

15 CENTS

AUGUST 26 1939

The Billboard

Fall Special





CAPT. CUSHING
Presents
DEATH'S—HOLIDAY
THE WORLD'S LARGEST THRILL SHOW

Your Complete Grandstand Thrill Circus

CAPT. MARS, Human Cannon Ball — MARJORIE BAILEY, The Sky Lady, Positively the Highest Aerial Act in the World — CAPT. FRANK CUSHING'S Sensational Fire-to-Fire Dive, 100 Ft. High — AUTO THRILL SHOW, 12 Different Acts — VERNETA BYRD, 600 Ft. Slide for Life — PETE CARSETTI, Cloud Swing — DAWN COLLERO & GRACE DARLING, in Cradle-Ring Act.

OPEN AFTER LABOR DAY



CAPT. MARS, Human Cannon Ball



CAPT. FRANK CUSHING in his automobile roll-over in which he rolls a car over end for end

12 Sensational Automobile Acts featuring

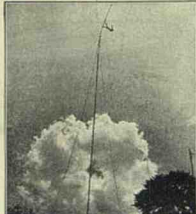
MARY GORDON, the only woman Thrill Driver who allows a car or truck to run over her body. Also leaps from the back of a speeding car.

WITH

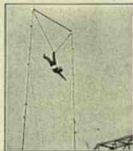
ARTHUR DUNN, CAPT. CUSHING and FLIPPO, the Somersaulting Clown, in CAR CRASHES, HEAD-ON COLLISIONS, BROAD JUMPS, BURNING WALL CRASHES, ROLL-OVERS, ETC.



CAPT. FRANK CUSHING'S High Fire-to-Fire Dive. Ten gallons of gas are poured into the tank and ignited, making an immense blazing inferno, into which Capt. Cushing dives with his clothing aflame with gasoline. **DAWN COLLERO & GRACE DARLING in their Cradle-Rings Act.**



MISS MARJORIE BAILEY, The Sky Lady, featured with Death's Holiday Thrill Show, performing on the highest aerial rigging in the world, barring none. **High Swaying Pole Act.**



PETE CARSETTI ON THE Cloud Swing doing his one-too hang.



A complete program. Spectacular lighting on all riggings. Have sound truck available for every engagement.

Thrill Days — Fairs — Celebrations
WIRE OR WRITE TODAY

CAPT. FRANK CUSHING: care of THE BILLBOARD PUBLISHING CO., CINCINNATI, O.

Published weekly at Cincinnati, O. Entered as second-class matter, June 4, 1897, at Post Office, Cincinnati, under Act of March, 1879. Subscription, \$5 per year. Copyright 1939 by The Billboard Publishing Company.

FAIR LEGITIMATE

Holding Thanksgiving Week Sooner Affects Meets of Outdoor Groups

NEW YORK, Aug. 19.—President Roosevelt's proclamation moving Thanksgiving forward from the fifth Thursday in November (30) to the fourth Thursday (23) to stimulate business, especially merchant outlets, is making the period between Thanksgiving and Christmas a week longer, is not only causing those nationally advertised bazaars now being offered by schedule makers for football teams but is already affecting outdoor shows.

International Association of Fairs and Expositions came in for some mild criticism when it scheduled its annual meeting in Toronto for November 26-29, with the Showmen's League of America moving on the last day of Thanksgiving. If the President's proclamation is approved by the governors of the several States, especially in the States from where most of the delegates emanate, the 1A party will, in fact, be staged the week before.

National Association of Amusement Parks, Fairs and Beaches deliberately shifted its annual meeting for the week ending 30-24, in New York, thus escaping holiday interference. Not so may the National Association of Amusement Parks. Heretofore, Herbert H. Lehman of New York is almost certain to back up his old chief, FDR, in a move to keep the meeting on the same political complexion. Parkers may have to move the banquet, which usually is held on Tuesday or Wednesday to coincide with the holiday weekend, unless they want to have the banquet on the same day as (12) or post-Thanksgiving (24) banquet, which will call for turkey and trimmings.

Annual banquet and entertainment of the National Showmen's Association, headquartered in New York, will not be

affected, as it is dated for November 18. Affected also will be those associations of fairs which are in the habit of meeting in November, although there are few such cases.

Indoor circus schedules will have to be altered if they conflict with the "new" turkey date. Some goes for other indoor events, provided on November 23. There are bound to be cases wherein one State will have the holiday on the regular date and another will accept the FDR suggestion. Two Thanksgivings within eight days is not so bad, however, in these times.

More or less definite is that, whether it be November 30 or November 23, the turkeys will have the shot of a chance to squirm out of it. Maybe they ought to start a union.

Story on the developments in the actual situation will be found in the Night Clubs-Valdeville department.

Iowa Outdoor Show Sales Tax Collections Are Up

DES MOINES, Ia., Aug. 19.—Iowa State Tax Commission officials expect the 1939 outdoor show season to reach a new peak in sales tax collections. A 2 per cent sales tax is collected from all sales in Iowa. The collection for 1938 for shows was in 1937 with a tax of \$3,376. The 1938 season dropped to around \$17,500.

The commission checks all circuses, tent shows, horse-circuses and carnivals thru an elaborate record gathered from newspaper advertisements and word-of-mouth.

Kemp Lines Up 144 Houses in 6 Southern States for Units; To Use Three Types of Shows

CHARLOTTE, N. C., Aug. 19.—Prospect for the coming vaudeville season here is being eyed with interest by Paramount theaters throughout the South as the brightest in line, according to West Virginia, North Carolina, South Carolina, Alabama and Tennessee using vaudeville this season. "Kemp said, "There's been playing around September 1st, and the season will last thru April and possibly May."

"We are encouraging over prospects for the winter season due to the stoness enjoyed by units during this summer. In some cases, shows have grossed more than top A pictures."

Kemp's organization is in the market for three types of stage units. The first is for A-type theaters, where tame bands and top bands will be booked, and Rex Rogers is the only name band set for the coming season. Bands will be booked for a minimum of 14 days in each case. Shows are being booked in Asheville, N. C.; Birmingham, Ala.; Bluefield, W. Va.; Charlotte, N. C.; Charle-

Totals for 1938-'39 in Legit Field All Affected by Flushing

Averages a bit better, but totals down — upsurge of musicals, direct result of Fair, is biggest development of season — average length of run goes up again

NEW YORK, Aug. 19.—The season of 1938-39 in the legitimate field was marked chiefly by the upsurge in musicals — an increase that was a direct result of Grover Whelan's Flushing phantasmagoria and was predicted here in the already rocky production totals of a year ago — and by a further decrease in the direct result of the percentage of failures went down a little and average length of run rose a bit — but neither the good nor the bad can be accepted as setting a real trend. The Fair conditions practically everything in New York show business during the year and legit was no exception.

Last year it was said here, "The only absolutely safe prediction is that the season of 1938-39, no matter how it turns out, will set no seasonal trends." That was because of the Fair, the influence of which was felt even during the early fall. The Fair acted on most expectations, so the totals in legit went down again. At the same time, the early plans for musicals to cash in on the Fair trade came thru, so there was a sizable rise in merry-go-round production. Neither trend, however, can be considered permanent.

Urged on by encouraging totals both in legit and musicals, production started the spring of 1938, production started comparatively early in the fall. Also contributing to the optimism was the second convention of the American Theater Company, which loudly urged producers to do what its predecessors had failed to do — carry out as fast as they could the "new" plan that called for inevitably advanced-art and talk. And further impetus was given by the producers' association, which went in the fall of the coming Fair, which was figured as an inevitable bonanza for everything from Shakespearean productions to night clubs.

With the possibility of the Great Northern Building giving way to subway (See SUBWAY MAY on page 13)

Flood of Musical

There was a promised flood of musicals, some of which decided to meet the Fair by month and therefore came in during the first few weeks of the season and there was also much healthier flow of dramatic production than had been the case in other recent early falls. The Fair, however, had reached a peak that, compared with the previous season, seemed a matterhorn. But around the end of October musicals necessarily lounge the success of a show put on in the fall. There had been a few hits, it is true; but following spring didn't necessarily lounge the percentage of failures — and the failures were closing, on the average, in less than a week before. It was a somewhat disheartening realization, particularly in view of the fact that there was plenty which the season had been launched.

There were other contributing factors, too. The situation in Europe was so put it mildly, precarious; so one knew whether or not the United States would be in a position to emerge, as the world's palmy, and backing began climbing into the shell from which it had been launched.

As a result, production fell off sharply. From the start, November and December were two of the worst mid-season months in the history of the legitimate field. The totals for 1937 had, up to that time, been the (See LEGITIMATE SEASON on page 9)

Stores' Talent Buy Booms in Chicago

CHICAGO, Aug. 19.—Talent will get its share of attention in Chicago as it is being placed by local commercial firms when Ouchitt's, department store operators, announce plans to stage a series of three shows beginning September 6. Eddie Elbert, of Music Corp., has been engaged to produce the shows. The first feature is to be two colorful parades September 7 and 8, followed by a show in the city. During opening day a show will be staged in front of the firm's leading store on State street.

Elbert plans to use a crop of performers who can do the picture of a historical scene. Each set is to be costumed and Moore and Eddie Leonard will get featured spots. The participants in the parade will be costumed and some of them will have speaking parts. Details are now being worked out.

Several other commercial firms have recently employed talent to put over a street stunt or sale of new lines in their stores. Current fall shows of an all-outgoing unit by the Commonwealth and the National Association of Amusement Parks in its main store on Dearborn street to attract the attention of the customer while a spot on the product is given. It is usually up to the alert booker to find the talent for the show. Some of the advertising managers in most stores are now looking for the part performers and several bookers here are waking up to the fact that they are approaching a season of such prospective talent buyers.

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appears on page 41.

WORLD OF THEATRE

U. S. Acts Topy, Says Leonidoff After Air Tour

NEW YORK, Aug. 19.—Altho European news bills and floor shows are not presenting anything startling in the way of talent or production ideas, they are nevertheless doing big business and live talent, in flourishing, according to Leonidoff, senior producer of the Radio City Music Hall shows. Just back from a European tour in which he caught 21 shows, Leonidoff says comedy is dominating variety bills and that all comedy, whether good or bad, seems to knock 'em in the aisles. This is probably due, he says, to the war scars and the sagriness of the people so excited stimulating entertainment. American talent is still overshadowing native talent abroad, says Leonidoff, and the young male variety bill is usually an American act.

Leonidoff says Vic Oliver is a big hit at the Palladium, London, and other U. S. acts, including Harry Barton Daniels and George Frenzie, caught at the Bal Tabarin, Paris; Bob Brooker's poppets in London; "Topsy and Owen," at the Hippodrome, London; Roy Boy at the Savoy, London; Frank Paris' puppets in America; and Chester Male girls in Venice. American acts are extremely popular, he says, and audiences want to see them. Leonidoff's talent apparently is slipping, Leonidoff says, and few good shows are being developed.

Instead of avoiding political angles and, in fact, is stressing stiff stuff, slapstick and sketches. He says he became interested in only two European acts, one of them an Apache-sadistic act. Production ideas are being used a lot in European theaters and variety variety districts in the gambling casinos and the resorts.

Some new ideas, Leonidoff says creative forces are apparently at a low ebb due to the war strain. He says he saw Leonidoff, being very poor business, effects and staging ideas, and that altho patriotism is rampant thruout Europe,

CLEANED 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 EXAMINE THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1564 BROADWAY.

For LEGIT MUSICAL.

HAROLD and LOLA—Interpretative dance team doing an unusual and commercial snark-draming routine that should go well if given the proper production in a revue. The costumes are well suited, her partner like a reptile with amazing realism. The man handles her gracefully and performs impressively. Caught in Clifford Fischer's *Foies Berger* at the Palace, Chicago, where they went over big.

For HOTELS

THE VOCALAIRES (Bob Ryan and Doris and Daphne Stauffer)—singing an unusual set caught recently at The Place, New York night club. The girls play piano and Ryan the xylophone, and all three sing special arrangements. Their versatility makes them outstanding, enabling them to play related music and also to provide a song-and-musio entertainment in a show. Perfect for hotel work and also deserve a chance on the air.

only one theater, the Casino de Paris in Paris, is using a flag-waving finale.

PARDON US, dear reader, for becoming sentimental. Maybe we should not ask the indulgence of those who have been reading this column since its inception because the steady readers, we feel certain, share our sentiments at this time. The story can be told in all practical purposes, quite briefly. But it is not our intention to be brief because in the narrow conception of the word we are not trying to be practical.

Several days ago we were strolling up Broadway when we encountered for the first time in several years an old acquaintance from vaudeville row. None other than Ray Hodgdon, one of the Keith-Albee booking office veterans and a worthy son of a distinguished father, Samuel K. Hodgdon, a titan of vaudeville's heyday. Ray was an unbuttoned twinkle in Ray's eye; there was something forbidding in his manner. After the usual greetings Ray asked us point-blank, "Ray, Sugar, did you ever find out the identity of Cartophilus?" The question had been asked of us many times but not very often of late. It should not have evoked any special alibi or emotion. But Ray was something in the way he said it, something in his general manner that warned us that we were in for something. And indeed we were. Before we had a chance to say something to cover up our confusion, Ray said, "I don't know, but it can be no word. Cartophilus was my brother, Jack."

We were stunned. We experienced a chill that ran up and down our spine like a mouse caught in a pipe length. It was unusually hot that day and our communication was received from Cartophilus—in May, 1938—we ruminated on the matter. But we were something. We wound up invariably in blind aisles. One guess after another blew up like a balloon. But we were something interested by suspects; when the final assembling of the parts failed to construct the picture, we wrote Cartophilus. Our mindless of Cartophilus. And then, without warning, on a busy street to learn that Cartophilus was one we had known but regretably not too well—and that Cartophilus will write us no more because he is dead.

Among our readers there are perhaps more who do not know about Cartophilus than those who do. A few explanatory words are necessary. In the spring of 1933 we received a communication in a plain envelope. It commented on a piece we had written the week before. Its tone was respectful but kindly, which should impress anybody who has ever tried to express himself with a pen as quite an accomplishment in itself. It was unusually well written from a rhetorical standpoint; it was a classic of what we tradespeople call inside dope. It was signed simply Cartophilus. Our usual wont is to annihilate discarded anonymous communications. We feel as so many others concerned with publishing ventures that what a man fears to say over his own signature is not worth the paper on which it is written and is quite different. Cartophilus, it was quite apparent even from the single communication, was a man who was not out gunning for anybody. Here, indeed, was a gentleman of a fine school who could impress with a little line throwing harmless but attention-compelling darts at a scribe. We ran his name through our files and were struck by an interesting comment—and Cartophilus wrote us again a few weeks later. This time he spoke of letting us use his treasure as a collection more than any we have received at this office.

When it was possible to publish (that is, whatever Cartophilus was as permission) to publish) we ran in this column a few lines which we thought that are made in the average newsmen's copy. Cartophilus became an obsession to us. We had the feeling that we had pleasure because of our growing affection

for this epistolary Robinhood to now from verbal comment made to us and from letters that he was becoming an obsession to our readers. On two occasions we made direct appeals to him in this column to unmask himself before us. We promised that we would keep his identity secret; we explained that we wanted, merely to satisfy our insatiable curiosity (big dog within us) was a gnawing desire to know better a man who could write so well; who knew as much about our business, who could have surely possessed the charity, kindness and the humbleness of a biblical prophet if we were to accept the undisputable evidence of his contributions. But our pleas availed us nothing. Even as we became convinced to tell him, refused to unmask. He explained on one occasion that he is certain the spell could be broken; that since we already know him I would be much disappointed to learn who he really is.

We were mystified. Cartophilus. We might as well discard the self-imposed anonymity and say that we are deeply indebted to Jack Hodgdon. His communication as would an understanding and affectionate father. He chided us when we asked about our business, who could have—but never, mind you, too enthusiastically—when he felt we had done something good. He was the only one who said that he had heard of us since we had his barred words when he observed that we were becoming real. He was unbuttoned and kind. It is perhaps he contributed towards infusing our life. If only he were now alive, we would have been able to speak us aimed to the point of distraction asking how Cartophilus is getting along. We could not put it over on them that they know well enough that Cartophilus is a myth and that we would not be able to advise to cover up certain things I wanted to say but preferred putting them in the hands of our readers. It is 111. It did show good friends realize that they were putting me one of the greatest of virtues I ever received as a writer which was far more or less that they were more adept at judging than at judging and appraising literary style.

Jack Hodgdon was one of ever so many men we have encountered in the show business. He did make an impression on us. Perhaps it was because he was most retiring and it is one of the virtues of a retiring person. We think how you look at it, of men who are retiring in a trade, profession, business or even in public life, that they fall to be trusted very much on the consciousness of new matters whose busy lives make them a little suspicious. We think of those who have so much ground to cover that they cannot stop long enough to look back at the surety of men who are impressed more by the blustering blabbering of the street than by the quietude of the street.

But we always thought highly of Jack Hodgdon, the plodding, serious-minded, retiring, retiring person. We think of the HKO floor. In the years close to his retirement in 1930 he grew increasingly interested in the show business. He was conspicuous but not invisible gadget back of one ear. It seemed to be best to let about make his contribution because of what he probably thought was the reluctance of the average busy man to be interested in the show business. We think because he impressed us as being a gentleman—something we couldn't honestly say about the average busy man on the floor. He wasn't as affable as some of our favorites, but we did not give much thought about him. We think of him as being that we dismissed him as one of those fellows who couldn't see the funny side of a man's person. We think we did not know; we had no way of telling that Jack Hodgdon was head and shoulders above the average busy man. (See *DOG'S DOMINO* on page 12)

N.Y. Cubs Doing Poorly— But the Fall Is Coming and . . .

NEW YORK, Aug. 19.—Local night clubs are still doing poor business and, now that they are convinced that the World's Fair won't bring them crowds, they are looking toward the fall. The Versailles resumes name September 21 when Sophie Tucker comes in to be followed later by Gene Kelly and Lucretia Borgia. The St. Regis opens its new Hawaiian Room within the next three weeks. The Waldorf Astor opens on its new Central Park Lounge about the same time. West set next month. Leon and Eddie's show is dropping its act as it is trying to hold Court for a while with just the two bands and the Congo dancers. The Paradise, being very poor business, is just about getting by with a curtailed show.

The former Arabian Nights has announced it is reopening "soon" at the Hollywood Ballroom-Cafe, with a new cover no-minimum policy and two bands, one of which will be Jimmy Greason, Morris Brand to one of the backers, The Greenwich Village Casino is postponing its fall opening, originally set for August 15, until September 13.

The street's biggest club, the international Casino, has tried its flesh budget further. Herman Hyde is out, with Lillian Kramer shifting to his spot. The Greenwich Village Casino is now in her ninth week. An instrumental trio is playing the top records at the moment, having given up hope of drawing crowds with a bigger band. Gloria Gostoko played the lounge for eight weeks and business was still very low. The Casino is still doing good despite the no-minimum policy and the gross barely covering operating out. The Casino doesn't hope to begin working off the rent until the end of the fall. Milton Berle remains star of the show until he goes into legit.

There is no immediate chance of the Cash Kansas reopening, with business so bad at other Broadway spots. However, if business picks up, then one of the deals pending for the spot may go thru.

"New Amusement Contract Law" See Carnival Department of This Issue.

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ACCENT ON SCRIPT SHOWS?

Standard Brands, Major Account Going Strong on 'Em With Four

NEW YORK, Aug. 19.—Standard Brands, 10-year sponsor of the Rudy Vallee variety program, seems to be concentrating on a new policy in favor of script shows. Replacing the Vallee hour on the NBC Red will be two script programs, One Man's Family and These We Love. Change is effective the first week in October, Vallee ending his run September 28. In addition to these two shows, Standard Brands is buying another script program, a five-times-a-week evening strip, I Love a Mystery, written by Carlton Morse, writer of One Man's Family.

First half of the 8 to 9 hour goes to Family, the leading script show on the air and one of the first two or three half-hour programs in the Co-Operative Analysis of Broadcasting ratings. These We Love was sponsored until fairly recently by Ford's committee, and was a

well-rated program. Show was handled by J. Walter Thompson, agency which has the Standard Brands' account.

Family is now on Wednesday evenings for Tuesday's, another Standard Brands product, and will continue under that sponsorship when moving. These We Love will probably air for Royal Gelatine, while I Love a Mystery will be spot for Fleischmann's yeast. Mystery has been on a Coast network on a trial basis. In addition, Fleischmann's yeast will continue to bank roll Getting the Most Out of Life, daytime show going back to NBC with the coming season.

Standard Brands is one of radio biggest time buyers, expenditures including the Chase & Sanborn Charlie McCarthy program. Concentration, therefore, of an account of such size on script shows assumes additional importance.

Musicians' Union Summons Radio Contractors on 6-Day Check-Up

NEW YORK, Aug. 19.—On Friday (26) contractors of all local radio stations will be summoned before the trial board of Local 662, American Federation of Musicians, to be warned against attempted phobagging of band members' employment schedules. It has been claimed contractors are conveniently switching working days, so as to defeat the purpose of the five and six-day week which the local put into effect in an effort to create more employment. Contrary to the intent of the five and six-day rules, bandmen have been picking up jobs on their days off, which is specifically a violation of the 802 law in that these men compete with other musicians who do not have steady engagements.

Contractors will be forced to submit to the local a weekly schedule of band

members' working days. Drastic measures will be taken with violations on the part of either contractor or band member. Class A stations operate under a five-day week, Class B under a six-day week.

Six-day week law, which went into effect about seven months ago, has created 5,400 single engagements a week. (See MUSICIANS' UNION on page 17)

More Nixon Bookings

PITTSBURGH, Aug. 19.—Nixon season will open September 18 with Gertrude Lawrence in Skyers, according to tentative schedule of manager Harry Brown, who left today for New York to confirm bookings with the Elzinger office. Another addition to the legit calendar will probably be William Sherrin's *Time of Your Life*, with Eddie Dowling, that may be premiered here prior to the New York showing. *Tobacco Road* is also expected to return for its uptown week. If the pencilled-in plays remain on the books the Nixon will have a minimum of 19 productions for the 1939-40 year.

SEND IN ROUTES

The Route Department (appearing in this issue on Pages 26-31) represents one of the most important functions that this paper performs for the profession. Certain listings are obtainable only thru the consistent co-operation of the performers and showmen involved.

How about helping your friends in their efforts to locate you? This can be done only by keeping The Billboard Route Department informed of your whereabouts, and sufficiently in advance, to insure publication. ALL ROUTE LISTINGS SHOULD BE SENT TO ROUTE DEPARTMENT, BOX 1340, CINCINNATI, O.

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Facts About the New York Legit Season of 1938-'39

TOTAL NUMBER OF PRODUCTIONS—The total number of legit productions in New York during the season remained constant at 110, the same number as the season before. It is, however, very little less than one-third of the high mark set in 1926-'27 and 1927-'28. There were only 70 dramatic productions, 19 less than the 89 of the previous year, which had been the first time that New York dramatic productions had dropped below 100 in the 13 years covered by *The Billboard's* statistics. Musicals made up the difference, going to 31, an increase of one and a half times the tiny total of 12 for 1937-'38.

During 1938-'39 only five dramas fell into the "block" or "hit" run classification, which accounts for at least a bit of the drop in the number of productions, since the previous year there had been 11 in this category. And some part of the rise in musicals is similarly accounted for since 19 of them came under this classification—including the productions of the D'Oyly Carte Opera Co. and the American Lyric Theater—as against only one year before. Subtracting the "special" shows from the total number of productions, there were only 74 commercial dramatic productions in New York during 1938-'39, as against the previous season's 87, while there were 31 commercial musical productions as against the 12 of the season before. The total number of commercial productions in New York was therefore 105—three less than the record low of 92 covered during 1937-'38.

COMMERCIAL PREMIERES—In order to get the number of commercial premieres we must first review the number of revivals booked in regular runs and by the number of shows running at the start of the

season. There were four dramatic run revivals and one musical, while there were six drama and one musical running at the start of the season. The dramatic run revivals and one musical running at the season's start from the total of commercial shows, had just about the same percentage, 10.9, as against 69 in 1937-'38. Reducing the musicals by two (one revival and one new production) and the dramas by 10 commercial musical premieres, as against 10 the year before. The total number of commercial premieres, both dramatic and musical, was therefore 63, four better than the pitiful 79 for 1937-'38. It is interesting to note that 1938-'39 was the first season since 1932-'33 that failed to set a new low record for the total number of commercial premieres. This is of course entirely due to the increase in musical premieres. Eighty-three, however, is still less than one-third of the record of 255, set in 1927-'28.

ESTIMATED PERCENTAGE OF FAILURES—Reveals looked in for runs must be figured in this category, but the basis of calculation, in the number of shows closing, not opening, during the season. Commercial failures is arbitrarily taken as the lowest run for a hit show. On this basis, 72 per cent of the season's premieres are estimated as probably better than the previous year's 74. It is a somewhat higher percentage than that of the boom years, but it is a good deal better than most depression seasons. The actual number of failures (or shows running less than 100 performances) is 63, which is four less than the 67 of the previous season. Fifty-four of the failures were dramatic, eight less than the 62 of the previous year, while the number of musical failures rose from five to nine. The percentage of failures is

dramatic division remained constant at 77, the reduction in failures being offset by the reduction in the total number of shows, while the percentage of failures in the musical division rose from 50 to 53. With the drama percentage remaining constant, it may be difficult at first glance to realize how the total percentage of failures has increased. However, by the greater percentage of musical shows (with their average better failure) in the makeup of the totals of the 1938-'39 season.

It should be remembered in connection with failure percentages that in all probability some shows running less than 100 performances made a slight amount of money, whereas certain heavy productions running longer may have lost.

AVERAGE LENGTH OF RUN—As was the case the previous year, this is the most encouraging category in an analysis of the season. The average length of run, which had reached unusual heights during 1937-'38, was raised again by a slight amount, from 19.4 (all of our performances to 85 (or just over 10 and one half weeks). It is the highest average length of run since 1928-'29. The increase was due entirely to the dramatic division which, like the musical division, has a number of productions, seems to be constantly increasing in the strength of themselves put on. The average length of run of dramatic productions is now more than twice that of the musicals, one performance better than the previous year and a mark that has never been bettered in the entire 19 years covered by *The Billboard's* statistics. It is the highest average length of run since 1928-'29. As for musicals, they dropped again, going

down from 123 to 106, a very low figure and an interesting one in view of the increase in the production of musicals during the year. Again it is to be noted that only shows closing during the season are figured in the averages.

SUDDENNESS OF FAILURES—Shows closing quickly in the "hit" run category, their percentage remaining almost even because of the corresponding drop in the number of shows closing within five weeks or less dropped from 35 to 49, against 57 per cent in 1937-'38. Forty-two of these were dramatic productions, as against 19 in 1937-'38. The percentages being 60 in 1938-'39 as against 62 the year before. Seven musicals, however, closed within five weeks, however, the percentage rising to 41 from 25 per cent in 1937-'38. Of these, three (two dramas and one musical) closed with runs of a week or less, as against 19 (14 musicals and 15 plays) closed during their first and fifth weeks, as against 19 in the previous season; three plays and one musical closed during their first and fifth weeks, but no musicals in 1937-'38.

HITS—The number of hits, despite the curtailed production schedules, remained about the same, but was slightly due to the musical division. Twenty-four hits closed during 1938-'39 and 1938-'37, the number of dramatic hits, however, went down three, from five to two. The number of hits set a new high up correspondingly, from five to eight.

Family Portrait	119
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now, won't be. It seems that *The Silent Partner* is still being rewritten by the playwright, and that *Odets* is again in

The battle of the Forest Theater, it is pleasant to note in the midst of a season of London production, has been settled amicably, with Jim Barton agreeing to continue in the role of Jerry Lester for at least a while longer, and even going to the length of shaking the hands of members of the cast, and even offering to help in the intermission act fights during his incumbency. No more six-week notices, however, either to the Forest Theater, or to any other, until two weeks. Wendy Hiller will be in Gilbert Miller's London production of *Wings* until the end of 1939, no being scheduled to wait until she recovers from her illness. When she does, she will be made to get *Vivian* (*Gene Wild*, etc.) Leigh to play the role, but Miss Leigh is unavailable. *Put on Your Old Clothes* will be produced by Vincent Carroly's plays, the West End showing of *Shadow and Substance* will be produced by the company headed by Sir Cedric Hardwicke, who is remaining in Hollywood for films. His production of *Wings* will be produced by Lee Shubert, with Cecil Parker playing the Hardwicke role. *Wings* will be produced by Lee Shubert, who will be reclaimed for legit when Ben Stein and Ruth H. Grisman open *Swains*, at the West End. *Wings* will be produced by Lee Shubert, who will be reclaimed for legit when Ben Stein and Ruth H. Grisman open *Swains*, at the West End. *Wings* will be produced by Lee Shubert, who will be reclaimed for legit when Ben Stein and Ruth H. Grisman open *Swains*, at the West End.

None of My Business	119
Ballroom Dance Program (Repeitory)	119
Air and Variations	127
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Posibilities	2
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STAGE WHISPERS

(Continued from page 7)
called *Mornings at Seven*, a play of contemporary life, with everyone in the cast between the ages of 12 and 18, except a couple of "juveniles," aged 40 and 30 respectively. Joshua Logan, who did an excellent job of directing the play, will direct. . . . Still on the production side, the Group Theater, now producing and rehearsing for a long and, received the final draft of Irwin Shaw's new play but no title for it. It will be on the stage schedule for 1939-40.
Silent Partner, the Clifford Odets opera that has been getting publicity for years

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Plays With Length of Runs

DRAMATIC	
Name of Play	Performances
Tell My Story	1
Thanks for Tomorrow	2
Good Hunting Days	2
The Soliloquy	2
Dance Night	2
One Act Repertory	2
Mr. Banks of Birmingham	2
The Cogeters	2
A Woman's Foot	2
Please, Mrs. Garibaldi	2
The Mother	2
The Red Velvet Opera	2
The Orlans	2
Day in the Sun	2
A Woman's Foot	2
Madam Capet	2
Waltz in Cheese Buns	2
Rainald's Beat	2
Of to Buffalo	2
Arled	2
Bright Heat	2
Where There's a Will	2
Class Bed	2
Michael Drope In	2
The Flashing Stream	2
Miss Swan Expects	2
Glorious Morning	2
The Good	2

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Theatrical Organizations

Actors' Equity Association, 45 West 47th St., Bklyn. 9-3380
 Actors' Union of America, 1619 Broadway, CO. 9-6446
 American Federation of Musicians, 1450 Broadway, FR. 6-2845
 Local 802, 1263 Broadway, Ctr. 7-6482
 American Theater Council, 234 West 44th St., CO. 4-1800
 Associated Actors and Artists of America, 23 West 45th St., Bklyn. 9-2027
 Catholic Actors' Guild of America, Hotel Astor, Ctr. 6-5066
 Charon Equity Association, 117 West 40th St., Bklyn. 9-7094
 Dramatists' Guild, 6 East 39th St., ASB. 4-3141
 Episcopal Actors' Guild, 1 East 29th St., CO. 6-2027
 Priests' Club, 228 West 47th St., Ctr. 6-0282
 International Alliance of Theatrical Stage Employees and Moving Picture Machine Operators of United States and Canada, International Building.

Radio City: Local 1, 254 West 48th St., CO. 5-2394
 Jewish Theatrical Guild, 1660 Broadway, BR. 9-0948
 Lamb, The, 128 West 44th St., Bklyn. 9-8030
 League of New York Theaters, Inc., 334 West 44th St., Bklyn. 4-1100
 Players, The, 16 Gramercy Park, CO. 9-6118
 Stage Radio Fund, Inc., 141 West 44th St., Bklyn. 9-8978
 Theatrical Artists Representatives' Association, 100 West 44th St., CO. 6-1000
 522 Fifth Ave., VAN. 8-5883
 Theatrical Costume Workers' Union, 251 West 42d St., Bklyn. 9-8477
 Theatrical Managers, Agents and Treasurers' Union, 140 West 44th St., Bklyn. 9-5552
 Theatrical Wardrobe Attendants' Union, 156 West 44th St., Bklyn. 9-4771
 United Scenic Artists, Local Union No. 629, 231 West 43d St., Wk. 7-9030

"Scandals" Clicks
In Shore Try-Out

ATLANTIC CITY, Aug. 19.—George White's new production of the *Scandals* will be on its premiere week in Atlantic City as can be counted on as a criterion. At the close of business Saturday night, 14,000 customers had paid a little more than \$30,000 to watch the revival of the most as a tryout town for Broadway production. The evening and day two matinees with a \$3.20 top priced matinee and vaudeville alike to the midweek and weekend Garden Pier Theater, operated this year by Lex Carter.

The opening marked the first time since 1922 that the theater has had a premiere. It was the *Scandals* that played the last date in the same theater, day and night with Earl Carroll's *Venustate* at the Apollo, long since converted into a movie house.

The new show is a hit. Lovers of standard vaudeville acts will have a holiday when Willie and Eugene Howard, Ben Dixon, Lela Logan, the Three Hoppers, Ann Miller and Ray Middleton hit the boards. Tunes are better than ever and the crowd looks like hit possibilities. These are *The Miztophos*.

"New Amusement
Contract Law"

See Carnival Department of This Issue.

Are You Having Any Fun and I Must Lose You If I Love You in a Hat Like That. Victor Arden does a grand job with the boys in the pit.

ATLANTIC CITY, Aug. 19.—The fuh those bordering on the bawdy and risqué *Scandals* can grab the boys' show with their slapstick, also the most popular bit with the early audience was the same dance to Miller.

Ann Miller takes top honors among the female stars with her tap routines that sets the boys' feet a-dancin'.

Pat and parade girls up to White's usual *Pat*.

If the show doesn't click with the city the slickers it's because the World's Fair has made them forget how to laugh. Dull search at the shore couldn't stirle the belly-howls, so maybe Maada Lane will go for it too.

Taylor To Produce "Sea Dogs"

NEW YORK, Aug. 19.—Clarence Taylor, producer of the comedy masterpiece for the past 13 years, will debut as a producer in October with *Sea Dogs*, a first play by John Shawcross. Locals of the play is aboard a freighter bound from Capetown to New York. There will be an all-cast cast of 26. Rehearsals will start about October 2.

SUBWAY MAY

(Continued from page 3)
 construction, the Great Northern Theater will be wiped off the map. For the last few years it housed Federal Theater shows only.

The stranger, in the meantime, has an open net set for the fish that the Guild shows. That ended rumors that

are used in the majority of New York plays. Also 1,000,000 costumes in stock to rent. Be sure we estimate on your next show
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Union Blues
 ATLANTIC CITY, Aug. 19.—Last week's avalanche of film, radio and stage personalities to this seashore resort to participate in the jurisdictional squabble between the A.F.A. Four A's and the I.A.T.S.E. includes making a decision from the AFL executive council, also inspired Oliver Crawford, leader for The Atlantic City Press, to pen the following piece of doggerel on the situation.

The actors and the actresses are in an awful stew.
 They have so many unions they don't know what to do.
 A group has flown in from the Coast; they really had to do it.
 They're going to hogtie Abraham's nose so that he can't sing thru it.
 While Sophie Tucker hides her time in singing 'bout the town,
 The lot of them are set to cool the "Red Hot Mama" down.
 Today it's not enough to act like Taylor, Raft or Gable.
 To really be a glamour boy you need a union label.
 And when the villain tries the gal upon the whirling saw,
 He has to join the carpenter to stay within the law.
 If Minnie wants to punch the depths of deep and dark despair,
 The plumbers send a delegate who comes in in the air.
 When Jessel sings his song about "My Mother's Eyes of Jade,"
 The plumbers' makers' crustacei asks if they are union made.
 If Shakespeare were around today, he'd suffer from oppression.
 To be a poet to be a-d-d, that's the question.

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house would be sold to a movie exhibitor who had a subsequent movie-run policy in mind.

Teachers, Nurses Supposedly Stop Non-Radio Wax Expansion

NEW YORK, Aug. 19.—Whether the electrical transcription industry can succeed in its efforts to put a stop to the use of other groups representing terrific possibilities for the wax makers is now being indicated, with leading educators taking two divergent views of the situation. According to certain groups, the so-called Recording Program Service, long-suffered problem to contend with—and one which has a definite bearing on the strength of the different teacher associations. These groups, it is pointed out, are registered with the N.R.A. in the same manner as musicians composing mechanism. That is, a detriment to expansion.

On the other hand, some of the thinkers feel that the educational and religious groups can be put to rest by the third regiment of the manufacturers. Harry B. Goodman, outlining the possibilities, indicated that educational groups and churches might be a more lucrative field to register with than N.R.A. Some recent attempts to place a 't' in schools have raised a minor difficulty—namely, that the schools have not been operating at 78 revolutions instead of 84. Sales are estimated to be a 15-million dollar business in 78.

Some transcription companies, however, are not so busy trying to sell schools as they are trying to sell churches. Some terrific classroom material, Goodman's office of Yesterday, for instance, is sold to churches who in turn place it in schools, but Goodman agrees not to sell to schools as this would cut in on sponsorship.

Schools, churches, hospitals and similar groups have also been eyed by wired

Broadcasters Debate Record Fees Vs. Wax

NEW YORK, Aug. 19.—Offer by various phonograph records to be used for broadcast purposes seems to have considerably complicated the already intricate and delicate situation. Use of phono platters, especially the Victor catalog with its 100,000 titles, has been the mainstay proposed to use of transcriptions made with either unknown talent or known names. The latter, however, are not so popular to station operators, who feel they cannot, in most cases, afford to pay for both the original and the transcription. Records are not very large, but piled up on other mediums, such as ASCAP and APM musicians, run up a very high cost figure.

In view of the broadcasters-ASCAP situation, the odds now have thought to favor "tax-free" music records, such as produced by Langford & Westworth and Davis & Slaughter. They have been pushing their product in order to capitalize on the ASCAP situation. The use of non-ASCAP music is being if it is not repeal is worked out with the ASCAP situation. The equally important matter of the regular library orders, using ASCAP tunes, such as Western Music, Columbia, and Standard Radio, World's Top Music, just about the same as the top fee RCA and Decca records. The ASCAP recordings are all based on stations' hour-hour rates.

It is known that a number of New York radio stations are carefully studying phonograph record catalogs to compare with the station's own stock of transcriptions. However, the New York situation is not typical, especially with the independent stations scattered all over the country, inasmuch as most of the New York stations have orchestras and record sections, and are not using transcriptions only in the early morning and other 24-in. times. For such stations, the station's own stock of phonograph records and the names they carry.

Smaller and smaller outlets, however, are torn between the advantages of library disks and phono wax, using big name artists. The latter, however, are more popular disks are obvious, since they make available the biggest names in the recording industry. The latter, however, popular music fields. However, these groups may present a programming problem to do so in the future. The latter, however, continuity. No one do the package sale new library jobs do. The latter, however, continuity. No one do the package sale new library jobs do. The latter, however, continuity. No one do the package sale new library jobs do.

program services as Musak. But strength of organized employees was enough to put it by the wayside. The latter, however, continuity. No one do the package sale new library jobs do.

Mayor Turns Actor For Own Campaign

DETROIT, Aug. 19.—New style of dramatized political broadcast was used Monday night over five local stations to introduce the campaign of Mayor Richard W. Headley for re-election. Reported by the Detroit News.

Half-hour periods were used, with the show put on twice the same night. Two commentators and the mayor took part in dialog form, presented in March of 1937, largely in question and answer form.

Continuity was handled by Jack Douglas, general manager of WJLB, who is the commentator role. Show was placed by General Publicity Service.

Thomas Gets Another

LINCOLN, Neb., Aug. 19.—Federal Communications Commission granted a construction permit to the Nebraska Broadcasting Co. to build a station at Lincoln. The station's call letters, KLAS, Lloyd Thomas, operator, immediately proceeded with engineering surveys to determine the site for the transmitter. The station's construction work was required an interest in and took over management of KOPW, Kearney. He is former Nebraska newspaper man.

N. Y. Tele Audience Set At 3,375; 750 Receivers

NEW YORK, Aug. 19.—Local television audience is now estimated at 3,375, the head of 750 sets. NBC-RCA figures show each receiver averages an audience of 4.5 persons, according to the figures. NBC-RCA television Brooklyn Dodger-Cyclists, 1939, will start August 29. Negotiations are under way for television of both professional and college football games.

Ivan Black on Own

NEW YORK, Aug. 19.—Ivan Black, recently national publicity director for the Federal Theater Radio Division, has gone into business and is press agent for Murray Naxosova in radio. He is also press rep for Norman Corwin, of CBS, and William W. Brown, of NBC. Black is a member of the Theatrical Managers, Agents and Treasurers.

CBS Refrains From Sustaining Commissions; May Take on Scale

NEW YORK, Aug. 19.—Altho the right to deduct commissions from radio performers working on AFPA scale was granted to NBC in an arbitration decision recently, Columbia Artists, Inc., and other artists' unions will not deduct commissions from performers working on sustaining programs. De-

cision as to whether Columbia will deduct when it obtains performers contracts in NBC television department includes assigning of Roy Meredith to take charge of mobile unit and motion picture shorts. Robert Wright, scenic artist, is an addition to the production staff.

Theresa Prescott, NBC tele producer, will leave the staff soon.

NEW YORK, Aug. 19.—When it was learned that Columbia had been selected for the World Series, somebody said the rumor firm ought to root for St. Louis Cardinals to win the National League pennant.

Estimate the manager of the Cards is named Ray Bladen.

Box Top as Admish In Wheaties Stunt

PITTSBURGH, Aug. 19.—A large audience is expected for an innovation in broadcasting August 30, when General Mills will present Rosey Rowswell recasting the Pittsburgh-Philadelphia game from a specially constructed platform in the middle of the Pirates' playing field. The game will be played in Philadelphia.

More than 40,000 fans are anticipated at the show, which will be augmented by entertainment from "Singing Sheriff" in Westworth's KDC's and the Trenton High School Band. Admission price will be one dollar from package of Wheaties. Last year Rowswell casually invited women to drop into the KDKA broadcast booth to receive away-from-home game and was stampeded by more than 500 females who overflowed into the floor. One woman, who in which station is located.

CBS Signs Veiller

NEW YORK, Aug. 19.—Columbia Artists' has signed Howard Veiller, who will handle his work for radio. Artists' has signed Howard Veiller, who will handle his work for radio. Artists' has signed Howard Veiller, who will handle his work for radio. Artists' has signed Howard Veiller, who will handle his work for radio.

Whiteman Renewed

NEW YORK, Aug. 19.—Paul Whiteman has renewed his contract with CBS for the 1939-40 season. Whiteman has renewed his contract with CBS for the 1939-40 season. Whiteman has renewed his contract with CBS for the 1939-40 season.

NBC Title Changes

NEW YORK, Aug. 19.—Developments in NBC television department include assigning of Roy Meredith to take charge of mobile unit and motion picture shorts. Robert Wright, scenic artist, is an addition to the production staff.

Theresa Prescott, NBC tele producer, will leave the staff soon.

Pa. Dailies Soften On Baseball Radio

WILKES-BARRE, Pa., Aug. 19.—The Press and Courier papers of the Atlantic City Hotel Co. Baseball Radio news at the start of the season has completely died out. The Press and Courier papers are now giving plenty of publicity in stores and pictures. Report that the Press and Courier papers unless news was published, which was not. The Press and Courier handles account, put on pressure. Previously the dailies took stand against the use of the radio in baseball games. The Atlantic the cold shoulder, as are Scranton and Wilkes-Barre.

Both the dailies and their staff men were up in arms against the broadcast of the game, the first because of supposed revenue losses. Newspaper sport columnists took plenty of cracks at the broadcast, especially on the exactness of the various games. Official Eastern League scorers, who are newspaper men, refused to co-operate with the radio men and would give them no information as to how plays were being called.

Wax Works, Spread Up at AFRA Confab

CHICAGO, Aug. 19.—Despite a rather stormy start, the annual convention of Radio Artists opened its second annual convention here Thursday (24) with the presentation of the AFRA agenda. Chief topics for discussion are electrical transcription scales and end and plans for transferring AFRA's organization to the National Association of Broadcasters.

AFRA plans to go into the recording industry, formally opening negotiations and outlining demands to the RT makers. AFRA also plans to take on the smaller towns throughout the country in an effort to effect codes with the local stations. AFRA also plans to take on the smaller towns throughout the country in an effort to effect codes with the local stations. AFRA also plans to take on the smaller towns throughout the country in an effort to effect codes with the local stations.

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Material Protection Bureau A Free Service for Readers

ATTENTION is directed to The BUREAU'S Material Protection Bureau, a free service for readers. The BUREAU'S Material Protection Bureau, a free service for readers. The BUREAU'S Material Protection Bureau, a free service for readers.

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Public Opinion

By JACOB S. LIST

PUBLIC opinion demands reform in juvenile radio programs . . . and what public opinion favors is always better than what it tolerates. Public opinion is the aggregate of thousands of individuals' opinions, gathering weight as they join each other in response.

The public is vitally interested in this question of radio programs for impressionable children. The public is vocal, and it is more and more pouring in from every part of the country bear eloquent testimony to this fact. They serve another purpose as well, for they come to people all the while having to do with children are thinking along constructive as well as critical lines.

Suppose we take those communications from many individuals and merge them into a composite letter from Mrs. John Composite Public—an active intelligent woman, who speaks in this instance for her husband and for men in educational work, as well as for herself and her sisters.

"Dear sir, she might say, "as a composite parent I wish to register my protest against the moral lightening programs for my child. If you will bear with me, sir, I will marshal up enough facts in protest against the lightening programs for my child. And that's about what she does.

Mrs. Public Protests

First, she registers vigorous protest over radio stories of crime. She says, "While I realize the moral of these stories that 'crime does not pay,' is presented each time, the childish mind of the listener is so excited that he fails to absorb that fact of crime brings almost glamorous. Travel stories and historical plays could feed his love of adventure much better."

Mrs. Composite Public may not have studied the facts of crime, but she is on the right psychological track for children regarding the positive suggestions given to them in blood-and-crime dramas, overlooking the negative moral that crime doesn't pay. They overlook the "doesn't" part, centering their eager attention on the exciting details of the criminal's role.

But let's get on with Composite Public's rage. She goes on to say that parents everywhere are grateful for all endeavors to free children's programs from the objectionable doings of gangsters, from murders and similar unwholesome material. She gives a very strong hint that she'd like to have a hand in this reform, and wants to know what she should do to carry out her part in the movement.

Parents Mull Boycott

She says that the protesting her women's club and parent-teachers' group in the campaign, and that they are talking of boycott and of mailing resolutions in protest to various sponsors and producers.

Composite Public continues, "When entertainment results in fear of going to bed and in the morning, a change is most desirable and necessary." She speaks from experience with youngsters who have not geared to their change in feeling before the radio, leading to the gurgling choke of a murdered gangster or the hair-raising exploits of an Indian desperado. Frightened, she is—only a discoverer that turning off the dial doesn't turn off the train of thought set up in their minds.

When they talk at climbing the stairs alone, breathing the now forbidden regions upstairs—regions peopled by hyperactive, unwholesome, and murderous lurking creatures. Once in bed, they too sleeplessly or lie in paralyzed terror until exhaustion wins them over, when they are lulled to sleep followed by troubled dreams and phantasies of horror.

Not a very refreshing thought, is it? And yet this has been a common experi-

JACOB S. LIST is consulting psychologist and former director of Child Guidance of the Heckscher Foundation, New York, and also senior of children's programs for the Quaker Oats Co.

He recently accepted the national chairmanship of the Committee on Radio for Children, formed by a unit of the Clergy League of America. For this league Mr. List has composed some 500 radio and film programs for children's audiences.

ence of parents whose children have listened to certain radio programs.

Object to Language

Another objection raised by Mrs. Public is directed against the colloquial and to say vulgarisms picked up by her children. "They acquire unpleasant habits of diction," too, and along with them "unsound standards of behavior thus bearing most commercial programs."

And there you have another universal problem that she has set her efforts to teach little Junior the essentials of good speech overturned by the fascinating thrashy rap or the peculiar white noise drama "Batty Bill" or "Sneaky Chalkums." Junior listens, absorbs and pays his radio hero the sincerest flattery of imitation. He uses expressions which cause his parents to quail. His little friend becomes a "dolly yella rat" and he talks about "gats" and "dolls" and "bumping guys off" with a handkerchief around a gangster twang to his voice.

He gets the idea that it's smart to evade the law—and all too often, according to Mrs. Public, he puts his idea into practice, the law being that of parental decree and the evasions being such as fit into his juvenile whims to do as he pleased.

Mrs. Public tempers her protest with the acknowledgment that she finds "most radio programs are interesting and educative," but emphasizes the fact that she as a parent wishes "to protect against a few, extolling boys and young men doing such wild impossible things."

She realizes that while her campaign may not include the majority of children's programs, those which do meet her disfavor are doubly objectionable when it has been proved that programs which do a high standard are enjoyed by youngsters as well as those which fall below the standard.

Agencies Backslide

Mrs. Public is indignant over the attitude of certain sponsors who have responded to protests only to "backslide" and "backslide" and "backslide." She says she, "The stations and agencies hastily improve the situation and then slide back into the old material as soon as vigilance is relaxed, with bigger and better murders, ghastlier ghosts and astoundingly unethical situations which would confuse any child who is not a good citizen."

She cites the number of good programs to support her contention that the "pay and profit" motive has no desire to help radio find its true function. Of that, she says, "I do not mean to say that the stations do not have a right to radio for older boys and girls. It is a vital necessity for any program, but it can be legitimate adventure—adventure without within the experience of the average child."

"The boom of the pre-radio era had a profound effect upon our nation, and it is this question of the radio to leave the children a little finer, a little better equipped to face the hazards of life courageously and with honor. I know that even those who produce the

present radio programs for children will admit that radio is not fulfilling this function."

Teachers, leaders of children's activities, psychologists, magazine editors and people in all walks of life are rushing forward to put themselves on record as favoring juvenile programs of a higher type than many now on the air. Many of them are amazed to discover the kind of thing apparently considered suitable for children, and how they write and produce the shows.

Predicts Newswit Children

Mrs. Public wants people who produce these shows to be versed in the knowledge of what constitutes "suitability." Why must children be subjected to all the blood and thunder and horrors of radio and film, simply because someone without taste or understanding or knowledge has succeeded in mastering the mechanics of radio and film?

"Of what advantage is it for parents

Do's and Don'ts for Child Radio Programs

J. S. List has drawn up a code which he feels should govern the standards of every program or motion picture produced for children audiences.

The code is composed of Do's and Don'ts, as follows:

Do's

1. Radio programs for children should be an art, rather than an industry.
2. Write refreshing episodes basically constructed as well as entertaining.
3. Always include the moral, that is, the lesson.
4. Dramatize kindness, unselfishness and cooperation.
5. Create the ideal of heroic service and self-sacrifice.
6. Do not culminate at the end of script without revealing stirring emotional factors.
7. Appreciate the fact that children are great imitators; they love to set out in the realm of fantasy, and they will be imitated.
8. Give children the best possible material for living a recon-structed life, free from negative emotions of anger, fear, worry, jealousy, and envy.
9. Broadcast only such material as will be designed to express un-qualified, constructive stand-ards.
10. Inject such material in dramatic form will fire children's imagination toward a high level of intelligence.

Don'ts

1. The exalting, as modern heroes, of gangsters, criminals and racketeers should not be imitated.
2. Disrespect for either parental or other proper authority must be avoided.
3. Cruelty, greed and selfishness must not be presented as worthy goals.
4. Care must be taken to avoid programs that contain harmful influences in the child.
5. Conceit, smugness, or an inflated sense of self-importance over others less fortunate are out.
6. Helplessness and abandon must be avoided, and must be with a healthy spirit of abandon.
7. Unfair exploitation of others for gain must not be made in prize-worship.
8. Dishonesty and deceit are not to be imitated.
9. Avoid incidents dealing with the extinction of life or such as possible.
10. Do not feature such material which will continuously create a wide gap between what adults think and what children actually do like.

and teachers to study child psychology and child training, only to have their efforts wasted and their work undone by these agencies. Wise children who are now getting a cultural diet of blood and thunder grow up. I wonder what kind of nervous systems they will have. Fanned to the utmost logical conclusion, we are likely to have a generation of unstable, unground minds and shattered nervous systems, unable to meet the demands of life and living in an increasingly complex civilization.

"Such a condition is entirely unnecessary. Parents, if they have the authority will take the initial step that will give the rest of us an opportunity to put an end to all the horror now pouring into the air and flowing from numerous films."

"It has been clearly demonstrated that it is possible to have thrilling programs for children without horror and based on wholesome principles of education and child psychology."

Programs Feisted on Children

Another thing brought out quite clearly by Mrs. J. Composite Public is the fact that many of the programs of the nation's mothers and fathers that these programs are feasted upon the children. Children do not know the difference of "adult" and "child" programs, unfortunately do not know of such things until they are made aware of their existence over the radio.

This seems entirely reasonable, since parents would hardly rise up in arms against radio programs which are in line with their own efforts to make wholesome individuals out of their children.

If it seems unfair to place the major blame upon radio, it's a good idea to realize that the same kind of child training and child psychology are agreed that radio's greatest power is its power over children—that radio is the most powerful medium of the over-present stimulus to childish interest.

SUGAR'S DOMINO

(Continued from page 4)
men once encountered on that beehive of vaudeville booking activity. We did not know that. It was a very well-remembered (which by itself is not an accomplishment by itself) but that his reading, merely augmented a sea mind and strengthened an already strong character. Not as Jack Hodgson but as Carlingford hiding behind type-written anonymity, this man revealed himself to us and to many of our readers as a rare, beautiful character.

Here was a man living in a busy, dog-dog environment with his head high, his shoes polished and his eyes rested on the stars. As we saw him revealed now he reminds us of a smiling, content young man, who was in-formation on us but whom we surprised once in his home-so-busy office reading an obscure magazine. He was not a rather complex philosopher peering out from the top drawer of his desk. None of us knew him, but we were sure he would not be offended, looking down on us from up there, that we have revealed his name.

Life is sometimes heartbreakingly ironic. Jack Hodgson died, it might be said, but he lives in us. We pressed it was not old age. This fine apple grown on a sturdy tree was a comparatively young man, but he was a man who kept his feet on the ground and who communed with the stars and who was not afraid to be a private man as well as a public man, with deep insight, with sympathy and with understanding, was applied to all of his things, and he was a walking one of his long walks, a hobby he acquired shortly after his retirement. We have Jack's name on the list up to the stars when the merciful impact came. Thanks, Ray Hodgson, for Unsmiling Carlingford.

Building a Better Ballroom Business

By WILLIAM R. STAMBAUGH

HAVING been a reader and subscriber of the *Billboard* for many years, I have, from time to time, been most interested in news stories and articles pertaining to the management and operation of ballrooms. I have, however, been particularly successful operators from many sections of the country and touched on the problems that were most vital to the success of their enterprises.

Being a co-manager of two large ballrooms with my partner, Rex MacDonald, here in the south (the Coliseum and the Florida Royal, St. Petersburg, Fla.), perhaps I may also enter, from the standpoint of sectionalism, into the discussion with some ideas that, the old, the new, the best, will very successfully be presented in the right light to the patron.

Dancing Clubs

There is a certain something about the active management of the ballroom that does not bring the dancer and ballroom manager together on a plane of understanding. Consequently, we here in the South have for many years formed various dancing clubs with a regular system of officers elected by all those who purchase season club tickets.

Officers elected include president, vice-president, secretary, treasurer and floor manager. The management of the club and ballroom work hand in hand and, as a result, for the small percentage given to the club, a night for various forms of outings and picnics, these club members feel they are a most integral part of your ballroom. The sole operation of the club on the membership cards for the various clubs are sold at a very moderate price, and when a certain number have been sold to the patron, the sale is stopped, so that particular club has all the members needed for at least six months' successful operation.

Many fine ideas and suggestions come from such organizations, for all patrons who have purchased memberships in these clubs feel a deep and keen interest in your success and bring what advertising falls to bring, i. e., that personal touch that is most always necessary in any successful business.

In fact, each and every club and member (alho they have purchased their memberships at a greatly reduced price) feels a keen interest in your welfare and, with this added interest they create, forms the nucleus for your business. They also add materially to the single amusement that pour thru the box-office gate.

Reservations at Tables

There is another angle most vital to the welfare of the ballroom operator that is generally overlooked, and that is the service granted by permitting each customer to purchase a seat at tables neatly arranged around the ballroom floor at advantageous points. The dancers to inhabit certain parts of the ballroom move frequently than others, they will seem determined to reach the customer centers, those spots. It has always been our policy for more than 10 years to study the reasons for the success of our business, and that we attempt to do anything which will make the ballroom more inviting to them.

In my travels around the country I have observed the lack of cleanliness of various ballrooms, particularly around the various restrooms and lavatories. Cleanliness is most necessary. Walls which become the objects of small-town patrons if cleanliness prevails above stench and filth.

Not a Juk Joint

A number of ballrooms throughout the country attempt to place their business on the same plane as the "Juk Joints" and roadside taverns or loose selling of alcoholic beverages. Why not let the "Juk Joint" character be left to their own customers and invite only those whose

WILLIAM R. STAMBAUGH has been associated with the amusement industry for many years in a managerial capacity and has confined his activities to dance promotions during the past 10 years. In association with Rex MacDonald, he operates the Coliseum and Palais Royal ballrooms in St. Petersburg, Fla., being able to accommodate 5,500 dancers at his dance centers. In recent years he and MacDonald bought and exploited name-band attractions throughout Florida, but because of the steady growth of their own ballroom business they have confined their dance promotions to the St. Petersburg ballrooms. Now both spots operate nightly at least eight months during the year, the summer schedule of operation being slightly varied. Stambaugh is a graduate of the University of Pittsburgh, and his partner is a Colorado U. alumna.

appearances justify admittance to your ballroom.

It may be just a little hard at first, and it simply cannot be done if we actually would pull the majority of real dancers down to the level of the "Juk" customer. However, if discretion is shown by the management in his selection of patronage, this in itself is more than sufficient to pay for loss of undesirable.

Building Patronage

It is most essential that the ballroom manager study just what his patron desires and not what he wishes for his

own amusement. We have here in the South cultivated the patronage of the middle-aged class for various reasons. First, the father and mother of today enjoy dancing just as much as the jitterbug clan and are much better customers when you have once instilled into them the dancing ideas that have been dormant for years. Secondly, outside influences do not detour them from their regular weekly dance.

No one desires to be reminded that he is getting old. Consequently, the urge to enjoy good, wholesome dancing and entertainment is still in the minds of all people, and they are glad to have the management cater to them. These middle-aged patrons also are a very fine influence when the question of where the young folks can go is mentioned.

Special Nights

It is well to offer waits programs several evenings each week. At the quick response! Above all, don't permit your orchestra or help to anker at Pop and Mom, alho they may still be doing the fish-baited steps. After all, they are the cream of all the dancing customers if you can convince them that they are still pretty good.

For the young and jitterbug type we use what we call a "steage" night. At such dances we permit all forms of dress and also "tag" dancing most of the evening. In fact, we give the ballroom over to the collegiate crowd. Naturally, the sophisticated gang will feel that responsibility and respond generously to all suggestions you may offer. Permit them to offer singers and various forms of solos with the orchestra. If only

takes a minute and the leadership is easily distinguished for future ideas for the betterment of the business from your standpoint.

College Kids Not the Type

At the time that I was writing the so-called college type has too many outside influences and is far from a good, steady patronage. The desire is there, perhaps, but the ideas are lacking, except occasionally. Therefore, why not cultivate Dad and Mom along with the young set, but do not respond because of the "steage" problem.

In every community there are certain individuals who possess that rare quality of leadership in all walks of life. Cultivate them and make them feel that they are an integral part of your business, and they will, along with others, take a keen interest in the success of your affairs and all of your promotional efforts if given the opportunity.

As we all know, the dance business responds to many attempts on the part of organizations, clubs and various other groups to take from it profits that rightly belong to the ballroom operator. These groups drag from time to time so-called invitational affairs, private parties and sundry other affairs for the raising of money. At times the operator should keep in touch with such groups and discourage them, even if it means turning over the ballroom in order to keep down such attempts.

It is well to bear in mind at all times that "dancing is a habit," and any time you can get people into your ballroom it means you are forming a habit that will, and does, pay off.

Name Band Influence

The name band certainly has given the ballroom operator the idea of being a loud child in the wilderness of entertainment. He is made to feel by the ordinary booker that a rare opportunity is about to present itself, and that if he does not act he will mean ruin and loss of prestige. Perhaps if each operator would look far enough and think back just a little way in other forms of the entertainment field he would observe a tendency that is often forgotten by the booking departments of the various agencies, namely, the same strikes instead of being satisfied with some half-baked outfit that has become stranded, was something really worth while.

It was the non-louder ballroom operator who made most of the so-called top attractions possible; and if the leader fails to realize the importance of ballroom appearances he may soon find himself in the same class as others who have not been able to get away from the Great White Way. All dancers low paid, so-called rhythm and clean, who some music.

Suggestions: Make the customer a part of your business by promoting dancing clubs; give a table service that will compete with the "Juk Joints" in service, with cleanliness personified; use "name" attractions only when they can play straight dance music and not for the leader's self-glorification.

National Dance Week

Why not have a National Dance Week during the summer months? It will stimulate and create patronage immediately. We have here in Florida offered Waits Nights, Collegiate Nights, Stage Nights, Battle of Music Festivals of Music, Prime Nights, Spot Dances, Whoo and Fox Trot Contests, Bargain Nights, Ballroom Debut, Carnival Nights, Cabaret Dances, Fun Dances, Pajama Dances, Tag Dances, Bolita Nights, Slack Nights, Cotton Nights, Rose Nights, Watermelon Nights and Orange Dances.

I cannot stress too much the importance of the ballroom in the community, for it can and should be the civic center for activity. Young and old alike respond to any and all attempts to create interest in community affairs. They will not see that gatherings, committees, meetings, debates, circus, state festivals and conventions all use your ballroom? It means a very meager outlay for service in rearranging your ball-



COLISEUM is more than just another St. Petersburg, Fla., ballroom—it has become a civic institution under the management of William R. Stambaugh and Rex MacDonald.



INTERIOR of the Coliseum is just as architecturally imposing as the exterior.

Conducted by M. H. ORDENKER—Communications to 1264 Broadway, New York City

F A I R S

Petrilo Fines Berigan G

Financial woes pile up—
\$3,100 back pay due—
AFM handling his income
and other creditors.

CHICAGO, Aug. 19.—A second chaotic chapter was added to the financial woes of maestro Bunny Berigan before his sitting up stakes at the Sherman Hotel's Casino Inn last Friday, with the climax coming in the form of a \$3,000 fine from Mayor Petrilo, head boss of the local musicians' union. Pay-off of the grand was held in abeyance by Petrilo. Berigan's monies were already tied up by the union, and the horn-tooter was forced in legal petition in bankruptcy to slave other creditors.

"For conduct unbecoming to a union member" was the verdict of the Chicago motion picture industry, after a petition started appropriating the cork's weekly pay-check to insure the members getting their money, after a grievance had been slapped on the leader by a Detroit hotel corporation. Right after that, Berigan discovered that the cork leader owned his men back salaries to the tune of \$2,500 before hitting the Chicago scene. Petrilo, after that the cork was holding the bag for another \$123 piece since the Chicago Inn opening.

Also, the Berigan's losters did not seem too distraught over the situation. Petrilo declared it was time for Berigan to do a little straightening up. Music chief wired AFM press Joe Weber for money to be committed to that master. Negotiations will be continued.

(See PETRILLO FINES on page 25)

Calloway Woos Interheptuacs With a Swingformation Quiz

NEW YORK, Aug. 19.—When Cab Calloway goes out on the road next month, he'll take a crack at the audience particularly by the way he handles the quiz with a new quiz creation—a swinger called *Swingformation Phase*. Plans are to have theater audiences answer five questions contained in a *Swingformation Phase* booklet distributed to patrons the week previous to Cab's personal. Winners will be announced on a selected night of the week, with cash give-aways from the musician's helper.

Cab feels the jitterbugs have been abused instead of encouraged by artists who use their very existence to give the swing-conscious youth of the country. It is his idea to make it pay to be hip and to be well informed. As the hip-ster to master mistakes it. "If you are an interheptical enter into contest and see that it is worth money to be a member of the intelligentsia."

Quiz is based entirely on swing lingo. Cab can answer knowledge of the music. When you finish the booklet's course and know all the answers, says Cab, you are an interheptical graduate and are entitled to a certain diploma.

Sample of the stuff these managers

Shaw-Miller-Dorsey Share Disk Popularity With Tschakaikowsky

BIRMINGHAM, Ala., Aug. 18.—Music lovers here are all doing a record-hauling business these days. Two years ago, a phonograph record was almost a heretofore relic, a memento of the wild and bawdy days of the twenties, a noteworthy return to the ritualistic disks, especially among the younger set who were collecting has become a favorite hobby.

Pennings Burns, who sells the waxed sides in Birmingham these days, says that his sales when he says that Artie Shaw, Glen Miller and Tommy Dorsey—

Class To Woo Cats

PITTSBURGH, Aug. 19.—A new wrinkle in promotion stunts is being tried by Dave Janavick, operator of The Willows, suburban dancest, currently featuring Red Hinkins. His hooded in Victor Saueck's little symphony for two pop concert on August 22 and 29 as an extra added attraction.

Penny Moves To Nix Loudspeaker With Live Crews

PHILADELPHIA, Aug. 19.—Confederates of all the musicians' union locals in Pennsylvania at last Sunday in Allentown, voted that a survey be made of all spots using automatic music machines with the view that strict case be made to force operators of these spots to supplant the loudspeaker with a live crew. Survey will be started immediately, with all the locals shaking up the number of spots in their jurisdiction that use automatic music machines.

Frank DiSensider, of the Reading local, was elected pres of the conference by acclamation. The Philadelphia union, because vice-pres by the same method. Prince Williams, of Pittsburgh, was named secretary.

Airward also announced that an agreement regarding the restriction of advertising will soon be reached between the union and the Benjamin Franklin and Ritz Carlton hotels here. Arthur Nohl, manager of Adelphi Hotel, told Riccardi that he cannot as yet make any definite commitment to that master. Negotiations will be continued.

(See AIRWARD on page 25)

will be offering their patrons is along these lines. For instance, one question asks, "Are you hip to etiquette? What is the proper way to take a bow?" To direct his attentions away from your lady friends? And the answers give you your choice of "Take it slow, loud and wrong, you come on like gang busters but you're going out like Wayne King." "Or 'This chick is looked up in this direction, so just cut out while your conk is all in one portion."

Another typical query asks if you are hip to nicknames, patrons being asked to identify "Father, Dumpty, Cdu, Beagles, Cabbage, the Duke, Chu, Bob, Rabbit, Tram and Bix." Question is framed thusly: "Just imagine yourself invited to a conversation between a number of hipsters who know all the famous musicians by their pet names; how many of the cats could you dig?" Answers to the aforementioned nicknames, in order, are Earl Lones, Duke Ellington, Chu Berry, Duke Ellington, Bill Robinson (tap dancer), Cab Calloway, Louis Armstrong, Coo Cole (Cab's drummer boy), Johnnie Hodens (Ellington's alto sax star), Frankie Trumbauer and the late Bix Beiderbecke.

In the order named are the baton-waving gods of the jitterbug generation and the world music captured in a record by Foot Frongie are the moody and lilting *Swaine Serenade* and the frothy *Ber*.

But the classiest are in their fighting across the music counter, too, altho it's a world music captured in a record by Artie Shaw, which is simply out of the world music captured in a record by Artie Shaw, which is a favorite recording of long-haired music lovers.

Music Makers Bridge Outdoor, Indoor Branches of Show Biz

Name bands first on getting the call—pay plenty and it ain't tin—big agencies blaze the way—ork clinic for fair parley—even midways try tootlers

NEW YORK, Aug. 19.—Last year and the season before, isolated bookings gave a marked indication to the fair and exposition field that dance bands of national pop promise to be "the shot in the arm" long sought to stimulate attendance to the fairsgrounds. The bookings this fair season are also scattered, dates set are far in excess of what they have been in previous years. So much so that dance bands for fairs are out of the "frank" attraction class and promise to provide a profitable field of employment for the musician in seasons to come.

In fact, it is not unusual to find bands in the "frank" attraction fair and success for longaid book offices at these stock, food and cattle shows.

U. S. Records Sets Young as Sales Mgr.

NEW YORK, Aug. 19.—With the acquisition of the last Sunday in Allentown to record, Eli Oberstein sets the machinery of his Oberstein Sales Record Corp. in motion with the first step being naming Herb Young to the post of sales manager. Young is one of the best known record salesmen in the business with six years' experience with RCA-Victor and established connections with distributors all over the country.

Oberstein expects to have his talent and tunes lined up by next week, with definite announcements coming at that time as to what names will be marketed at the 75 and 50-cent labels.

Wimbi Setting Up Management Office

NEW YORK, Aug. 19.—After an extended tour of the country, Paul Wimbi is back in town with plans well advanced to conduct his own personal management office. Wimbi's new venture, which will be similar to that of the conductor he met at the Paul Whitehead in a managerial and booking capacity last fall, is set to get under way within the next few days. Definitely set against the idea of bringing a flock of bands under his managerial wing, Wimbi intends limiting his office to two or three acts. Office will be mostly management, with Wimbi stepping in to look personally if necessary.

Chicago, Aug. 19.—New band set-up in local William Morris Agency gives the office here all booking territory near the Ohio State line and from Canada to New Orleans. Cross Country, new one-night booker, reports that he is currently lining up dates for the Lynwood and who will work his way in to Chap Pare here, where he opens for 14 weeks on August 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31.

Next month one-nighters thru Missouri and Wisconsin, and will wind up week of September 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31. Bestor and Lynch will play fair dates, both ending in the same place, The Lynwood, August 23 to 27.

Harold Esner, of the local WM band department, reports that he has secured Bob Zurk's personal manager, Mary Billmoe, at the same time, joined the cork office. Esner's former office connected with Reginald Voorhes.

Goldkette Symph To Tour

DETROIT, Aug. 19.—Plans for a country-wide tour of the new American Symphony Orchestra, directed by Jean Goldkette, one of the finest conductors in his old home here, aimed to carry 30 men on tour, hiring 30 locally in each city played. Goldkette expects to continue the symphony as a permanent organization.

While there isn't year-round employment in this outdoor branch of the amusement industry, the fair field does boom as a most profitable bridge tying together the summer and fall seasons for the bands. Just what they can mean to a band on tour is seen in the case of Paul Whitehead, who was able to grab up five weeks of employment at the outdoor stands to make an August-September road tour reap the shekels.

Music men are not alone in the one look-see natives get on live talent, it's only natural that a name exploited and they know to them thru radio and records would be T. N. T. at the turnstiles when the "in person" opportunity is afforded. More important as far as the fair secretaries are concerned, is the fact that the dance band element is the most popular of the younger element out to the grounds—building a class of potential fair followers and a definite attraction for the outdoor exposures because of the city taste incited in rural life thru the medium of the radio.

Foremost in blazing the way in this new field of employment for the dance band is Dorothy Johnson, bringing the only from the standpoint of bookings but in miscellaneous work, acquainting fair season with the "in person" element is untied and practically foreign to them. MCA has had Hogan Hancock, of the Dallas, Tex., on the road all year peddling bands and units to the fair folk. Package shows, sold for solo stands or full runs of the fair, include Duke Lucas for the cork name with Hufe Davis, Bob Keller, Chas. Chase, Honza Romero and the Dorothy Johnson, bringing the unit on the cash fare. Units sell from \$3,500 up per day. The top-right hand names have usually strong enough to stand alone. Art Weems, of the Chicago R-OAC office, has also made definite strides in this field.

Bands not only highlight the grandstand show, but also play for dancing alone. The Dorothy Johnson, bringing the younger element. At the Iowa State Fair, a portable dance floor has been built up on the roof of the Grandstand and running a block long. The Brown County Fair at De Pere, Wis., has brought in Joseph Becker, owner-operator of the Riverside Ballroom at Green Bay, Wis., to manage the dance pavilion in connection with the fair.

The list following indicates the extent of bookings at fairs thus far this season and the type of attractions booked. While there are some two thousand state and county fairs and expositions in the United States, only a few in Canada. Bookings indicate that the dance band has made a head start in the fair field.

