 11; Odessa 12-13; Graceville 14; Battle Lake 15-16.
Kelly, Al G., & Miller Bros.: Meadow Grove, Neb., 11; Clearwater 12; Tilden 13; Oakdale 14; Ewing 15; Page 16; Orchard 17; Brunswick 18; Plainview 19; Bremer 20; Osmond 21; Wausa 22.
Marlow's: Collinwood, Tenn., 15; Clifton 17; Waynesboro 18; Hohenwald 19; Linden 20; Zoreville 21; Dessons Landing 22.
Ringling Bros. and Barnum & Bailey: Montreal, Que., Can., 10-11; Ottawa, Ont., 12; Toronto 13; Hamilton 14; London 15; Detroit, Mich., 16-18; Jackson 19; Kokomo, Ind., 20; Danville, Ill., 21; Chicago 22-30.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

All-American Expo.: Hampton, Ia.
Anderson-Srader: Abilene, Kan.; Salina 17-22.
American United: Kalispell, Mont.
Arena: Cumberville (Cheswick), Pa.
Atlantic Coastal Expo.: Walkersville, Md.
Atlas: Smith Grove, Ky.
B. & H. Am. Co.: Mellen, S. C.
B. & V.: Schuylerville, N. Y.
Bach, O. J.: Adams, N. Y.
Badger State: Friendship, Wis.
Bantly's All-American: Punxsutawney, Pa.; Kane 17-22.
Barfield's Cosmopolitan: Williamson, W. Va.
Barnhart's Golden West: Hastings, Minn.; S. St. Paul 17-22.
Barker: Monticello, Ill.
Barkool Bros.: Reed City, Mich.; Fenton 18-22.
Bass & Lane: Rossville, Tenn.
Baysinger, Al: Mendota, Ill.
Beckmann & Gerety: Negaunee, Mich.; Hibbing, Minn., 17-22.
Bee, F. H.: (Fair) Tazewell, Ky.; (Fair) Grayson 17-22.
Blue Ribbon: Brazil, Ind.
Blue Ridge: Hinsdale, W. Va.
Bortz: Steelville, Mo.; Van Buren 17-22.
Brown's Joyland: Eureka, Calif., 12-18.
Bluemer Model: Ellsworth, Me.
Bremer Tri-State: Cass Lake, Minn.
Brown Family Rides: Sopertion, Ga.
Brown Novelty: Yorkville, O.
Buck, O. C.: Marlboro, Mass.
Buckeye State: Laurel, Miss., 10-15; Hardin 17-22.
Bullock Am. Co.: Madison, W. Va.
Burdick's All-Texas: (Fair) Riesel, Tex.; Valley Mills 17-22.
Byers Bros.: Jacksonville, Ill.
C. J. Altrus: Tower, Minn.
Casey, E. J., Canadian: Carberry, Man., Can., 12-14; Stonewall 15; Shoal Lake 18; Gladstone 19; Elkhorn 20; Russell 21-22.
Centennial Greater: Guttenberg, N. J.
Clyde's United: Mooresville, Pa.
Coleman Bros.: Rockville, Conn.
Colley, J. J.: Lindsay, Okla.
Coney Island: (Primrose ave. & Georgetown pike) Lexington, Ky.
Conklin: Winnipeg, Man., Can., 10-12.
Convention: Falconry, N. Y.
Crafts: Stockton, Calif., 11-16; Modesto 18-23.
Crowley United: Champaign, Ill.
Crystal Expo.: Abingdon, Va.; Bristol 17-22.
Cumberland Valley: Monticello, Ky.
Cunningham's Palms City, W. Va.; Woodsfield, O., 18-22.
Curl, W. S.: Union City, O.; Camden 17-22.
De Luxe Am.: Deep River, Conn.; Saybrook 17-22.
Dick's Paramount: Falmouth, Mass.
Dixie Belle: Elizabethtown, Ky.
Dixie Model: Anawalt, W. Va.

WANT FOR TOM HASSON SIDE SHOW

FREAKS Sword Swallower, a Working Act, Tattoo Man, Girl for Sword Box, Man to make second opening. No Act too big if you can cut it. John Hanna, wire. Ten weeks of Fairs. Write or wire. Tex Knell, wire. Address

TOM HASSON, Care World's Fair Shows, Inc., Albany, N. Y.

WORLD OF PLEASURE SHOWS

MANISTIQUE, MICH., JULY 18-24.
7 DAYS—ANNUAL BLUEBERRY FESTIVAL—7 NITES.

WANT Motor Drome, Fun House, [illegible] Wax, or any Novel Grind Show. CAN PLACE Pony Track with neat frame-up. WANT Bingo, [illegible] Tent, Custard, Bumper, Cigarette Gallery, String Game, Legitimate Concessions of all kinds. CAN PLACE Cook House with real frame-up. "TALKERS WANTED", One Place Talker and Girls for [illegible] Show, also Talker for real [illegible] Show. Good proposition. [illegible] Opening for Banner Man who can get up paper. [illegible] have own transportation. [illegible] We have 2 Michigan Fairs, starting August [illegible] also a number of [illegible]. All [illegible].

WORLD OF PLEASURE SHOWS, Hurley, Wis., July 10-16, Firemen's Jubilee.

WEYLS PRODUCTION CO.

WANTS for the following Firemen's Celebrations with Parades, Contests, etc.: Cookhouse, privilege in tickets; Frozen Custard, Candy Apples, Floss, Palmistry and other legitimate Stock Concessions not conflicting. Positively no racket. Will Buy or Book Kiddie Auto Ride and Loop-o-Plane. WANT Girl Show and Posing Show. Have complete outfits for same. WILL BOOK Sideshow. WANT strollers Free Act for balance of season. Attention, Chairmen! Show has [illegible] open weeks for Fairs or Celebrations. Rockwood, Pa., this week; Creekside, Pa., July 17-22; [illegible], Pa., July 24-29.

ED WEYLS, Owner and Manager.

TERRILL'S METROPOLITAN MIDWAY

OPENS JULY 24 FOR SIXTEEN WEEKS OF FAIRS, CELEBRATIONS AND TOBACCO FESTIVALS.

WILL BOOK Ferris Wheel, Kiddy Auto, Octopus, Whip or Tilt-a-Whirl. WILL BUY OR BOOK Chairplane. WANT Shows with or without outfits. We have plenty [illegible]. Concessions all open, Cookhouse, Bingo, Custard, Diggers, American Palmistry, [illegible], [illegible]. Grind Stock Concessions, Cotton Candy. No racket. WANT Organized Minstrel with Band for [illegible] Show Parade Daily, [illegible] salary. Address

TOM TERRILL, Manager, 116 South Main Street, Greenville, S. C.

MODEL SHOW WANTS

FOR ROSETO, PA., CELEBRATION, JULY 24 TO JULY 31, AND OTHER BIG FAIRS AND CELEBRATIONS.

RIDES: Merry-Go-Round, Ferris Wheel and Chairplane, Ride Help on Tilt and Loop-the-Loop. WANT Kiddie Rides. Shows—Organized Minstrel Show, Acts for Side Show, Girl Show, Monkey Circus, Animal Show, W. C. Brown, wire. CONCESSIONS—Diggers, Mitt Camp, Fish Pond, Bowling Alley, Penny Pitch, Grab Joint, Custard, Lead and Cigarette Gallery. Wheels and Grind Stores will work. WANT high sensational Free Act. Write to G. J. FRANCO, Roseto, Pa.

SCOTT BROTHERS' SHOWS

Want Cook House. $50 in Tickets. Want Pit Show, Pony Ride, Stock Concessions, Diggers, Lead Gallery open. Central City, Ky., this week; Morganfield, Ky., next week.

MAGIC EMPIRE SHOW

CAN PLACE—Octopus, Roll-o-Plane and Kiddie Rides, Girl Show with or without outfit, also Athletic Show People and any other shows that do not conflict. Can place Photo Gallery and all other Legitimate Concessions with exception of Cookhouse, Corn Game, Penny Pitches and Ball Games. MAGIC EMPIRE SHOW, Corning, Ia.

Latlip Home State Shows

WANT TO JOIN IMMEDIATELY FOR BALANCE OF SEASON; WITH SIX WEST VIRGINIA FAIRS, STARTING AUGUST 14, AT RAINELLE, W. VA.

CONCESSIONS—Grand Show, Frozen Custard, Candy Floss, any Concession that works for stock. CAN USE few Grind Shows. WANTED—Good Minstrel Show Manager with organized Show. We have beautiful Panel Front. Good proposition for Monkey Show, or will furnish Top and Banner [illegible] have Monkeys. CAN USE one flashy Kid Ride. We have 6 Major [illegible]. NOTICE—Leo Illsaty no longer with this show. P. S.—Southern Fair Secretaries, if you want [illegible] show, wire or write.

MORRIS VOLTAGGIO, Gen. Mgr., Smithers, W. Va.

Gruberg's World's Exposition Shows, Inc.

Can place to join on wire Fat People, man and woman; don't misrepresent your weight. Salary paid out of office. Whitey Usher wants Colored People and Cooks for Darkest Africa. Want Musicians and Girls for Plant Show. Wire

MAX GRUBERG, Plattsburg, N. Y., this week; Glens Falls, N. Y., next week.

J. J. PAGE SHOWS

Want reliable Manager and Rider for Motordrome. Outfit in good condition. Want legitimate Concessions; no joints. Bert Melville wants Girls for Revues. Address

Pikeville, Ky., this week; Lexington, Ky., next week. J. J. PAGE SHOWS.

DIXIE MODEL SHOWS

WANT FOR MULLENS, W. VA., SUMMER FESTIVAL, JULY 17 TO 22.

First Carnival in Four Years, followed by Montgomery, W. Va.; Then the State Firemen's Convention at Hinton, W. Va., around Court House Square, July 31 to August 5. WANT Ten-in-One, Monkey Show, Pit Shows, Penny Arcade, Diggers, Octopus, Kiddie Autos, legitimate Concessions of all kinds. Communicate quick. Address this week, Anawalt, W. Va.

P. S.—Max Heller, have organ to repair. Contact quick.

Dudley, D. S.: Tulia, Tex.; Dickens 17-22.
Dyer's: Richland Center, Wis.
Edwards, J. R.: Tiffin, O.; Mansfield 17-22.
Elite: Falls City, Neb., 10-13; Hamburg, Ia., 16-20.
Eliman: Menasha, Wis.; Sturgeon Bay 17-22.
Endy Bros.: Portland, Me.
Evangeline: Poplar Bluff, Mo.; Rayne, Ark., 17-22.
Fair at Home: Barre, Vt.
Fairly & Little: (Fair) Fessenden, N. D.; (Fair) Langdon 17-19; Hamilton 20-22.
Falls City: Highland Park, Louisville, Ky.
Federal State: Sharpsburg, Ky.
Fidler's United: Traverse City, Mich.; Grand Haven 18-22.
Flying Millers: Breckenridge, Tex.
Four State: Benld, Ill.
Frisk Greater: Crookston, Minn.
Funland: Neon, Ky.; Harlan 17-22.
Fuzzell: Le Mars, Ia.
Gibbs, W. A.: Holton, Kan.
Gold Medal: Canton, Ill.
Golden Arrow: Hartford, Mo.
Golden West: Hastings, Minn.
Golden State: Dixon, Calif.
Goodman Wonder: (Fair) Prince Albert, Sask., Can.; (Fair) Yorkton 19-22.
Great Lakes Expo.: Marion, O.
Great Sutton: Creston, Ia.
Great Eastern: Abingdon, Va.
Greater Expo.: Michigan City, Ind.
Greater United: Pond Creek, Okla.
Groves Greater: Montezuma, Ind.; Oakland, Ill., 17-22.
Gruberg's World's Expo.: Plattsburg, N. Y.
H. B.: Chauncey, Ga.
Happy Attrs.: South Zanesville, O.; Bainbridge 17-22.
Heller Acme: Hamburg, N. J.; (Fair) Branchville 17-22.
Henke Bros.: Cudahy, Wis., 10-16; Racine 17-22.
Hennies Bros.: Yakima, Wash.
Heth, L. J.: West Frankfort, Ill.
Hilderbrand's No. 1: Spokane, Wash.
Hilderbrand's No. 2: Tekoa, Wash., 10-12; Bonners Ferry, Ida., 13-16.
Hines, H. L.: Kensington, Minn., 14-16.
Hippodrome: Waxahachie, Mo.
Hoffner, Wm.: Mathersville, Ill., 14-15.
Huggins, W. C.: Bremerton, Wash.
Hughey Bros.: Cerro Gordo, Ill.
Hurst: Honey Grove, Tex.; Gunter 17-22.
Hyde, Eric B.: Norton, Va.
Ideal Expo.: Olean, N. Y.; Elmira 17-22.
Imperial: Martinsville, Ind.
Jolley Jailet: Louisville, O.
Jones, Johnny J., Expo.: Richmond, Ind.
Joyland: Arcata, Calif.; Ukiah 16-22.
Kaus, W. C.: Waverly, N. Y.; Corning 18-22.
Kaus Expo.: W. Haverstraw, N. Y.
Keystone Modern: Connellsville, Pa.
Krekos West Coast Am. Co.: Bend, Ore.; Tacoma, Wash., 17-22.
Lagasse Am. Co. No. 1: E. Bridgewater, Mass.; Providence, R. I., 17-22.
Lagasse Am. Co. No. 2: Lawrence, Mass.; Amesbury 17-22.
Landes, J. L.: Nebraska City, Neb., 10-14; (Fair) South Omaha 15-22.
Lang, Dee: Detroit Lakes, Minn.; Brainerd 17-22.
Latlip's Home State: Smithers, W. Va.
Lawrence, Sam: California, Pa.; Carnegie 17-22.
Lee Am. Co.: Dadeville, Ala.; Sylacauga 17-22.
Lewis, Art: (Swissvale) Pittsburg, Pa.
Liberty National: Hawesville, Ky.
Liberty United: Balmorhea, Tex.
McKee, John: Lindsborg, Kan., 10-16; Linn 19-22.
McMahon: Ida Grove, Ia.; Denison 17-22.

CIRCUS ACTS WANTED

Ground and Aerial. Season from now until December 1. We furnish Cookhouse and gas. Three-day and week stands. Those who have corresponded before, please write again. State lowest. All communications to

Siebrand Bros.' Circus and Carnival
Helena, Mont.

WHITEHALL, ILL., LEGION CELEBRATION this week, Winchester Annual Celebration next week, Pleasant Hill Street Celebration week of July 24, Mulberry Grove Home-Coming week July 31, Carlyle Street Fair and Home-Coming week August 7; all Illinois, and 10 other celebrations to follow. **BIG CITY SHOWS** want Legitimate Concessions only, Corn Game, Cookhouse, Custard, Palmistry, Pop Corn, Diggers, Cigarette Gallery, Fishpond, Hoopla, Pitch-Till-You-Win, Scales, Candy Floss, Long Range Gallery, Arcade. High Striker open. Have outfits open for Hawaiian, Snake, Side Show, Half and Half and single Pit Shows. Want Electrician who can do carpenter work. Help wanted on Merry-Go-Round. Come mounted on wagon. Chairo-Plane, Caterpillar and Baby Auto Ride Operators on percentage. Jack Troy wants Oriental Dancer. This show will stay out till Christmas in cotton country. Will place Calliope Player and Family Free Act, also small Daily Band.

SHOW GIRLS WANTED

Preference given Specialty Dancers, also Accordion Player. Long season. State age, height, weight and experience and salary. Salary sure. Address BEN WILLIAMS SHOWS, Inc., 5025 71st St., Woodside, L. I., New York.
Season Starts at Hallowell, Me., July 20

COMMITTEEMEN

I can furnish complete Carnival Unit for your Celebration with Rides, Shows and Concessions. W. G. J. SHOWS, bigger, better than ever. Write Winter Quarters, Bucyrus, O.

SCALE and AGE AGENTS WANTED

Ten weeks' work. Salem, Ill., Reunion; Ottumwa Fair, Wisconsin State Fair—others. Lewis Weber, Danny Kramer, Al Baker, Al Roncoroni, wire GEO. M. LAIRD, Imperial Shows, Martinsville, Ind.

Magic Empire: Corning, Ia.
Marks: Oak Hill, W. Va.
Melvin's United: Flaxton, N. D., 13-14.
Middleton, Karl: Allegany, N. Y.
Mighty Monarch: Gary, W. Va.
Miller Amusements: Red Lake Falls, Minn.
Mimic World: Mineral Wells, Tex.
Miner Model: Bridgeport, Pa.
Miner Ride Unit: New Hope, Pa.
Model: Lakehurst, N. J.
Moonlight: Henaker, Va.
Motor City: Flint, Mich., 10-16.
Nall, C. W.: Hope, Ark.
New England: Rochester, N. H.
Nye Am. Co.: Ansted (P. O. Whitesville), W. Va.
Ozark Am.: Tahlequah, Okla.; Fayetteville, Ark., 17-22.
Page, J. J.: Pikeville, Ky.; Lexington 17-22.
Park Am. Co.: Texarkana, Tex., 10-22.
Peach State: Reidsville, Ga.; Soperton 17-22.
Pearson: Rushville, Ill.; Wyoming 17-22.
Penn State: Duryea, Pa.
Penn Premier: McAdoo, Pa.
Pioneer: Bath, N. Y.; Ashland, Pa., 17-22.
Playland: La Fayette, Ind.
Prell's World's Fair: Colonie, N. Y.
Pryor's All State: Flemingsburg, Ky.
Rainbo Am. Co.: Davis City, Ia.
Reading's: Cadiz, Ky.; Hopkinsville 17-22.
Regal United: Rosebud, Tex.
Reid, King: St. Albans, Vt.
Reynolds & Wells: Stevens Point, Wis.
Rogers Greater: Huntingdon, Tenn.
Rogers & Powell: Salem, Ark.; Newark 17-22.
Royal American: (Fair) Calgary, Alta., Can.; (Fair) Edmonton 17-22.
Royal Midway: Ashley, Ill.

Rubin & Cherry: Milwaukee, Wis.
Scott Bros.: Central City, Ky.; Owensboro 17-22.
Shugart, Doc: St. Louis, Okla.; Lexington 17-19.
Silver State Attr.: Park City, Utah; Tooele 17-22.
Sims Greater: Timmins, Ont., Can.
Skerbeck Am. Co.: Rhinelander, Wis.; Eagle River 17-22.
Smith Bros.: Talihina, Okla., 10-15; Clayton 17-22.
Smith's Greater: Everett, Pa.
Snapp Greater: (Fair) Mt. Carmel, Ill.; (Fair) Robinson 17-22.
Sol's Liberty: Sheboygan, Wis., 10-16.
Southern Attrs.: Rockledge, Ga.
Strates, James E.: Schenectady, N. Y.; Utica 17-22.
Stritch, Ed: Brownwood, Tex.; (Fair) Lampasas 16-22.
Sunset Am. Co.: Oskaloosa, Ia.; Ft. Madison 17-22.
Sunshine: Stigler, Okla., 12-15; Krebs 17-22.
Texas Longhorn: Cherokee, Okla.
Tidwell, T. J.: Wichita, Kan.
Tilley: De Kalb, Ill.; North Chicago 17-22.
Tybee United: Tybee Beach, Ga.

Virginia Am. Co.: Mingo Junction, O.
Wade, W. G.: Petoskey, Mich.
Wallace Bros.: Greenfield, O.; Maysville, Ky., 17-22.
Wallace Bros. of Canada: (Fair) Portage la Prairie, Man., Can., 10-12; (Fair) Dauphin 13-15; (Fair) Melfort, Sask., 17-19; (Fair) North Battleford 20-22.
Ward, John R.: Chester, Ill.
West, M. R.: Garrett, Ind.; Ashley 17-22.
West, W. E., Motorized: Westfield, Ia.; Bremer 18-22.
West Bros.: Ely, Minn.
Western State: Scottsbluff, Neb.
West's World's Wonder: Dravosburg, Pa.
Weyls Prod. Co.: Rockwood, Pa.
White City: Twin Falls, Ida.
Wilson Am.: Lovington, Ill.
Winters Expo.: Bentleyville, Pa.
World of Fun: Cornelius, N. C.
World of Mirth: Waterville, Me.; Bangor 17-22.
World of Pleasure: Harley, Wis.
Wyse Greater: Lamont, Ia., 13-15; Manly 16-18.
Young, Monte: Nephi, Utah.
Zacchini Bros.: Meadville, Pa.
Zeiger, C. F., United: (Fair) Basin, Wyo., 11-15; (Rodeo) Sheridan 17-19.
Ziegler-Fallis: River Rouge, Mich.
Zimdars Greater: Watertown, S. D.; Sioux Falls 17-22.

MISCELLANEOUS

Aremiya, Aerial: Riesel, Tex., 13-16.
Arthur, Magician: Hillsdale, Tenn., 10-13; Monroville 14-15.
Brang Bros.' Tent Show: Thiry Daems, Wis., 10-15; Fairland 17-22.
By-Gosh Tent Show: Rolesburg, W. Va., 10-15.
Craig Bros.' Show: Millmont, Pa., 10-15.
De Cleo, Harry, Magician: Barberton, O., 10-22.
George Great: Prince Albert, Sask., Can., 10-15; Yorkton 17-22.
Gladstan, Norma, Show: Three Rivers, Mich., 10-15.
Harlan Med. Show: Barberton, O., 10-15.
Hayworth, Seabee, Players: Rockingham, N. C., 10-15.
Hermes, Magician: Dauphin, Man., Can., 13-15; Melfort, Sask., 17-19; North Battleford 20-22.
Lewis, H. Kay, & Hollywood Varieties: Salmon, Ida., 10-15.
Long, Leon, Magician: Santa Fe, N. M., 10-17.
Marquis, Magician: Chisholm, Minn., 12; Gilbert 13; International Falls 14-15; Cass Lake 17; Crosby 18; Bemidji 19; Thief River Falls 20; Red Lake Falls 21-22.
McCall Bros.' Dog & Pony Show: Preemption, Ill., 12; Sherrard 13; Mathersville 14-15.
McNally's Variety Show: Shandaken, N. Y., 10-15.
Miller, Al H., Show: Danville, Ga., 10-15.
Montague, Magician: Dubois, Ida., 13-15; Terreton 16-17; Roberts 18-19; Menan 20-21.
Myhres Tent Show: Oakes, N. D., 10-15.
Princess Edna Show: Tulia, Tex., 10-15.
Micion's Dogs: Crossville, Tenn., 10-22.
Rippel, Jack, Show: Brandy, Va., 10-15.
Schaffner Show: Cantron, Mo., 10-15.
Toby's Comedians: Dixon, Mo., 12-15.
Tolman's Tent Show: Herman, N. Y., 10-15.
Tracy Fun Show: Edenville, Mich., 10-15.
Williams, Really, Tent Show: Garland, N. C., 10-15.

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No. 1101—CORVEX POT. Triple Coated Porcelain Enamel, With Chrome Cover. Three Quart Size. 12 to Carton (No Less Sold). Each **40c**

No. 1091—LARGE OVAL ROASTER, 14½ Inches Long, 10½ Inches Wide. Packed 2 to Carton (No Less Sold). Each **50c**

No. 1098 — KETTLE. Triple Coated Enamel, Chrome Cover. Four-Qt. Size. 12 to Carton (No Less Sold). Each **40c**

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WISCONSIN DE LUXE CORPORATION
1900-12 No. THIRD STREET, MILWAUKEE, WIS.

FEATURE TOP MONEY GETTERS AT YOUR FAIRS

You Can't Miss with our New CORN GAME Items. Introductory Offer: 24 Flash Items **$8.50**
Hundreds of New HOOPLA, FISH POND AND BALL GAME ITEMS.
LAST MINUTE PLASTER WINNERS, CANES, DOLLS, BEACON BLANKETS, CLOCKS, LAMPS, CHINAWARE, FANCY BOXED SUMMER CANDIES, SLUM, GLASS AND CHINA.

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ACME PREMIUM SUPPLY CORP.
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CANDY CRUSHED CHERRIES
SUNSET CHOCOLATES
Contains Chocolate Crushed Cherries, in a Beautiful Box, Wrapped with Assorted Colored Cellophane.
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DELIGHT SWEETS, Inc. 50 EAST 11TH ST., NEW YORK CITY

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INSURANCE
"THE SHOWMAN'S INSURANCE MAN"
A738 INSURANCE EXCHANGE BLDG., CHICAGO, ILL.
(EASY WEEKLY AND MONTHLY PAYMENTS)
CHARLES A. LENZ

GRAYSON, KY., FAIR, Week July 17
HARRODSBURG, KY., FAIR, Week July 24

Both of these Fairs are 5 Days and 6 Nights Dates

Conditions are good in this section of the country. We have no more still dates this season. All Fairs until November 1. Want Stock Concessions that work for 5c and 10c. Especially want Cook Joints. Exclusive Novelties for sale. Also Custard and Rat Game. Want Shows with own outfits or will furnish complete outfits for Geek or Wild Man Show. Can use few Black Performers. Come on over and play real Fairs with us and build up the bank roll. Address

F. H. BEE SHOWS, Inc.
Vanceburg, Ky., this week or come on to Grayson, Ky.

Bullock Amusement Co.

WANT Man to take charge of small Cook House. Must be sober and reliable. Married man preferred. Small privilege. 50-50 after nut. Can also place experienced Ride Help that can handle Eli trailer. Must be sober and reliable. Can place few more strictly legitimate Concessions. All Concessions joining now can play Rilly Reunion. No gate—no racket.

Madison, W. Va., this week; Marmet, W. Va., week July 17.

GIRLS - WANTED - GIRLS

CAN PLACE AT ONCE First-class Aesthetic Dancers. Also can place several Attractive Girls for Posing Show. Experience unnecessary. Can use Posing Show Talker and Lecturer. Don't write, wire Western Union or come on. Address

C. C. (SPECKS) GROSCURTH
Care W. G. WADE SHOWS, Petoskey, Mich., all this week; week of July 17, Bay City, Mich.

WANTED FOR THE 8th ANNUAL MARION COUNTY FREE FAIR
AUGUST 1-2-3-4-5, NEW BETHEL, IND.

Shows and Concessions. This Fair is sponsored by the Business Men of New Bethel and Marion County. It's been getting better and bigger each year and having our own ground this year to erect Grandstand, Horse, Race Track and other Buildings. Showfolks and Concessions coming to now will be taken care of in years to come. Attendance last year was 150,000. CAN USE a few more first-class Free Acts. Have Cliff Thomas Rides of Riverside Amusement Park, Indianapolis, Ind., booked this year. Shows, Concessions and Free Acts, write HARRY O. ROBERTS, Secy., Wanamaker, Ind. Our Fair is followed by Shelbyville, Ind., Free Fair, making a short jump to another good Free Fair.

GLEANINGS—

(Continued from page 31)

on the Island as free attractions. *The Drunkard*, produced by Ralph Pincus, took over the Musee Mechanique building and opened auspiciously on June 28. Old-time headliners include Theo Pennington, Davy Jamison and Arthur Cunningham. Others in the cast are Virginia Haig and Montgomery Mohn. Herman Rudick, who has souvenir stands in International Hall and in Vacationland building, says he is well pleased with business.

Fred Weddleton, who has taken over the job of vivifying Television City, made his first move by starting to alter Television Theater in which he is producing an old-time Oriental show with a company of 20. There will be weekly sensational free acts which it is hoped will bring customers within the gates at a 10-cent charge.

During the Fourth of July period about 350,000 visited the expo and every worthwhile attraction did capacity business; 40,000 tars from the fleet anchored in the bay were turned loose and virtually took over the fair. Broad smiles wreathed the faces of the brass hats—sort of "I told you so" smiles—as they saw the successful culmination of months of arduous labor. One thing was proved conclusively, and that is that not over 200,000 people can be handled on Treasure Island in one day. Bay Bridge was cluttered with cars, sometimes the lines extending back into the cities on both sides. Ferries had waiting thousands for boats and parking area was filled to capacity. The package tickets that have been issued by the fair are in circulation and helping business of weaker shows considerably. 'Tis said the American Express Co. has disposed of 50,000 of these books for which it paid cash to the fair. Fair in turn paid the showmen whose shows are listed in the book a lump sum for the tickets sold by them. Many a shaky show received a new lease of life.

A. L. (Red) Vollman's Cavalcade played to capacity during the holidays, proving his contention that all he needs is people on the grounds to put over this colorful production. Baby Incubators, under direction of Ed Breckinridge, had its biggest day of the season on the Fourth. The walls of Clif Wilson's Monsters Show were virtually bulging from pressure of customers who crowded this attraction all thru the holidays. Ed Martine reduced the price of his Diving Bell Show from 25 to 15 cents with consequent doubling of business. Stutz Bros.' Dancers of the World show has got into its stride and is doing consistently good business at 10 cents with a two-bit blow-off. They tried a quarter for one day but it hurt the blow-off. Stella and Gloria, the two nude pictures of the Gayway, have raised admission from 10 to 15 cents and appear to be doing better than ever. Miller-Melville Auto Skooter, under direction of Nate Miller, is doing fine business now that the expo is functioning on all cylinders.

Sally Rand stole the honors again with her Nude Ranch during the holidays with capacity audiences every minute. Six slam-bang go-getters are on the front with 30 nudies inside. Dufour & Rogers' Life show, directed by Bob Curtis, is dragging in the shekels. As this show does not ballyhoo and has a dignified front, it does not appear as tho much business is being done, but in the final reckoning it is always in the top brackets. Baker-Traver Coaster, Speed Cars and Funhouse got a fine share of the money over the holidays, as did the Illions Eli Wheels. Johnny Branson's Drome and Diving Show also grabbed off their share, especially the diving outfit.

Hydrosphere, on the back street, has had a material increase in attendance since the cheap tickets have been put out. Having the Hydro ticket in the book causes holders to look for the show. The Cross rides, Rolloplane and Dual Octopus, had them in line for hours on the Fourth, as did the Hinz Flying Skooter. All of these will finish in the black. The Mise en Boite, French carousel, has not taken the public fancy. Perhaps 15 cents is too much for this type of ride. The Swiss Giant Crane is becoming more popular during the holidays, capacity being the rule. This great ride would give the leaders a merry chase for top money if it were on the main stem.

We reached the halfway mark at 144 days. With the fair half over many attractionists will have to do some tall hustling to amortize their buildings, meet probable demolition charges and other deductions that are sure to crop up. 'Twas ever thus at world's fairs—90 per cent failures and a bare 10 per cent winners.

ON FLUSHING FRONT—

(Continued from page 31)

placed his evening Zulu show in Children's World circus with an eight-girl Hawaiian troupe. Circus acts continue for kids in the afternoon. . . . Midway Inn introduces a series of amateur jitterbug nights on Thursday. Jabbo Smith's Band will handle the music and Billy Jackson, Broadway agent, is charged with obtaining the talent.

Second lap for Flushing's Fair's pearly-phrase peddlers was held in Old New York Village Wednesday with W. L. (Bill) Collins, of Olga the Headless Girl, copping the decision as best talker of the night. Edward Pillow, representing Sun Valley, was second. Other competitors were Richard Elman, of Children's World Eskimo Village, and Blackie Diamond, of Meteor Speedway. Helen Johnson, of Time and Space, and Shannon O'Dea, of Cuban Village, first entrants for the fem title, engaged in a Mexican standoff, according to the judges, who were W. S. McHenry, Cy Bond and M. Wear. Semi-finals will be staged next Wednesday and finals the Wednesday after that, July 19.

Several leading Broadway sector hotels, one of them one of the most famous extant, are reported 8 per cent behind last year's take for corresponding period. This is one instance where "sordid commercialism" may be blamed on the hotel magnates and not the Fair Corp., which was—and still is—powerless to cope with the sale situation.

Terry O'Rourke has switched fronts—from Sun Valley to NTG's Beauty Congress. . . . And Whitey Sutton has gone from Clif Wilson's Live Monsters to the Headless Girl. . . . Latter played to 10,000 people the first three days, July 2 to 4, it's claimed. . . . Hal Ross, formerly on Sarg's Enchanted Forest front, is hooked up with Messmore & Damon's Awakening show, gal item which was being revamped for opening any minute now. . . . John Ringling North has purchased the discarded and costly Cavalcade of Centaurs costumes "for a song," said tune being in the neighborhood of $3,600, but some of this amount may be in lieu of salary ($750 a week), reported unpaid in recent weeks by the Fair Corp. North will add the costumes to his already huge Ringling-Barnum layout in the Sarasota warehouse. . . . Miss Shannon O'Dea and Arthur Comstock are handling the bally at Cuban Village with good returns registered, but the area still cries out for better lighting. . . . Polidor, the clown, the Two Novellos and Don Francisco, formerly on the Big Show, are appearing for an indefinite period in Merrie England Village. Polidor's daughter, Daisy, also a Big Show ex, is attached to Heineken's Restaurant.

When Film Czar Will Hays visited Old NY he joined in on all the old-time songs, all of which he knew by heart without prompting. . . . Milt Hinkle is out of the Wild West and Rodeo, where he had been officiating as superintendent of stock and ranch boss. Jimmy Downs is in charge of chutes. . . . Harry A. Illions, of the Water Bug, planed to Belmont Park, Montreal, yesterday to attend to his ride biz there with Manager Rex D. Billings. Rumor Row says Illions is negotiating with the fair to install a Ferris Wheel or two on the midway.

Billy Rose claims that the four-day holiday period drew 158,480 people to his Aquacade, with 14 of the 16 performances complete sellouts. Best day was Monday, July 3, which lured more than 40,000 into the spec. And yesterday, which was the poorest in attendance for the expo this week and one of the lowest so far, found the Rose box offices congested more than an hour before curtain time.

Ruth Brodel, secretary to Commander Howard M. Lammers, new amusement control chief, spent six years in the research department of J. P. Morgan, the trillionaire, did script work for Station WMCA, New York, and is the wife of a physician.

Chester Hale's Extasie replaced the Amazon girlycue this week. Title was to be Salome and the Seven Veils, but this was ruled out by WF censorship, according to Irving Hoffman, who now has the publicity account. This is the same office, by the way, which is thumping the tubs for Coney Island. We don't know whether Blurbist Hoffman is serious, but he says Extasie is "the only serious and artistic production at the World's Fair." The Salome tale is enacted with lavish costuming and effective lighting in approximately the same setting which prevailed during the Amazons run. Dialog, which is recorded, is by Arlene Francis, Arnold Moss and Dan Costello. Title role is played alternately by Denise and Tabita, but there is one other girl who is unbilled. Production is followed by a bubble dance, and the one caught at 6 o'clock last night fulfilled her role capably, aided by that "form divine," which is really what does the selling.

Old New York goes into a Monday night boxing policy on Bowling Green starting next Monday. Five 5-round bouts and a wrestling match will be staged. . . . Midway Inn now has a "Midway Boosters' Club" with Harry Spear, of the Dunlap weight-guessing forces, the prez. This isn't the estate of the same name at Old NY. . . . Pepping up the Haymarket bar and restaurant are those two indefatigable entertainers, the team of Duke and Sloan. Sloan is the never-tired singer, Duke the never-out-of-breath pianist. . . . A report that Will Yolen has severed his publicity connection with Dufour & Rogers could not be confirmed officially late today. Retrenchment the reason, as Yolen's work has been one of the ablest on the midway. . . . Chinese Cafe goes into new hands over the week-end, a new show along with it.

An Insider Looks at the Fair

(Continued from page 30)

his attention. Let us tell him in plain English that once more he is a victim of what we used to call an off-tackle Navy squeeze play. For while the Judases are many and the disciples such as Smith few, it will only be Whalen who climbs the long weary road to Golgotha. In other words, Mr. Whalen, July 4 has come and gone. It did not prove a miracle of brilliant attendance. The midway did not profit gloriously and in its filthy lucre forget the months preceding. It, too, suffered, and the concessioners with it.

The time is now here when valiant men with greedy impulses find that "there ain't no gold in them thar hills" and the time has come when they need aid and succor. Let me say that the hungry sheep will look up and not be fed, for there is no milk in people without knowledge of show business. There is no milk in empty-headed regulations, confusing issues. There is only help in sound, solid showmanship.

Backing Ideals With Experience

Replacement of attractions fallen by the wayside won't come out of a regulations book with a paragraph and a section and a sentence attached. They must come out of broad minds adhering to an ideal of perfection and with sufficient experience to back that ideal.

The concessioners are truly voices crying out in a wilderness, and if I may be excused for saying so, Commander Lammers and the committee appointed to assist him are no answers to those voices.

In the final analysis, the road paved with ragged rocks and with crowns of thorns that George P. Smith Jr. has traveled will be the road which, as sure as there is justice, Grover Whalen will travel, and not because he has made that road a ragged, rugged one, but because someone, somewhere, has not had in mind the best interests of the New York World's Fair.

Let it be said in retrospect that perhaps the editors of The Billboard with the aid of staff artists can best draw some pictures for Mr. Whalen that will tell him that it is not always better to be kissed by a knave than a fool and that sometimes in a trying situation an honest man with a straight road before him travels geometrically the shortest distance to a given point. That point is the success of the combined areas north and south of World's Fair boulevard and to a fair all of the glory of which belongs to the man who had the vision to see it thru, Grover Whalen.

"Not Too Late to Mend"

As one showman long ago said to Mr. Whalen in all sincerity: "When the final curtain goes up they will expect a finished performance and all the good deeds you have done and all the valiant efforts you have made will have been forgotten in the one slip that left a sour taste in the public's mind." It is not too late, Mr. Whalem, to mend the errors of your subordinates' ways. Let your choice fall upon a man tried and true, upon any good showman, but let it at least be some man that is as deliberate and unhurried a selection as the man who eventually bears the responsibility, Grover Whalen.

New Jumbo Values On

THE BULL

The Bull, Jumbo Size. 9½ Inches High. 12 to a Carton. No Less Sold.

16 CENTS EACH

The Bull. 8x10 Inches. 12 to a Carton. No Less Sold.

12½ CENTS EACH

The Bull. 7 Inches High. 50 to a Carton. No Less Sold.

6½ CENTS EACH

Send for Price List

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2420 N. Third Street
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WANT

Rides and Concessions, also Free Acts for Day and Nite Fair.
Dates, August [illegible] September 1.
Write or wire IRA MILLER, Harrison, Mich. Phone 728.

FAIR SECYS.—CLUBS—SPONSORS

DONKEY BASEBALL

Novel Diversion and Fun Riot. [illegible] This is the [illegible] Donkey Attraction. [illegible] Available for fairs, etc., after August 12. Write in detail for price. [illegible], 1010 Lawrence Ave., Chicago.

WANT

For

OSCEOLA COUNTY FAIR

SEPTEMBER 5-6-7-8, 1939

Carnival, at least 4 Rides and 15 Concessions and Shows. Write SAM ROBINSON, Secy., Sibley, Ia.

WANT FERRIS WHEEL

Balance of Season.
Concessions That Work for Stock.
JOHN KEELER

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[illegible] AL WAGNER, [illegible]

W. E. WEST MOTORIZED CARNIVAL

Playing nothing but fairs and celebrations [illegible]

MARDI GRAS

Annual Mardi Gras. Grounds at East 10th street and Linwood avenue, Indianapolis, Ind. No gate. Admission free.

Week July 18, 19, 20, 21, 22.

Large crowds. A real big five-day celebration. Goodings Rides and Shows.

ALBERT NEUERBURG

Chairman Arrangements and Concessions, 4401 East 10th St., Indianapolis, Ind.

PLAYLAND SHOWS

WANT

Shows that don't conflict. Will furnish outfits to capable showmen. Want Special Agent that can post and get paper up. Can place sober Ride Help that can make minor repairs and get them up and down. Concessions—Can place Concessions that work for Stock. Want Gallery, Milk Camp and Custard. Address this week La Fayette, Indiana.

SIDE SHOW COMPLETE

110-foot top and banners. New middle last season. Want Man to take charge who will put working act in it. Can place other Shows that don't conflict. Concessions that can work in Wisconsin fairs wanted. Six Wisconsin fairs, then Mississippi. Mississippi Fair Secretaries, Notice. Have two open dates. Wire us.

UNITED AMERICAN SHOWS,
Green Bay, Wis., 10 to 15.

CONCESSIONS WANTED

All kinds for

ST. ROCCO CELEBRATION

July 17 to 23, Including Sunday
Highway Route 702, between Pen Argyl and Bangor

Can use Motordrome. Free attraction, Will H. Hill's Animal Circus, Queen Carnival, fireworks two nights, Rodeo. We have numerous Rides, Shows and Attractions. Splendid location and excellent time. No grift. Write or wire J. F. GALLAGHER, 400 E. Main St., Pen Argyl, Pa.

Want Want Want

TILT-A-WHIRL Foreman and Second Man.
FERRIS WHEEL Foreman and Second Man.
Single men only. Must be sober and reliable.

Write or Wire

AL MILLER

4755-39 Place, Sunnyside, Long Island, N. Y.

WANT TRICK RIDER

JOE DOBISH
WILDWOOD, N. J.

WANT

For Hubbard, O., Legion and Firemen's Old Home Week, July 17 to 22, on the streets in the heart of the city, any Ride except Merry-Go-Round and Chair-o-plane. All others open. People for Ten-in-One, Monkey Show or any other good Grind Show. Concessions all open except Bingo, Pop Corn, Apples, Penny pitch. Mills all working. Come on. Bill GARWILE, Chairman of Concessions. This week Lewisville, O.

FALLS CITY SHOWS

Want Ride Foreman for Big Eli Wheel and Allan Herschell Merry-Go-Round. Cookhouse, Pitch-Till-U-Win, Hoop-la, Watch-la, Ball Games and Legitimate Concessions. Positively no racket. Money-getting shows with own outfits and transportation. Notice: Harry Lawson is in no way connected with this organization. This week Highland Park, Louisville, Ky.

WANT

Talker and Girls for Posing Show, also Dancing Girls for Girl Show. Salary $20.00 a week. Write or wire F. W. MILLER, care Gooding Shows, Franklin, Ind., this week.

DIXIE BELLE SHOWS

WITH FREE GATE

Want Legitimate Concessions of all kinds, $12.00 per week. Come on. Seven fairs contracted. No stranger to take on Concessions who join now. Can place Shows with or without tops; 25 with, 40 without. Can use good Merry-Go-Round Man. Good salary and sure. LOUIS T. RILEY, Owner, Elizabethtown, Ky., this week.

Heller's Acme Shows, Inc.

HAMBURG, N. J., JULY 6-15; SUSSEX CO. FAIR, BRANCHVILLE, N. J., JULY 17-22; BURLINGTON, N. J., FIREMEN'S HOME WEEK, JULY 24-29.

Two more still spots, then we positively play the following Fairs: Abingdon, Va.; Wise, Va.; Keller, Va.; Front Royal, Va.; Warsaw, Va.; Enfield, N. C.; Weldon, N. C.; Carthage, N. C. Sorsky, lost your address, write again. Hurry, please. WANT Motordrome and Fun House. Will book or buy Loop-o-Plane. Can also use Merry-Go-Round and Ferris Wheel week August 25-30 and for balance of fair season. WANT Band to strengthen Plantation Show. Talkers and Experienced Ride Help. WANT Girl Show. Also Free Acts. CAN USE Concessions of all kinds and meritorious Shows. WANT Acts and People for Ten-in-One. Wire immediately by Western Union. Fair Secretaries of Virginia, North Carolina and South Carolina, get in touch, as we have Labor Day Week open and any week after October 14. All address

HARRY HELLER, as per route.

FEDERAL STATE SHOWS

Want on account of flood, Penny Pitch, Big Six, Stock Concessions. Percentage, all open. Rod Watson, wire. Shows, except Girl and Athletic. Book or buy Little Beauty Merry-Go-Round. Sharpsburg, Ky., this week; Augusta, Ky., Annual Firemen's Celebration, July 17 to 22. Fairs to follow and long season South.

BARKOOT BROS. SHOWS

No More Still Dates. WANT 3 more nice clean Shows capable of getting money. Merchandise Concessions; positively no others. Cash Couch wants Concession Agents for Wheels, Buckets, Grind Stores. Booked solid as follows: Reed City, July 13-15; Fenton, First Fair, July 18-22; Flint, July 24-29; Chesaning, August 1-5; Ithaca, August 8-12; Plainwell, August 14-19; Mason, August 21-26; Marine City, August 28-September 2; Farwell, Labor Day. All Michigan. Answer as per route. BARKOOT BROS.' SHOWS.

WANT FOR MILWAUKEE LAKE FRONT CELEBRATION

And Balance Season—Competent Talkers for Bally Shows and sober, reliable Ride Help. Address

Rubin & Cherry Exposition

Milwaukee, Wis., July 10 to 22.

JOYLAND SHOWS

FOR A LONG SEASON IN CALIFORNIA

WANT Octopus or Flat Ride with or without transportation. Working Acts for Side Show, also strong Feature Freak. CONCESSIONS: Short Range Shooting Gallery, Scales or any legitimate Concession. Also Man to operate Corn Game; experience necessary. Need Wheel and Coupon Agents. Concessions wire or write TED LeFORS; no boozers. Shows and Rides, HUEY BOWEN. Arcata, Calif., July 8 to 10; Ukiah, Calif., Fair, 18 to 23; then as per route.

Cunningham's Shows

Want Shows of all kind. Have complete outfit for Girl Show. Want Concessions: Cookhouse privilege or tickets; Photo Gallery, Pitch-Till-U-Win, Darts, Bowling Alley, String Store, Bumper Store, Stock Wheels, Penk Rack, Balloon Pitch.
Paden City, W. Va., this week; Woodsfield, O., July 17-22; Uhrichsville Homecoming, 24-29; Waynesburg, Pa., Fair, August 2-5. Can use Concessions of all kind at celebrations and fairs. All fairs and celebrations to follow. Wire or write CUNNINGHAM SHOWS at Paden City, W. Va., July 10-15.