Fair 1 (R. I. Fair Aug. 1-4)
Charles Agnew on August 1 (R. I. Fair)
Fair 2 (R. I. Fair Aug. 1-4)
Charles Agnew on August 1 (R. I. Fair)
Fair 3 (R. I. Fair Aug. 1-4)
Charles Agnew on August 1 (R. I. Fair)
Fair 4 (R. I. Fair Aug. 1-4)
Charles Agnew on August 1 (R. I. Fair)

Wis. State Fair, Superior, Wis., August 14-16
Chicago County Fair, Ill., August 16-17
Ill. County Fair, Newman, Ill., August 16-19
Charles Agnew on August 16-19
(See MUSIC MARKS on page 26)

The Maestro's Gains--

Mellow Smoothness In Melody

By DICK BARRIE

MY PRINCIPAL thought in starting my band was to please the tastes of the dance devotees as much as possible. I realized the need of a style of playing, and bent every effort to combine several thoughts in this make-up: the type of music to be played, the musical patterns, a musical trick or two to be used

IT ISN'T a subject of world moment, this question of band styles, but it is important to an orchestra leader when he considers that his whole future may hinge on it, not to mention the jobs of a dozen or more musicians and a couple of vocalists. His own happiness, pride in and enjoyment of his work, too. Personally, I would go nuts after about two sessions with a Mickey Mouse band.

The J-Bug Menu

Swing's still hot; how about a swing band? Well, that has a lot of points in its favor. Makes you popular with musicians—but they always come in on passes. Makes you popular with jitterbugs, but they like to keep their checks in two figures—on the right side of the decimal point.

And on the other hand, strictly swing means an improper attitude on the part of the better hotel gods, because they cater to neither musicians nor jitterbugs and they want the doors to swing in with spenders, not out from blasting brass. Swing is swell for theaters, for one-nighters and so on, but it's the locations that have the network wires to build you up so you'll do business in theaters and ballrooms.

How about swing, then? Lombardo's still doing all right, and hotels will go for a sweet band. But you can't play 12 months a year, and unless you're a Lombardo your sweet band is no good for theaters and one-nighters. And that's where you make your money.

"Sweet swing!" Sounds like a perfect compromise, and would be one except for one thing. There ain't no such thing. It may be sweet, but it certainly isn't swing generally. A sweet band that calls its style sweet swing as a concep-

tion is like the sweeter, and a following swing number all the hotter.

Blazers and Ballads

That's the problem we follow, except that we extend it even further, for it's also possible to achieve contrast within one arrangement. But we approach this as an individual problem. If it has an appealing melody, a whistleable tune, first of all we sell that melody. If its structure is such that it can be used in several variations for the get-off boys, later on we'll sing it; if not, we just stick to the melody. On the other hand, the tune that is not being expanded and figured, that are more pyrotechnic than melodic—we just let those blaze.

What's the result? Even the most ardent jitterbug has to get his breath occasionally, and they like dancing cheek to cheek, too, if you'll just give them an opportunity to show off about half of the time. And when they stop dancing their heels around, the older folk—meaning from 25 up—get up to dance to the romantic tunes.

Here's another result. If you cater to jitterbugs exclusively you'll find your band being hot stuff for a year or two and then a rival creeping up on you. Those kids are growing up all the time and they bring their favorites up with them. And what happens? You lose your jitterbug following just as they get jobs, get married and start having children. As they turn into industrial citizens who will not only pay to hear your band at a theater or ballroom but will follow you to the Zoo, they flock to you on an anniversary or some such occasion, and spend as much as 10 bucks, maybe.

But when you give them the best you've got and the best of everything, they'll respect you every day, and you're getting somewhere, and in 10 or 15 years the boys in your band will start calling you Pop.

Smoke in Their Eyes

In all my newspaper work I haven't meant to disparage jitterbugs. If I have, for I love 'em. God bless them, they're our bread and butter. It's just that they grow up, and you want to keep them with us, always. Why, we've had couples coming out to Meadowbrook all summer that we started off on Parade in the Milk Bottle Cops at Glen Island. Couple five years ago; they're married now, and get their biggest bout out of hearing Bob Eberly sing and Tommy Dorsey play. He says it just as good five years ago, but they had so much smoke in their eyes they couldn't see him.

"Tic Tocs" Are Commercial!

By GRAY GORDON

son to the times, and occasionally plays loud and fast, or both.

Mickey Mouse Music

That leaves, by and large, only Mickey Mouse music or a highly specialized style to choose from. I've already indicated my personal opinion of Mickey Mouse music—fortunately for that type of band, my opinion is by no means representative of public taste. Contrast the style runs the risk of being too monotonous. There are exceptions, of course, but they are exceptions that prove every rule.

So why not, in an honest, sincere and conscientious effort to please an absolute maximum of the public, play both swing and sweet music? Contrast the essence of showmanship, and where a straight diet of swing or sweet falls on me, let alone the public, a swing tune followed by a sweet tune makes the

difference. In fact, those who have been following our orchestra will notice a slight minimizing already, although only a trained ear might be able to detect the difference.

I realize that during the building process an orchestra has to stand out above the rest of the field if it hopes to attract any attention from the public and the bookers. It can accomplish this by having that certain something that will stamp it as a "new idea." It has been my exceptional good fortune to



GRAY GORDON

have "Tic Toc Rhythm" accepted by critics and fans in a manner beyond my fondest expectations. However, I am aware of the fact that this style can be a mere musical fad unless I am careful about its presentation and overemphasis.

When I feel that the band has reached its point of greatest attraction, I will experiment to find that medium at which the music continues to hold the audience and at the same time feature only as much of the "Tic Toc" as is necessary, thereby eliminating the musical fad hazard. But, at the moment, I believe that "Tic Toc Rhythm" is a commercial angle that offers the public something different.

Blues on The Upbeat

By WOODY HERMAN

THE first question a band should ask itself in choosing a style is: Is it individual, distinctive, recognizable? For no band has ever gotten to the top without any individual, distinctive, recognizable style. Just think around in your mind for your favorite six orchestras, and you'll find that you think of them musically and according to their individual styles. You don't think of the way Benny Goodman looks—his signature rings thru your mind. You recall Art Shaw's clarinet in *Shoof the Litter to Me*, not his face, and Tommy Dorsey's trombone in *Getting Sentimental*.

And as you spin the dial on your radio, if you cross one of the programs you know the band even if you don't know the tune, long before the announcer confirms your recognition of the band's style. Of course it's a moot question as to whether you recognize the style because the band is popular or the band became popular because of its recognizable style—but why take any chances? If your style isn't recognizable from the start it won't be any more distinctive when you get up there—if you get up there.

Selecting a Style

Agreed, then, that a recognizable style is a requisite—what style? Swing, sweet, trade-marked, or what? There's only one thing sure about public tastes: They go to change, sooner or later, so the



DICK BARRIE

for identification, and last, but very important, a combination of five vocalists. My own natural conception of music being swing, I selected a sweet style for my unit, feeling that I could best give my talents to that end. Too, when I started my band the general trend seemed toward "swing" and I felt that a contrast musically would prove a help to my ultimate success. A pattern was set up for all tempo, but I gave way to slight deviation in this pattern at times to experiment with different ideas of musical thought. If these proved good I kept them, but I never returned to them—but in all I have a definite pattern which is followed in the construction of all arrangements.

Doink Doinks

A year of thought brought out a figuration best classed as "musical steps"—which, incidentally, the boys in the band call "doink doinks." This was tried first with mello-trumpets, and later with all other instruments, immediate success being noted when dancing used this figuration when we played. We overdid this effect until we were sure of its catching on, and then inserted it into every arrangement.

Today this figure is being played from Coast to Coast by many bands—of name value on down; but rather than feel ill toward my "doink" about it I hold it a compliment. At least the idea proved a success.

I feel that many of the popular bands of today have overlooked one very important element in the making of their vocalists. I take great pride in presenting my vocalists, Anita Boyer, Eddie Metcalfe and Bart Rogers, for I feel that we have picked the very best swing songs. These three folk form our vocal trio, *Just We Three*, and they appear the swing-conscious fans with unique interpretations of the day's best swing songs, done up in a swingy, rhythmic style.

Thus, in summing up my unit, I have a sweet, rhythmic band with a musical trick for identification, I play all tempos and can do up "a bit of" swing when necessary; but as far as my own personal taste is still a great favorite. That, with the rhythmic touch and fine vocalists, makes me feel that I can reach the heights of my desires.



JIMMY DORSEY

thing to look for is something that will fit in tune with the tempo of the times when it becomes a modern classic. The trouble is to guess which it's going to do.

Jazz rode in with the war, and high style and handsome for several years after, on the upshot of wartime. It stuck on thru the post-war depression, but when the boom times of the mid-twenties came along we no longer needed fast, hot music to make us forget our troubles. There were pleasures of the moment to dwell on, and people began to tune their records more often to the sweet, melodic music of Guy Lombardo and Wayne King, out in Chicago, to the lush woodlands of Jack Denney up in Montreal. Those bands rode in, and rode in big, on the trend to sweet music.

Pioneers of Swing

They say that when a depression's on

The *Rhapsody in Blue* and *Concerto in F* are in the blue class, but aren't blues as far as the 12-bar strain, etc. are concerned.

Not only that, but the blues are American, the only American folk music and the only American development in music wholly free from European influences. And even two years ago when we started out, we could see the wave of nationalism and Americanism ahead, the patriotic urge which reached its peak, oddly enough, this summer, when our style really reached after two years of more or less thankless barnstorming.

Not Blue About It

So we pumped for the blues, and we're not blue about it at all. They say imitation is the sincerest form of flattery, and in the last few months two or three bands have been formed with the announced intention of specializing in the blues, and virtually all of the established orchestras are programming more and more blues numbers. More power to them, for every blues that's played on the air is a plug for "the band that plays the blues."

For a couple of years they called us "the band that sings the blues," for there's no getting around it, a lot of band buyers thought we played sad music. They didn't know, until we showed them, that the blues are more happy-go-lucky than anything else, and that they can be not only sad but gay, slow or fast, somber or sprightly. That's what we think the times to come are going to be made of—up and downish, not too good, but not too bad, either. Either way, the blues will fit. In fact, we've made one record that fits your mood no matter how you feel. *Blues Upstairs* on the top side and *Blues Downstairs* on the bottom side. Keep your sunny side up!

WOODY HERMAN

its way Negroes feel it first and get hit hardest. Anyway, it was the colored orchestra who pioneered swing, which was nothing but jazz without dances. They'd been playing it right along, of course, possibly because property hadn't hit them either, but in 1929 Duke Ellington suddenly climbed in his big way, so did Cab Calloway, a few white bands, Ben Pollack and Casa Loma, were playing swing, but it wasn't quite respectable yet—it didn't even have a name.

In the depths of the depression Benny Goodman rode in, this time on the swing to swing. Here was music you could forget your troubles, so, here was something in which kids fresh out of high school and college, who couldn't get jobs, could excel, dancing to those quickened tempos. Jitterbugging was—work! look at the faces of those kids the next time you see any rug-cutting and see how serious they are. They're trying, perhaps, but not happy, to get out the dancing. It's an huge mechanism. Give them jobs and let them get married, and they'll slow down.

When Isham Jones retired and our band decided to go in, in co-operation we went thru all the reasoning I've outlined above. First, we wanted a modern style, second, we wanted what, if it clicked, could supersede swing. Our musical idea, to do that, had to be big.

When we had an arranger, Gordon Jenkins—now musical director for NBC in Hollywood—who was a pushover for the blues—in quotes. He collected blues records, wrote lyrics, wrote melodies, blues history, and before long he had infected the rest of us with his enthusiasm, and particularly Joe Bishop, then and now our firstborn son. The better, Gordon and Joe had written *Blues Prelude*—remember?—and *Blues Evening*, a hit today, among others.

Blues as an Idea

There was no getting around the fact that the blues was the idea for the blue groove birth to jazz, to swing and even to the currently ascendant boogie woogie. And jazz, swing and boogie woogie were just styles of playing music, while the blues was a musical form in itself, with, as George Gershwin had demonstrated, enough worth to inspire a blue style. Consequently, when we actually knew one real blues, *I've Got the Blues*—*Know Me—Hill-y-ll—Doris Blue*

forming with our style, the brass is usually muted. The trombone is a key instrument in the band because we often feature it solo, using a special mute.

Our rhythm has always been very well defined, since we aim to make everybody in the room dance. One of the finest compliments I have ever received was from a hotel manager who told me my band was the easiest to dance to. That's what I like to hear.

We use the electric guitar a lot but only behind vocals. Incidentally, vocals are extremely important in the days inasmuch as the customers like to hear the lyrics. Right now I have four vocalists, Clyde Burke, Tommy Ryan, Jimmy Brown, and Charlie Wilcox. You may note the absence of a girl singer. So many have asked me why I don't engage a female vocalist. All I can say is that I wouldn't be averse to adding such a person to the band if I could find what I want. Perhaps I expect too much.

Our catchphrase, "Swing and Bop," has been a valuable asset. That, too, came by stages. We were broadcasting one night in Cleveland, and the announcer gave us a tremendous build-up. "This is the most important thing that's happened that swings—the band that is—'As fast as a fiddle for a word, I interpreted 'swings.' So the announcer said, 'Swing and Bop' with Benny Kaye's 'The phrase caught on, and we've been using it ever since.

Why a Style Band?

By HAL KEMP

WE'VE often been queried as to the subject of "style in a band." What is it? How is it achieved? What are its advantages?

Behind the subject from its broadest aspect, "style" in a dance band usually comprises one or several tone colors or musical tricks that give an orchestra a trademark that enables the public to identify the band readily merely hearing a few bars of the music. Stories as to how styles are originated usually vary with the imagination of press Agents of the respective maestro concerned. In most cases, however, style is the result of years of experimental work, the inserting of different effects and tone colors into arrangements—discarding those that don't go over, retaining those that do.

When we first started back at the University of North Carolina in 1925 we were just one of those college bands. John Scott Trotter and myself were the only ones in the seven-piece outfit who knew how to read music. And it took six long years of hard work to achieve what we have today.

Telegraphic Trumpets

Probably the most readily discernible phase of our style is what one critic derisively labeled a "telegraphic trumpet" effect. As its name implies, this is a series of accented or cut-off notes played during intervals between melody passages by a three-man trumpet unit.

Then there's our sub-tone clarinet effect, achieved by playing the instrument thru megaphones, imparting to the clarinet a deeper and more mellow tone.

Swing and Sway

By SAMMY KAYE

FROM the first, I realized that a band can't survive unless it has an original style and illustrates that style efficiently.



SAMMY KAYE

Our swing and sway style evolved by stages. We tried various tricks and phrasings, discarding most of them either because they were too extreme or because they were not danceable enough. There was a time when I was undecided whether to feature swing music or the sweet variety. I decided in favor of the latter because it seemed more commercial and would have a longer life.

Swing to time, but who knows how long it will last? Sweet music, on the other hand, will always be in demand. Concentrating first on the saxophone section, George Bradford, a swell lead saxophonist, tried several tone qualities and we finally decided on a sweet alto tone. Our four-piece sax section is very flexible, each man doubling at three or four instruments. Our clarinet work is important, too, being an essential part of our style.

We have had a three-piece brass section, but I am adding a fourth man so we will have three trumpets. Con-

quality. Also, we have placed emphasis on the double-octave piano solos and glissando saxophone choruses.

Probably the greatest benefit of a style is its advertising value. When the public recognizes a band by its music without benefit of an accompanying announcement, the maestro has something.

Naturally, our reason for having a style is commercial. We try to play popular music in a fresh and novel manner different from anyone else. But at no time is our arranger, Harold Mooney, fettered by the shackles of a style formula. If he feels that one particular effect fits an arrangement, he inserts it. In that light, we try to keep our style fresh at all times.

But regardless of a style, the greatest factor to be taken into consideration is the public. It's the public reaction to your music that is the guiding light for any style.

Cascading Chords

By AL KAVELIN

THEY Vogue in modern dance music appears to be going thru an evolutionary cycle reminiscent of the evolu-



AL KAVELIN

tion in women's fashions. Dresses descend lower and lower until they almost touch the ground. In fact, some of the formal gowns are made still more imposing by a sweeping train. When the designers find that they have gone to the extreme in length, they begin to move in the opposite direction toward startling levity in dress, until a bigger expose above the knees would prove too daring and the Vogue begins to retract its steps once more.

Dance music has certainly gone thru a most interesting evolution from piano-waltz to foxtrotism and furorism. From the waltz tempo to dancing to music with a sting. And now swing music has reached such heights of frenzy that its only way of moving forward is by modulating backward.

My own observation and experience as an orchestra leader lead me to the opinion that most people who dance in all its manifestations and tempo and tempo, as long as the compositions played or sung are distinguished by a basically beautiful melody and a highly pleasurable harmonic arrangement. A jocular piece can be turned into a choice classic. A classical number can be transformed into a vibrant, dramatic or even a somewhat humorous arrangement. A jocular piece can be turned into a choice classic. A classical number can be transformed into a vibrant, dramatic or even a somewhat humorous arrangement. A jocular piece can be turned into a choice classic. A classical number can be transformed into a vibrant, dramatic or even a somewhat humorous arrangement.

Jazz in the Classic Idiom

The present tendency in music for dancing seems to point toward the classic idiom. Our better orchestration ar-

ingers have evolved a marvelous technique in orchestrating dance music with the charm of alluring classics. This classic reinvention in dance music has tremendous possibilities—first, because the talented arrangers of today can really do magnificent work in classifying a piece of music as popular or as a classic gem; second, because radio has helped to make the majority of listeners appreciative of the classics in music, and, third, because the variety in a dance refrain makes it doubly appealing to them.

It should prove intensely interesting to watch the musical evolution from "chaotism" to classicism, from swing to swank, from noise to music. Our current music of living faces on at a furious pace. The clamor for perpetual, revolutionary change is intense. What was the vogue yesterday is superseded by a new fad today and by a newer fancy tomorrow.

The demand for drastic change is particularly emphatic in the musical world. Competition among pianists and orchestras is fierce. Because business conditions have been depressed for fully a decade, important orchestral engagements in the big music halls, on the radio and on tour are limited in number. For each opening scores of orchestras are available. Competition is so intense that many big bands, it is reported, have opted for a survival of the fittest.

Importance of Innovations
Band leaders realize the importance of musical innovations. To click, a contemporary music has something different with which to sway the public. And it is this urgency to be individual that is accountable for the swinging rhythms, dance music and for the various tingling, rippling, sliding, prismatic and cascading musical monikers.

But a distinctive music "trade-name" that is not backed up by a distinctive, debatable musical style is not likely to achieve its objective. In my own case, I covered my fingers with a "trade-name" style of playing dance music before I fashioned a fit, fetching, rhythmic style-name for my music.

My compositions revolve principally around three saxophones and two trumpets, which produce certain "jugal" and "cascading" effects that are said to fall to the ears of the listener as an amount of wonder (even among musicians). It is amusing to hear some people say that the whirling, rattling, rousing effects of the swing of a cascading waterfall. That's precisely the effect that I wish to produce. Other effects seem to suggest the plaintive lament of a steel guitar, the I do not employ this instrument.

The more listeners are intrigued and bewildered the more I like it, because the more they do something different. By different, musically speaking, we mean a band must have the "style" factor. But style is a dangerous item in the music pattern, because there is the possibility of a band adopting a style and constructing all its arrangements so much alike that the public loses interest. You can notice



GLENN MILLER

many bands today that use the same musical trick in every introduction or the same musical phrase as a modulation into the chorus. The result is that invariably the musical utility of the band is hampered, while at the same time the public tires of the continued repetition. We believe that the identifying factor in the music a band plays is very important. This is the difference between one band and another. But we believe the style should come from the way a band plays a tune rather than from a musical style trick.

Music To Entertain

In the case of our band, an already mentioned, our style comes from the method of arranging for the saxophones which we have developed. But this style is only present in about 50 per cent of our music, the meat and potatoes of the menu.

Another of our important courses on the musical menu is the entertainment type of music. This is a good quarter of what we do. We don't believe in forced, unentertained. The use of funny hats, unentertained instruments, curious methods of dressing, etc., has no part in our band. When our soloists get up to take a chorus or when our sections work together there is nothing forced about the way they play. The fellows are never fazed or jam around a melody with so many variations that both dancers and listeners get the impression they've dropped into a steel foundry by mistake. Give me two or three good solo men like my first chair trumpeter, Charlie Spivak; an arranger like Red Bone, who knows how to talk things over with me before setting his pen to the sheet, and at least 18 men who understand and appreciate tone quality, then I feel I am on the right track. A large band is one of the more important features for the type of thing I'm striving for. There is a flow and rhythmic beauty to be had can with the right kind of big band that gives me a thrill.

In the case of my band now, we are continuously trying for the pure and interpretive type of thing done a lot in the days of Dix and the boys. I have arrangements which call for some of the lads to ride out on a fast one or slow wall of a blues, but it must be done with taste and a feeling behind it. I don't want anything that even resembles the jumble that emanates from some bands, and unless there is a restraint and a feeling for putting something across, that is what happens.

Vary the Diet

We're convinced that a greater percentage than ever before of the attendance in hotels and lobbies are anxious to dance. The individual musicians are still major assets to a band from a standpoint of fans. On novelties and killer-dillers, the dancers crowd the stand and enjoy the entertainment quotes which the band offers, a band which can still offer rhythmic dance tempos. Too much of any one type often results in a lull, but breaking up dance sets to include some popular dance favorites played in a distinctive manner, some novelty songs, and some of the heavier swing, we believe, results in pleasing the greatest possible percentage of the fans. Not even the most rabid swing fan would like to have killer-diller music accompany him while he's enjoying dinner. Fitteridge don't rush jitterbug music as an aid to digestion.

In one respect we feel capable of penetrating the field of the highly styled dance bands. At the same time we also feel able to convert the strictly swing fans. The advantage of being able to do this is best seen because we can hope to make friends in both groups

without making enemies by failing to include a percentage of both types.

From the great interest shown towards our record section, we have recently learned that many other bands are incorporating an additional saxophone in the orchestra—increasing from four to five. Tommy Dorsey and Bob Crosby are two of the bigger name bands which have done so. And an out-of-town musician whom I had reported additional employment for several weeks in local bands, with the result that in the future, possibly, it may be sought. If not, else, our way of playing has brought about employment for a few of the numerous out-of-work sax men.

Powerhouse Is So Much Poison

By JACK TEAGARDEN

NO BOOBY stuff for me. Any arrangements that call for the boys to start jumping at their instruments as if they



JACK TEAGARDEN

were the first T-boote steals they've seen in six months are so much poison to any band I lead. And I don't mean by that statement that I'm conducting a sweet band either, because we pitch out strictly in the swing and blues medium. But there are some swing outside boys and jam around a melody with so many variations that both dancers and listeners get the impression they've dropped into a steel foundry by mistake. Give me two or three good solo men like my first chair trumpeter, Charlie Spivak; an arranger like Red Bone, who knows how to talk things over with me before setting his pen to the sheet, and at least 18 men who understand and appreciate tone quality, then I feel I am on the right track. A large band is one of the more important features for the type of thing I'm striving for. There is a flow and rhythmic beauty to be had can with the right kind of big band that gives me a thrill.

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Champagne Music

By LAWRENCE WELK

IFER, it is an original band emphasizing in my music that creates the individual "Champagne" style. It is a medium tempo lull with a little lift and bounce, smooth and at the same time light, which whips into sharp moodiness with clarinet, considerable organ, a touch of accordion, but with very little help from the sax department.

I find that my style has appeal to both



LAWRENCE WELK

old and young and lends itself nicely to most tunes. I have been having trouble, however, in finding good arrangers for my band, for they experience quite a bit of difficulty with the different phrasing and licks employed in my instrumentation.

I have had quite a bit of luck playing better types of standards and old favorites that are of particular appeal to older customers, and we must be prepared to play all types of spots.

I personally like violins and use two of my bass men and pianist as double. I employ the strings occasionally to lead a line touch to the slow and sentimental ones. When out in the open I discard them altogether. For the set-up demands plenty of volume at all times.

I like to feature individual men, using such instruments as the trumpet, Broadway organ and clarinet, with the best result. This feature produces more showmanship that way and lifts the cut-out of the ordinary dance-band type. Great care should be applied, however, to give it distinction and, at the same time, a commercially entertaining touch.

Vocals are good and I use them generously. I employ two men and one girl singer, in addition to three musicians who double with straight and novelty voices. They spice the tunes considerably.

The Chicago Style of Jazz

By MUGGY SPANIER

MY STUFF is strictly an expression of the way I feel. Now some of the commercial lads are going to titter up their sleeves at a crack like this. Because, they'll say, it can't be done if you want to eat regularly—and maybe they're right. But with will it will just be a case of "time-will-tell," because I know how I know how to play that horn of mine. If my band becomes commercially successful, it will certainly be (See Maestro Explains on opposite page)



MUGGY SPANIER

Music in the Air

By DANIEL RICHMAN

Solon With a Swing
NAT BRANDYWEYNE (*Reviews - Carlton Hotel, Atlantic City, WABCI Inc.*)
 Nat Brandyweyne has been announced to be expected to turn in a better-than-average remote, since it's essentially a solo and the grandstand and smart hotel rooms where the accent is on solo rather than swing. But anything new and new happens on late hours air waves, and Brandyweyne's small aggregation managed to deliver a more than usually listenable performance, due mainly to a sapient choice of numbers. If "unmistakable brand of rhythmic swing."

Helping Brandyweyne's cause was the playing of two of the hit tunes out of his new George, Walter, Scottsells, *Are You Honeys Any Fun?* and *Good Night, My Beautiful*. New songs from an important music-making, undergirding tropic and themselves to impressive build-ups, and the band purveying them gets its share of the good being progressive and up-to-the-minute. Except for the pair of show tunes, the rest of the program contained all pops, with the good enough blend of new and old tunes to show the fact that there were over two too many of the latter. Only really had listening on the show were a few curly acoustical numbers, with the titles of the tunes coming up.

Swing With a Finish
A REMOTE with a high degree of interest from **FRANKIE MARZETTI** (*Hotel St. Catherine, Catalina Island, Calif., WABCI*) and proved again that Marzetti has come to be well arranged and smoothest sweet swing on current airwaves. Program caught was about the middle of the hour, and was apparently to the fact that it was a cause crowd for whom the band was playing on the Coast. As a result, there was a late one in the East on account of the several hours' difference in time. The steady clip of bandstand, however, was associated with several brand-new numbers and an outstanding bit of Oriental ballad, musically effective, and played well. The remote was surrounded in a way that by an aura of class that was notably distinctive.

Music Biz Cashes in On Motor Biz Meets

DETROIT, Aug. 19—With resort and summer bookings, which have kept hundreds of musicians in this section in the ranks of the employed coming to a close, the automobile industry is evidently returning to its old role as the principal provider of dates for some of the better class bands. Usual motor show dates have been in the winter, but now, urged by the companies to push the showings of new models about several months in front of these events coming as early as August.

Current bookings of Del-Ray Orchestra include a date with the motor show to be bands playing in the one-industry town. Del Debraige played August 18, 19 and 17 at the Motor Show and district brought to the home offices here, and also plays for the Oldsmobile show at the Motor Show in Detroit.

Ray Gorell has been booked for the Buick convention for 10 days, opening August 23 at Flint, Mich., and on August 26 plays the Nash-Kelvinator convention at Hotel Stevens, Chicago.

Clinton's 11C a Pleasant Sun. for Pleasure Beach

BRIDGEPORT, Conn., Aug. 19—Lorry Clinton, prime fat around these parts, giving a one-nighter last Sunday at Pleasure Beach. The crowd drew an attendance of 1,438 persons.

As an added attraction, the finale in Clinton's 11C concert, whereby Mrs. Pleasure Beach was crowned queen on the same night. With admission \$2.00, the show for night was a mighty \$1,107.25.

MUSICAL GLASSES

Most wonderful, most beautiful...
 CLYDE A. BRUNNER, Richmond Hill, N. Y.

PETRILLO FINES

(Continued from page 19)
 checks until each time as all indebtedness to the members was squared up. Weber gave his check and Petrillo became Petrillo's trustee. The manager collecting for the band on the Savoy Ballroom solo last Saturday. The Modernistic Ballroom at Lake Park, Chicago, and making arrangements to get the \$150 coming to Petrillo for his week at Lake Park in New York next week Thursday. These three dates will probably put Petrillo in the clear with his men, but will still leave him in the hole to the Chi local union.

The strike started earlier, its shadow on the trumpet-tooter shortly after he organized his band, as the book-keepers took it fast enough to cover the salary contracts he had with his men whether the band worked or not. Trunch was loyal to the other, and no doubt would have stuck it out anyway. What will happen now depends on Petrillo as a financial manager, and how often he can get the work booked. Otherwise, one more misstep will probably spell curtains and expulsion from the AFM. Maestro also expects to get his managerial misstep settled in New York, too, but he has not yet had that score since both Arthur Mitchell and John Giustiniani claim he has contracts with them.

MAESTRO EXPLAINS

(Continued from opposite page)
 the result of the customer coming to my mind of the customer, and I'm looking up a lot of junk which we think the customer will like.

Many labels have been lagged onto the type of work we do, but our style is probably the most popular description. There are no complicated arrangements, and the stuff is done in a simple, solid, definite 4/4 beat or 2/4 beat through—depending on the tempo of the number being played. Each of the seven men, including myself, gets his own crack at an improvised solo in every arrangement. And when it comes his turn there isn't any of that feeling that he will have to see how many notes he can pack into his bars, but he just goes swinging around the melody in his own way with the rest of us backing him up—no screeching or screaming, reaching for meaningless high notes.

Schmoos Playing

I've purposely built a small outfit (seven pieces) so that we can do just this, namely, give each member an equal chance to solo in our instrumentalistic style, backed by a loose, free melodic background to put him in the proper frame of mind for pushing out his own personality and ideas. In this way we get a minimum of notes and a maximum of feeling with a real routine about it to it.

Also there is nothing new about all this as far as the musician is concerned, it is a radical change today for the present generation of enthusiasts who have been trained on modern swing. But once you get up on the floor with a little of the usual "schmoos" playing, it is surprising to watch "new step" when we work into the "schmoos" playing. As for my own work on the cornet, I still stick to what I said at the beginning.

Review of Records

Dixieland and Boogie-Woogie Dominate the Digging Disks

The Ole Tom-Cat
BOB EDZIEC, making his platter preem on Victor, curls his bebopnet and vittles beside "The Ole Tom-Cat" of the Keys. It's a piano piece, *Bob Johnson Street*—the original record that's only mine in bills. It's a dixieland dervish, swinging as he should, and the black and white with a right tight band, fresh from a Bud Livingston session, capturing the Dixieland figure, as fashioned by the figure.

Not to be confused with the Bob Crosby dixieland hitting, especially that track is a "Dixieland" record, it's a hyper-commercial identification as the "Delta-Rhythmic Band." Having organ-

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MUSIC  MUSIC

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CALIFORNIA COLLEGIANS Orkland noted in Paramount's new flicker *Burray* for the night. Features Fred MacMurray and Barbara Stanwyck.

and the band, Livingston remains as the musical power behind the scene, confining his activities to the arrangements and rehearsal halls.

Don-Don-Don the gang just as slick on the xyloza designed for dancing giving well-rounded tones and tenor to the Cash Time You dig Goodbye behind from the *Lady of the Tropics* flicker.

Red Nichols is another that has pitched his musical fork deep into these Delta roots. Never before devoted or belonging to the New Orleans brand of jazz, Nichols is seen again getting into his night after being snored under the swing storm these recent years, (See *REVIEWS OF RECORDS* page 130)

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Club Talent

New York:

DELOYD MCKAY opened at Hickory House for four weeks, with options.

Chicago:

FATS WALLER established a new attendance record at the Sherman Hotel's Paradise Room during the past week and is certain to hold on indefinitely if previously signed contracts can be met. He is being billed for a second week at the Elbow Inn to its set-up. It will be an intimate "conversation room" where a good deal of music will be played.

EDDIE FOX reopened his Grand Terrace September 1, 1934. He is being billed for an all-night show at the Elbow Inn. ADELE TRENT and BAWYER got a new show at the Sherman Hotel September 18. BOB DRIDIO and FRANCINE return here for a first or current Edgewater show engagement.

Here and There:

GLOVER and LAMAR are being held over for the remainder of the summer at the Mt. Royal Hotel, Montreal. BOBE MARIE CURELY had a birthday party at the Elbow Inn, Montreal, on New Rochelle, N. Y. She is 18. MANOR and MICHON, ballroom team, are being billed for a four-week engagement, Del. August 18 after a four-week run at Murray's, Tuckahoe, N. Y. BOB and FRANK FAULK are being billed for a four-week engagement at Greenlee Inn, Port Jervis, N. Y. They are heading toward the Midwest West, where they played earlier in the summer.

BELLE BAKER goes into the Club Moderne at the Franchise Hotel, Providence, August 24. BOB ROBERTS' Three Sensations (instrumental and vocal trio) are being billed for a four-week engagement and wardrobe when the To Jo Farms club, Detroit, burned down last month.

ALVIN and GUY are being billed for a four-week engagement at the Admiral, Detroit. GEORGES and ANK, ballroomers, moved into the Fox Hotel, Providence, Providence, August 30 for a limited stand, to be followed with an indefinite run at the Fox Hotel, Providence.

SUB ROBERTS and BOB REVELL have been contracted for two weeks at Princeton, N. J. They are being billed for a four-week engagement, opening August 25. They are slated to journey to Long Beach, Calif., for a four-week engagement at Al Donahue's beach, did a solo at the Ford concert in New York.

FRANK SANDTNER, who for the last two weeks appeared on the Jimmy Durante bill at the Beverly Hills Club, Los Angeles, Cal., has been held over there two additional weeks as vocalist. He is being billed for a four-week engagement with Duke Moffitt's Orchestra. AL TROY, comic, is doubling an emcee on the current bill at Hillier's Inn, Port Huron, Mich.

ALVIN and his singing violin, Harvey and Haxton, Marie Louise, John Pitt are in the new show at the Lobby Club, New York. GRIFFITH and WELLS open Monday (21) at the Liberty Hotel, Glenmont, N. Y. EVELYN QUINN and her orchestra are being billed for a four-week engagement at Murray's Inn, Albany, N. Y. VELOZ and YOLANDA have changed their engagements and are being billed for an opening September 11 at the Cafe de Paris, London. They demanded and received a four-week engagement and time due to a war outbreak. Veloz went to Saratoga over the week-end and became ill, resulting in the latest addition to his stable.

LEONARD JANS, playing to the Rio Grande Valley and on the coast the past two years, says August 30 for a month's vacation in England. COUNTERTOP ACTS are being billed for a four-week engagement at the Hotel Cumberland.

ALVIN and GUY are being billed for a four-week engagement at the Elbow Inn and ECK and SCHULLY, Jeanne Perry, Ralph (Jack) Donahue and Bud Schilling's orchestra are being billed for a four-week engagement at the Merry-Go-Round, Dayton, O.

FLORENCE and ROYETTE are in the new show at the Elbow Inn, Atlantic City. They have been held over for their Labor Day week. BOBE MARIE and FRANK FAULK are being billed for a four-week engagement at the Manhattan Gardens, Kansas City, Mo. JACK and JANE WATSON are being billed for a four-week engagement at the Green Lantern, Schenectady, N. Y.

Check-Up Shows Change In Working Acts in 5 Years

A comparison of the Billboard's route listing of acts, units and attractions in 1929 and 1934 with that of today revealed that only seven acts out of the 508 in the July 29, 1929, issue were listed in 1934.

That means a little more than 1 per cent happened to be working in 1934, and the rest were dead in five years ago. This is not a clear-cut picture of turnover in the vaudeville world, of course, but it's an indication.

The case, incidentally, that were listed in 1929 and 1934 were: Guy C. Carlton, Emma Pava, Everett and Conway, Bob Hope, Gertrude Nissen, Kate Brothers and George Trapp.

Clubs, Acts, Bands To Well In Midland Area

MIAMI, Fla., Aug. 19.—Clubs in the Greater Miami area are definitely enjoying the biggest summer in history. In fact, engagements in the area are so babbled of here-atri by June, are now wearing big black stags.

The tremendous influx of the safe front men have now changed to pugnacious boys.

Orchestras are demanding—and what's more, getting—union scale.

Entertainers are weighing offers instead of making them.

Walters scowl when they hit 84 nights. And there are more clubs than ever opening.

Nightly shows are presented at Belmont, Royal Palm and Paddock. Week-end offerings are in action at Jimmy's. The Drum and some half dozen small spots.

At least 10 of the larger bistro have bands.

Fifty per cent—and that's a lot of per cent—of last year are Manny's, Faxon's, El Chico, Esquire and Hollywood Beach Hotel. The latter was closed last season.

Miami at last seems well out of the "strictly reefer" category.

MILWAUKEE, Aug. 19.—A foreclosure action against Sam Pyle's Club Madison restaurant, August 19, in Circuit Court by A. F. Mack Jr., trustee for a \$23,000 first mortgage real estate bond issue of February, 1931.

Joe Pursant Mad at Maise for Listening to Chasing Agents

By PAUL DENIS

Dear Paul:

JOE PURSANT heard that Joey Glookooy was offering me a personal management contract and immediately called me up to tell me how much surprised he was at my diabolicality.

Joe says he's been staying awake nights worrying about my future and that just the other day he considered signing up with that chiseler Glookooy. Joe says Glookooy never booked a real show in his life and that Glookooy is the kind of agent who's always signing up acts to some imaginary contracts and then forgetting them when a new prospect comes along. Joe says Glookooy had him personally that he'll get more proteges than Major Bowes and Gus Edwards combined, even if it kills him.

Joe says he's not mad, though it is for us poor acts to figure out these agents. When you're with an agent, you always feel guilty for even thinking he is not paying for you—and when you leave him, you always hear of the jobs he gave other acts.

JOE PURSANT tells me he has finally convinced Grover to feature me in that new J. W. Fair show, but that he must have another \$50 to close the deal. Joe said, "I only borrow money from my dearest friends—and who's my dearest friend? Maise!" Now, wasn't that sweet of Joe?

P. R. B. and Harry Mean and His Confidential Trio. Mean says he's the first to recollect with his trio, claiming he has a sensational musical idea. The trio plans so quietly that no one can hear it, which ought to please patrons who want to talk without interference but who like to hear the trio in a night club atmosphere. In fact, says Mean, when the trio has educated an audience to its type of soundless music, it can move on to another spot and put in substitutes. It can be done, says Mean, and I would advise you to try it. I would advise you to try it, their vocalist. But I don't want to leave my partner, Ed, because I know he's a great dancer—once he gets started.

Atlantic City Varies At Peak of Tourist Season; Most Will Quit in 4 Weeks

ATLANTIC CITY, Aug. 19.—At the height of the 10-week tourist season, some night clubs are operating at fierce competition to each other during the week-end with all of them getting a good weekend play.

There is little likelihood that many will run floor shows after the season of the week-end ends, and many are planning to stop for the fall and winter trade. This year the only club set with a floor show for the fall and winter trade is the Club Atlantic City. The rest are planning to

run one thing if the play is heavy enough during the autumn months.

Some things is certain that at the present time—this season resort is wide open in every sense of the word. Clubs operating gambling casinos make no mention of announcing the game-of-chance rooms from the floor, music is coming and very acts that would bring jail sentence in New York run peacefully in Atlantic City. The rest are also getting no much of a harvest for sitery prospect, but all of them expect a heavy patronage from new out-of-Labor Day.

International Paddock

This Atlantic Avenue spot, in which proprietor Eddie Kravis has sunk \$50,000, broke off all of the sporting trade with a room stressing the pot cover and a show stressing limbo, among other things.

Bill Neely's production includes Zorita, headlining the show with a snake dance, and six acts that would bring jail sentence in New York run peacefully in Atlantic City. The rest are also getting no much of a harvest for sitery prospect, but all of them expect a heavy patronage from new out-of-Labor Day.

After the production opener Arlene Brown, recruited from the line, does a dance with Louis King, who is setting up exercise, giving one an insight into the origin of the fad. The show is being billed for a four-week engagement, however. Vicki Lane, also on the bill, is being billed for a four-week engagement on top that was possible. Miss Lind sang but one song, "You Go to My Head," and then she was out.

Chickie Shaw are the others in the line. Enters sax and Marie Kibby, who is the stand-out of a production number, "The Body Beautiful," with a strip down to a string. She goes thru what might be called dancing, but her purpose is the

exhibition of the bare chassis which she wears. The show is being billed for a four-week engagement. Zorita and her snakes, however, is the piece de resistance in a dance with the subject of the "Freaky Freaks of Freaks." After a series of sexy gesticulations they were happily married. Walter Cole produced the show, which is being billed for a four-week engagement, using a piece of long rope as the snake.

Archie, besides hosting the spot, also emceed with a surprising amount of modesty and self-complacency.

Babbet's

Babbet's is one of the high-class spots here which is noted around town for its excellent food. And with all of this, Babbet's, which is ever, heat and emcee (it seems to be contagious in Atlantic City) presents a well-balanced, co-ordinated show, produced by Earl Lipsky.

Murray, blonde hooper, starts the show off at a fast pace with a couple of well-timed tap routines, and is followed in by Marian and Sanford, ballroom team, who impressed favorably with a waltz, rumba and a series of comedy dances, closing with a poppy fox trot, replete with spins and turns. Nice act, and suited to the better type of patron.

Both Challa, a familiar figure in the vaude era, headlined with a repertoire of lively songs and double entendre cracks. With an assured and very professional comedy dance, closing with a poppy fox trot, replete with spins and turns. Nice act, and suited to the better type of patron.

The line eight girls are about as pretty a group as can be found in any hot spot. (The local chorus girls look no less good in the beach and the sun.) They indulge in two nicely coordinated production efforts—some a period number, some a contemporary number, the second, evoking the minstrel, as the finale. Both nicely done.

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Other local spots using talent to fulfill engagements at Liverpool Empire, Mills Brothers were involved in head-on car collision at Ormskirk, near Liverpool, on Monday, August 20, resulting in a cut chin and other facial injuries. Donald injured his back. Injuries were not so serious but prevent brothers playing dates.

Mills Bros. in Accident

LONDON, Aug. 19.—Traveling by road to fulfill engagements at Liverpool Empire, Mills Brothers were involved in head-on car collision at Ormskirk, near Liverpool, on Monday, August 20, resulting in a cut chin and other facial injuries. Donald injured his back. Injuries were not so serious but prevent brothers playing dates.

Stork, Providence, Folds

PROVIDENCE, Aug. 19.—The club, Warwick night club, stark on court order since July 7, had its furnishings sold in a short time, and recently a suit of \$15,000 for \$2,000 brought by George G. Dean, landlord, seeking recovery of rent from Al Horowitz and the Stork Club, Inc.

Alexandria Club Opens

ALEXANDRIA, La. Aug. 19.—With 60 tables and 50 stools, the newly opened Hollywood Club, located one mile north of Pineville, opened last night under management of the local William Verlie Adams and the five Stork Brothers in business. Cover charge, \$1.00 per person, \$2.00 on Friday. Show will change each two weeks.

Wants To Kill Dives

LAKE CHARLES, La. Aug. 19.—Sheriff of Calcasieu Parish asks the police jury to pass ordinance increasing license fees on dives, which are a nuisance, and a series of eliminating honky-tonks from this area.

How to Run a Night Club

By **TINNEY COSGROVE**

Operator of South-Huff Country Club, Peru, Ill.

I HAVE been operating this club for five years and am convinced more than ever that it pays to cater to the family trade. Thanks to the reputation I have been building up with a policy of good entertainment and reasonable prices, I have succeeded in making the South Huff known through the State and drawing in large party groups as distant as 80 miles from Peru.

As far as I am concerned, I don't want entertainers who double as mixers. I want my performers to be good on the floor and, so long as they satisfy the trade with their acts, that is all I want from them. My customers are very particular about the shows and when I do not act to their satisfaction, they complain with the bills they have been trained to expect. I hear about it after the first show. The customers will either hint that I am slipping as a talent buyer or come out plain and say that my show is terrible.

Good comedy, novelties and acrobatic dancing are best with small party clubs. They will stop eating and pay attention so long as the act, in my opinion, offers something worth watching. I have had many comedians, comedians, principally due to the repeat business I am doing. In my case the same people turn up regularly and naturally do not mind seeing the same acts over and over and will not draw a laugh on the second night. I find it best to employ a straightforward comic, used only to introduce the acts.

Here we have Harry Cox, who comes in handy as an act announcer and as the leader in the community song festivals we have. He has been with me for a long time and he is known to most of my customers.

Useful Entertainers

Let me say a word in passing on steady entertainers. It pays to hold on to two or three personalities who make themselves useful both on the floor and at the door. Harry is a great hand-shaker, as is Alice Murphy, who has been with me since I opened. She knows almost all of our steady customers and is well liked. She draws business. Also she is capable at the organ, which she plays at intervals. Indeed, on many nights she plays a few dances than our featured band.

I don't like to hold many entertainers too long a time because new faces are constantly in demand. I've always had a few times each year for that reason. Dancing couples enjoy both new faces and different styles of music. They are good of listening or dancing to the same orchestra after a number of weeks and stop coming unless I engage a new orchestra.

I like to listen to criticisms and suggestions from my regular guests. They after all keep me going and I like to please them. If they want a certain act held over or brought back I try to take their advice. This season, for in-

TINNEY COSGROVE, born and raised in Peru, Ill., opened one of the first Illinois country night clubs in 1934 when he took an interest in the South Huff Country Club in that town and instituted a food and entertainment policy which soon reaped profits for him. He stepped into the building and the building a n d grounds directors.



Prior to his invasion of the tavern business in 1927, he was connected with the Illinois Zinc Co., sold rugs and went on the road for a roofing firm in which he came out as the top salesman for the Middlewest district.

He has been using the room in the Club Del Rio, Peru, which he managed for a couple of years. Tinney will be 35 on September 27.

stance, I brought back Tommy Jones for a long run because the customers asked for him. He steps well and his personality is well liked. He is invited out to dinner on an average of three times a week and he is a good salesman for the club. I have also brought back other acts, but for shorter runs.

As a rule I change shows weekly, although most acts run an extra week by changing routines and costumes. Small-town people don't say up late, and two shows a night are plenty for them. They stay up longer Saturdays and I present an extra show after midnight.

Good Food Important

While there is no money in food, I feature good meals because it acts as a business stimulant. The prices are attractive and many of the leading hotel people are being making their way to "eat out." Because there is more profit in drinks, I have invested a good sum of money in an 82-foot bar which runs the length of my dining room. It attracts many customers who are satisfied to spend the entire evening there. A wall with large window panes separates my bar from the room to eliminate the usual bar noise during shows.

People have been telling me that my

dance floor is too large for a room which has only a 150-person seating capacity. I don't care, however, because my regular customers like to dance and want plenty of floor space to dance on. This feature netted me plenty of publicity and attracted trade from other towns that have good night clubs of their own. Also I feel that I ought to give the customers full value for their 25 cents admission. They receive it and I don't mind my fraction of having plenty of dancing room at any time of the night.

The admission also keeps competitors particularly hot who hold on to a coke all night. More important to me is the fact that I cater to an older class of people who do not like to be in the company of jitterbugs. They feel more at home when the room is patronized by diners and witness their age and will spend more money, too.

Banquets Are Worth It

It pays to order banquets. I give them my personal attention at all times and fortunately manage to get them back every year. My nine-hole golf course has been a big success story. I don't miss any strange faces coming in, making it a point to introduce myself and in so doing I can do to make them feel at home. I try to make them all my friends and invite them to give me their names and addresses for my list. They are informed from time to time of the regular shows and the special attractions. Occasionally just to add a bit of spice I will engage a name act known in Illinois for about \$2,000 a week. I don't night stand. It adds prestige to the club.

No waiter or bartender is permitted to do any juggling with check figures. I have a man to take care of the check-employee is immediately fired. Because of the high-class non-transient trade, I cannot afford any unethical methods in my club. I have a policy that makes my employees more valuable to me the longer they remain in my club. They make friends and consequently bring in business.

Better To Close Winters

I used to operate in the cold months, but starting this year I will close in October. I had to reduce my shows during the winter months and it didn't pay out, because customers couldn't see the same features they have been accustomed to seeing during my peak months.

What I try to do, above all, is to create the atmosphere of a home party every night. A neighborly feeling is greatly desired by small-town people and they enjoy good and tame features.

Fort Worth Case Attendance Low Cantor Aug. 21

FORT WORTH, Tex., Aug. 19.—The fourth six-week season for Cass Manning, local comedy radio-entertainer, is proving the poorest for attendance in the four-year history of this spot, considering the large number of attractions being offered here. However, the show probably will end as a success since the revue is presented as part of program to make Ft. Worth the leading amusement center of the Southwest.

Officials in charge for the William Morris Agency here, producer of the revue this year, and the local radio station, are disappointed. The first two-week show, which featured Bob Morgan, Frances Langford and Ray Roney, was estimated at \$200,000. The first week drew about \$15,000 and the second \$17,000. The third week, with new attractions, Alvin Karpis, The Orchestra and Kenny Baker, is estimated at \$20,000, the best week of show to date. It is estimated that the highest possible weekly gross is about \$22,000, since there are 1,200 seats at \$1.65 each and 600 at \$1.10 seats and 600 at 50c each.

This spot is having SRO crowds only on a few nights, with near capacity showings up on last nights of engagements of bands. After-show jambers Saturdays and Sundays are being managed. First one drew about one-third capacity.

The two appearances of Bob Burns August 21, the revue is bringing in Eddie Cantor and Bert Gordon week of August 22, and they are expected to add attendance during her current two-week stay, August 11 to 25. But Gordon's \$100,000 have been managed over her opening August 11, however.

Caprice, Cincy, Opens Oct. 18

CINCINNATI, Aug. 19.—Favillon Caprice in the Netherlands Plaza tracks in Fall season, October 18, when the Shep Field Corp. moves in for a four-week, with options, Morton Franklin and his Notes of Grace, girl combo featured in the hotel's Restaurant Continental for the last 20 weeks, will fill an inquirer about the management in the Blue Room of the Brown Hotel, Louisville, beginning September 8. Barbara Militant, Chicago, is to be the girl combo for the Louisville engagement.

U. S. Troupe in Singapore

SINGAPORE (Strait Settlement, Aug. 19).—The Six Hollywood Girls for the new Cuthay Road, Cuthay, Singapore, is to be opened shortly by Cowan and Baller, operators of the Coconut Grove here. They are the Duo Thierjers, Lucille Nicholson, Dolores Doo, Florence Chapman, Kaye Calkin and they are accompanied by John Cowan. They have performed in Hongkong, Manila and other spots.

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HARRY PYLE, 804 W. 180th St., New York City.

Observations From Chicago

By **SAM ROSENBERG**

STUNTS promoted by newspapers usually serve as ideal publicity outlets for alert acts. Trying to get the headlines on their own so that it does not appear an out-and-out space-grabbing gesture, the performer in most cases is sure of landing prominent publicity. A newspaper is as anxious to sell its promotions as is the act to get the headlines.

A performer should always be on the lookout for contests, stunts, etc., sponsored by the dailies, then develop an idea which will fit him into the picture naturally and, last, not waste time in contacting the promotion manager. In addition to free advertising, some acts here have been known to land brief engagements where their services in promoting or conducting stunts were required.

WHILE it's true that the popularity of name bands in hotel rooms and cafes has increased the market for comparatively unknown acts, it is a shame that managers take advantage of the situation and tempt performers to work for miserable fees. The old gag of working with a big show on the same night as a manager and ultimately boys talent at a minimum.

Managers should hand agents in discouraging such buying methods, for every show act can be booked for less under these circumstances. There is every reason to believe that these methods will be eliminated in securing standard turns. The booker can be of considerable help in applying this evil, for he still remains the arbiter between employer and actor.

TRIP traveling night club performer is the life blood in his field and it is high time that the multitude of "no guards" realize that. There are as amazingly large number of acts staying in Chicago year in and year out, hurting both themselves and the invading actors. The danger lies in the fact that the stay-at-home acts are getting more and more popular, since many of them are in a better position. Burdened with low traveling and high hotel expenses, they are first to be considered by agents with low budgets to meet. Experience indicates that their familiarity around town clubs entertainment committees and generally lowers the price for

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budget and its ideal location on Michigan boulevard, not far from the cluster of near North side cafes.

It is a popular late-hour hideout for the younger set who want both good food and drinks. Operated by Ben Rodkin, veteran restaurateur, man here, it is known for its fine meals, served at reasonable prices.

Atmosphere is that of an Old English Inn, carried thru in both architecture and wall decorations. It has a 100-foot rectangular bar, many checker cloth-covered tables and a small dance floor. Chet Noble and his musical quartet furnish the dance music and contribute a stock job. Have a large library of diversified tunes and switch with frequency from sweet to swing and novelty. Three of them double with vocal, warbled commercially.

Between dance acts attention is attracted to the bar, where organ recitals and song sessions by several singers are offered. Taking turns at the organ are Dan Daniels and Russ Bishop, both playing with reserve, that is in keeping with the proprietors' policy. It is still novel fare and no doubt has something to do with building trade here.

Intermission singers are Lillian Lee, Robert Charles and Lillian Aubuchon. All work to the accompaniment of organ music, quite an asset when the voices and arrangements are not so far.

Hever corner. A 75-cent minimum is in effect Saturdays only.

Sam Honigberg

Club Mayfair, Yatesville, Pa.

Recently reopened, this club near Altoona is making a serious bid to regain patrons lost thru six months of shutters. One of the acts in the current show is certainly helping operator James Farnick to achieve that end.

Operating on only two cylinders be-

cause one of their act, Fay Carroll, was ill, the Three Loose Nuts drew plenty of laughs and applause from a good house. Al Silvi plays the accordion as if he were born with it in his hand, while Ralph Boscoe further entertained with his comedy routines. His comedy drunk role shares the spotlight with Silvi's outstanding tickling of the accordion. Invention of the accordion has never been improved, but when Silvi gave renditions of *Beer Barrel Polka* and other hit tunes via special arrangements, the patrons forgot everything else. His rendition of *Dark Eyes* brought an encore of *Bel Me Blind De Schonen*.

Boy Harrington was emcee and rendered *If I Had My Way* and his parody on *A Hound in Old Shandy Town*.

Carlos and Carletta were entertaining as a dance team and did well in tangos, number and especially well in Apaches hit. Comely Ann Lucene was easy on the eyes during her soft show tap and further pleased the rhapsiders by going to various tables while rendering *Just About Right for Me*.

Professor Argo, astrologer, gives readings of horoscopes to patrons.

Ted Reed and band supplied the music.

Wilcox

Tie Top Tap, Milwaukee

Big hit at this tavern the past 13 weeks is Billy Gray and Jerry Bergan, who have been pulling in heavy audiences nightly. Show is emceed by Gray, who is a hard-working hombre and fast talker.

Both entertainers are quite clever, with Bergan's acts being downy antics in trick costumes. Gray, with the exception of a battered gray hat which he takes into a variety of shapes, wears straight. His best bits are a burlesque of *Billy Band* doing the fan, dance, a

characterization of Mrs. Cohn spending an afternoon with her gigolo and an imitation of Helen Morgan.

One of the factors of producing chuckles by merely raising an eyebrow or screwing up his face. As a boy violin player, starting with a violin and bell ringer and opera singer in company with Xena Verola has a scream. Miss Yee is a star attraction and poetry congress, has a voice of no mean caliber and has appeared with the Chicago Civic Club.

Virginia Gibson, lithe blonde heard on Fred Allen's Town Hall program, makes a hit, singing *My Heart Belongs to Me* in renditions of *Smoke Gets in Your Eyes*, *Cuba Cabbie* and *I Get Along Without You*.

Smooth-working team of ballroom dancers is Colantoni and Leonard, whose specialty is rhythmically executed in effortless fashion. Hit is a fiery tang, well suited to the dark-haired female partner.

Joan and Connie, strolling troubadours, entertains with table numbers between shows. The guitar and violin combo is well received by John Feldstein's band does the musical honors. Patrons sit tables near the loud-speaker, which blasts forth mightily, get a bad break.

H. C. Brunner

Belmont Club, Miami Beach, Florida

Nothing pretentious, yet highly watchable, the Belmont Club's new presentation of the best of the leading entertainers of the area.

Bob White is emcee. White, rarely opened, immediately won the audience by ambling out onto the floor to take charge. The fact that he didn't rest on his laurels immediately endeared him to all. His forte is mimicry, with the talents of a dramatic and a comedian. *Breaks* being somewhat better than average. His *Luzie Tab* is excellent.

Blagay and a trumpet trio. He has plenty pipes and is able to leave the mike without causing the audience to gasp. He is a "hard-boiled" sly "slygittie." A parade around the room, starting bits of the chorus to various tables, brings in the house.

Eugene and Louise Southern tap and accomplish some rather amazing acrobatics. They are a real team and their tunes are fresh and clean looking.

Courtney Saxton leads a six-girl line. Altho hardly Bevyettes, the kids all do specialties and are interestingly costumed.

Johnny Silvers Orchestra is in the seat. The *Bessome* handle show and dance music nicely. A *Mersey* Orchestra will open shortly. Lee Diamonds.

Glass Hat, Belmont-Plaza Hotel, New York

Swinging into a policy of a new show every two weeks, the present offering at this hit's hotly includes lot of show but not too much entertainment. Organ and Reed are on the more mirthful side with novelty tune selections and then a bit of mental telepathy, sustaining a clapping but not too much comedy answers. This bit is amusing and creates audience interest but is a little too long for comfort.

Slightly on the corny side are the Robinson Twins (boy and girl team), who start out as a pair, the boy and girl strip down into regular dancing clothes and individually and collectively to several tap routines, as best of their trite gestures could very well be dropped in a room of this type.

Eva Ann McCabe, whom this reviewer has seen stop shows at Radio City Music Hall with her coloratura soprano renditions, was no match for the noisy audience last Tuesday night. She was way off on her song selections, and her swing numbers clapped and her best classical numbers were good.

Outstanding was The Coral, who came into an acquaintance with the reviewer. Mexican and subsequent appearances in night clubs. He has a sparkling personality (albeit a little too good to be overabundant), and what's more important, a sparkling voice. He's the most popular singer from the area and a blue streak around Cuban numbers.

Boek Pomeroy, his pop-and-accordion and clarinet band, has a good band. One of the best dance bands the Glass Hat has had around in a long time. The Schubert quartet provide stringy ritz music.

Dick Mockler still handling publicity

for the National Hotel Management chain, with Ada Hoffman assisting.

Bob Zeit

Gray Wolf Tavern, Youngstown, O.

Pete Meyer's suburban niter has things much its own way with the regular showing of acts from the U.S.A. It is bringing a mob of acts that have been keeping the tables filled nightly with standards, novelty and variety.

There has been no letdown in the standard of entertainment during the hot months, and this policy, together with the east-on-the-pocket book prize has developed a consistent nightly business. A moderate admission charge keeps the "beer drinks" out, and management plays a lot of low-priced talent, enough standard turns are being used to keep it to the fore in the territory.

Vocalizer Gloria Shayne remains for another week due to her manner of setting the tunes. She is backed by a versatile cast, including Maxine and Norma, whose backing routines are well received and marked with excellent precision. Miss Nora recently was with MGM pictures, and she is a very fine singer. Her act, while Ed Hicker offers something different and something new. The Three Texans, young boys, veterans in experience, do daring and sensational acrobatic novelties.

Billy Yater and his ark stay on to play for a dating and provide the musical score for the various turns.

Rea McConnell

Detroit Niter Outlook Bitter

DETROIT, Aug. 19.—Outlook for better-class acts in the more select local spots is slated for an uplift in mid-October. The current repertoire has been done by several local nightery owners this summer.

Joe C. Royal, is to open September 15, using the grounds and building of the former Casino, some one of who swanking in the territory. Roy owner is Louis Hildebrand, who once ran Luigi's.

Al Schiller, booking agent, reports return of major floor shows to Sals Bar, now being remodeled, and the Commodore Club, which is being remodeled.

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"Come On, Vaudeville!"

By HARRY GOURFAIN

TO MY opinion, it surely will. What it will be called is a different story and maybe not very important, although it can be catchy or pertinent enough to have a program draw if it carries out an excellent idea.

As most of us knew vaudeville, it meant in the beginning a variety show. A single show with a big-time headline act that was to leave the following morning for Australia. Gourdain did not like the idea of leaving the United States, and so he dropped larks and riding for a back-stage job in Chicago's job.

He has worked in all departments, back stages and has also been a cameraman in film studios.

Ugues Films To Aid

Now will vaudeville come back? Now you really are asking something that is a snipe at snawer, but in theory only. Suppose for sake of argument, or for the sake of vaudeville, some enterprising executive got to reminiscing one day all by his lonesome and said: "What am I doing out in a picture studio drawing down a handsome salary, but really not in the thick of a fight? What this studio needs is a real proving ground to give our up-and-coming stars a chance to try out the emotions of an audience—a real live flesh-and-blood theater circuit that would include 25 or 30 weeks of a regular season supplemented by a few selected shorts."

That's not a new idea. You've right, but has any executive with a vision of a picture studio from Coast to Coast ever worked out in detail the entire operation of at least three months' playing time? No one!

It's not a new idea, but it must be done by a man who has successfully built circuits and who now wants to see an idea thru that can and will make itself felt in the picture business. The plan would segregate flesh entertainment to a house in each major city that would be a flesh theater and would not in any way compete with the picture theaters. There would be the weekly or, in smaller cities, two-weekly changes, and patrons could still go to the picture theaters that had the picture they wanted. In addition, as mentioned before, the studio would have a real stage and it would not be over stars or starlets, because as people become available they would be submitted to a weekly routine that had to be treated as any set would, and receive bookings as merited.

There Is Talent Around

Then you ask me, where would you get talent? Prove to stage people that there are talents available and you will have talent, acts and the entire complement to make up a variety bill, all in the modern manner. The act that has no theater during the period hasn't any place in a project of this kind, and the bookers would have to have the routine they had learned down the vaudeville circuits. Smart operators would not tolerate any throw-back to the former cut and dried vaudeville bill that had no routine. The customer knew the running order when he bought his ticket.

Getting back to some of the present-day performers who are appearing in theaters, let's take the veteran comedian who has not kept in step with changes in show business. They often have no idea but nevertheless to blame for their lack of progress.

As a rule, an act of this kind knows all the fundamentals, tricks of timing,

HARRY A. GOURFAIN is a Chicagoan who started out in show business some 30 years ago as a professional roller skater. He worked a single show with a big-time headline act that was to leave the following morning for Australia. Gourdain did not like the idea of leaving the United States, and so he dropped larks and riding for a back-stage job in Chicago's job. He has worked in all departments, back stages and has also been a cameraman in film studios.

For years he has been a producer of stage and band shows for key-city picture houses through the country, including the Paramount, New York, the Metropolitan in Boston, and, since it inaugurated band shows last August, the Strand in New York. Before joining the Strand as producer, he produced vaudeville units. Altho from Chicago, he has adopted New York as his home. He has a home in Baldwin, Long Island, where he rushes out nights to see Mrs. Gourdain and his two daughters.

playing with an audience or getting the most out of a gag or situation. But what they do not take into account is change their act, gag or material to suit the tempo of the modern entertainment world. This tempo has been set by radio artists, motion pictures and stage bands. Radio and motion pictures were smart enough to borrow the best that vaudeville and the stage had to offer and the picture circuit and radio performers are too stubborn to see the light and to admit that they have become old-timers.

RKO Opening Season With 5 1/2 Weeks and 3 More On and Off; Warner Resuming in Pittsburgh

NEW YORK, Aug. 19.—(Outlook for the coming RKO vaude season is fair. Bill Howard, booker for the circuit, reports RKO has plans for five more big weeks, plus three spot houses.

RKO bill will begin rolling September 1 with Keith's booker open with a four-day bill opening week and three days thereafter. Only one specialty is scheduled in the Keith Brothers. The other houses, including the Palace, Chicago, Colonial, Dayton, Dallas, Denver and the others in Cincinnati, will run full weeks with a name band, name act policy. Palace, Chicago, and stage shows last week with Clifford Barber's *Follies Berpère*.

Palace, Cleveland, book band to vaude September 8 with Artie Shaw's RKO on the opening bill. Betty Grable, Rochester and Frankie Masters' *Box of Chocolates* week of the 15th. Louis Armstrong's band goes in the 22d, and John Boles follows the 29th. Standby for 13mas later are Sunny Kaye and Patsy Kelly.

Colonial, Dayton, also opens September 8 with *Box of Chocolates*. Rita Rio's girl ork on the opening bill. Louis Armstrong follows week of the 15th, and Gene Krupa's band, the 22d. Deal for Cid Calloway and Patsy Kelly is pending.

Palace, Cleveland, opens September 15 with Jan Geryb's ork. Followed week of the 22d by Betty Grable and Hoch-

Mimicry Not Enough

For a while we had a run of mimicry impersonating popular stage and screen stars in order to get in on the vaude's extreme popularity. In this category, the one that had real talent became smart enough to realize that they would have to develop an individual style of their own, keeping some of the best features of their art of mimicry and developing, in addition, a vehicle of their own.

The beginner today must realize that he has a tough road to travel in show business, as the public is very much star-conscious. He must not be envious and say to himself, "Why can so and so get away with dirty gags or just fair material?" When this particular star was in the embryonic stage, he had the same tough road to travel as presently a much harder one. For today if an artist clicks his rise is meteoric.

Getting back to the modern stage-band policy, the smart band leaders will no doubt realize shortly that they will have to incorporate production ideas into their act, in addition to just going out and playing an arrangement or a song number. The numbers will have to carry visual action and story treatment so as to build to definite solo climaxes.

I repeat, wouldn't it be swell if one of the former vaudeville executives were holding down an important position in the motion picture studio really felt like getting into a little battle and sold some of his ideas of treating a program of 25 or 30 weeks of "in person" flesh entertainment? This, of course, would have to be worked out in complete detail and made into a hit-or-miss program or plan. If such a circuit were worked out, the benefits to the studio would manifest themselves in a proving ground for some of the junior stars, and also the grooming and experience that a live audience can give them. Many executives in the motion picture industries have had theater-operation experience, and I think that, in the near future, one of them with vision will formulate and put into operation such a plan.

Sun Office Sees 40 Hours for Units in Fall

SPRINGFIELD, O., Aug. 19.—(Sun Booking Agency in September expects to have vaude units playing in 40 theaters in this area. The having only eight units "booked" now leaves the vaude conditions, the agency's fall commitments are considerable. Agency has also negotiated a deal with Harry Sherman, New York, for Sherman to supply live-act vaude units. With Sun Booking time available and with additional time Sherman has lined up, it is expected these units will have between 15 and 20 weeks.

Recent meeting here of the National Vaudeville Managers' Association, included representatives of the Butterfield, Shea, Schine, Paramount, Warner and other circuits.

Comments are high regarding stage shows, there being more interest now than in the past two years, according to Bob Shaw, general manager of the sun agency. Sun Sun agency believes that it may have 10 or 20 houses playing flesh by the middle of October.

The agency still maintains offices in Chicago (Boyle-Walton Building), Detroit (Warren Todd) and Columbus (Ernie Creech).

Schnickelritzers Reach Settlement

CINCINNATI, Aug. 19.—(Contractors between Fisher and Schnickelritzers) Fisher and four of his former bandmen over the use of the name Schnickelritzers reached a settlement in Judge Dennis J. Ryan's court here yesterday when the former Fisher musicians relinquished all claim to the use of the Schnickelritzers name.

Under terms of the agreement, Fisher is to assume all obligations that may arise from a breach-of-contract suit against them, pending in the State of Washington. In addition, he agreed to pay the men for overtime on the Old World contract here and to pay their expenses back to St. Paul.

The feud began three weeks ago when Fisher handed a two-week notice to Martin Ode Gable, pianist with the band. Three of the bands lads, Stanley Bergin, Fredrickson and Tommie Fisher, retaliated by handing in their notices, with the announcement that the four would form their own six-piece norm combo, using the Schnickelritzers billing. Hearing was set for Thursday and August 24.

Fisher was granted a temporary injunction in Judge Ryan's court here Monday, restraining the former Fisher band boys from using the Schnickelritzers billing. Hearing was set for Thursday and August 24.

The former Schnickelritzers are currently in the throes of organization and will be ready to start playing in 10 days. Terms of the agreement made yesterday the lads are permitted to use the billing "Formerly Features with Freddie (Schnickelritzers) Fisher" providing the phrase is set in the same solid type on all signs.

Fisher begins rehearsals on his new Schnickelritzers combo August 25, with the first job slated for September 1. In addition to Fisher, Lindeman and Adair, the unit will comprise Ralph Coppy, Fredrickson, Tommie Fisher, Fredrickson (Fats) Frady, bass, and Bob Barnes, piano.

Gene Krupa is set for the 29th, and John Boles is scheduled for the week following. Deal for Patsy Kelly is pending.

RKO will also spot occasional shows into the Palace, Ambassador, Orpheum, Minneapolis, and the Albee in Providence.

Warner Plans More Vaude
Plans to reorganize vaude at Stanley, Pittsburgh, will be made when Harry Kalzine, Warner new manager for the Pittsburgh area, returns to the city next week to confer with Harry Mayer. The shows will go on vaude late in September, but the type of attractions to be shown is not yet determined.

Warner goes back to booking one and two-day stands also late in September. These houses include the Albee, Wilmington; Strand; York; Capitol, Lancaster, and the Arlor, Reading.

1 THEATRES

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State, New York

(Reviewed Friday Evening, August 25)

If the wide open spaces throughout the auditorium at the last show seems night as any criterion, house is in for a bad week despite the name of George Jessel at the top of the marquee. Several of Jessel's cracks in reference to the recent appearance of the same stage as the "Cocooning with the Mad eyes" seemed to be wishful thinking in drawing any parallels whatsoever. The present week and Eddie Cantor's breaking engagement earlier this summer.

Bill may not be drawing them in droves, but it's good entertainment without. Jessel works thru the whole range of amuse, turning in his usual performance of old jokes and stories with odd. The telephoning-sister bit of course is present, and so is the side-of-the-mouth singing of My Kidney's Eyes. Not content with the latter (which even Jessel's best friends must admit is pretty bad), he gave out vocally with several bars from each of his past song hits dating way back when, carrying it thru to the present and his latest endeavor, a carry belted titled *Stop Kicking My Heart Around*. But when it comes to comedy delivery, Jessel ranks with the best of them, even if the humor isn't always too new or too clean.

Bobbin Brothers and Margie open the works with some expert sax dancing. Girl gives elaborate buildup to what turns out to be run-of-the-mill jokes, but the two men really do some specta-

cular somersault, handspins, etc. Paul Rydell and Spotty, one act we never tire of watching, are as effective as ever, with Spotty's sense of balance seeming to grow more amazing each time it's viewed.

Josephine Huber, attractive blonde, displays a rather unusual voice range. Upper registers are a great deal better, and Miss Huber ought to concentrate on them more. She also might do better sticking to *Home Like the Begonia* rather than rhythm tunes of *The Lady in Love With You* genre. Singes also works briefly in a skit which follows her act. It's the old one about telephoning Australia earlier than calling a local number which, if memory serves right, first saw the light of day in a George White Scandalella number ago, but which, in Jessel's handling, still has its share of laughs.

Buster Shaver and his two midgies, Olive and George, wind up the bill except for a finale from Jessel. Olive is particularly talented as a dancer and is hampered in her terra-thesean work by the ineptness of George. When she works with Shaver, however, it's different story and their routine is of the high spot of an act that is definitely on the unusual side.

How runs one hour even. Pie is *Andy Hardy Gets Spring Fever*, which may bolster business as the populace goes about to seeing Mickey Rooney in the flesh at the Capitol and then

decides that it would like a look at his latest flicker. Daniel Richman.

State-Lake, Chicago

(Reviewed Friday Afternoon, August 25)
Keller and Lynch are the comedians that is a real bargain at these 25-40-cent prices. Doubtful whether Balaban & Katz will be able to get away with a real boost for vaudeville. Picture this week is second run of IKO-Radio's *Five O'Clock Show*.

Eddie Ibe has two jobs this week, going thru the paces in his brother act known as the "Dancing Fool" and in a loose arrangement is comparatively new in the latter department, just getting into it by the offering of his two brothers has the usual skill of the play horriquet and a season of eccentric dancing.