WANT Side Show Manager and People

For 120-Ft. New Top and Banners. Concessions that work for Stock. Candy Floss, Hoopla, Scales, Cookhouse, Long Range Gallery, Ball Games, String Game, Fish Pond. Heading Southward. Positively no racket. Traverse City, Mich., this week; Grand Haven, Mich., next.

FIDLER'S UNITED SHOWS

GREAT LAKES EXPOSITION SHOWS

WANT—Account of disappointments. Can place good Half and Half. Wire, don't write. Will book any Flat Ride with or without transportation. Good proposition for Loop-o-Plane. Have beautiful new Monkey Circus. Want man to manage same who has monkeys and understands them. Can place at once for long season Sensational Free Attractions. Particularly want to hear from High Diving Act; also High Pole or Wire Acts. Can place Long-Range Shooting Gallery, Pop Corn and Peanuts. Must have neat frame-up. Penny Arcade. Stock Stores of all kinds. Can place high-class Cookhouse that can cater to show people. Guarantee $100 a week in tickets. Frozen Custard and Grab Joint. Wire, don't write. ATTENTION, FAIR MANAGERS—We have some open time in August and September and invite your inspection of America's Newest and Brightest Midway. All address

GREAT LAKES EXPOSITION SHOWS, Marion, Ohio, all this week.

W. C. KAUS SHOWS, Inc.

NOW PLAYING WAVERLY, N. Y.; THEN CORNING, N. Y.

WANT legitimate Concessions to play for our early Fairs and Celebrations, beginning the middle of July. Shows or Rides that are new or novel. Girls that can dance for Girl Revue. Chas. Johnson would like to hear from the girls he had last year. Write or wire. Scot Cooper wants good Agents. Jack Goble, wire. Talker and Trainer for Monkey Show. WANT all kinds of Ride Men. Would like to hear from Foreman for Ferris Wheel and Second Man. Write or wire

W. C. KAUS, Manager, Waverly, N. Y.

Is Your Subscription to The Billboard About To Expire?

WANTED CONCESSIONS

Of All Kinds for the

CHERRY HARVEST FESTIVAL

STURGEON BAY, WIS., JULY 22-23.
The Biggest Event of the Year Here.
Contact!

CHAMBER OF COMMERCE,
Sturgeon Bay, Wis.

MOTOR DROME RIDERS WANTED

To ride Globe of Death. Straight riders can qualify. Possibility of all winter's work. Men and women.

ZEKE SHUMWAY

Beckmann & Gerety Shows, Negaunee, Mich.

MOTOR CITY SHOWS

AMERICAN LEGION FESTIVAL
Week July 17, Brighton, Mich.

Can place Stock Concessions of all kinds. Good opening for Milk Camp, Scales or Age, Fishpond, etc. This Show has no office Concessions and tolerates no grift. Want Corn Game Operator. Must be A-1. Can place Ride Help that drive semis.

VIC HORWITZ, Flint, Mich., this week.

SHOWS WANTED!

MOTORDROME, FREAK ANIMAL, FUN HOUSE AND WORKING WORLD.

What have you? Season opens Hallowell, Me., July 28. Tents and transportation furnished to reliable showmen. Address

BEN WILLIAMS,
5025 71st St., Woodside, L. I., New York.

WANT RIDES

—For—

SCANDINAVIA FREE FAIR

August 18, 19, 20.
Write I. T. KNUTSON, Secy.,
Scandinavia, Wis.

LEWIS BROS. CIRCUS

Wants Dancing Girls for Side Show; also for Big Show. Girls that ride menage and do Swinging Ladder, Single Traps, Iron Jaw; also good Banner Man. Novelty Acts and Big Top Acts. Pay days are sure. Write or wire Manistee, July 13; Ludington, 14; Reed City, 15; Fremont, 16 and 17; all of Michigan.

McMAHON SHOWS

Want Illusion Show, Hillbillies, small Motordrome, Frozen Custard, Novelties, Stock Concessions, Ferris Wheel Foreman, Girls for Posing Show. La Grange, Ia., July 6-15; Denison, 17-22.

WANT GIRLS

For Posing Show. Salary sure. Best of treatment. Can place Ball Games, Scales, Penny Pitch, Darts, Legitimate Grind Stores. Stock only for North Chicago week July 17. Wire TILLEY SHOWS, De Kalb, Ill., this week.

WANT

Long Range Lead Gallery. Sell exclusive.

KAUS EXPOSITION SHOWS

West Haverstraw, N. Y.

FRISK GREATER SHOWS

WANT

Cookhouse for season. Scales, Novelties, Fishpond, Bowling Alley, Store, Mechanical, Animal, Midgets. FRISK GREATER SHOWS, Crookston, Minnesota.

CAN USE

COUPON AGENTS

JOE KARR

BLUE RIDGE SHOWS, Hundred, W. Va.

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

AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

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

MONEY GAMES

There is a world of opinion about gambling. If it were not so serious, the most amusing fact is that so great a majority of people who ought to be mentally balanced can be so "conscientious" about petty gambling and so ignorant about really big stuff.

Some day someone will collect the multitude of court opinions and legislative definitions of gambling and gambling devices to show how utterly confusing and ridiculous the whole mess is to the common man. And yet trials are held over and over again, with the expense and time involved, repeating the same old confusion that exists about petty gambling devices.

It might help to clear up the atmosphere or at least would save the taxpayers some money if courts, legislators and newspapers gave more study to really big gambling. Even reformers might well study this subject.

There is really a lot of ignorance about big gambling. Perhaps that is why so many people are "conscience stricken" about petty gambling; they don't even know when they are playing the big games.

The late Mr. Coolidge is said to have admitted that he did not even know what it was all about when stock market gambling was climbing to dizzy heights while he sat in the White House. If a President of the United States does not know what is gambling, then the average man can be forgiven for being ignorant about it.

In a recent federal court case in Chicago involving grain exchange gambling, the loser was awarded damages against a well-known grain speculator. The court then instructed the jury that since monopoly had been established, the only remaining question was to decide whether there had been gambling as the defense alleged. The jury decided it was not gambling. That is how confusing big gambling is to the average man.

The nation seems to have escaped what would have been the third siege of big gambling in modern times in which the whole country is involved. That is what was about to set in when Congress took steps to change money control. This would have been the third big gambling spree the country has had to withstand since the World War.

The first big gambling rage in modern times came with stock market speculation during the 20's and ended with the crash of 1929. Most of us have now forgotten the rainbow promises of those gambling days and how ministers and newsboys all joined in the spree.

We should remember, however, that during that period colored boys in the alleys were being arrested and put in jail for shooting craps, while big gambling was indulged in by all the righteous. We should remember that newspapers even then were shedding tears about slot machines while they hailed the Wall Street big game as the beginning of a new era. We should remember that ministers in their churches wailed about small gambling "joints" in the town but actually played the stock market and rejoiced with prominent citizens who also played the market.

The second big gambling rage involving the country as a whole came in the period of 1930 to 1932. This was the game at which the big money gamblers played and the little man knew nothing about it—except that hard times were here. This was a game for the money gamblers all over the world and Uncle Sam was playing a losing hand. At one time the gold reserves of the government were so low that the newspapers kept it under cover.

When it comes to money gambling the gamblers of London are better than those of all other money centers put together. But even London gamblers are quite matter of fact. So they let the British government devalue its money in 1931. Many other governments quickly followed. Finally, the United States gave its President power to devalue the American dollar also, and thus play the money game on a more even basis.

But during that big money gambling period it should be remembered that newspapers were in favor of gambling that sent millions of people into the streets, while their editorial pages mourned about every form of petty gambling. It should be remembered that sermons were even preached in favor of this big money gambling, but bitter condemnation always for any form of petty gambling.

It is one of the strange facts of modern times how many people were in favor of big money gambling even tho it was wrecking the country as fast as anything could wreck it. Perhaps, like Calvin Coolidge, most of us do not know just what makes the wheels go round.

Congress came very near taking the money power away from the President recently so that Uncle Sam would play a slow hand at the money gambling business. Whatever one's conscience may be about gambling, or whatever his partisan politics may be, in this day of dictators and threatened democracy it is quick action that counts. It was very noticeable that when the Senate at first took the money power from the President, the newspapers said that the "money markets of the world stood by for the next step." It was also noticeable that such governments as Finland, Sweden and Denmark began quick action to meet the emergency. Finland, Sweden and Denmark will withstand dictatorships probably longer than our country because their governments can act quickly and they are not fools about gambling.

It should be remembered that 58 per cent of the newspapers of the United States supported Congress in trying to take the money power from the President. That is, 58 per cent of the papers would bring back big money gambling regardless of what happened to the people. But these 58 per cent would probably raise the reform cry if a slot machine, pinball or bingo game were found in the town.

In case you have forgotten, it was the 59-cent dollar that gave the reviving surge to our export trade. In case you have forgotten, it was the 59-cent dollar that put the export trade of American coin machines on its feet. Whatever your theories of money or money gambling may be, at this stage of the game the coin machine industry has most to gain from the devalued dollar. In the money gambling centers the American dollar may be marked up at 50 cents, but in the U. S. A. it is now worth about $1.25 compared with 1920.

It is all quite puzzling but this much is clear: don't be in favor of big gambling and then crusade against petty gambling.

Coinman to S. America

Bill Alberg to survey Latin American countries for coin machine operation

BROOKLYN, July 8.—Bill Alberg, of the Brooklyn Amusement Machine Co., will leave shortly for a month's tour of the South and Central American countries contacting outlets for his firm and studying the coin machine business in general.

Alberg will seek connections with representatives of leading countries, he reports, in an effort to establish profitable routes for music machines as well as amusement devices of every sort.

"There is no doubt," he stated, "that there is a great field in Panama, Venezuela, the West Indies and the South American countries for more progressive development of coin-operated machines of every sort.

"We have been in contact with people in these countries and have been invited to come down and see what we could be required to get started. We believe that once we get under way operations in these countries will prove as profitable as they are here.

"There is also the fact that the Central American and the South American countries are a great home of music but is also one of the best game players in the world. The casinos in Rio de Janeiro and other parts of the South American continent attest to this fact.

"Now that we have established contact with responsible parties we will make a very careful survey of the possibilities and will start into immediate operation if conditions warrant.

"For many years coin machine men have been at work to crack this market. Some of them have established themselves in these countries and have worked hard to arrange for the type of machines they believed would most interest the natives. In our case it is simply a question of deciding just which game and cities are most likely to make operating profitable. Therefore we do not worry about the various types of games that are necessary, instead we are most interested in the type of territory that we can handle efficiently."

Charley Aronson, Bill Alberg's partner in this venture as well as in Brooklyn Amusement Machine Co., is impressed with the possibilities that Latin-American wives and believes that Alberg will arrange some of the best coin machine outlets in the Central and South American countries.

Max Sax Opens Container Mfg. Co.

ST. LOUIS, July 8.—Max Sax, who has been associated with one of the largest sideboard manufacturing firms in the country for many years, has entered business for himself in this city and has opened a new sideboard manufacturing plant at 1801 Locust avenue, known as the Container Mfg. Corp. The plant will be one of the largest in the Middle West, as the new firm has taken a long-term lease on the large building located at the address and has latest and newest equipment already in operation manufacturing boards of all styles.

Max Sax's broad experience in producing sideboards and his complete knowledge of the necessary requirements for the sideboard operators will come him in good stead in his new venture. He will specialize in manufacturing individual exclusive sideboards as desired by the trade. In other words, a guarantee of territorial protection and exclusives that has heretofore been impossible. He has surrounded himself with a group of men, all top-notchers in the sideboard business and men who pride themselves on having years of experience in this field. The plant, which not completely finished, is already in production and will be going full blast in another two weeks. During the past week six residues left for various sections of the United States to get the trade know of Max Sax's new venture.

Bang Different, Says Gensburg

CHICAGO, July 8.—"Bang is a new and different kind of 'put out' all the lights' money-maker," reports Herb Gensburg, Genco official. "Exciting new features add up to a game of fun for the ordinary game and make it one of the biggest winners of the year.

"The player shoots to put out all twelve lights and automatically gets two free games—then each additional lamp means two more free games. The real thrill feature of the game, however, is three new 'skill-thrill holes,' one under each group of four lights; putting a ball into one of these holes puts out four lights at a time. The player always comes to a winner for he can win in only three balls, if he puts all three into the 'skill-thrill' holes. Bang gives the player a tremendous kick and a good run for his money.

"Skill lanes at the bottom of the board which give a player a chance for extra free games on a winning game. This fine feature keeps the players' interest actually riveted to the game until the last second."

Chicago Coin Tells of Buckaroo

CHICAGO, July 8.—Officials of the Chicago Coin Machine Mfg. Co. have disclosed the features and play principle of their new release, Buckaroo. Stated to be unusual in its appeal, it is said to be full of new, appealing and exciting features which make the game a winner from the start to begin.

"However, Buckaroo is a 3-coin multiple play machine with hi-lo scoring. Its coin chute is instantly usable as a 1-coin or a 3-coin. In 3-coin multiple play, free games appear on left and right-hand columns of backboard as free game models only. Each hit counts 20 points until award scoring starts. If a ball passes over lower skill switch at 500, bottom bumper illuminates and gives free game for every succeeding hit.

"If one coin is played the upper group of five yellow bumpers and bottom bumper light up at 820 giving one free game for every succeeding hit. If two coins are played the upper group of five yellow bumpers, the bottom bumper and middle group of green bumpers light up at 820, giving one free game for each succeeding hit. If three coins are played all bumpers light up at 820, giving one free game for each succeeding hit.

"In one-coin play action is full of flash and action, and the group of five green bumpers light up at 900, giving one free game for every hit. The group of five red bumpers (the balance of bumpers on the board) also light up at 1,000, giving one free game for each succeeding hit. Just think of all these outstanding features. They're going to make Buckaroo the top money earner all over the country within a very short time."

CMI LEADERS

IT IS NOT AN EASY MATTER to get R. W. (Dick) Hood to face photographers, so he had to go on film, appropriately paused by four men, blood is in the center. He is a director of the Coin Machine Industries, Inc., and has a top reputation for pleasing and productive floor shows for the annual conventions. The gentlemen shown guarding him are executives of his firm, the H. G. Evans & Co., Chicago.

It's only natural

THAT THE WORLD'S LARGEST MAKER OF CONSOLES SHOULD HAVE A CONSOLE FOR EVERY TYPE OF LOCATION.

'39 Super TRACK TIME

The finest console ever built! New odd or even feature on the 9-coin head.

Keeney's TRIPLE ENTRY

Pays off on all played numbers coming up on any of the 3 dials. 9-coin chute odds up to 200 to 1. Huge earning power.

Keeney's PASTIME

With "match point" principle. 9-coin head. "Double Life" doubles odds. Dice or number symbols on top playing glass.

and the console action counter game, Spinner Winner with 8-coin head.

J. H. KEENEY & CO. (NOT INC.)
2001 CALUMET AVENUE, CHICAGO, ILL.

"Ask the Man Who Owns One"

GOLD

is one of the world's prize possessions. PHOTOMATIC pictures of friends and loved ones are prized possessions, too, for all kinds of people, everywhere. Here's ONE machine that NEVER wears out its welcome!

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

GET KIRK'S GUESSER SCALE

(PENNY BACK IF YOU ARE RIGHT)
WITH "watch your heart beat" FEATURE

ALL MECHANICAL OPERATION
GREATEST LEGAL MONEY MAKER EVER BUILT

C. R. KIRK & CO. 2625 W. WASHINGTON BLVD. CHICAGO, ILLINOIS

Mr. Punch Board Operator!

INTRODUCING PARLAY

PARLAY ... the most appealing board ever designed. Will take hundreds that will be every board operator's dream. Pays off on 2 numbers, 3 numbers, 4 numbers, 5 numbers and get the biggest payoff on the board.

PARLAY ... the punch board for the board operator who wants to make money and stay in business.

PARLAY ... the board with the "Sales Appeal" that makes it easy to sell and place over a wide area.

OPERATORS ... Get the family on PARLAY ... Make her half owner.

TODAY!

AMERICA'S FINEST LINE OF SALES BOARDS.

We sell to OPERATORS only

GOLD STAR MANUFACTURING CO.
15328 MICHIGAN AVE.
DEARBORN - MICH.

YOU CAN DEPEND ON JOE ASH FOR AMERICA'S BEST BUYS !
ON HAND READY FOR IMMEDIATE DELIVERY . . . .
● STONER'S SNOOKS ● GOTTLIEB'S BATTING CHAMP ● DAVAL'S LIBERTY ● EXHIBIT'S FLASH ● CHICAGO COIN'S BUCKAROO ● KEENEY'S UP AND UP.
Representing the Country's Leading Manufacturers.
ACTIVE AMUSE. MACH. CORP., 900 NO. FRANKLIN, PHILADELPHIA

RECONDITIONED and GUARANTEED
MAJORS ....$43.50 | SIDE KICK ......$27.50 | REGATTA $21.50
CIRCUS ....36.50 | STOP & GO ......24.50 | BOUNTY 19.50
EASTERN DISTRIBUTORS for STONER'S SNOOKS and GOTTLIEB'S BATTING CHAMP.
SAVOY VENDING CO., INC.
651-653 Atlantic Avenue, BROOKLYN, N. Y.
HERMAN S. BUDIN, Manager, formerly of Budin's Specialties, Inc.

FREE PLAY
Spotter ..$55.00
Fifth Inning.. 48.00
Stop and Go.. 45.00
Chief 46.00
Circus 45.00
Game Fair .. 42.00
NOVELTY
[illegible] $25.00
Trophy 27.50
St. Moritz ... 20.00
Regatta 20.00
[illegible] 9.50
[illegible] . 7.50
Stadium 7.50
[illegible] 7.50
[illegible] 9.50
[illegible] $15.50
[illegible] .. 22.50
Palm Springs. 18.00
Fiesta 15.50
[illegible] 16.50
Write for Complete List of Consoles, Pay Tables, Novelty Games, Counter Games and Slots.
MARKEPP Cleveland, O. Cincinnati, O.

JUST OFF BALTIMORE LOCATIONS
[illegible] $22.50
[illegible] 17.50
[illegible] 4 coin [illegible] ... 30.50
[illegible], Derby [illegible] 22.50
[illegible] 40.00
[illegible] 42.50
[illegible] 37.50
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Top 'Em, [illegible], Racing Form, [illegible] 7.50
[illegible] 21.50
[illegible] 14.50
Majors, [illegible], Fifth Inning 46.50
Contacts 40.50
Special Prices on 412, 616 Wurlitzers.
MERIT MUSIC SERVICE
1709 N. Charles St. (large quarters), BALTIMORE, MD.

New Bill Frey Game, Color-Roll

(New Game)

MIAMI, Fla., July 8.—Bill Frey, Inc., operated by Bill Frey, well-known coinman, has been specializing in dice games of various types. Latest games to be manufactured by the concern are Color-Roll, Number-Roll and Chuck-a-Roll. The games are not coin-operated, rather they are of the type to be operated in night clubs, on counters or in any spot which will support any kind of a game. Details on Color-Roll are carried in an ad in this issue.

Number-Roll is 12 by 18 inches and carries numbers from 2 to 12 with two special "7" spots. Bets are placed on all of these numbers. Winning number is the total of the two dice which are agitated under glass by a plunger.

Chuck-a-Roll is based on Chuck-a-Luck and operated on the same principle of having dice under glass and has an elaborate board layout. This game utilizes three dice and is also 12 by 18 inches. There are no exposed clamps or screws anywhere when the game is ready for playing on its location. According to Frey, it is cheat-proof.

Bill Frey is also a distributor for the products of the Mills Novelty Co., handling the new Mill phonograph, Throne of Music, as well as the Trylon Scale, moving picture machine and other products thruout Florida.

Stark Novelty Under New Name

CANTON, O., July 8.—Stark Novelty Co. has changed its name to the Stark Novelty and Mfg. Co., effective immediately, reports Walter Angell, owner-manager.

Company is now engaged in the manufacture of grilles and other equipment for replacement in old model automatic phonographs. Concern employs 15 people and, according to Angell, has been busy modernizing old model machines for the past several months.

Last Ball Gives Players Real Fun

CHICAGO, July 8.—True to its name the five-ball game called Flash continues to spread over the country in quick fashion, according to its makers, the Exhibit Supply Co.

There is a seasonal appeal at the present time in the speedboat scheme of the backboard action, explained Leo J. Kelly, of the firm. "Then it is keyed to the territorial demands of the times. The scoring idea hits the summer season and then the basic features built into the game give it a permanent play value that can't be equaled today.

"It is a five-ball game but it has the speed of a one-ball machine. It provides a wide and flexible use of free games. Imagine a game with six ways in which to score. That is giving the player something to shoot at. And while they're shooting fast there is always that last ball suspense that gives you a satisfied customer."

Cities Depend on Uncle Sam's Coin

WASHINGTON, July 8.—Mayor La Guardia of New York City spoke before the Ways and Means Committee here this week at the hearing on taxing municipal bonds.

In his speech Mayor La Guardia urged a plan to boost trade with South American countries that is destined to get more attention as time goes on.

Commenting on the emergency facing cities and the machine age, the mayor said:

"I perceive that we cannot continue indefinitely at the rate we are going and we cannot stop suddenly. The federal program has sustained life. There isn't a city in the country that could have survived in the last few years had it not been for federal aid.

"I believe we will get out of it. It has to be a very courageous approach to our security program.

"The first thing you ought to do is to create a spread of employment by carrying out the intent and spirit of the Wages and Hours law.

"That bill as I understand it was to apply the present use of machinery for the benefit of mankind instead of having mankind serve the machine."

Stein New Mgr. Of N. J. Assn.

Amusement Board of Trade adopts new constitution at meeting in Newark

NEWARK, N. J., July 8.—LeRoy Stein, formerly associated with U-Need-a-Pak and prior to that manager of the CMA of New Jersey and the Automatic Music Machine Operators of New Jersey, was recently named manager and executive to the board of governors of the Amusement Board of Trade of New Jersey, Inc., this city.

Officers of the association are Morris Prince, president; Harry Radler, vice-president; Nathan Marks, treasurer; Jack Kronberg, sergeant at arms; Irving Wolfe and D. M. Steinberg, members of the board of governors. The remaining vacancy on the board will be filled at the election to be held at the next meeting.

Stein, in the absence of Mr. Prince, presided at the first meeting since his appointment as manager on Thursday night. With 22 members present, a new constitution, new by-laws and several trade practices were adopted. A special committee will be named to draft additional trade regulations.

Stewart A. Stone, field agent, reported on a survey being made in Essex County to determine the per cent of machines operated by association members. A check-up in the city revealed 66 2/3 per cent of the machines member-owned. The work in the county will be completed by fall, Stein said. Stone also serves as a special chairman of the membership committee.

At present the association is concentrating on the creation of new chapters in Morris and Middlesex counties. With authority granted Stein to co-operate with New York and Pennsylvania associations, joint committees and meetings are also being considered, it was reported.

The advertising committee, headed by Steinberg, reported that a new card for display on the machines, in the windows at the location and in trolley cars had been approved. The jobbers are co-operating in this drive, it was pointed out.

Meetings of the association are held on the first Thursday of the month. The board of governors meets every Thursday.

Gottlieb Games Are Hit in East

CHICAGO, July 8.—Just returned from the East, where he attended Budin's silver anniversary in New York and Joe Ash's opening at Philadelphia, Dave Gottlieb, president of D. Gottlieb & Co., was in high spirits over the acceptance accorded the newest Gottlieb hits by the trade in the East.

"I covered a number of cities on my trip," he said, "and was greeted with a warm reception wherever I went. It was thrilling to hear their praise and compliments on our latest creations, Lot-o-Fun and Batting Champ.

"Batting Champ, our newest hit, incorporating revolutionary new ideas, is proving a favorite among the trade. In particular they like the new high-award skill build-up, by which the player gains an amazing total of batting-average points by his own skill while playing the game. Also the other new features, like the alternate-type bumpers, that score two ways, depending upon whether lit or not when hit. In short, they hail Batting Champ as a real champion in profit-making for the operators."

"IT'S HUMAN NATURE," says Ben Sterling, Wurlitzer music merchant of Moosic, Pa., "to want to see the wheels go around. And, believe me, it helps to put plenty of extra nickels in the cashbox. I find that folks not only like to hear the Wurlitzer play—they like to see it play too. Ear appeal and eye appeal—it's a double appeal that means plenty to Wurlitzer music merchants."

Atlas Visited By British Coinmen

CHICAGO, July 8.—Atlas Novelty Co. was host last week to Frank Pinchan and Victor Komer, of London. Pinchan is a well-known distributor and enjoyed inspecting the Atlas organization. He is reported to have expressed the opinion that the company will be very satisfactory as a source of supply for reconditioned games.

"With two world's fairs, one at each side of our country, we look for an influx of foreign visitors," declared Atlas officials. "Domestic operators from all over the country are also finding their way to the Atlas office, where a large stock of equipment is always in readiness for display and shipment."

Morris Ginsburg has just returned to the Chicago office after a few days' rest in Michigan and has now settled down to work. Eddie Ginsburg has been on the road for the past four weeks making many trips thru the territory, and altho he is at present in the office, he is preparing for another trip.

Champion Jackpot Hitter Hits 100

"To the Editor: I am inclosing a clipping from The Washington Star of June 28 which is self-explanatory to some extent, and altho unusual inasmuch as the paper did not elaborate on the type of business we are in and give us some unfair publicity as newspapers usually do whenever they get the chance.

"'Here is something that strikes me kind of funny altho the robbery cost our firm several hundred dollars when the damage to machines, etc., is taken into consideration. But I still think it's funny inasmuch as the robbers 'actually hit over 100 jackpots without investing a single nickel' because they got most of these slugs from the jackpots on Melon Bell slot machines, of which we have over 100 stored on the second and third floors of our building and they got them by simply walking along from machine to machine and 'hitting the jackpots with a hammer so that they broke the glass and the slugs dumped out with the broken glass.' So we would say that they became the world's champion jackpot hitters by hitting over 100 jackpots in one evening. The robbery cost us several hundred dollars, but we still think it's kind of funny. What do you think?—Silent Sales System, Washington, July 1, 1939.'"

TWENTY-FIVE YEARS in the coin machine business brought out this crowd June 28 to celebrate with Hymie Budin, of Budin's, Inc., who began business June 28, 1914. Many coin machine dignitaries were in attendance as well as other distribs of the New York area, operators and their wives, sweethearts and friends. All pronounced it a huge success and left wishing Budin another successful 25 years in the coin machine business.

Suggests Multiple Play Instead of "Free-Play"

To the Editor: I have just finished reading your editorial "Free Play" in the June 24 Billboard and, naturally, agree with everything contained therein.

Notwithstanding your comments, we are constantly faced with the practical problem of public officials who seek the favor of the reform groups, because they are continuously meddling into the affairs of others and therefore make a great amount of noise, grasping at every opportunity to harass the more liberal minded citizens. Therefore the courts in many instances, regardless of your or my opinion, have held free games in tango, skee-ball, marble games, claw machines, etc., to be a thing of value.

In studying the new type games now being furnished to operators we discovered that such games were possible of multiple play. In other words, just as a skillful player could get a high score on the older games, a skillful player can obtain more balls for his amusement than one less skillful. This is arranged thru what our members term the multiple game unit now on the machines. For your information I am inclosing a card of instruction that the members use.

The manufacturers are being asked to arrange a plunger to operate the multiple play unit and not have it connected with the coin chute for the reason that it is too easy for critics to say the coin chute can only be operated with a coin or its equivalent, a free game register.

Also, the members of this association see in the new type machines a complete transformation from the old marble or pinball games, for the reason that they now use balls instead of marbles and electrical devices instead of pins.

If the thoughts of our members along these lines are in any manner helpful to you in future ideas, then we are pleased to assist in that direction. If you get no value from the foregoing, then no harm is done in bringing it to your attention and we shall try again sometime when we believe we have a meritorious thought.

Our members are appreciative of the splendid work you are doing in behalf of the industry.

(Signed) G. D. COOLEY,
Secretary CAMOA, Inc.

• • •

Instructions Card

The following card of instructions to players is posted on the games:

"Deposit a nickel in coin chute to make balls available for play. Push in ball, lift rod to bring ball into position for play. After each set of five balls is played push in coin chute without deposit of coin to release any other balls which are available for play. When no balls can be obtained by ball lift or coin chute without deposit of coin, game is completed and another coin must be deposited for play."

Order Your MONEY MAKING PROFIT ROLLER Today!

COLOR ROLL

12" x 16" (Shown)

$27.50

12" x 12", $17.50
F. O. B. Miami,
1/3 Deposit With Order.

NOT COIN OPERATED ... NO EXPOSED CLAMPS OR SCREWS ... CHEATPROOF! LAYOUTS SCREENED ON GLASS

SPECIAL! OLD STYLE GAMES

12"x12", mechanism not sealed, layouts screened on cardboard. Available COLOR-ROLL, JITTER-ROLL, CHUCK-A-ROLL. FULL purchase price must be included with order. Inspection allowed with money-back guarantee. While they last, $8.00 Each.

Dice micro-accurate to 1/10,000 inch.

PROFIT ROLLERS are available in other popular layouts and sizes. Write for information.

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

How Operators Help Build Games

CHICAGO, July 8.—The part that letters and reports from operators play in the designing and manufacture of amusement games was explained by J. H. (Jack) Keeney, president of J. H. Keeney & Co., here recently.

Talking as a manufacturer, he said: "We are constantly analyzing letters and personal comment from coinmen. From the information that we gather thru such channels we are able to learn just what types of appeals to incorporate into games which will capture the greatest play and profits on locations.

"The manufacturer's experience must grow along with that of the trade also," Keeney stated, "and we get that as we continue to build all types of equipment from year to year. Then we go another step and analyze the various coin-game markets, the various sections of the country and so on.

"We have had to learn that some games prove better than others in some sections of the country," Keeney affirmed. "That there are certain restrictions in some territories, and all these factors added up tell us just how, what and why to build.

"So I say it is only natural that the world's largest manufacturer of console games should have a model for every type of location. This explains the success of '39 Super Track Time, Triple Entry, Pastime and Spinner Winner."

Western Keeps On Celebrating

CHICAGO, July 8.—Don Anderson, sales manager of Western Products, Inc., emphasized the correlation between the birthday of organized baseball and the birthday of the Western Baseball coin-operated game made by his firm.

"Yes, sir," said Anderson. "Baseball in America celebrates its 100th birthday this year, and our Baseball machine will soon celebrate its 500th (day) birthday. The game must certainly have something to be able to offset competition of coin-operated equipment on locations all over the country and in foreign countries for over a year and a quarter.

"Not only is it outstanding for a game to continue as a part of a location for so long, but its popularity has actually increased and operators report steadily increasing earnings with 1939 Baseball. Probably one of the most important reasons for this prolonged popularity everywhere is the fact that Baseball is available in three models—novelty game, free game and payout game," Anderson affirmed.

COINMAN SPEAKS AT ATHLETIC LUNCHEON

PAUL GERBER, OF GERBER & GLASS, CHICAGO (standing, third from right) was one of the Chicago business men to pledge his aid for promoting the international boxing bouts between the Catholic Youth Organization champions and the Irish champions at Soldiers' Field, Chicago, July 19. Bishop B. J. Sheil, who called the meeting, is seated, third from the right. The other gentlemen are all prominent in sports and business in the Middle West.

CHICAGO, July 8.—Paul Gerber, of the Gerber & Glass distributing firm here, was a guest at a luncheon recently given by Bishop Bernard J. Shiel, head of the Catholic Youth Organization. The luncheon was at the Illinois Athletic Club at which time the bishop appointed Gerber to head a committee to promote the sale of tickets to the coin machine industry and to contact Jewish organizations for the same purpose.

Tickets are for the championship bouts between the Irish champions in their respective divisions and the CYO champs in Soldiers' Field July 19.

Gerber made a short talk before the assemblage, in the course of which he repeatedly expressed his appreciation for the signal honor bestowed upon him and gave assurances he would work day and night until the date of the bouts.

Quoting Gerber: "This is indeed a signal honor and I do not expect to have a greater one bestowed on me if I live to see the century mark. I am confident I will have the support of my good friends of the B'Nai B'Rith Covenant Club, Standard Club and other local Jewish organizations. They are all well aware of the great and noble work that is being done by the CYO for the betterment of boys of all creeds.

"Since the work of this great organization is national in scope and the proceeds of these affairs are distributed nationally, I am mailing a letter to every person and company whose name is on record in our files, soliciting their co-operation. I assure the distinguished persons and members of the press in attendance at this luncheon that the heart of the coin machine industry is as big as the industry itself. I feel completely confident it will not fail in its participation in such a worthy effort."

Kirk Back After Long Eastern Trip

CHICAGO, July 8.—Claude R. Kirk, president of C. R. Kirk & Co., manufacturers of Kirk's Guess-er Scale, recently returned to Chicago after an extended trip thru Eastern United States. One "port of call" was naturally enough, the New York World's Fair, where over 200 Guess-er Scales are in operation.

"The success of the Guess-er on the fairgrounds is phenomenal," said Kirk. "There are actually two people weighing on some Guess-er every second of every minute night and day that the fairgrounds are open to the public.

"We have shown absolutely no production letdown on this item since the 1st of February, and we're still behind on orders," continued Kirk. "The Guess-er, combining three-for-one appeal, accurate weight, the chance element and the heart-beat feature, plus all mechanical operation, is a success my associates and myself are naturally proud of."

Candy Exports in First 4 Months 592,287 Pounds

WASHINGTON, July 8.—Exports of chocolate candy for the four months ending April, 1939, amounted to 592,287 pounds, with a value of $121,611, according to a report by the Department of Commerce. Shipments of other candy for the period covered totaled 2,348,760 pounds, $260,824, and confections not included in either of the above classifications amounted to 277,720 pounds, $78,250.

Exports for April were: Chocolate candy, 147,027 pounds, $30,070; other candy, 623,748, $66,085, and confections not elsewhere classified, 91,083, $27,614.

Shipments abroad of chewing gum for the four months totaled 873,680 pounds, valued at $354,058, and for the month of April, 200,040 pounds, worth $81,554.

SILVER BELL
A SMASH HIT

Finished in Hammerfold

Holds 1300 Printed Base Ball Gum with Vegetable Ink

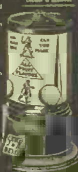
Takes In - - $13.00
Pays Out - - $ 5.00
Gross Profit $ 8.00

This machine empties in locations every other day.

Guaranteed to increase your profits 100%, anywhere.

Permanent decal on Globe in 5 bright colors.

Write, wire, phone for details.



GREAT STATES MFG. CO.
Dept. S, 1601-09 E. 39th St., Kansas City, Mo.

Chi Candy Show Dates

Annual display of candies to be at Hotel Sherman Aug. 29 to Sept. 1

CHICAGO, July 8.—With its outstanding success of last year establishing the event as an annual fixture, the second Chicago Candy Show will be held this year on August 29, 30, 31 and September 1 at the Hotel Sherman under the sponsorship of the Chicago Candy Club. The display will occupy the entire mezzanine floor, including the Grand Ballroom and Exhibition Hall in the Sherman.

Advance preparations have already begun. According to heads of the show arrangements, many of last year's exhibitors reserved space for the 1939 event immediately upon the first notice being distributed.

The committee in charge of the show for the club consists of Arthur Waldner, as chairman; Edwin V. Zeddies, vice-chairman; Ross Fairman, George W. Gromberg, S. Z. Hoffman, Joseph A. Kenworth, Les Netterstrom, Edward Ossowski and Walter A. Rau.

The show is also expected, as it did last year, to create widespread publicity and consumer approval for all types of candy.

Last year more than 60 firms in the industry exhibited.

Kellogg Film Has New Drink Vender

CINCINNATI, July 8. — Charles J. Warren, inventor and sales manager of the Kellogg Vending Co., with headquarters here, has just perfected a new bulk drink vender to handle both fruit juice and carbonated liquids.

The vender, 64 inches high, 24 inches wide and 17 inches deep, is compactly constructed and mechanically refrigerated. Cost of operation per day will be the same as an average household refrigerator, Warren claims. Vender will be known as Serve-Ur-Self, and will be a partner to the pop-corn vender manufactured by the same firm. Finish will be porcelain inside and out and all metal finish will be of rustproof metal.

In designing and constructing the new drink machine, Warren has placed particular emphasis on the sanitary angle. Machine is absolutely fly-tight, Warren states, with the vender so constructed as to meet with the strictest board of health regulations anywhere.

Machine is equipped with a slug-proof coin slot, and a special compartment has been constructed in the front of the vender to take care of the discarded cups. Vender's mechanical features are of the simplest design, thus eliminating the "bugs" that frequently permeate machines of this type, Warren announces.

Before the machine goes into actual production in a few weeks, further rigid location tests will be made on the machine. A working model already has undergone severe operating tests to eliminate flaws.

Construction of the machine is such to assure a cold drink no matter how heavy the run, Warren says. Machine further assures the operator of a good profit, and a feature of the vender will be its low price, Warren announces.

St. Louis Cigaret Men Are Organized

ST. LOUIS, July 8.—Cigaret vending machine operators here have recently formed a separate organization to include operators of such venders. A meeting will be held Monday night, July 10, to complete plans of organization, vote on by-laws and make other plans for the group.

The organization is contacting other cigaret associations in order to exchange plans and ideas.

Gum Wrapper Tells Of Artificial Flavor

CHICAGO, July 8.—The first package with national distribution to declare its "artificial flavor" content on the wrapper was launched last week in various sections of the country by William Wrigley Jr. Co., chewing gum manufacturer.

The package is the concern's "Juicy Fruit" brand of gum. Beneath the brand name the package states, "A Fascinating Artificial Flavor."

Inasmuch as the declartion of artificial flavors on any food product is not compulsory until January 1, 1940, under the postponement of the food and drug law, numerous observers feel that it will serve as a test of consumer reaction to the "artificial flavor" designation before that section of the law actually goes into effect.

SAVE MONEY

On Charms, Candies, Nuts, New and Used Vending Machines, Supplies, Parts, Etc. Complete stock on hand of Charms, Candies, Toys, Pistachios, Peanuts, Cashews, Rainbow Nuts, Jelly Beans, etc. Also all the latest and best Vending Machines, including marvelous reconditioned machines. All machines guaranteed REGARDLESS OF PRICE! WRITE OR CALL TODAY! WANTED FOR CASH — All Types of Vending Machines!

SUNFLOWER VENDING MACHINE CORP.
658 W. 183rd ST., NEW YORK

Parts of Food And Drug Law Now in Effect

WASHINGTON, July 8.—Principal provisions of the new Food, Drug and Cosmetic Act, which became effective June 25, were listed recently by W. Parker Jones, general counsel of the National Confectioners' Association. Other provisions, including labeling, are postponed until January 1, 1940.

Adulterated Food

Sec. 402 (a) (4) by which any food is declared adulterated: if it has been prepared, packed or held under insanitary conditions whereby it may have become contaminated with filth, or whereby it may have been rendered injurious to health.

Sec. 400 (a) (6) by which any food is declared adulterated: if its container is composed, in whole or in part, of any poisonous or deleterious substance which may render the contents injurious to health.

Sec. 403 (b) (4) by which any food is declared adulterated: if any substance has been added thereto or mixed or packed therewith so as to increase its bulk or weight, or reduce its quality or strength, or make it appear better or of greater value than it is.

Sec. 403 (d) by which confectionery is declared adulterated: if it bears or contains any alcohol or non-nutritive article or substance except harmless coloring, harmless flavoring, harmless resinous glaze not in excess of four-tenths of 1 per centum, natural gum and pectin, provided that this paragraph shall not apply to any confectionery by reason of its containing less than one-half of 1 per centum by volume of alcohol derived solely from the use of flavoring extracts, or to any chewing gum by reason of its containing harmless non-nutritive masticatory substances.

Misbranded Food

Sec. 408 (c) by which food is declared misbranded: if it is an imitation of another food, unless its label bears, in type of uniform size and prominence, the word "imitation" and, immediately thereafter, the name of the food imitated.

Sec. 403 (d) by which a food is declared misbranded: if its container is so made, formed or filled as to be misleading.

Another section of the new act not postponed and which became effective on June 25, 1939, is Sec. 404 (a), (b) and (c).

* * *

The last referred to articles, Sec. 401 (a), (b) and (c), not included in Jones' report, deal with the finding of micro-organisms in any food. It provides that the manufacturer shall thereafter manufacture under permit only, to be issued by the government, and that this permit may be revoked at any time. It also provides that no person may distribute a manufacturer's products if he has been working under permit and that permit has been taken away from him.

46 Millions Cig Tax Collected in May

WASHINGTON, July 8.—May collections on cigarets amounted to $40,338,447.85, compared with $43,273,124.02 in the same month last year, according to figures released by the Bureau of Internal Revenue, Treasury Department.

BILL MARMER, of Sicking, Inc., Cincinnati, and Jim Buckley, general sales manager of Bally Mfg. Co., find relief from heat in cold drinks from Bally Beverage Vender.

PEANUT & GUM VENDING MACHINES

New, Direct From Factory.

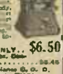
ONLY **$2.40** AND UP

Over 60,000 Sold.

MAKE MONEY NIGHT and DAY Without Selling

Step into the big money with "Silver King." Place in taverns, filling stations, waiting rooms, etc. Then collect profits. Vends candy, gum, peanuts. Small. Full of profit. Time tested. Order "Silver King." Get FREE facts today.

SPECIAL OFFER 10 "Silver Kings" $60 from factory



ONE SAMPLE MACHINE ONLY.. $6.50

SPECIAL—One Vender, 10 lbs. Candy, 1 Gross Charms ... $8.45

1/3 Deposit With Order, Balance C. O. D. Send for Circular and Easy Terms.

TORR 2047 A-SO. 68 PHILA.,

A FAIR TRIAL

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

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

TOWNSEND MFG. CO.
Dept. B, 434 North Front St., Baltimore, Md.

Used Cigarette Machines

Low Prices—Exceptional Values

National No. 9-30—Enclosed Stand	$42.50
National No. 6-30—Enclosed Stand	37.50
National No. 6-25—Enclosed Stand	29.50
Stewart-McGuire—5 Column	15.00
Rowe Aristocrat—6 Column	15.00
Stewart-McGuire—6 Column, Iron Stand	12.50
Uneeda Pak, 2 Column—Enclosed Stand	12.50
[illegible]—4 Column Candy	25.00
National No. 2—5 Column	8.00
[illegible]—4 Column	15.00
[illegible]—8 Column—Enclosed Stand	15.00
Master—6 Column	12.50
Uneeda-Pak—6 Column, Round	10.00

F. O. B. New York City.
TERMS: 1/3 Cash, Balance C. O. D.

HENRY WERTHEIMER
361 FOURTH AVE., NEW YORK, N. Y.

Take Advantage of this Bargain!

60 Reconditioned EVER-READY 6-Col. 1c Nut & Confection Venders. ONLY $5.50 Each (5 or more)

SAMPLE $6.50. $250 buys entire 50 machines.

D. ROBBINS & CO. 1141-B DeKALB AVE. BROOKLYN, N.Y.

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

Cigarette Merchandisers' Associations

"I suppose you know by this time that we have in our possession the baseball trophy for which the New York team played so hard." This is the opening of a letter Matthew Forbes, manager of the New York CMA, received recently from Anthony J. Masone, of the Connecticut CMA.

However, Manager Forbes openly admits that he finds it hard to believe the trophy is in the hands of the Nutmeggers. He questioned each member of the delegation individually and thoroly on steps of the dining hall at the Berkshire Country Club and each denied any knowledge of having seen the award.

The letter goes on to state that Connecticut will gladly meet New York on the baseball field at the proposed August outing to see who keeps the cup. New York hasn't given any definite answer to the challenge, but a meeting is in the offing to determine this important point. Looks like another grudge battle looming over the horizon.

New Yorkers Busy

Don't say anything about vacations to members of the New York CMA. Most of them have worked nights, days and even the Fourth of July getting their machines in order on this new tax setup. Things are said to be moving along smoothly now, but the boys were scurrying here and there for a few days.

Those who had planned to take fishing trips over the Independence Day holidays, and even those who had planned to take the annual rest, found they had to curtail their plans for the present time.

The group is to be commended upon the manner in which they got their machines ready for the new taxes. Those who found ingenious ways to meet the problem readily told others and there was a rush on to the headquarters of the inventor. Thru the process of elimination, some useful devices made their appearances on New York machines.

News From Jersey

Sol Kesselman, counselor for the CMA of New Jersey, had such a good time at the outing up at Wingdale he spent the Independence Day holidays there. Looking for the trophy, Sol?

Machine operators have been on the go recently. Those in the shore areas are feeling the increase in business because of vacation trade. Since some of the Jerseyans have interest in New York, they have been busy converting their machines to collect the new taxes.

Many of the Newark operators took the Fourth off and went down to the seashore. They report that they had a swell time and that surf bathing was the favorite pastime. Altho not from Newark, George Dorian is recuperating at the shore from a recent illness. He expects to be away from his office for several more days.

Charles Stange, John Sharenow and Leonard Ziegler spent the holidays at Mr. Stange's country place in Whippany.

Sympathy is extended John Monteverdi, of the John Monteverdi Co., on the death of his father, who was well known in tobacco circles.

Ed Dierchx, of the Dierchx Vending Co., has returned from a visit to the Jersey shore regions.