Paul and Pettit, acrobats, have plenty on the ball. The man really carries most of the weight, and his hands-balancing feet on various contraptions are far above those of his run-of-the-mill competitors. Offer, among other feats, a ski slide on roller skates and an upside-down pole walk.

How runs one hour, accordion, needs more polishing for vaude dates. The kid has a pleasing coloratura voice and knows the tricks of the trade, but unfortunately the two don't blend well. She should play a couple of tunes without interference of voice and when deciding if a song should tone down the accordion considerably. Appearance and delivery are okay.

Billy Farrell, veteran tap dancer, offers an old-time routine that is still very commercial and a few impressions with his feet that rate applause. Amusing him is Lucy Booth, a female Roy Atwell, who sings a few fairly amusing songs. The Novak Sisters, blond trio, have a sock acrobatic act. Each trick is solid and well presented. The first number, one of the girls catches her earbubbling partners on her outstretched hands.

Clare and Leo, a comedy duo, stepped the show with a fresh invasion in the field of nonsense. The boys look good, aim to please, and their routine, with a State-Lake audience. Open with a lighthearted tune and then continue with various satires, each seen from a satirical standpoint.

Pio Mayo, impressive artist, has a beautiful turn. Her posing on the motion picture screen is an unusual sight on a vaude stage, and her acrobatic tricks are a little out of the main.

Keller Sisters, formerly of Keller Brothers and Lynch, swing out in song now, and while very nice, their act, since is not so forte. Are at a disadvantage if they continue to concentrate on their connections on the stage.
Business was good first show opening day. Sam Hoenigberg.

Chicago, Chicago

(Reviewed Friday Afternoon, August 25)

This ace house in the Balaban & Katz empire is slowly returning to life at the box office with the help of strong combinations. Last week the doors were nearly removed by disappointed jitters, but the crowd was not so far off to work up a feat to Gene Krupa's drum barrage. On the scene, Darryl Zanuck's *Zanuck* and *Zanuck* picked its part in drawing a share of those crowds.

Krupa was forced to head for Detroit, but the crowd sensation stays over with a new stage combination that lists two Fred Astaire ball members and five solo. Again this new line-up has a better-than-average house, particularly among those screen fans who want no paid seeing connections on the stage.

It is an artistic bit more of the way, under the by the 16 *Brava Girls* with a moderate high-risk routine that is both rhythmic and appetizing. It is presented on a bare stage and the effect is quite impressive. The *Brava Girls* novelty tap team, top this portion with individually connected numbers, using classical and swing for the support. Their present act is new, although many of their old steps and bits have been re-related to suit the new musical arrangements.

The Oxford, three mutual caricatures, acted as usual with strong carbons of those songs popularized by several name bands and with some original numbers, including a swing version of the *Beer Barrel Polka* and an impression of animal land at a Mickey Mouse birthday party. While boys can afford to inject a little more comedy, the act is still an admirable novelty the way it stands. Owen McGivern makes his annual appearance with his *Oliver Twist* playlet, in which he repeats those well-known "lightning-speed" changes. It remains an unusual offering, despite the fact that few in the audience now remember the original version, but it's what's going on. They are fast to recognize and appreciate those last changes.

Witley Roberts contributes the comedy and is holding up the spot pretty well. Darn a girl into (New ball), but only for a couple of bits. His style is refreshing, and the novel tap numbers, while a little overdone, keep a baston or juggling dishes promote him to the show-top place.

The finale features Hans Muenzer, brings out two violin virtuosos, and Stud Wagner, whose pianist, in three standard selections that can be appreciated by a combo house, keeps a moving dance intermission.

Muenzer proves himself a craftsman, bringing out two violin virtuosos, and Stud Wagner, whose pianist, in three standard selections that can be appreciated by a combo house, keeps a moving dance intermission.

Business was good second show opening day. The *Brava Girls* and Yolanda will open a week's engagement and management, expecting big business, is actually at show-down date on Saturday. Sam Hoenigberg.

Capitol, New York

(Reviewed Friday Evening, Aug. 25)

A couple of the swiftest young showmen in the amusement field today are packing customers into this huge presentation house at the rate of five capacity performances a day, and doing much to prove that movie stage now is pretty good for business after all. Of course the young showmen in question are Judy Garland and Mickey Rooney, a pretty hard combination to beat on for top ticket price, and they're supported by MGM's *The Major of Oz*, one of the best films ever to come to the screen. It still the major part of the draw—the greatest draw, incidentally, in the history of the Capitol Theatre since it was opened on Saturday.

What does go on is more than enough to satisfy the unbelievably large mass of customers—more so large that it looks as if the Capitol is pulling in more business than the whole of the movie industry. Mickey Garland and Rooney approach the stage with the assurance and verve and technique of seasoned trouper, and so matter what you may think of their artistic talents, even the worst skeptic must admit that the showmen, they're about the best thing in the amusement world today.

They're backed in their personal appearance—their act, rather, for it's much more than a p.a.—by a 22-man band led by George Stoll, assistant musical director of the Oz film, and a mind

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The Date Club or Night Club

By DAVID P. O'MALLEY

LOOKING back over the hectic decade of show business just past emphasizes the fact that the various methods of satisfaction to every performer in the middle brackets: the club date is long here.

Club life of vaudeville has since been diverted into pictures and radio, and the most recent attempts to warm over the corpse have been noble but, in the main, have provided no satisfactory results. Some of the most famous weeks each season. Gone is that gay procession of regular pay days. Gone is that pleasant feeling of security and home in the money.

Those old familiar marquee from Coast to Coast are featuring double pictures, crockery, screen or cakies. Those double crockery have gone. Various shows. Some of these are selling insurance, which might be regarded as a somewhat lardy gesture of repentance. Some have become vaudeville, a doubtful step on the social ladder, and some are still waiting for that long shot at Beretops.

The Old Order Changeth

Yes, indeed, the old order changeth. And the revolution is taking place in the revolution of the various phases of show business. Today a route means merely the shortest road to Peoria, Ill., where you do your act at the Grand Opera House's Annual Banquet.

Club business during the era of plenty was considered a poor orphan of the theater of debate, legitimacy, or in the recent dark lean years it has become a valuable addition to the outlets of show business. Every smart performer recognizes the importance with the club date. He knows long layoffs can be bridged with clubs. Dozens of our standard acts devote an entire season to clubbing. Many fine performers are even making club dates their entire career. Clubs are managed by a variety of methods and a basement full of trunks can give a nod to the club dates that whittled down both items.

Performers should not regard club business as an accommodation booking or an occasional chance to pick up a huge fee, but rather as a highly specialized and important branch of business which value, as a general rule, are fairly well appraised.

Most performers very evidently have a very poor idea of club operations. They do not realize that in many cases the club agent must sell the act to a buyer who knows nothing about the act—has never heard of it, has no interest in it. The agent, therefore, who has interest is created, feels that the act is being greatly overpaid. A theater agent is at least selling a standard article to a buyer who knows the value of the act and is up to value. In that case the only sales resistance concerns where the act has played recently, whether the act is a touring show, and whether the price is right.

Committee Chairman as Bookers

Every chairman of an entertainment committee seems to feel that he was selected because he knows more about something about shows. But he will invariably select a program of acts which he enjoys himself regardless of the balance of the committee. The chairman, therefore, and other reasons, a successful club agent must be a counselor and critic as well as a salesman.

There are club agents who have many high-pressure workers who only interest is to sell an act or a show for the profit involved, regardless of other reasons. The agent who has many high-pressure workers who only interest is to sell an act or a show for the profit involved, regardless of other reasons. The agent who has many high-pressure workers who only interest is to sell an act or a show for the profit involved, regardless of other reasons.

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DAVID P. O'MALLEY, well-known Chicago booker and a leader in the club date field, was born in a well-educated in Chicago. His good baritone voice, which he developed early, has been kept busy in many a De Paul University program, ever a four-year period before it was first brought to the attention of a professional by Edgar Benson. Of Chicago, Dave has been mentioned as singer on many of Benson's dates and as booker and manager in the office where he learned the business from Benson for several years, sandwiching in a couple of years of vaude with Harry Maxfield, doing a song and dance act only a few years ago he joined MCA in Chicago, handling the club date department, and a year later opened his own office. He has been in the organization work for some time, and has recently been re-elected President of the Entertainment Managers' Association of Chicago. Dave has been married for 16 years and has a 13-year-old son.

On the bottom up. He has been in the organization work for some time, and has recently been re-elected President of the Entertainment Managers' Association of Chicago. Dave has been married for 16 years and has a 13-year-old son.

most part, a firmwone procession of singers and dancers, with an occasional acrobat. Stage walls were always covered up with community singing.

In those days very few agents bothered with club business and the club date buyer was anxious to delegate his responsibility to the agent. But today the club agency field is greatly overpopulated with agents. The club date buyer is deluged with bids, phone calls and interviews. He is confronted with every kind of condition and every kind of offer. Naturally, the club date agent who has the business of a show will bear looking into and he becomes eager and enthusiastic. The agents stew in their own fat.

De Your Best

You, as an act, should always give your best on club dates regardless of trying conditions. Short rehearsals, bad microphones, noisy audiences, small stage, cramped dressing rooms—these are conditions which are often met on the club jobs. They are physical difficulties which must be accepted. Always wear your best theater wardrobe. Don't give those shiny tails you discarded last year. Many acts which tie in club dates with their 1. Q. will be disappointed. A complete set of music. For obvious reasons this is a good investment.

Acts should remember that when they contact an agent for club dates they are actually salesman and should use the same approach the agent must employ when he calls on a prospective customer. The old saying, "First impressions are important," can also be applied here.

It is amazing how many acts fail to sell themselves to an agent because of details which the act probably considers unimportant. Sloppy appearance, impatience, inability or unwillingness to describe the act theory, bad photographs and smart-talking salesmen are all "Wid's at last, I got in to see you," are sudden death for an act looking for club work. Agents are human, after a fashion, and their 1. Q. will be answered favorably with most applicants for club work. Too often the act wants to interview the agent with "What's the spot?" and "What's the agent's right of question, "Whatdays do?"

Acts should also remember that it is best to call on club agents when they are at working theater or spot where

they can be caught. They should not wait until they are out of work when the agent must rely on reports. Some cautious club agents won't take reports. Good payable club acts, especially tight comedy and novelty, can generally command a respectable salary. During the good season of September to July, many club agents use a system of booking to effect a saving. For example, an act may be offered a group of six club dates at a price of \$100.00, but the act usually agrees, and regardless of whether or not the act is suitable to each of these six periods, the agent is quite pleased with himself.

Club Dates a Big Business

The worthy act soliciting club dates will find that it is more than just a sideline. It is a huge business in fact and growing yearly. More and more big business organizations are using entertainment in conjunction with advertising campaigns. It's the application of the same psychology the old pitchman used in presenting a few acts before he understood to sell the medicine. Each year new conventions are added to the long list of annual show buyers. City clubs, country clubs and fraternal organizations have to regard entertainment as a strong factor in selling satisfaction to their members and more and more firms are including entertainment as an important part in their program of employee welfare.

Boys and girls, don't sell the club business short. It's a hardy perennial which is showing a steady and constant growth in the next few years. Smart performers will continue to include this important branch of show life in their business plans because the club date is here to stay!

Dwain Esper Has Trick Vaude Idea For L. A. Theater

HOLLYWOOD, Aug. 26.—New wrinkle in vaudeville is being introduced here this week by Dwain Esper, indie film producer, who just inked a year's lease on the Hollywood Playhouse, and will open it with vaude and flippers. First production will be titled *Remember More in Springtime* and is slated to be done in pantomime. The dialog and all sound effects will be handled by Oscar Brockner, who is producing *Caliban* is directing. Music is being handled by Leo Zeiler, with script by Leon Lee.

Esper plans to have one performance a week, including 11 o'clock, 8:15, 10:15 and midnight show started for Saturday.

Esper believes this is the first time anything like this has been attempted on the Coast.

Fay's, Philly, Reopening

PHILADELPHIA, Aug. 19.—Fay's Theater will reopen on September 14. Ed Stanley is manager. The house will recruit the majority of its headliners from the "Big City" with stand-up acts filling in. An average of six acts will be featured. Local bookers and the opening is Bally Keith. Eddie Sherman, pres of the Sema Amusement Co., operating the house, will book.

Managers Double as Emcees

SEATTLE, Aug. 19.—While Jerry Ross, manager and emcee of the Palomar, is touring the coast, his company manager, Murray Peck, manager of the Colonial Theater, brother of the Sterling chain, is doing an excellent job of emceeing at the Palomar.

Ben Frank to Biltmore

LOS ANGELES, Aug. 19.—Ben Frank, who for many years held the post as vaudeville manager of the Biltmore, the Ambassador Hotel, takes over vice-presidency of Biltmore Hotel.

Gerber-Hanlon Unit Retiring To U. S. Soon

NEW YORK, Aug. 19.—Alex Gerber, producer of Alex Hanlon's *Funasopette* unit in New Zealand, writes that American touring units will have to wait in New Zealand until the "Under a System of 'Banked currency,' performers must apply for a permit from the Federal Reserve Bank, which sets a limit on how much can be taken out. Also, nobody but New Zealanders will accept New Zealand money, according to Gerber. Speaking of general conditions, Gerber says New Zealand sports can stand a show about once in six months, and that broad American comedy clubs, such as *Funasopette*, which followed Harry Howard's Hollywood show, also played Australia. It is returning to the United States soon, after 142 days business.

Spokane resident Bobby Morris (who was taken from Hollywood Hotel), Sallie's Pupetta, Carr Brothers, Van Twine, Bong Scurry, Jimmy Keith, Geneally Ross and Edwards, Lovetta Grey, Jack Hicks, Elva Hokstus and 12 Debutantes.

Warner Switches Philly Vaudeville

PHILADELPHIA, Aug. 19.—Because of the brutal big box date at the Earl's with straight films, vaude will be shifted to the Trolley, which will begin on August 25. This is the second change of policy for both houses within the year. The Earl's vaude will begin on February 1. Since then the Earl's has been grossing around \$5,000, barely enough to cover expenses.

When the Earl's last contained stage vaude, the Earl's take was around \$20,000 in spite of the fact that the Earl's average *Fun* gross with first-rate pics has been around \$10,000.

The acts at both houses will remain unchanged. Lew Schrader, filling in at the Earl's, will continue to book. The Earl's is taking a vacation, will resume at the Earl's, while Kornspan will go to the Fox, playing only a brief overture.

Chicago Bookings Juggled

CHICAGO, Aug. 19.—Holdover of Stanley and Livingston at the Chicago opera several vaude bookings. Lawrence's Wild's Band has been switched from Friday (25) to the week of September 8 and, instead, several vaude bookings. Lawrence's Wild's Band has been switched from Friday (25) to the week of September 8 and, instead, several vaude bookings. Lawrence's Wild's Band has been switched from Friday (25) to the week of September 8 and, instead, several vaude bookings. Lawrence's Wild's Band has been switched from Friday (25) to the week of September 8 and, instead, several vaude bookings.

Keough Produces Unit

CHICAGO, Aug. 19.—Ed Keough, Chicago agent, patched together a unit consisting of 11 acts on the *Big City* & Kate in the Great Coast houses in Peoria and Springfield, Ill., during the Labor week. The unit will be booked by Keough at the State-Lake. Line-up of 11 acts includes Johnny Perkins, 25 (25), 25 (25), 25 (25), 25 (25), 25 (25), 25 (25), 25 (25), 25 (25), 25 (25), 25 (25).

Ted Lewis at \$7,500

LOS ANGELES, Aug. 19.—Ted Lewis, opening at Orpheum Theater downtown, is coming in on \$7,500 flat price. Trompeter and his orchestra will be booked to run around 50 minutes. Sherrill Cohen, manager of the Orpheum, has estimated the show will gross \$7,500. Ted Lewis, with some of the top radio spots around.

Big Acts for La Maze

HOLLYWOOD, Aug. 19.—Names have been made for the La Maze, which will start on September 1. The unit will be booked by Alvin Karpis, 25 (25), 25 (25), 25 (25), 25 (25), 25 (25), 25 (25), 25 (25), 25 (25), 25 (25).

Vaude Grosses

Garland & Rooney \$50,000 1st
4 Days at Capito; Terrific;
Para, Strand, M.H., Roy Big

NEW YORK—For once the word "sensational" was honestly to be used in describing the gross Mickey Rooney and Pat O'Connell, along with The Wizard of Oz, have been piling up at the Capitol Theater. With the first vaude bill-up has had in the city. The vaude bill-up took in an estimated \$50,000 on the first four days. The vaude bill-up figured that the week's results will produce at least \$75,000. Opening day brought \$15,000 on the first day. The second day \$12,500 was taken in, and Saturday (last week) accounted for \$18,000.

Beneficial exhibitors generally are very well pleased with the box-office receipts that have been accruing during the summer months. Wall Street Journal, in a survey on the amusement business for the past year, stated that business during July took a 15 per cent jump over June attendance, and cited this was unusually brisk business during the summer.

Paramount's layout, Phil Spitzfey's famous cork on the stage and Bessie Gray, drew a gross \$32,000 for the second week. First week hit \$34,000.

The Strand, which has been having excellent business, reported a second week winning week with \$49,000 the first week of The Old Maid and Horse Head's case on the stage. Running another week, which should do at least \$35,000. They also held on to a good lead, with Sunshine and Littlepage (second week) accounting for a net \$43,000. On the road, the vaude bill-up took in \$10,000. Lorraine and Bogdan and the Del Rio.

Minnie Hall's second week in *My Name Is Money* drew a gross of \$30,000. The vaude bill-up, Nina Whitney and Nicholas Daks and June Furrer on the stage, was also big with an estimated \$40,000. First week took \$36,000.

Louie's Stage, despite a good vaude bill, had a great first week. The vaude bill-up had its usual weekly sunny side up, with a week \$12,000. Stagebox included Jack Dever and the vaude bill-up. Murray and the Stuart Morgan dancers.

Buffalo Booms With Kaye

BUFFALO—Gummy Kaye's orchestra headed for the city at the Buffalo Theater to a terrific \$23,000 for week ending August 25. The vaude bill-up took in \$12,000. Pic. Bachelor Mother.

Loew-Poli, New Haven, Good

NEW HAVEN—With Mickey Rooney and Judy Garland playing one day on the vaude bill-up, two pic. Bachelor Mother and Loew-Poli Theater did \$10,000. August is right grand.

"Mirth Parade" Pulls So-So

MILWAUKEE—*Mirth Parade* at River-Grand, Milwaukee, took in \$10,000 for the week ending August 17, with regular 25-30-cent admission prevailing. The vaude bill-up, which included Edna Arden, Gene Gory and Roberts, Ted and Mary Tait, Eric Stearns and Billie Cull, drew a gross of \$10,000 with music by Leo Roth's band. Pic. Whispering Ensemble (Col.).

S&L, Bruck Terrific in Chi

CHICAGO—The big pull of the week was the combination of *Whispering Ensemble* and Gene Krupa's act at the Chicago. It grossed a terrific \$48,000, with the vaude bill-up taking in \$10,000. Sensational rise. Couldn't stay over due to previous commitments, but picture was a hit. The vaude bill-up included the Stapletons, Whitley Roberts, Oxford Boys and Owen McGivern. Will bring in \$10,000 and ring up a better than mild \$34,000.

Also during its reopening week also drew a big pull. The vaude bill-up, *Felix Berger and Career* on screen. Booked up about \$30,000 and held over a week. The vaude bill-up took in \$10,000. Stopped a Million. Heading for a strong first week.

State-Lake and Oriental are holding

their own and are far better off than during the early summer weeks. The twin-bill four-act combo at Oriental last week, which was a couple of weeks behind this figure during current run. Dolly Kay-Loe's *Brass* stage revue and second-act vaude bill-up of Meise and Terzan *Find a Son*.

State-Lake has second run fine *Curse Luck* and eight vaude acts, featuring Eddie Rio and Brothers, The Mayo and Keller Sisters. On way to a \$14,000 total, which is a few hundred dollars better than last week's business with Metro's *Stronger Than Desire* and long right-act layout.

What About the Performer?

As usual the performer is in the middle, taking it from both sides, but this time there's more than the usual irony in the situation because the performer is being held up by a couple of groups, one of which is the rival actor-union factions battle it out for power, productions in practically all entertainment fields are standing at a standstill. All legit production is postponed, and the season, tardy enough in starting anyhow, will be months late. Performers who are scheduled through the summer will have to wait—and wait—for their first pay checks.

But one thing that the performer should learn from the situation: No matter how hard he pushes for a permanent settlement can be made in the performer to take a far more active interest in the affairs of his organizations. A situation such as this must never recur again. It is only the rank and file members of the various unions who can stop it.

Neither side in the present controversy has once consulted its membership in taking any action, and that is the real method of each individual member. It is true that legally or constitutionally they were not required to seek membership mandates. But by every tenet of the moral code, members should have been consulted before the contract was signed.

The disregard of the head man of both sides for their own members goes, however, even further than this. Claims that the AFA protected its own members, and that the disloyalty was made at the AFA, and the administration by the Four A's. And, while the Four A's kept the respect of members and public during the trial, it lost it completely at the end when it forced the rank and file members of the union to suffer for the alleged misdeeds of the union's administration.

If the Four A's had felt that the charges against Ralph Whitehead were substantially true, they would have done so without involving the entire union and setting up a dummy body to take its place, so causing dual unionism, with its inevitable train of hardship and suffering for rank and file performers. It is not surprising that the Four A's were so quick to set up a dummy organization was because such a dummy union could be dominated and controlled by the power-grabbing faction.

As for the administration of the AFA, when it was in its own interest it refused even to consider reforms suggested by its own so-called rank and file members (later dubbed "The Perils in the Newspaper") and Ralph Whitehead, the leader of the controversy, when later asked if he would realize that his insistence on continuing the fight was merely endangering the livelihood and security of all performers, he replied, to a *Billboard* reporter, "I don't care about the performers. I'm going to look out for myself."

The controversy has descended often to the status of mere name-calling—while the actor vaude bill-up and patiently for production to begin. Consequently, moving faster of the Four A's, delayed the issue, thus throwing out a proposed settlement in which all the other Four A requests had been granted. In the present situation, the Four A's are in a position to demand the privilege of taking his own chances as a regular candidate in AFA affairs. And Whitehead has descended to childish, undignified and disgraceful vituperation at the thought of public opinion.

That, in short, is the choice of leadership with which performers are faced. Either the details differ, the fundamental outlook is the same on both sides; or the details are the same, but the fundamental outlook is different. For themselves, and are ruthlessly willing to sacrifice their own constituents in order to gain that power.

Who wins? Who loses? There is only one thing that matters: The average rank-and-file performer must take an active interest in all union affairs. And he must continue that interest constantly, for as long as he remains a passive member he will find himself once more in the hands of the power-grabber.

And no matter who is in control of his unions, he must see that procedure is followed in the present situation. He must see that the administration of the AFA is the opposition bloc in any union that keeps the administration on the straight and narrow path.

That is a perfect example of this in the Four A's itself. Equity, through the jurisdictional mass, was led by officials who advocated the same and fair method of working out the problems. And Equity in the conduct of its own affairs has been just as fair and honest. It is not a situation that was the pivot of an internal war. The opposition bloc, the Forum, only won part of what it wanted; but the administration was backed up and checked up on in the present situation. It is only the Four A's that are in a position. If leader of the old opposition Forum stood together alone against all other delegates to the Four A's, advocating a sane, fair and honest solution to the present problem.

That's a lesson in that. If the AFA's rank and file and the committee had gained greater strength—if it had been able to force the Whitehead administration to stand up to its own staff before the Four A's investigation started—the whole situation would have been avoided.

A strong opposition bloc honestly representing the viewpoint of a section of the membership in the AFA is necessary to force the AFA to stand up to its own staff. And such an opposition bloc is possible only if the performer takes an active interest in his own union affairs.

It is not enough to be a member of the union. It is necessary to take an interest. If it gets them to watch their leaders and to express their opinions at the union polls, then it may have been worth while after all.

Philly Grosses Down

MILWAUKEE—Heat and hotdovers played last week with the Box Club show ended August 17. Also a new stage show was brought in, the film carried over by the vaude bill-up. The vaude bill-up took in \$11,000, with each *Down 1 Die* (WD) accounting for most of the cash. The vaude bill-up included Clark, Sybil Brown, the Three Baller, Clark and Gans Sisters and Jack Lenny and the Starlets.

Complaints are also heard from the Carman, with a take of \$3,200. Arena show, featuring the vaude bill-up, Harry Lavere and Helen Ware and the Continental Thrillers were on the stage and *Quick Millions* on screen.

Tex Hall Surprises

SPOKANE—Tex Hall and his Hollywood Cowards, booked for a Sunday engagement at the Post Street Theater, took Manager William L. Evans' breath away and he hastened to hold them over three days.

This was first vaude in a year at the

house and was given little build-up in newspapers. "They got biggest hands ever received," said Evans. "Attendance for the four days was 25 per cent better than average vaude bills drew last year, and my display business alone equaled the entire previous week of pictures. And I got 25 cents as against 15 cents for the flickers."

More Raids Hit Saratoga Clubs

SARATOGA SPRINGS, N. Y., Aug. 19—Observers around this horse racing resort seem to feel that the gambling raid on the Saratoga Hotel and Casino, which was closed last week, and that action will not be taken until after the season ends September 1. The latest club to be raided for allegedly permitting gambling has been Mother Earth, who also operates a night club in New York and Miami.

Last week's raids included the Piping Rock Hotel, the Saratoga Hotel, the Saratoga House and the Hotel Rip Van Dam. Equipment was removed from the casino floor of the Saratoga Hotel, and they are in the clear as far as liquor and gambling goes. The Saratoga Hotel is being done up on the night club, but in a house removed from the spot.

Pennys Hotel Protest Law

HARRISBURG, Pa., Aug. 19—Protesting against a liquor raiding ruling which forbids them to stop dancing and floor shows at midnight (standard time) Saturday, and restrict all entertainments to the hours during which the sale of liquor is legal, the Pennys Hotel entertainers have asked the State Liquor Board to amend its edict of August 11. The board is to meet in session on the conference but promised consideration of the hotel's protest.

Vaude Shaken in Newark; Adams Legit Into Shubert

NEWARK, N. J., Aug. 19—Adam Adams has renamed the Shubert Theater, which he is buying, the Adams Theater, and is reopening it September 4 with legit. Operetta, *Man and God*.

A. and B. Dow are working out a deal with Adams whereby they will supply complete vaude shows for that theater. The Dow booked Adams' Paramount Theater here last season, but that house is still running straight films. The Shubert has legit, vaudeville and straight vaude bill-up at the same time by the Dow and at another by Eddie Sherman.

Columbus Club Reopens

COLUMBIUS, O., Aug. 19—Tom Jones has reopened his Arabian Snapper Club. It has undergone extensive alterations. The usual policy of three floor shows nightly is being followed. The vaude bill-up, Jones, club opening at 6 each evening and serving meals, with a supper foot show.

Initial floor show included the Lester Cole Debutante and Dale Stevens Orchestra.

Des Moines Club Drops Last of Local Floor Shows

DES MOINES, Iowa, Aug. 19—Vaude acts did a complete fadeout here as a result of the discontinuance of the twice-a-night floor shows at which the Hotel Des Moines was billed and six others shut. NTO was booked on a negligence charge, and was played on the floor of four acts thru Irving H. Grossman.

NTG in Auto Jam

NEW YORK, Aug. 19—Nils T. Grandlund was arrested Monday following an auto crash in which he was injured. He was killed and six others hurt. NTO was booked on a negligence charge, and was played on the floor of four acts thru Irving H. Grossman.

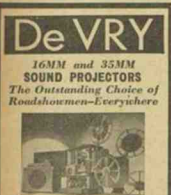
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Two Types of Barnstormers; Each With Own Sales Method

Editor's Note: This is the sixth in a series of articles explaining the various phases of the road show business. Previous articles were devoted to the equipment necessary to enter the business, the methods of advertising and the various conditions of the school and super-type of road show. Copies of previous articles may be obtained by writing The Roadshowman, care of The Billboard, 25 Opera Place, Cincinnati, O.

CINCINNATI, Aug. 19.—The pioneer of all roadshowmen is the barnstormer. Years ago when the motion picture business was still in its infancy, when Theeda Bess, the Keystone Cops and Mack Bennett Bathing Girls were film luminaries, when hair-raising melodramas and slap-stick comedies were the most popular film fare, these intrepid showmen were winners of great profits. The conditions of the nation revealing the wonders of motion pictures to audiences that had the days when rural electrification was unknown and the showmen, unknown and unknown, had to carry along his tanks of oxygen and hydrogen as well as a supply of films and paste to furnish the light for his



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with cartoons, travels and shorts rounded out their programs. Sometimes these men get local merchants to sponsor their shows, but more often they prefer to go it alone. To boost their takes they stage candy pitches, and sometimes set up a stand where they sell souvenirs, gadgets and other trinkets.

Another Type

There is another type of barnstorming roadshowman, however, whose method of operation is more complicated than those who profit are consequently much larger. Perhaps the most common of these is a misnomer as applied to this type of roadshowman, but since his methods are changing he will be operated by himself. Usually he has a crew of five or six people working with him. His method of operation is to choose a town that has a definite religious or educational appeal, select a town for its showing and then make his way with all the religious and educational groups in the town on a profit-making basis.

In choosing the town, the showman not only takes into consideration its population but the surrounding area and the type of people who live there as well. While there is no hard and fast rule that may be applied to the size of a town, but suitable to this type of promotion, most roadshowmen usually choose those of 10,000 population or more. Once the town is decided upon, the roadshowman usually contacts the owners of the town and makes his terms of the picture he intends showing. Since the job is usually one which these men had shown little interest before, he usually has no trouble getting the exhibitors' okay. Sometimes, in fact, the roadshowman offers the exhibitors a deal with a theater owner whereby he rents the theater for the showing of his picture.

Lining Up Support

If the picture is of a religious nature, the roadshowman then sends out his crew of co-workers to line up the support of the various ministers and religious leaders in the town. Each church is furnished with a block of tickets

bearing the name and address of the showman, the title of the show, dates of performance, etc. The usual deal is to give the sponsoring organization 50 to 75 per cent of all the money taken in from sale of their own tickets. In turn, the roadshowman makes all expenses of the film, hall rental, advertising expenses, etc. If the roadshowman is operating only in the promotion of religious films he usually lines up a crew whose members are of various religious faiths. He may contact the Catholic hierarchy by contacting the Catholic Bishop, the Baptist member to those of his faith, and the Episcopalian member to contact the Episcopalian member. Some roadshowmen employ Bible students for this work.

Some roadshowmen prefer to stage the same type of promotions with educational films and tie up with all the schools in the vicinity. In other localities, however, church groups, boys' and girls' clubs, and school aren't in session, the tie-up is effected with fraternal or social organizations and an adventure or historical film is staged.

Coches Frame Grid Series

CINCINNATI, Aug. 19.—Roadshowmen can't afford to pass up the opportunity the coming football season offers. To help them, the Coches Frame Grid Series on the different phases of the game is now well received. The high school coaches will welcome the film for they will aid materially in the training of their squads. Football managers such as Howard Johnson, Dan Little, Gus Duran, Ben Miller, Harry J. Moore, Wallace Wade, Alvin Karpis, and many others, such as Meahan, Jack Gutierrez, A. D. Stage, Bernie Bierman and Harvey Harnum have all contributed to a series on the game.

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(16MM. unless otherwise designated)

Key: Me.—Melodrama; My.—Mystery; Mu.—Musical; Ad.—Adventure;	W.—Western; Dr.—Drama; and Co.—Comedy.				
(Film listed below are feature pictures)	to be carried in the regular 16mm. film program	Title	Reels	Talent	Released By
		Bulldog Drummond's Bride (Me.)	7	John Howard, Heather Angel, J. H. Warner	Film, Inc.
		Heritage of the Desert (We.)	7	Donna Wood, Virginia Venable	Film, Inc.
		Invitation to Happiness (Co.-Dr.)	7	Paul Murray, Irene Dunne, Ch. Brien	Film, Inc.
		Graphic Allen Murder Case (Co.-My.)	7	Orin Allen, Warren Williams, Helen Drew, Kent Taylor	Film, Inc.
		Escape From Yesterday (Me.)	9	John Cadin, Anna-Belle	Hinfberg
		Capt. Calamity (We.)	7	George Houston, Victor Barnett	Bell & Howell
		She Shall Have Music (Me.)	10	Jack Hilton's Orchestra	Pwt
		Fury and the Woman (Mu.)	7	William Osgan, Mollie Lamont	Pictorial
		What Price Vengeance (Me.)	8	Jack Talbot, Wendy Barrie	Pictorial
		Waltz by Street (Me.)	9	Hans Junemann, Mary Puder	Nu-Art
		William Tell (Dr.)	7	Hans Junemann, Mary Puder, Hans Junemann, Detlef Wulke	Outlook
		New Adventures of Tarzan (Ad.)	8		Eastin 16MM Pictures Co.
		Tarzan and the Green Goddess (Ad.)	8		Eastin 16MM Pictures Co.

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Lack of Electricity in Sticks
No Bar to Road-Show Operation

CINCINNATI, Aug. 19.—Judging by the many letters that have crossed The Billboard man's desk in recent weeks, some roadshowmen are passing up chances for staging profitable shows in communities because no electricity is available for the operation of their projector. A number of writers in making it clear that no equipment on the market which would enable them to generate their own current and then make it possible to put on shows in the isolated spots.

Altho electrification of rural communities is going forward at a rapid pace, there are many spots where the advantages of electricity are not yet available to the roadshowman, however, this problem is not a serious one. In fact, many roadshowmen are constantly putting on shows at country roads where the coal oil lamp is the standard means of illumination.

They overcome the difficulty by renting or buying a portable generator to

provide the power to operate the projector and sound units. There are several reliable makes of generators on the market. There are two types: A small gasoline engine generator providing about 500 watt current, and a direct current generator which works off an automobile.

The portable gasoline engine generators range from 650 to 1,000-watt capacity and weigh in proportion to their watt capacity and type from 75 to 150 (See *LOOK OF ELECTRICITY* page 48)

NEW Exclusive Subjects
"SHE SHALL HAVE MUSIC"
Elaborate Musical Feature
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16 Reels on 16mm. Sound Film.

TIM MCCOY WESTERNS
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POST PICTURES CORP.
723 7th Ave., NEW YORK CITY

Carnival Midways
Natural for Pies

CINCINNATI, Aug. 19.—While motion picture shows on carnival midways have not been numerous in recent years, they have been making a comeback and equipment and films in the past few years indicates that enterprising outdoor businessmen may be overlooking a good chance for quick profits by not giving more attention to this type of show.

To put on a motion picture layout is so easy the showman need only rent or buy a projector, screen and films. Many films are available that lend themselves perfectly to midway exploitation. What's more, with low-type of show from the film and attractive banners the enterprising showman can frame a front that can be as eye-catching as any on the midway.

It's not necessary to stage a full-length picture. On the contrary, a good length of two or three reels full of action will bring in the crowds. Since a reel takes from 10 to 15 minutes to show, turnover is at a fast clip.

The Life of a Nudist is being presented on the midway of the Hennepin Branch, St. Paul. This advertisement charge, and business is reported good. *Clair Ruth* is the name of a film being presented at the midway of the United American Shows has a show presenting the old-time Charlie Chaplin films.

With the fall season under way, many carnival owners are looking for additional shows to round out their midways. There's a good chance that many of them would be interested in a good film show.

Pick-Up Is Noted
In 35mm Field

CINCINNATI, Aug. 19.—Favored by the publicity on all types of motion picture road shows is the 35mm. film rental business because a decided increase, according to reports from some of the industry's leading independent distributors of 35mm. picture.

For many years the 35mm. film has been most popular with road-show operators who originally purchased that type of equipment during the days before the war. Since that time, however, many have taken advantage of the good used 35mm. film equipment bargains now on the market and also the cheaper purchase price of new and used 35mm. film.

Chester Busa, who operates a large 35mm. library in Chicago reports that his business is better than usual for this time of year. He is adding to his already large library many new features and short subjects. Another large library in Missouri, operated by Harold Moore, has added 200 new 35mm. features for the coming season. Moore dropped into The Billboard office here last week and stated that there has been a decided pick-up as a direct result of the publicity The Billboard has been giving the business.

Short-Subject Releases
16MM.

Story of Our Flag (patriotic) one reel, by Bell & Howell; *Wimper Wagner* (comic) one reel, by Bell & Howell; *Master Holiday* (comic) one reel, musical (historical) one reel, by Bell & Howell; *Snake Skate* (sacred) one reel, Bell & Howell; *N. Y. World's Fair* (sacred) one reel, available in color, by Official Motion Picture Photographers of N. Y. World's Fair; *Chicago's Children* (semi-educational) one reel, by Pictorial; *Fasciola* (educational), two reels on biological subject, by Associated Screen News Limited; *King Penzance* (educational), two reels on natural history, by Associated Screen News Limited; *Full Design* (educational), one reel on general science, by Associated Screen News Limited.

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Send for list of Revised Road-Show Features. Also available on 35mm. sound.
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On the Flushing Front

By ROGER LITTLEFORD JR. and LEONARD TRAUBE

NEW YORK, Aug. 19.—Free concerts in the amusement area, as yet have not been put on for the public, in the manner of lack of publicity is the chief reason. Bands being booked in at last minute, and the program in general, according to reports of concessionaires indicated that majority feel kindly toward the concert but are not ready to open up the money very little, if any, help to the fun zone generally. Ben Bernis and Harry James, for a week, replaced Tommy Dorsey, Frankie Masters and Buddy Backett today.

Cy (Dodger) Bond attended the Pennsylvania Amusement Park Association convention in Philadelphia on Thursday. . . . Should Phil Plant's plans for a Hawaiian show materialize, he will send the show to Philadelphia on Thursday. . . . Club at the Canadian National Exhibition, Toronto. . . . He has definitely set himself to see with the CNK making him the first outdoor showman to be developed at the Flushing expo. Every World's Fair is responsible for at least a few new personalities entering the realm of outdoor show business. . . . Frank's show will have more publicity than any since the fair opened than any other single midway op. Hardly a week passes that Frank doesn't participate in some sort of official capacity around the grounds.

Everett Marshall has replaced Morton Dowsay at the Aquadrome for the remainder of the season. . . . Philip Gehland-named special agent in charge of the Circus. . . . He joined his Crystal Palace show, Billing spot vacated by Rosita Boyce two weeks ago. . . . He is now in charge of the show with Norman Ben Geddis, who he claims, must drop the "Crystal" in title of his Crystal Palace show. . . . He is expected to be more before long. . . . Bob Nelson, the mascot supply expert from Columbus, O., was in the city on Tuesday. . . . He was in charge of the Dufour & Rogers' Seminole Village was cast into sorrow on Tuesday when Mrs. Bob Philly passed away following a heart attack.

Jack Donahue, The Billboard sales agent at the fair, has had enough of the World of Tomorrow and is off for Philadelphia to see his old boss at the Fair. Donahue has been handling front of Tony Sarg's Enchanted Forest. Tom McGee, the penny-archer, is now in charge of The Billboard sales.

Prof. Phillip, circus writer, who is on the staff of the New Brunswick (Can.) tourist and information bureau in Fredericton, arrived in to take his post at New Brunswick's exhibit in the Canadian Pavilion. . . . The White Plains (N. Y.) Reporter should send its star scribbler down to interview a native daughter, "Marlene" Dietrich, and find out how she managed to land a job in the fair. . . . He should also dig into the clamor in the boothhouse, where she works as secretary for George F. Smith and his associates. . . . The American Control Committee, Maybe it's that Westchester County climate, which she so apparently brought Flushing to a standstill in expense. . . . August 12 and 19 issues of the magazine New Yorker contained articles by Duff and Joe Rogers, written in the grand manner by the incomparable Jo Liebling. When the article appeared in the magazine, it was their distinction itself, so "Dr. Ehrh" and the mayor should feel mighty proud these days.

Next week's issue of Liberty will carry a report on labor troubles at the fair compiled and written by George Bokoly. Will charge that a group of New York tradesmen, engaged in trade, and are utilizing the World's Fair to proliferate, to jack up wages and prices, to reveal contractors as being unscrupulous manufacturers. . . . They maintain standards which did not set adequate and correct work conditions for the employment of construction of the fair. . . . They would have to be paid, to disburse and disburse material, and to spend millions of dollars in the States of California and the President of the U. S. . . .

Tony Sarg's Enchanted Forest was ransacked either by hoodlums or saboteurs soon after the attraction was closed for the night on Thursday. A squad of detectives was out on their trail. Show closed on Friday until the investigation after the interior was righted again. . . . Frank (Hondouze) Miller took a few days' rest, and returned to the maintenance of his family. . . . Al Shafer, manager of Old New York, is in Doctor's Hospital, Manhattan, with a throat ailment.

Concessionaires are being asked by Amusement Control Committee to accept contracts at a much-reduced rate on Journal-Americans Day, September 10, 1939. . . . The attraction is a good idea but would succeed in a week-month. . . . Journal-Americans launches an intensive publicity drive next week, with coupons good for front gate and, they hope, at least several attractions in the amusement area.

Nix T. Cranford opened the much-delayed Palm Beach Club adjacent to his several-week-old restaurant and bar. Club is a class spot, with a 20-ft. high skylight and an abbreviated floor show nightly. . . . Thereof is a big attraction for the night. . . . It should be a top spot for heavy-earning city society clientele. William Rhoades Stewart is made many night.

The Chicago reprint by the "Insiders" corner last week interested George Hodges, who is in charge of the fair. . . . He was a member of the much-praised Concessionaire Department of a Century Progress man, chatting with Dufour and Rogers. . . . He was rather taken with the show. . . . Murray (Queen Your Age) Gathers off to the Canadian National Exhibition in Toronto. . . .

Q. Gus Chas, now talker on Lams Temple, is staying with it all season. . . . Tom (Gardner) Witt cut it up quite frequently at Rendevo. . . . That heated argument was decided by the referee. . . . Rose, Doc Sheen, Al Gonor and Link Dickey was over September attendance. . . . The show is a good one. . . . Once a night all 1/2 minutes on Jordan L. Mori's Parachute Jump are released continuously. . . . A grand sight and the best feat in the midway. . . . That was Maurice (Mito) Mornay trying to make a feat. . . . Pete Plesian's eborall ally Friday night. . . . The hand stand used by name bands. . . . The Washington Hall looks like it has been built by Willie, West and McOinty.

Rodeo Strikes Out; Personnel Cuts Only Franklin Batting; Free Bands on Deck

NEW YORK, Aug. 19.—Fair-financed Wild West and Rodeo is definitely scheduled to fold tomorrow, notes having been received from the Rodeo Association. A building was built at tremendous cost at the southern end of the midway opposite the Parachute Jump. Its operating cost at one time was about \$14,000 a week but now is \$7,000 and \$8,000 at various intervals. . . . Manner of presentation was also tremendous. . . . The show was cut sharply, but it failed to click and Manager John Krimsky, fair's director of entertainment, decided to shelve it.

Ridney Franklin, the Brooklyn-born maddard, is planning to stage a private bull-tussling preview this afternoon in the Municipal Auditorium. . . . The officials and the SPCA was notified by Franklin in his long quest to obtain approval for his internationally accepted sport.

If the bull-jousting stuff isn't checked tomorrow, a stage will be set into the arena and name bands, currently appearing on the bank of Pound Lake, give concerts, with dance exhibitions part of the plan.

GOLDEN GATE INTERNATIONAL EXPOSITION

February 18 to December 2

Ban On '40 Talk Breaking; Third Largest Week Scored

SAN FRANCISCO, Aug. 19.—Night ban in force among the expo staff on talk of a second year for the fair is showing signs of weakening. First cracking was noted this week with the report that California Automobile license plates are being issued and will read "California World's Fair—1940." Other references, indirectly having to do with a second year card with earlier announcement by the board of directors that "Strub could do whatever he wanted with the exposition." This immediately caused surprise as to what Strub would do.

Managing Director Charles H. Strub is in the East now lining up horses for his Santa Anita winter racing season. A statement by Frank Leland, Jr., Cal. agent more than a month ago was that the fair's run would terminate definitely on December 4 of this year, which at that time caused a breakdown in a second-year rumor that had gained rapid circulation.

Order eliminating grinds on the fronts of midway shows unless talked "none new" will become permanent. Radio Director Howe, also in charge of the public-address system, has warned show-speakers if they are caught disregarding the order.

Combs-Ticket Plan Off

Julian Harvey, operator of the World in Motion, has been named chairman of a committee to look into facts and figures on the \$1,000,000 Combs-Ticket Plan at the end of the fair. Policy of expediting a stated amount from government bonds is being opposed from a number of shows and concession companies.

All profits from California Auditorium, if and when the fair is over this year, will be given to the state general fund. There still is no definite figure on deficit said to have been raised by concessionaires and the total loss is supposed to be in excess of \$125,000.

Sibley Is Granted Opinion On Mexican Expo Fun Area

SAN FRANCISCO, Aug. 19.—Purchaser of the Mexican Exposition will be gradual and tentative, said Managing Director Charles H. Strub, who is in charge of the fair. . . . He declared, "Rather the quality of attractions will be improved, if possible."

He described personnel reductions to date on the Mexican Exposition as "no evidence that the expo itself is weakening."

Each person employed understood that his period of employment was somewhat temporary in nature, Strub said. "The exposition is now enjoying its best days financially and September, October and November are expected to be its best months."

Sibley Is Granted Opinion On Mexican Expo Fun Area

SAN FRANCISCO, Aug. 19.—Joseph B. Lewis, representative of Mexican International Exposition, was here during the week in initial showman and not in Mexico City, opening around mid-July next year and running nine months, according to Lewis.

The position is held by the Mexican government and private interests and will cover about 150 acres, with an expected attendance of between 5,000,000 and 6,000,000 visitors.

Lewis said he had granted a preliminary agreement to a suggestion to Walter K. Sibley, who operates the Headless Woman attraction here.



Ted Lewis Troupe cost the fair \$12,000 a week.

Fair was forced to drop combination-ticket plan, as handling of the neighborhood newspaper in tie-up with city advertisers. Big dailies balked at the idea, with threats to cut expo publicity. Items never sheet quit weekly news but because exhibition and concessionaires let down on reported pledges to support wild space.

New Cavalcade Recast

Elmer E. Bloor, president of the Concessionaires' Association, will left Monday. (See SAN ON '40 on page 46)

Paid Attendance

Previously reported	6,326,521
Thursday, August 10	41,128
Friday, August 11	26,811
Saturday, August 12	57,223
Sunday, August 13	71,576
Monday, August 14	53,642
Tuesday, August 15	48,284
Wednesday, August 16	48,155
Total	6,607,990

Ops Are in Line For a Reduction in Expo Percentages

SAN FRANCISCO, Aug. 19.—Financial management retrospective to August is being planned by the fair management with restaurant operators. . . . Maj. Arthur McChrystal, director of concessions and amusements, said he is attempting to make readjustments where possible.

Exposition percentages are being reduced, to cut down the expense of exhibition of individual owners, McChrystal said. Restaurants pay an average of 12 per cent on food and 12 per cent on liquor sales.

Brands which have lower proportionate labor and food spoilage costs pay on sliding scales which amount to as much as 10 per cent. Amount of reduction was not disclosed.

Girl Drome Rider Injured

SAN FRANCISCO, Aug. 19.—Reith Miller, 20, San Francisco, rider in the Globe-Drome on the midway, was seriously injured on Thursday when her motorcycle stalled while traveling 90 miles an hour on the circular track. Miller was hurled from her mount and rolled to the bottom of the track. Treated in Exposition Hospital, she was removed last to Franklin Hospital here.

Gleanings

By WALTER K. SIBLEY

SAN FRANCISCO, Aug. 19.—The fair is running so smoothly now that it does not seem natural. Quarts at the head of the parade, in the hands of the fair, Guyton Wilson, H. C. Batoroff and George Whitney. Trade winds have been blowing on Thursday and Friday, blowing down to gentle sprays on Treasure Island. While the rest of California was buried in a rain, the fair was cooled by continuous breezes. Midget Village tract is being completely reconstructed. . . . Reorganized by Charles H. Strub, Village, under management of George Hill, is doing last-of-its-kind business. Cross fair, but prices not so good, from cause of poor business to help "clean the lot," as it were. Octopus is now 10 (See GLEANINGS on page 47)

Additional World's Fair News

Fair Juggles Legit Years—Flood Affected by Flushing 3
 Out in the Open 7

Charles Sparks Plans Return To Field Early in the Spring

MACON, Ga., Aug. 15.—Refreshed by a rest and recuperation and celebrating the best health in years, Charles Sparks has announced that he is planning to return to circus life next season. Mr. Sparks announced last spring, after sale of Downie Bros' Circus, who he had operated for about 10 years, that he had retired.

A man of wealth, Mr. Sparks said yesterday that he was not interested in show business. "I've worked practically all of my life and I want to be active in show business," he commented.

It was Mr. Sparks' second attempt to retire. When the Sparks railroad circus was sold to the Downie brothers in 1928, he said he intended to retire, but after one season's rest he was active as the head of the firm.

Mr. Sparks suffered serious injuries in an accident in April a few weeks after the death of his wife. This injury now came only a short time after he had sold the Downie show to William M. Moore.

Cole To Retire in Cincy; Will Also Be in Norwood; First Show There in Years

CINCINNATI, Aug. 15.—The Cole Bros' Circus, which was here on the Fourth and Smith streets lot (down town) until 14-March last, is going to the city, but this time on the Communitas lot. The date is September 19.

The show will be in Norwood, O., for the following day. It has been about 10 or 15 years since a circus has been in Norwood. (The city is a suburb of Cincinnati.) In a call at The Billboard today, stated that he had a hard time "crackling" the city. He said that the show of the late of Fred Dickstein, feed man of Cincinnati, finally did it. The show will parade in Norwood.

Big Business in Iowa

WASHINGTON, Ia., Aug. 15.—Business for Cole Bros. has been big in this State. At Ft. Dodge, Earl L. King gave his usual banquet to the musicians. The Wolfbrothers (Hutch and Habel) received a telegram from Tom Muir on the occasion of their first wedding anniversary. Mr. Muir and Mrs. Muir are the parents of four big boys including Hutch and Habel, visited recently and Ben, in the State of Iowa. He is a well-known parade float cowboy.

Hussell Miller and Jacob Wagner were seen at the home of Mrs. Miller, 11 E. Brown and John Daley at Waterloo, Ia., of front door, and Peasants Healey, occasionally makes a visit to the West Wild division. Yellow Burnett, being detained at Washington, C. H. O., is being replaced by one of the other boys who will visit.

Henry Reynolds visited at Pileston, Minn. Lloyd King and Vernon Beaver were on hand at Sioux City, Ia. Tiger Tappan's family visited here at several Iowa stands. Representing the show, Otto Griebing arranged for a party at the home of Mrs. Griebing. At a funeral, reports Stanley P. Dawson.

PT. DODGE, Ia., Aug. 15.—Cole Bros' Circus has been in the city for about two-thirds of night.

The Robbins and his band were entertained by Ed Moberg and wife at their cafe after the night show. Karl L. King and several members of his band. Doctor Municipal Band also were guests. Jacob Pinner, solo clarinet player with the Cole Bros. had a boy day at his brother's old home town. He was a member of King's band.

(Columb) White and Fred (Dutch) Lecher, transport, entertained their old friend, Stanley P. Dawson.

Driver Not Blamed For Hennessy Death

REIDINA, Sask., Aug. 15.—Death of Constable William H. King, Chief of (La.) member of an advance crew of the Ringling-Barnum circus, who died of a heart attack while driving a truck on Hospital August 4 as the result of a car upset, was accidental and no blame is attached to the driver, W. Carlton. The other circus employee, according to a coroner's jury verdict.

and some Texas oil men who were associated with it.

Details of future plans have not been revealed. "I am going to spend the remainder of this summer just enjoy fall here with my friends in Mason," he said. "I will probably get back into show business later in the fall."

Charles Clark, assistant manager of the Downie circus, who has ownership, has remained with Mr. Sparks this season.

Beach Replaces Greenhaw on P-W; Business Holds Up

NEWPORT NEWS, Va., Aug. 19.—James Beach has replaced L. B. Greenhaw as general agent of the Parker & Wells Circus. Clarence Harris continues as brigade manager and Edward A. Johnson handling general agent.

At Lynchburg August 11 lot was three miles out and no parade was given. Fair afternoon house and capacity at night. At Norfolk rain the first day (14), two-thirds house at night—second day, improved. In both towns the show was the second in. It rained all day in Norfolk on the 15th, but the show was fair. There was a good afternoon house at Newport News the 17th. Downie circus—wonderful co-operation and publicity.

Atterbury Has Nice Business in S. D.; Plans Long Season

STUART, Neb., Aug. 15.—Atterbury Bros. Circus, which did very nice business in South Dakota, headed for Eastern Day at Madison, S. D., and will be in Intosh and Lemmon, S. D., were good stands, and his was capacity at both periods. At Madison, S. D., the circus recently caught in a severe hailstorm, but no serious damage was done. The show is on for the season and will be winter at Dakota City, Neb., as usual.

Atterbury and his wife, who were with Russell Bros., joined at Lemmon. Robert's father is somewhat improved in health. H. L. Coleman assumed management of show during his illness. Leber Smith has replaced Dave Leber as electrical man at Madison. McLaughlin and has been replaced by Roy Pratt and wife. Adams and his wife, who were with Adams is getting his share of his with the side show.

Recent visitors were M. L. Mitchell and others of the M. & M. Show; Tom McLaughlin, tent-show contractor, and G. M. Curtis.

Frank J. Lee Buys J. C. Admire Show

CINCINNATI, Aug. 15.—J. C. Admire Admire, who has been in the city for several years, has been bought by Frank J. Lee, who has been in the city for several years, and that he and his wife are still with the show, he as general agent and Mrs. Admire as general manager. The Admire Show is now in Illinois, where business is good.

Kelley Term Begins

NEW YORK, Aug. 15.—John M. Kelley, former legal counsel for the Ringling-Barnum interests, and National Insurance Co., who is serving a term on tax matters, began serving prison terms as an expert and private consultant on the subject of conspiracy to conceal taxable assets of the Ringling-Barnum circus. The estates of Charles and John Ringling.

Kelley must serve two years and John Ringling must serve one year. Kelley, Greer, a former tax examiner and government accountant, upon a suspension of his license to practice law, and his term was imposed by Judge Murray Hulbert in Federal Court here.

Downie Replaces Top

SUFFOLK, Va., Aug. 19.—Downie Bros' Circus, which has been in the city for several years, was badly damaged in a storm at Lynchburg.

Richard Show To Go South

Business has been consistent—truck turns over but no seriously hurt

GASTON, O., Aug. 15.—After playing the Ohio for several weeks, continuing its itinerary to village-class towns, Richard Bros' Circus started its Western leg at near-by Leavittsville, Westmoreland, with another 10 days in the State listed before the show starts its tour of the West, which it will go to Kentucky, Tennessee and Mississippi.

Shows have been consistent business, but the last week in small mining communities in Southeastern Ohio, business fell. One of the best days of the season was at Dillonvale August 13 where night attendance was at the ring curb.

It was expected that the show narrowly escaped death August 11 when one of the large trucks on which they were riding got back coming on a steep hill on route from Solo to Dillonvale, throwing it into a guard rail and overturning. The truck was badly damaged and the four men, after being given first aid, were able to proceed with the fleet.

At near-by Strasburg, August 15, show played to only fair business, while Admire Bros' circus, which has been in the area, officials reported to a representative of The Billboard.

Ringling-Barnum Draws 10,000 at Night in Regina

REGINA, Sask., Aug. 15.—Despite a threat of rain and a day late four days after the close of the Regina exhibition, the Ringling-Barnum Circus played here August 9 to night crowd of 10,000. Mainline crowd was only about 2,000, said Gardner Wilson, press representative. Weather was too good for the air-conditioning equipment to be used. It was the first time in 12 years that the Ringling-Barnum Circus has played here in four years that any circus has played here.

Regina dailies were generous with space before show's arrival and on circus day The Leader-Post carried a front-page story and picture, a local page story and a prominent picture layout. Picture pages, marked the first time that a circus has had two in any Regina newspaper. Nearly 170 Leader-Post carrier boys were guests of the show in Regina, about 15 were guests of the show in Weyburn, and 80 attended at Moose Jaw.

Arthur Woods Injured

SASKATOON, Sask., Aug. 15.—Arthur Woods, of Lowell, Mass., employee of the Ringling-Barnum Circus, was seriously injured here August 12 when his leg was caught between two wagons during loading operations. His left leg broke the knee and his right foot were severely crushed. All toes on the right foot were crushed. He was taken to the Saskatoon City Hospital.

The show played to a matinee crowd of about 5,000 and an evening crowd of about 7,000 at near-by Moose Jaw August 11.

PORT WORTH, Tex., Aug. 10.—Ringling-Barnum has obtained a permit for appearance here September 27. It will be the first circus to play here this year.

Fires Suit for \$78,000

CINCINNATI, Aug. 15.—Benjamin Lee Cameron, of Los Angeles, who was hurt on the Ringling-Barnum Circus here August 12, has filed a suit against the show for \$78,000 Tuesday in the County Court here. Cameron, who was injured in a fall of about 20 feet, it was stated in the suit that Mrs. Cameron had just concluded her act and was descending a rope ladder when a ball ring, supporting trapeze and ladder, slipped about 10 feet and threw her to the ground. The injuries she received, her petition avers, include a compound fracture around the left elbow, dislocation of the right elbow, a compound forearm and hip lacerations. An operation was performed and serum injected to prevent infection. The latter developed, however, she said.

Mrs. Cameron said she had developed a new act on the strength of which she received an offer for a European engagement of \$100,000. She stated that the expectancy of her career would be ruined. The total damage, she stated, was \$78,000, of which \$30,000 was for treatment.

Has Three Rings

Performance program in one regulation ring, with two smaller auxiliary rings at the ends, which are used in instruction classes and general programs. Top is 70, with a 45 and two 20s, in excellent shape, while the Kid Circus ring is in excellent shape. The Kid Circus ring is in excellent shape and carries an eight-piece colored band, which plays the program, while not pretentious, is entertaining. A concert, featuring "Billie French," movie duo, goes for a stunner. General program includes a variety of quarter horse for grand-stand chairs. Top accommodates about 1,000, with a large number of seats, and a large number of chairs on one side and blimp on the opposite side and at both ends. Program includes a variety of quarter horse of the old Century Bros' Circus, who presents a number of trained dog turns. F. C. Adams, who has been in the show for many years, on ponies, and "Sparks" pick-out horse, and other turns. Helen and Marshall Chapin offer an excellent light-wire routine.

Nate Loon is a day ahead on harness and automobile tie-ups.

Han and Eggs Show Clicking on Coast

PARADISE, Calif., Aug. 13.—Newly organized Han and Eggs show, with William (Skippy) Mallock, equestrian director, opened its season here Tuesday, 7 hours. Since opening in Pomona July 29 show has given a daily matinee and evening performance at the same place.

At Inglewood and Huntington Park the arrival of the manager was greeted by a crowd of 500. The show had to handle the packed houses. Novel feature of the show is a collection of 100 truck built in the form of a locomotive.

In the big top are three sound units, complete with a variety of speakers, and Frank Trambatore. Pop Burns is in charge of sound trucks and equipment. The show is a collection of 100 truck built in the form of a locomotive. Frank Chiles' unit, which will soon be ready for the show, is a collection of 100 truck built in the form of a locomotive.

George (Smiley) White, who is a sound crew of 60 men, get the show up on time at every stand. Dr. George White, who is a sound crew of 60 men, get the show up on time at every stand. Dr. George White, who is a sound crew of 60 men, get the show up on time at every stand.

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GREAT FALLS IN PEAK

263,940 Paid At Mont. Annual

More than half of State population out—DePue to increase attractions bill

GREAT FALLS, Mont., Aug. 19—Half of the people from an area larger than that of the New England States braved threatening weather to jam grounds of North Montana State Fair here on August 7-12 to make the 1932 annual more prosperous than any the state first opened in 1931. Of the about 500,000 people who inhabit Montana, a total of 263,940 brought admissions to the grounds during the week, giving the DePue to Secretary-Manager Harold P. DePue that the fair which he had planned since its began will this year rank 11th in the nation in point of attendance. Last year's 11th claim to be 17th, with a set record which amazed the nation's showmen.

The 263,940 paid admissions meant an increase of 50,000 over last year, when 213,840 paid their way to set what was then an all-time record for the fair.

Rise in take-aways. Directly in line with increase in attendance were reports from concessionaires and party contracting departments showing large cash increases over last year. Mutuels play, attracted by a program of 42 thoroughbred races for purses (See **GREAT FALLS** on page 55)

MCA and B-C To Set Detroit Coliseum Show

DETROIT, Aug. 19—Barnes-Carruthers' Show of the Century has been booked as background show in the Coliseum for the 1932 Michigan State Fair with name bands and attractions all booked thru Music Corp. of America. Features for the first two days of the last three weeks. Benny Goodman's Band has been booked for the first two days of these days, and then Bob Crosby with Jack Benny's Rochesterians for the last three days. Admission will remain the same, 25 cents.

General fair admission will remain at a quarter, a dime for children, same as last year. Pass regulations, practically (See **MCA AND B-C** on page 53)

100,000 Out at Cumberland

CUMBERLAND, Md., Aug. 19—More than 100,000 attended Cumberland Fair and races on August 18-19, reported the office of General Manager Harry A. Mosley. More than 120 stall applications were received for the 16th year of the racing calendar of 10 days, said Publicity Director Cleveland Drevall. About 700 applications were accepted and handled by the staff, headed by Edward J. Brennan. Three hundred stockholders underwrote the fair. There were fireworks nightly, augmented by regular fair features of Coliseum Shows, held the midway.

Eastern States Gets Dorsey

SPRINGFIELD, Mass., Aug. 19—Tommy Dorsey's new orchestra, with supporting cast from radio and stage, have been booked thru Music Corp. of America for the first two days of the 1932 Eastern States Exposition here by Secretary Charles A. Nash. Concerts will be held at Coliseum. Engagement marks the first time the fair has booked a name band.

LENA, Wis.—Lena Stock Pair Association re-elected E. J. Brauns, president; C. J. Schmitt, secretary; George Deffen, treasurer.

KEARNEY, Neb.—Fred Knobel was elected president of Buffalo County Fair; Otto Ostas, manager; A. N. Holmgren, secretary; Wallace Thornton, treasurer.



DURING A MEETING of Western Canada Association of Exhibitors in Regina, Sask., on August 4 during the Regina Exhibition these executives were "captured" by the Royal American Show's cameraman. Left to right:

Cliff J. Sedinger, president, Amusement Corp. of America and general manager, Royal American Shows; A. D. Muro, president, Saskatoon Exhibition; A. M. McIntyre and J. H. Warren, directors, Saskatoon; Fred Robinson, director, Regina; Don E. Elderton, general manager, Regina Exhibition; Ed W. Johns, general manager, Saskatoon Exhibition; J. H. Lunney, director, Regina; James E. Rette, general manager, Brandon (Man.) Exhibition; W. A. Cameron, director, Brandon; John A. East, director, Saskatoon; Charles M. Baker, director, Calgary; E. L. Richardson, general manager, Calgary (Alta.) Exhibition and president of association; W. W. Rathwell, director, Brandon; Charles Yale, director, Calgary; Percy W. Abbott, managing director, Edmonton (Alta.) Exhibition; H. A. McNeill, director, Brandon; Fred Kemp, director, Edmonton; A. H. McGuire, director, Calgary; J. I. Moore and J. M. Bushaw, directors, Brandon; Walter Caswell, Robert Stutes and Weta Andre, directors, Regina. Photo by Datzwell.

"Everybody Pays" Contingent In Welcome to Ohio's Kinnin

COLUMBUS, O., Aug. 19—No matter how big a headache he may get as a result of his ultimatum that "Everybody Pays" at the 1932 Ohio State Fair here, Manager Win H. Kinninmonth saw Benno's gun" and refrain from taking any so-called other to satisfy himself as whether the fair can be made to pay its own way.

He has taken the position, with numerous other fair managers over the country, that those should be no exceptions to this rule and that revenues derived from this source should be adequate to meet current costs instead of

permitting the annuals to go into the red as an added burden on taxpayers.

No Border Line Cases

Word received by Manager Kinninmonth from some fair managers in other States reveals that they make no provision for so-called border-line cases, everyone paying admission at the gates. One fair manager in a sister State wrote: "The expense men were told that we had created a substantial business for their company and that they would be expected to pay, the same as anybody (See **"EVERYBODY PAYS"** on page 53)

Biggest Gate in Urbana, O.

URBANA, O., Aug. 19—Attendance at the 88th annual Champaign County Fair here on August 8-11 broke all records, said Secretary John W. Yeager, especially at night. Wednesday 20,000 saw Benno Valley Burn Dance troupe and Thursday night about 18,000 saw the first horse show, sponsored by Urbana Riding club, less than a year old.

Lax Adds Extra Free Day

L A CROUSE, Wis., Aug. 19—Rain on three days held down gates at Interstate Fair here, which had estimated paid attendance of 35,000 on August 12-13. Because of weather the fair was made free to the public on August 13. Goodman Wonder Shows were on the midway. General admission was 25 cents and 25 cents to grand stand.

In Front of Grand Stands

LORENTE GRAHAM and her horse played Clark County Fair, Marshall, Ill., on August 24-26.

BERT THOMAS, representative of Hudson Fireworks Co., reports award of the contract for fireworks at Michigan State Fair, Detroit, to his company.

TAYLOR BROTHERS, aerialists, report they have been booked for Abingdon (Va.) Fair with Dakey, high-diving oop-ent with them.

G. HIGGINS (the Sky Man), high-pole act, reports he plays a successful engagement at the recent Centerville (Ind.) Fair. Public Mocking trials is sensed and Kenny Bird is property man.

B. O. LA-BLANDE, manager, La-Blonde Troupe, comedy drama, reports the

best season in several years at Minnesota Wisconsin fairs. Act is booked thru September.

THREE Monarchs of the Air were free act at Putnam (Conn.) State Fair on August 7-12, which averaged daily attendance of 1,500. Dakey and Pettie rickshaded rides and convoked.

BILLY BISHOP, of Billy Segrist Troupe, booked thru Canadian Vaudeville for seven Canadian fairs, reports he and his wife, Bonnie, renewed acquaintance with friends on Andy Brock Shows while playing St. Hyacinthe (P. Q.) Fair. Troupe worked indoors in the new fairgrounds arena.

JOHN W. TODD, manager of Detroit branch of the Dixie Circus, booked (See **GRAND-STAND SHOWS** page 52)

Who Started Fairs In United States?

IT IS not often that the National Geographic Society of Washington, D. C., goes astray in issuing its highly interesting and informative bulletins. But Western New York historians will be slow to pick an argument with the current bulletin issued by the society relative to the origin of fairs in America.

According to the bulletin, Pittsfield, Mass., has claimed credit for the first agricultural fair in the United States, a 1810. It is stated also that "Dr. William Thornton, a designer of the national capitol, and his commissions of patents," suggested in 1804 the value of fairs and markets, and in the fall of that year a fair was conducted in Washington, "on the Mall on the south side of the River extending from the bridge at the Center Market to the Potomac. Prizes were offered, and the affair was highly attended."

However, historians of Western New York are familiar with records that tell of a most imposing fair conducted by Capt. Charles Williamson at Bath in (See **WHO STARTED** on page 57)

Reading Books Stellar Bill For Jubilee; Space Sale Big

READING, Pa., Aug. 19—Reading Fair will obtain its River Jubilee with one of the biggest entertainment programs in its history, the occasion marking the 23th year of the fair has occupied present grounds.

Daily grand-stand attractions will include Jimmie Lynch and his Death Dodgers on opening Sunday; Grand Circuit horse racing, Monday thru Friday; Lucky Teter and his Hot Drivers on Saturday, and AAA auto races on closing Sunday. Royalties will appear nightly with outstanding acts. There will be nightly change of fireworks, said Publicity Director Russ Meyer. Cellis & Wilson Shows will be on the midway.

Secretary Charles W. Swoyer reports highly desirable for indoor concession (See **READING BOOKS** on page 57)

Regina Mutuels Take Big

REGINA, Sask., Aug. 19—Pret-treatures take at Regina Provincial Exhibition on July 31-August 8, was \$205,587, an increase of 100 per cent over last year, the biggest increase shown anywhere on the prairies this season. Final day's play was \$48,000 over the corresponding day last year.

CAKETOWN, N. B.—Queen's Fair Association has been organized here and decision made to hold an annual. Officers are J. J. Jackson, president; H. B. Stridge, vice-president; and Thomas H. Scott, secretary-treasurer.



ARCHIE WILSON again missed taking part in annual Eastern States (Sask.) Provincial Exhibition for 40 years. He has been a director 25 years, was president in 1928-29, chairman of live stock 10 years and president of Western Canada Association of Exhibitors, president of Saskatchewan Agricultural Society and chairman of Saskatoon Agricultural Council and Board of Trade. Photo by Datzwell.

A Report from the Road

proving that there is just one way
to break attendance records at Fairs,
Amusement Parks, Celebrations, etc.

I wish that every showman who has been crying about what a tough season this is could be with me on this road trip. At our Fairs at Harrington, Lockport, Batavia, Lewistown, Caledonia, Whitney Point, Peterboro, Valley Field, Cumberland, Middletown, Skowhegan, Sandy Creek, Butler, Barton, Gouverneur, Three Rivers and many other spots attendance records have been shattered. Crowds beyond our fondest expectations are flocking into the Grandstands and the Fairs, making this one of the most successful years in the Fairs' history.

Our attractions are turning in breath-taking, masterful performances. Lucky Teter is breaking every record he ever set and that's saying plenty.

But you don't have to take my word for all this. Here are a few quotes from letters and wires our office has received:

"Your acts are beyond expression in splendor.
Everyone is loud in their praise."

"The show which you furnished was everything
that entertainment should be. It was 'Tops.' The
committee and the audience of 30,000 people
were entertained no end."

"Revue of Tomorrow and the entire grand-stand
show more than came up to expectations. Thanks
a million."

"Our night Fair was a tremendous success this
year. Thanks to you."

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These are only a few of the enthusiastic comments we have received from a few of those Fairs which have already opened. Every indication points to the fact that Rutland, Bloomsburg, Reading, Allentown, Richmond, Trinton, Raleigh and many others will be just as successful. These fairs should all have their biggest year! And the reason? You've probably guessed it... they've got the best shows in their history. All of which proves one point: You've got to create records before you can break them and there is only one way to do it!

LINE UP A LIST OF ATTRACTIONS THAT WILL DRAW PATRONS. It's still not too late. George A. Hamid, Inc., have a few outstanding attractions available. But you'll have to act now! Wire, phone or write us—right now!

George A. Hamid

President

Solution to Dilemma of Clowns

By WILLIAM H. (BILLY) FINKLE

THE title for this article really should be *A Laugh in Time Saves Many a Program From Dying on Its Feet*. But, of course, heading "I'm" requirements might be taken into consideration, for the shorter title. In my own experience and that of many others engaged in producing and directing circus, exposition and grand-stand shows, the truth expressed in the longer title is very obvious, and that brings us to the subject of clowns. By clowns I don't mean anyone who can put on a white-face make-up and clown costume, as contrary to the belief of a great many who really should know better, it takes much more than that to be a successful clown. On the other hand, a successful clown does not always work in the conventional jester costume but in character such as rube, electric, politician, or the many types of suggest characters. By suggest characters I mean the type that Poodles Hanford and others who work along his style have popularized. This type of clowning lends itself more readily to solo work for fairs, celebrations and expositions. And there is a great field, also a great need, for clowns in those branches of the amusement business.

The advisability of engaging clowns to entertain grand-stand audiences at fairs has been realized by a great many fair organizers, but in granting the free-act appropriation directors of fairs often fail to take into consideration the dull monotony between races and other periods during which the audience should be furnished with amusement to offset bore-

ing moods. No money spent by fairs would return more to entertainment value than the salary of a competent clown. That does not mean anyone who simply puts on a make-up. It means more to do make-up to put a clown over and more so at fairs and celebrations than other places as the grand-stand clown is on his own there and must depend on his knowledge of pantomimic effects and how to sell them. He also must have the faculty of working extemporaneously as there is no time to present his offering and he is sometimes called upon to work 5, 10 or 15 minutes at a stretch and without bulky props. The props required, if he were dependent upon them, would not only entail a large investment but the transportation costs would necessarily have to be figured in his salary and therefore would make his appeal prohibitive to the auspices engaging his services. Consequently, he must do without props and rely on his personality to keep his audience interested and to put his gag over to laughs.