Father's Day sales this year were 20 per cent higher than they were in 1938, National Council for Father's Day Promotion reports. A number of cigaret and cigar concerns made special packages for gifts on this day. In Cleveland dad was honored when 3,000 cigars were distributed in the homes for the aged.

Aren't there cigar machines at the World's Fair? Two hundred Florida air travelers who flew up from Florida in 64 planes brought Grover A. Whalen a chest of cigars. Somewhere along the way they lost the key to the chest, thus forcing the fair president to pick the lock with a penknife. This was a lot of work to do before Mr. Whalen could have his picture taken smoking one of the cigars. Why, he could have stopped to the cigar machine near by and secured a good smoke with much less effort.

Cigaret machine operators who are interested in crop conditions noted with pleasure recently a report from North Carolina in which it was said that in that area 90 per cent of the territory has had almost perfect seasons for tobacco. In some sections a soaking rain is needed, but the crops are not suffering.

Cigaret advertising is still holding its own. With the summer schedules now under way, new features are being seen. Newspaper, magazine, billboard and radio advertising on the products will bolster the receipts of all machine operators.

Pa. Paper Boosts Cig Vending Firm

WILKES-BARRE, Pa., July 8. — An article in *The Sunday Independent*, local paper, gives a boost to a local cigaret vending concern, marking the first time an article of that nature has appeared in several years. The article appeared in the special West Side section.

It reads: "Altho less than two years old, Wilkes-Barre Cigaret Sales Co. is today the largest cigaret vending machine operation in the anthracite region.

"No small part of the company's phenomenal growth is directly attributable to the efforts of Paul Schalm, local manager.

"The increase in business locally during the past year was responsible for the opening of the spacious display and stock room on Wyoming avenue. The firm maintains a quick repair service and aims to suit every customer."

Big Order for Beverage Venders

PHILADELPHIA, July 10.—"Keystone Vending Co. has placed one of the largest orders in history, calling for 1,000 Bally Beverage Venders to be taken within a one-year period and for which they have been granted exclusive distribution in this area," reveals the Bally Mfg. Co.

Sam Stern will be in charge of the special Bally Beverage Vender division of the organization. The firm is all set and ready for business, having made arrangements to receive large quantity deliveries of the Bally Beverage Venders and have in their employ experienced carbonation and mechanical men.

"Altho this order has created one of the greatest sensations in the history of this territory, it does not seem to be so remarkable as far as Keystone Vending Co. is concerned," Sam Stern, of the firm, stated. "Extensive tests which we have already conducted definitely prove the Bally Beverage Vender to be the most outstanding achievement in all coin machine history. It is real income insurance for the operator. It is a business that is 100 per cent legal.

"Keystone Vending Co. will distribute the Bally Beverage Venders in Pennsylvania, New Jersey, Maryland, Delaware and District of Columbia, while Philadelphia will remain our headquarters. We shall open offices in other cities as we get deeper into the distribution. We shall make it our business to get every interested operator started right. A liberal time-payment plan has been devised which gives the operator the opportunity to get started immediately and pay out of the earnings.

"We believe that the Bally Beverage Vender has started a new era for the entire coin machine industry and that operators who are looking ahead to insure themselves a substantial income for tomorrow and for years and years to come, those who want to overcome the ups and downs of average operations, will get started immediately with the Bally Beverage Vender."

Baltimore Plan To Tax Cigs Dropped

BALTIMORE, July 8.—Baltimore City Councilman Leon Abramson has abandoned his proposal to seek a cigaret tax to take care of the impending relief crisis. Instead he now suggests that Mayor Howard W. Jackson of this city, Governor Herbert R. O'Conor, United States Senators George Radcliffe and Millard E. Tydings meet in conference to seek a solution to the city's pressing relief question.

Abramson, who voiced a proposal for a 2 cents a package cigaret levy for Baltimore city, which was designed to raise $1,000,000 annually, stated that after making a study of the laws of the State and city has found that Baltimore does not have the power to enact special taxes to meet the situation. He previously had stated he thought the city did have that power. He further said it would be necessary to get an act of the Maryland Legislature passed in order that a cigaret tax may be enacted in Baltimore.

With the strong and powerful Southern Maryland bloc in the Maryland Legislature, which has consistently opposed a tax on cigarets and other tobacco products because it represents the center of the tobacco-growing industry in Southern Maryland, there is very little chance of the Legislature giving Baltimore city the power to enact a cigaret tax levy. Consequently, the tobacco industry, and particularly that part of it primarily interested in the cigaret phase, can cast aside all fear of a cigaret levy being enacted in Baltimore.

The city fathers, however, plan to tap new sources of revenue, and it appears that efforts will be made to seek some special taxes. Whether or not the proposed tax revenues will affect the tobacco and allied industries is not known.

Canada Increases Cig Consumption

TORONTO, July 8.—Indicating continued progress for Imperial Tobacco Co. of Canada, volume of cigarets released for consumption during the first five months of this year showed an increase of 13 per cent over the corresponding period of last year. The total of 2,835,000,000 in the five months constituted a new high record, comparing with 2,600,000,000 a year ago and substantially in excess of 1929 levels. In May a total of 630,000,000 cigarets were released for consumption, the month alone establishing a new high record for any similar month.

Cig Price Boosts in Wash. Get Complaints

SEATTLE, July 8.—Cigarets are now selling for 17 cents per package in the State of Washington. Complaints have been heard from consumers as to the price, but wholesalers, jobbers and retailers declare that they are simply trying to conform to laws passed by the Legislature in setting the price at this mark. "The law says we can't sell lower than cost plus our overhead," declared a cigaret trade group.

Some retailers noted that consumers are switching brands, changing to 10-centers, which sell in Washington for 13 cents. Others, they say, are rolling their own.

STOP WORRYING ABOUT TOMORROW!

Investigate

BALLY BEVERAGE VENDERS

Today!

Small Investment, Liberal Terms, Pay for Equipment Out of Earnings.

KEYSTONE VENDING CO., 1334 SPRING GARDEN ST., PHILADELPHIA, PA.

Exclusive Distributor, Automatic Beverage Division

For Pennsylvania, Southern Jersey, Maryland, Delaware, Virginia [illegible], and Washington, D. C.

AMERICA'S FINEST GUM VENDOR

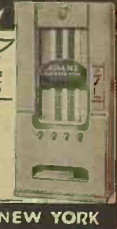
THE FULLY SELECTIVE DU GRENIER

Featuring the nationally famous Adams Chewing Gum! The same type machine as used in the Subways and Elevated Lines in New York, Chicago, Philadelphia and Boston. The ONLY selective gum vendor on the market that MEETS ALL OPERATORS' REQUIREMENTS!!

NOW AVAILABLE TO EVERY OPERATOR IN THE WORLD! BE FIRST in your territory to assure yourself a permanent, steady income for years and years to come! WRITE—WIRE—PHONE!!

MONEL MODEL AS SHOWN—ONLY $11.50 EACH

SMALL DOWN PAYMENT—TERMS FOR 24 MONTHS



G.V. CORP., 655 FIFTH AVE., NEW YORK

ROWE ARISTOCRAT

6-COLUMN — SLUG PROOF 15c CIGARETTE MACHINES, Reconditioned like new!

CAPACITY 150 Packs, 5 or More, Each..... $16.00

Sample Machine, $18.50. Floor Stand, $3.00. Equipped with 20c Coin Slot, $2.00 Extra.

TERMS, 1/3 Deposit, Bal. C. O. D.

D. ROBBINS & CO. 1141-B DeKALB AVE. BROOKLYN, N.Y.

MUSIC MACHINES

Rock-Ola Show Held in Peoria

PEORIA, Ill., July 8.—Many operators and other companies from the east attended a showing of Rock-Ola's Luxury Lightup phonographs at the Jefferson Hotel June 27 and 28. However, it rained both days—a steady, determined rain. But, according to Al Kopke, Rock-Ola factory representative in Illinois, it didn't keep the visitors away.

Said Kopke: "The weather didn't bother the company. Thousands of the exhibit opened promptly at 9 Tuesday morning and from then on a steady flow of customers came, saw and bought Rock-Ola. The exhibit room was decorated to bring out the beauty merit of the phonographs.

"The Rock-Ola Luxury Lightup phonographs registered 100 per cent with the customers and customers in my territory. Everybody had a good time at the showing and the orders we took certainly testified to the success of the exhibit."

Op Thinks Better Feeling Is Need

"To the Editor: In a news item appearing in The Billboard of June 24, 1939, I notice that the recording company mentioned states that it is considering a decrease in price of its records. One of the excuses being that the coin-jugglers must wear some kind of a fighting the battles of music machine operators.

"I have operated phonographs for a number of years and am an ardent reader of The Billboard and other coin machine papers and I do not recall of ever hearing of a record company coming to the aid of a single music machine operator. Maybe it is my feeling but I think it is the other way around. The operators have been asked to help the record companies in numerous ways by plugging their recordings in thousands of different spots. Then the operator is more or less forced to buy a great many recordings he never uses, just dead loss.

"Well, allowed, conversation between the recording companies and operators perhaps a better feeling may come to exist between the two groups.—J. K. S., Washington, June 28, 1939."

Polka Popularity Thru Phonos, Says Radio Paper

CHICAGO, July 8.—"Latest and most favorite among today's most popular music styles is the polka," declares an article in *Radio and Television News* for July 8. "Unexpected and unpublicized, it hatched crisis from nowhere sprightly, lilting dance melodies of Central Europe was launched almost overnight by the recording *Beer Barrel Polka*.

"Today's polka craze is unique in the annals of the time when tastes of popular music favorites in that radio played no part in the beginning. Dancing and dance bands blanketed the air waves with swing music, while coin-slot operated phonographs were sending the polka on its spectacular rise. Soon millions were humming, whistling the sweet, sparkling melodies of the Bohemian polka-dance melody which is said to have been originated by a Czech string gift exactly 150 years ago.

"The trade paper's credit to automatic phonographs reports a fact known to all music merchants who experienced trouble in keeping the recording *Beer Barrel Polka* on their machines because discs were continually wearing out. It is rivaling, too, that traditional favorite of coin-operated phonographs as a force in music popularity should it prove in a paper connected with the radio field.

Record Buying Guide

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

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

COMING STRONG—KEEP THEM IN

Wishing. Once again this ballad heads the list, but for the first time in some weeks there is a strong coterie of up-and-coming tunes that will very shortly take it over. The other seven headers with their backs against this wall. New batch, several of which are listed in the section below this, contains some really fine efforts, and operators ought to have a field day in the next few weeks to cash in on the summer trade as much older. Glenn Miller still has the edge on this one. Russ Morgan is holding up his end and Kitty Thurber is turning some play around Chicago on the strength of his reputation there.

Sunrise Serenade. In a way one can take a bow for being responsible for this hit, which is now up high on selling and song plug lists. He debut was limited only to the machines, and it was definitely its success therefore that enabled it to catch on generally as a pop tune. It was bought to be a dead issue in the boxes after its first wave of popularity, but its success over the coin-operated set-up helped to bring it back in the phono picture as prominently as before. Glen Gray still has the best of the recordings, and he and Glenn Miller are sharing the new machines honors.

Stairway to the Stars. No. 1 radio song for the second consecutive week of *The Billboard's* list, it is now on the wane in popularity and as a strong item on every operator report received this week at least rates this as a practically predestined slot up among the big boys. You'll never have to beat it around, as some of the other songs which seem to do. Glenn Miller again, Kay Kyser and, to a lesser extent, Al Donahue, are the leading platters.

Beer Barrel Polka. Ma, that barrel's here again. The initials are Willie Glahe.

COMING UP—BETTER STOCK THEM

White Sails. Almost at the height of its sheet music and radio plug success, this Hoagy Carmichael tune is now in the process of moving up another week or two. Its machine popularity is lagging a little behind the other machine favorites, although it is growing all the time. Glen Miller is at it, and it should be in every phono right now, in either the Ozzie Nelson or Sammy Kaye version.

Moon Love. Slowly and unspectacularly climbing to the head of the class is the latest contribution of Tschaikowsky to Tin Pan Alley, this time via the pens of Mack David and Andre Kostelanetz. Despite the odd theme to the effect that sequels don't have much chance to duplicate the success their predecessors have had, this one is following along in the footsteps of *Our Love*, the first Tschaikowsky item to hit the high spots. Glenn Miller has it on wax, as has Al Donahue, in two of the particularly favored versions.

Comes Love. Here is the first Larry Clinton tune since his return to the wax-making business of several months. That would probably be enough to have operators go for it, but this disc has the added virtue of containing what seems to be the best vocal Dick Robertson has had on Broadway musical comedy which opened in New York this week, *Yokel Boy*. On the reverse is Robertson's rendition of *Yokel Boy Meets Girl*. *Lem, but Lorie*, a catchy melody and a clever lyric, is the one that's starting to receive considerable plugging. It should attract more and get bigger as it goes along and as the song gets more attention from the networks.

I Poured My Heart Into a Song. Not big yet by any stretch of the imagination, but potentially pretty potent. Artie Shaw's platter of the only ballad (and instrumental, incidentally, of hit honors) from Irving Berlin's score for the picture *Second Fiddle* ought to be under the boxes now. There haven't been too many Berlin compositions lately because of the illness that kept him away from his clarinet for weeks recently, and here's a chance to make up for it.

In the Middle of a Dream. A Tommy Dorsey platter took a jump from nowhere into seventh position on radio plug lists this week. Tommy Dorsey has so outstanding record of it.

OPERATORS' SPECIALS

Listing covers those songs which in themselves cannot be classified as popular nation-wide hits, but which are, or give every indication of becoming, especially phonograph numbers.

Well, All Right. Any operator equipped with this Andrews Sisters' platter is making a bad mistake that must be rectified immediately. If ever there gave a natural machine disc, this is it.

Rancho Grande. Will Fyffe's version of this tune ought to be taken out too hastily is *Bing Crosby's* rendering of this oldtimer.

A Perfect Relationship. Larry Clinton is doing no time in breaking out records that can't fail to put him back in the phono spotlight, and with a bang. *Concerto for Love* is another example of the kind of material this bit of wax he has ever contributed to the record market. This is the type of arrangement that calls for repeated hearings. The three or four slang terms and the rather involved chorus lyric are responsible for the only part of a superior swing version of this Alfred Katchey semi-classical tune. Clinton's version is the best of the lot.

How Am I To Know? Tommy Dorsey offers his latest oldie in the same vein that established him in his heyday. The famous Dorsey type of ensemble chanting back of Jack Leonard's vocal. This, like similar Dorsey platters, has unrelated song titles, mostly contemporary, for the background warbling, and it makes swell and amusing listening. *Like Persian Market*, here is another record that, if merit counts for anything at all, can't miss.

Love for Sale. Kate Smith's version of this Cole Porter's hit, the first released Hal Kemp version of one of Cole Porter's finest songs. With a vocal by Kemp and his typically expert Kemp treatment, it's a good bet for almost all locations.

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

Bertucci Finds Phono Biz Big

BILOXI, Miss., July 8.—When anyone speaks of Johnny Bertucci it is to associate him with the coin-operated phonograph business, because his company, United Music Company, headquarters in Jackson, is established thruout the State as the Wurlitzer phonograph distributor. Since the new Rock-Ola Luxury Lightup phonograph was shown by the carloads into Mississippi and thence out to locations, the popular Bertucci has been selling the Luxury Lightup Phonograph plan.

"It means that everybody will make a fine showing in phonograph sales this year," said Bertucci. "Everybody knows the way the orders pour in day after day—as a matter of fact, we've never had a dull day since the models were first introduced at the December show in Chicago."

New Music Service Offers 2,000 Tunes

LONG BEACH, Calif., July 8.—Something is always taking the joy out of the phonograph operator's life. There are always new ideas for music coming into view. It may be television or it may be something else. This is sunny California in entirely new idea is in the initial stages.

A new music service of phonograph device has been installed here and was recently put into public view in The Long Beach Press-Telegram. It is described in the newspaper story as follows:

"You put a nickel in the slot of a cabinet that looks like the regular pabil phonographs and you mention to the machine the number of number of the piece you want. A feminine voice acknowledges your order and the piece starts playing. You may select by number or name from a list of 250 pieces on the cabinet, or any piece by name, classic or popular, from about 2,000 records.

"The music is 'piped' from a central station in the Times Building. The system, since the issue of Monday, is covered by 13 patents. Long Beach has been the experimental laboratory since last November and it is in use only in this city.

"Two giga operate the central station, one recording and a duplicate being held and the other manipulating the record turntables.

A new 24-hour service on a flat monthly basis is about to be launched. Bulletins are now broadcast at regular intervals.

Clients may deposit nickels, dimes or quarters in the cabinet chute and a recording device on the control board in the central station shows exactly what has been deposited. Volume can be so controlled by the operator that she can talk to a person 50 feet from the cabinet in an ordinary voice and hear his replies."

Uncle Sam's Gobs Like Phonographs

SAN DIEGO, Calif., July 8.—When Uncle Sam's great fleet is in the harbor of San Diego this city becomes the mecca for naval officials and sailors—their friends and their relatives—and thereby plenty of rushing business for the entertainment places.

"Naturally Jukes Inc. has capitalized on the immense popularity of the Luxury Lightup phonographs, because he is Rock-Ola distributor in San Diego and the county by the same name," declares Rock-Ola Mfg. Corp. officials. "Joe is well known all over the country. His jovial personality and his practice of sound business principles have paid him handsome dividends in his own territory. He reports business better than it has ever been and he attributes it to the popularity of the Luxury Lightup models. He is enthusiastic also over the new Rock-Ola counter model."

What the Records Are Doing for Me—

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

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

Benton Harbor, Mich.

July 8, 1939.

To the Editor:

Stopping by the Stars is coming up fast around here, as it surely is almost everywhere else. We find that Glenn Miller's disc of this number is very good for our spots. It seems that the young people are getting tired of the jitterbug craze and seem to be going for Shirley Ross' recordings—he has something that they like.

We have dug out all of our *Jimmy Dorsey* number of *A Room With a View*, and turning them over are really wearing out. *Kinda Lonesome*, *I Surrender, Dear*, by Bing Crosby, is taking like wildfire with those who like Bing, and that means 90 per cent of those who play this phonograph.

We believe that a disc of *Georgia's Got a Brook*, by Bill Carlson, would really be another *A-Ticket A-Ticket*. The reason we think so is because when Bill played in Benton Harbor he featured this number and the people who saw him have never stopped talking about this number.

Two good race numbers that are really doing more than their share for us are *Jive and Smile* and *Sophisticated Mama*. Hazel Street Blues, by Louie Armstrong, is going as good now as it ever did if the number of them we see wearing out is any indication of its popularity.

We would like to see the Merry Macs make more good numbers, and don't forget the Andrews Sisters. Anything by these two groups goes well around Benton Harbor. *Strange Enchantment* is coming up like a bonnet sting.

Hoping this will be of some help, we are,

BILL AND BOB CHEEPER,
Billie-Bob Music Service,
Benton Harbor, Mich.

Radio, Disc Revenue Collections $279,303

WASHINGTON, July 8—Internal revenue collections on sales of radio and phonograph records during May totaled $279,303, the Bureau of Internal Revenue announced. During May, 1938, internal revenue collections from radios and phonograph discs amounted to $197,050.

N. Y. Firm Establishes Dept. for Music Ops

NEW YORK, July 8.—Bruno-New York, RCA-Victor wholesalers, announced recently the creation of a special record department to serve automatic music operators in their requirements of Victor and Bluebird records.

Arthur Kopp, formerly with the foreign record department of the RCA Mfg. Co., will be in charge of the department, which will be equipped with demonstration booths to enable operators to listen to the records on coin-operated phonographs.

New Orleans

NEW ORLEANS, July 8.—It was a grand and glorious Fourth for the pin game, coin-slot and phonograph operators in the cities and for the belt ops along the Mississippi Gulf Coast when four days of fun and frolic gave the season its longest run in years. Tens of thousands gathered at beaches on Lake Pontchartrain and at Biloxi, Gulfport, Bay St. Louis, Galveston, La Porte and other resorts on the Gulf Coast. It was dry at all points and plenty hot, and concessions did a record business on cigarets, drinks and confections. Machines were crowded all day.

Particularly good business with bells was noted at a resort on the new short cut road out of New Orleans to the East Gulf Coast. With a steady stream of traffic that made the going slow and bothersome, thousands stopped off at this popular resort for refreshments and to play about three dozen bells on location. The ringing of gay laughter would have made the manufacturers of these bells happy to know that they were responsible for the creation of a game of such interest.

Approximately 35,000 to 65,000 went to Pontchartrain Beach on the Fourth, and it is estimated that about 130,000 passed thru the entrance gates for the four-day period to see the Great Pussmer Reform Show free, and on all the new 2,000-foot sand beach and to patronize the concessions, including the coin machine playland, where the latest Bally, Exhibit, Gottlieb, Daval, Mills, Jennings and other makes are located.

Up at Independence, strawberry center of what Louisiana calls its Florida parishes, the Rev. Mr. Cockers stepped out of his pulpit last week, read a proposed ordinance to the town's council and was successful in passing a city law prohibiting the use of money in any place where intoxicating liquors are sold. "It's hard to understand why a man in such an important business as saving souls would devote so much time to fighting for such an unimportant victory. Where does the merit of the move lie? Does the music make the liquor more intoxicating? Is the ordinance intended by allowing the barrooms to stay open without the music? Possibly the ordinance but simply no doubt as the ban on music anywhere, any time. Music has charms to soothe the savage breast, we are told from our pulpit.

The service department of the Bell Distributing Corp., area agent here for O. D. Jennings Co. and H. D. Evans Co. in one of the most complete in the South. Order management of Gene Jaeger, a staff of four men guarantee their work to such an extent that a new machine is given free to repair men if the machine fails to function after the service department undertakes the job.

Mark Bossberg, manager of the Sport Center, is spending a week fishing for the silver king fish, tarpon to you, at Grand Island in the Gulf.

A particularly good demand for the new wall-box equipped Wurlitzer phonograph has reported by the J. H. Perez Novelty Co., local Wurlitzer distributor. Pulsbeck is placing on location of the first of this type a fortnight ago, the company has been flooded with orders. Perez reports.

Praise for the Bally Variety and Gottlieb Lot-o-Pin games from the Southern Amusement and American Coin Machine Co. office. Just in business a fortnight, Ed Rodriguez, head of the firm, reports buying more of these machines to meet expanding demand.

Mayor Sam S. Caldwell, of Shreveport, announces signing of a contract this week with the Dual Parking Meter Co., of Oklahoma City, for six months' trial of parking meters in this rapidly growing North Louisiana city. Installations must be complete by August 1, with nickel and penny meters included.