While the clown is working the audience, in centering its attention on him is thus unaware of a wait in the program. Another factor in the tenaciousness of an audience while viewing thrillers presented to the fair-going audience is a comedy number following a thrill act helps to relieve the tension and also puts the audience in a receptive mood for the other offerings.

The Come-In Period

In the foregoing I have dealt with the performance proper, but there is still another period during which the audience should be entertained and that is the time when patrons are entering the grand stand prior to the beginning of the performance. Circus directors

have realized for a long time the importance of keeping the early crowd amused and that is where the come-in clown enters the picture, as a good come-in clown is a great asset to the show to an hour at a stretch without tiring his audience. His qualifications are different from any other member of the clowning profession and he is in class by himself. There are many good jobs, but the number of competent come-in clowns is small.

Many people do not realize the abilities necessary to be a good come-in worker. He must first of all be a good psychologist, as he often uses numbers of the audience as his foil or, I might use the modern term, stooges, and in using them he must instinctively know which ones will enter into the spirit of the thing he is trying to do and which ones will get angry and create a scene that will have the opposite effect of getting a laugh. At the same time a most potent source of fun in his work that the audience does not realize that some are being used as stooges. He must also be an excellent pantomimist so that he can take advantage of any situation that arises and turn it into a laugh. A good sense of timing is essential as he must bring his act to a climax at the right moment—without overdoing it.

Of course, I am aware of the fact that all fairs do not have grand stands, but the same time the come-in clown in the grand stand can also be done by him by mingling with the people on the midway and around the free-act platform. The come-in clown, with their long experience in show business, can help a fair secretary in many ways, such as making announcements and talking over a number of things pertaining to the program.

A troupe of clowns will readily blend into any type of program, and the more the director the better. The number may be augmented by adding fill-in clowns, as the burden is on the principals of the troupe who need the strength to keep their act over. As the clown numbers can be presented on the track, they provide fun for the audience while changes are being made on the platform or while a face or other part of the program is being readied for presentation.

Other Purposes of Clowns

Don't misunderstand me and minimize the importance by concluding from what I have written that clowns are only good from the standpoint of fitting acts. That's far from the truth, as they are good in many other stand-point stand on their own feet, and in commenting on the show offered patrons will mention the clowns as much as they will any other part of a program. This is especially true of the come-in clown, as he works in close proximity to patrons and makes them participate in his act. It is a good he gives them plenty to talk about.

In reading over newspaper reviews of a grand-stand or circus program one will often find as much space devoted to the antics of the clowns as to any other part of the show. And as for photographs, in a big majority of cases when a newspaper photographer takes pictures of the activities of the event he wants some of the clowns to include in his art layout. If he can get a human-interest angle in the picture of the fair or celebration so much the better. And what lends itself more readily to that angle than clowns surrounded by a group of laughing children? Remember, too, children are not the only ones amused by clowns. Adults may say that they think the clowns entertain the kiddies, but if one will walk to an adult with a clown number in progress, he will notice that they laugh just as much and as uproariously as the children.

The speaker is very interested regarding anything of color that clowns do in a

number, as clean humor is their key-note and they never have to resort to smart for an off-color and buff conceit, both as director of shows and a come-in worker. I have never seen the occasion where a clown had to be re-called for an off-color and buff conceit, and that was the time I had to call a beginner's attention to something he was doing as being questionable. In a theater the gag he was doing would have been overlooked and the average theater manager would wonder why I stopped a clown from doing something that is done in the theater all the time. But with an audience where a great many are children an experienced clown feels that he cannot be too careful as he often in a great many cases to people who are not theshogers but who do take their children to a fair, celebration or circus.

I might say in closing that good clowns and come-in workers command good salaries but they are worth it. And, remember, a laugh in time may mean a difference in how patrons enjoy an event.



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BEL AIR, MD.

AUGUST 30th, 31st, SEPT. 1st.

FREE SATE

WANTED: Music Shows, Comedians, WALTER SCHWELER, Director of Shows, Bel Air, Md. Phone BR 4185.

U. S. Route No. 1.

NEED ACTS

Patrons, Shows and Music for fairs, grand stands, fairs, carnivals and night clubs. Mail description first letter. Immediate dates.

BILL STEWART a Dundas, E. Toronto, Canada.

Wayland, Mich., Street Fair

August 30-September 2

is Wanted: Good acts, anyone who was team

Chatterboxes, \$15 each, up to 14 full troupe.

Money collected by F. A. FLAGG.

Yale Ave., Okemah, Okla.

NATIONAL SHOWMEN'S ASSOCIATION

Fastest Growing Organization in Show Business.

BENEVOLENT PROTECTIVE—SOCIAL

(Hospitalization and Cemetery Fund)

Dues \$10 **Initiation \$10**

Sixth Floor, Palace Theater Bldg.

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Also All Circuses

LOGAN COUNTY FAIR

Sept.—December 18-22, 1935—WACO, LOGAN COUNTY FAIR ASSOCIATION, Leavenworth, Kansas

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For Space at the Great

TRI-STATE FAIR

SEPTEMBER 18-23 AMARILLO, TEXAS

RODEO AND NIGHT SHOW DAILY

BIG ATTRACTIONS. ASK ANYBODY ABOUT AMARILLO!

For Locations Write Today. MILTON COX, Secy.-Mng., Tri-State Fair Association, Amarillo, Texas.

R. R. PINNEY, President

8 Days GREATER READING FAIR 7

With Reduced Admissions

BIGGER AND BETTER THAN EVER

SEPTEMBER 10, 11, 12, 13, 14, 15, 16, 17, 1935

Good locations open in Buildings for Exhibits, Jewelry and Novelty Stands. Desirable locations open for Lunch and Refreshment Stands. Also for Merchandise Wheels and other Legitimate Occupations at reasonable rates.

CHARLES W. SWOYER, Sec., 522 Court Street, Reading, Pa.

FIFTH ANNUAL SHELBY COMMUNITY STREET FAIR

SEPTEMBER 6, 7, 8, 9

WANT Fair Acts, Concessions, Can Cook Frozen Custard, Root Beer, Waffles, Snowball, Penny Arcade, Novelty. Practically all others sold. No gift, no gate. Shows and Rides by Gooding.

C. L. BEAL, Supt. Concessions, 31 W. Main St., Shelby, Ohio.

WANTED — FOR INDEPENDENT MIDWAY AND MAIN EXHIBITION BUILDING

Food and Drinks—Fruit, Vegetables, Candy, Confections, Shooting Gallery—Gift Voucher Agency—Selling and Show Business

BRAZOS VALLEY FAIR, AGRICULTURAL AND LIVE STOCK SHOW, WACO, TEXAS

Nine Days—October 14-22, Incl.

Is Your Subscription to The Billboard About To Expire?

FAVORABLE BANKS

Music Makers Bridge Outdoor, Indoor Branches of Show Biz

(Continued from page 15)

16-17 (R-GAC); and Segar Ells on August 17 (R-GAC).

Wisconsin State Fair, Milwaukee; August 15-21; Sammy Keys for full run of the (MCA).

Central Canada Exhibition, Ottawa, Ont., August 21-26; Mitchell Hayes for full run of (MCA).

Richmond County Fair, Olney, Ill., August 21-25; Charles Agnew on August 24 (R-GAC).

Iowa State Fair, Des Moines; August 23-September 1; Don Butler for two days (William Allen); Cliff Williams for two days (MCA); Abe Lyman for one day (MCA); Paul Williams starts August 30 for three days (Barnes-Campbell).

Brown County Fair, De Pere, Wis., August 23-27; Joseph Becker, operator of Riverside Ballroom at Green Bay, Wis., bringing in traveling dance bands.

Waspecta County Fair, Weyauwega, Wis., August 24-27; Clyde Lucas on August 26 (MCA).

Canadian National Exhibition, Toronto; August 23-September 5; two and three days each to Benny Goodson, Guy Lombardo, Glen Gray, Artie Shaw and Tommy Dorsey (all MCA save Shaw, who was booked by R-GAC).

New York State Fair, Syracuse; August 26-September 9; Sammy Kaye on September 4; Tommy Tucker on September 5 and 6-7; Glenn Miller on September 8; and Guy Lombardo on September 9 (all MCA save Miller, who was booked by R-GAC).

Port County Fair, Monticello, Ill.; August 23-September 1; Cliff Williams on August 29, Ted Wexman on August 30, Bill Carlson on August 31, and Will Osborne on September 1 (all MCA save Osborne, who was booked by R-GAC).

Sask County Fair, Saskatoon, Wis.; August 23-September 1; Charles Agnew on September 1 (R-GAC).

Mezzer County Fair, Alameda, Ill.; August 23-September 2; Charles Agnew on August 31 (R-GAC).

August 23-September 1; Fred (Schickelkahn); Fibber for full run of the fair (R-GAC).

Michigan State Fair, Detroit; September 1-4; Pat Gilroy for September 1-4; Wayne King from September 5-7, and Bob Crosby from September 6-10 (all MCA).

South Dakota State Fair, Huron; September 4-7; Pat Gilroy for full run of fair (Vic Schroeder).

(See MUSIC MAKERS on page 64)

Pay Gate Cuts Attendance In Milford, Mich.; Acts Pull

MILFORD, Mich., Aug. 19.—Oakland County Fair here on August 6-12 had attendance of 15,000, considerably under 1938, due to dropping of a free-gate policy adopted experimentally last year. Assistant Secretary W. B. Lovejoy, however, paid admissions were considerably above previous seasons. The 25-cent gate policy will be retained, board members indicated. Fair grossed about \$4,000.

Grand stand drew about 4,000 on Friday night, largest crowd in 10 years. Pine Ridge Follies, featuring Dick Huddleston, appeared on Thursday, followed by Barker Bros.' Circus and Rodeo on Friday and Saturday, with 60 people and 80 head of stock. Shows were booked by John W. Todd, of the Gus Sun office. Fireworks were furnished by Fawcett Co. Glenn H. Rothfus had sound installation contract. World of Pleasure Shows had the best average average business. Ella Carver, fire driver, was midway fire act. Jay Butstary, secretary of the Alhambra (Mich.) Fair, was a visitor.

Ind. Annual Nets \$3,000

TAYLORVILLE, Ill., Aug. 19.—Christian County Fair here on July 29-28, combined with centennial celebrations of city and county, was most successful yet staged here from standpoint of attendance and exhibits, said Secretary C. C. Hunter. Profit of about \$3,000 was made, to be used for ground improvements. Historical parade on Tuesday drew about 35,000, most whom visited the grounds. Another record crowd attended on Thursday. Miss Ilbinson Shows did well in the parade. W. W. Wilson furnished fireworks and there was a grand-stand show. Celebration was held in the business district on Saturday following close of the fair.

Fowlerville Draws Crowds

POWELLVILLE, Mich., Aug. 19.—Fowlerville Fair here on August 2-6 had an increase in attendance of about 25 per cent over 1938, according to officials of World of Pleasure Shows, midway attraction. Attendance was estimated at 50,000. Grand-stand show, featuring Jack Ratna's Circus with three high acts and a third show on Saturday night, expectancy business. Trotting races drew crowds.

Fair Grounds

SENATH, Mo.—Six-day Dunkin County Community Fair, sponsored by Buzette and Producers and Men's Club, booked Myers Bros.' Shows, which carried Peppers Pottery, Iron serial act, chicken races.

SALT LAKE CITY—Monte Young's rides and shows and Art Cardiner's concessions have again been booked for Utah State Fair. Ernest Helms, fair manager, who recently returned from a visit to the New York and San Francisco World's Fair exhibit space, has said there is an increase over last year. Salt Lake City Horse Show will

be held three days and 16th annual horse-pulling match will divide \$1,000 in prizes.

WARREN, O.—At the 94th annual Trumbull County Fair here, for the first time, the highest attendance in the county's history was recorded. There will be an extensive midway and a rodeo in front of the grand stand, said Secretary Homer C. Mackey.

WEST POINT, Miss.—Clay County Fair Association has reorganized for the 1939 event, despite a proposal to discontinue. Poor farm conditions and recent disastrous rains were sidetracked as reasons for calling off the annual. F. T. Clift said a carnival and several free acts have been booked.

JOHNSON CITY, Tenn.—For the first time in history of Washington County Fair Association a three-day fair will be staged at Gray Station near here, reports Earl C. Campbell. Catalogs are now being distributed. President John T. Bickley said live-stock exhibits will be in tents. Program will include Grand-piggy and duck races, Indian acts, Offense B. C. Wine, vice-president; Mrs. H. W. Stagg, secretary, and C. A. Hall, treasurer.

DANBURY, Conn.—For the 1939 Danbury Fair, 100-acre attendance has been cut to 50 cents, said to be inspired by counter-attraction of the New York World's Fair. For many years it has had a 75-cent gate.

CAMPBELLTON, N. B.—Land adjoining its plant here has been purchased by Beattique Exhibition Association which plans to build another building to be completed by falltime.

MERRILL, Wis.—Bain on closing night failed to greatly hurt 4-H Club Free Fair here on August 7-10, an estimated 12,000 turning out. Officials said it would be a financial success. Grand-stand attractions Wednesday and Thursday afternoon and nights included Le Bon Trio, Mackie and Paul, Lam Johnson and Jimmie Lynch's Death Dodgers.

CEDARBURG, Wis.—With attendance of more than 10,000, Ozaukee County Fair here on August 11-15 broke all records of its 80 years of existence. Attractions included fireworks by Theatre-Duffield, Paul Young's Follies Internationale and United American Shows on the midway.

WILMOT, Wis.—Kenosha County Fair here on August 11-13 had attendance of more than 12,000, topping gate records for county fairs held in the past 11 years. Daily bill featured Beale Barnes Dance Troupe.

WANTED

Good Carnival or Independent Shows and Rides
Lincoln County Free Fair

Chandler, Oklahoma
September 13, 14, 15 and 16
5 Community Fairs preceding County Fair.

Lancaster, N. H., F.A.R.

Wanted straight Show Men and Grand Shows.
No 20 Shows. Low-price public will work here, so state so.

Write or Write
John L. DOWD, Jr.
22 Middle St., Lancaster, N. H.

POCATELLO, IDAHO BAMOCK COUNTY FREE FAIR

SEPTEMBER 14-15-16—DAY AND NIGHT
WANT SHOWS, CONCESSIONS, GRANDSTANDS, FREE ACTS, BLACKFOT, IDAHO, PAID, POLY, WRESTLING, HORSE, CIRCUS, VERNE NEWCOMB, CONTESTS, WIRE YOUR ROUTE.

POCATELLO, IDAHO



P. O. BOX 220—GREENVILLE, N. C.

NOW OPERATING

N. C. STATE WIDE TOBACCO SHOW, SEPT. 25 TO 30, ROCKY MT., N. C.
DODSON'S WORLD FAIR SHOWS

PITT COUNTY FAIR, INC., GREENVILLE, N. C., OCT. 9 TO 14

ART LEWIS SHOWS

TAR RIVER DISTRICT FAIR, FRANKLIN, N. C., OCT. 23 TO 28

HELLER'S ACME SHOWS

NOW BOOKING HIGH-CLASS FREE ATTRACTIONS
FOR 1940—SOUTHERN FAIRS, PARKS AND BEACHES

WANTED

PROMOTERS and BILLPOSTERS WITH CAR. ACTS TO REGISTER FOR 1940 CATALOGUE.

Address

A. J. GREY, A. GREY PRODUCTIONS, GREENVILLE, N. C.

WELCOME TO
SOUTH TEXAS STATE FAIR
Baumont, Texas, Oct. 26-Nov. 4

10—TEN DAYS—TEN NIGHTS—10

"The Most Beautiful Fair Park in the South"

Feature Entertainment and Educational Exhibits

Desirable Concession Space Still Available

H. W. GARDNER, President L. B. HERRING, JR., Secretary

2

THRILLING
MOMENTS
withSelden
THE STRATOSPHERE
MANWORLD'S HIGHEST
AERIAL ACT!WIRE ON
LABOR DAY
WEEK OPENWe have the 10
step breath-
ing ability hold
the greatest record
and bring the
team back for
special performances.
Light & shifting
with brilliancy in
flight.PERMANENT ADDRESS: CARE OF THE
BILLBOARD, CINCINNATI, O.Allegheny Goes in Strong
For Bill of Entertainment

PITTSBURGH, Aug. 18.—After years of no entertainment except exhibition booths, agricultural displays, sports events and horse races, Allegheny County Fair will present paid talent for daily shows, featuring local radio performers. As the first in a series to be broadcast from leading fairs throughout the nation this fall, part of the National Farm and Home broadcast will originate on the South Park Fair grounds and be aired over NBC-Blue from KDKA remote pickup. Also on the schedule will be the Pioneer Male Quartet, directed by KDKA staff artist Anselmi Bodeyombo, and the ED-Romanda headed by Westbrook. Combination exhibition and performer will be Roy Starkey, KDKA singing cowboy, and his band.

At least four outdoor acts will be presented, according to Agent George Lahey, who closed arrangements for a bill that will include at least 10 people.

One-day feature will be an outdoor broadcast of the Wilkes Amateur Hour over WJAZ. In its fourth year as a commercial, under the leadership of Brian McDonald, Jerry Mayhall and Jack Logan, the tyro show has been asked in previous years for permission, but refused because sponsor plugs were banned. This year the county commissioners have waived the commercials.

Miller Makes Correction

LEXINGTON, Ky., Aug. 18.—Revived Blue Grass Fair here will be held on Trotters Race Track, where a colored fair has been held for years, reports Morris Miller, president of the fair. Shows booked for the midway. He states that first reports on the fair were overly enthusiastic and that figures will not run as large as quoted in last week's issue. There will be six horse races each day, with purses of about \$500 a race, and premiums will be offered.

WHO STARTED—

(Continued from page 52)
September, 1796. Object of the fair, which included horse racing on a new track, together with numerous exhibits, was to advertise the Genesee country. Other fairs were conducted at Williamsburgh, just south of Genesee in the Genesee Valley, and at Capt. Williamson's sponsorship. Since the captain was in close personal touch with the leading state and national figures of America at that time, it is not beyond possibility that the rapid spread of agricultural fairs in later years was owing to his inspiration.

As he attests it, as the records show, he attracted it, as the cream of sportsmen, investors and exhibitors from Canada, New England, the South and from New York City, with the result that Capt. Williamson saw the sale of his lands boom and witnessed the blossoming of scores of new villages where before had been only green Genesee country forests.

Dermotter and St. Charles, Bath, N. Y., August 12, 1939.

Secretary J. Victor Faucett, of Both Fair, conducted by Allegheny County Agricultural Society, declares that, according to the records there, the fair dates back to 1793 instead of 1796.

READING BOOKS

(Continued from page 52)
space, three large buildings having been sold out. A large tent will again be erected to accommodate overflow of indoor exhibitors. Sale of outdoor space compares favorably with other fairs.

In accord with the policy introduced two years ago, nothing except merchandise may be offered as prizes. Money games and controlled devices are barred. Instituted by President John S. Gilson, former commissioner of the state, the edict forbidding money games showed favorable results in 1937-'38. Less than 10 complaints have been lodged in the last two years as compared with 50 in 1936.

WASHINGTON, C. H., O.—Fayette County Fair board re-elected; President, Ray Brandenburg; vice-president, Walter DeBerry; treasurer, George L. Gosard; treasurer, George Stone.

LOAN, W. Va.—August County Fair Association here has announced plans for the 1940 annual and Troy Walker was elected president, C. E. Perry, vice-president and H. B. Martin, secretary. State departments will be asked to participate.

WARNING

For more than 18 years EMIL LIME has been recognized as the originator of the unique "COLLIWOG" comedy contortion act known as the "LIME TRIO."

Recently various imitators have capitalized on the reputation of the LIME TRIO by deliberately copying not only the props and business of "THE COLLIWOG" but even its name.

The LIME TRIO has just returned from a two-year successful European tour and BOOKERS, MANAGERS, AGENTS and IMITATORS are warned that legal action will be taken to prevent any further infringement of this act.

Week August 18th
Earle Theatre
Washington, D. C.

August 31st Again With
Clifford C. Fischer's
Folies Bergere Revue
San Francisco Exposition

Mortimer Braveman
570 7th Ave., N. Y. C.
Attorney for
EMIL LIME
Sole Owner of
"LIME TRIO"

CARNIVAL WANTED

—FOR—
YAZOO COUNTY FAIR

OCTOBER 2 TO 7
MUST BE 10 SHOWS AND RIDES OR MORE.
YAZOO COUNTY FAIR ASS'N., YAZOO CITY, MISS.

PRIZE CUPS
ROSETTES
RIBBONS
MEDALS
PLAQUES
FOR FAIR, BARDI
GUNS & BATHING
S & A BY C O B
TESTS

Write to
Kreskum Mfg. Co.
872 Broadway,
New York City

Carnival Wanted

MARION COUNTY AGRIC. FAIR ASSN.

One week during October or early November.
Write D. M. HARPER, Pres., Marion, S. O.

GRANT COUNTY FAIR

FAIRMOUNT, IND., AUGUST 27-31

Want Legitimate Concessions for the above dates. Good Shows, Good Shows, Good Shows, Good Shows. Also Shows with Own Shows and Concessions. Write World Fair Assn. 1000 N. E. Atlantic, Atlanta, Ga. World Fair Assn. 1000 N. E. Atlantic, Atlanta, Ga.

YOR BAKER, Fairmont, Indiana.

Medaryville Community Fair

SEPTEMBER 7, 8, 9.

Shows and Independent Legitimate Concessions Wanted
Write Roy's-Trans., MEDARYVILLE, IND.

WANT GOOD CARNIVAL
COUNTY HOME COMING FAIR

SEPTEMBER 25, 31, 22, 23

Write or phone DR. A. W. HERRINGTON, Millers, Missouri.

THE SHARLEY BOY—Gull
Bromfield, Ill. Has won 1st Prize in 1st, 2nd, 3rd, 4th, 5th, 6th, 7th, 8th, 9th, 10th, 11th, 12th, 13th, 14th, 15th, 16th, 17th, 18th, 19th, 20th, 21st, 22nd, 23rd, 24th, 25th, 26th, 27th, 28th, 29th, 30th, 31st, 32nd, 33rd, 34th, 35th, 36th, 37th, 38th, 39th, 40th, 41st, 42nd, 43rd, 44th, 45th, 46th, 47th, 48th, 49th, 50th, 51st, 52nd, 53rd, 54th, 55th, 56th, 57th, 58th, 59th, 60th, 61st, 62nd, 63rd, 64th, 65th, 66th, 67th, 68th, 69th, 70th, 71st, 72nd, 73rd, 74th, 75th, 76th, 77th, 78th, 79th, 80th, 81st, 82nd, 83rd, 84th, 85th, 86th, 87th, 88th, 89th, 90th, 91st, 92nd, 93rd, 94th, 95th, 96th, 97th, 98th, 99th, 100th.

SOUNDS SYSTEMS
RENTALS SALES
FAIR AND OUTDOOR EVENTS.
Removance Station, Wyo-Phone
COOPER SOUND EQUIPMENT CO.
1621 Main Street, Cincinnati, O.

ATTENTION
FAIR SECRETARIES

We have available for late date Sensational Acts.

Write to
SIDNEY BELMONT AMUSEMENT SERVICE
Fultonville, N. Y.

18, Lewis, Mo.

GRAHAM FARMS FAIR AND TRACK ASSOCIATION, INC.

WASHINGTON, INDIANA, AUGUST 28, 29, 30, 31

Shows and Concessions of all kinds. Hugs booked. Concessions must be legitimate and work for themselves. No bar books or gambling tolerated. CMT Thomas Riders of Indianapolis booked. Shows have some open dates last week in September and all of October. Shows and Concessions, write ROBT. GRAHAM JR., Graham Farms Fair and Track Assn., WASHINGTON, INDIANA.

SOME OPEN TIME DURING
SEPTEMBER AND OCTOBER

Outstanding aerial attraction—125 feet in mid-air. Unique and different illumination. Adds zest to any grand-stand program.

EDDIE VIERA Care of the Billboard,
Cincinnati, O.

Write or Wire
Sensational
4 Stars

THE VIGO COUNTY FAIR

TERRE HAUTE, INDIANA, AUGUST 26-31—DAY AND NIGHT

WANT Legitimate Concessions, one more Flat Ride, Grand Shows of merit.
Address GEORGE KLOTZ, Chairman, Terre Haute, Indiana.

FIREWORKS

For your Fair or Park, now available at a price that fits every pocketbook. Write for free information.
Your dollar can buy the most, the best and the brightest fireworks from us.

ILLINOIS FIREWORKS COMPANY

Box 792 Danville, Illinois

Act Hits Mass. Fair Shows

BOSTON, Aug. 18.—In closing days of the session of the Legislature, general court in the state, a blow was dealt county fairs' legal entertainment by passage of an act permitting dog tracks now operating within the state to remain open or to secure new dates between August 14 and October 1. Prior to passage of this act and since the parlous became legal in Massachusetts, these dates have been kept open for fairs and no racing, either horse or dog, at which betting was permitted was allowed except at fairs. Under the new law there is no restriction upon the dog tracks.

The Pool Whirl

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

Back Home

Well, I have only odd days until my next vacation. It's not so long at that—only 10 days if I am lucky—and I have a lot of mail to answer, calls to make and bills to pay. All of which is a part of this month's "Pool Whirl" course. Come to think of it, there's one letter in the pile that I'm going to ask you to answer for me. Here it is, with a voucher from this column for the past two weeks and you should be grateful. The letter you do not answer, one way or the other.

Seriously, the communication is most amusing and interesting. It raises several questions on the questions raised. Later in from Norris (Corky) Kellian, who is a resident in Billy Rose's Aqueduct in that er... oh, the name of that carnival out in Flushing aye me the moment. But here's "Corky's" letter:

"Dear Nat: I received the letter from your office telling me of the Captain's letter to me about the corker for me. Mr. Seymour was a good friend of mine and he is one who certainly knows swimming. I had your name and I had track of Seymour's address and the last time I inquired for him was at Coney Island in the summer of 1937. I'm sure your letter to me, we have been united after 20 years."

Howard and all the divers and divers with the Aqueduct show join me in thanking you for the many tips and advice offered in this column. I hope that you are having the success that you should enjoy after so many years "floating" for me.

"Why can't we have a list of pools that cater to water shows and exhibitions? I think you could do this. I'm a reader in The Billboard. How about a year in the swimming department for those interested in swimming? I'm sure you and your column. Well, maybe I'm asking a lot—but what is the pool manager in your swimming pool doing to help those who are interested in swimming? After all, the pool manager is a business man and his job is to get the most out of the pool. We are just beginning to swim in the pool in the city and we need all of your ideas and thoughts and originality for advice. You and The Billboard have made your mark well. I have suggested something like it. I have suggested swimming pools."

Opinions Wanted

Well, what do you think? Would you do anything about the corker mentioned by "Corky" Kellian? Let's know and maybe we can sell you on the idea. Historically, letter-forwarding in this department has always been in existence with The Billboard, so those in swim who would like this department to be a clearing house are at liberty to forward letters here.

You all know, National Association of Amusement Parks, Pools and Beaches will hold its annual conclave this winter in New York. For the members of the Jersey Swim Association, Portland, Ore., who is chairman of swim pool and beach shows in the area, I have a message from the writer in offering his post of vice-chairman. However, as I wrote in the "Pool Whirl" column for this year is to be a success he's got to have more than one vice-chairman. I should like to make you a member of the "Pool Whirl" vice-chairman. In other words, we need ideas from everyone in the industry.

What type of papers do you want read? Which pool owners do you want to read from? If you have any suggestions to make this year's pool program a bumper one? Come back later from you promise that the next time in a long spell that this meeting will be held in the East. Here's a chance for Eastern pool owners, especially those in New York environs who may not have had an opportunity to come to the annual meeting in the West and co-op this year. Opinions are not only wanted—they are needed!

Exclusive Item

Have it on good authority that a new owner who will enter the swim pool business will be one other than Jack Dempsey, who is the owner of the Dundee Jack journeyed to Miami, Fla., last week to discuss plans for construction of mammoth outdoor tank

to operate in conjunction with his Miami Vanderbilt hotelery.

Cats and Dashes

Alex Ott, of water show OHS, late of Miami-Biltmore and currently with J. Edgar Hoover's office, is the syndicated sports column of Bob Costello last week. "Cascades Twin" is the name of the column. In the next summer if A.B.C. board will get ahead. And don't forget to permit forwarding convention dates in your calendar—keep the week open!

Long Island

By ALFRED FRIEDMAN

There is a pronounced pick-up in amusement here across the Island and a belief that the season, which ordinarily runs to September 15, may extend until the end of the year. One of the amusement realtors was host to 100 real estate folk at Atlantic City last week. He is a resident of the Island in Y. Y. Daily Mirror. Either is set a Judge in outlets to be featured at the annual fair at Atlantic City. In a mutual concert one night recently, with 2,000 spectators, Alexander Ott, who produces the water shows at Jones Beach, doubles at Marine Park, and at Meadow Brook. He is one of the many pool men who have found solutions for filling their grand stands. He has a large staff of men who are in the amount needed for maintenance of the show front here, and the men in the fact that the life-guard crew of 300 men, working on a \$3-a-day salary, costs more than \$200,000 to operate this summer. It takes a large business man to do advance ordering of perishable merchandise for water shows, with orders of running short on one side and getting stuck on another, both being contingent upon weather conditions. In the past, such concessions are having a boom season.

LONG BEACH: The Graysons, a syndicated back-back of Beach-Op, are doing their customary good job. La Cabana, which was the Island's first-run beach show, is doing a splendid job and looks as tho it is ready for a change job. Trying to get a seat on one of the boats is a hard task. It is really a hard task, and it appears that sitting in is in season this year, rather than standing.

Revere Beach, Mass.

By BEACHCOMBER

General conditions here are on and off the season, depending on who is interested. Situation is very unorthodox, as consistently here in the Playground of New England, everybody makes money "together" or it's the other way round. Some ops are reticent and won't speak out, although granting a request for facts. One of the ops here, who has a very well located, is 50 per cent off from last year, which was not so good for the other ops who have branched out this year, adding a new ride in a beautiful set-up, but who has been "trimming" the north end of the beach and the whole beach, for that matter, to the disdain of other ops, who are not so well located. The competition, practically next door, is being "top into," so much so, that the ops who are not so well located are running 30 per cent behind last year.

The games, which took a moderate last year, are still taking a liking, with one or two exceptions. The rides here, as well as two years ago, and most of them are still on the beach. One ride up had a serious accident with mechanical controls and cable jams. The games, which took a moderate last year, are still taking a liking, with one or two exceptions. The rides here, as well as two years ago, and most of them are still on the beach. One ride up had a serious accident with mechanical controls and cable jams.

The weather has had anything to do with the situation, in fact, where is that World's Fair? The weather has had anything to do with the situation, in fact, where is that World's Fair? The weather has had anything to do with the situation, in fact, where is that World's Fair?

light business was and has been, worth while over time, giving seven good weeks, and not a bad thing about the weather. Beachers are hoping to finish the season with this brand of weather. A large number of ops are in for a three-week stand; a good show, of the type that has been playing Boston Arena. They are based on the weather and plenty of publicity across in the area. The weather is doing well. While it lasts it is helping the beach generally.

The weather association taking of late season activities, such as treasure hunt, holding beauty contests and Labor Day week-end fireworks program with radio and newspaper look-up.

Palisades, N. J.

By CLEM WHITE

Number of admissions is high in excess of 700,000 a day. The weather is good. W. P. was expected to create havoc. Charles (Doc) Morris scored a triple with his lucky Babe Ruth home run in 2 1/2 weeks. New policy of name bands featured to greet Harry Shepard and the Casino Hotel-Brook in the Casino building, with revolve. Ramsons and her crew going with plenty of stog and Mike Hilley and his crew. The weather is doing well. While it lasts it is helping the beach generally.

Future bookings have in succession Don Feldman, who is in the Casino building and their swing groups to complete stage and Casino season. Henry (Doc) Morris scored a triple with his lucky Babe Ruth home run in 2 1/2 weeks. New policy of name bands featured to greet Harry Shepard and the Casino Hotel-Brook in the Casino building, with revolve. Ramsons and her crew going with plenty of stog and Mike Hilley and his crew. The weather is doing well. While it lasts it is helping the beach generally.

Future bookings have in succession Don Feldman, who is in the Casino building and their swing groups to complete stage and Casino season. Henry (Doc) Morris scored a triple with his lucky Babe Ruth home run in 2 1/2 weeks. New policy of name bands featured to greet Harry Shepard and the Casino Hotel-Brook in the Casino building, with revolve. Ramsons and her crew going with plenty of stog and Mike Hilley and his crew. The weather is doing well. While it lasts it is helping the beach generally.

McKibben Quits Idora Staff

YOUNGSTOWN, O., Aug. 19.—Don McKibben has resigned his position as general manager of Idora Park to devote his time to other interests. He joined the staff early this year after two years in the same capacity in Meyers Lake Park, Canton, O. He previously had handled picnic bookings for C. Macdonald-owned park near Pittsburgh and Chester, W. Va., and served in old Cadesorb Park, New Castle, Pa., several years.

Park Cleanings

SALT LAKE CITY.—Annual Antelope Island Blank Creek swim and boat race was on August 20. The race was held on the 18th week of the season on August 18, when Democratic Day was held. The race was held on the 18th week of the season on August 18, when Democratic Day was held. The race was held on the 18th week of the season on August 18, when Democratic Day was held.

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Billboard

By UNO

Mardi Gras, 27th annual, is to be staged on September 11-18. Elected president of the Coney Carnival Co. is Francis J. O'Connell, 100 West 12th St. of Brooklyn. Trust Co. First five nights will be devoted, as usual, to pageants, and the last five to dancing. Other officials elected include Harry C. Meisner, vice-president; John O. Conroy, secretary; Benjamin Linder, treasurer; and William A. Nebelsohn, secretary. Directors are William C. Conroy, chairman; Benjamin Linder, vice-president; and Philip I. Nash, secretary. Trustees are: Dr. William H. Barry, Mary E. Dillon and Henry C. O'Connell. Entertainment committees comprise James Krimes, prize; George Moran, decorations; William C. Conroy, food; George Stang, Allied Paltman and William Wilbars, floats; John Ward, Lester Wildman and Allan Kruger, baby parade; Benjamin Linder, permits; Sidney Kalin and John D'Erizo, utility and industrial divisions; C. J. Hiller, Estate; Alan C. Kruger, Entertainment and George F. Klatzer, parade; Eugene J. Ehrmann, publicity; Charles Carl Klarke, Leon Ades, Emanuel Locker, Harry Berkowitz, Max Schwartz, Julius C. Meisner, C. J. Hiller, Estate, Allan C. Kruger, Allan Handwerker, George Origa, Paul Galt, Louis Thiel, W. Burgess, Balpo, Harris Lantini, Albert J. Harris, Harris Peisen, C. A. Fellmann, G. F. Klatzer, Charles Keen, W. Burgess, Patrick D. Shea, John H. Henry, Patrick D. Shea, James Oronzio, David Lesser, I. Kraus, Joseph Bonaccorso, Herman Meyer, Tom Backlund, Leopoldus, H. Meyer and William Dau, Finance.

Ed Graham and Ben Hyman, ops of the ball game in Liza, Charles Owens and Tomki, of the Zipper, Maitland Aronson, ops of the Zipper, Maitland Aronson, ops of the park, can rest easy now that Frank Belmont and Donald Davis have taken over. Belmont and Davis are on the other side of the park after a run of six days on August 15-19. Belmont is president of the Belmont-Davis duo, but passes reigns slack within the park, and comes from New York to the studio, once from Hollywood, where he was a color expert on the Broadway show "The Great Waltz." Belmont of Manhattan, is credited the authorship of a new Coney song, "In the Park," which was featured on the WJAF on August 6 on the Horn & Hardart Children's Hour.

A Bit of the Green

Shannon House on the Bowery is no more the place of the green and behind the green with envy. And the ops are Al and Joe Bushbaum. In John Howard's Orls are Murray Walls at drums, an oddball of 40 years, and George Quinn, accordion. The Bushbaums have operated the Bowery for many days they have another year to go on the lease. This is the site Jolly Kyrimas, ride but not the place. It is now a new, Irish-imported thriller. Other shareholders in its entertainment department are: George Stang, president; Jimmie Malone, dancers; Muggsy Huskins, emcee; Charlie Al Smith with a Jimmie Malone, dancers; Muggsy Malone, Joe Cronin, Charles Wilson and Dan Murphy, accompanists.

At Paddy Shea's Orlery House Paddy celebrated his 83d birthday anniversary here on August 20. The Orlery House, emcee, Irish Paddy McDermott, dancer for 22 years at the Orlery, Jimmie Malone, accordionist; Walter Murphy and Marie Durkin, dancers and behind the scenes and the chief waiter, from the Old Hammond, Manhattan; Steve Ryan, formerly of the Leaning Tower; Bob Cohen, former owner of the Shamrock House and for a long time at the Orlery House, who will make a comeback next summer. He has bought the present Orlery building property at West 12th Street, and it is doubtful which the site will convert into another Shamrock.

Park Rallies Pondered

Ed Spitzerberg, in charge of the amusement park at West 12th Street, Park, gives piano lessons in winter at his Brooklyn home. Bruno, in charge of the Orlery House, is holding a party in his apartment as a comedy evening in an audition the other day. Ed Fitzgerald, long time operator of the Orlery House, is in the pitting dancing contest on August 12.

It was won by Marie and Tom Mahoney, sister and brother of Manhattan. The Mahoney carried off a \$15 check as a prize for the contest. The contest was held on the park that day. Bill Armstrong, nine times New York State champion, was the first to win. He had a hit on August 30 in the pool. Cuban Davis was top visited Sterpebach on August 14 and did all the rides.

Coery's publicity bureau is wondering why the park department said no to its request for an end-time party on the beach, with rock leader Fred Waring presiding. Also why the department would not permit a camera taking shots of the beach. Bert Tobias, a Coery resident 25 years, who was an end out of Sam Wagner's Side Show, is a daily commutator between New York and Manhattan, where he has been since last April. Orway Riker, winner of this year's Vaux contest, has been given a dancing engagement at the International Casino, New York, by George Hale who also obtained a two-week singing course for her in a near-by studio. Only one Coerys publicist has been in the park since George Hale was George Hale. The George White sent he no could come. Amos Abbott is still filling waiting two of Coery's oldest talkers, are speakers who would like to fix the mike apparatus. Just nonsense, they call it.

Park Free Acts

THREE Aerial Sky Rockets report being set for Buckeye Lake (O.) Park, week of August 19; Purel Park, Genoa, O., week of August 22; and the new festival on Park, South Bend, Ind., September 4.

FRANCIS NELSON, high wire, is in Congressional Park, Diamond, Ct. Art Mallory, park manager, reports Park has been using five acts through the season, booked thru Klein's Attractions.

VALENTINE'S sensational Flyers were here for the first time at August 19, at Park, Detroit, reports Freddie Valente.

THREE American Flyers in West View Park, Erie, Pa., were booked thru Klein's Attractions. The Flyers are: Fred and Mrs. Evalores and Mrs. Wellman, of New Orleans, reports I. J. Croucher.

HENRY A. QUENTHERS, manager of Olympic Park, Irvington, N. J., booked a program of free acts during trial hours and crippled children's outings on August 13-18, reports Herbert Walters. Program included Herbert Barnes and Company, tight wire, Arno, the Frog, Maurice and Vincent, Ward's Billy Ephraim and Lillian Daniel's Circus Days Parade.

MEMBERS of the Flying Melvora and the Flying Circus were booked to visit Valentine's Sensational Flyers while the latter were performing in Flint (Mich.) Park.

New Zoo Set in Columbus Is To Have Roller Coaster

COLUMBUS, O., Aug. 15.—Construction of a Roller Coaster with an 80-foot starting incline is planned this fall in the new Columbus Zoo, near the O'Shaughnessy dam here, park officials announced.

The roller coaster will be ready for the 1940 opening. Other midway features also are planned for the new zoo. Plans for the first major amusement park construction in Central Ohio this fall, park engineers are drafting plans for the ride.

Arrests Follow Failure To Open Agawam Riverside

AGAWAM, Mass., Aug. 18.—Repercussions followed failure of Riverside Park to open on August 15. The park was owned by David Walker and Raymond T. Natlier, Springfield, Mass., were arrested on August 18. Natlier was charged with a wage of men employed in rehabilitating the park. In District Court they pleaded guilty to failure to open the park on August 22 for trial. Complainant is Gerald B. Dahill, state labor inspector,

who charges that about 50 laborers were not paid for two weeks' work in rehabilitating, amusements, equipment and grounds.

Walker and Natlier were original lessees of the park from Michael T. Daly, Longmeadow. After rehabilitation was completed, the park was leased to David Walker, Natlier, and Mitchell Labuda, owner of Buttery Amusement, Springfield, Mass., for over the lease provided the park could be opened this year. He found that the park was in a state of disrepair and that at least \$5,000 would be required to open the park, it is said, and that the park was in a state of disrepair for the short time that was left, he called off opening plans on the last day.

Labuda told The Billboard that he would do nothing about Riverside until he had the consent of the city. He had discussions with owners of the property about possibility of opening the park next Decoration Day. Until then he indicated he would concentrate on putting across name bands that will appear in his Beverly Railroad every Saturday night during winter.

NEW PEORIA SPOT

(Continued from page 58)
residents of Peoria (Ill.) proximity of a Roller Coaster. Altho the location was not considered favorable, it was decided that the park was doing excellent business.

Because of the city and good location around it, Newman expressed great optimism for the future of the play center.

IDORA, YOUNGSTOWN—

(Continued from page 58)

year, gain should be about as least 40 per cent.

Inspection over 1938 has been made during this special-day promotions, giving park officials a good idea of the cutting has not been up to expectations. Holiday crowds have been better than expected. The park has been opened early in the season cut heavily into earnings.

Construction said there has been no let-up in construction this year. Now on the midway is an open-air 70-foot roller coaster which has been effected under management of John Perrault. Fun-house has been revamped, and the park is now being opened by Mike Jennings. Salt water obtained from a well is a feature. Bumpus Bumpus is a new feature. The park is being improved and the park is having one of the best picnic seasons in a decade.

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BATT'S NUPTIALS

(Continued from page 58)
brother and sister in the act across the park. The event got heavy attention from the dailies and big applause of patrons. Friday last Burtles last week saw thousands come out for the first annual bicycle pageant, when over 50 completed for each mile. Several award-winning business houses being tied in for prize.

Construction is steadily growing in size and facilities as the shortened season nears its end. Manager Batt promises to have a new roller coaster on the beach with its close around Labor Day. When completed for 1940 opening it will be 1,000 feet long, 100 feet high and 1,000 feet long and 1,000 feet wide, with expenditures to reach over \$100,000. The park is now being opened by Mike Jennings. Salt water obtained from a well is a feature. Bumpus Bumpus is a new feature. The park is being improved and the park is having one of the best picnic seasons in a decade.

American Recreational Equipment Association

By R. S. UZZELL

Convention plans for our November annual meeting in the New York Hotel, New York, are well under way. Everybody here in New York is at it with a dash and a go. The big thing just now is to line up the exhibits. The exhibits on the East while some desirable exhibit space is available. They are just beginning to respond to the requests and are anxious to get into the remaining space available in the main exhibit hall. The exhibits will be on display from August 27 to September 1.

Herbert F. O'Malley of Playland, Rye, N. Y., says, "I don't know, we depend on George Haupt to give us a hang-up show. He has the right to pick from and George knows the acts."

Cy Bond Pitch Hitting

Fred L. Markey is program chairman for ALEA and started work on our program meeting in New York City at the summer meeting of the New England men. He has a Major Cy Bond pitching machine here in New York. Cy has had one talk with the writer and one sit-in with George Haupt and is making arrangements, but pushing plans now so all program speakers can have ample time in New York. It would be an excellent discussion will receive attention.

Many of our members are represented at the meeting. It would be an excellent discussion will receive attention. It would be an excellent discussion will receive attention. It would be an excellent discussion will receive attention.

All of us want all of our fraternity to come thru winners. Their work and their efforts have been outstanding. It would be an excellent discussion will receive attention. It would be an excellent discussion will receive attention.

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Mayor Star Salesman

The mayor of New York City has been in the city for the first time in the exposition and is getting a national hearing. With the war scare quiet will liquidated. It is possible that the mayor will consider the fair. Had present activities to correct errors and correct errors. It would be an excellent discussion will receive attention. It would be an excellent discussion will receive attention.

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Hines of David Stone

At the time of the exposition was informed of the illness of David Stone, of Paragon Park, Manhattan Beach, Mass., from which he will not be incapacitated long, as he is having the best summer in many years, and is planning to return to the business and is competent to carry on. Mrs. Stone is a most valued contributor to the park. Mr. Stone has been compensated with park since its opening in 1927.

EASTWOOD RIDES

(Continued from page 58)
on good nights, and most of the patrons appear to spend freely in this period for the first time in many years.

Plans for remodeling next season are being made now. Secretary Kerber disposes of the park's affairs and is currently spending for expansion and novelty appeal. New fronts on most attractions are being planned. The park is now being opened by Mike Jennings. Salt water obtained from a well is a feature. Bumpus Bumpus is a new feature. The park is being improved and the park is having one of the best picnic seasons in a decade.

Howard at Helm of Hennies Show

BILLINGS, Mont., Aug. 19.—While the show playing Midland Square Fair here this week, it was announced that the untimely death of Orville W. Hennies has thrown the responsibilities attendant on operation of Hennies Bros.' Shows upon the shoulders of Denny E. Howard, general manager.

Harry W. Hennies is still unable to assume an active role in his show's management. Howard is of the "old school" in carnival business but has kept abreast of the times and has featured a number of innovations that have clicked.

An expression of his that has added to his popularity is, "Anybody that doesn't like this business must be crazy."

Howard Gilliland has occupied an advance position with the shows ever since they got the balls. He is known as "a glutton for detail" and brings the show in with never a mishap or a blunder. His consummate ability is attested by the great number of colorful banners to be seen on the shows' light towers each week. He is also an expert in the art of collecting. He operates several business ventures in Dyersburg, Tenn., by remote control.

Fairly & Little Tents Damaged in Mankato Blowdown

MARON CITY, Ia., Aug. 19.—Fairly & Little Shows was now setting up at Northern Iowa Fair here after \$4,000 damage in Mankato, Minn., when nearly all tents and many of the tents were blown down in a heavy rain and wind storm. Phil Little complained the shows have been dogged with bad weather all season, but Kopsing-day business here brought some smiles to the veteran showman when it proved a sellout at the grand stand for the first time in fair's history.

Visitors here included Bill Brown, Station WJIO sports announcer; Lynn Oel, secretary Iowa Ballroom Operators Association, and Otto Welser, The Billboard's Des Moines representative.

World of Pleasure Gets Fair Biz in Wis., Mich.

DETROIT, Aug. 19.—World of Pleasure Show, which opened the season in this section recently, returned this week, dividing its play dates at Oakland County Fair, Milford, Mich., and Wayne (Mich.) Home-Coming Celebration. Shows have been playing Northern Wisconsin and are about to enter Michigan to average business.

Present tour will take them on a trek of fairs in Michigan and near-by States. (See WORLD OF PLEASURE on page 64.)



Dodsons Chalk 10-Year Top in Still-Date Gross

STREUBENVILLE, O., Aug. 19.—With poor weather, Dodson's World's Fair Shows continued a stand here last Saturday to more than 50,000 attendance, according to their largest still-date gross in 10 years, reports Roy B. Jones. Located at the site of the abandoned, abandoned American Veterans' amusements, show's accumulation of strong opinion, was one local newspaper. Shows were the first here in three years.

Left, however, who granted the permit stood by their guns. Saturday afternoon the midway chalked record-breaking business. Shows were held every afternoon to fair results, but the Saturday afternoon special, with thousands of coupons distributed, brought children out in masses for the largest midweek of the year. A strong newspaper campaign, with signs, posters, and hand-outing leaves. Remote control broadcasts, featuring Charles Clarke's Dodson's American Legion Band, Concert Band, were made and drew favorable comment.

Many entertainers from the midway, including Baby Dodson, Mae Britt and Roy Linderson, also appeared on the program, and were contest, with (See DODSONS CHALK on page 64)

Still Dates Hike King Reid Shows' Biz Over '38 Trek

MORRISVILLE, Vt., Aug. 19.—Following a successful season of still dates, with click stands in Port Henry and Tupper Lake, N. Y., King Reid Shows opened their trek here to unsettled weather but fair results. Record on the list in Orleans County Fair, Barre, Vt., where the King Reid Shows will be the first organized show ever to appear. It was, however, the midway has always been independent. Shows have played well in much larger crowds than had to much, large credit for the increased attendance given to the Four Dollars, first act. Biggest attraction featured 15-year-old Helen Doherty.

Recent additions to concession row include Max and Lucille Walters, with later shows. They opened the season with the O. J. Bush Shows. Mr. and Mrs. Bert Anderson joined with their photo gallery, as did Mr. and Mrs. Andrews with two concessions. Roland Champagne has had all rides painted for the fair and Albert Bywater joined with his Tilt-a-Whirl for the fair.

Mitchell and Dean have replaced their beam with a new layout for the fair. Tent is in the capsule band of the fair. Shows will have a six-man crew on the show all season.

ANNUAL PICNIC AND BIRTHDAY PARTY for Robert Babcock Korte and Edna Kaashe, of Crofts 29 Bay Shore, was held at Yosemite Lake, about eight miles from Merced, Calif., on July 28, sponsored by the Roland & Korte group of concessions. Left to right: bottom row, Ernest Smith, Louis Lester, Stousseng Boy, Hersey Taylor, Annie Vickers, Mrs. Fay Ridinger, Tracy LaMarr, Eddie Morgan; seated on bench, second row, Frank Phillips, E. V. Johnson, Bob Chapman, Jimmie Campbell, Ruth Elam, William LaRocca, Don Prosser, Roberts Babcock Korte, Edna Kaashe, Mrs. Edna Korte, Gene Aisher, Mrs. Prosser, Mrs. Charles Miller, Mrs. Schultz, Patricia Arnold; Mrs. Al and Natalie Tolson; Jack and Helen Schill, Bill King, June Cole,薇 Bernard, Lou and Ruth Korte, Hubert Van Skille, Gerald Gohly, Mrs. Roy Lindington, Charles Miller, Eddie Schultz, Mrs. David Lewis, Gladys Plaster, George Elmer Hanscom; fourth row, Genevieve Boy, Hazel Biser, Cy Douglas, Hank Arnold, Mrs. Hersey Taylor, Woodrow Hupkes, Cyprien Curtis, Ruth Randolph, Anne Lee Tinsford, Jack Johnson, John (Sport) Ripstead, Roy Lindington, Frances and "Buck" Buchanan, Karl Miller, Mrs. Victor Parley, Baby Billie Parley, Victor Parley, Geraldine Starr, Mrs. Phil Williams; fifth row, Fay Ridinger, Aggie and Mrs. John Curtis, John A. Pettit, Joe Nelson, Miss Watson, Jimmie Peris, A. C. Young, Bill Morgan, Jimmie Ingham, Phillip Van Skille, Bob Mansfield, Mrs. and Bill McMahon, John and Louis Crookall, Jim McPherson, Helen Korte; sixth row, E. Swanson, Charles Collins, Larry Andrade, J. B. Anderson, Ed Bradner, Ed Bailey, James Stone, Bob Hall, Ray Ashley, Harold Campbell, Dean Nays, Gene O'Neil, Mrs. LaMarr, Willey Pease, Jack Curwell, Mrs. Lorne Day and baby and John Gilliland; top row, Lee Cole, Tony Camp, Louis Anderson, Mrs. and Mrs. Roy Scott, Earl Hottel, LeVern Johnson, Hacksy Johnson (above), Hal (Guest) Wolf, Nadine Hays, Max McDonald (above), James Lynch, Billie Dordick, Hal Tarkenton, Emmett Hartman, Mrs. Billie Turner, Red Turner and Hal A. Zunka. Photo by Victor Studio, Merced. Submitted by Fay Ridinger.

Bentum To Produce E. J. Casey Scores Aquatic Circus on With Public Wedding At Flin Flon, Man.

JOLIET, Ill., Aug. 19.—Shop department of the Johnny J. Jones Exposition here, came to a week's stand last Monday, is working overtime building new attractions for the show's string of fairs, reports Starr DeBelle. Superintendent Herb Minor and department crew are running construction on an aquatic circus, diving tower and a disappearing ballet, which will be used as a midway feature, under direction. (See BENTUM TO on page 64)

FLIN FLON, Man., Aug. 19.—What was said to be one of the most notable events in this city's history was staged here last Saturday night when a public wedding was celebrated at the Jubilee Playground on the midway of E. J. Casey Shows during the stand at the Canadian (See E. J. CASEY on page 64)

Salt Lake City Is Oked For Mammoth Hippodrome

SALT LAKE CITY, Aug. 19.—Mammoth Marine Hippodrome played a two-day stand at West First and South Third streets here last night, according to reports. Features were Serpentine, Living Mermals; Professor Lynch's London Circus; Jungle Princess; Silver Queen; movie, dog, and a penguin village and monkey colony.

Walter A. Bennett, vet. manager, handled the discourse of the whole attraction. Newspapers were used to attract the stand. Louisa Dickson was in charge.

Parker to Anv Ten Show

KINGSTON, N. Y., Aug. 19.—Thomas A. Parker, this season assistant manager and advance agent for the Fair at Home Shows, said here this week that he had resigned his position with the organization and would join the Gene Austin Tent Show in Atlanta. Before his connection with the Fair at Home Shows, Parker was with the Johnny J. Jones Exposition, Royal American, Model and Bruce Greater shows. He will act as press agent on the new unit.

Ballhoo Bros.' Circulating Expo. A Century of Profit Show

By STARK DeBELLE

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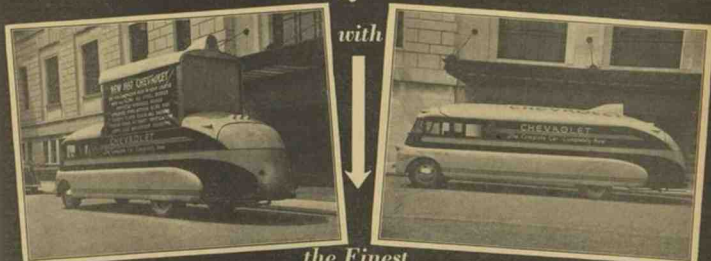
Dear Misses: About 100 miles out from our last stop the showmen of the Ballhoo Bros. arrived at the railroad siding. The shows' personnel, sensing that something big was about to happen, came to this side of the siding all day on Monday. An air of mystery hung heavily over our 23 coaches, with everybody busy on their feet. "You've heard anything?" The question of the evening was suddenly broken by the tooting of a badly foghorn, call-

ing every show member to the dining car. Peeking in the door, hundreds stood outside of the car, waiting for the loud-speakers to be erected and the showmen to begin their announcement would soon be made.

After every detail pertaining to a show man's meeting had been taken care of, Pete Ballhoo stepped up to the mike and sent a telegram that he had just received from General Agent Lee Taylor, stating that 13 bona fide fairs had been signed up, all in the Deep South. (See BALLHOOS on page 64)

PALE of the Western Canada fair circuit this season over Carl J. Redinger (left), president of the Amusement Corp. of America and general manager of the Royal American Show, and Fred H. Krasnow, manager of the Barnes-Carruthery grand-stand show of a Century. Photo by DeBelle.

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American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Aug. 19.—With adjournment of Congress, it is appropriate to reflect upon developments in the national legislative bodies which were and are of interest to the carnival industry. One item which came in for considerable discussion was cost of electric current to the consuming public. A general summary of the subject and rates in connection with the various localities and States were contained in an address by Congressman Rankin, printed in *The Congressional Record* of June 20. Information furnished is entirely too long for a summary here, but we shall be pleased to furnish the available information to any member upon request. The same subject was treated separately by the same congressman in a separate address with relation to rates charged in New England and this information is likewise available upon request.

Another subject given prominent attention was that of rates charged by railroads. This subject has received considerable notice in nearly all newspapers and so we do not attempt to discuss it but wish to call attention of members to several points of view available for perusal, namely, the address of Congressman Francis D. Culkin, of New York, under date of July 12, in which he charges that railroads are at fault in their present predicament and that "the railroads do not come into court with clean hands" with a different view of the subject expressed by Congressman Joseph B. Tamm, under date of August 8 in which he gives his opinion that rate discrimination is on the way out.

Other subjects which came in for detailed discussion were public utilities and various rates charged for service, more rigid control of motor transportation and the general field of labor and labor relations. As indicated above, any of the information available at the ACA office is available to members upon request.

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Including new large Buggy Top, Refreshment Booths, Ball Game, Electrical Equipment, etc. etc. etc. Also new and improved 100' High 10' Dia. Ferris Wheel. D. & VAN BILLIARD, 122 E. Wacker Drive, Waukegan, Ill.

Activities

Showmen's League of America

165 W. Madison St.,
Chicago, Ill.

CHICAGO, Aug. 12.—(Special summer activities are in progress, with Secretary Joe Streblich off on visits to shows in this territory. Club members are endeavoring to do real activity in the membership drive and renewed efforts on the part of the members are being held by Hennes Bros. and Royal American shows. Those now arranging benefits are J. Schwaner & Clergy, Johnny J. Jones Exposition, Rubin & Cherry Exposition, Gold Metal, Mighty Monarch, Bob's Liberty, Elms Ribbon and Goodman Wunder shows.

The grim reaper again saddened members' hearts in the removal of Brother Orville W. Hennes. Among those attending the service from Chicago were L. C. Kelley, Ned Turti, Secretary Hennes, Sam Glavin and Ed Goodman. Other members present who are also members of the Heart of America Showmen's Club were Tom W. Allen, John Francis, Ray Marsh Brydon, J. George Lutz, Joe Streblich, Jimmy Morrissey and R. F. Fellows.

Secretary Schiblich left on a visit to the Goodman Wunder Shows at La Crosse, Wis. R. F. Trevillion, Harley Wander (Hoppe) and Harry Paul are still confined in the hospital. Col. F. J. Owens, who celebrates his 61st birthday anniversary on August 27, was confined to his chair for the past three years and was hospitalized for several months confined in his home, while Ben Beno is confined to his bed at Port Chester, N. Y. Ken Kelly is paying his dues to re-entire the clubrooms. Other callers were M. J. Doonan, Morris Haft, Jack Perry, Walter J. Schwaner, Fred Hines, Donald Connelly, William Clair, Jack Pritchard, William Young, Julius Wagner, Irving Malts, Joe Murray, Fred Hines, Walter F. Driver, Ben Bloom, Ray Oakes, Manny Stillman and Ned Turti.

On Secretary's trip to Kansas City he visited with Johnny J. Jones Exposition at Decatur; Oscar Bloom Shows, Burlington, Mo.; Bill and Betty Shows, at Springfield, Ill. New League showed on the Jones Exposition is Buddy Dyer and Ed Schwaner, Walter F. Driver and, according to Owner E. Lawrence Phillips, Padlock and Morris Lipky will be in charge of arrangements for the league benefit. Mike Hoen promises some real action on the membership side of the season close. Applications on file, which will receive action later, are Trevor H. Cope, August Fendley, Paul Stueblich, Fred Dwyer, Herbert Morrow and Joe Decker. Dues received recently were from Jerry Kohr, Harry Thurston, Maurice Coleman, Frank Braden, Ed Hunter, Mike Rosen, George Pauer, Tom Velmier, W. M. Young, William H. Ross, H. H. Miller, William Clair, Joseph J. Goodman, Grant Chandler, Irving Ray, Jack Perry, Ed Thomas, Fred Hines, Pete Kertes, A. J. Humke, Erwin Luck, J. George Lutz, Ralph N. Endy and John D. Starkey.

Ladies' Auxiliary

Club will hold its regular weekly social sessions on August 31 in the club room. This is the first of the regular socials, which has been on the read all month, expects to be here soon. Hazel Smith, Fred Williams and Ed Schwaner are enjoying pleasant times at the New York Shows Fair. Members are expecting Treasurer Phoebe Cansky back

in town some time this week.

Chief Driver is still at her home, but is recuperating nicely. Many interesting events are anticipated by members for the fall. A reminder: Your dues are due and payable on September 1.



Palace Theater Building,
New York.

NEW YORK, Aug. 19.—President George A. Hamid has launched a drive for new memberships at the World's Fair. The group being asked to handle the fair drive include Brothers Frank Miller, Lew Dutton, Ed Goodman, Ed Goodman, Almon B. Shaffer, George F. Smith Jr., Perry Willis Humphrey, Harry Traver, Harry Hines, Ed Schwaner, Ed Schwaner, Murray Zand, Lamotte Dodson, Eddie Vaughan, Andre Diamond, Tom Wolfe, Dick Owens, Bert Nevins and Al Showman. Plan calls for a mass meeting soon to arrange details for a monster NNA benefit rally at Aqueduct. Executive Secretary John M. Liddy is following up initial announcements and will complete arrangements shortly.

Following closely on the World's Fair drive, Secretary Jack Rosenbald is sending out personal letters inviting the accomplishment of Palisades Park in obtaining memberships. Rosenbald explains the necessity of closer co-operation between members. Palisades is over 15 per cent NNA at present and three efforts of Joe McKee, is increasing the percentage daily.

Cerald Smellens, World of Mirth Shows, is making his last run for the benefit program, and has pledged \$100 in advertising. Harry Shepard is making his last run for the program. George F. Whitehead, A. J. Kates Exposition, is well on his way to a life membership. Bill and Betty Shows, of the Auxiliary, has reserved two tables for the benefit banquet at the Commodore Hotel, November 18. Other reservations from the sister branch being held to total eight tables. Jack Lieber, of the Hospital Awards Committee, is sending out an appeal to members to send in completed book sales of the Vantage Award copies. Bill Powell, Phil Seer and Al Kassens promise to show hard for the club on World of Mirth Shows, which they joined this week.

Ladies' Auxiliary

Club again is grateful to Joe McKee, of the NNA, for issuing the boue in its campaign for new members. This week the following names were added to the club list: Mrs. M. Lewis of Brooklyn, N.Y.; Veronica Jordan, Bernadine Mackay, Bess Orsampo and Julia and Edith De La Torre. All are from Palisades Park. Kate Benet proposed Genevieve Wisnos.

Helen Oshatstein and Midge Cohen are at Barnstags; Pearl Meyers and Flora Elk, Long Beach, and Peggy Itoke, Atlantic City, are in the company of Brother McKee; Veronica Jordan, Bernadine Mackay, Bess Orsampo and Julia and Edith De La Torre. All are from Palisades Park. Kate Benet proposed Genevieve Wisnos.

Heart of America Showmen's Club

Raid Hotel

KANSAS CITY, Mo., Aug. 18.—Sorrow engulfed the club last week with the death of Brother Orville W. Hennes, co-owner of the Heart of America Show. Noble C. Parly visited over the weekend, coming in from Manokato, Minn., and was in the company of Brother Hennes. SHARON, Brother Dick Stewart, who has been confined in Veterans' Hospital, Health, La. Beach, Ky., visited, coming in to attend the Hennes funeral. Mike Kee-

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- Life-Time Cabinet
- Camera Built of Bearing Bronze
- Special F.3.5 Lens
- New Heavy Duty Shutter
- Air-Conditioned Illumination
- All Parts Machine Made
- Horizontal Pictures
- Chrome Trim

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MARKS & FULLER, Inc.
Dept. B-27, Rochester, N. Y., U. S. A.

gan, Australian whip cracker, also visited briefly en route to Stanabury, Mo. Marie Cook returned from the Reynolds & Wells Shows. Sister Mattie Hawk celebrated her birthday anniversary and was the recipient of many telegrams and presents.

Sister Marie Davis is visiting on the West Coast. Brother Frank Ryan's wife left for the fair in San Francisco. Brother Billie Edwards, well-known wrestler, visited over the week-end. Harry returned from Nebraska City, Neb., where he attended the funeral of his wife, Mrs. Albert Edwards. Brother Edwards is making his home in Dallas. Brother Frank Capps returned from the fair in the Midwest, and Brother Jimmy Morrissey is back at his desk at Baker-Lockwood Co.

Regular weekly meetings will start soon and the committee on the "After Toronto Meet" is making every effort to get the Kansas City big percentage of those who attend the Toronto meeting. Membership drive this year has been successful. Annual Banquet and Ball, scheduled for next week, will start soon which will be held as usual on New Year's Eve, is expected to attract a large attendance. Brother Dave Stevens, who has been confined in Monarch Hospital for the past few weeks, has recovered and has been released and is recuperating at his home.

Pacific Coast Showmen's Assn

623 1/2 South Grand Ave., at Wilshire
Los Angeles

LOS ANGELES, Aug. 19.—(Reliable advice from Treasurer Island indicates that J. Eddie Brown has rounded up a live wire crew to produce one of the best means of producing a high-class entertainment item for the benefit of organization. Under the leadership of club members are included in the exposition personnel and they set in on a breakfast meeting to get to work to make arrangements. Shortly after Brother Mel Smith, Production Committee chairman, reported that Rally Grant agreed to furnish her Music Box Cafe Show.

Miss Rand, in an additional good-will gesture, agreed to provide one of San Francisco's best known dance orchestras, and offered the services of Ben Reynolds, her agent, to handle the exposition. Date is September 7. This is a preliminary announcement of the Production Committee and will be followed by certain additions.

Following is a list of Coast Defenders making preliminary appearance in the club: Pat Armstrong, Captain Billy Ament, Sam Albert, Jack Bigelow, Frank Bennett, Earl Bampton, Bert Chapman, Sammy Cosma, Doc Ralph Doble,

CONCESSION TENTS

Give Measurements as Indicated BUY from Factory SAVE Money
POWERS & CO., Inc.
26th and Reed Sts., Phila. Pa.



Frank Downie, Ben Dobbert, Ross Davis, Marshall C. Griffin, Charlie Haley, George Hines, Dick Hunter, Stephen Henry, Doc Hill, Joe Horwitz, Leo Haggerty, Harry Harrigan, Mark Kirtland, Harry Leiby, Harry Levine, Irving Lartimes, Pop Ludwig, George McCarthy, Isaac Miller, George Moffatt, Ben Meyers, Robert Mitchell, John M. Miller, Knusout Henry Myers, Dan Mergen, Ed J. Nagle, Al Oakes and Capt. Ed Newman (Paul, Buddy Priest, W. B. (Dad) Parker, Henry O. Piel, Miss Hunke, H. C. (Bear) Rawlings, Ed Rubin, Pat Shanley, George Simmonds, Dr. Ralph Smith, Meyer Schlam, Dan Stover, Dan Swadlow, Fred Swadlow, Harry Swadlow, George Tipton, Hugh West, Arthur Winchester, Harry Wertz, George Wilder, Ed Walsh, Harry Woodcock, Chubb S. Ward, Charles Walpert, Nick Wagner, Bud White and Al E. Weber.

Outdoor Amusement Showmen Contest is picking up speed and showing signs of developing into an interesting event. Entry applications are now on the majority of the member shows and will be on all of them as soon as the office staff catch up with their notes. Extra awards are being offered. Brother Charles Haley, committee chairman, is backed by a keen bunch of workers who are showing results.

Truck and Trailer Legislation

BEAUMONT, Tex.—August 6 saw the first infringement of a Sunday and holiday ban on movement of commercial trucks over highways between larger cities of Texas by order of the State railroad commission. Some of the trucks operated thru a " loophole " which permitted operation if trucks carried perishable fruit or vegetables. The nature of the appeal was trucks carrying fruit with a crate of tomatoes, grapefruit or even eggs. Thompson, president of the National Truck Association, Commissioner Jerry Thompson announced that other exceptions were trucks carrying fruit and other food for human consumption only. Written evidence showed that the nature of the appeal was necessary to get by the enforcement officers. Highways affected by the holiday ban are U. S. 77 from Dallas to Denison, U. S. 90 from San Antonio to Beaumont; U. S. 81 from San Antonio to Port Worth; U. S. 77 from Hillsboro to Dallas and U. S. 90 from Port Worth to Longview.

This Sunday and holiday ban applies to ice-chairs trucks operating under certificate or permit issued by the Railroad Commission of Texas, which means that motorized circus, carnival, and other show organizations are exempt.

NOTICE! TO SHOW FOLKS

MINI-DIAMOND BARGAINS
From \$100.00 Up
FREE APPROVAL
ON DIRECT FREE APPROVAL TO YOU
We sell used Diamond Bargain Shows People on FREE APPROVAL. Here, at no cost to you, we show you the best of our Diamond Bargain Shows. Only one day and only one week.
RELIABLE HAKANS
27 EAST 120, KANSAS CITY, Mo.
Heart of America Showmen's Club

ma, Palmistry, and Capt. Karl Sunderlohn, and other attractions.

CHRIS M. SMITH has lots of American flags and other color on a midway. And good-pending credits help, too.

MR. AND MRS. H. E. JOHNSON, with their 18-month-old son, Kenneth, who plays the scales at six points, have joined the side show on J. J. Page Exposition Shows, reports H. E. Savage.

WITTY Buckeyes Blaise Shows since March 12. Bill is now presenting his Indian Mysteries on the Golden State Shows. Owner Joe Gallier's recently organized No. 3 unit.

KENNETH BLAKE, widely known high diver, is making a contract on August 17 on his way to La Porte, Ind., where he is expected to join Ben Bentum's diving exhibition on the Johnny J. Jones Exposition at La Porte Fair.

A VETERAN SHOWMAN, R. Blunt, writes from Sioux City, Ia., that he is currently ill there and asks that anyone knowing whereabouts of his wife, Janet Blunt, girl-show performer, have her contact him immediately.

THAT con-game seller who suddenly went into a convulsion has forgotten for the moment that it is a dangerous moment to water.

MRS. E. E. BRADEN, of Art Lewis Shows, left in Clarksville, W. Va., for a visit, and left her manager, J. J. Page, and to do her fall buying for her hat shop, which is managed thru the summer by her sister.

EDICE leaving Davis & Parrott Shows, Mr. and Mrs. W. F. Hines, Hester joined Art Lewis Shows and are playing that organization's string of fairs. They report business has been good and that they recently purchased a new trailer.

IN CHARGE of the Hawaiian Pettles on Crowley's United Shows, O. G. Banz is showing profitable results for Sammy Cooney, who is in charge of the Pettles on the organization, reports Dr. Philip Masler.

PRESS AGENT Walter D. Nealand, of Art Lewis Shows, recently returned from a business tour with Jeannette Power, owner of Power's Elephants, at Youngstown, O., where the latter was being promoted, police circus. Marks Shows were playing near-by Warren, O.

IT'S a business, of course, but some managers should take the funny side of the law industry.

FORMERLY with Max Oruberg's World's Exposition Shows, Jack and Ruby Green, managers are now working at Hudson Night Club, Jamesburg, N. J. Jack is tending bar, while Ruby is doing the entertaining.

FOUR ACES and six Monarchs, free some years ago, of the American Show on Dodson's World's Fair Shows in Grand, O. The visitors met many old friends in the midway and the fairs were held in their honor.

SECRETARY of Cettin & Wilson Shows, George Hinzberg, took advantage of a three-day layoff recently by spending the time at Miami Beach, Fla., with Charles Cohen, of the same shows, spent a vacation in New York.

WHILE Johnny J. Jones Exposition was playing Decatur, Ill., the two Kops, Charlie and Bill, and their good friend, Mille Crosby, of circus note, visited Ray Baylis on Blue Ribbon shows at Lincoln, Ill. Fair.

URING a trip to New York recently, Mr. and Mrs. William G. Hines combined business with pleasure and look in the World's Fair. They also purchased new wardrobe and visited Paradise Revue and Miss America Show on Cettin & Wilson Shows.

TWO performers on our colored minstrel act themselves, "Little Bit" and "Park Chappie" and the nighties are complaining about R. Lizzie Schmitt.