Ed Schachter, factory representative of Rock-Ola of Chicago, left New Orleans for Houston and other Texas points after three weeks' traveling over the Louisiana

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WILL GLAHE
and his
MUSETTE ACCORDION

V-725 — Play Me—F.T. / Love Bug—Polka
V-722 — Jolly Bull—Polka / Sal—Polka
V-723 — Shore Leave Khaki—Sailors Dance—F.T.
V-724 — Dopey—Polka / Banana Split—F.T.
V-726 — Whoopee—Fr. Polka / Sweetie—Fr. Polka
V-710 — Beer Barrel—Polka / Hot Pretzels—Polka

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VICTOR DISTRIBUTOR

FRANCO AMUSEMENT CO. HEADS, Frank Crider (left) and Ralph Franco, Montgomery, Ala., exhibit the Mills Throne of Music on their showroom.

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Wurlitzer 412 ..... 52.50
Wurlitzer 312 ..... 52.50
Wurlitzer 412 ..... 35.00

ROCK-OLAS

20-Record, Completed Illuminated (Sides, Top and Bottom)..$135.00
20-Record in Illuminated Seeburg Universal Cabinet 125.00
20-Record Imperial.. 89.00
16-Record, With Illuminated Grill..... 60.00
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Mills Studio .....$9.50 "
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SOUTHERN AUTOMATIC MUSIC COMPANY
620 MASSACHUSETTS AVE., INDIANAPOLIS, IND. 12 W. 7TH ST., LOUISVILLE, KY. CINCINNATI, OHIO.

and West Mississippi area. Schachter is a guest of Stella and Horton at Houston this week.

Melvin Mallory, State distributor for Rock-Ola, reports a brisk demand for the new counter model phonograph. Operators in the State are highly praising the fool-proof chute outside speaker and other features, Mallory says, but particularly like the adaptability to any location. Other models are also enjoying the best demand in several seasons in this area.

The warm season has been a boon to operators of cigaret and confection vendors and salesboard distributors in this area. Several of the larger merchandise vendors here are making plans to expand their operations as the city itself enjoys a revival of this type of selling. One operator of cigaret machines was laughed at a few months back when he put 100 new machines on location, now he is buying more.

R. H. McCormick, Southern sales manager for Decca Distributing Corp., reports the best June sales of records in years. Mac gives much of the credit to increased business from coin phonograph operators. He let this week for a trip thru the Middle South and in Texas.

A growing demand for Mills' Throne of Music is reported by Sam Gentilich, of the Dixie Music Co. After a trip thru State, Gentilich has sent in an order for a full carload of the machines.

Detroit

DETROIT, July 8.—Reid Arle, since a new member of the music machine industry, is enthusiastic over the prospects which he thinks the business offers. Headquarters are at 2368 East Grand boulevard, Detroit.

"We are getting more business from the recent areas, particularly in Wisconsin and Minnesota, right now," Maurice Caldwell, general manager of the Colle Bros. Co., manufacturers, said this week. The Colle organization is branching into a sideline at the present time. Caldwell said, in making demos for trucks, but will continue to carry on in the coin machine field just as in the past.

Al Shifrin, who has moved his Detroit Machine Exchange to a downtown location at 2416 Grand River avenue, is busy remodeling, building a new office there. Shifrin just returned from Chicago "visiting" his wife, who is vacationing there, and he is full of enthusiasm over business recovery.

Sam J. Weiner, Detroit operator, is now maintaining a storeroom downtown on Henry street, sharing store space with Fred Pyrch, both are specializing in the pin-game field.

"Business is rushing in all lines," Henry G. Lemke reports. "Pop-corn machines are in big demand. Business before the Fourth of July was very heavy —a good many operators demanding express delivery of their machines so that they would be sure to have them on time.

"I even made a shipment of pop corn to an operator down in Ohio by air express—probably the first aerial shipment of pop corn, at least for a coin machine operator, on record.

"Pin games, too, are going well now."

Boston

BOSTON, July 8.—Barney and Louis Hiatt, New England distributors for the Seeburg phonograph, formerly located at 1700 Washington street, moved to new quarters at 750 Commonwealth avenue on July 1. This is a four-story building, which means more room for the expanding business. All operators are invited to open house on July 15 and 16. There will be refreshments and entertainment, with Mrs. Barney Hiatt as hostess and Manager Harry Parker as greeter.

Evy Richardson, ace phonograph mechanic, leaves for Chicago July 17, where he will undergo training in remote control phonographs at the Seeburg factory.

George C. Searle, manager of a Boston distributing office, is leaving to become an operator of the phonographs. He has not as yet picked out his headquarters.

Bellingham, Wash., Pinball Operator Wins Test Case

BELLINGHAM, Wash., July 8.—Pinball machine operators won in a test case in this superior court here recently when a jury acquitted a coinman who was charged with possession of gambling devices.

The county had seized a pinball machine in one place of business, permitting others to operate pending outcome of the case. The defense contended that pinball is a game of skill rather than one of chance.

Bellingham licenses coin machines and it is reported that licenses on the devices bring $20,000 into the city's treasury each year.

The State has no appeal from the verdict of the jury, attorneys said, with further action here unlikely.

OFF THE RECORDS—

(Continued from page 115)

Bing Crosby comes up on Decca with a double entry, *It Must Be True* and one dating back to his *Blue of the Night* days, *I Surrender, Dear*. It's Bing at his best. Brother Bob Crosby, for the same label has a Dixieland dandy in *When the Red, Red Robin Comes Bob, Bob, Bobbin' Along* and *There There Eyes*, but it's strictly for spirited stepping.

Jimmy Dorsey gives a fresh fox-trot flavor to the Walter Donaldson-Edgar Leslie waltz favorite, *Romance*, with his saxes voiced in the Glenn Miller style so much so that one must look twice on the label to make certain it's not Miller. Dick is coupled for Decca with a current smooth ballad, *This Is My Dream*, Dorsey keeping within his own realm for the coupling.

Van Alexander, on Bluebird, aims at rock stuff for *Jingle and Mary Lou*, but misses the mark on both. And it's the ordinary ballroomology he heads out for the present date *You Are My Dream* and *Repeat*. Bobby Hackett makes his Vocalion comeback certain with the masterful cornet lugging for *Ain't Misbehavin'* on his *Gettin' Gassed*, the *Sweetness* side. You.

Vocalion comes thru with a honey for Victor in *Paradise*, with Nan Wynn the soloist on song and *Jingle*, and *Cole Porter's Love for Sale*, the Smoothies making the selling more attractive. Victor comes out of the deal the way to exploit the double for reasons known best to Victor. Both are well sides, but not the best or the worst that Kemp has kept out. The Smoothies, on Bluebird, lend their lilting harmonizing for a good coupling of *Ain't She Sweet* and *Sleepshoot Bill*.

Vincent Lopez makes sockeroo sides for a morning of dancing, sounding plenty like the real thing for Bluebird on *Sweet as Small Jelly Beans* and *I'm Forever Blowing Bubbles*. Also has a danceable disk in the current *My Love for You* and *Especially for You*. Henry Busse makes his shuffling sound swellish for the standard *Oh, by Jingo*, coupling his Decca disk with another ancient, *Abe Glass-Old Rose's Oh, Johnny, Oh, Johnny, Oh!* It's the songs that used to get granny in the groove. *Gilt.*

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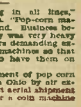
WRITE FOR PRICES

FRANCISCO B. NAVARRO (extreme right), owner of the Navarro Automatic Sales, Mexico City, and his personnel. Navarro, Rock-Ola distributor in Mexico, says people favor the Rock-Ola Luxury Lightup model because it suits their gay temperaments.



DAVE BUCKMAN, of D. Buckman, Ltd., London, reaches this photo from across the ocean to show how fast automatic phonographs are selling over there. Buckman (second from left) is well known to American coinmen, his last visit being to the United States during the coin machine conventions.

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Blue Laws Arouse Storm Of Protest in Seattle

Prosecutor relents to "let folks have their fun"—newspapers rally to defend sports—goat is still needed, however, and maybe it'll be coin machines

SEATTLE, July 8.—Sunday, July 2, had promised to be an unusual day in the history of Seattle, and then the county prosecutor relented under a wave of newspaper and public criticism and decided to let the "folks have their fun Sunday." It is perhaps one of the most unusual situations that have arisen in many a day, showing on which side various groups, such as newspapers, churches and public officials, stand with respect to old and archaic laws. It all came about when a county prosecutor was notified by the criticism of a minister who said there was all kinds of law violations in Seattle. Then the county official dug into the archives and brought out an old blue law of 1909. That was going back into history, but just the same the county official threatened to enforce this old law to the letter. That would have made Sunday, July 2, a "blue letter day" in the history of Seattle.

This old law was extreme enough to close even barber shops and restaurants. And there would have been no movies. For some reason the law did not specify whether people could drive their cars on Sunday—but it did mention livery stables. So that is what the lawmakers were thinking about in 1909.

Newspapers Hit

The items in the old blue law that really created a storm were the points that touched the newspapers in a tender spot. The old law would have stopped the Longacre races and the Sunday baseball games. And when a law touches the racing news and sports news that sets the newspapers where it hurts. Accordingly, the newspapers raised a yell about the old laws—such a loud yell that the county official relented in most points before Sunday came. Other than a lot of discussion pro and con, the people observed Sunday just as usual.

Somebody Must Pay

The tempest seemed to have run its main course in about four days, but there still remains the possibility that somebody must be the victim of a desire for vengeance. It won't be the sports or Sunday racing because the newspapers would not stand for that. But it may be slot machines—or there may be a crusade against pinball games.

City officials were very much opposed to digging up the old blue laws. The head of the city council called upon the minister who started the storm "to present his evidence." Evidently the minister will have to deliver the goods or else admit that he was merely talking. He affirms that he has evidence plenty.

The county official, in order to make somebody the goat, has turned to driving at the private clubs which have legalized slot machines in their quarters. State law permits slot machines in private clubs. A move has also been made against payout games. If somebody must be the goat after the storm it is always easy to pick on operators, since they are almost a powerless minority.

Whatever else the blue law storm may have caused, it did focus attention on pappers out and put them on the spot. No matter how much gambling racing and major sports may be done or promoted, this mugs not be allowed because the newspapers profit from them. But when it comes to petty gambling, then these same newspapers join in the "holy crusade" with much piety.

Phono Showing At Philadelphia

PHILADELPHIA, July 8.—Automatic Amusement Co. will sponsor the local showings of Seeburg phonographs on July 13 and 14. Featuring the exhibit will be the new models in various color combinations.

Also on display will be the new Ray-o-Lite gun, also manufactured by Seeburg. Ray-o-Lite will feature a moving target, lighting effects and will be a free-play model.

According to Mike Spector: "The great has been the demand for these machines that we, as distributors here, have encountered difficulty in obtaining sufficient machines to keep pace with the demand. However, with the showing of the Vogue and Classic models, we have made arrangements to get the machines upon demand and can assure our friends and customers that prompt deliveries of these new models can be expected."

More than 200 operators from every part of the state, as well as music machine men from New Jersey, Delaware, Maryland and Virginia, are expected to attend the show.

Vending, Candy Firms in Suit

NEW YORK, July 8.—A suit for $500,000 actual and punitive damages has been filed under the Federal Trade Commission Act by the Vendola Corp., vending machine firm, against the Hershey Chocolate Corp. and the Chocolate Sales Corp., its distributing agent, both of Hershey, Pa.; Peter Cailler Kohler Swiss Chocolates Co., Inc., of Fulton, N. Y., and its distributing agency, Lamont, Corliss & Co., New York, and three automatic vending concerns, Sanitary Automatic Candy Corp., of New York; Perfo Vending Co., of Philadelphia, and Confectionery Cabinet Co., of Newark, N. J.

The plaintiff's complaint, filed in U. S. District Court here, alleged that the defendants conspired to prevent it from buying Hershey's, Kohler's and Nestle's chocolate at prices which would permit it to vend these products and also conspired to enable the defendant vending concerns to monopolize the sale thereof. The conspiracy, it was charged, began in 1933.

HARRY H. COHEN

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Complete Showing of Seeburg Classic and Vogues with Wireless Remote Control Wall-O-Matic, Speak Organ and Ray-Ray. New Rayette Gun, at

620 MASSACHUSETTS AVE., INDIANAPOLIS, INDIANA
DAY AND NIGHT, Saturday and Sunday, July 15 and 16.

SOUTHERN AUTOMATIC MUSIC COMPANY

SLIGHTLY USED—LIKE NEW

22 Keeney Pastimes	$139.50
7 Keeney Triple Entry	129.50
15 Keeney 1938 Skill-Nines	79.50

FREE-PLAY GAMES

Majors	$49.50
Contact	49.50
Taps	49.50
Bon Soir	49.50

All Types Slots Always in Stock.
Cabin Address: "MT. ROYAL."
1/3 Deposit.

MT. ROYAL NOVELTY, INC.
306 E. Baltimore St.,
Baltimore, Md.

BARGAINS FROM DAVE MARION

FREE PLAY		NOVELTY	
Fairgrounds	$97.50	Cargo	$ 9.50
Day Dream	69.50	Cats	18.00
Big Ben	49.50	Ten Spare	12.50
Stamina	24.50	Bell Tone	9.50
Sunshine	39.50	Mercury	8.00
Big Seating	19.50	Mystic	10.00
Free Games	24.50	I. Scooper, U. P.	7.50

SPECIAL—Mint Jennings Jackpot Vendor ..... $ 9.50

Write for Complete Bargain List.
MARION COMPANY, Wichita, Kansas.

43 Penny Packs, Like New	$ 8.50 Each
1 Trio Pack	8.50
2 Penny, Like New	8.50
3 Daily Bank, Like New	6.00
1 Mills Jackpot, Like New	12.50 Each
1 Comet, Like New	8.00

OTTO VICKICH
Denny Cafe, 305 20th St., Galveston, Tex.

BROOKLYN AMUSEMENT MACHINE CO. staff lines up for a picture. Charley Aronson, official of the firm, stands fifth from the left, while Bill Albery, who recently left on a trip to South America, stands at the extreme right.

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

COMING....
HIGH LITE
Daval's Powerful 5 Ball Smash-Hit Profit-Getter With New 2-Way Play!
WATCH FOR HIGH-LITE
LIBERTY GOING STRONG
ORDER NOW!
DAVAL • 315 N. Hoyne • CHICAGO

EVERYBODY WINS

SALESBOARD SMASH HIT!
The cost of dolls. Everybody wins a nice merchandise and flashy looking Pocket Knife. Customers pay when they spin, 15 to 25c. Takes as $4.00 Profit. Order $20.00. Assorted Knives, Dolls, Pen Knives, Knife Sets—Dolls as shown with Art Pictures & Knives. Per deal $2.00. Quick shipments.
JOSEPH HAGN COMPANY
Distributors
317-319 West Madison Street, Chicago.

J. H. WINFIELD CO.
1022 Main St. BUFFALO, N. Y.
BUFFALO'S
Distributor of
Wurlitzer Phonographs
and Coin-Operated Amusement Machines of Leading Manufacturers.
A good display of new and reconditioned Novelty and Free Play Machines on hand at all times.

EASTERN FLASHES

NEW YORK, July 8.—With the Budin silver anniversary party here and the Joe Ash opening of the Acme Amusements Machine Corp. in Philly last week, local ops were really on the go. Parties also occasioned the visits of many out-of-town coinmen, among them were Sam Wolberg and Sol Silverstein, of Chicago Coin; Dave Gottlieb, of D. Gottlieb & Co., and Leo Kelly, of Exhibit Supply.

AT THE BUDIN PARTY everyone was congratulating Hymie and his wife. . . . New headquarters for the Bawer Vending Co., Inc., where the party was held, caused much favorable comment. . . . Snippy Mills was the life of the party until someone told him about that Philly deal and Jim Bee fell pretty sad. He still feels that the breaks didn't go the right way, but he soon was his smiling self again. . . . Leo Kelly beat the heat by attending in an all-white outfit. . . . Altho Sam Welberg was busy at a convention at the Commodore, he took time out to call on Budin, Posner and other distrbs. Accompanying him was Sol Silverstein, who attended his New York visit to include the Budin affair. . . . Dave Gottlieb was a busy man while here. He was squired about by Tony Cassarino. . . . Dave Stern was telling all the boys about the large number of Watling scales he's selling in his territory. . . . Burt Hartnet, as usual, was smiling and taking things easily. . . . Jack Kaufman of K. C. Vending Co., was a visitor from Philly.

WORKING HARD . . . is Pee Mitchell getting out those reconditioned games for his customers. "Manufacturers are making it tough for any op who doesn't have a good understanding of mechanics as well as electricity," he says. "Some of the new games are really intricate and have mighty delicate mechanisms."

JOE ASH'S PARTY . . . in Philly was attended by more coinmen than any other party held in the city in some time. Flowers and telegrams came from all over. Joe said this will sent the bulk of the posies to the charity wards of the hospitals in Philly after the festivities were over. . . . Jack Mulnick, Fry Morris, Bill Gersh and Joe Orlesk drove down together. Jack's 80-mile speed didn't bother anyone and resulted only in a $5 bill for repairs. . . . Sam Klein, who has been operating in Philly for the past 15 years, confessed at the party that his lifelong ambition has been to become an ad man. . . . Jack Fitzgibbons maintained that the turnout was "one of the biggest and best crowds I've ever seen."

SLOW BUT OPTIMISTIC . . . is the way George Posner sized up conditions in upstate New York as the result of a business trip thru that territory. "While things are none too brisk, still the ops feel that things will right themselves." Daval's Liberty, Chicago's Ocean Park, Western's Baseball, Keeney's Up and Up, Exhibit's Flash and Mills' Throne of Music have been especially popular in that area," he reported.

EARLY ISSUE . . . of the *Newark Evening News* played up the closing of Morris County. Some of the boys who became upset should read and reread Walter Hurd's editorial in the July 1 issue.

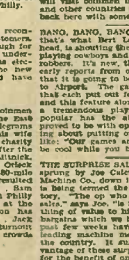
ALL SMILES . . . was John Fitzgibbons upon his return from Chi. "With Variety, Headliner and Bally Beverage Vender going at top speed, we're not worried about anything but faster delivery and that was my reason for making that trip to Chi. Now we can guarantee every op in our territory instant service on our three stand-out hits."

AROUND THE TOWN . . . Leon Berman is around selling parts for pin games and the boys are giving him plenty of business. . . . C. V. Corp. is introducing the new DuCrenier gum vender to the ops with a deal that allows the boys to pay for the machines out of the earnings. . . . Al Douglas, of Daval, is on his way here. He'll stop off for a few days in the Catskills on his way. . . . Irv Sommer, of Modern Vending Co., is mysteriously whispering to friends, "Just keep your eyes on Modern." . . . Bob Greene took his family to Deal, N. J., for the summer again. "This time," Bob says, "I have a small place, not a hotel. We expect to get some real rest and relaxation. This business of week-end guests is too much for the pocket and while we like to be regular fellows, we also like a summer vacation. And we're going to get it this year." . . . Dave Robbins pushed off on the Queen Mary for a seven week stay in Europe. Dave will visit coinmen in London and Paris and other countries and expects to come back here with some swell new ideas.

BANG, BANG, BANG . . . that's what Bert Lewis, Seaboard Sales head, is shooting Silver days, and he isn't playing cowboys and Indians or cops and robbers. It's now, the Centco game, and early reports from ops, says Bert, prove that it is going to be a worthy successor to Airport. The game has three holes that each put out four lights at a time, and this feature alone will get the game a tremendous play, claims Bert. So popular has this six-coinmechanism unit proved to be with ops that Bert is thinking about putting out a sign stating, in part, like: "Our games are hot, but you can't touch them, they're too busy them."

THE SURPRISE SALE . . . sprung by Joe Calenti, of the Vending Machine Co., down in Fayetteville, N. C., is being termed the greatest in his history. "The op who misses one of these sales," says Joe, "is really missing something of value to himself. Some of the bargains we have featured in the past few weeks have won the praise of vending machine men in every part of the country. It sure pays to take advantage of these surprise sales, which are for the benefit of only those coinmen on our mailing list."

FROM THE SOUTH . . . came a couple of North Carolina ops to see the fair. Talking with some of the local boys, the conversation turned to music machines, which the Southerners referred to as "phonies." This term puz-



J. H. (IZZY) ROTHSTEIN in his private office at Banner Specialty Co., headquarters, Philadelphia, going over sales records with his smiling accountant Albert M. Bershad (right). Rothstein reports, "Our sales have more than doubled as compared with the same period last year."

SKILL JUMP
legal everywhere
Counter and Console Models
1c or 5c Play.
A new novelty game that can be operated anywhere. Write today for complete details and prices.
GROETCHEN TOOL CO.
130 N. Union Chicago

BRAND NEW GRIP
Takes in the Coppers. It's different. Pays Big Profits. Solve CHUTE-Attracting Arth Chunney Game. UNIVERSAL Pin Game. Only Gripper to be seated in a position. Beautiful Blue Enamel Finish. Simple Sturdy Construction. AR-RANGE FOR A STAND. All Operators Want Them! Write Today! Quick Delivery.
HOLLY ENGINEERING CO. HOLLY, MICH.
$9.75 In Wkds. Crated. Bal. C. O. D.

1 Exhibit Bowery . . . $69.00
2 Exhibit Rodeo . . . 14.00
2 Exhibit Raiders . . . 13.50
1 Bally Fascination Roulette . . . 12.50
1 Bally Fairy . . . 15.00
1 Bally Flash, Chasers . . . 15.00
1 Bally World's Fair . . . 17.50
2 Bally Always . . . 6.00
1 Bally Sportsman . . . 6.00
1 Bally Gold Bullet . . . 6.00
1 Bally Gold Bullet, Automatic . . . 26.00
1 Bally Gold Light . . . 12.00
1 Bally Bonnet . . . 6.50
1 Chi Coin Fire Fly . . . 19.00
1 Chi Coin Flash . . . 20.00
1 Chi Coin Tom Boy . . . 10.00
1 Chi Coin Sun . . . 10.00
1 Chi Coin Beamline . . . 9.00
1 Genco Sun Tan Play . . . 8.00
1 Genco Kentucky Derby . . . 12.50
1 Genco Cotton Pickin' Play . . . 32.50
1 Genco Corsair . . . Flip . . . 35.00
1/3 Cash Deposit, Under $10.00 Full Cash.
LAMBERT NOVELTY CO.
219 S. Poplar St., Charlotte, N. C.

TRADE
3 MILLS SOUVENIR BELLS.
3 JENNINGS LINNER-WINNERS.
3 BAY TRACK and 1 DARK HORSE.
3 TANFORANS and One 1-2D.
1 FIELD MARSHAL and 1 LINCOLN
1 FIELD with Gum Jackpot Bell Head.
3 SALLY TURFS and 1 DOMINOLEX.
3 EXHIBIT RACES, 7-Gum Mach.
All Operating Perfect.
WILL TRADE FOR PARTS FOR 10 WURLITZER 412s.
Deal Off Assortment.
MUSIC MACHINE CO.
222 12th Street, Augusta, Ga.

Send your correspondence to advertisers by mentioning The Billboard.

gled some of the Big Town boys until they caught on.