"BUSINESS on the organization has been fairly good," insists Harry L. Gordon, press agent at Dodge's Greater Shows, Den Cassas, Wash. "With a number of fairs booked and considering the conditions just here, season should turn out OK."

FORMERLY with J. F. Stearns and Bakken Bros. Shows, C. Harcourt is in the Port Wayne Hospital, Detroit,

suffering from injuries sustained in a recent auto accident. He craves that he hopes to be back on the road in about a month.

NOTES of Berker Shows by James A. Callaway; Organization placed Pontiac, Ill. recently to good result, with the colored Plantation Show topping the shows. Youngie Gooney, non-train tap dancer, proved popular, as did his wife and Mr. and Mrs. Walter Hunt.

FOLLOWING their separation after closing with Max Oruberg's World's Exposition Shows, Theaters Terry, Glen Vance and Eddie Doherty have joined hands again and are in Newark, N. J. Doherty reports they'll return to the road next season.

IN AN effort to entice patrons into his Hall of Science on Crowley's United Shows recently, Dr. Philip Masler made a special announcement stating his belly telling the crowd that if it attended his supper show it would enable him to go out and obtain his own supper afterward.

A fellow called out midway a cold-as-ice. But he'd already locked it up in the big back of Mr. Wagoner, who says it is "a goose open only at one end."—Cecilia Peleg.

ARTHUR CAMPFIELD, Eastern rep for Barker-Lockwood Co., left New York



R. H. (SKREETS) RUMHARD, of Iron eye-rod note, reports that he has joined the Ripley Odditorium on Broadway, New York, after closing with Dofure & Rogers at the World's Fair. Skreets' wife, Mary, and eight-month-old daughter, Dorothy, joined him August 14 after spending the summer with relatives in Mobile, Ala.

EDITORIAL standards advance and change, to be sure, in the trade, but every showman's idea is "beauty" may be considered by others as merely crazy.—John O'Connor.

VISITORS to Cettin & Wilson Shows at Flourtown, Pa. Fair, included Mr. and Mrs. B. H. Patrick, he The Billboard's Philadelphia representative; Mr. and Mrs. R. L. Lussie and Mr. and Mrs. C. Patterson, of Lussie Bros. Mr. and Mrs. Frank Campbell, Ben Weil, Gladys Alver, Robert Tudella and Raymond Spada. Mrs. I. Cettin spent a few days visiting her home in Lebanon, Pa.

PROTEGE of the late Plesner, of spiral tower note, Billy Overfield info he has purchased the equipment of the late Leo Legare, a pioneer of the spiral tower. Apparatus had been in storage in Bethlehem, Pa., since Legare's death. It is one of the features of the Dodson's World's Fair Shows' Tuffiti Circus presentation from on the midway. Fireworks close the new midway attraction.

WHEN Hildebrandt's United Shows' No. 2 unit played Palouse, Wash., Tommy Miller and Margaret London were guests of Hazel Johnson, who staged a party in their honor with the following in attendance: Mrs. and Mr. William Lucille King, Mrs. and Mr. William Ingram, Ruth Groff, Charles Johnson, Carl O'Mear, William Groff, Mlle. Hansen, Irene Brooks, George Wright, Mr. and Mrs. William Johnson.

JACK BAILLIE recently returned to Dodson's World's Fair Shows in Grand, O. from an extensive visit to summer home at Tybee Beach, near Savannah, Ga., with a new car and trailer. He announced purchase of another car, ride, being built for him in a Pittsburgh plant.

"JUST JOINED Capt. Dan Ripley's Trained Animal Show on the Eschelon Road, near Wheaton, Md. Ripley, from Palmolive, O. He has a swell lay-out, with all new sidewalk, and another claim struck out, making a name on the unit. Business has been good so far."

AMONG recent visitors to The Billboards' St. Louis office were L. Clifton O'Connell, general manager of the Corp. of America; Joe Schollio, former general agent, Hennesse Bros. Shows; C. A. Abbott, general agent, John M. Marks Shows; and John and Crawford Francis, Greater Exposition Shows.

"MADE MY first professional deb here and after 39 years in the business represented by the "Billboard" and "Theatrical" letters Dave-DeVil Owner from Madras, N. Y. "While here I met many friends and some new ones. My first attempt. Am playing firemen's celebrations and fairs in Maryland."

THE BOSS usually books his own fairs. He says that he has closed eyes he's working for someone else next year.

OUTSTANDING social event during Eric E. Hyde Show's stand in Leasport, N. C. was a party for Charles Wilson Jr., conducted him by his parents in honor of his 18th birthday. Anniversary meal, cream and cake were served to more than 100 guests. He received many gifts. As did Buck Denton, who also conducted another birthday anniversary.

HAVING recovered from a seven-week illness, M. H. (Fountain of Youth) Goodhue has been discharged from the Hospital, New York, and will leave soon for Nashville, Tenn., where he will take up his duties as manager of the Goodhue show, when stricken with a stomach disorder, was negotiating for a show at the World's Fair.

ALTHO still in Robinson Memorial Hospital, Ravenna, O., with two broken legs and head injuries as a result of a recent accident, Jack Lytick has been representative for Myrtle Courtney and his magic show for this winter. Lytick and Courtney were forgotten in 1938, but Courtney is coming slowly but still has his legs.

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EVANS' HIGH STRIKER

HEAD AND SHOULDERS ABOVE ANY OTHER IN QUALITY AND MONEY-MAKING!

PERFECTLY LEGAL EVERYWHERE!

A Duly big money-maker! Indispensable for Parks, Fairs, Festivals, Carnivals, etc. Homecoming... wherever people gather out of doors!

Evans' Striker has more flash—than the crowd! Strong and substantially made of the best materials, brilliantly finished, and has stood exposure and had no wear. Fully transported, included air standard with steel chassis, base and striking beam, 10" bronze gang nickel-plated steel cast chairs, braces and 2 wheels.

3 Feet 6 inches tall. **FREE CATALOG** of Complete Line of Items Attractive!

H. E. EVANS & CO.
118-116 N. ADAMS ST., CHICAGO
See Our Ad in Coin Machine Section

POPCORN & SUPPLIES

The Best in the Field, Sold Under R. J. Barry Brand, Best American—Yellow Puff—Special White—Caramel—Cinnamon—Cocoa—Chestnut—Cocoa—Milk—White, as received and Winfield No. 200 World Grand Mallico, Complete line of Popcorn, Machines, Cans, Grinders, Containers, Bags, Salt, Oil, etc.

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MINNEAPOLIS, MINN.

CANDY FLOSS & CORN POPPER
Chicago, Ill., U.S.A.
Original hot bearing No. 10
10 Items, List \$172.19
No. 22 Double, 10 Items, List \$106.19
No. 24 Double, 10 Items, List \$106.19
See Them—World's Fair, Chicago, Ill., U.S.A.
By Eve. **NAT'L POPCORN CO.**, 816 East 28th Street, New York, V.

FALL CLEARANCE SALE OF ANIMALS

Male Baby Rabbits... \$1.00.00
Female... \$1.00.00
Baby Dwarf Guinea Pigs... \$1.00.00
Baby Dwarf Guinea Pigs, used to rear... \$1.00.00
1 Pair Banded Gold Pair... \$25.00
1 Pair Banded Gold Pair... \$25.00
1 Female Chinchilla, year old... \$75.00

MORRIS' Animals, Wildlife, Birds, Oryzopsis, Gophers, Rabbits, Guinea Pigs, Mice, Hamsters, Bunnies, Squirrels.

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FLYING SCOOTERS RIDE

BACKED BY FIVE YEARS OF INCREASED POPULARITY ON SAME LOCATION

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

FULL-DATE CARNIVAL SHOW LETTERS

Ideal Expo (Motorists)

Bohater, N. Y. Week ended August 5. Asplund, VFW Post, business, good. ...

John H. Marks (Bugs)

Warren, O. Week ended August 12. Location, Miles Road Showgrounds, Weather, hot. Business, poor. ...

James E. Strates (Roadster)

Lynch, N. Y. Week ended August 12. Asplund, Youngs County Fair, Weather, severe rain two nights. Business, poor. ...

Beckmann & Gerety (Springride)

Springdale, Ill. Week ended August 20. Asplund, Illinois State Fair, Weather, rain, Friday night and early Saturday. Business, great. ...

West's World's Wonder (Roadster)

Elizaville City, Pa. Week ended August 12. Asplund, Western Pennsylvania First National Convention, Weather, fair. Business, fair. ...

Walter D. Nealand (Roadster)

Waltham, Mass. Week ended August 12. Asplund, Waltham Fair, Weather, hot. Business, poor. ...

F. H. Bee (Roadster)

Russell Springs, Ky. Week ended August 5. Russell County Fair, Location fairgrounds. Weather, hot and rain. Business, fair. ...

Included Verne Kennedy, secretary, Hodgenville Fair; Dr. D. T. Miller and Charles Kelley, president and secretary, Columbia Fair; Benny Spalding, secretary, Lebanon Fair; ...

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BY THE SHOWS' OWN NEWS REPRESENTATIVES

didn't relent until late that night. Privately, it was on duty seven spoiled the afternoon, but because of good work on the part of "Doc" Clark and crew, lot was saved for many that when the rain chucked the best play of the week. Showers continued through Saturday, but a good crowd of members held the elements until a downpour about 9:30 p.m. sent them scurrying home. ...

Rubin & Cherry (Roadster)

Kalamazoo, Mich. Week ended August 12. Asplund, Kalamazoo Fair, Weather, rain Monday and Tuesday. Business, fair. Ten-cent sale. ...

Wallace Bros.' Shows (Haggie cars and trucks)

Hopkinstville, Ky. Week ended August 12. Asplund, Dixie-Belt Fair, Weather, fair. Business, fair. ...

3000 BINGO

Must-win cards, 1000 each. Wood much more than 1000. ...

3000 KENO

Made 10 20 sets of 100 each each. Payout 10 times the amount bet. ...

J. M. SIMMONS & CO.

19 W. Jackson Blvd. Chicago. MAKE \$50.00 A DAY ON CANDY FLOSS. Our New SUPER MILE...

crans of which are Fred B. Redford and W. B. Tucker. Gate attendance held up nearly as well last spring, but inside receipts were off considerably because of the extremely hot weather and lack of spending money. Former Police Chief E. S. Winfree, known to many showmen, visited several times and informed that there is talk of reviving the old Pioneer Royal Fair here.

Mr. and Mrs. Abe Frank, their son Buddy and Mrs. W. B. Pitt, who narrowly escaped from the fire at Beaver Dam, were, as stated in last week's edition of this paper, almost killed by the shocks and bruises of the accident. Business Manager Jack L. Oliver was busy all week hereafter, with the exception of other visits here. Charles Bush closed at Beaver Dam, as did the Aerial Circus. The writer was present at the scene of the sudden death of Orville W. Hennies, who has many friends on this organization. The writer is busy with plans for his indoor circus which will take the road again at the conclusion of the outdoor season.

WALTER B. FOX

Mid-West (Motors)

Buffalo, N. D. Three days ended August 5. Weather, hot and dusty. Business, none.

Show made long jump here and everybody was in Monday night. Shows opened Thursday and many of the folk took advantage of the early bathing and repelling. G. A. (Bugs) Sullivan and wife recovered their trailer and reloaded. The writer's trailer also recovered his trailer, assisted by the writer. Mr. and Mrs. J. D. Davis took their car to a new place called Camp at Wilkes, Mont., and Owner-Manager Ze Landgren purchased a new Dodge to replace his Plymouth. When the Ze Landgrens visited Wilkes, Mont., Mrs. Mayno Capell and General Agent Sylvia Garga visited Mother Lee's grave and placed flowers there. C. E. (Brownie) Gallaway purchased a new Schuller hot air blower. Robert Fritsch had a string of ponies and entertains the kiddies daily.

CLIFF ARKIN

Fair at Home

(Buggie cars and trucks)

Ostaki, N. Y. Week ended August 23. Auspices, Improved Order of Red Men. Location, ball park. Weather, good. Business, good. A good week at Bennington, Vt. shows moved here in short order and were ready to go at 4 p.m. Monday. The Ostaki-Bell Meet was generous with space and committee co-operated. Fireworks display Friday night drew over 1000. Henry King, well-known movie director, met many of the showfolks while here. Manager Traver is away on business at the moment. We tried to look after concessions in Canada and New England States. The writer was given a farewell dinner by Lincoln Wallace, cook house owner, upon the former's departure for Atlanta to join the Georgia Aviation Service. Bob Oliver, the Hill board agent and mailman, has been buying good new clients.

THOMAS PARKER

O. C. Buck

(Buggie cars and trucks)

Norwich, N. Y. Week ended August 22. Auspices, Country Fair. Weather, good. Business, fair. Despite very good attendance, date the first fair the season was somewhat off from last year. However, taking the general business conditions into consideration, it could be expected. Lucky Teter Day, Friday, brought the largest attendance of the week and a good group for shows, rides and concessions. Mr. and Mrs. Graybill of the Flying Bears, remained over this week visiting friends, who are Jerry and Tim Wilson and Janice

Kaus Expo

(Buggie cars)

Mount Pleasant, Pa. Week ended August 12. Auspices, American Legion Post 2206. Location, fair grounds. Weather, one day rain, Eastern, S.W.

Rain Monday night spoiled rain, but good crowds were on hand Tuesday and Wednesday night. However, with a packed midway Saturday night. However, spending was light and business was only fair. Several riders sustained severe bruise when the frame of the machine broke and spilled him. Mr. and Mrs. C. A. Malott joined with a penny arcade, with Dutch Martin as agent. Manager A. J. Kautz, George Whitehead and Jimmie Burns visited the Art Lewis and Sam Lawrence shows. Mrs. Ruth Davis' father, George LaBose, accompanied by Mrs. Reba Kotika, Mrs. Harriet Matthews and Mrs. May Main, visited here. Visitors from Sam Lawrence Shows were Mrs. Marion McWehly, Mr. McWehly Jr., Thomas Brain and Don Costello.

LESTER KERK

Eric B. Hyde

(Buggie cars and trucks)

Lenoir, N. C. Week ended August 12. Auspices, North Carolina National Guard. Location, store and city. Eastern, S.W. Business, fair.

Monday, opening day, proved a day of much organization. A storm struck, doing considerable damage to the marquee. A heavy rain, following the storm, ruined the good show. But opening time the marquee was in place and the lot was carpeted under a blanket of stars. Visitors from Sam Lawrence Shows expressed that Mary Gordon, who

Balor Joe Simmons, Ralph Pierce, Dan Currier, Ray Guyer, Philip Mather, Terry Martin, Jack Hill, Bill Jack Wilson and Rex Cole. After the meeting luncheon was served. Flood River, Hillsboro and Point were replaced by Bill Robinson as foreman of the show. The show was reported by the manager, Aubrey Young joined the light tower crew. Minister Show was replaced by the writer. The writer was the first crew member. C. C. Crowley left for a short stay in Richmond, Mo. Slim Robinson and

DR. PHILIP MATHER

Blue Ribbon

Lincoln, Ill. Fair. Week ended August 22. Weather, fair. Business, nil.

This was the worst bloomer show here to date. The ground was very free handicap was the location, which was away back from any of the activity and had behind bookshelves and grab stands. Next was the poor co-operation from fair officials. Good crowds prevailed, but they failed to find the midway, and those who did find it didn't have money to spend an afternoon. The writer and wife saw the Campbell family, of Campbell Tent & Avining Co.

Yapoville, Pa. Week ended August 5. Weather, fine. Business, fair.

Shows opened on Sunday after a 24-mile drive from New York. Business was good. It was below previous years. However, Manager Roth was well satisfied with the show. The writer and wife reported a good week. Messrs. Taylor, Derr and Roberts co-operated and did a great job. Visitors from Sam Lawrence Shows were Mrs. Marion Miller and son, Maurice, of the Miller Bros' Shows.

Yapoville Fair. Weather, ideal. Business, good.

Date was the first fair of the season and from the opening Sunday afternoon it took on an old country fair atmosphere. Rides, shows and concessions were busy until the final day. Ride-O-Ro and Perry Wheels topped the rides, while the Motorama was the big attraction. All the concessions reported a better-than-expected week. Cliff Hunter, who was a big attraction, also co-operated. As did Mr. Card, concession manager. Mr. Hart and Mr. Kenny, Mr. Hart and Mr. Kenny.

WILLIAM H. HICKS

Hilderbrand's No. 2

(Motors)

Felous, Wash. Three days ended August 26. Weather, hot. Business, good. Pay paid, 19 cents.

Day was three good days and crowds were augmented by many Tokyo and Polish citizens. Saturday night drew capacity. Charles Soderberg was the only free act here, as the Glenn Henry crew in Masonia. City officials co-operated in having party was staged by Ruth Croft at the Municipal Pool. Mr. and Mrs. Cleo Qualls entertained. Shows were busy until the Municipal Park. Virginia Evans' new ball game set arrived here. C. C. Campbell and wife, who were on the show as the trailer entered the grounds, but little game was done. William Croft, who was a big attraction, also co-operated. Al Hilt Pollock again topped the midway, with Ruth Croft's ping-pong, second, Leslie Croft and wife, who were on the show. Al Hilt Pollock joined with a photo gallery and Charles and Marjory Soderberg entertained. Trips from Los Angeles. Miller a two-week stay on Hilderbrand's No. 1 Unit. Frank Dykes returned with his girls. Writer returning for an overnight visit to Thomas Miller's home in Deary, Id.

Washington, Wash. Three days ended August 9. Auspices, L. L. L. Location, fair grounds. Weather, hot. Business, fair.

With no hotel and rooms at a premium, majority of showfolk had to come in from outside the city. Considering town's size and the fact that it was in the midst of harvest time, the show was a success. Charles Soderberg and the Henry Dun, free acts, were popular, and town and country were well represented. Rides were below normal, concessions did fair. Mrs. Marie De Balvo recovered from the fire at Beaver Dam. Mrs. G. C. Miller, Margaret Lendren, Carl O'Malley

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HERE'S THE GROUP of members of the C. F. Zeiger United Shows which attended the highly successful annual picnic for the personnel in Greenough Park, Missoula, Mont., on August 4.

Rae, R. F. McFarland resigned as secretary here. Richard Tolman is ticket superintendent. Lloyd Croft's Posting Truck Co., Detroit, was Fred Munn's chief back. Also having a good week. Chief Jack Wells, general superintendent of the electrical department, added two prize winners were Halcor Brown, Redell Martin, Joe Silvio, E. A. Frost, Penny Wilson, A. L. Broadner, Richard Lard and Hugh Warren.

Zimdars

(Motors)

Perry, Pa. Week ended August 5. Auspices, American Legion Post 2206. Location, fair grounds. Weather, good. Business, fair.

Opening was delayed until Wednesday because of information received from Detroit, that was not a good week. Chief Jack Wells, general superintendent of the electrical department, added two prize winners were Halcor Brown, Redell Martin, Joe Silvio, E. A. Frost, Penny Wilson, A. L. Broadner, Richard Lard and Hugh Warren.

mistaken a broken back, would not completely recover from her injuries. Outside of two other nights of rain, engagement was fairly profitable, with cooperation from Captain Porter, commanding officer, and enlisted men of the regulars. Bob (Clyde) Myers closed with Polles and Dalton at Pleasantville, posting show, and left with his personnel for another organization in Florida. C. C. announced that henceforth both attractions would be office shows with the writer acting in supervisory managerial capacity. Jimmy Hester will manage the posting show, under the writer's direction, and Mr. Nerevith Herndon will produce the folkies revue.

Bette Magill left for a visit with her grandmother in Florida. Contracting Agent and Mrs. James C. Bates, with Jimmy Jr., handled the advance details for the writer in order to arrive promptly at Carolina falls to be played by the show. The writer purchased a new car in Hillsdale.

CABLETON COLLINS

Crowley's United

Fairfield, Ill. Auspices, VFW Post. Location, circus lot. Business, fair.

Monday and Tuesday's attendance was fair despite rain. Shows played here only on Tuesday night. Fred Manning, Forester at Massachusetts Valley Park, Davenport, Ia. Good attendance prevailed the last ten days of the season. The writer and wife were held its regular meeting in the rodeo spot on Wednesday night. Lunch was served in the afternoon. The celebration with the show. Commander Jeff Freese presided and guests included O. A. Vaughan, William Sawyer

BUDDY MINN

kiddis auto ride, and Del Dover, who joined Jack King in a Wild West show...

Montgomery County Fair, Weather July 23.
Data is more of a race meet than fair...

Mighty Monarch
Shows were first to play here inside the city limits in four years...

Rogers & Powell (Motorized)
Newport, Ark. Week ended August 5.

With conditions here in excellent shape shows played a good return...

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M. R. WEER SHOWS
Wanted Concessions for Berlin, Virginia, Mich.

READINGS SHOWS
Went Harrison and Park Concessions to Bryn Mawr...

managing the cookhouse. Jack Holston has returned to show with three concessions...

Crystal Expo (Motorized)
St. Paul, Va. Week ended August 13.

What started off at a doubtful pace turned out to be a pleasant and profitable surprise...

Golden State (Motorized)
Emerald City, August 8-13.

Spot proved as good as in the past four years with all doing good business...

Crowley's
Knoxville, Ill. Week ended August 5.

Wednesday and Thursday were the big days. All rides were repaired and all lines redecorated...

Book Springs, Wyo. Week ended August 5.
Assizes, American Legion Post, Location...

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HOWARD ATTRACTIONS
SIX RIDES, FOUR SHOWS
NEW GAMES

How An Inspection Contract Affects

By LEO T. PARKER, Attorney at Law

CONTRACT law today plays an important role in operation of amusement parks, circuses, carnivals, traveling shows and concessions. Also pitchmen and sellers of novelties may, from practical knowledge of contract law, increase profits and in many instances avoid heavy losses. Therefore in this article we shall review leading higher court cases involving especially interesting contract law.

Validity of Printed Restrictions

The higher courts in all states agree that a restriction, variation or modification printed conspicuously on a contract or type-written terms of the contract is valid and enforceable. This same holds in the law is applicable to letter-heads, bills, drafts, confirmations of orders and the like.

For example, in *Charles W. McAdams vs. Isaac N. Julian, 155 N. E. 926*, it was shown that in a series of letters and telegrams a purchaser agreed to purchase a quantity of novelties. In the confirmation of the contract sent by the seller to the buyer a disposition clause appeared as follows:

"The seller shall not be responsible for failure to ship according to the terms and conditions of this contract, where such failure is caused by any fire, strike, labor difficulty, failure of carriers to furnish facilities or acts of carriers. . . ."

This clause was printed in large type and was held that the buyer must have observed the same. Also there was not included in the contract any clause contradictory to this printed notification. Soon afterward the seller's plant burned and it was impossible to fulfill the contract. The buyer sued to recover damages for the seller's breach of the contract. However, the court held the

purchaser not entitled to a recovery and said:

"Where it appears that the seller is a manufacturer and not a broker, and the contract of sale contains a disposition of the goods printed from pre-performance in case of fire, strikes, etc., or any other casualty against which there is a contractual fault, it will cease further performance."

Inconspicuous Notification

Still another interesting point of the law is the printed notification on a contract is ineffective, provided the notification is in small type or otherwise inconspicuous, and the seller fails to specifically direct the purchaser's attention to the notification.

For instance, in a late case (*346 Pac. 327*) seller had printed in small and inconspicuous type on its order forms the following specification: "Any claim will not constitute cause for cancellation unless the complaint is made within 15 days' time of the delivery of the goods."

The purchaser signed this agreement several days after the 15 days' limitation. The written order was prepared, the purchaser wrote to the seller explaining that the merchandise did not meet his requirements and refused to pay for the same.

The seller then sued the purchaser. This court held the purchaser not bound by the printed notice, saying:

"It only remains to be considered whether the written notification appearing in the upper left-hand corner of the order, which refers to the time within which a claim is to be made to the quality of the goods, formed a part of the contract. . . . The rule seems well established that printed conditions on letters or bills of lading or order books which are not especially referred to and which are not made a part of the contract, will not be regarded as a part thereof."

Therefore where a letter or other notice is written on an order or on a check or contract form containing a notice printed in small type in an obscure location it is impractical for the courts will hold such a notification void and of no effect unless it is proved that the purchaser's attention was directed to the notice. And this is true, altho it does not conflict or contradict other portions of the contract.

Conversely, it is established that a notification printed in large and conspicuous type, and especially if particularly if the party being sued signed the receipt, contract or other document and typewriters or other written provisions in the body of the contract do not contradict the printed notification.

For illustration in a leading case (120 N. E. 618) it was shown that a receipt signed by a purchaser contained a notification printed in large type adjacent the signature, as follows: "Conditions on which the above receipt is given" (following were listed the conditions).

This case the court promptly held the printed notification effective and said:

"The printed clauses are at least as plain and as prominently displayed upon the face of the receipt as the written matter contained therein. Therefore this printed notification was binding on both parties."

Validity of Verbal Agreements

One of the oldest rules of the law is that verbal agreements and promises made in conjunction with a written contract do not affect the contract unless the meaning of the written contract. Consequently where a signed written agreement is in existence, the written which relates to verbal agreements between the parties will not be considered by the courts as evidence of the meaning of the written contract or agreement.

On the other hand, a verbal contract or agreement may be varied by verbal agreements made before or after the completion of the written contract. This contract may be modified by later written or verbal agreements. And it is well settled that a contract will not be rescinded or canceled by either party upon proof that the completing party was induced to enter into the agreement

by fraudulent verbal or written statements of the other party.

In other words, a valid written contract cannot be varied or changed by verbal agreements or promises, but by a fraudulent verbal or written statement is invalid irrespective of whether the fraud consists of written or verbal statements. Apparently these various statements and explanations of the law are confusing. However, the following illustrations of litigation involving variations of the law will simplify the law. In the first instance, the parties to a carnivals and the like frequently purchase job lots of merchandise "as-is" it is important to know the legal effect of this term.

For illustration, in the case of *Ferguson vs. Koch, 268 Pac. 943*, it was disclosed that a buyer and seller signed a contract which specified that the merchandise was sold "as-is". However, previous to the purchase signing the contract the seller verbally guaranteed the merchandise. When the buyer discovered that the merchandise was false he sued to recover the purchase price which he paid for the merchandise. The court held that the buyer was not on the grounds that the buyer had ample opportunity to examine the goods before the purchase signing the contract. The verbal statements were not admitted particularly because the written contract contained the "as is" stipulation.

However, the court held that the seller could not deny the verbal statements and refund the purchaser's purchase price, explaining the law as follows:

"The law is well settled that a party who relies on the representations of the seller as to facts not within his knowledge, and the seller or other party who is induced to purchase by the representations of the seller, is not bound by the fact that a contract may contain various stipulations which tend to reduce the seller from liability, yet if the seller performs a fraudulent act, or makes a fraudulent statement, he may be held liable for the effect of the printed contract is forfeited by the seller."

New Contract Law

In order to understand the new law relating to contracts it is well to explain that a seller is not liable for the effect of the printed contract of these facts: (1) That the seller made a false statement after the contract was signed; (2) the seller actually did not know that the quality of the merchandise was not the same as claimed in the contract; (3) the seller merely expressed an opinion that he believed the quality to be as he verbally represented; (4) the seller was not induced upon or believe verbal guarantees or statements made by the seller.

In other words, a seller may without liability make false statements regarding the quality of merchandise if the purchaser knows the statements are false, irrespective of the contract of the contract. This is so because the purchaser is not defrauded by promises made when he knows the truth.

Another important point of the law is that if a seller guarantees "satisfaction" or "return money" or "return or exchange," namely, that the merchandise will be "reasonably" good in consideration of the price.

For instance, in a late case a purchaser refused to accept and pay for merchandise sold to him by the seller and promised to deliver "first-class" goods, but the merchandise was not satisfactory. The court held that the seller and proved the goods were reasonably good in consideration of the amount of the contract price. The court held that the seller was entitled to recover the purchase price from the purchaser. The court also held that the seller may inspect the merchandise before entering into a contract he is put on his guard and he is expected to exercise the same care and judgment with respect to the quality, quantity and other characteristics of the merchandise.

For illustration, in the recent case of *Cochran vs. Peeples, 4 E. 201*, 815, it was held that a seller is not liable for expected merchandise purchased for resale unless it was defective. Later the purchaser accepted the merchandise and was held

grounds that when he made the contract he believed there was a greater quantity in the lot than was delivered to him, and the seller was not bound to insure the quality of the merchandise to be better than the goods actually delivered.

Notwithstanding, the court held the seller bound to fulfill the exact terms of the contract, saying:

"On the ground to avoid a contract of sale on the ground of fraudulent representations, such representations must relate to the quality of the merchandise. The contract and upon which the other party had a right to rely and did rely to his injury."

Purchaser Relies on Promises

It is well-settled law that if a purchaser is not sufficiently experienced to judge with respect to the quality of the merchandise he inspects, or if he relies upon a fraudulent statement made by a seller, the purchaser may rescind the contract and the seller is liable in damages and for the financial loss incurred by the purchaser as a direct result of the discrepancy.

On the other hand, it is certain and well-established law that a purchaser cannot rescind a contract on the contention that the seller or his agent made false statements upon which the purchaser did not rely because under these circumstances the purchaser is not defrauded.

A seller is not liable for fraud where he merely states his own opinion regarding the quality of merchandise, or makes a fraudulent statement, or purposefully utters a false assertion upon which the purchaser does not rely. It is conversely true that a seller who induces the law to have practiced fraud and deceit by any act, or failure to perform an act, resulting in the purchaser being deceived to an appreciable degree.

This point of the law is well illustrated in different cases in which various courts have held that a purchaser who rescinds a contract when, by speaking up, he could have prevented the purchaser from being deceived.

For instance, a recent higher court held a seller liable to a purchaser for fraud where it was shown that the former purposely remained silent about certain defects of the merchandise sold to the purchaser. This court in effect said:

"A purchaser may not do anything to conceal from the other a material fact, or say or do anything to divert or forestall an inquiry by him or deliberately hide false or other facts, for in so doing he is not merely remaining silent, but is taking active steps to mislead." (See 134 Ill. 62.)

Avoid Litigation

Frequently, litigations involving sale contracts require considerable testimony.

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Now, therefore, in consideration of the amount received and expense incurred which may result from verbal agreements or ambiguous contracts, which require verbal testimony to explain it is obvious that both buyers and sellers may terminate trouble for themselves by signing clear, unambiguous, and substantial contracts which contain partly printed matter, some typewritten or pen-and-ink matter, some of them circumstances complicated testimony pertaining to implied contracts is avoided.

There is considerable legal distinction between an expressed and an implied obligation. An expressed obligation is one where the buyer and seller orally or in writing agree to the exact terms. An implied obligation is one where the seller or buyer does not intend to become obligated, but the circumstances are such that a court will imply that an obligation actually exists, irrespective of any contrary contentions of the other party.

The illustration, frequently the character of a contract, or the intended use of merchandise, is such that the purchaser is compelled to rely upon the honesty of the seller to supply merchandise reasonably fit for the intended purpose. Under these circumstances the courts will imply a warranty on the part of the seller and will compel him to supply a quality of merchandise to conform to the sale price.

This law, however, does not prevail where the seller gives a detailed, explicit, clear, plain, and unambiguous guarantee, or if the written contract clearly states that no implied guarantee exists.

For example, in *Pauls, 273 Pac. 252*, it was disclosed that a person sent to a writer a request for a particular quality of merchandise. Incorporated in the contract was the following:

"The seller gives no warranty, express or implied as to description, quality, productivity or any other matter and any merchandise received and used will not be in any way responsible."

Later the purchaser received that the goods which he received were not of the quality which he had specified in his written order. He filed suit against the seller for damages. However, it is important to know that the higher courts will not find him liable in view of the above mentioned clause in the contract. (In next month's article we shall review the higher courts' decisions on employment and amusement employees' contracts.)

Can't Figure 'Em!

Larry Mullins, of Western States Shows, says it's true that the following discussion was overheard during Leo Simon's fire dive at one of the shows' recent engagements: Native No. 1: "What I can't figure out is why they turn the lights out when they follow climb the ladder and then set the tank on fire to see where that fellow climbs." Native No. 2: "The matter, you certainly can't figure out what these carnival folks are going to do. They sure do a lot of funny things."

Tour's Pre-Fair Pat Is Successful

OSMAK, Wash., Aug. 19.—W. R. Patrick OMAK, which came in here for the Annual OMAK Stampede last week, have been playing to good results on a tour of the "Inland Empire" of Central and Eastern Washington, reports Owner W. R. Patrick. Shows are made short excursions into Idaho and Montana and across the line into British Columbia. Since Fourth is a sentimental year in Washington and there have been several pretentious celebrations, none of them seem to have interfered with the above business. Organization was fortunate in its Fourth of July spot in Cheilan in the Pacific Northwest. The weather in the West that had fair weather, also it was cold and windy.

Since Fourth, the unit played Cle Elum, Toppenish, Ephrata and back again to Cheilan for the regatta there, where business was good, but not up to standard of previous Regatta Days. Shows are being arrangements for their string of Canadian fairs, which get under way soon.

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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 uncontestable and cannot be appealed. Contest closes with ballot in issue of November 4, 1939. Final ballot mailing must bear a postmark of not later than midnight of November 4.

Your Name..... **Print Name**

Permanent Address..... **Print City and State**

Address in Show Business or by Whom Employed..... **Print City and State**

Signature.....

CUT OUT PERFORMER CONTEST EDITOR AND MAIL TO The *Billboard*, 1264 Broadway, New York, N. Y.

Los Angeles

LOS ANGELES, Aug. 19.—Venice Pier Motor Drive-In, which has been in operation in its history. Rides and concessions also got good results at the event. Conditions of Constance R. Clark is reported as favorable. Ross B. Davis returned from San Francisco where he installed a new Merry-Go-Round for Whitney Bros. He reports business at Lincoln City and Griffin park is good, with the latter showing a decline at the former park drawing large crowds.

Mr. and Mrs. El. F. Walsh, of the Bristol, report business at fishing and pleasure trip to the lakes in the High Sierra. Matt Allen, one of the district agents, is expected to be in Hollywood. Leo J. Haggerty, West Coast showman, had in Los Angeles. He and Ted and Arwin Co. as salesman. Mrs. Frank Hankin sails from New York September 7 for a trip to London, where her mother is said to be seriously ill.

SLA Benefit Set For Dallas Fair

DALLAS, Aug. 19.—Officials of the Texas State Fair to be held here announced this week that a midnight show for the benefit of the Showmen's League of America will be staged on October 11, which has been designated as Showmen's Day. All proceeds are to go into the Showmen's League Home Fund.

On the program will be Capt. Louis Roth's Elephants and other acts. An invitation has been extended Sunny Rowland to act as emcee. He held the position at last year's benefit in the Alpine Village.

According to letters received here, J. C. McCaffrey, president of the Showmen's League, will attend. Although a location for the show has not been decided upon, it is thought to be at the Morris Hatcher Bldg. Mrs. G. S. Harris, co-operated in staging the 1938 event.

15 Years Ago

(From The Billboard Dated August 23, 1924)

After much inclement weather in Elgin, Ill., Dymann & Joyce shows moved into Dundee, Ill., and on August 14 the big top of the show was blown down and one of its sections of stave-work destroyed by a fire. A failure in the electric system and a rainstorm interfered with Bernard Grater Shows' opening in Elgin, W. Va., under Eitz' auspices. Michigan City, Ind., proved a winner for Morris & Castle Shows. J. F. Smith, amusement man suffering from tuberculosis in Menominee Sanitarium, La Junta, Colo., Billie Owens joined Bernard Grater Shows in Prescott, Ill. as manager. Col. L. C. Beckwith took up residence in Chicago after closing in Elgin. The ABC Shows, J. E. (Doc) Ogden joined promotion staff of Rodgers & Harris Shows. After one season with Bernard Exposition Shows, John L. Downing was with Walter L. Main Circus. Mr. and Mrs. J. J. and Mrs. W. J. were enjoying a brief vacation at a lake near Hartsville, Wis. Law Weston and Billy Mark were the ABC Shows, playing the Pacific Coast. Mr. and Mrs. James Beas, formerly of Greater Sheepley Shows, were spending the summer in their cottage near the beach at Atlantic City. Harry H. Tigge, veteran manager and booker, is promoting picnics and celebrations in Texas. John Klionski joined Hollywood Shows with his Merry-Go-Round.

Bureka Kan, proved lucrative for John Francis Shows. Mad Coney Fanning Shows were heading back into Brown, Arkansas, following successful stands in Illinois. J. Eddie Brown, joined D. D. Murphy, who is acting as assistant manager. A. E. Beasley, special agent with Dodson's World's Fair Shows, died suddenly August 18 in the Klose Hotel, Okmulgee, Okla., following an attack of acute indigestion. Following an engagement in Rockwell Shows in Franklin Co., Merion Brothers left for Springfield, Mo. to join Greater Sheepley Shows. Ed Nelson, formerly in charge of stock with Morris & Castle Shows, passed thru Cincinnati on route south to join Charity Rose Shows.

Special Applications of Sound Systems

By HARRY PARO
(Sound Engineer, Radio Wire
Television, Inc.)

SHOWMEN and exhibitors engaged at or visiting the New York World's Fair have an opportunity to study various types of sound systems in an endless variety of applications. Not systems placed there as an exhibit, but systems employed to make all types of exhibits and amusements more effective.

There are no figures available as to the number of such systems in use, but the manufacturers of Cinemascope loudspeakers list some 70 installations which employ their speakers, and this is just one of the speaker manufacturers whose equipment is used. At least this conveys some idea of the part which sound systems are playing at this great show.

Two Classes of Systems

In general, the sound systems divide themselves into two classes. There are several moneter installations, engineered to meet special requirements. But for each of these there are perhaps 40 to 50 installations using standard equipment, carefully selected for each application, but not of special design.

It is of interest that amplifiers providing outputs of from 20 to 90 watts are by far the most common, representing probably 90 per cent or more of the total. The special systems on the other hand range all the way up to the 3,000-watt amplifiers employed in the Lagoon of Nations display, a spectacle composed of fountains of water, fire and light. Eight great horns with dynamic loud-speaker units weighing 600 pounds each to drive them are located in the midst of the fountains and require tremendous driving power to overcome the Niagara-like roar of the water, the great gas-flame noise, the outdoor location and the distance to the audience—some 300 feet across the Lagoon in which the display is centered.

Let this description convey the impression that tremendous loud-speaker power is required even for more ordinary applications. It is well to point out that another outdoor installation, the ballyhoo system at Billy Rose's Aquacade, utilizes a single amplifier with peak power of 100 watts to drive four six-foot horns and make their "spit" audible over a radius of several thousand

feet. And this is accomplished amidst the noise incidental to the great amusement area with its crowds.

It is the purpose of this article to describe a few of the more unusual applications of sound systems at the fair, with the thought that these will be suggestive to exhibitors elsewhere.

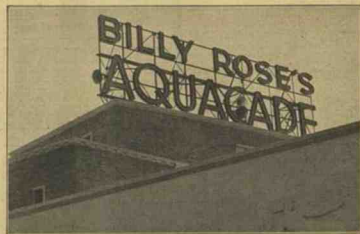
At the "Aquacade"

In the amusement area are three widely different installations of special interest. The Billy Rose Aquacade already mentioned has an inside system which is said to have cost close to \$40,000. It uses something like 100 microphones to pick up the individual voices, band and chorus from the great

stage so low as to avoid acoustic feed-back at the microphone positions.

For a show of such proportions, even tho it be known by reputation to every man, woman and child in the country, ballyhoo is nevertheless essential. If for no other reason than the tendency of visitors to the fair to lose track of time and forget the starting hour of the various Aquacade shows. The main purpose of the ballyhoo is therefore to call attention of all and sundry to the fact that a show is about to start. It consists of spoken announcements covering a period of one hour before each show, mainly stressing the starting time.

To make the necessary additions to



AT BILLY ROSE'S AQUACADE, one of the outstanding features of the New York World's Fair, three sound systems are employed. One of these is the giant system inside which distributes the sound portion of the show to the audience. A second includes four loudspeakers with six-foot horns mounted on the great sign, one of the highest structures at the fair, and is clearly audible over a large part of the fairgrounds. The third system is a small one with loudspeakers mounted at the entrance for purely "ballyhoo" announcements.

outdoor stage and pool, carrying them to the audience in the moneter grand stand thru the medium of huge horns located high above each end of the stage to provide equal sound distribution thruout the grand stand, but at the same time maintain the sound level on

the existing stage sound system would have been both complicated and expensive. It was therefore decided to install entirely separate equipment for this purpose. This equipment consists of an amplifier rated at 70-100 watts output, crystal microphone and desk



AT THE SAVOY BALLROOM at the New York World's Fair complete distribution of ballyhoo is assured thru the use of four loudspeakers mounted over the entrance. The same sound system with two indoor speakers is used for announcements on the dance floor, the largest one of the fair, accommodating some 1,500 dancers.

stand and four dynamic loudspeakers unite with horns of the trumpet type. These horns are mounted on the tremendous Aquacade sign, one of the highest structures at the fair. Originally these horns were directed, to the four points of the compass to provide coverage in all directions. Later this was altered because one of the horns interfered with another show about a quarter-mile distant.

The great elevation of these horns has two outstanding advantages. First, because they are tilted down only slightly and are highly directional, they concentrate the power at remote points of the amusement and exhibit area and thus provide the widest possible pulling power. Second, relatively little of the sound reaches the ground directly underneath, where it would otherwise be almost unbearably loud.

To complete the ballyhoo system, employing a smaller amplifier (10 watts output), a single microphone and a single marine-type loud-speaker, is installed right at the entrance gate. It, too, operates just before the show starts, but its purpose is primarily to emphasize the features of the show, thus enticing those who have been brought to the gates to enter. Finishing what the larger system started.

At Savoy Ballroom

Not far distant is the Savoy Ballroom with an indoor dance floor to accommodate 1,500 dancers at one time and a



THE THEATER OF RADIO MAGIC at the New York World's Fair utilizes a modern sound system with loudspeakers outside the building and others indoors to provide various sound effects and other features of the performance. The system employed is one of the portable type which operates either from the light lines or a car battery. It will be used when this show later goes on the road a trailer.



CANARIES AS BALLYHOO ARTISTS—At the Billy Rose Canary and Bird Circus in the children's section of the New York World's Fair a sound system with two loudspeakers mounted on the front of the building provides ballyhoo from microphones and recordings. The songs of the birds constitute an important part of this ballyhoo.

stage show. Here the two dance bands do not require sound re-enforcement, but a system including an amplifier, providing 30 watts output, is utilized for announcements and for reproducing vocal selections indoors and battery-operated portable amplifiers are provided by means of two 12-inch speakers in wall baffles mounted above and at either side of the stage. Outdoors four speakers with horn baffles are mounted on a balcony to provide three-way coverage, an arrangement made necessary thru the favor occupancy of a large corner plot. This amplifier is one of the musicians' type which provides for mixing the outputs of up to five microphones. The loud-speakers are connected thru a mixing arrangement which permits either the indoor or outdoor speakers to be used alone or all together. Battery consists of announcements and provision is also made to reproduce sound selections and the band music thru the outdoor speakers when desired. Novelty is lent to this ballyhoop by a series of life-size dancing figures on the balcony outside which constitute a giant puppet show, the figures being manipulated by wires on which they are suspended. The novelty in the sound system itself is found in its complete flexibility which permits the input from any one or any combination of microphones to be reproduced thru either or both of the loud-speaker systems.

At Theater of Radio Magic
Naturally many of the announcements consist of road shows which have attracted large crowds of fair patrons which will take to the road again at its conclusion. One of these, Bernays Johnson's Theater of Radio Magic, will be a traveling show after the fair, actually operating from a trailer. So far as possible equipment used at the fair was selected with this thought in mind, which introduced a complication so far as the sound system was concerned because at many of the later locations there would be no electric light lines available for power.

Johnson therefore selected a mobile amplifier unit which operates equally well from either the 110-volt a. c. line or a six-volt car or trailer battery. It is fool-proof and provides 30 watts normal output with up to 40 watts on peaks. It is therefore in every sense a real power amplifier capable of providing ample reserve for good-sized crowds. It includes provision for the use of two microphones and phonograph input, singly or in combination, with mixing and blending controls. An electric phonograph turntable and pick-up are built into the top of the amplifier case so that the entire system, with the exception of the loud-speakers and microphones, is contained in a single portable unit.

In this installation ballyhoop is by means of a battery-operated mobile amplifier operating thru two horn-type speakers mounted on the front of the building. Another speaker induces persons in the type ballyhoop and other special applications in connection with the show, and still another is placed inside a talking dummy, its voice actually being that of someone at the microphone backstage.

At Bird Circus

There has been unlimited novelty demonstrated by show and carnival folk, but as yet no one has been so enterprising as to use a canary bird as a ballyhoop artist. Yet this is done at the Billy Rose Bird Circus (another Billy Rose) in the Carnivals section of the fair. Here the system consists of an amplifier, feeding 30 watts into a pair of dynamic speakers mounted in the type ballyhoop on the front of the building. The building itself is divided into two parts, a front portion, to which admission is free and where the birds and trained birds are housed and the rear portion where the trained birds perform.

Two microphones are used; one in the front, where Micky the Clown and others perform, the other behind the birds and the other back in the circus, where they pick

up the songs of the birds and broadcasts them far beyond the range of their normal voices.

The installations mentioned are, of course, only a very small part of the total in the amusement area, many of them being used exclusively for ballyhoop purposes. As can well be imagined, such electrical "spies" operating from so many points along the midway resulted in a very real and little noticed problem at the beginning. However, this difficulty has been overcome in the more crowded areas by a gentleman's agreement, in which the adjacent concessionaires take their turns. It is no novelty therefore to hear the Savoy Ballroom complete its period with the invitation "Take it easy, Mr. T. O.," then to hear the C. O. announcer come on with his talk, in turn passing the freedom of the air to another nearby concession talker, who passes it back again to the Savoy, and so on.

In the "Futurama"
In the exhibit area there are unusual sound applications, without number, their unusual qualities being noted in the equipment, but in the uses to which it is put. The exception are the Lagoon of Nations spectacles already mentioned. In this installation the General Motors Futurama. In both of these installations, each of which cost well up into five figures, the requirements were such as to require a great deal of special equipment.

In the Futurama the tables are turned in that instead of working several input lines into a single amplifier a single input source is fed into 150 different amplifiers. Here there is a great panorama of a countryside in miniature with buildings, mountains, rivers, railroads, etc., all shown as scale models. Thru it all runs a model automobile highway—"the highway of 1960." This model is bordered by a great overtop belt on which are mounted double seats not unlike those of a railroad train and providing seating accommodations for about 600 spectators at one time. The seats move endlessly, its speed being such that spectators can step off and on at the leading platform. During the 15 minutes which it takes to traverse the entire panorama it is obviously desirable to provide a running description of the points of interest, but it is equally obvious that the description has to come at the middle of the ride in a little interval to those at other points along the path.

To overcome this the entire 15-minute talk was recorded on film, which, like the conveyor belt, moves endlessly, but between a battery of photo-electric pickup, each of which is connected thru its own amplifier to small loud-speakers mounted in one pair of seats. Thus at a time when a given seat is passing a certain point on the ride, the portion of the film describing that part of the scene is passing the pick-up corresponding to that seat and the spectator hears the description of the part of the panorama which is immediately passing him.

Such a system as this will find extremely limited application elsewhere, but at least this brief description indicates a unique type of service which a sound system can be made to provide. Perhaps some day one of our progressive railroads will apply a simplification of this system to its passenger trains.

Five Exhibits Without Sound

Few indeed are the exhibit buildings in which sound systems are not used for the reason that they can be made to eliminate space-taking descriptive signs, replacing them with loud-speakers, which provide a much more complete and accurate system of recording or an announcer at a microphone.

An example of a group of such applications in a purely commercial exhibit is found in the installations in the Remington-Rand display of business and scientific equipment. One problem, for instance, was to demonstrate the advantages of their noiseless typewriter. The plan was to have no typewriter in a room with glass, furnished to a private office and stage a little skit in

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which the executive at his desk finds it impossible to carry on a telephone conversation because of the racket made by a standard typewriter used by his secretary. Either he has to discontinue his conversation or his secretary has to stop writing. In the next scene the same performance is repeated, but this time the secretary is using one of the noiseless machines, with the contrasting result that both her work and the phone conversation can go on uninterrupted.

In this set-up every sound made in the industry is reproduced by means of a standard system, with loud-speaker mounted on the outer side of the partition. Desk and lapel microphones bring the voices of the executive and secretary to the spectators, and contact microphones mounted directly on the two typewriters bring their sound (or lack of it in one case) to the listeners outside. In addition, there are earphones on a ledge outside the glass partition so that those who care to can listen in this manner. These earphones are fed from the same amplifier as the loud-speaker.

Near by in the Remington-Rand space is a long line of office equipment and business machines which, if the exhibit (See Unusual Applications on page 78)

Out in the Open

Leonard Traube

Various Matters

A HIGHLY significant survey of dance bands playing fair games in both the Music and Fair-Exposition divisions of the New York World's Fair, published in the music expert tries—successfully, we think—to prove that fair-organized bands are tending to become a more or less permanent and accepted part of the County and State fair scheme. "Dance bands for fairs are out of the 'frank' attraction class and promise to provide a profitable field of employment for the musician in seasons to come," says the article. "The dance band as an outdoor attraction brings the visitor down out to the grounds—building a clan of potential fair followers that have drifted away from the outdoor expositions because of the city taste incursions in rural life thru the medium of radio and pictures. Fair men are ever on the search for a gate stabilizer and the feeling of coming many a time they're bound to it in the main band. With the inclusion of the fair field in the scope of employment possibilities, bands are putting interesting hands over the public's feet in the carnival field."

It is questionable whether dance bands ever completely supplanted the conventional grand stand attractions, particularly city type, in the fairgrounds, but bands cannot in themselves provide an entirely satisfactory entertainment as so-called vaudeville layouts, and do not mention the track program. Naturally, as in the case of radio, bands know the public taste and to fill that want. Dance units are hot at several fair shows, and have been for many years, in fact a fair official would be remiss in his duty and function if he did not make it a point to take care with respect to grand stand entertainment. A happy medium these times would be to have a fair show with the familiar forms of entertainment so long in vogue and so long successful. With the fairgrounds gradually being abolished and rural regions "educated" as a result of seeing television, radio, and pictures, local conditions are becoming more and more nationalized in nature, and the fair show is being looked for more whose type of booking and operation depends greatly on local peculiarities.

The New York World's Fair Corp. has provided for each exhibitor a checkbook for refer to in the form of a receipt that 40 per cent of its gate receipts are used to repay the debt until a given amount is reached, instead of being held by the trustee as security against the exhibitor's default. If no business is involved, but what about liability to showmen's associations who are taking the "bill"? The Fair Corp. is looking to the generosity of its exhibitors to make a loan for the generosity should also be of a mind to grant it. "It could grant relief to particular exhibitors by foregoing its percentage "until a given amount is reached," and this give concessionaire an opportunity to retire some of their debts, which are, to them, as vast as those of the Fair Corp. One man's money is another's liability," says As Professor Einstein says, "It's all relative."

Colored Musicians and Performers Wanted

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LEON CLAXTON

Care ROYAL AMERICAN BANDS, St. Paul,

ties. Whom else can concessionaires appeal to for relief from their terrible financial situation?

Aside to "Anonymous Yours": Sorry, but concessionaires don't count. If you will repeat your comment and furnish your name and address, I will be glad to consider you. Girl dependent. Your name will be withheld. If requested, I will send you a copy of Locked-Up Completed is off on a business trip to New England and the Maritime Provinces. I will be back in Ben Williams, Bill Lynch and Dick Ollerud midways. . . . Arthur Hill was on a tour on the coast with an elephant to Max Linderman, bossman of World of Merit Shows. Bill, once again, is on a tour on the coast with the use of its sale in the possession of Pat Casey, labor relations chief for the film industry. I will be back in New York to attend to other matters numbering 20 pieces was shipped out of New York to the Canadian National Exhibition. This "name"-produced girl show bears watching. . . . Back in the East after functioning on the West Coast is Frank O'Connell, president of the New York, New York. Chances are the parkmen's association will have to shift dates if its annual convention (New York, November 30-34) owing to President Roosevelt's decision pushing Thanksgiving to the second week of November. . . . It is true what they say about Max Wolf, vice-president of Arthur Hopper's Hinging advance crew, that he is not long ago that he was a strike by the American Federation of Actors and Ralph Whitehead, its executive secretary. . . . How is the labor leader now hangs in the balance? Does this alleged statement by Wolf prove he is not in Whitehead's corner?

Hartman's Broadcast

CLIPPING before us from a motion picture publication reads in part: "An attempt to have the Seattle city council ban all street carnivals is being made by the MPFO of Washington thru Secretary James M. Hone. . . . The committee that the carnivals are harmful to public welfare, dangerous to the community and permit open gambling."

If the charges Hone is quoted as having made are true, it is a pity. If, then, he does nothing but cast reflections upon law-enforcement officers, and is merely doing the job that they are lax in their duties, for we all know there are laws covering the charges which he made.

And if Hone is quoted correctly as saying, "the carnivals," which naturally are true, but he has made a broad statement, to be sure. We would be willing to venture that it is now two or three carnivals he saw in a city where there are between 350 and 300 such shows now on the road. . . . The other side branch of the amusement business to oppose another. The public wants a variety of amusement, and the city fathers who are taking patronage away from picture houses, which is probably Hone's main reason for opposing the carnivals, are wanted by the public, and if local law-enforcement officers permit carnivals to operate properly, there will be no cause for complaint about the conduct of carnivals.

While on this subject of local law-enforcement officers and carnivals, let us direct attention to an editorial in the *Washington Post* of August 22, headed "Where Were the Officers?" the editorial said that at a recent carnival in Adrian Michigan, the police were absent without let or hindrance.

The editorial struck right at the root of the evil by pointing out the cause of gambling not on the carnival, but on the law-enforcement officers.

"It was the last of the summer carnival," it said, "a show was given by a copespondent in a tent which was described by an editor as a gambling place."

"Both these cases were obvious violations of law, and the question naturally arises: Why were the officers absent?" "It is not a sufficient answer to say that the officers were not informed and had no reason to suspect that the law was thus being violated. They always have reason to suspect that there may be

gambling or indecency when a carnival strikes a town. They always have a strong possibility that somebody will try to run such an attraction if he thinks he can get away with it. It is the duty of the officers to patrol vigilantly to discover such offenses.

"It is the business of the officers of the law. It is not the business of private persons to produce evidence and to compel the officers of the law to enforce the law, and that means that it is their duty to investigate and to enforce the law. It is not the duty of the law to be violated and to stop the violation or arrest the offenders.

"A small and decent city like Adrian ought not to be troubled always by such occurrences. It cannot happen except thru the inactivity of officers who are elected and paid to enforce the law."

There you have a fair picture of why there are violations of law are found on midways of carnivals in some cities and towns.

There are just as good people in the carnival business as in any walk of life. They will not break the law, any more than anybody else, and working in the open as they do, they would not attempt to do anything to get away with it, or "fitting" or by noninterference on the part of law-enforcement officers.

Seattle's city council should give serious consideration to the possibility before deciding upon what action to take on charges against carnivals that might be brought against it.

Notes From the Crossroads

BY NAT GREEN

IF THE Premier's declaration setting November 23 as Thanksgiving Day will not break the law, it may mean an opportunity to eat their turkey dinner before leaving for the Toronto convention. . . . The law is a great publicity break Lou DuFour and Joe Rogers put in The New Yorker, but we wonder if they will not be in the same line in funeral mien? . . . The auto wreck in which George Hennessy lost his life was an accident. . . . The show of Arthur Hopper's Hinging advance crew, a remarkable record when one considers the conditions of the show, is a record they have to cover. Clyde Carlson had a collar bone broken in the same accident, but he was not in the line to help things," writes a correspondent. . . . Bob Hickey may be a "First of his kind" at carnivals. . . . But he did all right. Even landed some editorials in the *Springfield (Ill.) papers*. . . . The Fraternal Order of Eagles, convention in Chi. wanted an elephant for a stunt, but nary a bull could be located with 100,000 dollars.

As this is being written technicians of the show business are completing plans for one of the biggest fireworks pageants of the season and which will be held at the Woodbury, N. Y. . . . The Festival at Soldier Field. Highlights of the show include an elaborate ballroom and orchestra, the Woodbury, N. Y. . . . A reproduction of the great steamboat race of 1870 between the Robert E. Lee and the Great Republic. . . . A 15-minute number featuring the "three little fishes" swimming over the dam, and a performance by the "Three Little Fishes" and a portrait of Carrie Jacobs Bond against the sky as a tribute to the folk woman whose songs are so famous now. When You Come to the End of a Perfect Day, is the musical accompaniment.

Ned Trott visited Missouri's League headquarters last week starting a hop. . . . The trip thru Missouri was a hop. Lawrence Phillips was saying hello to the boys and girls in the show. . . . The playing ball. Continue in fair season in La Porte, Ind., this week. . . . Earl Lyoch will show a band. . . . Earl Lyoch thrill show had a few days off last week and visited the home folks in La Porte, Ind., last week. . . . The Coyne and Mickey McDonald are among local boys appearing in the Mardi Gras in River View, La. . . . Walter Coyne will have several of his shows at the park. . . . Curtis J. Wilson portends a show in La Porte, Ind., this week. . . . Having a swell time behind the steamer North America. He aboard, with 364 women and 44 men aboard. . . . Leonard

Mordelino, just back from Toronto, states his show will be in La Porte, with Springfield and Iowa as his first ports of call. . . . Jerry Kohn, former big show man, is now on a business tour of the North and Midwest. . . . Brent Johnson, band leader back in New York to play Midwestern rodeos and fairs. He'll be at Eastern rodeo this fall. . . . Jinks and his band are in the circuit making rounds around Chicago, is doing a great job at the Oriental Ballroom, Delavan Park, which is organized under the most popular in the resort area of the North.

The 81st Illinois General Assembly passed several bills of interest to show the state of New York to play Midwestern rodeos and fairs. The following: H. R. 376—Increase from 15 to 30 the number of vocational fairs which may be organized under the agricultural premium fund. H. R. 871—\$25,750 to the department of agriculture to make a study of the state. H. R. 871—\$25,750 to the department of agriculture to make a study of the state. H. R. 871—\$25,750 to the department of agriculture to make a study of the state. H. R. 871—\$25,750 to the department of agriculture to make a study of the state.

UNUSUAL APPLICATIONS

(Continued from page 17)

to be effective, must be demonstrated and described. To include the descriptions on placards now out in the field, and the unusual applications, purpose and nature of many of the machines. So, too, would any attempt to describe them by means of the unaided human eye, or by means of a sound system all problems are overcome.

The arrangement includes three pairs of horn-type loud-speakers with switches, which permit any pair to be connected in a sequence. A single amplifier which is concealed in a rear room. The input to the amplifier is connected to a group of three plug-in switches which are used to select the equipment to be described. As the announcer, who is wearing a microphone supported on his chest by means of a strap, describes the features of the equipment at one end of the line of equipment, describing piece after piece, he plugs in the microphone at the first jack. The extension cord, which is of sufficient length to permit him to approach and point out features of all equipment within about 30 feet of the particular point. . . . The extension cord is plugged into the second jack, and then on to the last jack. In this way he covers the entire exhibit, which is approximately 100 feet long. . . . The equipment is enabled to point out features of each individual machine, thus concentrating the attention of the onlookers at that particular point. . . . The extension-centering idea the loud-speakers which constitute each pair are spaced apart and connected to form a field of sound. . . . The front of a group of equipment in the description of which they are utilized.

Grati Consulting Service

It is perhaps unfortunate that the short-cut method of determining the ability to work out practical methods of applying a sound system to his requirements, due to his lack of knowledge of the technical principles and equipment involved. For those who find themselves in this position the leading manufacturers of such equipment provide a consulting service. . . . The manufacturer or by personal call, depending on circumstances. In our own organization, for instance, we have one man who has been called in to consult in the field whose sole duty it is to provide detailed suggestions to those who present their sound problems by mail, others by personal call. Continue in fair season in La Porte, Ind., this week. . . . Earl Lyoch will show a band. . . . Earl Lyoch thrill show had a few days off last week and visited the home folks in La Porte, Ind., last week. . . . The Coyne and Mickey McDonald are among local boys appearing in the Mardi Gras in River View, La. . . . Walter Coyne will have several of his shows at the park. . . . Curtis J. Wilson portends a show in La Porte, Ind., this week. . . . Having a swell time behind the steamer North America. He aboard, with 364 women and 44 men aboard. . . . Leonard

CONVENTIONS

ARIZONA
Phoenix—State Fair, Sept. 19-18.
D. E. Edwards, Sec. Agr. Dept. 19-18.
Tucson—American Legion, Oct. 29-30.
Phoenix—Fair, Oct. 29-30.

ARKANSAS
Little Rock—State Farm Bureau Fed. Nov. 1-2.
Bryant—Order of Old Fellows, Oct. 29-30.

CALIFORNIA
Chicago—F. of H. Royal Crown, Oct. 15-18.
O. Schlegler, Sacramento.

CONNECTICUT
Meriden—Order of Old Fellows, Oct. 3-11.
M. W. Lullow, Box 448, New Britain.

DELAWARE
Wilmington—Knights of Pythias, Oct. 29-30.
H. E. Strasser, Box 115, Georgetown, Del.

FLORIDA
Tallahassee—American Rabbit & Cavy Breeders' Assn. Nov. 3-5. Mrs. Dorothy Baggett, 1000 N. W. 10th St., Tallahassee.

GEORGIA
Savannah—Knights of Pythias, Oct. 29-30.
Savannah—Knights of Pythias, Oct. 29-30.
Savannah—Knights of Pythias, Oct. 29-30.

ILLINOIS
Chicago—American Legion, Aug. 27-29.
W. A. Miller, 201 1/2 W. 15th St., Chicago.

INDIANA
Indianapolis—Junior Order, Aug. 24-25.
Indianapolis—Order of Old Fellows, Oct. 11-12.

KANSAS
Kansas City—State Farm Bureau Fed. Nov. 1-2.
Kansas City—State Farm Bureau Fed. Nov. 1-2.

LOUISIANA
New Orleans—Junior Order, Oct. 24. H. M. Altonara.

MAINE
Bangor—Order of Old Fellows, Oct. 17-18.
Bangor—Order of Old Fellows, Oct. 17-18.

MARYLAND
Baltimore—Junior Order, Oct. 24-25.
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MASSACHUSETTS
Boston—Veterans of Foreign Wars, Oct. 29-30.
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MINNESOTA
St. Paul—Knights of Pythias, Oct. 11-12.
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MISSISSIPPI
Jackson—State Farm Bureau Fed. Nov. 1-2.
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MISSOURI
St. Louis—Knights of Pythias, Oct. 11-12.
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NEBRASKA
Omaha—Knights of Pythias, Oct. 11-12.
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NEVADA
Carson City—Knights of Pythias, Oct. 3-5.
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NEW HAMPSHIRE
Manchester—Knights of Pythias, Oct. 11-12.
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NEW JERSEY
Atlantic City—State Farm Bureau Fed. Nov. 1-2.
Atlantic City—State Farm Bureau Fed. Nov. 1-2.

NEW YORK
New York City—State Farm Bureau Fed. Nov. 1-2.
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OHIO
Columbus—Knights of Pythias, Oct. 11-12.
Columbus—Knights of Pythias, Oct. 11-12.

OKLAHOMA
Oklahoma City—State Farm Bureau Fed. Nov. 1-2.
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PENNSYLVANIA
Philadelphia—Order of Old Fellows, Oct. 11-12.
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RHODE ISLAND
Providence—Knights of Pythias, Oct. 11-12.
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Columbia—Knights of Pythias, Oct. 11-12.
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Nashville—Knights of Pythias, Oct. 11-12.
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Milwaukee—Knights of Pythias, Oct. 11-12.
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WYOMING
Cheyenne—Knights of Pythias, Oct. 11-12.
Cheyenne—Knights of Pythias, Oct. 11-12.

UTAH
Salt Lake City—F. of H. Royal Crown, Sept. 19-18.
H. E. Strasser, Box 115, Georgetown, Del.

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ALABAMA
Montgomery—Knights of Pythias, Oct. 11-12.
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ALASKA
Sitka—Knights of Pythias, Oct. 11-12.
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NEW YORK
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OHIO
Columbus—Knights of Pythias, Oct. 11-12.
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OKLAHOMA
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WYOMING
Cheyenne—Knights of Pythias, Oct. 11-12.
Cheyenne—Knights of Pythias, Oct. 11-12.

Labor Day Celebrations

CALIFORNIA
Oceanside—Mrs. J. W. Welch
Santa Cruz—Sept. 2-3

ILLINOIS
Chicago—F. of H. Royal Crown
Chicago—F. of H. Royal Crown

INDIANA
Crowned—Business Men's Assn.
Crowned—Business Men's Assn.

IOWA
Des Moines—Veterans of Foreign Wars
Des Moines—Veterans of Foreign Wars

KANSAS
Topeka—F. of H. Royal Crown
Topeka—F. of H. Royal Crown

KENTUCKY
Lexington—Knights of Pythias
Lexington—Knights of Pythias

LOUISIANA
New Orleans—Junior Order
New Orleans—Junior Order

MAINE
Bangor—Order of Old Fellows
Bangor—Order of Old Fellows

MARYLAND
Baltimore—Junior Order
Baltimore—Junior Order

MASSACHUSETTS
Boston—Veterans of Foreign Wars
Boston—Veterans of Foreign Wars

MINNESOTA
St. Paul—Knights of Pythias
St. Paul—Knights of Pythias

MISSISSIPPI
Jackson—State Farm Bureau
Jackson—State Farm Bureau

MISSOURI
St. Louis—Knights of Pythias
St. Louis—Knights of Pythias

NEBRASKA
Omaha—Knights of Pythias
Omaha—Knights of Pythias

NEVADA
Carson City—Knights of Pythias
Carson City—Knights of Pythias

NEW HAMPSHIRE
Manchester—Knights of Pythias
Manchester—Knights of Pythias

NEW JERSEY
Atlantic City—State Farm Bureau
Atlantic City—State Farm Bureau

NEW YORK
New York City—State Farm Bureau
New York City—State Farm Bureau

OHIO
Columbus—Knights of Pythias
Columbus—Knights of Pythias

OKLAHOMA
Oklahoma City—State Farm Bureau
Oklahoma City—State Farm Bureau

PENNSYLVANIA
Philadelphia—Order of Old Fellows
Philadelphia—Order of Old Fellows

RHODE ISLAND
Providence—Knights of Pythias
Providence—Knights of Pythias

SOUTH CAROLINA
Columbia—Knights of Pythias
Columbia—Knights of Pythias

TENNESSEE
Nashville—Knights of Pythias
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Dallas—Knights of Pythias
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VIRGINIA
Richmond—Knights of Pythias
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Martinsburg—Knights of Pythias
Martinsburg—Knights of Pythias

WISCONSIN
Milwaukee—Knights of Pythias
Milwaukee—Knights of Pythias

WYOMING
Cheyenne—Knights of Pythias
Cheyenne—Knights of Pythias

Dog Shows

These Dates Are for a Five-Week Period

CALIFORNIA
Fresno—Sept. 29-30. Mrs. Wilma Hlademan
3842 Belmont Ave.
San Francisco—Sept. 1. E. H. Thurston, 248 J.
Brand Blvd.
Los Angeles—Sept. 15. A. R. Mason, 25 Belmont
St. San Francisco.
Van Nuys—Sept. 2. C. H. Drake, 459
Van Nuys Blvd.
San Diego—Sept. 3. Mrs. J. S. Hink, 89
1139, Madison City.
CONNETTICK
Derby—Sept. 4. Mrs. Ed. 3005 Ransford
St. Derby.

In the Convention List appear only the dates of these meetings which we feel are of interest to the organization. In this category we place, besides the strictly amusement and allied organizations, the following groups:
American Legion, Veterans of Foreign Wars, Knights of Pythias and other Veteran United American Mechanics, English, Bohemian, Red Men, Sons of American Revolution, Woodmen of the World, Marine, Marine, Knights of Columbus, Marine, Sea Scouts, Agricultural, Florist groups, Petrons of Hosiery, State Grange, Firemen and Outdoor Advertising Associations.

EXPERIENCED BINGO MAN—RELIABLE, sober, family man. ...

AT LIBERTY

COLORED PEOPLE

JOHNNIE JONES SWEET SWING BAND—Seasonal, well-known composition of ten musicians...

VALDIVIELLO SINGERS—ANTIA BISH, BOB KANE, ...

WPA THEATRICAL GROUP—Colored, professional, ...

AT LIBERTY

DRAMATIC ARTISTS

CHARACTER JUVENILES—Radio and stage, ...

AT LIBERTY

MAGICIANS

MAGICIAN—PLAYED ME, VAUD, SCHOOLS ...

AT LIBERTY

MISCELLANEOUS

LINE GIG DANCING INSTRUCTRESS—EX- ...

EXPERT CAMERAMAN 19 years'—Have di- ...

IDEA MAN—BRIEF WRITER, EXPERIENCED ...

PROMOTER—Dancer specialty, Chapman, ...

SECRETARY—Domestic help, 21, fresh, ...

AT LIBERTY

MUSICIANS

ALTO SAX-CLARINET

—Landscape style, read, phrase, full tone; ...

ALTO SAX-CLARINET—PLAY 1ST OR 2ND ...

FRENCH HORN—SEPTETHE 3RD YEAR ...

FRENCH HORN PLAYER WANTS TO GET A ...

GIJL TRUMPET PLAYER—EXPERIENCED IN ...

CITIZEN TRUMPET—NON-UNION BUT WILL JOIN ...

PARA-SOLO—CLASSICAL, POPULAR AND ...

BALLOON ASCENSIONS—WITH ONE OR MORE ...

PIANO—YOUNG, EXPERIENCED, WILSON ...

TENOR—CLARINET, WANTS JOB WITH ...

TRUMPET—UNION EXPERIENCED BOTH ...

TRUMPET—FIRST SECOND-NAME BAND ...

TRUMPET—23, UNION, AVAILABLE IMMEDI- ...

MUSICIAN, 629 Parmelee street, Mera- ...

VIOLINIST—VOCALIST, AGE 24 SINGLE, ...

VIOLINIST, 27 1/2, TYPE COUNTRY, ...

AGE SAXOPHONIST—Doubling Clarinet, ...

ALTO TENOR SAX and Clarinet—28, read ...

ALTO TENOR SAX, CLARINET AND FLUTE ...

DRUMMER AT LIBERTY—First and second ...

SWING GUITARIST—Good rhythm, 11 years ...

TROMBONE—Doubling Trumpet, James ...

TWO CORNETISTS—Good or single, both ...

AT LIBERTY

PARKS AND FAIRS

BALLOON ASCENSIONS

—Old-time thrill in a modern manner, ...

BALLOON ASCENSIONS—Parachute jumping, ...

BALLOON ASCENSIONS—Parachute jumping, ...

BALLOON ASCENSIONS—Parachute jumping, ...

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BALLOON ASCENSIONS—Parachute jumping, ...

BALLOON ASCENSIONS—Parachute jumping, ...

BALLOON ASCENSIONS—Parachute jumping, ...

DARING HIGH FIRE FLUNCE, 500 FT. SLIDE ...

FISHER AND GRAMHAM—FAST ACT— ...

FOUR HIGH-CLASS ACTS—WORLD'S GREAT- ...

FOUR SHOW, WHITE AND WHITE-LIGHT-SPOT- ...

LAZZIE LITTLE—OPEN SEPT. 6, FOR FAIR ...

THE CARMEN'S FREE ATTRACTIONS—FAIR ...

THREE ACTS—CLARINET AND PLATFORM ...

WORLD'S HIGHEST AERIAL CONTESTION ...

AT LIBERTY—Four specialty acts, ...

AT LIBERTY—Four specialty acts, ...

AT LIBERTY—Four specialty acts, ...

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AT LIBERTY—Four specialty acts, ...

AT LIBERTY—Four specialty acts, ...

AT LIBERTY—Four specialty acts, ...

AT LIBERTY—Four specialty acts, ...

AT LIBERTY—Four specialty acts, ...

TWO ACTS—Special, Wire and High Tramp ...

TWO FIRST-CLASS Five Attractions—High ...