WE COVER THE WORLD . . .
is the slogan of National Novelty Co., of Merrick, L. I., and Earle C. Backe, guiding influence of the firm, reports that at no time has that phrase been so true. "While we've been doing business with firms in Belgium, England, Panama, Argentina and Canada for some time, our world coverage has recently been extended to include Palestine, Cuba, Holland, Sweden, Mexico and Nova Scotia. Stamp-collecting enthusiasts in our firm are garnering enviable collections," he stated.

PLENTY OF BUSINESS . . .
reports Harry Krain, of Sunflower Vending Machine Corp. "We're getting more than our share, since we told all the vending machine ops that we carry a complete line of merchandise as well as new and used venders."

JERSEY SHORTS . . .
Big news in Jersey this week was the appointment of LeRoy Stein as manager of the Amusement Board of Trade of New Jersey, Inc. Stein took hold officially at the July 6 meeting. . . . That new Sheffield Milk Bar on Broad street in Newark is featuring the new Stewart & McGuire Cig Machine. Machine is all white and chrome. . . . Sol Silverstein, Chicoin representative, left Joe Ash's party in Philly and headed for Baltimore, Washington, Richmond and Fayetteville. He saw some of the New Jersey lads while in New York.

THE TRAVELING CARAVAN . . .
of little Throne of Music that will bring the machines right to the op's doorstep will soon be on its way, reports Jack Kardek, of the George Ponser Co. In addition to showing off the machines, the caravan will house an office and also feature the beautiful portfolio George has prepared on the Throne of Music, he states.

LAST WEEK-END . . .
was a busy one for the ciggy ops. They had no time to enjoy the four-day holiday week-end, for they were rushing around their routes fixing up their machines to take care of changes necessitated by the State tax going into effect. . . . *Daily News* rushed a photog up to Babe Kaufman's headquarters and took pics of the girls at work putting pennies into the packages to take care of the necessary change.

Inconsequential

LOS ANGELES, July 8.—The daily press has been carrying columns of the testimony and doings in the Kendall "$25 pinball bribery" trial, a case which is petty on the face of it but involves in the background all the evils of politics, rivalry and "newspaper government." It has the possibilities of a political explosion and yet there is an effort to keep the trial on an even keel.

On June 30 the "scope of the trial was widened to include sweepstakes and bookies," according to a newspaper that purports to lead in "newspaper government."

This is a significant element in the factors back of the trial.

A police officer also testified that the defendant had once made the following statement as to how small an element pinball games really are in the vast set-up of a city like Los Angeles:

"He (the defendant) told me that the mayor is a liberal man . . . he said that the marble machine business was a very small and inconsequential thing. I wouldn't pay much attention to them."

And yet from the headlines at times one would gather that pinball is the biggest business in the city.

Portable Radio Rushes Evans Co.

CHICAGO, July 8.—"Where are the three busiest places in the world today?" queried Evans Novelty Co. officials. "That's easy," came the answer, "they're all in Chicago: State and Madison streets, the Evans Novelty Co. and the Majestic Radio and Television Corp. offices and factory, manufacturer and distributor respectively of the new portable radio sensation."

The officials continued: "Why the latter two are so busy needs no explaining, for both are working like fury turning out the greatest premium promotion ever offered. Doubled production forces at the Majestic factory are turning out the new portable radio. Also at the Evans Novelty offices large crews are attempting to fill the many orders."

"THREE GOOD REASONS," say other Wurlitzer executives, why their firm's sales keep up. They are (left to right) W. R. Deaton, North Carolina sales representative; Wilbur, sales representative of St. Louis area, and M. G. Hammergren, general sales manager of the North Tonawanda division.

Monarch Thanks New Customers

CHICAGO, July 8.—"We'd like to say thanks to all our new operator-customers," said Al Stern, in charge of domestic game sales for Monarch Coin Machine Co.

"Yes," he continued, "thanks not only for the purchases you've made, but for the opportunity and privilege of doing business with you and showing you that all we say about Monarch service and treatment is backed up by action. Operators who have done business with Monarch over a long or short period of time will back us up in what we say.

"To you who have recently made your first Monarch purchase we say that we hope it is the start of a prolonged friendly relationship. We're yours for service and dependability."

Savoy Praises Slug Rejectors

BALTIMORE, July 8.—Savoy Vending Co. officials in a recent statement chanted their praise of the Pace Mfg. Co. and its equipment.

"Pace really has done a lot of good for the coin game business in the past," they said, "but one of the best things it ever did was to offer its hit games, Saratoga, Reels and counter bell machines in slug-rejector models. It's new ideas and actions of progress that make coinmen more staunch in their support of any coin game manufacturer, and, needless to say, this extra protection for profits has made so many Eastern operators strong for Pace."

Dallas

DALLAS, July 8.—The opening last week of three swanky downtown drug stores and an elaborate Commerce street eat shop, together with two new night spots on Northwest highway, has added a number of excellent locations to local amusement operators' field. Music machines are way out in front in the local picture. Installation of wallbox equipment is taking on real proportions, with many of the best locations going in for beautifully colored equipment to match special fixtures. Cigaret machines, merchandise and nut venders are doing well, especially in outdoor spots.

Continued good rains over almost the entire State and the steady pick-up in other lines of business is helping the amusement business in this section, and local ops are getting their share of this increased business.

Harry E. Drollinger returned to Dallas last week for a few days' visit with homefolk before leaving on an extended Eastern trip, which takes him to Alabama and into Virginia, a number of points in the East and then into the Chicago headquarters of the Buckley Mfg. Co.

Before leaving Harry said he would return to Dallas and Texas for his usual birthday celebration and fishing trip with his old pal W. F. Daniels, of Corpus Christi, on July 25. The celebration will wind up with a fish fry and lawn party in the Drollinger home at Nicklebuilt on the last Saturday in July. A number of coin machine men and ops from Chicago will attend the Nicklebuilt party.

The D. & H. Music Co. is busy these days with the installation of new wallbox equipment, says Barney Oosterschill, of the D. & H. firm. The recent completion of a number of high-class drug stores and eating emporiums has created a demand for wallbox installations, and the D. & H. Co. is getting its share in this profitable field of music operation. The D. & H. Music Co. is one of the pioneer music firms of Dallas and North Texas. The company is now completely installed in its new headquarters, which has just recently been overhauled and remodeled.

A new alignment in phonograph and wallbox distribution was announced this week. Joe Williams, former manager of the Wallbox Co., Dallas, Texas, Oklahoma and New Mexico distributor for Buckley Mfg. Co. wallbox products has relinquished this distribution to Collis Irby and Herbert Bryan, who will handle the wholesale distribution of the Buckley products in the three States formerly served by the Wallbox Co. Both Irby and Bryan have been associated with the Buckley line in the Texas territory.

Coincident with the relinquishment of the Buckley line, Williams announced the formation of the Commercial Music Co. with headquarters at 704 North Broadway, Oklahoma City. This new firm composed of Joe Williams and M. A. Park will handle the wholesale distribution of Wurlitzer phonographs in the State of Oklahoma. An opening day celebration and showing of Wurlitzer products was held at the company's Oklahoma offices on Saturday, July 8, with Joe Williams and M. A. Park as hosts to more than 200 operators in the Oklahoma territory.

FREE

Rol-A-Top Bell
Twin Jack Pot

THE ABOVE ROL-A-TOP FREE

With every 10 Rol-A-Tops you buy you get 1 Rol-A-Top FREE. You do not have to buy 10 Rol-A-Tops all at one time, you can buy them 1 or 2 at a time, as you need them, as long as you buy 10 Rol-A-Tops before July 31st.

If you buy 20 Rol-A-Tops before July 31st you get 2 Rol-A-Tops Free, and so on. The Rol-A-Tops are built in 1c, 5c, 10c and 25c play.

THE SEASON'S BIGGEST BARGAIN

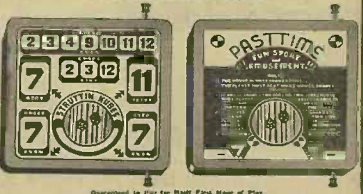
DON'T MISS IT—DON'T WAIT

15-DAY MONEY-BACK GUARANTEE

Write for Special Prices.

WATLING MFG. CO.
4640-4660 W. FULTON ST.
CHICAGO, ILL.
Est. 1889—Tel.: COLumbus 2770.
Cable address "WATLINGITE," Chicago.

"A Pair of Aces for Profit"
Sample, Either Game, $7.50, Cheaper in Quantities.

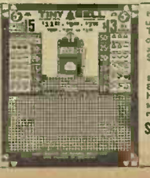


Guaranteed to Pay for Itself First Hour of Play.
Size 11 x 11, Solid Walnut Cabinet. Perfect Micrometer Dice.
MIRROR Background 3-Color-Silk Screen Lettered.
Either Glass Interchangeable—Buy One Game, Extra Glass $2.95, and Have 2 Games in One. Double Action Plunger.

STAR MFG. & SALES CO., 3001-07 WAYNE AVE., KANSAS CITY, MO.

TINY BELL

Smallest member of Superior's slot symbol family, but just as appealing and just as profitable as any of the larger boards in the line. Only 800 holes, but every ticket is a colorful reproduction of a slot reel, and awards are based on



the same principle used in machines. Takes in $40.00, pays out $22.25. Shows average profit of $17.75.

Write for full particulars about TINY BELL and about the hundreds of other sensational new boards now being featured.

SUPERIOR PRODUCTS
14 North Peoria Street
Chicago, Ill.

★★★ EXHIBIT'S ★★★

"FLASH"

1 Equals 2

ONE 'FLASH' ON LOCATION EQUALS TWO OF ORDINARY GAMES . . . TWICE THE PROFIT FROM HALF THE . . . . . INVESTMENT

For Big Money-Operate 'FLASH'

REGULAR 89.50

FREE PLAY 99.50

Avoid Delivery Delays by Ordering from Your Distributor or Writing.

EXHIBIT SUPPLY CO. • 4222 W. LAKE STREET • CHICAGO

ANOTHER HIT BY GLOBE!

A Bell's shell finishes overwhelmed men that attend Globe's new Bazooka Bell. Bazooka Bell is a sensational Bazooka Bell. Bazooka Bell is a sensational Bazooka Bell. Bazooka Bell is a sensational

GRAB THESE MONARCH SPECIALS!

Genco STOP & GO
Free Play
New Floor Samples..$52.50

Bally SPORT PAGE
Like New $56.50

Bally SPOT 'EM
Free Play
Like New $49.50

Bally FIFTH INNING
Free Play $49.50

Bally EUREKA. Free Play.
Four-Coin Multiple
Novelty Game.....$79.50

Genco RINK
Free Play $37.50

WURLITZER 616. New Type
Illuminated Grille $99.50

WURLITZER 616A. New Type
Illuminated Grille $112.50

½ Dep. With Order; Balance C. O. D.
Write for Monarch's Tipster Bulletin.

MONARCH COIN MACHINE CO.
1731 Belmont Ave. Chicago, Ill.

SALESBOARD OPERATORS

Read
"DEALS"

A column about new salesboard ideas, deals and personalities.
In the
Wholesale Merchandise Department
THIS WEEK and EVERY WEEK

Test Case on Okla. Pinball

Statement that games are gambling machines because of side bets ridiculed

OKLAHOMA CITY, July 8.—Oklahoma Criminal Court of Appeals has been called upon to decide whether or not five-ball marble boards, played for amusement only, are included in the anti-slot machine law passed by the last Legislature. Hearing will come up some time within the next 60 days before the three judges of the court.

Hearing by the higher court was asked June 24 when the Common Pleas Court here held that the machines were illegal following a test case held after one of the tables was placed on location in a city cafe and seized by officers. No payoffs were made on the game, it came out at the trial, nevertheless it was held to be illegal. The recently expressed opinion of Governor Leon Phillips that the marble boards are gambling devices because side bets can be made on them has come in for a great deal of comment by the State press.

The county attorney, who shared the opinion handed down by District Attorney Mac G. Williamson that the law does not include those games in which the player did not stand to win or lose, for a time refused to prosecute location owners who operated this type of equipment.

Reader Says "Phooey!"

Expressing the opinion of a great many Oklahomans was the following rather pungent note to the editor of *The Daily Oklahoman and Times Friday Forum*, recently printed:

"If Governor Phillips is right in saying a marble table is a gambling device per se because it is possible to make a side bet while you play it even if the proprietor does not pay off, then I suggest he instruct his promised hordes of undercover men to:

"Raid all private residences and seize all packs of playing cards found therein. Confiscate on sight and destroy all automobile license plates. (Haven't you ever played license tag poker?) Close all golf courses and baseball parks and seize all athletic equipment held by individuals, schools and clubs, because everyone knows you can bet on any kind of game. Attach all money under the sum of $1. You can match coins, you know.

"Incidentally, I do not play marble boards."

("Signed TIMOTHY POLCARP.")

everybody's talking about Snooks . . .

That fascinating new odds build-up feature has certainly clicked with all my locations—If you're looking for a game that's really different—then, Mister, you've got it in Snooks.

And look at these low prices!
Regular-$79.50
Free Play-$89.50

Stoner Corporation
Aurora, Illinois

Central Distribs Credit Pace Firm

OMAHA, July 8.—More power to the Pace Mfg. Co.," say executives of Central Distributors. "The addition of atup bytector models to their already big earning line of coin games was a constructive advancement in coin game operation.

"Large were the profits earned before with Pace's Saratoga, Pace's Reels and Pace's counter bell, say operators, but they've even greater now since Pace's slug rejector makes these games practically 100 per cent slugproof. And the fact that all three are available in 5, 10 and 25-cent models makes them naturals for any type or size of locations."

Ohio Specialty Finds Biz Improved

CINCINNATI, July 8.—Lauding recent developments made by the Pace Mfg. Co., Harry Cohen, head of the Ohio Specialty Co. here, stated: "Pace machines have always been top money-getters, and when they offered their games equipped with slug rejectors it was indeed cause for jubilation among operators everywhere. This was the consensus of opinion of operators who commented to us about it.

"We'd like to go one step further and say that it also has given Pace distributors cause for celebration, for sales of these machines have been on a steady climb for weeks. This slug-proofing has been a great impetus to summer business, for it has helped operators and distributors alike to increase income."

YOUNGEST PLACEMENT MAN IN the business is Gerald Ray Mortensen, four-year-old son of Ray Mortensen, Jacobs, Ia., operator. Story is that while visiting an amusement park where a phonograph was being played, Gerald Ray noticed that the phonograph was not like the ones that his father operated. Whereupon, unannounced, he approached the manager and asked who put the phonograph in the spot. The story continues that Gerald Ray, upon being informed of the operator's name, then said, "Why don't you let my daddy put in a machine? His is better than the one you got." Whether he was successful or not was not told.

BIG PROFITS
follow the PENNANT wherever it is shown. A hit with players — a Profit-maker for you. Features Harlich's Exclusive Baseball Tickets
67 WINNERS
No. 960 960 Holes
Takes In.....$48.00
Average Payout.... 22.37
Average Gross Profit...$25.63
PRICE $3.48 EACH
Send for New Catalog Showing Hundreds of other Profit-makers
HARLICH MANUFACTURING COMPANY
1413 W. Jackson Blvd. Chicago, Ill.

QUALITY SPEAKS FOR ITSELF
SPECIAL ATTENTION TO OUR EUROPEAN TRADE

12 1936 Bell Tops	$97.50	2 Ticket Air Rifles	$18.00
23 1938 Track Tops	85.00	2 Bell Gold Awards, 5c	42.50
16 1938 Kentucky Club	82.00	4 Triple X (Like New)	60.00
4 Keeneys Bells and Chrome	19.00	1 Mills Jennings Co. Chrome	29.00
1 Derby Days	29.00	1 War Eagles, 5-10c	37.50
1 Bells Big Race	27.00	2 Sun-Ups, 5-10c	37.50
2 Arrow-Up-Board	29.00	1 Bells Q.T., 5c 10c	35.00
1 Twin Attention	29.00	1 Bell Jackpot	35.00
1 Bell's Bobber	25.00	4 Extraordinary, 1c	32.00
1 Bell's Chief	25.00	2 Extraordinary, 10c	35.00
Chicks	25.00	1 Extraordinary, 25c	45.00
Kentucky Free Race	$20.00		
Paramount	25.00		
Spotter	27.50		
Sportsman	27.50		
Stirrup	32.50		
Stable Mate, F. P.	32.50		
Reptime, F. P.	29.00		
Stable Mate, F. P.	32.50		
Stable Mate, 5c	32.50		
Stable Mate, 10c	46.00		

1/3 Deposit With Order — Balance C. O. D.

MODERN AUTOMATIC EXCHANGE, INC., 2416 Carnegie Ave., Cleveland, Ohio.

Advertise in The Billboard—You'll Be Satisfied With Results.

VARIETY

BIGGEST MONEY-MAKER IN PIN-GAME HISTORY

Actually earning 20 to 30 per cent more money than Bally Reserve at its best! Because the new "SKILL RESERVE AWARD BUILD-UP" has all the BIG WINNER fascination and "same-close" REPEAT PLAY APPEAL—plus added attraction of SKILL SHOTS to boost award! Get your share of the biggest novelty profits on record—order VARIETY today!

$94.50 FREE PLAY MODEL: $99.50

44 in. by 22 in.

BALLY MFG. COMPANY
2640 BELMONT AVENUE • CHICAGO, ILLINOIS

BREAK YOUR PROFIT RECORDS WITH
BARREL OF ACES (F-5075)
You'll Never Regret Investing in
BARREL OF ACES (F-5075)
The results are AMAZING. The barrel is overflowing with holes and the money chasers like what they want.
2295 Holes and the Top Payout is $25.00.
Takes in $114.75
Pays Average 39.29
Average Profit ..... $ 55.46
Price $2.49 each
IT'S A SURE WINNER — ORDER TODAY
CHAS. A. BREWER & SONS
Largest Board and Card House in the World.
6820 HARVARD AVENUE, CHICAGO, U. S. A.

ALL THE BEST

Place Pa Bet Recondition		Strictly Games For Tavern Use	
COROLLES		World Series	$75.00
Club Houses	$25.00	Eldorado Rotary	37.50
Derby Days, Sal.	75.00	Bally Bonanza	
Tantrums	29.00	Hot Vendors	39.50
Sportsmen	29.00	Bally Bonanza	39.50
Jackpot Slots	24.00	Bell Chute (Horseshoe)	30.00
Trade Winds	25.00	Big Front Horseshoe	49.50
Silver Bullet	29.00	Bally Horseshoe	49.50
Saddle Chutes	32.50	Flag Chute Halls	32.50
Tropics	49.50	Sleeping Bell Chute	
Tropic Fields	49.50	Gallery	29.00
Diamonds	29.00	Genco Bell Halls	35.00
1939 Track Times	29.00	Genco Jackpot	29.00
Kentucky Clubs	49.00	ONE-BALL PAYOUTS	
Galloping Dominos	59.00	Fairgrounds	$35.00
Rainbows	49.00	Fairtimes	29.00
ONE-BALLS EQUIPMENT		Fairgrounds	29.00
Bandle Baseball	$45.00	Gottlieb Cup	29.00
Bally Home	35.00	Prophet	29.00

Half Cash, Balance C. O. D. Address BEBER, Cleveland, Ohio.

Coin Operated Equipment	
Stakes	$25.00
Kelvet	25.00
Stoner's Champs	35.00
Sport Page	65.00
Flicker	35.00
Daily Double (Jackpot)	35.00
FREE PLAY NOVELTY TABLES	
Kentucky Free Horse	$35.00
Hit Numbers	29.00
Ring and Go	42.00
Ace	42.00
Supreme	42.00
Regent	35.00
Paramount	34.00
Derby Day	39.50
Sportsman	39.50
Jackpot Bingo Board	49.50

CLEVELAND COIN MACHINE EXCHANGE, 2021-8 Prospect Avenue, Cleveland, Ohio.

COIN OPERATED MACHINES AND SUPPLIES
I. I. MITCHELL CO
When our EXPERTS REBUILD them they are PERFECT . . . When our PRICES are set, they are LOW . . . When you BUY them, you are ABSOLUTELY SATISFIED . . . When you NEED them, WRITE to us for our COMPLETE LIST.
1141 De Kalb Ave., Brooklyn, N. Y.

Public Plea By Coinmen

Asked safety for July 4 and presented argument for pinball games

COLUMBUS, O., July 8.—Amusement machine distributors in the Columbus area collaborated on a full-page spread in The Columbus Sunday Star, issue of July 2, urging motorists to "drive safely and carefully over the Fourth." This caption in heavy type attracted much attention. Another catchy line in the page layout was "Play Safely—Wherever You Go Watch Your Step—Drive Safely."

It said further: "This advertisement made possible by the following public-spirited citizens and operators of amusement games, scales and phonographs."

Boxed, at the conclusion of the message, was, "Statistical agencies report that about 80 per cent of the American people take a sporting chance on some kind of game, race or device. Some prefer racing bets, some prefer golf and some prefer pinball. But, whatever the game, all want to win some merit, badge, honor, token or memento of value, supposedly in recognition of skill.

"Eventually we know that pinball and other mechanical games will be accepted everywhere and that tokens or free-play awards will be accepted as a natural course, just as today we accept collars sports regardless of the amount of gambling they inspire among young people."

Co-operating operators included George D. Barok, Barok Co.; George Elum, Elum Sales Co.; Adam Ehmann, manager Columbus Coin Machine Co.; Mike Cohen, manager Myco Automatic Sales Co.; Ohio Amusement Co. (Ray Wood and Herman Geyer); Shaffer Music Co., H. B. Shaffer, manager; O. E. Hovell, Capitol Novelty Co., Oy Walsko, Combine-Richards, Marshall Vending Co. and L. Thomas.

Star Counter Games Going Well

KANSAS CITY, Mo., July 8.—W. H. Bowen, of the Star Mfg. and Sales Co., states that Star's two new counter games, played without coins, are selling new records for big play.

"That Time is now and gives locations plenty of profits, and reports we have received supporting this fact are amazing. The game pays for itself in practically no time at all," declared Bowen.

"Brutin' Kubes is an old game dressed up. It is patterned after a dice layout. The cabinet is made of solid walnut, a triple-rubbed, snappy dull finish. The game is equipped with a sensitive double-action plunger, played from both sides with a slight touch of the thumb. It requires about eight seconds to play a game."

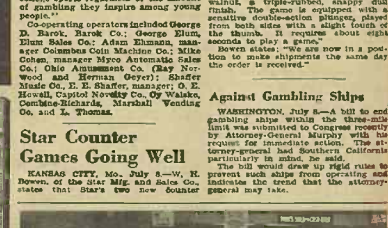
Bowen states: "We are now in a position to make shipments the same day the order is received."