AT LIBERTY

PIANO PLAYERS

AT LIBERTY—A-1 DANCE

PIANIST—READ, FAKE, CAPABLE, RELIABLE ...

PIANIST—UNION, FINE MUSICIAN, READ, ...

PIANIST—EXPERIENCE, ABILITY, FEATURE ...

PIANO MAN—ARRANGER—EXPERIENCED ...

EXPERIENCED PIANIST For Small Shows— ...

EXPERIENCED PIANO MAN—Good reader, ...

PIANIST—Professional Concert and Party ...

PIANIST—COMPOSER, TRANSCRIBER, SA ...

PIANIST—Union, Reader, Experienced, ...

AT LIBERTY

SINGERS

OLD-TIME—Singer, Entertainer, ...

AT LIBERTY

VAUDEVILLE ARTISTS

AT LIBERTY—May, sep, 23, ...

AT LIBERTY—Eusebe, ...

COMPLETED TEN WEEKS of ...

AT LIBERTY—Eusebe, ...

AT LIBERTY—Eusebe, ...

AT LIBERTY—Eusebe, ...

AT LIBERTY—Eusebe, ...

AT LIBERTY—Eusebe, ...

AT LIBERTY—Eusebe, ...

AT LIBERTY—Eusebe, ...

AT LIBERTY—Eusebe, ...

AT LIBERTY—Eusebe, ...

AT LIBERTY—Eusebe, ...

FROM "ABOUT TOWN"

(Continued from page 33)
father, but I had to pay my respects. J. George Loop said quietly, "I've known him..."

\$400 Profit Makes Ill. Fete a Winner

WENONA, Ill., Aug. 19.—Featuring a midway and free acts, Homecoming and Jubilees here August 2-5 under auspices of American Legion Post and Business Men's Association made profit of \$400, reports John Marks, secretary. Attendance was about 10,000. There was a drawing card, so was a queen contest, winner of which was awarded a trip to the New York World's Fair Saturday was Children's Day, all rides going for five cents.

On the concessions were Elmer Bachman, chairman; George E. Brayman Jr., Howard Dewdney, Frank Pickard, Frank Zula, Charles Green, William Hooper, Ralph Goodwin, Cliff Barker, Gerald Metzger, James Hogan, Mark Peterson, Dr. L. L. Eakin, Alvin Zochky, H. B. Axline, Len Puley, Don Ovegg, George Lamborn, A. J. Kurlie, Andrew J. Bishop, George Klein, and W. E. Curran, all being named doing a good job handling publicity.

Free acts, booked thru Tom Sarco, included Irma Flowers Troupe, trapeze duo, headed by Herb Thompson, clown and novelty turn, and Ken Davis, high wire. H. D. Hobery was emcee. William Hedger's Merry Go-Round and Peris Wheel were on the midway, as were Irene Holmes, photo gallery; A. O. Dellinger, corn game; F. J. Dunn, carnival; Elmer Mayek, novelties; Dewey Wright, Sias Hall; Roy Rhoads, scales; F. Smith, play booth; John Clark, fish pond; Frank Layell, shooting gallery; George A. Dean, singing; Frank Brinkhart, hoop-ja; J. W. Knight, cat rack; Rose Mitchell, palomino; J. H. Crego, ice cream; Zulu Brothers, jugglers; Mrs. H. Wilson, milk bottles, and Paul Cowart, rube range.



WIRE OR WRITE NOW

WORLD'S LARGEST DAY LABOR DAY

Address: 635 The Billboard, Cincinnati, O.

FLYING BEEHES

"Greatest Flying Act in the World Today"

featuring ROY BEHEE

The First and Only Lady Fly performing a test and a full hourwork to a cash by the best which has happened.

Incoming after 10 indoor Circus starting in November.

Permanent Address: CLAYTON BEHEE, 635 The Billboard, Cincinnati, O.

AMAZING "ZIP ACTION" 4 SENSATIONAL WISHARDS

CONSULTING ACTUARIALISTS
For Don Time
Address 2706 N. Drake Ave., Chicago, Ill.

WANT RIDES, SHOWS, FREE ACTS FOR LABOR DAY CELEBRATION SEPT. 4TH TO 9TH, KATYKANNING, PA.

Persons interested in rides, shows, free acts, etc., should contact the undersigned. Free Labor Day, Concessions, Free Shows, Rides, and Shows. Write to: W. E. CURRAN, Chairman, 143 N. Grant St., KATYKANNING, PA.

67TH YEAR GRINGERS (FAR) PICNIC August 28 to Sept. 4, Inc. WILLIAMS GROVE PARK

9 Miles S. W. Harrisburg, Pa.—Best Spot in Pennsylvania Can Place Shows, Concessions, Exhibits, High Acts. Seven Big Days and Nights. FREE ADMISSION FREE PARKING Write, Phone or Wire E. RICHWINE, Mechanicsburg, Pa. "A \$36,000 Attendance Last Year"

Sponsored Events in Veteran, Lodge and Other Organizations Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25 Opera Place, Cincinnati, O.)

O. Police Circus Wins With 30,000; May Be an Annual

YOUNGSTOWN, O., Aug. 19.—Success of the Police Circus in South High School, Youngstown, Ohio, August 12-14 was highly pleasing to officials and Sergeant William Davis, general chairman, estimated at close of the show that it would in all probability become an annual event, taking the place of the yearly boxing show, and run from 10 days to two weeks. More than 30,000 attended eight night shows and two matinees. Tickets sold amounted to \$5,000, insuring the sponsor a good profit.

Ideal weather prevailed during the show, produced and directed by C. A. Klein of Klein Attractions. Some 35 acts were presented, program running two and one-half hours and including three thrill acts, Suicide Zosky; Prince Nelson, high wire, and Jaydee the Great, acrobats.

Middle Weekender directed a band of 16 local musicians. General admission was 50 cents. Children's seats were 41, with children's tickets going for 20 cents.

Midway Pulls at Mo. Picnic

DIGDEN, Mo., Aug. 19.—About 50,000 attended the 25th annual Picnic and Home-Coming here on August 3-6, marking the most successful yet staged, reports John H. Rudolph, secretary. Oregon Amusement Co. was on the midway with 6 rides, 6 shows and 20 concessions, and Owner K. O. Clapp's organization has been re-engaged for 1940. Event was sponsored by business men. There would also band concerts.

\$300 Netted by Ark. Event

PRAIRIE GROVE, Ark., Aug. 19.—With a break in the weather, annual Reunion and Homecoming here on August 3-6 drew 25,000 people and realized in profit of about \$300 for the sponsors, Prairie Grove Trades Day Association, reports J. H. Cochran. Fred Stumler's Merry Go-Round, Peris Wheel, Miss-Up and Kiddie rides were on the midway with about 20 concessions and all reported good business. Other attractions were athletic and fiddler contests and daily band concerts.

Ill. Festival Successful

PLAMANG, Ill., Aug. 19.—First street festival here in 10 years on August 9-12 was successful, the sponsoring Business Men's Association reports. Reports Secretary M. J. Dessen. Rides and 25 concessions were on the midway. Free attractions were a center ring, flanked by W. Courtney, tramp juggling and punch, and Two Aces, tumbling and clown specialties. Event was advertised with sound truck in surrounding territory several weeks in advance.

J. C. HARBACHER will direct a benefit circus in Boston Garden, some acts having already been signed. Show will be held at 1000 Huntington St. Tickets are on sale in a center ring, flanked by two stages.

Attractions Pull at Calif. Fiesta

HERMOSA BEACH, Calif., Aug. 19.—Annual Fiesta here on August 6-13, with a city block utilized for a midway, drew 25,000 people, reports Fred H. Gentry (Mickey) Elias was president. Diversity of entertainment was offered, with 125 musicians and dancers, symphony orchestra, strolling musicians; Jody Dullinger, trumpet, drums and fiddle; Caballero, knife thrower; Altadena Legionette Band, Sherrif Rene Baccalari's Roy Band, Johnny Sonny's House, and Senora Curver and her Divin' House, featured free act. Parade was staged on closing day.

United Attractions furnished a Merry-Go-Round, Peris Wheel, Miss-Up and Kiddie ride. Florence Appel and George Brown, acrobats, and Irene and Fred, acrobats, were: Grocery wheel, Slim Bonnor and Bill Rod; ball game, Ray Morris; bottle game, Bill Kohler; Ralph Black, Bill McDowell; scales, Jack Tamm; marbles, photo, Bill Jackson, Ed Tamm; shooting, Bill Estick; Fred Campbell, Bill Jackson; Bill Jackson, Ed Tamm; Howard; lunch, M. and Mrs. Jesse Murphy; Jesse M. Peterson, Olive Court, J. H. Hobery; jugglers; candy and tobacco, Walter Brown, Huth Adams, Ethel Dyer; ham and bacon, Sammy Coonan; baby ducks, Jack, Mrs. M. Turpen; George's Lardie, Nell E. Romberg; Busby, Fred; Mrs. M. Turpen; Women's Yarn, Elizabeth; all concessions, George Lennie; Fred Meyer; all-hill cones, Ed H. McElroy; Bill Jackson, Ed Tamm; Edith Schultz, M. Halmund; Jan O'Neil; one cones, George and Georgia Elgers; novelties, Bill Jackson, Fred Meyer; Margaret Sells, Ed Tamm; Virginia Dyer, Shirley Creighton; Jessie Schultz, M. Halmund; Bill Jackson, Ed Tamm; Ed Kurtz; photo, Byvia Health, Ann Matthews; palmistry, Mrs. See, Miss Bernice; nut, Caterine; cigar wheel, Jacob, L. C. Cardell; cigar wheel, Frank Burns, Sam Johnson, George Tatham; novelties, Bill Jackson; Old Orphan; penny pitch, I. N. Bone, Karl Walmsley; ham and bacon, Fromm; Bill Anderson; ball game, Debbie Evert, Jimmie Swift; glass store, Malandi and Jeanette; photo, Bill Jackson, Ed Tamm; Charles Hill; Maria Kendall; ham and bacon, Sam Harvey; guess your age, Helen Young; plaster wheel, Walter McConnell; cigar wheel, H. Woodson, Al Albricht; mouse game, Ruth Richards, Jerry Klatschka; bicycle race, Mrs. Nina M. Barker; baby ducks, Holmes Hammond, Jack Kapper; mouse game, Bill Jackson, Ed Tamm; novelties, Bill Jackson, Sam Ashcraft; ham and bacon, Bill Jackson, Ed Tamm; novelties, Bill Jackson; cigar gallery, Harry DeGarr, Thomas O'Neil; plaster wheel, G. Am. Trail; Park, Harry and George DeGarr; novelties, M. and Mrs. Henry Jagou and Mrs. Harvey Cooper.

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Wisconsin Festival Signs Features for 4th Annual

WISCONSIN RAPIDS, Wis., Aug. 19.—Plans for the fourth annual 86-day Wisconsin Cranberry Harvest Festival here are virtually completed, officials here said today. The festival, which has been contracted for the midway and free acts have been booked, thru an attraction, 79 acts. The Amusement acts booked are Archie Bakke's, thorough acrobats, and Austin Trull, juggler, chairman of the event, sponsored by the Junior Chamber Commerce, has completed plans for fairgrounds and popular contests, page, ball and barbecue. Crowds of about 3,000 are expected. Thursday night the festival starts in U. S. Fairbank district, staged to stimulate interest in the festival.

APPALACHIA, Va.—Erie B. Hyde Shows has been booked for a six-day fall celebration here under auspices of American Legion Post, reports Percy Martin, shows agent.

Attractions Draw 10,000 At Profitable Va. Event

LOUISIA, Va., Aug. 19.—Altho rain was a curb, annual celebration here on July 4 under auspices of the Volunteer Fire Department and Fire Association, attended and committee getting a satisfactory profit, to be used for purchase of equipment. The event was held at 10,000. Event was advertised a week in advance and there was a parade and contests and prize awards were made, tied in with ticket sale.

There were concessions and four rides on the midway, including H. C. Peary's Merry-Go-Round and Chairpans. Free attractions were the Four Lorenzes, acrobats, and fireworks. Another attraction was McIntyre's Tent Theater, out of which included Jimmie McIntyre, Tom Williams, Bill Hill and Ed Gregory, Lee Quirk, Roy and Lee Brooks and Fiddling Pete's Hillbillies, composed of Pete, James Earl and Walter Collier and James Harlow.

Fowler, Ind., Will Hold Corn Festival on Streets

POWELL, Ind., Aug. 12.—Business men are perfecting plans for Indiana Corn Festival to be held on the streets here for three days in the fall. Program of six acts from the Tommy Sacco office will be presented daily, three in the afternoon and three in the night. Exhibits and concessions will be placed on the main street and corn-show tent and rides at street intersections. Festival committee is conducting a queen contest and expects entries from about 30 towns.

JOE HODGINS, of Hodgins Brothers and Sister (Three Aerial Sky Rockets), reports they were in an automobile wrecked at the fairgrounds (Ill. Fair, which they played. Caroline Hodgins was taken to Granite City (Ill.) Hospital, where she was treated two days. The brothers and Carol, daughter of Caroline, were unhurt. Act was booked for Gibson City, Ill., on August 17 and 18.

TENTH ANNUAL FREE BARBECUE AND FALL FESTIVAL
September 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 1939. Will send right with program for 1939. Write to: JOHN S. BRECHTEL, Sr., Weldon, Ia.

JUNIOR CHAMBER COMMERCE
QUINCY, ILLINOIS.
The Junior Chamber of Commerce is sponsoring a **TOBACCO FESTIVAL** OCTOBER 4 THROUGH 7. Prefer Trained Dig and Smoker Show.

AMERICAN LEGION HOMEcoming
OCTOBER 4-6-7
Blue Mountain, on the Street, West Union, Free Acts, Girl Show and Legitimate Shows.
Address: RALPH JOHN, Concession Chairman, Blue Mountain, W. Va.

AMERICAN LEGION FREE FALL FESTIVAL
On streets of Paris, Mo., week September 21 to 27. Free admission. Free acts and girl show. POOL, and Legitimate Shows. Box 74, Paris, Mo.

WANT
Post No. 3875 Veterans of Foreign Wars of Blue Mountain, on the Street, West Union, Free Acts and Legitimate Shows.
September 14th to 23rd.
Forth Worth, Texas, and Legitimate Shows.

CARNIVAL WANTED
Free Week in October
Write to: M. FULKERTH, JR., YOUNG MEN'S BUSINESS CLUB, Box 266, Forest City, Ark.

Carnival Rides-Booths
For post, Nevada, including Kings, Bill Garen, and Legitimate Shows. Box 74, Paris, Mo. Write to: J. S. BRECHTEL, Sr., Weldon, Ia.

WANT CARNIVAL
FOR LABOR DAY LANCASTER FAY GROUND
September 4, 1939.
Contact EARL CALDWELL, 1100 W. Fay Ave., Lancaster, O. Tel. 2100 P.

SHORTS

AN ESTIMATED 40,000 attended 14th annual Sloughdown (Wis.) Fall Festival, combined with Dane County Junior Fair, event offered \$2,500 in premiums for exhibits and fireworks and acts.

FREE ACTS and fireworks will be featured at a six-day fall celebration in Kuttanning, Pa.

MORE THAN 20,000 attended the Antioch (Wis.) Festival on August 11-13 under auspices of the Lions Club. Entertainment included Henry's German band; John and Joris Armstrong, gymnast; Frank Ruppberg, magician, and Betty Lee, xylophonist.

STOGEET crowd in history attended the 59th annual Casville (Mo.) Rascals on August 9-11 when G. R. Leggett's Evangelist Show, with eight comedians and six shows on the midway, reports J. T. McFarlin, secretary, says' balloon ascensions were daily free acts, and Tex Wilson's Band was booked. Event was advertised with posters and two newspapers and radio.

BLUE RIBBON SHOWS were booked for annual Pella (Ia.) Mercantile and Manufacturers' Exposition on August 14-15. Other features were beauty pageant, public sewing academy and baby shows.

FULLER Family Circus provided free acts for Gibson (Neb.) Potato Festival.

MUSICAL SINGLARS, Spies Sisters, Bink Wright and Cotton Blossoms were at Emswreck (Neb.) annual Fall Festival.

FANCHON & MARCO outdoor circus of 23 acts will appear in Seattle on August 23-27 under auspices of the local department.

DOC KOMERUK, baitman, who with E. J. MacLean, Thomas W. Ikonas and J. W. Castin staged a rodeo near Derby, Kan., on July 28-30, reports they have decided to stage an eighth annual festival, planned to be an annual, following success of the rodeo. Free acts, carnival attractions, rodeo stunts and prize contests will be featured, with a 10 and 5-cent gate.

J. J. PAOE EXPOSITION SHOWS have been signed to play the Paintsville, Ky., Fourth of July Celebration again in 1940, reports Owner J. J. Paue.

LEKIE SMITH Amusement Co. has been booked for a fall celebration in Jeannette, Ind., reports O. K. Dale.

OKLAHOMA Wild West Ranch Rodeo, rides and shows will highlight the sixth Rosedale (N. J.) Prosperity Exposition.

FRIEZE'S rides and concessions have been signed for a two-day fall celebration in Bellevue, Ia., under auspices of the Chamber of Commerce. Free acts are planned.

RODRO under management of Ray A. Williams will be featured at a fall fête in Stockton, Calif., under auspices of Central Labor Council. Rod Rumbold will be arena director.

SEDOCHWICZ, Washington (Ia.) Centennial Celebration on August 8-10 featured All-American Shows, John R. Brown segment and two parades. Official report, Martha Jean Nobisuzen was pageant mistress and Fred Browning was business manager.

CONGRESSIONS are planned for another four-day Midwestern (Ind.) Horse Show, committee of which reports cooperation from Secretary B. E. Price. Organized and two parades. Official report, Martha Jean Nobisuzen was pageant mistress and Fred Browning was business manager.

RECENTLY successful three-day celebration of the anniversary of foundation of Osmacheo, Ia., was attended by 15,000 people. Shows, who patronized Post City (Ia.) fair and shows and concessions heavily, reports Chairman Roy E. Tillman. An enlarged event is planned.

WANT, SUNDAY, AUGUST 27, for 1939 Annual Kentucky Day Celebration at 1939 Kentucky Day Convention and Races. For more details and information see back page. Will be advertised several times by the Louisville Courier-Journal. All of it by C. H. HISSON, Barren, Ky.

for 1940. Free acts were Seven Spies Sisters' revue and Jack LaWain.

RIDES and free acts are planned for first annual four-day Glasgow (Mont.) Harvest Jubilee, sponsored by Chamber of Commerce in connection with dedication of a new court house and post office. Free barbecue, baseball tournament, children's reunion, contest, street dancing, band concerts and Farmers' Day are planned.

STEINER TRIO, comedy bark, and Henry and Doris Spies were featured at the recent annual two-day Stone Creek (O.) Homecoming under auspices of American Legion Post.

SUICIDE Zorcky and Christine Nelson, high wire, have been contracted for nine-day Uhrichville (O.) Centennial Celebration; three C. A. Klein Attractions. Nelson has also been booked for the annual Selo (O.) Street Fair.

RINKS—

(Continued from page 61) steps now and prevent them from going any further.

I have been in favor of allowing metal wheels, rough or backward skating or powder on any rink floor. I wish to thank the Roller Skating Rink Operators Association of the United States for what it has done in stimulating metal wheels. Now may I ask of rink managers, "Who does the backward skating on your rink?" I have had many years of experience, the graceful skater or the better class of skater, but the ruffian, who, if you watch him at other places he frequents, causes trouble there also and is always the first to let out a yell that "nobody skates here anymore." After he has chased your good skaters away by his rough skating, he will fall to shove up his feet.

I am asking rink managers who allow backward skating if when they walk or drive the skater they walk or drive backwards. If they should do so I am sure they would be arrested and charged with insanity or recklessness, and not be permitted to go backwards in rinks. Please understand that I am not condemning the skater who takes one or two steps backward and several steps forward, but the skater who goes on the floor and rades around the rink backwards the majority of the time.

I am much pleased in the manner in which Fred Dutton, of Olympia Rink, Lancaster, and Great Leopard Rink, Chester, has reduced his number of untrustworthy skaters. In 1938, I had some trouble with his skaters, but lately we have found that the skaters giving us trouble are two who are exceptionally ruffian. Rink privileges are also barred from his rink.

Since using a floor dressing I have eliminated the dust caused by using powder and also a great deal of highway dust which blows into the rink. By keeping this dust hazard down I have saved money on wheel and cone wear and, as my skates need to be gaslined only one-third as often, I have saved money there, too. When skates fall on the floor they do not get their clothes blacked from dust and dirt as they did when we used powder. I wish to thank The Billboard for its co-operation and service to rinks and managers, and I look forward to its coming each week.

WITH THE ZOO—

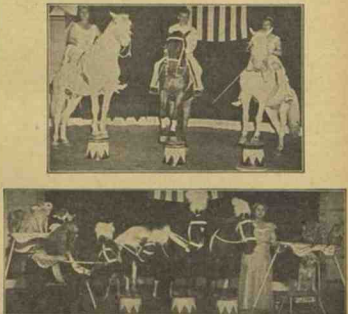
(Continued from page 64) Bangor, Providence, Hartford, New Haven, Lewiston and Manchester. On a recent Sunday the farm, 25 miles from Bangor, entertained more than 8,000, and its owner and operator, Charles W. Phelan, is going in for many improvements and additions. Only seven months old, the farm has some 300 animals in cages and pens. Phelan recently purchased two lions from the Park of the World of Mirth Shows, Geo Tramer, who is in charge of training the wild animals. Two lions, one of which has plenty of personality in putting over his acts. Wavy Klins is elephant trainer and has trained more than 100. He has chased from the Blinging show, many new tricks. Jewel is now doing a ball-and-rod act. The farm also has a building situated with hundreds of acres of wooded pine grove, and operates a "Wavy Klins" variety show of a few acts and pony circus; Tom Veazy, elephant man at Franklin Park, Boston; Van Housen, who has trained and other showmen were recent visitors.

MONTGOMERY, Ala.—Oak Park's monkey island has a big increase in

CONLEY
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3 OUTSTANDING ACTS

THAT WILL HELP MAKE YOUR EVENT A SUCCESS.

TIME OPEN AFTER LABOR DAY.

WRITE FOR LITERATURE AND PRICES.

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3807 Paxton Ave.

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MONSTROUS CELEBRATION

Want Shows, Rides, Ohio's Biggest Celebration.

September 2, 3 and 4, Labor Day.

CARTHAGE FAIR GROUNDS
CINCINNATI, OHIO

Address: EXECUTIVE COMMITTEE, Affiliated Trades Unions Celebration, Sixth and Walnut Streets, Cincinnati, Ohio. Telephone Main 1972.

population with arrival from the Bronx Zoo of 39 ringtails. News of their arrival brought the zoo its best patronage in many months with 1,000 parked cars within two hours after unloading of the monkeys, reported Sol Eisenberg, zoo chief.

STATE WIDE LABOR
CELEBRATION

SEPT. 4 TO 9, LITTLE ROCK, ARK.

Want Independent Shows and Shows, Good promotion for Little Rock, Want class shows and parades. Write for literature. TRADES LABOR COUNCIL, Labor Temple, Little Rock, Ark.

WANT

BRIDLEY GOLF SHOW FESTIVAL, 8 Days, August 30-01-September 4-8. Photographs, Shows of all kinds, Core Golf, Photos. Write for literature. CHAIRMAN CONCESSIONS, Grifing, Ia.

Wholesale

PRIZES • NOVELTIES • PREMIUMS • SPECIALTIES

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

Salesboard Operators Scouting For Prizes To Open Fall Season

NEW YORK, Aug. 19.—Salesboard operators are beginning to scout around for new prize items to start off the fall season with a bang. Veterans report they already have met with

Thanksgiving Change Hailed

NEW YORK, Aug. 19.—President Roosevelt's move to advance Thanksgiving Day one week this year has met with the approval of bingo ops, salesboard men, pitchers and merchandise distributors in this area. It was learned today. Merchants feel the switch will allow them more time to sell Christmas stock. Novelty men who work the Turkey Day football clinics feel the change will boost takes.

Although football coaches have decried the change, veteran workers are enthusiastic supporters of the move. In the merchandise field the change is sure to play a great part. A survey of business men has shown conclusively that they are for the change. November 19 is Thanksgiving Day. Observance of the last Thursday in the month as Thanksgiving Day is as available in only 16 States. With the public anxious to see business get a break the move is receiving the endorsement of every liberal-minded person in the nation.

Since pitchers, bingo counselors, salesboard operators and prize users all gain as the date is advanced, the change between Thanksgiving Day and Christmas, the switch will boost his done by the giving. While most people seem to secure prizes as Yuletide gifts the additional time is certain to boost 1939 over

The change will allow Santa to appear in store windows a week longer. Stock shipments to various sections will flow more evenly and congestion of shoppers in stores is expected to be relieved by the granting of six more shopping days before Christmas.

A Column for OPERATORS & DISTRIBUTORS OF SALESBOARD, SALESBOARD AND TRADE STIMULATORS

By BEN SMITH

The salesboard business is extremely flexible. That's what makes it so interesting and lucrative. It may be worked part-time or full-time, in a small scale as a one-man enterprise, with the operator taking care of everything—buying prizes, setting up properties to display the cards, collecting money on completions and distributing awards. It may also be conducted on a large scale with a crew of placement men and collectors and a merchandise turnover running into thousands of dollars. And no matter on what scale a man enters the field the salesboard business will invariably produce a fair return proportionate to the amount of effort the individual puts into it.

Leo Flax is back in New York after quite a stay in the Windy City. He now

addition to items which are new making their debut.

While alert ops have enjoyed good business during the summer with pick-up-and-go study and candid-type cameras, they feel that some new items are needed to serve as companions to make the wind-up a more interesting one. Wholesale merchandise distributors have reported that the new portable radio which may be used on AC or DC seems to be one of the top numbers for the coming season. The looking-over of the camera is early fall picnic and football games, as well as in the home, ops are stocking the number, feeling that it will be sure-fire hit.

Because picture taking has turned into a year-round fad, it is believed the candid camera will again be a good number this fall. With effective publicity being given by manufacturers, popularity of the item seems certain to hold a position near the top.

Looking over the past operators recalled the takes with electric shavers and Charlie McCarthy dolls in 1938-7. The electric shaver was the item that drew the attention given the shaver and the little shaver, Charlie, to spur operation. The dolls were a popular item in the candid-type camera and the portable radio made new inroads into the market. This year the portable radio has been improved candid camera with compact portable radio. During the summer the portable radio was one of the ultra-modern pick-up-and-go radios. As the heated term moves into the background the demand is for radio that will serve dual purposes and be an adequate household fixture.

While ops are framing cameras and radio sets, they also are being turned to fur jackets. Because it is an item which is always a popular item of the country this fall. New models at low prices have been announced and dealers have already started to move from distributors' spots to ops.

Eyes on College Trends

College towns will see deals on a number of items in a variety of equipment this season. With blankets always in demand for football games, there isn't any doubt as to the manner in which demand will skyrocket as soon as registration is under way. New blankets (See Salesboard Operators on page 95)

has what he claims to be a knockout of the season. Eyeing a variety of men's cigar case and says that Exhibit Sales is already doing a bangup job on it. Item is made of plastic imitating leather and available in assorted colors. I also report that many boys in the Midwest are wearing hats in a good take, which brings to mind that blankets and robes ought to go well in a tie-up with the football season.

The Horn of Plenty merchandise deal offered by Joseph Hogg is a popular item. It has always moved well in territories where the outfit met with a good take, which brings to mind that blankets and robes ought to go well in a tie-up with the football season.

Special issues of The Billboard have been set aside for introduction of many fine salesboard items. And this one should be no exception. Look thru it carefully.

HAPPY LANDING.

Wis. Bingo Fans Win Title As Archbishop Joins Fight

Operator exonerated on charge of conducting lottery at church picnic—religious, civic leaders join to have charitable games exempt under State law.

MILWAUKEE, Aug. 19.—Proponents of bingo games in Wisconsin challenged their first victory against enforcement agencies who bar games sponsored by church and fraternal organizations when Chief Justice, directed on charges of conducting a lottery in connection with a bingo staged at the annual picnic of St. Mary's Church at Briggsville July 16, was exonerated by a jury in District Court. Monte L. Trouble started the lottery on July 16. Circuit Judge Gustave O. Gehrs, of this city, rendered games at the Midsummer Festival. Later supporters of the move to allow the game to be played in the State passed forces to effect a change in the law.

James H. Brown, president of the charitable, fraternal and religious organizations. The move was taken while Archbishop of Milwaukee, Circuit Judge John C. Klecksa, to restrain Baha Pahl Fall from staging games. Judge Klecksa, who heard the case, allowed I. made no ruling, saying that he presented his observations for consideration by attorneys. The case was adjourned to permit Max Baska, attorney for defendants, to examine testimony of the president of Pim Service, Inc. the plaintiff, adversely before Circuit Commissioner H. B. Shover to determine if the defendant's defense. Tramps started action on grounds that the game creates a nuisance and attracts trade away from small business men.

Leaders in Fight

The fight to permit bingo for charitable purposes has been led by persons high in religious and business circles. Outstanding in the group are Monsignor, president of the Catholic Church and C. M. Broughton, editor.

Opposition by churches are not unusual for do they expend the habit of gambling. Archbishop Stirlitz said, "Word has come to us that at these games persons are spending money which they should spend for their families." Stirlitz said, "If this were true we should seek to remove every proximate occasion for such a sin. Careful investigation has shown that in the making of this statement, a few individual cases have been taken as the basis for general statements. It is hard to see no basis for an indictment of these games on this score. We must keep in mind that the law is not perfect. This thing does not make its proper use immoral."

"A more glacial enactment of the law is the conduct of these clubs and church authorities thru the ages from patriotic times to our own show definitely that games of chance benefits may be morally vitiated by extrinsic circumstances. Constantly, the church has sought to repress the law in the conduct of these games. . . ."

"Now our position is that abuses in the conduct of these games are the evil and the extrinsic circumstances arising from a ban which may be on them. It is not the games themselves which are contrary to the moral law, but in themselves they are not immoral, and when they are not rendered immoral by extrinsic circumstances, if they are conducted according to church regulations, they may even be commendable."

Editor Attacks Ruling

Broughton, editor of Sheboygan newspaper, attacked the move to ban church bingo thru the columns of his paper. He said that the decision by the decision by Circuit Judge Gehrs, which prohibited operation of games at the Midsummer Festival, was wrong before the Eagles. He also scored the banning of bingo at picnics and other

public gatherings sponsored by local taxpayers.

"At this time," Broughton said, "I cannot help but touch upon a subject that has always been close to me. Many years ago we had the prohibition forces and their fight against a liberal form of government and for a while succeeded in usurping the rights of the American people."

"Today we have a similar situation with you here in this beautiful park, being told by you that we have bingo games. That's just like prohibition!"

"I have one regret," Broughton said, "and that is if a circle we had in a few years ago, and it was the most damnable thing ever brought onto the American people."

"We're now having another cycle—and (See WIS. BINGO FANS ON PAGE 95)"

Millions at Beaches Up Week-End Takes

NEW YORK, Aug. 19.—Old Sol smiled on excursionists, fishermen and score men the past week-end and increased their takes on hot weather items. With the mercury soaring to an average of 89 degrees and the humidity at 85 per cent, millions of persons sought to escape heat at beaches.

The clammy, oppressive weather brought in the new line of hats at Coney Island, 800,000 to the Rockaways, 450,000, Atlantic City, 250,000, Long Beach, 200,000, Jones Beach, 150,000, Long Beach, and 50,000, Point Lookout. The heat and sun made it imperative for vacationists to buy sun glasses, sun-burn lotion and beach hats. Last week-end demand was doubled and restricted in some cases, by Old Sol. Week-end sales of active men in territory about as good as the most comfortable thing in the world, the boys were glad of the opportunity to get additional.

With the boys in resort areas making preparations to do all his possible before Labor Day chokes, the salesboard business by Old Sol was most welcome. Distributors also found hot weather an aid for stockpiles in many cases had to be unloaded.

Hot weather not only moved the mercury up but also the takes for behind the scenes. Balloon men found the butterfly, Mickey Mouse and Stars and Stripes designs, vying for crowd-pleasing honors. Those who worked highways and near metropolitan areas found the weather an aid for their wares. In the South men concentrated on world's fair novelties for the bulk of their takes.

With the hot spell, hunting sport sales, especially prevalent among sports fans are now being made for Labor Day holidays, during which the weather is expected to be good for the four-day period, but for the summer and year.

LET SPORS TESTED DRING FASTEST SALES

FAD WRIST WATCH
No. 1161—Wrist watches made of unbreakable synthetic plastic. Unbreakable, reliable, never fade, never wear, perfect and durable. Available in green, white, black, and gold. Each with leather strap.
Any quantity, \$1.50 each.

ZINC POT CLEANER
No. 1161—Made of various fine zinc salts and other quality ingredients. Weighs about 20 lbs. net.
Dose, 25c. Gross, \$2.45.
No. 1212—Copper pot cleaner, 35 lb. net.
Dose, 25c. Gross, \$2.55.

AMERICAN MADE
No. 1222 1/2—Dyed like regular, but advertised as synthetic. Formy colored, bright, and long lasting. Available in green, white, black, and gold.
Dose, 25c. Gross, \$2.45.

VACUUM BOTTLES
No. K791—Pint size, K792 contains hot up to 24 hours and cold up to 72 hours.
Sample, 45c. Gross, \$5.52.

MINIATURE CHARMS
No. V18—Pins for spending and 40-pc. machines. Comes in assorted colors and designs in attached list.
Gross, 55c. 10 gross, \$4.95.

ELGIN DRY SHAVERS
No. 2111—No. 2112—Electric shavers. Revolution hand, shaver-type motor. Guaranteed to give long service. Operation on 110 volts, 5 C. current.
Sample, 50c. Dose, 80c each. 5 dose, 4.00 each.

ST. BERNARD DO FIGURE AND "PUPPY"
No. D211—No. 1—Use first to introduce this operation in your territory. Complete of beautifully mounted dog figure, carrying a bundle of fragrant flowers. Dog figure may be in attached list.
Sample, 50c. Dose, 45c. Gross, \$2.75.

RUCKING DONKEY TOY
No. D211—No. 1—Use first to introduce this operation in your territory. Complete of beautifully mounted donkey toy, carrying a bundle of fragrant flowers. Donkey toy may be in attached list.
Sample, 50c. Dose, 45c. Gross, \$2.75.

JUNIOR RACOLITE PIPES
No. 2814—No. 1—An outstanding pipe. It is a complete, nice, attractive, shaped Racolite pipe, with hard rubber filter. Available in attached list with aluminum foil cleaner. Retail selling price, 15c to 25c. Sample, 7c.

LADY ALICE 6-PIECE DEAL
No. D2051—Operatory report sale up to 150 to 200 or more sets in a territory. It is a big value—very popular—very profitable. Available in attached list with Lady Alice figure. Each set includes a large figure and a set of 6 pieces. Retail selling price, 3.00 to 3.50. Sample, 50c each. 5 dose, 2.50 each. 10 dose, 5.00 each.

MUVILLE SUVATE
No. 5542—A fine and complete set of 6 pieces. Each set includes a large figure and a set of 6 pieces. Retail selling price, 3.00 to 3.50. Sample, 50c each. 5 dose, 2.50 each. 10 dose, 5.00 each.

ELGIN BYVO FOUNTAIN PEN
No. 5543—A fine and complete set of 6 pieces. Each set includes a large figure and a set of 6 pieces. Retail selling price, 3.00 to 3.50. Sample, 50c each. 5 dose, 2.50 each. 10 dose, 5.00 each.

SPORS COMPANY, 8-39 Arch Street, Le Center, Minnesota

GETS LOCATIONS FOR YOU EASY

"Pure Elixir" The Thousand-Growth
No. 5544—A most popular and profitable product. Available in attached list. Retail selling price, 1.00 to 1.50. Sample, 50c each. 5 dose, 2.50 each. 10 dose, 5.00 each.

REGULAR CIGS AND SPECIAL COMES WITH "PURE ELIXIR"
No. 5545—A most popular and profitable product. Available in attached list. Retail selling price, 1.00 to 1.50. Sample, 50c each. 5 dose, 2.50 each. 10 dose, 5.00 each.

COIN PURSE DISPENSER
No. 5546—A most popular and profitable product. Available in attached list. Retail selling price, 1.00 to 1.50. Sample, 50c each. 5 dose, 2.50 each. 10 dose, 5.00 each.

DEPENDABLE OPERA GLASS
No. 5547—A most popular and profitable product. Available in attached list. Retail selling price, 1.00 to 1.50. Sample, 50c each. 5 dose, 2.50 each. 10 dose, 5.00 each.

HANDY SPORT KIT
No. 5548—A most popular and profitable product. Available in attached list. Retail selling price, 1.00 to 1.50. Sample, 50c each. 5 dose, 2.50 each. 10 dose, 5.00 each.

SUN GLASSES WITH SIDE CLIP
No. 5549—A most popular and profitable product. Available in attached list. Retail selling price, 1.00 to 1.50. Sample, 50c each. 5 dose, 2.50 each. 10 dose, 5.00 each.

WATER HEATER
No. 5550—A most popular and profitable product. Available in attached list. Retail selling price, 1.00 to 1.50. Sample, 50c each. 5 dose, 2.50 each. 10 dose, 5.00 each.

"SPORTMAITE" OUTDOOR
No. 5551—A most popular and profitable product. Available in attached list. Retail selling price, 1.00 to 1.50. Sample, 50c each. 5 dose, 2.50 each. 10 dose, 5.00 each.

DEPENDABLE SMOOTH SAIL
No. 5552—A most popular and profitable product. Available in attached list. Retail selling price, 1.00 to 1.50. Sample, 50c each. 5 dose, 2.50 each. 10 dose, 5.00 each.

TOOTH PASTE BARGAINS
No. 5553—A most popular and profitable product. Available in attached list. Retail selling price, 1.00 to 1.50. Sample, 50c each. 5 dose, 2.50 each. 10 dose, 5.00 each.

VEST POCKET KNIFE
No. 5554—A most popular and profitable product. Available in attached list. Retail selling price, 1.00 to 1.50. Sample, 50c each. 5 dose, 2.50 each. 10 dose, 5.00 each.

MAGIC ROSE WEATHER FORECASTER
No. 5555—A most popular and profitable product. Available in attached list. Retail selling price, 1.00 to 1.50. Sample, 50c each. 5 dose, 2.50 each. 10 dose, 5.00 each.

LOOK! BARGAINS! \$1.99 GROSS
No. 5556—A most popular and profitable product. Available in attached list. Retail selling price, 1.00 to 1.50. Sample, 50c each. 5 dose, 2.50 each. 10 dose, 5.00 each.

25-NEEDLE PKG. WITH THREADER
No. 5557—A most popular and profitable product. Available in attached list. Retail selling price, 1.00 to 1.50. Sample, 50c each. 5 dose, 2.50 each. 10 dose, 5.00 each.

CARDENIA FACE POWDER AND PERFUME DEAL
No. 5558—A most popular and profitable product. Available in attached list. Retail selling price, 1.00 to 1.50. Sample, 50c each. 5 dose, 2.50 each. 10 dose, 5.00 each.

WATER HEATER
No. 5559—A most popular and profitable product. Available in attached list. Retail selling price, 1.00 to 1.50. Sample, 50c each. 5 dose, 2.50 each. 10 dose, 5.00 each.

"SPORTMAITE" OUTDOOR
No. 5560—A most popular and profitable product. Available in attached list. Retail selling price, 1.00 to 1.50. Sample, 50c each. 5 dose, 2.50 each. 10 dose, 5.00 each.

FREE WHOLESALE CATALOG
Wholesale Catalog for saloons, hotels, etc. Shows you 2,000 Target Sellers, 100 pages of Target and sales promoting ideas. This fascinating book of opportunity is FREE. Send for a copy today. Each and every item shown on 1500 page and 1000 color plates in "Wholesale Catalog" 20% discount based on 1939 prices. Free of charge. Free of P. O. B. Le Center, Minnesota.

HAGN SPECIAL VALUES



By BEN SMITH

CHANCE-TAKING is the great American sport and at least one out of every two individuals in our country are interested pastime. No less an authority than the American Institute of Public Opinion came to this conclusion some months ago after making an extensive survey of the gaming habits of the nation . . . and when the returns were analyzed it was found that of all the chance-taking devices available to tempt the sporting half, the salesboard ranked second on the list. In leading such others as slot machines, playing cards for money, betting on horse races and on equestrian sweepstakes tickets, betting on the numbers game. Only chance lotteries ranked ahead of the salesboard and then by only three percent.

BEN SMITH

The New York Times commented editorially, "The definite conclusion to be drawn from the poll of gaming habits in the United States is that Uncle Sam still remains a cheerful optimist. More than half our population took some sort of money chance and in the East the proportion approached two in three. The obvious fact that almost everybody lost is not expected to reduce the incidence of the disease. And obviously, the average American does not think his moral fiber will deteriorate if he takes from the lottery. Also, curiously here is the answer for the salesboards' increasing popularity as the years go on.

Sales in Millions

No one really knows how and when the salesboard first got its start, but long before the turn of the century this powerful silent salesman was already doing its bit to whet the appetite of men and women for goods they would not or could not buy ordinarily. Since then every conceivable type of product has been distributed by means of the salesboard and salesman and today manufacturers of premium and gift ware look to these devices to make a substantial share of their yearly output. The volume of merchandise now sold this way into many millions of dollars each year. As a direct result of deal promotions, retail sales are also stimulated. A premium illustrated on a card or board receives valuable direct-to-the-consumer publicity. Quite often people who were not fortunate enough to win the prize, either in cash or because they did not walk into a store and buy it.

This fact brings to mind the cry often raised that salesboards are in unfair competition to storekeepers. No one who has honestly and impartially studied the history of this business would ever raise such an issue. Manufacturers who have experienced the beneficial lift which salesboards have given to the distribution of their products in retail channels are not without justification for such a claim. Manufacturers will often produce items exclusively for salesboards. They do this, however, not because they wish to avoid competition on the retailer's toes, but because operators will gladly pay a bonus for such protection. Salesboard men have found from experience that a restricted premium will, in most cases move much faster and have a longer life. Their customers have no way of checking costs and there is no possibility of the item being slaughtered by cut-throat competition.

Depression Proof

During the depression the salesboard

business probably attracted as many people from all walks of life as any other enterprise that could be mentioned. The profit possibilities in this field are high, the capital requirements very low, and the work is all so fascinating that it may be, the salesboard and salesboard have always been able to produce a living for men who are willing to work. Working all day is fascinating and profitable. It is by no means entirely a bed of roses, however, there are problems and headaches in this business as there are in any business that is not stereotyped or dull. Each day brings new and interesting experiences and quick returns when an operator is fortunate enough to get a good item. Methods used in distributing merchandise are simple and easy to learn and the newcomer can start making money immediately even while in the process of learning. At the beginning he can place cards on deals created by others. When he has gained experience he can get up his own deals. In all cases he has a powerful selling whip in the salesboard method of merchandising.

Merchandise Must Have Appeal

In the good old days when small change was loose change, almost anything could be profitably offered on a deal. This isn't so true today, yet the right item can still make a killing for an operator. If the item has proper flash and consumer appeal, if it can instill in a prospect a desire for possession, it will go. The right item may be good for both the retailer and the national advertising support; it may have some special usefulness or entertainment value or holiday appeal; or it may be a good deal of a different kind that is radically different from anything that has been on the market before. In most cases this item will come from the very best of every merchandise has always moved well on salesboards. There are many luxury products we would like to own or give as a gift, and our only way of buying . . . yet presented with the opportunity of winning one, with the added incentive of paying as little as one cent or at the most 20 or 25 cents for the privilege, the temptation is often too great to resist.

Coming back to the thought that an item may be good because of some special holiday appeal, it is well to mention that holiday promotions have always been fine pick-me-ups for salesboard operators. There is less sales resistance at such times and John Public is glad—we might say almost anxious—to take a chance on an item appropriate to the season. A successful salesboard item does not necessarily have to be new, tho if it is new and timely so much the better. Occasionally when a new item does not create the desired distributor response, some courage and refusal to spend additional funds to force sales. Because of this many a product has gone to an early grave because of distributor loss of courage and refusal to spend additional funds to force sales. Because of this many a product has gone to an early grave because of distributor loss of courage and refusal to spend additional funds to force sales. Because of this many a product has gone to an early grave because of distributor loss of courage and refusal to spend additional funds to force sales.

Deals and Placements

Most deals give away two major awards and two minor in interest. The operator who finishes a card for the operator receives one of the major awards and the person who selects the winning number or name on the seal on the card receives the other. The operator's profit is the difference between what the deal takes in and the cost of the merchandise. If the operator works with a crew, the operator's net profit is the difference between what the deal takes in and

cost of the merchandise distributed plus commissions paid the placement men for each deal completed.

In some instances an operator will work up a deal and sell it complete with merchandise and card. But if a storekeeper in this case the latter keeps the entire take . . . the operator made his profit on the original sale.

To obtain maximum returns from a deal enough cards must be placed to take care of the law of averages. Some spots complete faster than others. Some cards pay out at once. But if a storekeeper number of locations are covered the average returns will be satisfactory. The person who does the actual placing may be the operator himself, or he may work alone, or a man who works for the operator when the latter has a crew. Whoever he is, he must be a good placement man, a good judge of locations, a good talker and, above all, he must be a good cold turkey solicitor. He must be able to walk in cold on a prospect and not only sell him on the idea of working a card, but must also inspire him to literally break his neck to complete the deal as soon as possible. It is in the rapidity of turnover that big money is made.

Salesboards and salesboards can be placed about anywhere and almost any storekeepers are not solicited. Successful operators work on the principle that the harder it is to get a location the better it is likely to be. Instead of going thru the back door they walk right into the front offices of concerns like electric and telephone companies, large brokerage houses, insurance companies and banks. They have been able to place cards in these offices with persons from the switchboard girl to the president. It is all in the manner of approach and not as difficult as it may seem. Of course it requires selling ability and complete lack of an inferiority complex. But an operator who succeeds will never become a real producer.

In most instances an operator should

play up his item to a prospect before

IT'S NEW
IT'S FUNNY
IT'S A SQUAWKER
IT TAKES

Key it is a Squawker, No. 1—100¢
No. 2—100¢
No. 3—100¢
No. 4—100¢
No. 5—100¢
No. 6—100¢
No. 7—100¢
No. 8—100¢
No. 9—100¢
No. 10—100¢

See Your Jobber Today
PERSIA MFG. CO.
418 N. Sangamon.

Just received an ENTIRELY NEW BLOWN GLASS MINIATURE JUG WITH COCK

113 Johns High Court
No. 1—100¢
No. 2—100¢
No. 3—100¢
No. 4—100¢
No. 5—100¢
No. 6—100¢
No. 7—100¢
No. 8—100¢
No. 9—100¢
No. 10—100¢

See Your Jobber Today
PERSIA MFG. CO.
418 N. Sangamon.

LEO KAHL IMPORTING Agency
115-116 N. South Street, CHICAGO

WALTHAM & ELGIN
POCKET WATCHES
Big Case, with 7
11.15 x 1.75
No. 1—100¢
No. 2—100¢
No. 3—100¢
No. 4—100¢
No. 5—100¢
No. 6—100¢
No. 7—100¢
No. 8—100¢
No. 9—100¢
No. 10—100¢

See Your Jobber Today
PERSIA MFG. CO.
418 N. Sangamon.

No. B181213—Johns Rapid Ready Mop, 4 1/2" dia. x 3 1/2" long. 100¢
No. B181214—Johns Rapid Ready Mop, 4 1/2" dia. x 3 1/2" long. 100¢
No. B181215—Johns Rapid Ready Mop, 4 1/2" dia. x 3 1/2" long. 100¢
No. B181216—Johns Rapid Ready Mop, 4 1/2" dia. x 3 1/2" long. 100¢
No. B181217—Johns Rapid Ready Mop, 4 1/2" dia. x 3 1/2" long. 100¢
No. B181218—Johns Rapid Ready Mop, 4 1/2" dia. x 3 1/2" long. 100¢
No. B181219—Johns Rapid Ready Mop, 4 1/2" dia. x 3 1/2" long. 100¢
No. B181220—Johns Rapid Ready Mop, 4 1/2" dia. x 3 1/2" long. 100¢

LADIES' WATCH
No. B181221—10 1/2" x 1 1/2" x 1 1/2" Gold Chrome
No. B181222—10 1/2" x 1 1/2" x 1 1/2" Gold Chrome
No. B181223—10 1/2" x 1 1/2" x 1 1/2" Gold Chrome
No. B181224—10 1/2" x 1 1/2" x 1 1/2" Gold Chrome
No. B181225—10 1/2" x 1 1/2" x 1 1/2" Gold Chrome
No. B181226—10 1/2" x 1 1/2" x 1 1/2" Gold Chrome
No. B181227—10 1/2" x 1 1/2" x 1 1/2" Gold Chrome
No. B181228—10 1/2" x 1 1/2" x 1 1/2" Gold Chrome
No. B181229—10 1/2" x 1 1/2" x 1 1/2" Gold Chrome
No. B181230—10 1/2" x 1 1/2" x 1 1/2" Gold Chrome

B-Plane
Chrome Cocktail Set
No. B181231—10 1/2" x 1 1/2" x 1 1/2" Gold Chrome
No. B181232—10 1/2" x 1 1/2" x 1 1/2" Gold Chrome
No. B181233—10 1/2" x 1 1/2" x 1 1/2" Gold Chrome
No. B181234—10 1/2" x 1 1/2" x 1 1/2" Gold Chrome
No. B181235—10 1/2" x 1 1/2" x 1 1/2" Gold Chrome
No. B181236—10 1/2" x 1 1/2" x 1 1/2" Gold Chrome
No. B181237—10 1/2" x 1 1/2" x 1 1/2" Gold Chrome
No. B181238—10 1/2" x 1 1/2" x 1 1/2" Gold Chrome
No. B181239—10 1/2" x 1 1/2" x 1 1/2" Gold Chrome
No. B181240—10 1/2" x 1 1/2" x 1 1/2" Gold Chrome

JITTER PUPS
MAGNETIC DOG
NOVELTY
DOGZEX

No. B181241—10 1/2" x 1 1/2" x 1 1/2" Gold Chrome
No. B181242—10 1/2" x 1 1/2" x 1 1/2" Gold Chrome
No. B181243—10 1/2" x 1 1/2" x 1 1/2" Gold Chrome
No. B181244—10 1/2" x 1 1/2" x 1 1/2" Gold Chrome
No. B181245—10 1/2" x 1 1/2" x 1 1/2" Gold Chrome
No. B181246—10 1/2" x 1 1/2" x 1 1/2" Gold Chrome
No. B181247—10 1/2" x 1 1/2" x 1 1/2" Gold Chrome
No. B181248—10 1/2" x 1 1/2" x 1 1/2" Gold Chrome
No. B181249—10 1/2" x 1 1/2" x 1 1/2" Gold Chrome
No. B181250—10 1/2" x 1 1/2" x 1 1/2" Gold Chrome

There is only one genuine and one standard in design. Change little but don't lose. Here is the right item and at the right price. Genuine Elgin means better time, less trouble and more enjoyment. It is the only watch that is made in the U.S.A. and is guaranteed for 10 years. Price \$2.00. Postage paid. For more information, send for our free literature. For more information, send for our free literature.

No. B181251—10 1/2" x 1 1/2" x 1 1/2" Gold Chrome
No. B181252—10 1/2" x 1 1/2" x 1 1/2" Gold Chrome
No. B181253—10 1/2" x 1 1/2" x 1 1/2" Gold Chrome
No. B181254—10 1/2" x 1 1/2" x 1 1/2" Gold Chrome
No. B181255—10 1/2" x 1 1/2" x 1 1/2" Gold Chrome
No. B181256—10 1/2" x 1 1/2" x 1 1/2" Gold Chrome
No. B181257—10 1/2" x 1 1/2" x 1 1/2" Gold Chrome
No. B181258—10 1/2" x 1 1/2" x 1 1/2" Gold Chrome
No. B181259—10 1/2" x 1 1/2" x 1 1/2" Gold Chrome
No. B181260—10 1/2" x 1 1/2" x 1 1/2" Gold Chrome

HORN OF
PLENTY

No. B181261—10 1/2" x 1 1/2" x 1 1/2" Gold Chrome
No. B181262—10 1/2" x 1 1/2" x 1 1/2" Gold Chrome
No. B181263—10 1/2" x 1 1/2" x 1 1/2" Gold Chrome
No. B181264—10 1/2" x 1 1/2" x 1 1/2" Gold Chrome
No. B181265—10 1/2" x 1 1/2" x 1 1/2" Gold Chrome
No. B181266—10 1/2" x 1 1/2" x 1 1/2" Gold Chrome
No. B181267—10 1/2" x 1 1/2" x 1 1/2" Gold Chrome
No. B181268—10 1/2" x 1 1/2" x 1 1/2" Gold Chrome
No. B181269—10 1/2" x 1 1/2" x 1 1/2" Gold Chrome
No. B181270—10 1/2" x 1 1/2" x 1 1/2" Gold Chrome

Special Try Out Only \$1.00 Out of \$2.00
J. JOSEPH HAGN COMPANY
The World's Bargain House
217 A. N. Michigan St., CHICAGO, ILL.

Globe-Trotter
AUTO PLATES

LEGALLY APPROVED!
THEY'RE HOT!

Blazed auto novelty hit in year! Records show...
 100% stamped of heavy metal, (like
 the real McCoy!) RUSH YOUR ORDER
 NOW!

100% Metal, Per Dozen \$1.05
 Per Gross \$11.02
 CLARKE for Advertising, Pa., ... 119

TRIAL DOZEN, Approved
 With 6 1/2 in. x 2 1/2 in. Plates... \$1.50
 With per doz. 18 Lbs.

LIVE BABY TURTLES

Only about 1 1/2" long, Hardy
 Pure, secured by old and young.
 Sell like hot cakes for 25c. Beautifully
 decorated in full, waterproof
 colors. Name of operator, no
 receipt or person's name handed!
 FREE! ORDER QUICK!

WALT DISNEY CHARACTERS
 T.S.R. NEW YORK
 WORLD'S FAIR, or SAN
 FRANCISCO, CALIF. 11c
 In Lots of 100, E.P.
 SAMPLE ORDER, POSTPAID, \$1.50

FLORAL DESIGN... 10c
 Etc. in Lots of 100, \$1.00
 Approx. 95 per 100, 4 Lbs.
 SHILED BOXES... \$1.20
 1000... \$1.20
 100... \$1.20
 100... \$1.20
 Wm. Year... or Order Direct,
 including in Dozen
 W. S. Chicago.

H. Fishlove & Co. 714 N. FRANKLIN ST., CHICAGO
 SINCE 1914 MANUFACTURERS OF COVETED FIAT AMUSE

showing him a card or mentioning a
 deal. He should excite the prospect's
 interest in the merchandise and then
 when the latter's appetite has been
 whetted knock him over by telling him
 how he can obtain the premium without
 cost to himself. Coming right out with
 a solicitation for a card placement,
 especially in a large office, will more
 often than not be met with a cold turn-
 down.

When a switchboard operator or a
 reception clerk accepts a card she will
 probably run it off herself. If a con-
 sensitive takes on a deal, he may work
 card himself as a lark or turn it over
 to one of the boys or girls in the office.
 The percentage of completion in this
 type of location is high, in many cases
 50 per cent or better. What is most im-
 portant, repeat orders are the rule and
 not the exception. Such locations are
 good all year around, merchandise
 being changed when a deal shows signs
 of petering out.

A capable placement man should be
 able to lay about 10 cards a day in
 good spots or 50 cards in a five-day
 week. However, if for one reason or
 another he can't click in the front office
 and goes after the run-of-the-mill
 locations, he should be able to hit 15 to
 20 spots a day. In the latter case it
 means heavy pavement pounding, but
 there is no other alternative. Under
 the circumstances he must give the law
 of averages a greater chance to produce.
 To make an operation most effective
 one man should devote his time to
 securing locations and another to taking
 care of collections and adjustments.
 When this is done completions can be
 stepped up and merchandise pulled
 promptly from spots which prove un-
 satisfactory.

HEAVY MAPLE AMERICAN MADE STOCKINGS AND PARADE CANKS.
 One-Price Maple, Natural Color.
\$18.00 Gross
 \$1.75 DOZEN.
 25's Deposit with Order.
 WRITE FOR OUR CATALOGUE
 Showing Our Complete Line Garment Supplies for
 Stages—Concessions—Novelties, Etc.

B & N SALES
 2020 Commerce, DALLAS, TEXAS
 707 Preston, HOUSTON, TEXAS.
 310 W. 9th St., KANSAS CITY, MO.

BARGAIN SALE
 on all stuffed animals

LARGE FUR SCOTTIES
 Same Size and Make like
 formerly sold at \$19.50
 per dozen. **40c.**

FERDINAND THE BULL
 Made of Plush. Large Size.
 Formerly priced at \$1.75
 a piece. **40c.**
 And the thing for Babushkas, Girls and
 Cudd Games, Whistle, Etc.

25c DEPOSIT, BALANCE C. O. D.
MAJESTIC NOVELTY CO.
 2627 Vestal Ave., New York City.

Free TIE CASE
 The One Free Gift Every Operator
EARN 100% PROFIT

100% Metal, Per Dozen \$1.05
 Per Gross \$11.02
 CLARKE for Advertising, Pa., ... 119

TRIAL DOZEN, Approved
 With 6 1/2 in. x 2 1/2 in. Plates... \$1.50
 With per doz. 18 Lbs.

100% Metal, Per Dozen \$1.05
 Per Gross \$11.02
 CLARKE for Advertising, Pa., ... 119

TRIAL DOZEN, Approved
 With 6 1/2 in. x 2 1/2 in. Plates... \$1.50
 With per doz. 18 Lbs.

100% Metal, Per Dozen \$1.05
 Per Gross \$11.02
 CLARKE for Advertising, Pa., ... 119

TRIAL DOZEN, Approved
 With 6 1/2 in. x 2 1/2 in. Plates... \$1.50
 With per doz. 18 Lbs.

FIREWORKS BUY DIRECT

SAVE MONEY. Price, state,
 quantity, etc. shown. Reason-
 why. No "middle man" profit.
 Our displays are not even re-
 spected in New York's "Big Boy"
 who are manufacturers. (Orders
 shipped from \$15 to \$1,000.)
 We are manufacturers. (Orders
 shipped from \$15 to \$1,000.)
 We are manufacturers. (Orders
 shipped from \$15 to \$1,000.)

BANNER FIREWORKS, 4323 Vermont, Toledo, O.

CASH UP NOW
 with these WINNERS!

THE MOST POWERFUL SALEGETTERS IN YEARS

Brand New
ELECTRIC PENDULUM CLOCKS

No. 101 MARINER
\$3.50
 Confidantial Distributor's Price. Lots of 6 or More... \$3.50 Each

No. 103 MORSEMAN
\$3.25
 Confidantial Distributor's Price. Lots of 6 or More... \$3.25 Each

BE FIRST—GET STARTED TODAY

440 S. DEARBORN ST. CHICAGO, ILLINOIS

RICHMOND CLOCK CO.

440 S. DEARBORN ST. CHICAGO, ILLINOIS

Newest Novelty Merchandise For Carnivals and Fairs

3725—CHESTERFIELD CARVED HAM-
 DLE CANNON, Gross... \$7.50
 3703—BAMBOO GROOM CARRER... 6.50
 Per 1,000... 6.50
 3702 and 3701—6 GELVY HEARTY... 4.50
 Cans. Per 100... 4.50

The Famous
LOVE PUPS
 Nearest Mystery
 Magnet Novelty
 No. 1208—Love Pups.
 Put up 2 dops in a sh.
 DOPS. SETS... \$ 2.00
 GROSS. SETS... 25.00

2024—12 INCH FEATHER DRESSED CELLULOSE
 DOLLS, With Assorted Hats and Gowns... \$ 8.00
 2023—12 INCH WHITE FEATHER DRESSED 11.00
 DOLLS, With 12 in. Gown
 2105—PUR JUMPING HORSEY, Magnet, 4 1/2 in. 3.75
 Gross.
 4005—CELLULOSE SUITORS WITH GOMIA BAY.
 1000 Per 100, 200 Per 1,000
 SEND FOR FREE COPY OF OUR 1939 CATALOG

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

OUR NEW REVISED CATALOG 1939-1940 Ready for Distribution. BE FIRST TO GET YOUR COPY!

It Has Flash! Class! Underwood Electric Shaver
 Biggest Value at \$1.00. Each Price Postpaid 25c. (Minimum)

Complete Line for jobbers — Wholes. Men — Operators.
 Free Sample Case With First \$10 Order.

CHAMPION SPECIALTY CO., 814-R Central Street, Kansas City, Mo.

BULOVA - GRUEN - ELGIN - WALTHAM

Starts at \$2.95

Wrist & Pocket Watches FOR LADIES AND GENTS
 Reconditioned, Guaranteed Like New, 100 rights now available. Write for Our New Catalogue.

NORTAN ROSEN
 321 SANSON ST. Philadelphia, PA.

FIRST TIME EVER POSSIBLE!
FIRESTONE PORTABLE RADIO

Famous ROAMER

AT THE AMAZING PRICE OF ONLY
\$8.95
In lots of 12
Complete With Batteries

SAMPLE
\$9.95
Complete With Batteries

RUSH YOUR ORDER!
Price Net, F. O. B. Cal-
cagn. 25% Deposit, Bal-
ance C. O. D.

BUILT BY ERLA SENTINEL



A PRICE SENSATION!

Value that can't be duplicated! This powerful sales-getter... now for the first time available for Premium Use... offered at the most sensational low price in radio history! Surprising performer! Plays anywhere—no aerial or connections. Size 8 1/2 x 5 1/2 x 7 1/2 inches, weight complete, 10 1/4 lbs. Has superb circuit, automatic volume control, 4" P. M. dynamic speaker. Smart shark-grain leatherette covering. Compare it! Compare the price!

D. A. PAOHTER CO., 1483 Merchandise Mart, CHICAGO, ILL.

WIS. BINGO FANS

(Continued from page 94)
It's a radical one, too, some authorities in this country have been led to believe an incoherent little game called bingo. The bingo stands furnished a place where people could sit and rest, and win a prize every now and then. If that's gambling, I don't know what the hell this country is cooking so. I started out to fight prohibition and now I'm going to fight for bingo."

Bingo Is Underway
While the fight is under way against banning bingo, some churches have curtailed bingo activities. Rev. George Meyer, pastor of St. Lucy Church, in the church bulletin, announced discontinuance of weekly games. The statement said:

"We are discontinuing bingo parties for the present. We are doing this because we wish to obey the laws of our state even tho' this statute was evidently never intended to stop popular games which can only be interpreted as gambling by hypocritical Puritans. Your pastor suggests that those who enjoy the game will get in touch with their State senators and assemblymen and insist a more favorable statute be enacted that will not put our people and pastors in an unfavorable light. We should protect our freedom."
While four South-Wisconsin Milwaukee churches were reported to have discontinued operation of games, reports of other games by church, fraternal and other non-profit groups still continue. In the meantime, proponents of the game are reported bringing pressure at Madison to exempt charitable games. Newspapers are also joining the fight for exemption.
Letters from bingo fans are appearing daily in the Wisconsin newspapers and favors against the ban are increasing rapidly. Connecticut's recent action is cited as an example and goal for which thousands of liberal-minded men and women are striving.

SALESBOARD OPERATORS

(Continued from page 94)
designs with waterproof pillows and which may also be used on carrying cases have started a trek to popularity.
While an operator may start off the season well with these old winners, it is no indication that he intends to push them energetically all winter. However, introduction of new items is expected to make the job much easier. Doing without old retailers and new items will be toward introduction to increase sales. At this time salesboard operators are offering manufacturers an unusual opportunity to make a name for themselves. Quality, service and quality premiums will be bought as rapidly as they are put on the up and factory stockholders.

BIG PROFITS FOR YOU

Selling **UNDERWOOD** ELECTRIC DRY SHAVERS

EVERYBODY BUYS LATEST MODEL



Ivory Case—Rubber Sleeve.
Packed in beautiful lithographed case with simulated pigskin wallet. Write for special prices.

SEIDEL'S UNDERWOOD INDUSTRIES

711 West Lake Street, Chicago, Ill.

1939 BEST SELLERS FROM OUR BIG LINE LEVIN BROS. TERRE HAUTE, IND.
1939 CATALOG NOW READY. ADVISE YOUR LINE WHEN REQUESTING CATALOG. 25% DEPOSIT REQUIRED ON C. O. D. ORDERS.

BB1 Flying Bird, Outside White	25	50	BB8 Girls Head Garb.	25	50
BB2 Flying Bird, Inside White	25	50	BB9 Girl's Mitts	25	50
BB3 Flying Bird, Outside White	25	50	BB10 Rubber Overall Bib	25	50
BB4 Girl's Mitts	25	50	BB11 Girl's Overall Bib	25	50
BB5 Girl's Mitts	25	50	BB12 Rubber Girl's Head Garb.	25	50
BB6 Girl's Mitts	25	50	BB13 Rubber Head Garb.	25	50
BB7 Rubber Girl's Head Garb.	25	50	BB14 Girl's Mitts	25	50

IT Shoe Polish Co., Inc.
Per Dozen **28c** Delivered
1 doz. to carton—1 gross to case. Minimum shipment five gross.
Black, Brown, Tan and Oxblood. Contents, 1 1/2 Ounces.
Baltimore, Md.

M. HORWITZ & SONS
Largest Manufacturers in U. S. A.
PARADE CANES AND BETTER CANES, SWAGGER STICKS, CANES IS OUR BUSINESS—NOT A SIDE LINE.
305 MONROSE ST., PHILADELPHIA, PA. (Dial Operator) How 6636.

FURS! FURS! FURS! SEIDEL'S
1940 CATALOGUE OFF THE PRESS
Beautifully Illustrated. Shows All the Latest. SHIP TO CORNEY, SKALKER, GOGGLETTER, SEIDEL, FROM N. Y. CITY. \$2.50
GENUINE SKIN, UP HELLS, CARABULS, PERIANS, FOX, ALSO BEARS, AND JEWELS, Highest Quality—Largest Pattern Selection. **MAIL SEND FOR CATALOG** WHILE IT'S FREE.

M. SEIDEL & SON
243 WEST 30TH ST., N. Y. C.

SPECIAL-ELGIN & WALTHAM
MADE BY ELGIN
WRIT WATCH
Clean, Sharp and Accurate.
Largely **\$9.50**

1248, 72 Elgin and Waltham. Each **\$9.50**
1248, 72 Elgin and Waltham. Each **\$9.50**
FREE—Warranty Chain with Every Watch
MRS. BOWLINGTON, 226 Broadway, N.Y. City, N.Y. Dept. C-2
N. SEIDMAN 175 Canal Street, N.Y. City, N.Y.

STARTS YOU IN BUSINESS
SELLING TIES—OVER 100% PROFIT
1248, 72 Elgin and Waltham. Each **\$9.50**
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PHILIP'S NECKWEAR

Elgin and Waltham
SPECIAL VALUES
1248, 72 Elgin and Waltham. Each **\$9.50**
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1248, 72 Elgin and Waltham. Each **\$9.50**
M. FREIDMAN-74 FORSTY ST.-N.Y.C.

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

SOMETHING REALLY NEW!

RADIO and LAMP Combination

Thrilling New Combination of

- ★ A POWERFUL SUPER-HIT RADIO
- ★ A TABLE LAMP OF RARE BEAUTY!

HOTTEST PREMIUM HIT IN YEARS!

Here it is . . . the greatest advance in design since the invention of radio! So novel, it's taking the country by storm! Combines a powerful 5-tube superheterodyne radio in a table lamp of breath-taking beauty! So handsome . . . so useful, it's perfect for any room in the home, office, den, etc. Amazing distance-getter, has rich-tone dynamic speaker, automatic volume control, illuminated dial. Tunes broadcast, amateur and police calls. Lamp has glass reflector bowl, 16-inch pleated silk shade. Either lamp or radio may be operated alone or together. Be FIRST to clean up with this terrific hit!

ALLIED PREMIUM SALES CO., 1313 W. Randolph St., Chicago



Concealed Radio Here

H. 12 h. x 23 inches, Shipping Wt., 15 lbs. Choice of finishes: Ivory and Gold, Old English Bronze, Silver and Gold.

In Lots of 6, \$13.95
SAMPLE \$14.95
25¢ each, Bat. C. O. D.

Popular Items

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

Pendulum Clocks

Bingo and seasboard operators and connoisseurs are receiving pendulum clocks with open arms. Richmond Clock Co. reports. Operated by electricity and of latest design, clocks are carrying a niche for themselves on every popular card. They are also said to be going over big in amusement areas. Three models, Marine, Pilot Wheel and Seasboard, have received great reception. Fluffy, useful and designed along latest lines, the clocks are eye-appealing and bound to increase in popularity, the firm reports.

Shave Cream Spreader

This item is reported by Nu-Mer-Vil Co. to be making rapid strides in attainment of popularity with purchasers and demonstrators. Because it fits a long-felt want, people are literally eating it up. By fastening it to the top of a tube of shaving, vanishing or depilatory cream the user gets an even spread of the cream by merely squeezing the tube and moving the tube across the face. It is easy to clean. Workers are finding it an extremely fast seller, the firm reports.

Vest Pocket Radios

Because the public enjoys music, sports announcements and radio broadcasts, the Midget Pocket radio is most popular as a prize from American Leader Co. reports. It fits snugly into an adult's hand and resembles a top, but is sturdy built, mounted in a genuine walnut cabinet, the item has eye-appeal. Seasboard and bingo operators and connoisseurs are finding it an easy seller, the firm reports.

Lone Ranger

Toy Balloon Co. believes the time is ripe for a good novelty balloon number, and is featuring a line of balloons, one of which is an inflated toy printed with the Lone Ranger design. Tone-ups and balloons run in various sizes. One is inflatable by 11" by 10½ inches in size. Tone-ups and the inflatable toy are individually packed. Toy Balloon Co. states that nation-wide publicity given the novelty thru motion pictures and radio exploitation makes the Lone Ranger toy a natural.

Ash Tray Holder

Because the new ash tray holder announced by Dreyer Mfg. Co. fills a long-felt want in every home, it is not only getting attention of price buyers but of direct sales people as well. It attaches to any five-ounce job in a jiffy, providing a tray where it is most needed. It comes in glass or metal, the latter a gadget which, combined with its artistic, modern design and low price, makes it a popular number, the firm reports.

Gas Economizer

A unique gas economizer that operates on the principle of getting attention of demonstrators and purchasers, G. & M. Mfg. Industries reports. Injection into the carburetor, it is said to produce a perfect firing mixture, giving maximum power and gages takes but a minute to install, and its low price, plus economy appeal, makes it a desirable all-year number, the company states.

Comb and Trimmer

Coming on the market at a time when such an item was being sought, Trimble Hair Trimmer is a leading item with purchasers and demonstrators. Trimble Co. reports. The unique add-on device combination employs the use of



WHAT A BUY \$2.25 EACH (Wholesale)
ROBERT ELGIN and WALTHAM, Knife Edge, \$2.00 Each in Retail Value
TUCKER-LOWENTHAL, Inc.,
8 S. WABASH AVE., CHICAGO.
SEND FOR NEW CATALOG

It's a HIT!
A NEW PREMIUM ITEM...
SALES BOARD OPERATORS
You haven't seen any other kind of SALES BOARD OPERATOR. BIG PROFITS! Write for advance information and circular.
CAPITOL SALES CO., 1233 EAST 38TH ST., CHICAGO, ILL.

Extra Value! \$2.25 EACH
5 for \$10.50 6 for \$10.50
No. 225-BEYON—Ladies' Braided Watch, 75-cent value. 12 1/2 in. Chrome Case in anodized metal. Original priced \$2.00. Now \$1.50. An Amazing Value and Outstanding Progress. Write for circular and order.
ROGERS TEASPOONS
Made by ONEIDA, ILL.

1 Doz., 60¢—10 Doz., \$5.80
No. 225-BEYON PATTERN, as illustrated. Rogers Case, Ltd., America's Biggest Watch Manufacturer. Write for PATTERN. Also order in BRISTOL PATTERN No. 218. Beautiful engraved. STATE PATTERN DESIGNED. 60¢ 10 Dozen for Only \$6.80.
An Amazing Value!
ROHDE-SPENCER CO.,
223 W. Madison St., Dept. "B", Chicago.