Sensational!
BRAND NEW SPIN-A-PACK
THE GREATEST CIGARETTE SALES STIMULATOR EVER SEEN.
LIBERAL Trade-In Allowance For ANY Used Operator's Machine in order to help us clean up our stock of Spin-A-Pack.
$16.50
A Sure-Fire package that makes big money from the very first day.
A Great Counter Game with Cash Prizes. Equipped with Coin Divider, Separate Compartments, one for the Merchant, and one for the Operator. Handsome, Modernistic Cabinet on sale everywhere. Attractive.
READY FOR DELIVERY
Manufactured by
GRAND NATIONAL SALES CO.
2304 Armitage Avenue, Armitage 4870. CHICAGO.
Start Greater Profits Now! Write! Wire! Phone!

Against Gambling Slips

WASHINGTON, July 8.—A bill to end gambling slips within the three-mile limit was submitted to Congress recently by Attorney-General Murphy with the request for immediate action. The attorney-general had Southern California particularly in mind, he said.

The bill would draw up rigid rules to prevent such slips from operating and indicates the trend that the attorney-general may take.



LIBERTY, DAVAL'S NEWEST GAME, is shown above in the showroom of the Advance Automatic Sales Co., Los Angeles. Advance is one of Max Mohr's jobbery Mohr handling the State of California distribution for Daval. In the picture, from left to right, are Max Mohr and Max Sanders, the latter the manager of Advance. Others are employees and operators looking over the Daval game.

BARGAIN LIST

5-BALL NOVELTY
18 Genesis $49.50
3 Drive Bys (Pinx with Intermediate Pay, one 25 day 67.50

AUTOMATIC PAYOUT
2 Mills Finchie (Front) $22.50
2 Mills Finchie (Home) 22.50
1 Exhibit Vest Pocket 24.50
1 Evansville Vest 58.00

COUNTER GAMES
12 Spinner Vendors $17.50
10 Spinner Vendors, P.S. 22.50
8 Mr. Twinkle, Black Cat 17.50

CONSOLES
9 1939 Bonsles, cash Pay $150.00
8 Lucky Chances 65.00
1 1939 Duke, Cash 115.00
4 Bell Times, Red Head 57.50
3 Bonsles, Black Cat, Cash Pay 125.00
1 Bell Time, 1938 P.S. 59.50
1 Lucky Bell, Black Cat 17.50
1 Harvey Parlons, P.S. 159.50
2 1938 Bonsles, P.S. 125.00
1 1939 Bonsles, P.S. 175.00
1 Mammy Reports 77.50

PACKS BACKS
8 Light Cabinet Cash 3811, No. 4519, 4739, 4754, 4786, 4846 ..... 6 @6.50
1 Light Cabinet Cashin, 3811 ..... 50.00
1 Black Cabinet, 3811 Cash 40.00
1 Light Cab., 3-5-1 X Sec., No. 4263 ..... 110.00

FREE PLAY MACHINES, Floor Samples
8 Bonsles T-6-8 ..... $142.50

PHONOGRAPHS
1 Wurlitzer P-10 ..... $20.00
1 Wurlitzer 412 ..... 22.50
4 Wurlitzer P-12 ..... 30.50
1 Seeburg Symphonola 75.00

The above machines are slightly used and offered subject to prior sale. All orders must be accompanied by 1/3 deposit balance, C. O. D. Write for our complete list of Slot Machines.

The above prices are effective July 15, 1939.

MOSELEY VENDING MACHINE EX. Inc., 00 BROAD ST Richmond, Va.

Day Phone 3-4511 Cable Address: Mosexco Night Phone 5-5328

DeMers Stresses Co-Operation in Speech to Arkansas Music Ops

LITTLE ROCK, Ark., July 8.—According to reports from Arkansas operators, the recent meeting and convention of the Arkansas Music Operators' Association at Camden, Ark., was very successful. Discussion of operating conditions and other matters pertinent to the automatic field were held.

Inasmuch as most speeches were delivered from notes no written account of their talks is available. However, a transcript of the address given by J. J. Dellers, attorney for the association, was available and is herewith printed in full:

Address by Mr. Dellers

"We have gathered again for a meeting to discuss problems which have confronted us during the year and to consider possible remedies and improvements. These conferences prove valuable in working out solutions to many major problems and offer information gained thru the co-operation of people in the same line of business who have a deep understanding and sympathy for each other.

"Today more than ever before we need the inspiration which such meetings as this produce. We not only need practical help but we need moral support. We must realize that more than ever before we are dependent upon each other and each succeed only thru a co-operative spirit. You might take for your the message which Benjamin Franklin delivered to the Continental Congress in anxious days preceding the American Revolution. He stressed the fact that we must all hang together or surely we will all hang separately.

Period of Change

"We are living in a period of great changes. Such changes cannot help but affect every single individual. These changes are political, social and economic. Daily we are faced with new conditions and methods which served well last year but no longer are satisfactory to meet present demands. These changes are not brought about without hardship and suffering. Many people because of the size of what really amounts to a revolution in our social and economic order, as business men it becomes our duty to attempt to steer as safe a course as possible thru the stormy seas of economic upheaval. It is not enough that we merely avoid the rocks and shoals of disaster, but at the same time we must put our ship in order to weather heavier storms until we can ride upon the seas in safety and peacefully.

"Friendly co-operation between men in the same line of business is a great help in times of economic difficulty more than at any other period. Business which and honest competitors are not just catch phrases; they are the very foundations of business existence. In times like these we are always looking around to find the cause of our ills and more than likely our eyes will rest upon some insignificant but troublesome business competitor, who, like the dog in the manger, fails to gain anything worth while for himself while indulging in practices which would undermine the foundations of honest business.

One Trouble-Maker

"One business man of this type may wreck a whole industry if others are inclined to try to beat him at his own game, so to speak. Such a condition reminds me of a story about a nervous and jumpy man who lived a long way out in the suburbs. One night on his dark, lonely way home from the railroad station he heard footsteps behind him. He had an uncomfortable feeling that he was being followed. He increased his speed. The footsteps still pursued him. In desperation he vaulted over a fence and rushing into a churchyard threw himself panting on one of the graves.

"'If that fellow follows me here,' he thought fearfully, 'there can be no doubt about his intentions.'

"The man behind was following. He could hear him scrambling over the fence—visions of highway men, muggers, gangsters and the like flashed thru his brain. Quivering with fear, the nervous one arose and faced his pursuer.

"'Wh-what do you want?' he demanded. 'Wh-hy are you following me?'

"'Say,' asked the stranger, mopping his brow, 'do you always go home like this? I'm going to Mr. Brown's and the man at the station told me to follow you, as you lived next door. Excuse me talking you, but is there very much more to do before we get there?'

"Just like this nervous, jumpy man who was frightened out of his wits by a strange and unknown figure following him, so are many of our suspicions and jealous business men frightened by competitors of whom they fear the worst. The best way to overcome this fear of competition is by paying more attention to co-operation. If our competitors are our friends and we have confidence and trust in them, there is no reason to become unnecessarily frightened and indulge in practices of desperation which are neither good sense nor good business.

Value Is Great

"The music operators have constantly found the going more difficult. Many burdens have been added while the possibility of increasing volume of business or margin of profit has lessened. Adjustments have to be made and new methods and systems introduced. Such adjustments can best be made and be made in a manner least harmful to a business if a close co-operation exists between the operators. That is why we cannot overestimate the value of this association and the work which it does.

"For the purpose of discussion we might reduce the whole matter of business methods and practices down to the golden rules of a game. From our earliest infancy we have been trained to play games. Games have had an important part in the development of every man and woman, and we should look upon our business much as the we were playing a game. The prize, of course, is money—or profits.

Follow the Rules

"All games have one thing in common and that is each game has a set of rules which regulate the actions of the players. In the childhood games of marbles and tops there are certain definite rules which are just as important to the players as the rules which govern the game of business. If a player in a game of bridge, chess or golf should suddenly grow antagonistic to the set of rules under which he is playing and refuse to abide by them, substituting a set of his own rules or no rules at all, he ruins the game both for himself and his friends. Law, business, science and in fact every department of human activity develops rules, and those who refuse to abide by them ruin the game not only for themselves but for everyone else who takes part in it.

"We are meeting to discuss once again the rules of our game. We may want to make certain changes and adjustments to meet new situations, and we want to talk over business problems and conditions so that we may all benefit. Playing the game of business has not been easy for the music operators during the past year. It is a difficult game, and I am glad that we can meet upon a common ground and discuss our problems intelligently and openly, recognizing that our competitors are our best friends rather than our enemies. With the thought in mind I am sure our meeting will be a success and our accomplishments many.

"Let's remember that prosperity lies in co-operation and not in conflict."

CHARLEY SNYDER, Mills roadman, and Sam Gentilcore, Dixie Music Co., New Orleans, pose for a snapshot.

WE HAVE THEM

KEYSTONE NOVELTY & MFG. CO.
2634 S. Huntingdon St., Philadelphia, Pa.
(MILLS DISTRIBUTORS)

WERTS FAMOUS JAR GAMES
- RO WO BO
- JAR-O-SMILES
- PICK-A-TICK
- POK-ER-BOK
- BIG LEAGUE
- REELO
- DICE GAME

WERTS NOVELTY CO., INC.
P. O. Box 672, Muncie, Ind.

End your correspondence to advertisers by mentioning The Billboard.

BLAST YOUR WAY OUT OF "SUMMER SLUMP" WITH GENCO'S NEW

BANG

IT'S DYNAMITE!!

A NEW AND DIFFERENT KIND OF "PUT OUT ALL THE LIGHTS" MONEY-MAKER . . . REALLY CAPTIVATING NEW THRILL FEATURES . . . VERY SIMPLE TO PERCENTAGE FOR PROPER AWARDS . . . PLAYER SHOOTS TO PUT OUT ALL TWELVE LIGHTS AND AUTOMATICALLY GETS TWO FREE GAMES—THEN EACH ADDITIONAL BUMP MEANS TWO FREE GAMES . . . THREE NEW THRILL-SKILL HOLES THAT PUT OUT FOUR LIGHTS AT A TIME—IN ADDITION MORE FREE GAMES ARE MADE BY COING OVER LIGHTED ROLLOVER SWITCH AT BOTTOM OF BOARD—TERRIFIC "COME-ON" . . . ACTION THAT RIVETS PLAYER TO THE PLUNGER!! GET COING WITH A BANG!!! ORDER YOURS TODAY!!!

PLAIN MODEL $84.50 FREE GAME $94.50

GENCO, Inc.

2621 N. ASHLAND AVE., CHICAGO, ILL.

SEABOARD SALES, Inc., New York Factory Representative. ★ COIN AMUSEMENT SUPPLY, Ltd., London, European Distributor.

The Game With Nine Lives AIRPORT . . . Still Going Strong!!!

SAVOY'S WEEKLY SPECIALS

RECONDITIONED AND GUARANTEED

SLOTS

1	Jenn. Sil. Chief, 5c	$140.50
5	Jenn. Green Front, 5c	75.00
1	Mill. Chief, Green Front, 25c	89.50
6	Jenn. Sil. Chief, with mach. same as Sil. Chief, 5c	90.00
4	Jenn. Sil. Chief, Green Front	82.50
1	Mill. Sil. Chief, 5c	$79.50
24	Mill. Three-Star Jackpot	49.50
2	Mill. Three, Grey Made	29.50
3	Jenn. Sun. 25c	59.50
1	Jenn. Sun. 5c	59.50
1	Mill. Jackpot, Cast Front	49.50
4	Mills Blue Front, Jackpot	39.50
4	Mills Blue Front, Jackpot, Cast Front	49.50
4	Mills Blue Front, Jackpot, Cast Front	49.50
2	Bantam, 5c	145.00
6	Mill. 25c	39.50
6	Mill. Bonus	49.50
3	Mills Club Bonus	29.50
1	Mills Club Bonus	29.50
3	Mills Bonus	29.50

NOVELTIES

10	Mutoscope, F. P.	$49.50
10	Outlook, F. P.	69.50
2	Duval Gum, F. P.	29.50
2	Duval Gum, F. P.	49.50
2	Mills Thrift-Vendor	49.50
2	Mutoscope Vendor	49.50
2	Bonus	49.50
	Bonus, F. P.	49.50
	Bonus, F. P.	49.50
	Bonus, F. P.

ATLAS VALUE PARADE

FAIRGROUNDS Guaranteed—Reconditioned, **ONLY $29.50**

Other Factoids at Sensationally Low Prices. Write for Particulars.

PHONOGRAPHS

Seeburg Model B (With Effects) ..... $ 49.50
Wurlitzer Grill 42.50
Seeburg Rex (80 Records) 149.50
Seeburg Raeio (80 Records) 169.50
Seeburg K 15 (15 Records) 49.50
Seeburg Queen (20 Records) 119.50
Rock-Ola Windsor 149.50
Wurlitzer 412 ..... $89.50
Wurlitzer 412 Illuminated Grills Included, $10.50 Extra.

NOVELTY GAMES

Bowlers (Free Play) $49.50
Arrowhead (Free Play) 52.50
Raskins (Free Play) 41.50
Pennant (Free Play) 21.50
Fairmount (Free Play) 24.50
Fairgrounds (Free Play) 29.50
Write for prices on all new Novelty Games, free play or regular. Send for your copies of our Price Bulletin and newly published Catalogue.

Terms: 1/3 Deposit—Balance C. O. D. Cash Accepts "ATNOVCO."

ATLAS NOVELTY CO.
2200 N. Western Ave., CHICAGO, ILL. (General Offices)
1001 Fifth Ave., PITTSBURGH.
Associate Offices: Atlas Automatic Music Co., 2151 Grand River Ave., Detroit, Mich.

AMERICA'S LARGEST DISTRIBUTORS

BATTING CHAMP

FIRST!

WITH REVOLUTIONARY NEW HIT-FEATURES!

NEW "BIG WINNER" APPEAL!
Because player builds up amazing award total while playing game!

NEW PERFECT INVISIBLE PERCENTAGE CONTROL!
First time ever on Novelty or Free Play game!

NEW LIVE BALL ACTION—
Alternate type bumpers. Free Ball return and other sensational features!

NOVELTY
$89.50
IMMEDIATE DELIVERY

FREE PLAY
$99.50

D. GOTTLIEB & CO.
2736-42 N. Paulina St., Chicago

200 ROTARIES
FOR
SALE OR RENT
in Open Territory
If You Are Responsible
WRITE or WIRE

PHOTOMATICS
Reconditioned
Ready To Operate
All Stainless Steel
Equipment

$545.00

10c & 25c Chiefs..... $19.50
50c Chiefs 24.50
½ Dep. With Order

GERBER & GLASS
914 Diversey Blvd.
Chicago, Ill.

Seattle

SEATTLE, July 8.—H. L. Weatherwax, who places amusement machines in Seattle locations, has rented moved to new quarters at 100 Olympic place.

Twelve pinball machines have been poll licensed and are in operation in Kirkland, Wash., community "across the lake" from Seattle. Maurice D. Powell, city attorney of this commuting community, where many Seattleites live, has given himself new prestige and a big political build-up by informing all and sundry in Kirkland's limits that he will prosecute any cops who allow minors to play the machines. He has authorized anyone to report violations and they will get immediate action, he states.

Among the new games and amusement machines which H. L. Weatherwax, of Olympic place, has placed in the spacious recreation location of Ben Paris on Westlake avenue, Seattle, are Olympic Champions, Victory and One-Two-Three, with a menagerie of animals in separate rolls that must be matched in combinations as specified on backboard.

Natchez, Miss.

NATCHEZ, Miss., July 8.—Independence Day holidays brought additional business to coin machine operators in Natchez, Vicksburg and neighboring Mississippi cities, according to local and out-of-town operators. At the present time the best business in the State is being done by operators in Vicksburg, Miss.

Cigaret machines are still getting a big play. Other machines, too, are doing okeh, especially pin games. In Louisiana bell machines are getting a bigger and better play of late.

Frank Odom, former operator of Texas, is now located in Mississippi, having recently purchased the National Park Hotel in Vicksburg.

Dan Tucker, of Natchez, who has been ill, is making the rounds again and says he feels 100 per cent better since he got out.

Lots of new phones are being installed here. Records are getting a good play, especially *Beer Barrel Polka*, *Wishing* and *And The Angels Sing*. Another operator's special is *If I Ever Had My Way*, by Jimmy Crosby, and *Dan Fitzgerald's If You Ever Change Your Mind*.

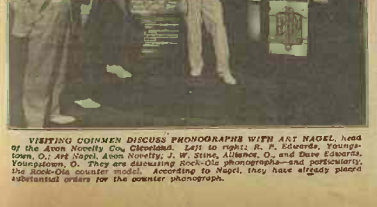
SACRIFICE!

NOVELTY GAMES

Keeneye	$43.50	Super Bowl	$ 8.00
Jackpot	19.50	Turf Champ Quintet	8.00
Odd Ball	18.50	Kenney Free Horse	$22.50
Pacer	17.50	Kenney Bull Pen	
Superbike	17.50	Mazy	28.50
Sportsman Eddie	17.50	Kenney's Sportsman	29.50
Ocean	19.50	Bing	29.00
Oscar	19.50	Tops, Free Bangle	49.50
Tumblebug	14.50	Contact	49.50
Bally Fleets with Meters	10.00	Nine and Ov	39.50
Palm Springs	12.50	Sportsman	24.50
Jungle	8.00	**BOWLERS**	
Vogue	9.00	Pace Rices, Sk. Ball	$49.50

Pace Rices Sk. Ga.	$89.50
Bang Tails	49.50
Beat the Black	39.50
Tenfrank	39.00
Dominetta	39.00
SLOTS	
Do-Re-Mi	$39.00
Jackpot Bowls	39.50
Mills Blue Fronts, Top Jackpot	38.00
Mills Futurity	38.00
Mills Blue Fronts, Extra Jackpot	39.00
1/3 Down, Bmce Order.	

REX AMUSEMENT COMPANY
710 South Salina Street, Syracuse, N. Y.



VISITING COINMEN DISCUSS PHONOGRAPHS WITH ART NAGEL, head of the Avon Novelty Co., Youngstown, O., and Dave Edwards, of the Avon Novelty Co., Youngstown, O., Art Nagel, Avon Novelty, J. W. Stine, Alliance, O., and Dave Edwards, Youngstown, O. They are discussing Rock-Ola phonographs—and particularly, the Rock-Ola counter model. According to Nagel, they have already placed substantial orders for the counter phonograph.

THE HIT OF THE SEASON
2400 Holes **PLAY BALL** 5c Per Sale
You Must See This Board To Appreciate Its Playing Appeal.
BARREL STYLE TICKETS
All Combinations Repeat 12 Times.
Diamond Jack Pot contains 24 Tickets priced 2 Each $15.00, $19.00, $9.00, $8.00, $7.00, $6.00, $5.00, $4.00, $3.00, $2.00, and $0.$1.00. The Other Tickets Priced "Sure Fire Hit" May Be Up to Bear Bull Jack Pot.
Base Ball Jack Pot contains 24 Tickets priced 2 Home Run, $25.00 Ea. 1 2-Base, $20.00; 1 3-Base, $15.00; 1 1-Base, $10.00 and 19 Number at $8.00 Each.
Total Cost of Board, 2400 Holes @ 5c.....$120.00
Pay Out (Average)..... 78.78
Profit (Average)..... $ 41.22
Exact and Detailed Protector Sheet on Jack Pot.
Price $4.96
AJAX MANUFACTURING CORP.
119-125 N. 4th St., Philadelphia, Pa.
WRITE FOR 1939 CATALOG.

LOOK! LOOK! LOOK! LOOK! LOOK!
NOVELTY GAMES
FREE PLAY

15 Sportsmen	$45.00	Bobbinhead	$25.00
10 Multi Racks	35.00	Bubbles	41.00
10 Triple Play	25.00	Bells Eye	9.50
5 Ah Sac Bim	15.00	24 Sac Bim	15.00
5 Step and Go	40.00	10 Stabbetottes	35.00
2 Midways	29.50	10 Kicks	29.50
5 Ragtime	29.50	2 Amer Derby	29.50

2 Big Ten	$35.00
10 Mighty	49.50
Odd Ball	20.00
Bowling	17.50
Alway	7.50
Jolly Palm Springs	19.50
Mills 1-2-3, Late	49.50

J. M. NOVELTY COMPANY
1578 MAHONING AVENUE, YOUNGSTOWN, OHIO.

CHICAGO COIN'S BUCKAROO

TWO GAMES IN ONE! A MULTIPLE 3 COIN GAME INSTANTLY CONVERTIBLE TO A 1 COIN.

3 COIN MULTIPLE PLAY

FREE GAMES appear on left and right hand columns of backboard.

EACH HIT COUNTS 20 each hit counts 20 until bumpers are lighted.

IF BALL PASSES over lower skill switch at 500, bottom bumper illuminates and awards free game for every succeeding hit.

IF 1 COIN IS PLAYED upper group of 5 yellow bumpers and bottom bumper light up at 820, giving one free game for every succeeding hit.

IF 2 COINS ARE PLAYED upper group of 5 yellow bumpers, bottom bumper and middle group of 5 green bumpers light up at 820, giving one free game for each succeeding hit.

IF 3 COINS ARE PLAYED all bumpers light up at 820, giving one free game for every succeeding hit.

BOTTOM YELLOW BUMPER

SKILL SWITCH FOR BOTTOM YELLOW BUMPER

COIN CHUTE

3 coin multiple play standard—convertible to one coin play in 30 seconds.

NOVELTY $84.50 FREE GAME $94.50 IMMEDIATE DELIVERY

1 COIN PLAY

FREE GAMES appear on left and right hand columns of backboard.

EACH HIT COUNTS 20 each hit counts 20 until bumpers are lighted.

IF BALL PASSES over lower skill switch at 500, bottom bumper illuminates and awards free game for every succeeding hit.

UPPER GROUP OF 5 YELLOW BUMPERS and bottom bumper light up at 820. Awards one free game for every hit against lighted bumpers.

GROUP OF 5 GREEN BUMPERS (in addition to the yellow) light up at 900, giving one free game for every hit.

GROUP OF 5 RED BUMPERS (the balance of bumpers on board) also light up at 1,000, awarding one free game for each succeeding hit.

YELLOW BUMPER

SKILL SWITCH FOR BOTTOM YELLOW BUMPER

COIN CHUTE

3 coin multiple play standard—convertible to one coin play in 30 seconds.

Chicago Coin
MACHINE MANUFACTURING CO.
1728 DIVERSEY BLVD. CHICAGO ILL.

EVANS' FLAT TOP "SLOT" SENSATION LUCKY LUCRE

WITH NEW LEGAL SKILL FEATURE! 5 "BELLS" IN ONE!

Hailed by the country's leading operators as the biggest money-maker they ever operated! Attracts crowds and permits 5 persons to play at same time; has numbered slot and payout cup for each; 5 jackpots available, 1 for each bell; jackpots machine. Pays 1-3 to 1 but odds also guaranteed jackpot of $5.00 on every 25 nickels to each player! Sensational new Skill Feature makes it legal everywhere.

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IT'S YOUR MOVE NOW! HURRY! HURRY! RUSH YOUR ORDER QUICK!

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