CONCESSIONAIRES!!
Manufactured for every state in the Midwest. Write for PATTERN and PRICES for application to State Operators.
World Trading Corp.,
873 Broadway, New York, N. Y.

LOWEST PRICES
SALESBOARDS
FISHER CARDS
TURKEY CARDS
JAR TICKETS
Distributors—American Wholesale Markets. Write for Catalogue Showing Other Fall Specials.
General Merchandise Co.,
843 N. 3rd Street, Milwaukee, Wis.

BEST FUR COATS
Coats and suits of Big Brand, \$12 to 40. 100% Beaver. First Top. Phone and Dept. Code. \$100.00. Pinned Beaver Over Coat. \$100.00. \$25.00. Sporting Gaiters, \$10.00 for 100. \$25.00. Write for Catalogue. C. O. D. To avoid mail at these prices.
FOX FUR CO.
2400 Ave. H., Easton, Pa.

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

MIDWEST FALL SPECIALS

5-Inch Feather Duffs, Green.....	4.25	Clark Passals, Crisp Handles, Des.,	5.80
7-Inch Feather Duffs, Green.....	8.00	7½" Goss.....	5.80
8-Inch Fur Minks, Green.....	3.75	Heavy American-Made Parade Canes,	18.00
10-Inch Fur Minks, Green.....	8.00	Des., 12½" Gd.....	18.00
16 Flying Birds, Inside White, Gd.,	2.40	Midwest Special One-Piece Parade	
16 Flying Birds, Outside White, Gd.,	2.25	Canes, Brown Finish, Full Length,	
16 Flying Birds with Strips, Green.....	1.00	Packed gds. in cartons, no less sold.	10.00
Spanish Mats with Tassels, and, colors,		Green.....	10.00
Felt and Straw Hat Size, Des.....	1.50	Sheetwriters and Premium Users highly re-	
		commend these canes.	

Order from this ad to get these special prices.

25% with order, balance C. O. D. 24-Hour Service—Night Phone Victor 1913.

We carry a most complete line of all Carnival Merchandise. We have an hand for immediate delivery Sno-Cone Machines, Pop Corn and Candy Floss Machines and all supplies for same.

Write for our Catalog No. 40 containing hundreds of new fast-selling items.

MIDWEST MDSE. CO., 1010 BDWY., KANSAS CITY, MO.

\$ BIG MONEY \$

With the New P. D. Q. AUTOMATIC "One-Minute" Camera

- Takes Beautiful BLACK and WHITE Photos
- No Films—No Plates—No Dark-Room
- DIRECT, POSITIVE Photos—NOT Tin-Types
- No Experience needed. Instructions are simple
- BIG Attraction. See your photo develop in DAYLIGHT!
- Photos CANNOT FADE
- Less than \$75 puts you in this interesting BIG MONEY-MAKING BUSINESS

P. D. Q. CAMERA CO.,
109 E. 35th St., DEPT. BK, CHICAGO, ILL.



EXTRA SPECIAL

\$1.00 **\$1.00**

Each. Each.

Lot of 25 Lot of 25

18 Blue Watches in Royal Case, All American Movement, Simple, \$1.25 Each. In Star or in Leather Case, 50c Extra. Buck for Catalog.

TUCKER-LOWENTAL INC. 8 South Wabash Avenue, Chicago.

MAKE FAST SALES—BIG PROFITS WITH FINE MEN'S TIES

Best all competition ties... **NEW FOUR-IN-HAND \$1.50**

MICHAEL CRAVAT CO.
Manufacturers
45 Union St., Dept. WB48, New York, N. Y.

ELGIN—WALTHAM

SMALL SIZE POCKET
\$2.95

Waltham, Boston, U. S. D.
LOU MALTZ
214 S. 6th St., PHILA., PA. 1912.

STEWART-WARNER'S

latest
AMAZING RADIO

Four Cabinet, AC or DC, 6 tube performance... Write for Literature and Price.

Motorola Sporter

Patrols Highway with aerial in shoulder pack... Write for Literature and Price.

ATLAS NOVELTY CO.
2204 N.W. Western Ave., CHICAGO.

NOVELTIES AT DEEP CUT PRICES

SWAGER GAMES, for 100—\$2.75
STAMPING BILLS, for 100—\$2.50
ARCHERY BALLGONS, No. 4, 50
SWAGER GAMES, per 100—\$.50
LOVE BILLS, per 100—\$.50
PICKED UP FOR SAMPLE

OPTICAN BROTHERS,
10 West Street Kansas City, Mo.

ELGIN, WALTHAM

Increased Customers
2.95
MEN'S WAIST AND POCKET WATCHES
Wholesale prices since 1914. Send for Free Wholesale Catalog. 25¢ Deposit. Box C. O. D. LOUIS PEROFF, 723 Walnut St., Philadelphia, Pa.

a double-edge razor blade which assures the user of a sharp and clean cutting blade. It may be used for trimming children's hair and men find it useful in keeping their hair well groomed. Women also find it valuable for trimming hair on legs and arms. It is handy and with a good sales talk on its usefulness and saving qualities, the razor item is an easy seller. The firm reports.

New Safety Ash Tray

One of the cleverest items to be incorporated in an ash tray in many a day is the safety feature of the Blasky new item just brought out by Hamilton Match Co. The tray is so shaped that it automatically causes a forgotten lighted fag to run down into this ash tray, where it burns out harmlessly. What housewife hasn't had a treasured lampcloth, carpet or piece of furniture permanently scorched by a careless smoker, the company asks in pointing to the item's vast possibilities for safety. A handy match roll fastened at top of the tray holds a large supply of materials. Available in red, blue or black, item seems to have earmarks of a universal favorite, the firm reports.

Car Lazy Back

The new Betty's Lazy Back for cars offered by Stockbridge, Elliott & Nerle, Inc., is hailed as bringing a new era to automobile and new profits to prime and gift buyers. The rest is attractive, made of bamboo and split rattan. It is a writing-table to the back, and by changing its position it fits either short or long-legged drivers, the firm reports.

College Accessories Demand on Climb

NEW YORK, Aug. 19.—Wholesalers here and in Chicago are already benefiting by demand for college accessories to classrooms of colleges next month to resume studies. Matriculations at institutions of higher learning are expected to roll up new record highs this year. During the last few weeks, wholesalers here and in Chicago have reported an already large percentage of merchandise shipped. Orders on hand and shipments already made indicate that the business is not coming from any one branch of the trade, as it seems that nearly every channel leads to feature merchandise styled for Joe College.

With demand increasing as time rolls around for ringing the school bell, outdoor amusement men, fair and bingo concessionaires and seaboard operators are recruiting the tremendous market that exists in college accessories. The fact that only quality merchandise has place here is also of great interest. Students know the quality of merchandise they want and are also familiar with manufacturers. For this reason products from the well-known and established firms are getting the play and demand display lines. Commodities that appeal to college students by being featured by leading merchandise distributors. Credit cards, slipper bags, files, memo, writing desk and military sets are among the current favorites. Electric flashlights, pens and lighters, compacta, book-bags, fountain pens, lamps, clocks and handbags are commanding popularity with this class of trade.

BARGAINS

MAGNETIC SNOOTY PUPS—Ladies' suit, 100% silk, 100% wool, \$2.00
ELEGANT SLIM SLIM SLIM—Ladies' suit, 100% silk, 100% wool, \$5.00
HONEY-BACK GUARANTEE—Ladies' suit, 100% silk, 100% wool, \$4.00
SILK DRESS, \$2.20
Corduroy Pants, \$1.35
PRICE LOWEST IN COUNTRY, 10 to 20 Cents Single Dress, \$1.50

BENGOR PRODUCTS CO. 576 BROADWAY, NEW YORK, N. Y.

SIDELINE SALESMEN WANTED

Restricted territory granted to specimen new selling material... MERCHANDISE DISTRIBUTING COMPANY, 209 Merchandise Mart, Chicago, Ill.

New SHIP-LAMP Sensational

We say without reservation that this is the most beautiful and most-appealing lamp that you have ever seen. It is a very rich looking design which can be put to a maximum amount of ornamental use. A special patented and protected form. The dock is so constructed that when the lamp is lit it is a myriad of magnificent colors about and reflect on the highly polished, chrome-plated work. The spectacle is absolutely breath-taking.



Model No. 415
This beautiful ship lamp is 16 1/2 inches high and 17 inches long.
The ball and socket are made of heavy acid-etched glass, the salt and all other accessories are chrome plated.
The rigging is made of silver chrome.
Fin's are available: Walnut, Mahogany, Swedish Mahogany.
Complete with ball, 6 feet of cord and switch.
It is shipped all set and ready for use. Packed individually.

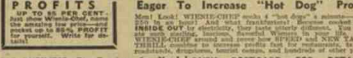
SOLD BY LEADING JOBBERS EVERYWHERE

- N. Stone Co., Chicago, Ill.
- J. Adams and Wells, Inc., Adams and Wells, Ill.
- John High Co., 223 W. Madison St., Chicago, Ill.
- Laird Bros. Term House, Inc., 120 N. Dearborn St., Chicago, Ill.
- William J. H. Co., 112 N. Fourth St., Wisconsin St. Louis, Mo., 1902 N. W. 10th St., Oklahoma City, Okla.
- Wm. J. H. Co., 112 N. Fourth St., Wisconsin St. Louis, Mo., 1902 N. W. 10th St., Oklahoma City, Okla.
- Acme Premium Supply Corp., 2130 Grand Ave., New York, N. Y.
- Memo Novelty Co., 205 Canal St., New York, N. Y.
- A. Chan & Son Corp., 585 Broadway, New York, N. Y.
- Morris Bros., 24 W. 23d St., New York, N. Y.
- McLain, Burt & Co., 200 N. 1st St., St. Paul, Minn.
- Wm. J. H. Co., 112 N. Fourth St., Wisconsin St. Louis, Mo., 1902 N. W. 10th St., Oklahoma City, Okla.
- Wm. J. H. Co., 112 N. Fourth St., Wisconsin St. Louis, Mo., 1902 N. W. 10th St., Oklahoma City, Okla.
- Acme Premium Supply Corp., 2130 Grand Ave., New York, N. Y.
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"Call Your Nearest Distributor Today"

Amazing New Electric "WIENIE-CHEF" At Lowest Price In Field!

Lowest Priced Real Electric Hot Dog Cooker on Market! Needed by Thousands of Taverns and Eating Places Eager to Increase "Hot Dog" Profits



PROFITS UP TO 100 PER CENT.—This amazing new electric hot dog cooker is the answer for low price—and big profits—for your business. Write for details.

RUSH POSTCARD FOR DETAILS!
Don't make the common mistake of purchasing a WIENIE-CHEF... MONEY-BACK GUARANTEE... WIENIE-CHEF MANUFACTURING CO., 2301 W. Hubbard St., Dept. H-14, Chicago

GLAMOROUS FUR COATS

Sensational Specials for the Fall Season Are Your Advantage.
See Your Fur Fashions Now at Fall Prices.
Our 1940 styles in fur are complete. You choose:
Saddles, Minkskin, Secretaries, Kinnings
Gowns, Minkskin, Secretaries, Kinnings
and many other Fur Coats
Also HOLLAND and SOUVENIR fur creations.
We also have the most complete fashionable SALE-PRICE FUR COATS in the country. Write for our Catalogues. Sample Sale Card Free.
HOLLAND FUR CO., 236 West 27th St., N.Y.C.

S. ANGELL & CO. MANUFACTURING FURRIER, 236 West 27th St., N.Y.C.

Thank You for Mentioning The Billboard.

PITCHMEN

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

by **BILL BAKER**
(Cincinnati Office)

DOC JERRY COATES . . .
service. "Anyone coming to Chicago, over clear of the boys because money a hard to get. Most of the boys and girls are forced to do a double on demonstrations to get a dollar. All the spots where they are getting by are open from 9 a.m. to 9:30 p.m. Three nights a week, and even these slight spots are not grossing 1500 eb the week. There are about 50 pitchmen in Iowa and not one of them has grossed \$200 in the last three

weeks I have been here, so I advise Madeline Hagan on the West Coast and Brian Brown on the East Coast to steer clear of Chl. Maxwell and State streets are closed. A few are making pitcheis, but if they are caught the fine is \$25. I have worked for Mike Devins, Bob Twittie and Jack Knobel and not made a dime. If any of the boys come here C. O. D. they can make coffee money these places. A few of the boys in town are Saint John, Bob Twittie, Jack Knobel, Ray Kumar, Cowboy Williams, Mike Devins, Ben Goshier, George Thurman, Speed and Jack Elita, Phil Kraff, Mark Arnold, Betty Love, Jack Collins and Fred Allen. When you have to work four people on a foot stand like Gold-bett's at Lincoln and Belmont it's a good place to stum. Saint John, Cowboy Williams, George Thurman and Phil Kraff were on the show spot Thursday two weeks ago. I would like to see pipes from Jay Ross, Herbie Wilson, Sam Specker and Brian Brown."

PUSH FILLER
PUSH THE BUTTTON SEE IT FILL!
JOHN A. SULLIVAN, New York City
633 Broadway.

FREE CATALOG!
Showing newest fac-
tories. Money
policies, in Lorain,
Tucson, Kansas
Jewelry, Coins and
Wholesale Rings.
Send \$2.50 for com-
plete catalog
JACK ROSEMAN CO.,
307 E. 520 Avenue, New York City.

The only Pen you'll like a **BANKER** is another **BANKER**. Combination of **POWER** and **PRICE** in **SALES** is the **SECRET** of **SALES**. **SALES** is the **KEY** to **SALES**.
J.B. KELLEY, The Fountain Pen King, New York City, 487 Broadway.

LOWEST PRICES
100 Social Security Plates . . . \$3.00
100 Social Security Plates . . . \$2.00
100 Social Security Plates . . . \$1.50
100 Social Security Plates . . . \$1.25
Send for Catalog Free!
New Name Plates and Stamping Machine.
FRANK ROBINSON, 815
655 Columbia, R. Y. R-28,
Brooklyn, N. Y.

NEW \$18.95 GRS. PLUNGERS
LOWEST PRICE EVER!
Its Gauge tells when to refill. **Moderate** **Handmade** **Standard** **Four Barrel**, **Beneficial** **Work** **Good** **Comps**. **Complete** **Line** **\$18.95**.
JACK PEN, New York, R. Y.

HEADQUARTERS FOR
1 Minute & 4-Inch-10 Photographers
MAKE GOOD MONEY THIS SUM-
MER with our Best Selected **Magnets** **and** **Folders**, **Photo** **Pockets**, **Money** **Carriers**, **Photo** **Albums**, **Photo** **Albums**, **Photo** **Albums**, **Photo** **Albums**, **Photo** **Albums**, **Photo** **Albums**.
BENSON CAMERA CO., New York, R. Y.,
moving to **Quick** **Photo** **Photographers** for **Over**
30 **Years**.

UNDERWOOD
PENS & PENCILS & COMBS
BUY DIRECT FROM MANUFACTURER
PLUNGERS-SPECIAL \$15.00 Gross
CRUSH PEN CO., 683 Broadway, New York City

NEW KISSING GUM 22¢ BOX
RETAILS FOR \$1.00.
Each box holds 20 Cigarettes
and 20 Kisses. **Pay** **Only** **22¢**
(Cash) **Money** **Directly** **From**
MANUFACTURER **at** **Lowest**
Price **for** **Wholesale** **Trade**.
AMERICAN GUMMING PRODUCTS CORP.,
440 W. 42nd Street, New York, N. Y.
ADVERTISE IN THE BILLBOARD—YOU'LL BE
SATISFIED WITH RESULT.

A. O. NELSON,
sales manager of the La Benz Co., Cleve-
land, O., says they are starting their fall
season soon and will have 40 to 50 toys
coming running with 17 different lines.

JACK (BOTTLES) STOVIER . . .
broadsheet from Webster Springs, W. Va.:
"The going is a bit rough in these hills, so
I will head for the valley of Virginia,
where they have it for those who can
collect it."

W. D. COOPER . . .
writes from Filpp, Ark., that he saw
C. O. Crane and Fred Mitchell among
others looking for money, but says about

MILKLIKES
SELL ACE BLADES
YEARLY!
Quality blades at lowest prices
Pine! Flashy! Handy! **8 1/2 LEATHER**
ADGE SLADE COMPANY,
98 E. Eagle St., Des Moines, Ia.

ELGIN & WALTHAM
REBUILD WATCHES \$1.75
7 Jewel, 12 Size, in 8
12 Jewel, 12 Size, in 8
Send for Price List, Watch Book if Not Required.
ELGIN WATCH MATK. CO.,
115 N. Broadway, St. Louis, Mo.

Concessionaires
NOVELTY-SUPPLY FOR
Fairs, Carnivals, Circuses, Grand Shows,
WHEEL PARKS, COON GAMES, ETC.
Catalog with New Low Prices
THE TRIP, NOVELTY COMPANY
1134 CITY, OHIO

They're Here! . . .
WALTHAM PENS
15¢
The Greatest and Fastest Selling Name in
Fountain Pen History!
Write today for completely illustrated catalog of
WALTHAM PENS—THEIR PRICES
LOW LOWER than EVER BEFORE. **THE**
WALTHAM PENS, so you start now with the
PENS you WANT. **STARR PEN CO.,**
50 W. Adams, Dept. B-18, Chicago.

REX HONES **3c Each**
Now Less Than \$4.35 a Gross
Send \$3.00, R. O. D.
Start your order **from** **general** **dealer**
in your **area** **or** **write**
directly **to** **Fountain** **Pen** **Dept.**
Waltham **Pens,** **1300** **West** **Madison** **Dept.** **B-18,** **Chicago, Ill.**

MEDICINE MEN
Write today for new catalog of **Thoma, Col.** **Salts,** **etc.**
GENERAL PRODUCTS LABORATORIES
Manufacturing Pharmacists
137 E. Spring St., Columbus, Ohio

ATTENTION!
FAIR WORKERS
BALLOON MEN

LOOK!
CONCESSIONERS

Here are the 3 FASTEST SELLERS on any location—FAIR GROUNDS—LOT-STREET—MIDWAY or PARK

OAK-HYTEX BALLOONS and INFLATABLE TOYS

MICKEY MOUSE BALLOONS on STICKS
The idea of putting Mickey Mouse Balloons, with inflatable body, head and ears, on sticks has been a sensational success. Vendors are coining money with this clever item. Ask your jobber about No. 620 Mickey Mouse Balloons with sticks.

FERDINAND the BULL INFLATABLE TOY
Another great hit this season, and a real top-money getter for vendors and concessioners. Not a balloon, but made of heavier rubber, pure white, decorated in black and red. Has removable stopper in tail for inflating and deflating. Makes an attention-getting display on canvas or road sticks.

MICKEY MOUSE INFLATABLE TOY
Here's the ever popular Mickey Mouse with sales appeal plus. Toy is 11 inches high, made of heavy white rubber, imprinted in black and red. Fitted with removable stopper in one foot, for inflating and deflating. Like Ferdinand, it is an especially fast seller when displayed on canvas or sticks.

OAK'S Exclusive MICKEY MOUSE and other Walt Disney Numbers are the Leading MONEY MAKERS TODAY!

OAK'S Exclusive MICKEY MOUSE and other Walt Disney Numbers are the Leading MONEY MAKERS TODAY!

OAK'S Exclusive MICKEY MOUSE and other Walt Disney Numbers are the Leading MONEY MAKERS TODAY!

OAK-HYTEX BALLOONS
Outsell All Others

FREE CATALOG

OAK RUBBER CO. Ravenna, Ohio

The OAK RUBBER CO. RAVENNA, O.
Selling Through Jobbers Only

GET INTO A NEW PAYING BUSINESS

ON A COMPARATIVELY SMALL INVESTMENT
Your Customer's Personal Signature Engraved in a Few Seconds

ANYONE CAN OPERATE IT AFTER A FEW MINUTES' PRACTICE.

Portable Like a Small Typewriter.
Write for illustrated folder.



U. S. Patent
NEW HERMES, INC.
175 Fifth Ave., New York City

WAXED FLOWERS

Best Quality Wax, All Beautiful Colors, New Styles.
No. 25—COLUMBINE, \$12.50 per 1,000, \$2.75 per 100.
No. 31—DANIELA, \$25.00 per 1,000, \$5.00 per 100.
No. 11—ROSE, \$25.00 per 1,000, \$5.00 per 100.
Sample Box, 100 of Above Three Numbers in Assorted Colors sent postpaid for \$1.00.

MOUNTAIN LAUREL IN SEASON
\$5.00 per 1,000, \$1.00 per 100.
S.A.A., Corbin, N.J., 287 E. 12th St., Newark, N.J., Largest Wholesale \$1.00.
Green Prepared Foliage for All Flowers, Large Bunch, \$1.00.
Purple and White Flowers, 1 inch of 400 Flowers, Large Bunch, \$1.00.
25% Express Reduced on All Orders, Balance G. O. D.

FRANK GALLO
Importer and Manufacturer
1429 LOCUST ST. ST. LOUIS, MO.

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Make Big Money STAMPING METAL PLATES

For the millions of potential buyers.
Complete Literature Free.
DETAILS and CATALOG "W" FREE.

Write Immediately

ROOVER'S BROS.
Mfg. of Stamping Equipment Since 1882
1811 14th Ave., Brooklyn, N.Y.

DE LUXE WATER-FIL PEN

(Patent Applied for)
Writes Ink for 2 Years

All Inkless Water Pen which writes and stands up. No refilling for 2 years. A real wonder pen. Each pen costs \$2.00. A real wonder pen. Each pen costs \$2.00. A real wonder pen. Each pen costs \$2.00.

ASSOCIATED PEN CORPORATION
187 Lafayette St., New York City.

MEDICINE MEN

IF IT IS QUALITY
Paino, Lotiono, Tablets,
Etc., Made in U.S.A.

Go-To-You Medicine Co.
1812 Grand Avenue,
Chicago, Ill.

BIG MONEY

to being made using Personal Names with an Electric Pen on Gold Leaf or Platinum Leaf and on Paper.
No. 1—GOLD LEAF, \$1.00 per 100, \$0.10 per 10.
No. 2—PLATINUM LEAF, \$1.50 per 100, \$0.15 per 10.
No. 3—PAPER, \$0.50 per 100, \$0.05 per 10.

SET W. HARRISON ST., CHICAGO, ILL.

ORIGINAL SLIP-NOTICES

New FALL LINE, \$2.50 per 100, \$0.25 per 10.
Resistant, Fast for Sample Copies.
Printed, 13 x 2 1/2 in., Plain, Pa.

GILT-EDGE MFG. CO.
248-A Kensington Ave., Philadelphia, Pa.

EASY MONEY

Install our machines

Increasing Cash and Mail's operations in New China, Singapore, etc.
No. 1—EASY MONEY, \$1.00 per 100, \$0.10 per 10.
No. 2—EASY MONEY, \$1.50 per 100, \$0.15 per 10.

TRIM-RITE CO., New Kensington, Pa.

BIGGEST 1939 NEWS

FOR SALE—New & Used Machines, Also All-Kind Printing Machines.
Machines for sale—New & Used. Also All-Kind Printing Machines.
Machines for sale—New & Used. Also All-Kind Printing Machines.

312 Literary Bld., Cleveland, O.

Herb Demonstrator Wanted

Standard Novelty Co.
1330 Franklin Ave., ST. LOUIS, MO.

SILK DRESSES, 10c!

St. Louis, Mo. 1939. New York, N.Y.

"New Amusement Contract Law"


See Carnival Department of This Issue.

all that one finds is rocks. Cooper says West Virginia is clean, so he'll cross the river again and go back to the coal mines. He'd like to read a pipe from Homer Schellert.

WE ADMIT that a "good one" makes up for several "bad ones," especially if the "good ones" come at frequent intervals.

AIT SCOPETTE . . . and Herb Cooper are reported working the New York World's Fair to ake! results. Cooper is in the Old New York Village.

EDDIE McDONALD . . . is good results has a new Item clicking to good results in Chicago, according to word from the Windy City.



If You're Not Tossing the CHARLIE MCCARTHY Balloons

You've Missing the Best Pitch Item on the Market.
Inflates 20" High
MONOCLE Attached With MOVABLE EYE.
Also
MORTIMER NEDER

Send \$1.00 for Three Dozen Samples and Give Your Jobber's Address

THE PIONEER RUBBER CO.
240 TIFFIN ROAD
WILLARD, OHIO
CHICAGO - NEW YORK - LOS ANGELES

FOLLOWING A STAY . . . in Chicago, Bob Roche left recently for the Illinois State Fair, Springfield, where he planned to work cards.

NUMEROUS opportunities present themselves at the many big special events being held throughout the country.

"AM BACK . . . in old Chicago and plan to appear along with the Foodmart Restaurants, letters At Hand. "Come in from the New York World's Fair, which isn't what it's supposed to be. I was with the Tony Barg and George Jessel shows, but money isn't too plentiful, because the crowds don't gather in the village until about 8 P.M.

CHARLIE PETERS . . . and several other pitch proponents are reported working card decks at the New York fair to a-roc results.

WHO'S PLANNING to work the Canadian National Exhibition, Toronto? Pipe up, boys and girls.

BOB (HOB) BENSON . . . cards that he has been working fairs, carnivals and streets with his shorth layout to fair-to-middlin' business in Wisconsin.

MEXICAN JUMPING BEANS

SELECT STOCK, EVERY BEAN GUARANTEED ALIVE!

1,000 Lot \$3.95
100 Lot75
50 Beans, 25 Beans, 10 Beans, 5 Beans, 2 Beans, 1 Bean

100 BEAN BOXES . . . \$3.25
100 BEAN BOXES, 25 Beans, 10 Beans, 5 Beans, 2 Beans, 1 Bean

FREEDOM CAMERA CO.
227 E. 115th St., New York

FRANKLIN CURDING . . . pens that he has been finding business chas since invading the South, where he's working mostly in the Florida area. He's not in the "Hot" set. "Plan to return to window demonstrations as soon as the weather cools a bit. Since I quit working for someone else I haven't inhaled a snuff and have not been O. D. and advise all to try for themselves. Saw the Ben Mathews shows as I came down to D.C."

MAKE MONEY

Start into the Street Camera Business. Buy Your Own Camera. Buy Your Own Camera. Buy Your Own Camera.

FREEDOM CAMERA CO.
227 E. 115th St., New York

CARNIVAL SPECIALS

88/1—New York
88/2—New York
88/3—New York
88/4—New York
88/5—New York
88/6—New York
88/7—New York
88/8—New York
88/9—New York
88/10—New York

Key Check Stamping Outfits

88-B-100
88-B-100
88-B-100

EZ WAY STOPPER. Sample, 35c!
Radio Stropher Co., Sandwich, Ill.

SOCIAL SECURITY PLATES

100 Plates, \$4.00
100 Plates, \$4.00
100 Plates, \$4.00

HART MFG. CO.
317 Dearborn St., Chicago, Ill.

ENGRAVING JEWELRY

Hand-Made Gold Wire Jewelry. Also Wire-workers' Supplies. Our supply is the best and our prices are the lowest in the country. Send \$1.00 for the different samples, or \$2.00 for complete samples. No advance payment.

JEWELRY JEWELRY NOVELTY MFG. CO.
75-75 North Washington St., Philadelphia, Pa.

M. GERBER, Inc.

"Established Demonstrator's Supply Store"
500 Market St., Philadelphia, Pa.

Just Out!
NEW CATALOG

NEW 1939 PINS
 1533 Engraving Pins are "Vichys"
 are the new styles in new catalog No. 2, out of the press. Catalog also contains best selling Whiteheads and Games Pins also Whiteheads and Photo Jewelry. See Catalog No. 84 below.

HARRY PAKULA & CO.
 9 No. Wabash Ave., Chicago III

THE SEASON'S BIG MONEY GETTERS

NEW Large Size LONG RANGER	\$20.00
Small Size Long RANGER	17.50
Large White Maple Game Pins	16.50
Large White Maple Game Pins	16.50
Large White Maple Game Pins	16.50
Large White Maple Game Pins	16.50
Large White Maple Game Pins	16.50
Large White Maple Game Pins	16.50
Large White Maple Game Pins	16.50
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Large White Maple Game Pins	16.50
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Large White Maple Game Pins	16.50
Large White Maple Game Pins	16.50

HARRY KEMER & SON, INC.
 10 BOWEN ST., NEW YORK CITY
 "Kneen for Our Low Prices."

GIFFY TIES

GIFFY PATENT TIE CO.
 17 So. Wabash Ave., Chicago, Ill.

THE NATIONAL AIRPLANE

UNITED BALLOON CO.
 115 East 42nd St., New York, N. Y.

EASTMAN PENS

WILLIAMS SALES CO.
 219 West 34th St., Kansas City, Mo.

SOAPS

BECKER CHEMICAL CO.
 (Established 1893)
 225 Main Street, Cincinnati, O.

THREE in One Glass Cutter, Knife Sharpener and Bottle Opener

APEX NOVELTY CO.
 1843 West Adams St., Chicago, Ill.

LUCKY EIGHT BALL
 Join the millions and get behind the Lucky Eight Ball for your Best Bargain. We want millions more distributors everywhere. Sample with card, 50c. Domain, 60c per gross, \$5.40.

S. AUERBACH, Inc.
 4142 26th St., New York City

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

here, and visited Fisher and Day at Central S. C. recently. Business was good for them. Would like to read pipes from C. Miller, W. C. Cathan and Joe H. W. (Bliss) Engle."

RED O'DAY
 sheet worker, broadcasts from Somerset. That's the feat is over and a number of the pitch fraterities are working hard to section to fair results. He says he plans to make the Tennessee fairs and the tobacco sales in South Carolina and Ohio.

HAVE YOU felted golf make's the faint? Come on, you migratory workers, report.

"**ABOUT THE ONLY**... this means that the hot how is the weather," blasts Doc George M. Reed from out Columbus, O. way, "Wonder what's become of the ace pipe shooter, Herb Becker. Last time I saw him was in 1925. I wonder if he remembers the time he and I worked in Phillipsburg, Pa., and Charles Johnson's snook escaped his booming house and the ladies called 'catfish'. Working in the same territory some time later, the writer met the same group including Charles Johnson, Larry Barnett, Al King, Harry Knobs, Sidney Reed and 'Baltimore' Higgins. Those were the good old days."

AL BEARS
 When Mark N. J., that he has been working seven-in-one glasses at Market and Broad streets there to good results. He became of a sports show in progress there and the leaf boys are getting a break.

FURVEYNT PAUL SEI: "Remember, boys and girls, you may laugh over present frolic later."

JOE MORRIS
 is sticking with ink sticks in Grant's Newark, N. J., according to reports hitting the Pipes desk.

PINE
 at Millerton, Okla., recently did great damage to the J. & J. Shows, reports Joe (Toys) Parred, who has rebuilt his line-up and will operate his own mad wedding, handing Cal-Ton-8a and Hoefler products.

DOLLY McCOORMICK
 is working gunnery in Crisage's, Newark, N. J., to lucrative business.

MRS. B. C. BORETTS
 letters from St. Louis that she has been seriously ill there for some time and says that (Toys) Parred, who has rebuilt his line-up and will operate his own mad wedding, handing Cal-Ton-8a and Hoefler products.

WHO WAS IT who once remarked: "Cie's 'em a good show," and the leading out of the stock follow.

LEAP FURVEYNT
 is working gunnery in Crisage's Newark, N. J. includes Roy Graham, Tom Debnay, Ben Driscoll, Louis Raymond, R. Heron, Bonnie Myers, Jay Lewis, M. Kahn and son, Bob.

LESTER MOHRIS
 has been working Glass Knives to check results in Newark, N. J.

MEMORIES: "Remember when John Clements was dispensing rug cleaner in the South and several years ago he met an absolute neccessary to the profession in a stock tow? It seems that the fellow was making an awful mess of pishing, which proved John to inquire what ever caused him to take up pishing. The fellow replied that a philologist had told him he would make a good business man, so he thought he'd take a try at working for himself. He asked John if he'd ever had his head read, to which Clements replied that he had not, as he always was afraid of 'dislocaters'."

TA-CO MED CO. NOTES
 by Paul Compton, Joseph Mullien and Mrs. Thomas Hagan, who were married in Gainesville, Tex., recently, will

ENGRAVERS NEW - STONE SET ENGRAVING JEWELRY
 Send for August Bulletin

WILLIAM MOORE MFG. CO.
 661 So. State St., CHICAGO.

Cash in on the Nation-Wide Radio and Motion Picture Publicity Given to the Famous "Hi-Yo Silver" Character

The LOYIE RANGER

BALLOONS and a Fast Selling INFLATABLE TOY

With Lozie Ranger Prints Will Be the Outstanding Balloon Numbers of Fairs and Conventions This Season

LOZIE RANGER TOSS-UPS
 A Natural for Party Pitch Games. An excellent feature in selling a number of characters of the Lozie Ranger toss-ups with a variety of Twenty Items in height. A colorful and novel novelty.

No. 200 LOZIE RANGER TOSS-UPS... \$4.00
 Lozie Ranger Printed Balloons... \$1.00

"SOCK O"
 THE PUNCHING BLUNDER
 The Sixties Rhinoceros Effect... \$3.50

LOZIE RANGER INFLATABLE TOY
 The Lozie Ranger mounted on his horse Silver is an inflatable toy made of white rubber... \$9.00

BALLOONS FOR DART GAMES, Gross 52c
25% DEPOSIT WITH ORDER • SEND FOR CATALOGUE

THE LOZIE RANGER
 202 East 38th St., New York City

INFLATING GAS AND EQUIPMENT

We can ship anywhere... \$1.00

THE TOY BALLOON CO. INC.
 202 East 38th St., New York City

"I'LL BE D--ED!"

ROBBERS BOX... \$1.00

IF YOU DON'T GIVE MONEY
 GET IT WHILE IT'S HOT

WORLD'S BEST VALUES

MAJESTIC BEAD & NOV. CO.
 201 Fifth Ave., New York City

TINSEL FEATHER DOLL

100" With High Hat... \$14.40

EPSTEIN NOVELTY CO., Inc.
 116 Park Row, New York City

NEW BEAD DOLL

PREMIER MFG. CO.
 Lancaster, Mass.

LIGHTS ITSELF

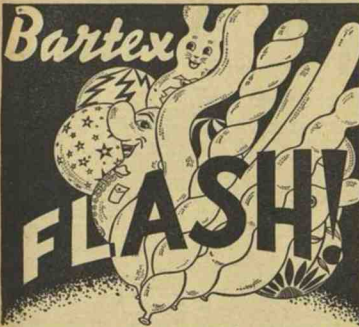
NEW METHOD MFG. CO.
 Box B-25, Reading, Pa., U. S. A.

PAPER MEN TEXAS IS GOOD NOW

B. PHOTO MOUNTS

M	Box 1-500	50
U	Box 1-500	50
U	Box 1-500	50
T	Box 1-500	50
S	Box 1-500	50

MARVEL PHOTO CO.
 156 Monroe St., Brooklyn, N. Y.



SIZE! COLOR! SNAP! ECONOMY! QUALITY!

Bartex Balloons Have Everything the Street Man Needs

SEE YOUR JOBBER

The BARR RUBBER PRODUCTS CO. SANDUSKY, OHIO, U. S. A.

THE TWIRLING SNAKE

It's Lively!—Anyone Can Operate It—Loads of Fun.

**ABSOLUTELY THE LARGEST
SELLING ITEM THIS YEAR**

Best Air Cleaning Up BIG PROFITS at Fairs, Carnivals
and Expositions

Stock on Hand—Same Day Shipments.

One Dozen in Box all set up **GROSS, \$7.20**
(Snake 1½' Long)

Wholesalers Write for Quotations.

No. 109 M—MULTI-COLORED **\$9.00 Gross**
TWIRLING HATS with large feather,
Send for Circular Showing How to Operate It. Novelty Mats,
Cane, Tassel Duds, and a Number of Other Sellers.
173 Depot, Sandusky, O. O. D.

GOLDFARB NOVELTY CO.

SEND 75c
for 1 Dvd.
Sample.



20 West 23rd Street,
New York City

HAND MADE TIES

RESILIENT LINED
Gives Pleats and
Softens

**\$24.00 GROSS
\$2.75 NET**

Hand-made ties
never wear before
offered at this
low price.

Wholesalers, Retailers, Buy 12 Doz. \$2.75 Net.
2500 Greenwich with Order. Bal. \$2.50.
Wholesalers, Circular, or our Special
Novelty Book "The Marketing World Today,"
Pine-Wakey House, Grand Pointers,
Duck, etc.

J. LEINKRAM (EST. 1897)
615 BROADWAY NEW YORK CITY

AGENTS AND DEMONSTRATORS

SQUARE DEAL

NEW 2000 LIGHT GAS LIGHTED

Lights All Kinds of Gas
NEW METHOD 25
Gross \$7.20
BIRDSONG, Pa. Sample 1/20

Send your correspondence by mail
Using The Billboard.

Pitchdom Five Years Ago

Milton (Curly) Bartok was making a lot in Philadelphia to illustrate results . . .
Madeline E. Hagan opened a pitch store on Surf avenue and 12th street, Ocean Island, N. Y., after closing with Jack King's studio, where she had been making openings. . . . D. P. (Hook) McParlin was out on the road for the summer in order to operate a tourist camp in Bingham, Me. . . . Doc George M. Reed rambled into Colorado, after closing his mad demonstration in a chair store at Harrisonburg, Pa. . . . Doc Foster and Andrews gave up pitching for the summer in favor of talking on the waterfront at Ocean Island, N. Y. . . . Lee D. Pughle was out on the main side of the oil wells in Southern Kansas grabbing off some fair-to-middling takes. . . . Royal Mitchell (Doc) Rhodes was seriously ill at his home in Knoxville, Tenn. . . . Paper boys signed working Great Falls, Mich., included Earl Frank H. Tenney, Blakey Foster, Ed Burr, A.B. Goldberg, Jimmie Wilson, and Jimmie Wilson. . . . Promeroy-Waters most show was enjoying one of the most prosperous seasons in its history, playing Pennsylvania. . . . Claude and Dorothy Townsend were doing well with horoscopes at a spot near the Swift Bridge at a Century of Progress Chicago. . . . Louis Long was clicking with auto polio in the heart of the business district in Indianapolis. . . . After playing a tomato harvest in Tennessee, Dale Conroy Co. jumped into Arkansas with good business prevailed. . . . Coy Hamack was still working low in Illinois and clicking. . . . Norman D. Brown was touring with the Nelson Show. . . . C. E. Simmons, insurance worker, was laid up at his brother's clinic in Jackson, Mich., with blood poisoning in both legs. . . . Johnson City, N. Y., was getting ready for the lucrative season by getting out of the business was proving itself for Chick Denton. . . . Mrs. Harry P. Bess, of Bartok's Co., Conroy Co. was in Ball Memorial Hospital, Muncie, Ind., where she underwent a major operation. . . . That's all.

WE KNOW a number of pitchdom who are just on a picnic just this season. What about yours?

TUNE IN . . .
on Earl-Scott Austin, fellows, so he shoots one from Shreveport, La.: "An buck in the land of grins and gumbo and all set for the color crop, which are said to be the best in years in West Louisiana. Chalmers and Missouri were rook up to par this year because of the dry weather, and the season so far has been the worst season since 1917. My wife's missed any mule. Haven't seen any of the sheet fraterally this season. Made a few spots coming down from Arkansas and all who are not on relief are trying to get on. Noticed where Bert Daily was sighted around Hot Springs with a stable bank roll. He better hang on to it, for if he stays in Arkansas, he'll get out. He'll get out. Also read where the boys in the lumber camps are chartering hand cars to head for the remote sections of the state. My idea because boys in West Texas are using bicycles, with side cars for their better halves. Plan to work Louisiana and Texas cotton spots this fall and expect to close about December 15 and winter in Memphis, Tenn. because Miss Alabama and Missouri will be a hot bet. Pipe in, Pete, Pat and Frank Barke."

PITCHMEN'S SAYINGS: "Give me New England and we can have the rest of the country."
—Glen Nelson.

ART NELSON
crystal purveyor of note, rambled into Cincinnati last week and immediately set up a mad demonstration in J. Neisner's. When this scribbler witnessed his pitch he was getting the hurr. Art lives in a New man on the lay-out Art will return to Cleveland.

BILLY RIMMER
penetrate from Lumberton, N. C., that there are plenty of sheries working that neck of the woods. He adds, however, that Georgia was the bunk.

COMPLAINING about business doesn't get you anywhere. You have to do something about it. Start now.

"HAVE BEEN . . ."
working the sales with Doc Phil Bradley (Earl) Watson, letters, Chief Wally Eagle from Sunbury, Pa. "Had Karl and

The Big Money You Can
Make on Social Security

Get to SOCIAL SECURITY

HAPE PLATE PROFITS
Don't miss the big money you can make by offering the facts about Social Security to your customers. Only one chance to get it. Write for your free catalog.

WRITE FOR YOUR FREE STAMPING MACHINE

Start taking orders right away with your own stamping machine. Ask us how you can earn fast money on the stamping machine. We will send you an investment and also supply your own stamps. Write for your free catalog.

IDENTIFICATION PLATE & MACHINE CO., INC.
1000 11th Street, New York City
1640 Broadway, Dept. 81

"Quick Action" (1940) Perfected
Liquor, No First or Second
No. 100, 200, 300, 400, 500, 600, 700, 800, 900, 1000, 1100, 1200, 1300, 1400, 1500, 1600, 1700, 1800, 1900, 2000, 2100, 2200, 2300, 2400, 2500, 2600, 2700, 2800, 2900, 3000, 3100, 3200, 3300, 3400, 3500, 3600, 3700, 3800, 3900, 4000, 4100, 4200, 4300, 4400, 4500, 4600, 4700, 4800, 4900, 5000, 5100, 5200, 5300, 5400, 5500, 5600, 5700, 5800, 5900, 6000, 6100, 6200, 6300, 6400, 6500, 6600, 6700, 6800, 6900, 7000, 7100, 7200, 7300, 7400, 7500, 7600, 7700, 7800, 7900, 8000, 8100, 8200, 8300, 8400, 8500, 8600, 8700, 8800, 8900, 9000, 9100, 9200, 9300, 9400, 9500, 9600, 9700, 9800, 9900, 10000.

CHILD LIGHTNING with us at Rhode Cap. Pinner's fractured our home in 6 1/2 head space his recent accident. Plan to head for Ohio and would like to read ATOM and Jack Davis.

WHERE AT . . .
and what's dahn, Hooley Walsh, Elton Foster, George Hagan, Fred McFadden, Doc Foster, King, Lamar and W. B. (Monk) Chism? We live, fellows.

BEST WAY in the world to evade a pickup is to gang up on one spot. This out, fellows.

WHAT'S THE WORD . . .
on your novelty men?

THEIR MAY . . .
be mail advertised for you in the Letter List. Have you looked it over recently?

- ### Events for 2 Weeks
- (August 31-30)
- ARK.—Harrison, T. E. Robertson, Boston, 21-22.
 - CA.—Alvater, "See Celebration, 24-27.
 - Newport-Bahago, Yacht Club, 24-27.
 - Del. —Denton, "See Celebration, 24-27.
 - Pa.—Denton, "See Celebration, 24-27.
 - COLO.—Berling, Overland Trail Roundup, 24-27.
 - Virginia, Roundup, 24-25.
 - IND.—Bates, "See Celebration, 24-27.
 - ILL.—Adams, Home-Camping, 24-27.
 - Linton, Fall Festival, 24-28.
 - Ill.—Columbus, Old Settlers' Day, 27.
 - Chapman, "See Celebration, 24-27.
 - Greenlee, "See Celebration, 24-27.
 - Mass.—Paris, V. J. Van Dept. Celebration, 24-27.
 - Mich.—Fall Festival, 24-28.
 - IND.—"See Celebration, 24-27.
 - Ill.—Ligon, Celebration, 24-28.
 - Linton, Fall Festival, 24-28.
 - Ill.—Adams, Old Settlers' picnic, 24-28.
 - Chapman, "See Celebration, 24-27.
 - Ill.—Harrison, Home-Camping, 24-28.
 - Ka.—Arms, "See Celebration, 24-28.
 - Michigan, Park, School & Home Festival, 24-28.
 - Ill.—"See Celebration, 24-28.
 - Mass.—"See Celebration, 24-28.
 - ME.—Barber, "See Celebration, 24-28.
 - Minn.—Hamilton, "See Celebration, 24-28.
 - Pa.—"See Celebration, 24-28.
 - MICH.—"See Celebration, 24-28.
 - Ill.—"See Celebration, 24-28.
 - Wisconsin, Celebration, 24-28.
 - Ill.—"See Celebration, 24-28.
- (See EVENTS on page 108)

Ionla Free Fair Records Made At 25th Anniversary of Annual

IONIA, Mich., Aug. 19.—Perfect show weather greeted the silver anniversary of Ionla Free Fair this week, resulting in its 25-year existence. The annual's original free fair, founded 25 years ago by the late Fred W. Green, senior partner, and the late Fred A. Chapman, secretary, was barely able to get ahead of quickly-occurring events which had pulled 25 cents each, as compared to 3,083 on the first three days in 1914. That figure, however, did not show the loss of admissions in 1914 caused by heavy rains during the last two days which materially reduced attendance.

Attendance For Monday, Tuesday and Wednesday grand-stand, 21,234 paid for the entire week. In 1914 more than 60,000 paid during the entire week. Wednesday was most successful of the first afternoon grand-stand paid nights and an 8 per cent rise at night. Because of a shortage of seats during the night performance, this year's opening night show gave a 400 per cent increase in attendance.

Single greatest increase was in the admission price for parking, which was running 60 per cent over the 1914 paid parking figure. A total of 10,000 had paid 25 cents each as compared to 3,083 on the first three days in 1914. That figure, however, did not show the loss of admissions in 1914 caused by heavy rains during the last two days which materially reduced attendance.

Numerous changes in fair policies necessitated by the death last fall of the late treasurer and the loss of the active fair head, proved successful. According to Howard C. Lawrence, former state treasurer and vice president of Ionla Free Fair Association. More than 100 colored pennants placed on flag poles, encircled the new concrete retaining wall of the infield, giving the grounds an avenue-of-flags effect. Broomcase of pennants also flew from the grand stand.

290,000 Is Estimate

For the first time a Guest Night was inaugurated and two patrons were able to witness the performance. A major reason for the price of one, which not only increased attendance by 400 per cent but brought in a substantial financial increase. The two-shows-on-Thuesday-night policy, started two years ago, was continued on Wednesday when Michigan politicians were guests of the association. United States Senator Arthur H. Vandenberg and 80-year-old Gov. Louis D. Dickinson headlined the afternoon opening program. Vandenberg posed for news photographers with Fowler's elephants. During first three days more than 200,000 spectators were admitted, totaling \$10,000. Two \$200-purse harness races were staged, bringing in a record for the Ionla track. The \$100,000 Fowler's elephant, owned by C. O. Dickinson, was the feature of the afternoon Dick Graney, World War aviator, in comic strip flying, thrilled a full house. The New from Circus, Full Mont, 2,000 miles in two days, to make the appearance.

M. H. (Mike) Barnes, producer of the Horne-Carver circus, grand-street revenue, made his 25th annual appearance, having first appeared in 1914. It was found that he had already spent \$72,500 for the revue since 1914. A conservative estimate that more than 200,000 people attended the 1939 fair, Ionla city's population normally is 6,500.

Saving the Circus

Editor The Billboard: Many articles appearing in The Billboard, giving the reasons why it is necessary for the circus to include or exclude shows and staff, to be saved by others, have been digested by me as a regular circus but that does not give me a regular circus.

My belief is that the circus must do everything possible to build a good reputation. That means that anything the grandstand people see or hear should be wiped out. These things may be overlooked by the most rabid fans who are such lovers of the institution that they painfully ignore them, but they are not missed by the first-timers and other fault-finding spectators. We must do about everything that does not meet their approval. Building of a reputation for the grandstand people is the only way when the heads of the shows are aiming at one thing—complete satisfaction of those whose money they were asked at the box office. Many circuses lost their gate receipts in many cities because they had unsatisfactory reputations. In fact, the bill went up announcing the coming of a show people who otherwise may have been glad to see it, were so bad that they refused to go.

Much has been said about parades, horses and motor equipment, types of tents and kinds of acts. Why a circus is that large that moves is because it is the largest ticket the parade is out, particularly in the summer months. The central business district is the size of the show is down to where the audience is the largest. It is not a help—Coke Bros. in Wilkes-Barre, Pa.

for example. The smaller the locality the more useful the parade.

Horses Are Necessary

It naturally follows that to have the much-discussed parade horses are necessary. The poster still goes for the horse. They get as much attention in the parade or spec as the pretty girl. If the horse is of fine breeding, so that it, that helps sell tickets. In the smaller communities the appeal of the horse is increased by the interesting performing horses or good riding acts, to the writer, are parts of the circus that cannot be left out. They are closely related to the tent, the atmosphere, the draped grass, and are even the cause of using a ring food acrobatic. Shows also appeal. Several successful shows this year have stated they have a great deal to do with the horse.

Relative to the number of rings or acts, it occurred to the writer several years ago that when times are hard, not only should the price be reduced to reach the more but the tents abated, so that fewer reserves would be necessary, because in such times the supply of the horse is the least. The shortened tent means fewer acts and consequently less daily expense. The writer is sure that the circus is in a bad place the original four could gracefully drop to two. This could have been done with the shows once quartered at Peru, Ind.

Give to a one-ring circus with these specifications: 1. A ring 40 by 40, 150-foot round top with a 50-foot middle to a 70-foot round top with a 35-foot middle. 2. A ring 40 by 40, 150-foot round top with a 50-foot middle to a 70-foot round top with a 35-foot middle. 3. A ring 40 by 40, 150-foot round top with a 50-foot middle to a 70-foot round top with a 35-foot middle. 4. A ring 40 by 40, 150-foot round top with a 50-foot middle to a 70-foot round top with a 35-foot middle. 5. A ring 40 by 40, 150-foot round top with a 50-foot middle to a 70-foot round top with a 35-foot middle.

FRANK PIATT.

15 Years Ago

(From The Billboard Dated August 23, 1924)

Francis (Doc) Hastings, clown, was taken to the hospital at the age of 15. He had been incapacitated for three years as a result of a paralytic stroke. . . . Hastings, who is now 38, has a big business in North and South Dakota and moved into Nebraska. Dan Franco, of Golden Brook Circus, was at his home in Corning, N. Y., and W. J. DeWayne was handling the reins and . . . An extra performance was given by the Al O. Barnes Circus at Seattle, Wash. Aug. 17, for a crowd of over 2,000. Second show listed until midnight.

Hobbes Bros' Circus did capacity business in Nebraska and Iowa despite a week of bad weather. At Manning, Ia., it rained so hard that Ross Cameron's Charles Hobbes left the big top on the ground, until it was a mess. . . . Hobbes Bros. left on their route to Marshalltown, Ia., because of a severe wind, hail and rain storm. P. Nolan, trombone soloist, formerly with Golden Brook, and Al O. Barnes circuses, joined O. A. Olden's circus of aquatic entertainers. Retenman retired from circus business because of advancing age. . . . The Boston family of aquatic entertainers joined the Howe Killian show. Ed Johnson, who has been with the Ringling-Barnum to take out his act again.

A girl was born to Mr. and Mrs. Frank Hill of Holt's Midwestern Circus. . . . H. L. Hill, who has been with the Ringling-Barnum to take out his act again. . . . A girl was born to Mr. and Mrs. Frank Hill of Holt's Midwestern Circus. . . . H. L. Hill, who has been with the Ringling-Barnum to take out his act again. . . . The Donhamos, Mr. and Mrs. J. W. and Marie C. Donhamos, who have been with the Ringling-Barnum to take out his act again. . . . The Donhamos, Mr. and Mrs. J. W. and Marie C. Donhamos, who have been with the Ringling-Barnum to take out his act again. . . . The Donhamos, Mr. and Mrs. J. W. and Marie C. Donhamos, who have been with the Ringling-Barnum to take out his act again.

CALGARY, Alta.—For a plover bear, six years old and weighing 1,200 pounds, which has arrived in Calgary Zoo, an escape-poor den with a 40-foot pool to keep it tamed.

WANT

**Cookbooks, Legitimate Concessions for
GIGANTIC COLORED FAIR**

First Time in History of Cincinnati

AUG. 27 TO SEPT. 4, INCLUSIVE

Write, please or wire. Phone Main 2193.
CINCINNATI COLORED FAIR, 600 West Fifth St.

Hughes Bros.' Shows

Wants for Local, Club Home-Cooking, combined with local talent. Write to Hughes Bros., 475 E. Third St., Cincinnati, Ohio. Phone Main 2193. **Wanted and Charitable. Visit by Mrs. G. C. Hughes, 475 E. Third St., Cincinnati, Ohio. Phone Main 2193. Write to Hughes Bros., 475 E. Third St., Cincinnati, Ohio. Phone Main 2193. Write to Hughes Bros., 475 E. Third St., Cincinnati, Ohio. Phone Main 2193.**

SOUTHERN STATES SHOWS WANT

For the following, the following is a list of items in South, Georgia & North Florida, commencing at the following: **Wanted and Charitable. Visit by Mrs. G. C. Hughes, 475 E. Third St., Cincinnati, Ohio. Phone Main 2193. Write to Hughes Bros., 475 E. Third St., Cincinnati, Ohio. Phone Main 2193. Write to Hughes Bros., 475 E. Third St., Cincinnati, Ohio. Phone Main 2193.**

B. & W. Greater Shows

WANT

TO MANASSAS, VA., COLORED FAIR AND **WANT**

For the following, the following is a list of items in South, Georgia & North Florida, commencing at the following: **Wanted and Charitable. Visit by Mrs. G. C. Hughes, 475 E. Third St., Cincinnati, Ohio. Phone Main 2193. Write to Hughes Bros., 475 E. Third St., Cincinnati, Ohio. Phone Main 2193.**

WANTED

**FREE ACTS AND CONCESSIONS FOR
TERRA SA**

SOUTH WHITLEY FAIR

September 14-15-16.

Contact KENT THEATER, South Whitley, Ind.

WANT

Girl or Boy Trainee for Western Stage Show. Sing, Yodel, or Western Music. Join our team. Aug. 23-24. La. Moore, R. Co., 123-29, Doctor, S. Dak. Pay your own way.

BAR 20 RANCH SHOWS

STRAUSSBURG, ILL., HOME OWNED
Wanted Legitimate Concessions of all kinds. Will sell for 25 cents. Write to Bar 20 Ranch Shows, 1000 E. Adams St., Chicago, Ill. Phone 2-1234. **Wanted and Charitable. Visit by Mrs. G. C. Hughes, 475 E. Third St., Cincinnati, Ohio. Phone Main 2193. Write to Hughes Bros., 475 E. Third St., Cincinnati, Ohio. Phone Main 2193.**

WANT

NEBO, ILL., HOMEOWNING

August 29, 30, 31-September 1 and 2.

WANT

Shows and Concessions for all kinds. Will sell for 25 cents. Write to Bar 20 Ranch Shows, 1000 E. Adams St., Chicago, Ill. Phone 2-1234. **Wanted and Charitable. Visit by Mrs. G. C. Hughes, 475 E. Third St., Cincinnati, Ohio. Phone Main 2193. Write to Hughes Bros., 475 E. Third St., Cincinnati, Ohio. Phone Main 2193.**

Oliver Amusement Company

Musicians Wanted

COLORED MUSICIANS WANTED

For Band, all instruments, especially Saxophones. Must have own instrument.

Who I. W. PATNE, Band Director.

Hotel Manhattan, Hotel, 24 & 25th W. 47th St., New York, N. Y. Phone 9-1234.

WANTED

SEAL PADDLES

FOR ALL LEADING WHEELS

WRITE—WIRMAN—PHONE

75-138-D SCHULMAN New York, N. Y.

C. F. ZEIGER UNITED SHOWS

Will include on file for money-earning Shows. We include on file, May be used to plan your own show. Write to C. F. Zeiger, United Shows, 123 E. 10th St., Toledo, Ohio. Phone Main 2193. Write to C. F. Zeiger, United Shows, 123 E. 10th St., Toledo, Ohio. Phone Main 2193.

FOR SALE A REAL CIRCUS

Will include on file for money-earning Shows. We include on file, May be used to plan your own show. Write to C. F. Zeiger, United Shows, 123 E. 10th St., Toledo, Ohio. Phone Main 2193. Write to C. F. Zeiger, United Shows, 123 E. 10th St., Toledo, Ohio. Phone Main 2193.

WANT FOR BENCH BENTUM'S BIG WATER SPECTACLE

Will include on file for money-earning Shows. We include on file, May be used to plan your own show. Write to C. F. Zeiger, United Shows, 123 E. 10th St., Toledo, Ohio. Phone Main 2193. Write to C. F. Zeiger, United Shows, 123 E. 10th St., Toledo, Ohio. Phone Main 2193.

JOHNNY J. JONES EXPOSITION

Will include on file for money-earning Shows. We include on file, May be used to plan your own show. Write to C. F. Zeiger, United Shows, 123 E. 10th St., Toledo, Ohio. Phone Main 2193. Write to C. F. Zeiger, United Shows, 123 E. 10th St., Toledo, Ohio. Phone Main 2193.

RIDES, SHOWS AND CONCESSIONS WANTED METUCHEN COUNTRY FAIR

Will include on file for money-earning Shows. We include on file, May be used to plan your own show. Write to C. F. Zeiger, United Shows, 123 E. 10th St., Toledo, Ohio. Phone Main 2193. Write to C. F. Zeiger, United Shows, 123 E. 10th St., Toledo, Ohio. Phone Main 2193.

WANT

Will include on file for money-earning Shows. We include on file, May be used to plan your own show. Write to C. F. Zeiger, United Shows, 123 E. 10th St., Toledo, Ohio. Phone Main 2193. Write to C. F. Zeiger, United Shows, 123 E. 10th St., Toledo, Ohio. Phone Main 2193.

ERIC B. HYDE SHOWS

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

EXCLUSIVE

Competition gets pretty tough in any line of business. At the present stage of our civilized game there are not enough jobs to go around, and there is not enough business to go around. In too many trades any new business is obtained solely by taking it from somebody else already in the field.

Most people who enter business and the majority who train or prepare for some profession or occupation will always be in the thick of the fight, faced by stiff competition on every hand.

So it is always in order to look for some new field, some new device, some new machine, some new business, in which competition has not attained white heat. Some specialized line, in fact, in which there is always hope that competitors will not come crowding in. Or, some specialty in which there is some form of economic or contractual control.

In the highly promotional days of 1928 and 1929 there was a lot of use of the word "exclusive" in the coin machine industry. It became such an abused and distasteful word that an editorial rule was to cut it out of all copy. The trouble was in those gambling days that the "exclusive" arrangements did not mean much.

In the evolution of the coin machine industry the time has come again when men in the trade, and especially those who consider entering it, should survey the varied opportunities in more exclusive types of machines. By "exclusive" I do not mean to discuss the pros and cons of contracts, or the merits of different machines as such, as that is not my business. The purpose is rather to point out that here is a field of opportunity to survey.

It seems to be true that a majority of the established manufacturers are giving attention to the development of types of machines that can be considered as exclusive. It is a wise manufacturing policy which diversifies enough to have a fast line for the highly competitive fields, and then a more exclusive machine which grows slowly on the basis of quality and good promotion.

The more exclusive types of machines are usually larger, they have quality, they have class, and they cost more. The higher price will always be an economic control that limits the number of such machines, regardless of contracts. Perhaps there can be no better control of exclusive machines than price itself. It ought to be an axiom of the coin machine trade that the prices of all machines should be kept at a relatively high price because that is the best way to limit the number of machines out on location. Too many machines of any kind on location have a decidedly adverse reaction on the public.

The list of these large, exclusive types of machines changes regularly. Some passing comments are made on a variety of these machines in order to call attention to the group as a whole. Such machines as phonographs and cigaret venders which tend by their price to be more or less exclusive are not included here because they are so well

known. Amusement games in the popular field also are not mentioned.

Some of the arcade machines are taking on class and are stepping out of the arcades into select locations of various kinds. A name plate stamping machine has recently made its debut in this class. There are others on the market now and still others that, with a little dressing up, can step out of the arcade into select locations.

Beverage venders are a select type of machine that fall into the exclusive field both because of the machines and the sources of supply.

Refrigerated venders have made beginnings at various times and are making another start. The field of frozen confections and cold drinks is a vast market and refrigerated venders would of necessity be a very exclusive type of machine.

Horoscope machines are exclusive, even tho a large percentage of the people have a hankering to know what the stars say about their chances in life, etc.

There are large and exclusive types of scales on the market which lift the operator out of the routine group of scale operators. The blood-pressure devices might be mentioned in this group.

A new book vending machine offers an entirely new field with a kind of exclusive source of supply. There are other possibilities in book vending machines. An exclusive insurance vending machine is on the market.

It has been a hard road to get a movie machine so that it will stand the gaff of coin operation. Such machines are here and now the main object is film. Inventive genius is going a long way to develop newer types of film.

Targets are in the exclusive field. The well-known claw machine is still in the exclusive field. Photographic machines are exclusive.

Candy bar machines, especially the modern streamlined models, are an exclusive type of machine. Future developments in the merchandising of candy may make them still more exclusive types of machines.

There are many types of amusement devices, strictly legal, that fall within the group of exclusive machines and with which the competition will never be so bitter; bowling games, baseball, and so on.

Health machines are appearing on the market, even machines that require an attendant. Reputable scientific bodies in 1939 approved the theory of vibrations as it relates to health and disease. This opens up a field for new types of health machines using the principle of vibration. Even a metabolism test machine is possible.

That is a hint at the possibilities with the more exclusive machines. Much depends upon the operator's personal preferences and his ability to specialize. Some good machines are on the market to be considered.

Coming Events

Chicago Candy Show, Sherman Hotel, Chicago, August 29-September 1, 1939; features candy bars and small confections.

National Retail Demonstration Week, week of September 11, by stores in many large cities.

Annual Coin Machine Convention, Sherman Hotel, Chicago, January 17 to 20, 1940.

Annual Parks, Beaches and Pools Convention, Hotel New Yorker, New York November 30 to 24, 1939.

Refrigeration Show and Convention, Stevens Hotel, Chicago, January 15 to 18, 1940.

National Tobacco Distributors' Convention, Palmer House, Chicago, January 17 to 30, 1940.

National Apple Week, October 15 to October 21.

Cigarette Taxation—Its Effect On Sales Thru Vending Machines

By BILL GERSH

With the coming of the 3-cent tax on every pack of cigarette sold in New York City, cigarette machine operators have evinced much interest in conditions throughout the rest of the country regarding laws that involved on cigarette and what the possible effect may be on the rising curve of cigaret smoking.

Answering the last part of the question first, there is no doubt anymore that rates will not affect the popularity of cigaret smoking. Cigarette smoking has continued to rise for some time and bids fair to continue for a much longer time. Regardless of how high taxes will be for the cigaret smoker he will not change over to any other type of smoking.

At the present time each pack of cigarets of the big four brands (Cameo, Chesterfield, Lucky Strike and Old Gold) are paying 9 cents in taxes in New York alone. This is divided as follows, 6 cents to the Federal Government, 3 cents to New York State and 1 cent to New York City.

There are 29 States seeking revenue by enforcing a 3-cent tax per pack of cigarets and ranging as high as 4 cents per pack as in the case of Louisiana.

These States are Alabama, Arizona, Arkansas, Connecticut, Georgia, Iowa, Kansas, Kentucky, Louisiana, Mississippi, New Hampshire, North Dakota, Ohio, Oklahoma, Pennsylvania, South Carolina, South Dakota, Tennessee, Texas, Utah, Vermont and Washington.

In most cases the operators have found that they have helped them to a much better understanding with their locations. This has tended to create good harmony for all concerned. Many do not pay excise taxes in the States. This is not expected of them by the law in those locations, who are tremendously in favor and greatly in need of cigaret machines when tax comes into picture.

It is also a well-known fact that there has actually been a great jump in cigarette consumption over the last few years. Many machine operators claim that their businesses have actually been won by the tax. They claim that by eliminating commission their operations prove much more profitable and that locating their machines in locations where the tax is then better co-operation for them. They claim to realize the great value of the automatic cigaret machine.

In other States these reports are just as general. Some operators claim that the increase in cigarette consumption by many States is more or less due to the fact that the operator must increase the number of his machines in order to earn just as much as he earned previously. This is disputed by many. The general belief being that the machines

are better appreciated by the retailers and that the elimination of commission and strong organization mean greater profits for all. The majority seem to agree to this latter phase and the proof of the pudding is that in New York, too there has been a thriving increase, many operators now report that they are earning more money since the tax came into effect than they did before.

The New York situation is somewhat unusual because of the fact that it raises the price to a point where change is necessary, thereby placing the operator to greater expense to continue the same efficient type of operation he has always conducted, the average operator has eliminated the "per pack commission" and has instituted a revenue return to the location after a certain volume of cigarets have been sold thru the machine.

The 29 States that have passed cigaret tax laws have not eliminated cigaret machine operation. In fact, in most States there has been an encouragement factor instituted to aid the operator to continue in business in profitable fashion. Among the peculiarities of the existing situation is the fact that the operator who has definitely established himself in a territory does not find tax restricting his daily sales ratio.

Whatever the future results of this continued taxation on cigarets, there is no doubt that it will not affect the large volume sales which the cigaret companies have come to enjoy. In fact, some persons in influential positions have stated, that if anything, this may tend to increase, rather than decrease, cigaret consumption.

I. L. Mitchell To New Location

BROOKLYN, Aug. 19.—Irving Mitchell, of I. L. Mitchell & Co., is moving to larger quarters at 1070 Broadway, Brooklyn, around September 1. Mitchell took over the novelty game business of D. Robinson Co. two months ago and the business has expanded to such an extent that larger space was necessary. Mitchell comments, "I want to thank all my many friends, both locally and out of town, for the fine support they have given me since I entered business."

Evens Radio Premium Strong

CHICAGO, Aug. 19.—"Reports from operators all over the country seem to indicate that sales of our world-wide

More Ready - ARE YOU?

In a few weeks the console season starts. Sew up the best spots now, don't wait for second best locations later. Move in early and move out big profits for many months to come.

THE 3 BIGGEST NAMES IN CONSOLES '39 Super TRACK TIME
The finest console ever built! New odd or even feature on the 9-coin head.

TRIPLE ENTRY
Pays off on all played numbers coming up on any of the 3 dials. 9-coin chute adds up to 200 to 1. Tremendous earning power.

KEENEY'S PASTIME
With "match point" principle. 9-coin head. "Double Lite" doubles odds. Dice or number symbols on top playing glass.

J. H. KEENEY & CO., INC. NOT CHICAGO
2001 CALUMET AVENUE, CHICAGO
"Ask the Man Who Operates One"

110 Volts AC Anywhere!
WITH KATOLIGHT PLANTS AND ROTARY CONVERTERS.
Furnish standard 110 AC. 60 cycles, for operating coin-operated music machines, main picture, AC radio, electric organs, pinball games, etc. Complete 550 Watt, 110 AC Light Plant—List..... \$ 25.00
200 Watt 2 1/2 Amp. Rotary Converter..... 12.00
KATOLIGHT, Mankato, Minnesota, U.S.A.

exclusive premium promotion are going to remain at their unusually high level for months to come, report Greater Novelty Co. officials. They say that in the new Maratic portable radio we offered as a premium we have given the trade the finest premium item it has seen for years.

"They say that they have never before had so many repeat orders for any item as they have had for this 'world's smallest superheterodyne radio set' and that it has definitely proved its value as a trade stimulant in all types of businesses in all parts of the country."

LOVE LETTERS IN THE SAND

are romantic signs that soon wash away. Pictures of loved ones are permanent—universal. Is it hard, then, to understand why PHOTOMATIC is the finest coin machine investment in the world?

INVESTIGATE
International Mutoscope Reel Co., Inc.
44-61 11th St., Long Island City, N. Y.

BARGAINS FROM DAVE MARION

SPECIAL

19 Columbia 10 Cigarettes	30.00
20 Rock guitar (like new)	50.00
21 New P. M. 10 Cigarettes	30.00
19 Stewart-Milburn Football, suspended	37.50
22 New with 1000	37.50
19 Johnson Gold Plug audio model	15.00
23 Speakers, the plug	7.50
24 Radio Hi-Wattery Concert	25.00
25 Enkels, the plug (reconditioned)	17.50
26 Enkels, the plug (reconditioned)	17.50
27 New (restored condition)	17.50
28 New (restored condition)	17.50
29 New (restored condition)	17.50
30 New (restored condition)	17.50
31 New (restored condition)	17.50
32 New (restored condition)	17.50
33 New (restored condition)	17.50
34 New (restored condition)	17.50
35 New (restored condition)	17.50
36 New (restored condition)	17.50
37 New (restored condition)	17.50
38 New (restored condition)	17.50
39 New (restored condition)	17.50
40 New (restored condition)	17.50

TO BE PAID: BALANCE 5.00
NEW YORK: J. H. KEENEY & CO., INC.
MARIAN COMPANY, MARIAN, ILL.

GET KIRK'S GUESSER-SCALE
(PERRY BACK IS YOU ARE RIGHT)
WITH THE WATCH YOUR HEART BEAT feature
★
GREATEST MONEY MAKER EVER BUILT
★
C.R. HARRIS & CO. ALL-MECHANICAL OPERATION
CHICAGO, ILLINOIS



ANNUAL LAWN PARTY given by Morris Benkin, Benkin Music and Cigarette Service, Atlanta, for employees is one of the firm's outstanding party events. Party at the special grounds of the Benkin home in Atlanta. Earl Winters, of International Mutoscope Reel Co., Inc., took the photo.

AL SCHLESINGER
WM. (BILL) COHEN
MORRIS HANKIN

Square Amusement Co.
Foughkeeps, N. Y.
Silent Sales Co.
Minneapolis, Minn.
Hankin Music Co.
Atlanta, Georgia

are hereby welcomed to our family
of other fine Member-Distributors

distributing

Coin-Operated Shuffle-Board Game.
Third run now ready for shipment.

"PUX"

Coin-Operated Pool-Golf Game.
Just being introduced and ready for shipment.

"PUTTEE"

RECREATIONAL GAMES, INC.

Ray Becker, Pres.

155 N. CLARK ST., CHICAGO

Let's Rationalize Music

By H. F. REVES, Detroit

THIS music machine business must always keep an eye to the future. It must watch the trends of the times and make use of every advantage offered and every new idea that comes from business or government. Whether it be fair trade laws or arbitration, or codes of operating ethics as practiced in business by the music operator, and the progressive wing of the coin machine industry and must keep up the fight for betterment.

Investment in machines is high in the music business compared with other branches of the coin machine industry which means that phonograph operators are really substantial business men. At the present time, however, no such investment was made, with those present approving it, that a man, with so machines could not operate a really "big" business. It was agreed that an investment of \$5,000 is just about the minimum for a real operator in the music field.

There is enough capital investment to justify some business thinking.

When other industries reach a situation where destructive competition or other practices threaten the success of a substantial number of men in it they begin to talk about rationalization, which means doing some serious thinking to work out a method of working within the industry for the good of all.

Some of the evils we talk about just grew. In the old days music machines ran up into thousands of dollars in costs, but there was only a small market for them prior to 1923. Heavy taxation along with it would wipe the market for thousands of places in every State where beer or heavier liquor is served. It was this situation of repeal that laid the foundation for the music industry today.

Linked to Liquor

First rate for all operators then is that the success of the music industry is linked to the success of the liquor industry. If we had prohibition once more it would wipe the market for the machines, but it would be greatly retarded. Somehow the spirit of good will that has been the success of that era has also leads directly to an increased demand for music as an accompaniment to the social and semi-social life of that era in the world-wide tribute to the special spirit of *Gemlichkeit* that has been the success of that era. The vanished Vienna—a gay, graceful atmosphere of music and good fellowship.

Operators must do so in the liquor industry, as far as they even remotely contact it, is conducted upon a basis of mutual respect. The spirit of pre-war era are not allowed to return. Perhaps are most outstanding of all dif-

ferences between the drinking places of the two eras is the presence of women on an increasing the market for music. There is a definite place for the stag alone, and most States still have them, but the mixed drinking place is far more important today. Probably a majority of such spots serve nothing heavier than beer or light wine, and it is in them and in the multitude of ordinary restaurants that the great majority of music boxes are found today.

The first thing the careful operator will do then is to see that his operations are identified with the best part of this liquor and beer trade. This means encouragement to the observance of existing laws—not the casual violation of overtime drinking hours, for instance. Another point that too many operators overlook is that if they operate slot machines as well as music machines in a situation where slots may not be welcome, they are associating their music operations with the slots and this will prove a boomerang that may head to a campaign even against music machines. But the operator is only indirectly concerned with these problems of his location owners. After all his own concern is with his own business. Placing machines in locations becomes the last problem here.

Division of Locations

One way of rationalizing this problem is to divide the available territory be-

tween existing operators—but this savors too much of the methods of the gangster era unless done openly and fairly. That rule of thumb method has been used is undoubtedly true—but American business has long been based upon the principle of competition and to deny it wholly is to create monopoly—and the Federal government has said very emphatically that it will not tolerate monopoly in interstate business lately. It is just as undesirable in local business.

Competition should be welcomed under the old theory as "the lifeblood of trade." If an operator were assured that he was permanently protected in the available locations in a given territory there would be no incentive for providing in any form—no change to new models, poor service on records, and other methods, and so on. Obviously such a general condition would discourage location owners and the public alike from their lively interest in music machines.

Let Service Win

An operator should not be protected against some competitor's taking away his location if he can offer better service consistently. One large city operators' association has gone so far as to establish "monitor committees" where the members were pledged for a definite period to refrain from taking any location away from a fellow member. As a temporary procedure to allow a breathing spell, that was a fine idea applied permanently, it could readily mean stagnation of the industry, freezing all existing locations as they stood. Of course, operators who were not association members.

There is always the opportunity to establish new locations, but the need for a rationalized business is not important until a given local territory has become fairly well saturated with machines—that is, until there are few new locations which will justify placement of machines. Progressive operators will be constantly on the watch for such locations to add to their lists as a fertile source of new business.

But there is nothing to stop an operator from seeking to get a location which a business rival now has in free competition if he can offer better advantages to the location owner. It is in this field that probably the most difficult problem of business practice arise.

Unfair Commissions

Basic percentages paid to the location owner offer the first indication in the practice of unscrupulous location stealing. An operator who uses this method may first approach a location owner with an offer to give a better percentage than he is now getting. This is done on an individual percentage agreement in each case and no standard of operation for the operator's own business. He is building up ill-will for himself in the end, for location owners can get together, too, and find that another 40 per cent—well, Jones is not so comfortable. The operator who when the 30 per cent man finds that out. In fact, he may find his machine damaged that damaged on his next service call.

The music industry deserves a more

rationalized method of doing business than that. The location percentage is rightfully the subject of a code of ethics to be presented and set and publicized thru all necessary channels. If a location owner makes a better agreement, give over 50 per cent he would have a poor operator, the class who would be better off, even the he might take advantage of the offer.

Fair Trade Laws

Fair trade laws are fairly common in the States—usually by the order of prosecution of merchants for selling beneath a certain price or for less than a certain percentage on the merchandise. This same idea can be adapted to the music machine business. The percentage of profit to be made better be determined by city or State groups than by any national group, because conditions differ so widely. Perhaps a basic figure of 33 going to the operator and 40 or 50 per cent on all shows that is to the well-organized trade associations that to the less-organized can prove its worth.

Operators should investigate their local and State laws for the possibilities of such fair trade laws. They may wish to retail merchants, why should they not apply to music merchants as well? An excessive percentage would then be liable to prosecution for a misdemeanor under the law. If such legislation does not cover the music business enabling acts should be sought—and many of the States are ready to accept such ideas from business men today. Here is where a well-organized trade association that to the less-organized can prove its worth.

Hard To Enforce

Such legislation might be a bit difficult to enforce at first, but a code of ethics would be required. Perhaps an operator here and there would come up with a "kick-back" process, but such violators are usually uncovered sooner or later. The idea of what rationalization amounts to in today's business set-up is a very real problem. Discarding selling to locations is another thing that requires to be done, but so generally guilty of this as they have been in the past, and any machine operator who is not to any extent will buy them. It is true, but the older models do not offer such a wide variety of attractions as do the very few unscrupulous jobbers or distributors that undermines the whole idea of rationalization. If it is to go, the recognized national manufacturers do not follow such a practice—although they are not to be faulted. The "table" operators would be sorer of this. There is too much undercover gossip of this or that manufacturer selling to locations—gossip that personal investigation has often proved unfounded.

Register Numbers

One way of rationalizing is to require registration of all sales of machines, keeping an actual record by serial number. This would be done by the method done today on automobile, but in the latter case the prevention and detection of theft was the primary objective of registration. The reason may be different, but the method could be the same.

Again, definite licensing of machines would prevent location selling. One way to accomplish this would be to have an annual license for any operator at a figure high enough to discourage the location owner from buying a new machine. This method would not, however, cover the man who wanted one machine and then sold it to another operator. A more effective method might be not to issue any license for less than five machines. If an operator gets less than this number of machines—perhaps it could safely be doubted—is scarcely deserving of "name" operator status as the industry understands the term.

It is true that this would discourage selling by the man who is not interested in starting in the business, but it would also do a public good by securing more accurate statistics as to the number of machines equipped to handle the business—had enough machines to carry such large parts and to come arrangements for servicing them, for instance. In many businesses, where the public good is so important as in the music business, it must be on hand before a license to operate is granted.

These constitute the most common



THE MARKEPP CO., distributor of Mills Throne of Music phonograph, arranged for the above photograph, showing, left to right, Mr. J. Baker, Warren, O.; Dr. Cowley, Mill Grove, Wis.; and manager, Dan Healey, Mr. and Mrs. Meyer Marcus. Marcus is general manager of the Markepp Co., Cleveland.

NATIONAL'S SUPER RE-CONDITIONING GETS 'EM CLEAN AS A WHISTLE WORKING LIKE A CHARM AND FOR SHIPMENTS WE PACK 'EM LIKE DIAMONDS

THE FINEST USED GAMES IN THE U. S. A.

Alphabet	\$4.75	Reveler	\$14.25
Bally Supreme	23.75	Reveler	19.75
Bally Victor	16.75	Reveler	9.00
Blue Bird	21.75	Reveler	15.00
Booker	28.50	Reveler	35.75
Brookside	21.75	Reveler	45.75
Bouncing Champ	47.50	Reveler	18.75
Bullseye	33.75	Reveler	26.50
Chief	27.50	Reveler	47.50
Clay	33.75	Reveler	45.75
Cyclone	38.50	Reveler	44.50
Excuse	26.75	Reveler	49.75
Excuse	38.50	Reveler	44.50
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COUNTER GAMES

Reveler	\$14.25
Reveler	19.75
Reveler	9.00
Reveler	15.00
Reveler	35.75
Reveler	45.75
Reveler	18.75
Reveler	26.50
Reveler	47.50
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SPECIAL

Reveler	\$14.25
Reveler	19.75
Reveler	9.00
Reveler	15.00
Reveler	35.75
Reveler	45.75
Reveler	18.75
Reveler	26.50
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5% DISCOUNT

ON ALL USED GAMES IF \$12.00 CASH SENT WITH ORDER

FREE ILLUSTRATED CATALOG. IT WILL PAY YOU TO GET ON OUR MAILING LIST

Reveler	\$14.25
Reveler	19.75
Reveler	9.00
Reveler	15.00
Reveler	35.75
Reveler	45.75
Reveler	18.75
Reveler	26.50
Reveler	47.50
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\$10 OFF ON NEW GAMES

\$7.45 EACH 3 FOR \$21.00

BRAND NEW GAMES

Reveler	\$14.25
Reveler	19.75
Reveler	9.00
Reveler	15.00
Reveler	35.75
Reveler	45.75
Reveler	18.75
Reveler	26.50
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EXPORT

AGENTS FOR THE STANDARD AND DE LUKE ROCKOLA WRITE FOR LIST

NATIONAL NOVELTY COMPANY

183 MERRICK RD., MERRICK, L. I., N.Y. PHONE-FREEPORT 6477

WILL SELL GUARANTEED MACHINES

CONSOLES		400 LATE SLOTS	
Peace River	Mills Rio	Mystery Mine Fronts	New Cash
Calliope Domino	New Mills Square	Gold Award	Fronts
Bang Tails	Fiddle Whales	Red Fronts	Fronts
These Machines are 14, 26, 30c, 25c and 50c. All Are the Latest and Guaranteed Like New. Wire, Telephone or Write LIBERTY VENDING CO. 9231 1/2 NEW YORK AVE., N. W. (TEL. MET. 1355) WASHINGTON, D. C.			

6 COL. U-NEED-A-PAK FIRST WALL MODEL

- Complete with Cabinet
- Free Back Match
- 6 Col. Proof
- Refinished

1 1/2 dozen most
new
\$19.50 Ea.
6 doz
\$24.50 Ea.
C. O. O.

Write for X-L COIN MACHINES CO., INC. 1100 WASHINGTON ST., BOSTON, MASS.

WANTED TO PURCHASE

7106, No. 412, P.E. 416, 518, 518A, 7112, No. 24A, Old Auburn, K and Q-20 residences, Northrup, Revere, Rock-Ola Empire 25, Rock-Ola Winslow. What can you pay? We'll pay cash!

CENTRAL STAND MFG. CO.
59 East 26th Street
Chicago, Ill.

S. Carolina Ops Get Tax Hearing

COLUMBIA, S. C., Aug. 19.—On August 1 a Justice of the State Supreme Court ordered that operators who had petitioned for a new machine made and vending machines would have a "full hearing." The order will automatically restrain the tax commission temporarily from interfering with the machines in question, "pending the outcome of this action." Operators have petitioned against the new State tax. The high court stated that the matter was not of sufficient importance to come before the Supreme Court. Hearings before a Circuit Court on August 21.

Hoelzel Returns From Vacation Trip

KANSAS CITY, Mo., Aug. 19.—Carl Hoelzel, owner of the United Amusement Co., returned August 7 from a three week vacation trip, during which he traversed many Western States and the entire West Coast. He stopped over at his ranch in New Mexico several days. Back in Kansas the past two weeks, Hoelzel advised that he is doing a big job for Rock-Ola, featuring Lightning phonographs and that Bally's new game tables and Orchestron's new free-play machines, Mical Types, and the Mercury cigar machine, are selling very briskly.

Lincoln Assn. Of Coinmen

Formed for betterment of operating policies and public relations

OMAHA, Aug. 19.—Omaha coinmen have organized into the Merchants' Amusement Association, and have announced a set policy of working for the betterment of the public interest, business and public opinion in Omaha. In the words of the new association heads, they will try self-policing in order to avoid uninvited publicity—a bit of which they have felt recently. Location owners in Omaha have shown their faith in operators and their desire to have pinball and music machines. Recently when dissonance came up between several operators in regard to locations, city authorities investigated and found that location owners, who had possibly suffered some discomfort in the dissonance, were unwilling to make any complaints. Locations said that they would trust themselves to settle their differences. It was recognition of this feeling on the part of locations that led coinmen to form an association for the betterment of Omaha's coin machine business. Pinball and music machines have operated in Omaha under ordinance for the last two years, pinball paying an annual tax of \$10 and phonographs a tax of \$5. In 1938 the city collected \$2,500 on phonographs and \$6,000 on pinball games. Some agitation has been noticed, but according to City Attorney Linahan no changes, if any, in the city ordinances could be expected until the end of the tax year, April 1, 1940. President Joe Rotkup of the new organization was quick to point out that "hundreds of people get some income from these machines, that they are operated solely as amusement or skill devices." Fred White, attorney for the group, told the association's determination to try self-policing. Said he, "all operators want to do what they can to keep the machines in good standing in Omaha—and I'm sure they will do so." City Attorney Linahan declared that pinball need not fear any discriminatory move on the part of Omaha officials. He declared that he was inclined to think that pinball games are absolutely legal unless prizes are given. Some charges of payoffs on machines were made. These were not widespread and the association voiced its intention of seeking to curtail such practices. "We don't want to see all machines eliminated because a few violate the law by paying prizes," they said. Besides Rotkup, members of the executive committee of the new association are Albe Wenger, Tony Martins and Jack O'Donnell. Fred White is attorney.



NEW IMPROVED PEDESTAL FOR WURLITZER 61 \$9.75



ADJUSTO PHONOGRAPH COVERS, \$8.75

ATTENTION: KANSAS OPERATORS
Our Wichita Office is now open for your convenience. Wurlitzer Phonographs and Adjusto Covers are now being sold exclusively by the Wurlitzer Co.-Operated Machines & Stock at all times.
607 WEST DOUGLAS ST., WICHITA, KANSAS

Central Distributing Co.
101-105 WEST LINWOOD
KANSAS CITY, MISSOURI

Rothstein Praises Chi Coin's Sports

CHICAGO, Aug. 19.—I. Rothstein, executive of the Banner Specialty Co. declares that one of the greatest games on the market today is Chicago Coin Machine Mfg. Co.'s newest release, Sports. Stated Rothstein: "I've seen a lot of games in my long experience in the coin machine field, some good, some bad and some indifferent. But the newest Chicago Coin release called Sports is good to top off all the honors for the best rated game now in operation. "I sincerely believe that Sports is one of the best novelty games that has been put on the market for a long, long time and certainly one of the best to date to year."

Exhibit Games Demand Credits

CHICAGO, Aug. 19.—"Production of Avalon, our high-score game, and Airline, our medium game, which permits to be made in all territory—it being a known fact that some territories demand only high-score games, while other territories want only rotation lights-out type of game."

"With Avalon and Airline we give the trade exactly what they want—good games that make money. Good money-making games know no bounds. Hot or cold, players still want amusement, and Avalon and Airline give the players a full kick's worth."



DAVALL'S ZENITH at the Monarch Coin Machine Co. draws the admiration of its own game show floor. At St. Louis (left) and the Clayton, New York (right), the Monarch Coin Machine Company exhibits the game to an unending operator.

Okl. Bright Spot for Phonos

OKLAHOMA CITY, Aug. 19.—Oklahoma has become one of the bright spots of the nation for phonograph operation if the reports of operators in the State are any criterion. Dealers are reported to be making a big business on both new and used phonographs. Operators are unsharpened by any kind of a tax on their phonographs and are not required to buy any license. Recent attempts to tax and restrict operation by the Legislature met with defeat.

Phonograph showings of all models are being held and the latest was the showing by the Sooner Novelty Co., which had on display the latest portable wall box models. Operators from all parts of the State attended and were guests at dinner of Manager Tom Wolfe of Sooner.

Mills Phonos Get Fine Sales Results

CHICAGO, Aug. 19.—“A short time ago,” declares Mills’ Southern division manager, Harold Perkins, “Milli Tunes of Music was released for production. Since then over 2,000 instruments have been sold and placed in locations. They have been purchased by operators in all parts of the country. This 2,000 is made up of sample orders for one or a number of machines for each operator.”

“Thru previews and the regular display of the Throats of Music in distributors’ showrooms, hundreds of operators have seen the new phonograph and heard its wonderful tones.”

“Once a man sees this machine, hears it play and looks over its sturdy mechanism with his mechanic he knows that it is a real phonograph.”

Gabel Visits Wisconsin Coinmen

CHICAGO, Aug. 19.—Gabel distributor of Wisconsin was recently visited by Robert Gabel, sales manager for the John Gabel Mfg. Co., manufacturer of automatic coin-operated phonographs.

Reporting back to the factory, Robert Gabel declares that business is “well in Wisconsin and that his order book has been in considerable use. ‘Things are up great,’ he says, ‘as I would expect. Users of Gabel machines are finding that they can run them even more machines and are now awaiting shipment.’”



Passante announced that the firm's offices were to be doubled in size. In addition, plans call for a new addition to the building, which itself was built only about two years ago. The new space is needed to handle additional telephone stock required.

Passante will devote his time largely to the music and special operating fields in which his organization is engaged. Chest will handle sales, primarily of coin-operated machines, etc.

The J. & J. Novelty Co. also operates a route of beverage vendors and has recently been organized as a national chain organization.

INDIANAPOLIS, Aug. 19.—President Charles W. Hughes, of the Indiana State Operators' Association, Inc., has called two meetings to start the fall program of the association. It is planned to hold five or six additional meetings in different parts of the State within the next 30 days.

Chest vending machine and phonograph operators living or operating within 200 miles of Marion, Ind., will meet for dinner at 6:30 p.m. at Shuter's Cafe on August 28. Carl King, of Elwood, and Harry Dwyer Jr., of Marion, will be in charge of the meeting. A round-table discussion on operation problems will be held and Hughes promises a prominent speaker will be on hand to discuss Modern Merchandising.

The meeting will be held at the Otter Hotel, South Bend, Ind., on Sunday, September 10, at 5 o'clock, and will be conducted by A. G. Evans, vice-president of the association.

TED SEIDEL, New York operator and former Pacific Coast feather-weight boxing champion, has announced the first to take out the new Champion on its arrival at John's Amusement, New York City, has 4 quarters. Seidel says, "I may have been champion of punches, but Champion is the real champion—of profits."

SPECIALS!

MILLS 1-2-3 Free Play—Animal Reels—Like New! \$94.50

FREE PLAY GAMES

Chicago Coin's MAJORS \$45.50	Exhibit CONTACT \$54.50	Western's BASEBALL 1939 Model, Floor Sample with Automatic Payout \$124.50
Genco's CIRCUS \$40.50	Bally DOUBLE FEATURE \$47.50	Special! PAGES RACES 30-1 Odds, Brown Cabinet, Serial \$500, Like New! \$79.50
Bally 5TH INNING \$44.50	Genco STOP & GO \$42.50	Western BASEBALL 1939 Model \$69.50
Bally SPOTTEM \$52.50	Genco RINK \$39.50	
KEENEY FREE RACES . . . \$32.50		

5 BALL REGULAR NOVELTY GAMES	1 BALL AUTOMATIC PAYOUTS
David Side Show \$30.50	Milli Fisher \$64.50
Stunner Snooker 47.50	Bally Fairground 4-coin multiple 29.00
David Golf 29.50	Bally Fairground 4-coin multiple 29.00
David Golf Ball 19.50	Bally Entry 4-coin multiple 29.00
David Golf 19.50	Western Entry 4-coin multiple 29.00
Bally Archery 19.50	Best 500 Jackpot 69.00
David Golf 19.50	Bally Shooting, 4-coin multiple 77.00
Bally Walk Targets 19.50	Bally Shooting, 4-coin multiple 77.00
Keeneey Free Races 19.50	Bally Shooting, 4-coin multiple 77.00
Genco Grand Slam 19.50	Bally Shooting, 4-coin multiple 77.00
Bally Field 19.50	Bally Shooting, 4-coin multiple 77.00

TERMS: 4 1/2 down with order, bal. C. O. D. Write for illustrated new Ticker Bulletin—out of the great thousands of games to choose from. Bally, Payoff, Free Game, Counter Games, Phonograph, Coinset.

MONARCH COIN MACHINE CO. CHICAGO, ILL.

John Chest Joins J. & J. Novelty Co.

DETROIT, Aug. 19.—A program of expansion has been announced by James J. Passante, head of the J. & J. Novelty Co. First item of the firm's program was the appointment of John Chest as general sales manager. Chest was formerly connected with one of the larger game manufacturers working in and around Detroit.

Passante announced that the firm's offices were to be doubled in size. In addition, plans call for a new addition to the building, which itself was built only about two years ago. The new space is needed to handle additional telephone stock required.

Passante will devote his time largely to the music and special operating fields in which his organization is engaged. Chest will handle sales, primarily of coin-operated machines, etc.

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Indiana Ops Plan Fall Program

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TERRITORY OPENER! HERE IT IS!

THE MOST SENSATIONAL DEFINITE PAYOUT BOARD EMBODYING A NEW DEPARTURE IN DESIGN.

Actively 1816 Hots. No larger than an ordinary 800-Hole Board.

Beautiful Colors—Immediate Sales Appeal—Fast Play—Good Immediate Delivery on All Orders.

"THE OPERATORS' MANUFACTURER"

CONTAINER MFG. CORP.

1825-1833 CHOUTEAU AVE., ST. LOUIS, MO.



Vegeter FREE PLAY \$47.50	Free Room \$16.00	1938 Baltimore \$75.50
Sea Grove 39.50	NOVELTY \$15.00	1938 Kentucky Club 49.50
Majors 39.50	Out-Box 19.50	Shooter Whirligig 59.00
Richmond 39.50	CONSOLES \$125.00	Jeopardy Prizes Club 49.50
Richmond 39.50		

MT. ROYAL NOVELTY, INC. 306 E. BALTIMORE STREET, BALTIMORE, MD.

1937 Truck Trains \$49.50	Daily Day Consoles \$20.00	Chubbins \$62.50
1938 Truck Trains \$55.00	Richmond 29.00	Shooter Whirligig 59.00
Keeneey Chubbins 39.50	Turkey 29.00	Shooter Whirligig 59.00
Longhorn 39.50	Field 29.00	Jeopardy Prizes Club 49.50
Richmond 39.50	Sea Grove 29.00	

CLEVELAND-CHICAGO AMUSEMENT SALES CO. CLEVELAND, O.

FOREIGN BUYERS

We have 100 Mills 25c Slots equipped with Jackpot and Slug Detectors. Serials run about 500,000 and are in good used. If you operate in a country which has a copy of the slot coin list, list of the American quarter, these machines can be bought for \$115.00 each.

MT. ROYAL NOVELTY, INC. 306 E. BALTIMORE STREET, BALTIMORE, MD.

Circle 45 on "MT. ROYAL"

SAVOY'S WEEKLY SPECIALS-RECONDITIONED AND GUARANTEED!

A. B. T.

CHALLENGER

A Real Money-Maker! Small! Compact! Easy to Move! Write for Prices!



RED, WHITE AND BLUE

Quick Profit Center and a POPULAR Game! 1c or 2c Play! LEGAL EVERYWHERE! Write for Prices!

GROETCHEN'S METAL TYPER

A Big Legal Profit Machine! Solid walnut cabinet! Luxurious appearance! Write for prices and complete details!

ANTI-AIRCRAFT MACHINE GUN



With Tokens for Any Arcade, Parks, Concessions and Amusement!

WRITE FOR PRICES TODAY!

DU GRENIER ADAMS GUM VENDER

FULLY SELECTIVE MODEL MODEL \$11.50 CHROME MODEL \$12.50



Table with 2 columns: Air Races, Novelties. Lists various items and prices.

Table with 2 columns: Batting Champ, Contact, Major, Sports, Teepee, Around the World, Atlantic City, Bullseye, Bull's Eye, Grand Slam, Hot Seat. Lists various items and prices.

CHICAGO COIN'S SPORTS

Thrilling High Score! A Proven Winner! Constant Thrills and Action Throughout the Entire Game! Hurry! Write for Prices Today!!

WE TAKE IN TRADE ANY TYPE MACHINE REGARDLESS OF CONDITION TOWARDS PURCHASE OF BRAND NEW MODELS 500-600-COUNTER MODEL #1

WURLITZERS

SALESBOARDS section with image of a salesboard and descriptive text.

PICK-A-PACK section with text: 'The New Counter Game HIT! WRITE FOR PRICES TODAY!'.

Johnson's BASEBALLS section with text: 'Popular Model! Free Game! Automatic Payment...'

STONER'S UNIVENDER section with text: 'A Truly Great Merchandise! \$c-Dc-15c...'

Table with 2 columns: CONSOLES, SLOTS. Lists various machines and prices.

PACE'S SARATOGA CONSOLE and SLOTS—Write for Prices!

SAVOY VENDING CO., 406-8 West Franklin Street, BALTIMORE, MD.

Industry at Bally's Picnic. CHICAGO, Aug. 19.—Altogether billed as the Bally Employees' Annual Picnic...

Stoner's coming thru. And begins, that's the name of Stoner's newest creation. "Our new game, Davy Jones..."

Rock-Ola Mgr. Says Biz Good. CHICAGO, Aug. 19.—W. P. Merchant, newly appointed district manager for the Rock-Ola Mfg. Corp...

Stoner Launches Game, Davy Jones (New Game)

SALESBOARD OPERATORS Read "DEALS" A column about new salesboard ideas, deals and personalities. In the Wholesale Merchandise Department THIS WEEK AND EVERY WEEK.



MEMBER-DISTRIBUTOR WILLIAM (THE SPINK) COHEN shows Ray Becker his form on Pux, a new product of Recreational Games, Inc.

Beyond the SHADOW of a Doubt SHADOWS By FRANKIE CARLE WHO GAVE YOU SUNRISE SERENADE will become one of the number one money makers for music machine operators. Now Available on Records by GLEN GRAY HORACE HEID AL DONAHUE Order them from your distributor today! WATCH FOR THIS GREAT NOVELTY! DUNK A DOUGHNUT And for the Latest, Smartest Instrumental Fox Trot RAGPICKER JEWEL MUSIC PUBLISHING CO., INC. 1674 Broadway, New York, N. Y.

THE KING OF THE YEAR

THE WORLD FAMOUS "DU GRENIER" SELECTIVE CANDY VENDER

Every machine thoroughly reconitioned at the factory. An attractive, PROVEN, steady money-maker perfectly suited for hundreds of locations RIGHT IN YOUR TERRITORY! The "Du Grenier" VENDS STANDARD SIZE CANDY BARS. Generous 41-bar capacity. At this UNUSUALLY LOW PRICE

you can't go wrong! SMALL INVESTMENT—PLUS 12 MONTHS TO PAY!—BIGGER PROFITS BECAUSE COST OF MACHINE IS MORE RARELY IN OPERATION! GREAT! And locations everywhere—PREFER the "Du Grenier". Solid, sturdy construction ASSURES YOU FOOL-PROOF, LIFETIME OPERATION! GREAT! THE BEST LOCATIONS IN YOUR TERRITORY!

FORMER PRICE... \$37.50
NOW ONLY \$10.50
 12 MONTHS TO PAY



HURRY! RUSH YOUR ORDER!

Du GRENIER SALES CORP.
 632 Fifth Avenue, New York, N. Y.

Cigarette Merchandisers' Associations

CMA's of New York will begin next week to plan their fourth annual banquet which will be held early next year. From all indications this event will surpass by far the third annual one which was held in New York last September. At the August meeting about a week ago all cleared up matters so that much more can be thought at the meeting in September can be devoted to the banquet. The annual outing was a highlight of the year and surpassed all other picnics, so it stands to reason this banquet will be something to write home about.

During the recent hot weather the CMA boys haven't been holding large or lengthy meetings. The different committees have had their sessions, the list of which to meet was the grievance committee; it cleared its calendar.

Sam Jacobs, of Atlas, is a bachelor for the week. Mrs. Jacobs has gone to the States for a vacation.

Friends and CMA members are glad to see Aaron Gochs back in his office at Supreme Cigarette Service. Gochs has been away for several weeks, but the weeks will be now completely recovered. It seems there is no better cure than a good rest.

Mr. and Mrs. Jack Bloom, Mr. and Mrs. Ben Rayburn and Mr. and Mrs. Michael Furber were guests recently of Commodore and Mrs. Sam Yelen on a party at the Hotel Belmont. The guests reported a most enjoyable trip aboard the "Cigarette Vender." The men did the fishing but the catch was "no cent."

The three Harold's—Harold Jacobs, Harold Pincus and Harold Roth—of Vending Co., are summer beach boys in Long Beach, Calif. They have gone out of the city for a few weeks. The

boys are whiling the time away but staying at their office over time.

All the boys envy Irving Silverman, of Metro Cigarette Service. He has acquired a coat of tan that is enough to make anyone jealous.

The trout must be striking up Massachusetts way, for no one has heard from Bill Peck, of Peck Service, Inc. As soon as August was here Peck loaded himself up with some new fishing tackle and struck out for the New England woods. After July's hectic schedule Peck was glad to get off on his hard-earned vacation.

Teddy Vassar, of Vassar Cigarette Service, is spending the week-ends with his family at his place in the Catskills. Vassar reports that the place is near Saratoga and he makes the drive to the Spas in about an hour. This seems to be an ideal set-up and the way in which to live the life of Riley.

William Weiner, of F. & S. Cigarette Service, is a happy mood these days. His son recently won a four-year scholarship to Cornell. CMA's are offering their congratulations.

George Elkin, of Janus Sales, is still away on his honeymoon. His partner, Harry Serlin, is conducting the business. He recently became a hotel keeper and is also reported to be handling the new business like a veteran.

Charles Ashley, of Tobacco Sales, has the golf bug. He's been trying to play the game for the last five weeks. Only recently some of the association's members suggested that he install a miniature golf course in his office so he'd be sure to get his hours in the game.

Al Denver has returned to his duties at Lincoln Agency after a vacation in the Catskills. Time passes so rapidly, says Denver, that it seems ages since he was in the mountains. Don't worry if time goes that fast, next year's vacation will be around before you know it.

There are two men in the business the heat hasn't seemed to have gotten. They are Alex Fraser, of Atlas Vending

DU GRENIER
 EASIER TO BUY
 EASIER TO OPERATE!

The "Du Grenier" is NATIONALLY ACCLAIMED because it makes cigarettes EASIER TO BUY for the public! Simple, sturdy, fool-proof mechanism plus distinguished beauty of design and outstanding attractiveness bring more pleased customers back to "Du Grenier" cigarette merchandisers over and over again than to any other cigarette machine ever manufactured. The "Du Grenier" instantly wins confidence! The confidence of the public and the confidence of the operator—that's WHY there are more "Du Greniers" IN OPERATION throughout the United States than any other make machine!

"Du Greniers" are BUILT TO LAST for years and years! Built to meet all changing conditions! Built to bring consistent earnings over a longer period of time! Built to fit every need of the public and the operator!

The "Du Grenier" is not made up of fancy gadgets—it IS MADE TO SELL CIGARETTES!! That's why America's biggest independent operators FEATURE "Du Greniers"! The "Du Grenier" is EASIER TO OPERATE!

AND—IT'S EASIER TO BUY "Du Greniers"!!! Investigate the "Du Grenier" Time Payment Plan TODAY!! Get started NOW in the home, school, office, restaurant, or office—America's Finest Cigarette Merchandise.

Du GRENIER SALES CORPORATION
 632 FIFTH AVE., NEW YORK

Co., and Max Hiltcher, of Just-Rite Cigarette Service. How they manage to keep ahead of Old Man Summer puzzles the boys, but the solution would be welcomed not only within the organization but by the public.

Jersey CMA news

The Jersey CMA boys had a big meeting recently. The entire evening was devoted to business. The schedule started off with special executive meeting, which was followed by a regular meeting and a gathering of the members of the arbitrators committee. The outstanding event of the program was that nonmembers from the entire State were allowed to attend. This is the first time in history that such a blanket invitation has been sent to all cigarette vending machine operators in Jersey.

Henry Cavalcade, of the H-O Coin-Operated Co., was a recent visitor at the CMA offices in Newark. He and James Cherry, manager of the organization, went over some of the plans the organization has formulated under the new expansion program.

Planters Produce New Giant Peanut

DALLAS, Aug. 19.—Planters in Texas and Oklahoma have developed a new giant peanut three to four times as large as the Spanish peanut, the common variety grown throughout the Southwest. While no immediate use of the giant peanut in vending machines is indicated, it may not be long before the new product is offered in the machines.

The new variety is a cross between the common little Spanish and the Tennessee giant. Running to four times the size, the peanut is commonly known at present as the Giant Oklahoma peanut.

Development of the new plant came after extensive experimentation on the part of Fred Groff, Edna (Okla.) plant breeder. It was developed principally for use in the household as a vegetable oil producer but has been sent to the South dis to the planters on cotton, soybean, having heretofore produced oil from cotton seed.

Reports indicate that the South is gradually swinging from cotton planting to general farming, raising more grain and roughage for increased live-stock herds. The attitude is that crops on the hoof will bring more than the glutted feed market.

Products such as peanuts, the ester plant and others are being raised with an eye to the building of paper mills, plastic factories, vegetable oil mills and other manufacturing processes which can utilize these farm products.

SMALL DOWN PAYMENT
24 MONTHS

ONLY \$11.50
 MONIE MODEL

NATIONALLY FAMOUS
ADAMS
 CHEWING GUM

HERE ARE THE 3 REASONS WHY MORE AND MORE OPERATORS ARE INSURING THEIR WIT IN AMERICA'S FINEST SELLING GUM VENDER—the DU GRENIER! It's the same type machine now in operation in Baltimore and in 21 stations in New York, Chicago, Philadelphia and Boston. PROVEN—Genuine Operator-Resistant—Gives you more GUM than any other machine! EASIER TO BUY! EASIER TO OPERATE! ACT QUICKLY while more operators are flocking around in your city due to sales here. WRITE NOW! PROMPT!

G.V. CORP.
 655-FIFTH AVE., NEW YORK

PAN • QUALITY • PAN • SERVICE • PAN • QUALITY

CHECK ✓ YOUR SUPPLIES

☐ CANDY  for Bulk Vending Machines

☐ CHARMS for Bulk Vending Machines

☐ CANDY for 5c Package Machines

Write for Complete Price List



HURRY-FRANCHISE MEN-DON'T BE LATE!

The big vending season will open soon—and open with a bang. Now is the time to get ready and select the best line. Let us give you full details on this new triple profit machine.

MICKEY MOUSE AND PALS
HAMILTON'S ENTIRELY NEW COMBINATION 3-WAY VENDOR
EXPERIENCED Here's the deal you've been looking for. Sets you MEN WANTED up for a real killing. Get full details and special offer. BIG MONEY for Operators in every locality. Send name today.

HAMILTON ENTERPRISES, Inc.
727 Holmes Kansas City, Mo.

★ ★ ★ STAR SPECIAL ★ ★ ★

1. Economy 4 Machine National 4 Cigarettes	2. Economy 4 Machine Cigarette Machine	3. Economy 4 Machine Cigarette Machine
\$12.50 E.A.	\$6.00 E.A.	\$7.50 E.A.

173 Duane St., Bal. C. O. D., F. O. S. Newark, N. J.

CHROME FRONT

LIKE NEW CIGARETTE MACHINES

SIX COLUMNS Complete With

Standard cabinet stand \$20.00
Open top four column stand \$15.00
Counter stand in stand \$15.00

CHAS. WOHRER
700 Bangs Ave., Astor Park, N. Y.

New Erie Diggers

"E" The Standard Model
PRICE \$50 Each

5% Discount on 5 or More.
Terminal 1/2 with 25c. balance

ERIE MFG. CO.
Box 415, Middletown, Conn.

Take Advantage of this Bargain!

50 Rounds
Erie
READY 4.00
Erie
50 Rounds
Erie
50 Rounds
Erie

50 CENTS Each
\$5.50 (50 each)

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DROBBINS & CO., BROOKLYN, N.Y.

Send your correspondence to advertisers by mentioning The Billboard.

Chicago Vets To Celebrate

Vending association sets October 20 for 20th anniversary party

CHICAGO, Aug. 19.—The regular meeting of the Chicago Vending Machine Operators' Association, August 8, was a session for the discussion of plans for the 20th anniversary dance planned by the group. The oldest operators' organization in the world will celebrate its anniversary and plans are being made for a big occasion.

The celebration will be held at the Marshall Square Ballroom, 2113 West Cermak road, in Chicago, on the evening of October 20. Full details of the program will be announced later. The ballroom is one of the modern community centers in the city, the dance floor will accommodate 1,500 people and the dining room will comfortably seat 1,000. There is a corridor with a large

Send Greetings

It is suggested to the many operators' organizations all over the country, in all branches of the industry, that they send official greetings for the 20th anniversary celebration of the Chicago Vending Machine Operators' Assn., October 20, 1939.

This is the pioneer group of all associations in the world which conducted the first national coin machine conventions.

James W. P. Considine, secretary, 6400 Ellis avenue, Chicago.

For 20 Years
"For 20 years old Rip Van Winkle slept and then woke with a creak in every joint," said a spokesman of the group. "For 20 years the Chicago Vending Machine Operators' Assn. has functioned as a regular organization of operators. We have not died, we have held our meetings every month. These meetings have been open sessions with the latch string out for any and all members of the industry. Some of the pioneers of our organization have passed on but we still keep up with the best in the trade."

The committee on promoting the anniversary celebration is headed by J. Oriovak. Other members are Wm. Schrader, H. D. Hudson and W. P. Considine. The address of the chairman is 2246 South Troy street, Chicago.

"The aim behind our 20th anniversary celebration," stated Chairman Oriovak, "is simple. We are happy over the creation of our association and its members thru the years it has functioned and we want to celebrate that fact by having one roaring affair. It occurs at a time when it can be made to mark an epoch of peace and good will just dawning for the coin machine industry. Too often in the past the men and factors in this business have been divided and set against each other, always to the detriment of some, other, always to the detriment of many and always at a cost to all."

ended its first biennial session. The passage of the cigarette tax had been a political football during past sessions, having been proposed then dropped, proposed and dropped again until most conservers had concluded that the tax would not be passed.

During the session the Legislature levied taxes expected to raise about \$25,000,000, or less than half the \$50,000,000 emergency revenue sought by the governor.

Baby Production

CHICAGO, Aug. 19.—Budd Lieberman, nationally-known coin machine personality, reports the birth of Burton, Edwin Lieberman, son of the late Lieberman dynasty. Mrs. Lieberman and child doing nicely, he declares.

The new papa is one of the veterans of the coin machine business, having been in the game for 20 years. Lieberman was very emphatic, in discussing the name of the baby, that no inclusion would be tolerated in the Lieberman dynasty. Mrs. Lieberman, he declared, was the use of the name Dutch.

Jersey Rejects 2c Cigaret Tax

TRENTON, N. J., Aug. 19.—New Jersey Legislature has rejected a proposed 2-cent-a-pack tax on cigarettes and turned to a \$21,000,000 bond issue instead of the \$200,000,000 two-year \$33,000,000 relief financing program.

The cigarette tax proposal, to which New York City legislators had looked as a means of ending revenue of the New York State and city tax by bootlegging, failed to get out of committee. Legislators who were polled were two to one against the proposal.

Laud Groetchen New Metal Typer

CHICAGO, Aug. 19.—Daily we are receiving increasing numbers of inquiries and orders on our newest machine, the Metal Typer. Throughout the country we have shown great enthusiasm for the Metal Typer and are predicting that it will be one of the greatest legal machines ever offered," declares an official of the Groetchen Tool Co.

"The outstanding thing about the machine is, what's—is it the 100 per cent legal feature—is it the mechanical perfection which eliminates space tabulation, is it the streamlined appearance which gives it appeal to the finer legal class, or is it one of the many other fine features on this outstanding machine?"

"The Metal Typer delivers a beautifully engraved model which has been stamped by a molder. The model has a maximum of 25 letters. The machine has a solid walnut cabinet, a steel base and a heavy-duty mechanism. These fine finishes give the machine a luxurious appearance, suitable for the finest of locations."

Sales Are Up At Monarch Coin

CHICAGO, Aug. 19.—Al Stern, Monarch's general sales manager, reports a heavy influx of orders from operators all over the country and that the Monarch sales have slipped the past week also.

"A heavy influx of orders has been received from all over the country and has been of an extent. And these orders have not been from any one particular locality, but from all over the country and from foreign countries as well. Naturally we're happy to see it, not only from a business standpoint but from a standpoint of good will, for all these orders signify that operators everywhere are satisfied with the Monarch equipment and are an excellent service, upon which the reputation of Monarch has been built."

ATTENTION!

Hotel Restaurant Theatre and Nite Club MANAGERS

Install our new five Rotary Machine Dispenser in your lobby. It's the only one of its kind. It's the only one that's been in the market for 25 years. It's the only one that's been in the market for 25 years. It's the only one that's been in the market for 25 years.

KAPLAN
1245 W. 18th St., CHICAGO, ILL.

IMPORTANT NOTICE!!

It has come to our attention that infringing "PHOTOFRAMES" are being offered for sale in violation of our Patent and Trademark rights.

Notice is hereby given that suit has already been instituted by the undersigned in the United States District Court for infringement of United States Patents Nos. 1,653,408 and 1,665,605 as well as of trademark registrations No. 362,111 for "PHOTOMATIC" and No. 346,022 for "PHOTOFRAMES" to restrain, among other things, the unauthorized manufacture and sale of "PHOTOFRAMES" and other acts of unfair competition.

International Mutoscope Reel Co., Inc., hereby gives notice of its intention to protect its Patent and Trademark rights relating to its "PHOTOMATIC" machines and "PHOTOFRAMES" and for that purpose to vigorously prosecute all infringers thereof.

Operators, location owners, and all persons, firms or corporations infringing our rights are subject to actions for injunctions and accountings for profits and damages, and will be held strictly accountable.

INTERNATIONAL MUTOSCOPE REEL CO., INC.
44-01 11TH STREET (Mutoscope Building) LONG ISLAND CITY, N. Y.

ANOTHER SENSATIONAL ATLAS
CLOSEOUT!



STEP-UP
ONLY \$6.95

Orders Filled Subject to Prior Sale
—Limited Quantities.

Amazing Perpetual Profit-Board Quarter
Game. Push out a ball against the re-
sistant spring. Goal! Key to the game is
represented by colored pieces. \$7.50. G. C. D.
1/3 Street Chicago, Ill. 60607.

ATLAS NOVELTY CO.
2202 N. Western Ave., CHICAGO.

Mr. Chips Is Genco's Latest

(New Game)

CHICAGO, Aug. 19.—Receiving a fine reception, Genco's latest bid for hit-game honors, Mr. Chips, goes on the coin machine market this week. It is reported that distributors immediately termed it one of the most thrilling games of the season.

As explained by a factory executive: "The player can get free-games awards either by making a high score or putting out all nine lights on the game or putting a ball thru the No. 8 hole when 18, which gives an immediate free game and thus keeps the interest and single alive on each and every ball right down to the very bottom of the board. Balls that go thru the skill lanes or each of the nine numbers score 1,000 points, even when a light has been put out, so there is a continued incentive to play. After all the lights have been put out and the free games are to be awarded each additional bump means extra free games.

"Sixteen bumpers are on the board. Skill lanes and high-score-when-118 bumpers add to the thrills of the game."

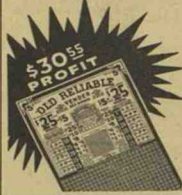
Grille Sales Good, Say G. & G.

CHICAGO, Aug. 19.—"We thought that a big surge in our new phonograph grille a week ago," stated officials Paul Gerber and Max Glass, of the firm bearing their names, "is the tremendous interest created by our advertisement last week seems to indicate that it's only the beginning."

"Sales of this revolutionary new product to music operators all over the country have far exceeded our expectations. Orders from every State by wire, mail and phone have conclusively proved that these beautiful new phonograph changers have been readily accepted by music operators, who consider them a definite improvement and a big step forward in music operation."

BOARDS WITH A PUNCH!

Here is just one of our entirely original slot symbol boards. Our complete line of salesboards for operators includes countless other slot boards as well as original novelty symbol boards.



When you buy Superior boards you are buying from a manufacturer with up-to-the-minute ideas—creators in salesboard trends.

Write for prices, full details and descriptive literature on boards made for operators! Get in on the ground floor of extra profits that are yours—be first in your territory with a new Superior board.

Send for your copy of "Scoops," exclusive salesboard trade paper. Address Dept. M.

SUPERIOR PRODUCTS
"World's Largest Salesboard Factory"
14 NORTH PEARIA CHICAGO, ILL.

EXTRA SPECIAL GUARANTEED SATISFACTION

Now \$42.00 Size Wall Toss with 25 Counter
Bill Games, Ideal for Jay General, \$169.00
plus shipping.

10 Daily Free Coin Vending, great one in
perfect condition, Only \$37.95 Each.

1 Only Six Balls 7 Jack Pot Combination,
Resistant, \$39.95.

A Mills Dice Game with Steel Stand, 25¢
Unit, \$99.95.

10 Mills Cornhole Fishbowl, \$47.50.

2 Point Shots Bank Proof, Serial Nos.
2814-2847, Each \$115.00.

— SLOTS — SLOTS — SLOTS —
We have 400 Mills, Purses and Jawbreakers
State, guaranteed to be in perfect condition.
From \$14.50 on. Write for Our Slot List,
500 Mills Weight Scales, \$5.00 Each.

TERMS 1/3 Down, Balance C. O. D.
Union Sales Co.

601 N. Adams Street, Green Bay, Wis.

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

Western Busy on Baseball, Jitterbug

CHICAGO, Aug. 19.—According to Don Anderson, sales manager for Western Products, Inc., two of the biggest selling coin games on the market today are Western releases.

Stated Anderson: "Claims are always made for coin game sales, but the actual proof is in the machines on locations. And operators all over the country, who have been ordering Western games in large quantities, report that there is a profusion of Western games in all territories."

"They say that it is not only the high-carrying power of these machines, but the absolute mechanical dependability that makes them favorites of operators. Our

WANTED— CAPABLE SALESMAN

with car, who has following among operators and jobbers. Must have good knowledge of used machine values. To such a man, a Chicago distributor, handling a complete line of new and used machines, offers a liberal advantageous connection. All replies treated confidentially.

Address Box No. 404,
Billboard, Chicago, Ill.

two releases, Baseball and Jitterbug Bill, are proving the top-money earners in their fields."

RECORD BUYING GUIDE

Record Buying Guide

SINCE its debut last October, the Record Buying Guide has climbed in popularity among automatic phonograph operators. Today members of the trade look upon it as the outstanding editorial service rendered by any trade paper.

Since its inception the sole purpose of the feature has been to furnish operators with the most authentic and reliable information possible to be gathered on the current popularity of recordings in automatic phonographs. Its objective has been to make the operator's job of selecting records an easier one—to supply him with information that will help eliminate the purchase of "flop disks" which cut so deeply into operating profits.

To make it still more valuable to the operator, several changes are being made in Record Buying Guide with this issue. The changes are the result of friendly suggestions received from operators as to how we might make the feature easier to understand and more valuable to the trade. Concurrent with the changes, the editors are taking this opportunity to explain to operators and all others interested exactly how material is gathered and upon what facts Record Buying Guide selections are based.

Each week representatives of The Billboard in the 30 most important phonograph operating centers in the country contact AT LEAST four of the leading phonograph operators in their territory to ascertain what recordings are going strong, coming up or going down. On the reports these men send in are listed the names of the tunes as well as the orchestras or artists whose recordings are most popular. It is on the basis of these reports that recordings are listed under the "GOING STRONG" and "COMING UP" headings. Consequently, listings under these headings, based as they are on reports from operators, represent a true consensus of operator opinion. The popularity of the disk—irrespective of whether it is on the basis of the same yardstick by which it is measured. This same yardstick is applied to the recording artists. Only those are mentioned who are the most popular as indicated by operators' reports.

The "POSSIBILITIES" division is a newcomer to the guide. In effect it is a tip-off department in which are listed those tunes ending from the latest releases which are the most likely prospects to become red-hot money-makers in phonographs. In most cases names listed under this heading will not have appeared as yet in phonographs. In selecting recordings to appear under POSSIBILITIES, The Billboard editors will not only rely upon their own experience and judgment, but also will take into consideration the popularity of the song on the radio and reports of sheet music sales. Information obtained from music publishers as to the relative importance of the song in their catalogs is also considered. Listings here will include all types of songs with the exception of double-meeting numbers.

The Billboard is deeply appreciative of the confidence automatic phonograph operators have placed in the Record Buying Guide. It is fully cognizant of the fact that with this confidence comes the responsibility that all information in this column be as authentic and accurate as possible. That's why the editors are not leaving a stone unturned in their efforts to discharge this responsibility to the best of their abilities.

Phono Grill Mr. Enlarges Quarters

NEWARK, Aug. 19.—A. KAM, who placed a new phonograph grill on the market a short time ago, just week enlarged his quarters due to the strong local demand for his product. With the space now available to manufacture more in quantity lots, Kam is now in a position to serve the entire country. "Altogether the grill," claims Kam, "are beautiful and create a dash wherever placed. We are able to market them at a very low cost. We are able to do this as we have successfully pioneered highly polished metal surfaces on the grill. This completely eliminates the phonograph.

The metal corners permit these low costs. The frames are attached in a portable manner, and new and varied lighting can be effected periodically, thus permitting continued interest. Our grills have dual color lighting effects and being completely assembled in one unit are very easily installed."

Louisville Firm Remodels

LOUISVILLE, Aug. 19.—Southern Automatic Music Co. is remodeling its Louisville quarters to create more room for office, showrooms and used-machine departments. In order to facilitate remodeling, Leo Weinberger, of the firm, announces that the company is disposing of its surplus stock of various types of machines at attractive prices.



"DON'T GET THE IDEA," says M. G. Erb, of Triangle Music Co., Cleveland, "that Waittizer phonograph music is limited solely to terra firma. Lend-fibbers have no exclusive claims on music. Take for instance the 'The Lobsterine Yacht Club of Cleveland.' The machine is located in the dining room of a vessel remodelled into a night club. When it's time to dance they gather round the machine or on the deck above—and music is furnished by the Waittizer by remote control. The Waittizer phonograph contributes an important part to the party aboard vessels on river, lake and sea.

RECORD BUYING GUIDE

Record Buying Guide

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

GOING STRONG

Recordings listed below are currently the biggest money-makers in automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country.

Recordings listed without an explanation are those that have appeared under this heading for one week or less. This does not mean that established successes that they require no further explanation.

Moon Lewy. It's practically unanimous for this second Tchakaloff for his disc, "I'm Gonna Get You Good and Mean," as far as the machines are concerned this week. It hardly seems necessary to remind operators who for some obscure reason do not have it in their boxes that it's an absolute necessity for them. A variety of recordings are meeting with favor, particularly Glenn Miller's, Paul Whiteman's and Al Donahue's. In fact, one report, in the space reserved for favorite disc listings, states succinctly and significantly "anybody."

Well, All Right. The Andrews Sisters cling to their high position in nickel-dropper's affection with this superior bit of swing warbling. On the straight disputation and Tommy Dorsey leads the other two who were used it by a considerable margin, but he in turn is put in the shade by the Andrews' vocal version.

The Jangle of My Feet. Now when a tune comes along, straight pop number of freak hit, and becomes practically the exclusive property of one band. In this case it's Cab Calloway 100 per cent of the way. It has been in the air for some time, but it's still going strong. A little since the fact is no doubt unknown to many people whose response to his disc it has been solid enough to collapse all other listings of the same time. It is an important record for operators and getting stronger every day.

Stayaway to the Stars. Glenn Miller, Jimmy Dorsey, Horace Heidt, Al

White Sails, Sammy Kaye, Ouse Nelson, Al Donahue, Jack Teagarden.

Sumner Selenka. Glenn Gray, Glenn Miller.

Beer Barrel Polka. Willie Glahn.

COMING UP

Recordings listed below are those which operators report are not yet top-notch money-makers but which are growing in popularity on automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country.

The Man With the Mandolin. Another week at most ought to see this up among the big boys as one of the best of the current money-making players. The fact that the reports received this week weren't entirely unanimous in naming it as a future star is a tribute to the fact that it is out of the really preferred class. Horace Heidt gained with his nearest competitors, Wayne King and Frances Langford, in the race for phono supremacy.

An Apple for the Teacher. This tune from the new Johnny Burke-Jimmy Monaco score for Bing Crosby's latest movie, *The Star Maker*, was immediately jump-started by operators' reports. It is a tune that has been in the boxes in an old story by this time, and it seemed as if the boys were right on hand the moment Bing's records of his new songs made their debut. Do it, Crosby's first, and particularly as far as the score is the only one getting any play, with dance records apparently getting the go-by for the moment. Of the other three numbers in the film—*Go Fly a Kite*, *Still the Bluebird Sings* and *A Poor Man and His Dream*—the first-named is the brightest prospect, also in Bing's waded version.

Comes Love. Increasing in popularity day by day is this tune from the musical comedy hit, *Yulet Bay*. It's doubtful if it will ever reach the exalted heights achieved by some songs, but it's strong enough right now to leave no question in the mind of this department as to its success on an machine. It belongs, in definitely, in either the *Artie Shaw*, Larry Clinton or Eddie Duchin version, all three of which are going well.

Over the Rainbow. Just starting to find its way into the machines, this lovely Harold Arlen-E. Y. Harburg ballad from the much-heralded and spectacular Metro-Goldwyn-Mayer production of *The Wizard of Oz* is certain to be a success story in the phonograph industry in a few weeks. The combination of the main tune from one of the most important pictures of the year, a beautiful melody and an particularly as far as this in the topmost record brackets. Larry Clinton and Glenn Miller are the phono artists taking the lead.

POSSIBILITIES

Recordings listed below are those which operators report are not yet strong in automatic phonographs but are the most likely prospects for music machine success among new releases. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country as well as on the judgment of The Billboard's staff.

Remember That My Mind. Introducing Nick Kenny's latest songwriting effort, which is practically another way of saying that here's a potential hit for ops to keep an eye on. Remember other Eddie Heyn items like *Gold Hit for Ops* to keep an eye on. *White Sails*, and watch this one, Glenn Miller, Tommy Dorsey, Jan Savitt and Freddie Martin have likely discs.

The Little Man Who Wasn't There. This is a screwy bit of nonsense with a lively melody that makes great fun of the "I'm Gonna Get You Good and Mean" popular vocalists. Tex Beneke and Ford Leary, do it humorously on the platters of two machine favorites, Glenn Miller and Larry Clinton. Remember that it's a disc that does not get over here but over there.

Love Games on the White Oak Tree. Making a prediction on this one is not the easiest thing in the world. It's in the hands of one of the biggest phono stars in the business, and it's a man's overlying or making of the song's eventual destiny, but we mention it here because in its recording by the Three Poppers it has what is taken to turn into a potent hit for the business.

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

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Artie Shaw and his Orchestra

B-1028—Out of Nowhere—Fm Coming Yards Artie Shaw and his Orchestra

20124—Over the Rainbow—The Hit Parade (Both from the MGM film "The Wizard of Oz") Artie Shaw and his Orchestra

B-1017—Each Time You Say Goodbye (I Do a Little) (From MGM film "Lady of the Tramp")—Hobson Street Blues

The Hot Time (Cut of the Kite) Bob Zurke and his Delta Rhythm Band

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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., 24 W. Randolph, Chicago, Ill.

Ferriday, La.

To the Editor:

I've been intending writing some time to thank you for some good business which I have been receiving from my machines, thanks to reading your *Hot* column. I read it weekly and get plenty of good tips on the new and popular tunes, and in turn, I put these discs on my phones in various locations, all of which are now getting a good play as the result of being up to the minute with platters, especially the new novelties.

A nickel getter in my locations is the *Beer Barrel Polka*. They are really "rolling out the barrel" and we are having a "what of fun" with the customers who surely have their fun, too.

White Sails is bringing in many nickels, too. We have it by Sammy Kaye and Jack Teagarden, and another swell tune which Bing Crosby does so well is *El Beso de Granda*. Bing and Bob Crosby are also there with several other nice offerings on which we cash in. In the Harlem spots and uptown, too, the *Hot Spots* are popular. I have their *Just for a Thrill* and *If I Didn't Care*. These go to town.

Kay Kyser, Tommy and Jimmy Dorsey and Glen Gray, as well as Lombardo and Russ Morgan, bring some swell tunes and all in all the new tunes, as well as some of the old ones which are being brought back to popularity are cashing in for me. **BAUCE SWAYZE JR.**
Ferriday, La.

New Orleans

To the Editor:

Top of the list especially prepared for our phonograph record placements are three of the biggest hits of the year. They are Bing Crosby's *El Beso de Granda*, Glen Gray's *Beside Serenade* and Jolly Jack Robel's *Beer Barrel Polka*.

Economy Marketing New Phono Device

PHILADELPHIA, Aug. 19.—Economy Production Co., Philadelphia, is placing on the market Phono-Mite, a new device for increasing the earning power of music machines.

It is easily installed and adds greatly to the entertainment value of the mechanical phonos. It may be used for speaking or singing and blending the voice with record playing. It may also be used as an amplification system and for making announcements. The Economy company also makes a full line of accessories for music machine operators.

SENSATION OF THE YOUNG DEMOCRATIC CONVENTION AT PITTSBURGH . . .
MR. ROOSEVELT, WON'T YOU PLEASE RUN AGAIN!

Words by
HENRY MYERS

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SONG OF GRATITUDE
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This has been the rule now for nearly a month and I would not predict just when it will end. If there is a replacement of any three I will bet that Ben Crosby will produce the newswinter, anything Crosby makes has been a cheer in New Orleans, white or color neighborhoods.

On the up and candidate for future first rung are Paul Whitcomb's *More Love, White Sails* by Sammy Kaye and *I Ain't Gonna Give Anybody of My Jellyroll*.

The white neighborhoods are going more and more for the polka and waltz type in particular; as for the colored areas, sentimental numbers have very definitely replaced race and I blame this change to the slackness in production of good blues renditions. *El Beso de Granda* is recognized by her friends as a sentimental singer and she is well liked in all of her recent recordings. Crosby still in the colored locations along with Ozzie Blue, Bob Crosby, Jimmy Dorsey and

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Hillbilly and Foreign Record Hits of the Month

(Note: Here are the most popular hillbilly and foreign recordings of the past month. Similar lists will be published in this section once every month.)

HILLBILLY RECORDINGS: It Makes No Difference Now, Cliff Bruner and Jimmy Davis; I Ain't Gonna Give Nobody Any My Jellyroll, Mizzou; Horsey, Keep Your Tail Up, Freddie Schnickelritz Fisher; Wabash Cannonball, Roy Acuff; Sugar Leaf Waltz, Freddie Schnickelritz Fisher; Roughest Gal in Town, Brother Jones; I Wish I'd Never Learned To Love You, Texas Wanderer.

INTERNATIONAL RECORDINGS: Our Own Polka, Swing Polka, Mappy Little Chappie, Helena Polka.

FOREIGN RECORDINGS: German, Grillenhabheit, Kornblumensaal, Durpolska, Hella Lady, Hungarians, Nem with a jagged spine, Polka, Baruska Polka, Krakowska, Swedish, Eldarevalsen, Italian, Bionda Biondina, Regatta Campagna, Brillante, Greek, Asker-Zelbiko, Zehra.

Artie Shaw. Shaw also goes good among the whites when dancing is wanted, but polkas are definitely climbing each day to overshadow other types. Novelties like *Horsey Keep Your Tail Up* are always welcomed and here is a threat to the first-place holders of the current week.

Lola Jordan's *First Place*, Jimmy Dorsey's *I Poured My Heart Into a Song*, Crosby's *It Must Be True*, Kayser's *Swaying in the Stars*, and Glenn Miller's *Wabash* certainly bring out the singing.

JOHN ESCUDE,

Franklin Bros.,
New Orleans.

Adding Phono Equipment

HADDONFIELD, N. J., Aug. 19.—Charles W. Young, Gabel distributor for this area, has recently purchased some new equipment to add to his Gabel routes around this territory. It is reported. Young has extensive routes and reports business to be holding up very well.

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- V-728 LOW DOWN—For The
L.A.V. LADY
- V-697 HOLLA LADY
ALPINE DANCE

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- V-718 HOT CLARINET—Polka
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- V-714 SMILE—Polka
- CLARINET POLKA & Waltz tempo

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Wurlitzer 12-Grand	\$7.00	Wurlitzer Side Ball	\$5.00
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REVIEWS OF RECORDS—

(Continued from page 29)

some righteous riding in the diatonic groove. You can almost feel them marching down South Rampart street when the band pitches in. "The Parade of the 'Praisies'" Doubles the best to the four-four for his Bluebird doubler, Hot Top. However, the record is marred by bad intonation, especially the brass squeakers on the intro. And because of the long backing the musician's heart bugling is almost smothered under.

The Fred Pipers, chorus of eight men and a gal, make their disk debut on Victor with a couple diatonic standards in song. Fred Wagner, who has been with the duo-foot Super Sugar Foot Stomp. Vocals blend well there's nothing in the backing that is so good or every thing being on a six-bit label that's tough enough to sell with top band names. Arrangements are bright and thoroughly commercial with the studio band backing being just as good as you would expect a six-together studio band to be. In all it's the type of mass harmonizing fashioned to ping the wails on commercial radio shows and not for burntable twisting.

Kaycee Rounin

JOHN HANMOND, Columbia recording case who has done as much in fostering the art of boogie-woogie piano playing as Pinetop Smith, the accredited originator, tossed together Hot Lips' trumpet, Buster Smith's sax. Also Soler's bass, Lawrence Lucie's drums. Eddie Dougherty's guitar, Pete Johnson's boogie pitching and Joe Turner's barrelhouse blues staging. Result was a vocalism classic in Pete Johnson and his Boogie-Woogie Boys for Cherry Red and Baby Look of You, Johnson-Turner originals.

The addicts will catch their kicks almost immediately, and if the melody will be patient, they'll be glad to get your act on the third or fourth playing, especially the Baby side with its "brighter tempo." It's interesting to note that the tooters on the session aren't exactly strangers. Fats, Smith and Soler played together in the famed Dennis Moten band out Kansas City way that had Count Basie beating out on piano. And was in Kansas City that Hammond uncovered Johnson and Turner.

For the low down black snake bitin' blues, with the songs on the shady side even if you aren't here to the Negro generally, the Decca man let his a dance to double by the full-voiced Trisie Smith in My Dodge Rock Me, No. 3, and No Good Men. The song inspiration is a sea and not spiritual, the platter packs plenty of musical meat by the accompanying Jivers. Get a load of the Buster Bailey brand of blowing by the clarinetist and the lit' with the string bass.

Floyd Roy, on the same label, takes a brave stand with James' The River. But it's a poor conception of both the blues and jam music, being the ordinary Harlem outpourings that take excessive liberties with the blues. The Flip-over, Side by Side, is just as and mostly meaningless blowing and badly out of taste.

Shades of Shadrack

As a sequel to Bob McInnis's Shadrack classic, Larry Clinton passes up Tschakowsky on this trip and goes to the Holy Book at his inspiration for Hushhush, colluding with Ray Jacobs and Gene DePaul to verify a spiritual. It's a faded, out-of this convention and Ford Leary's preachment throat fail to move both in his religion or his rhythm. Companion piece for his Victor counterpart is a slow but smooth rockin' Rockin' Chas that's designed for dancers.

After plattering considerable pop

"JOE DAVIS"

Tunes

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LITTLE BOY (Beautiful Ballad)
RUNNIN' DOWN
I'M CONVINCED YOU'RE SHERIFF (JUST TO KEEP OUT OF JAIL)
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RAINDROPS BRING MEMORIES OF YOU
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THO' YOU'RE GONE

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NEW ARRANGEMENTS OF STANDARDS
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I AIN'T GOT NOBODY—Mason Arr.
AFFECTION—Mason Arr.
I WOULD DO ANYTHING FOR YOU—Mason Arr.

SWEEPHEARTS ON PARADE—Wagner Arr.

KID'S OUT OF MISCHIEF NOW—Wagner Arr.

DREAM LADY—Gifford Arr.

CHRISTOPHER COLUMBUS—Gordon Arr.

SWEET HAWAIIAN MOONLIGHT—Edwards Arr.

REVEREND—Gordon Arr.

A FEW OTHER "JOE DAVIS" ENCORE GETTERS

SHADES OF HADES (Clinton Composition)

CHRISTOPHER COLUMBUS (Clinton Arr.)

A PORTER'S LOVE SONG TO A CHAMPION

ON MY WAY

I'M DRIVING BACK TO DREAMLAND

MAKE BELIEVE BALLROOM

CALL ME A JUMP MANOYAN HALL STOMP

A COOS MAN IS HARD TO FIND

JOE DAVIS, INC.

1619 Broadway, New York

fare for many sides, Jimmy Dorsey dips into the Stomp stuff but hits below par for this Decca double. His overstudied procedure in "Five Steps to Jumpin'" is from jumpin' and his highly touted "Shoot the Best Blues in Me, Dominick" isn't as convincing a cut that's really found in the long line that roots in Christopher Columbus. Brother Turner's blues, better by far, is a dandy Victor instrumental doubling of an exotic original, Night in Sweden, and from the blues score, You Are Fun. Both are to the sweet swing swing style that makes stepping along so easy and airy.

Another for Tschakowsky

AT THE present rate, Felix Ditch Tschakowsky promises to keep showing Irving Berlin in Tin Pan Alley fame. The Decca double takes one of the master's beautiful songs, Now, But the Lonely Heart (Opus 6), for Bluebird and makes it sound like the beautiful what's to the dance tempo. The title was always there, all that remains is for Ditch to be accepted in, and apparently that's how song hits are born.

Deutch's gypsy fiddling embellishes the full-fledged rhythmic accompaniment of his rock, highlighting his cravatings and making it mean as much as Tommy Dorsey's slinkings in his symposium. Platter mate is an original, Twofa, a Sublimis type of tune that's just as effective in setting off his slide and band to the advance of dancers.

Ovo.

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PUTTING-PRACTICE MACHINE

(Patents Pending)

THE NATURAL FORTUNE-MAKER
THAT COMES ONCE IN A LIFETIME!

Conservative Capacity: 32 Games Per Hour

With 5c Slot...\$1.60 per hour!

With 10c Slot...\$3.20 per hour!

With 25c Slot...\$8.00 per hour!

•OPERATION: Coin is placed in slot, tripping gate, releasing 5 golf balls which are conveyed to elevator shaft and propelled to putting surface, one at a time by foot pedal. Putting surface resembles actual putting conditions on a golf course. Successful putt into hole shoots ball into lower scoring area, enabling player to make Ace 1, Eagle 2, Par 3, Birdie 4, Par 5, Bogie 6. Balls out of bounds get value of 8.

•PAY-OFF up to operator. Premiums can be given on various conditions,

most popular being Jackpot.

•SIZE: 8 ft. long, 5 ft. wide, 8 in. deep. Sturdily constructed on beautiful mahogany finished hardwood. Satin chrome trimmings; chrome lamp. Full protected metal coin box and register, with 5c, 10c or 25c mechanism. Comes complete, with putter, 5 golf balls. No servicing necessary.

Write or wire for details, prices
AUTO-GOLF, INC.
221 Clara St., San Francisco, Calif.

WERTS FAMOUS
JAR GAMES

- RO WO BO
- JAR-O-SMILES
- PICK-A-TICK
- POK-ER-BOX
- BIG LEAGUE
- REELO
- DICE GAME

WERTS NOVELTY CO., INC.
P. O. Box 672, Muncie, Ind.

Grand National
Plans Opening Fete

CHICAGO, Aug. 19.—New and enlarged quarters, necessitated by expanding business, add several thousand feet of space to the showrooms of Grand National Sales Co. at its new address, 2504-06 West Armitage avenue, Chicago.

The grand opening is expected to attract operators from every part of the Middle West. Many operators who have already dropped in at Grand National have been impressed with the layout and displays of new and used machines.

"In addition to the excellent prospects for fall business that present demand indicates," said Al Sebring, of Grand National, "we are doing a large volume of business on our new 1-cent dipin-a-Pack, three-reel cigar machine with coin divider, which we are manufacturing here."

California To
Limit Liquor Sales

SACRAMENTO, Calif., Aug. 19.—California State Board of Equalization has adopted a rule that all future applications for liquor licenses shall be considered on a population basis, with a limit of one license to each 500 people in unincorporated areas and one to 1,000 in cities.

The limitation will apply to all on-sale distilled spirits, on-sale beer and wine and off-sale distilled spirits, but will exempt on-sale beer and off-sale beer.

Recreational
Games Distribrs

CHICAGO, Aug. 19.—May Becker and his Recreational Games, Inc. have announced the appointment of William Cohen, of the Silent Sales Co., Minneapolis, as member-distributor for Minnesota, North and South Dakota. Likewise the appointment of Al Schlesinger, of

300 LATE GAMES CLOSING OUT

Grandstands, Thistledown, Winning Tickets, Steppers, Hethwrens, Pothots, Handicappers, Mardi Gras and many others; all in excellent condition at your own price. Make an offer. How many can you use?

R. F. VOGT, Distributors

21 Cullen Hotel Bldg.

Salt Lake City, Utah

BARGAINS—FOR SALE OR TRADE FOR WURLITZER 616'S

WRITE US WHAT YOU HAVE TO OFFER
2 Grand Ball Swirl Game, Each \$20.00
2 Extra Shooting Gallery A-1 condition \$5.00
2 Extra Large Boxes of Amusement 9 and 10c, 100
10 Round Skills Puppets, all boxes, Each

NEW COUNTERS
Western Bell Player..... \$12.00
Western Empire..... 17.00
Gardner Mercury..... 25.00
Gardner Gopher..... 35.00
Banquet Tonic..... 27.00

FOR SALE: 50 GARDNER MERCURY, LIKE NEW—\$15.00 EACH.
OPERATORS, JOBS AND PRIZES
CLINTON VENDING MACHINE COMPANY
210 SOUTH FOURTH STREET, CLINTON, IOWA

LOOK OVER THESE NEW LOW PRICES AND SAVE \$\$\$

All Remodeled Ready to Operate
Wurlitzer 1928 Model 24..... \$14.00
Rock-O-Look Violators..... 15.00
Bedburg 1938 Gems..... 15.00
Wurlitzer 215 with "Banquet" Girls..... 25.00
Rock-O-Look 1937 Imperial 20..... 25.00
Wurlitzer 412 Remodeled Girls..... 25.00
Rock-O-Look 1937 Harmon King..... 25.00
Mills 1938-39 Low Roller..... 25.00
Mills 1938 Regatta Game Master..... 25.00
Write for our new catalogs, list, prices over 500 remodeled machines. Used phonograph records, all usable. Our choice per hundred \$9.00.

BADGER NOVELTY COMPANY

2540 N. 32nd St.

MILWAUKEE, WIS.

CLOSEOUT!
NEW GAMES
SACRIFICE PRICES!
WRITE QUICK!

GET ON OUR MAILING LIST!
GEORGE PONSER CO.
11-15 E. RYUNTON ST., NEWARK, N. J.

SLOTS
FURNISHED FOR DEALS
THAT ARE PRACTICABLE
BOX 403, care Billboard, Chicago

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

the Square Amusement Co., Poughkeepsie, N. Y., as member-distributor for the New York City area and Northern New Jersey. Morris Rankin, Henkle Music Co., Atlanta, Ga., has been named member-distributor for Georgia.

"They're beginning to like Pixie, our coin-operated aburnt-board game," says

Becker. "Our games are all so new and different in play principle that the operator is always a little fishbaked with each of our new games. But Pixie is fundamentally right and is measuring up as a money-earner, substantiated by our past posting that a third production run on this game."



METAL TYPER

A GREAT MONEY MAKER

In the operating business, the new trend towards service machines has received a powerful stimulation by introduction of the new METAL TYPER.

It taps entirely new sources of revenue for alert operators. METAL TYPERs render a definite service to every community by putting within reach of the public a coin-operated device which will emboss up to 32 letters upon a beautiful metal disc which is vended for only five cents. Every Medal vended is an active salesman for you, because people like to show them to their friends, who in turn become patrons of METAL TYPERs.

SUBSTANTIAL PROFITS ASSURED

Already METAL TYPERs have proven to their owners that they can earn substantial earnings from the very start, such profits increasing week after week as the machine becomes known in its territory.

An investment in METAL TYPERs will provide a Lifetime Income for you; there is a consistent demand for these useful Medals. At the same time the quality workmanship built into this METAL TYPER is your guarantee that it will always function correctly and give you trouble-free service year after year.

No other machine in the legal service field could offer you such consistently high earnings over so long a period as METAL TYPER, no wonder that seasoned operators in many territories are making METAL TYPERs the backbone of their operating program, because they can depend on their earnings under all circumstances.



GROETCHEN TOOL CO.

130 NORTH UNION CHICAGO
EUROPEAN DISTRIBUTORS: SAMSON NOVELTY COMPANY, Robin Hood Court, London E. C. 4, England

NOVELTY GAMES	
1 Airship, each \$ 5.00	1 Whoddy Pig, each \$10.00
1 Circus, each 10.00	2 Thunderbolt, each 12.00
1 Sea King, each 12.00	2 Wheel, each 22.00
1 Fish, each 22.00	1 Starer Race, each 6.00
1 Paratrooper, each 15.00	

FREE PLAY GAMES	
1 Xmas Tree, each \$17.00	2 Double Free, each \$5.00
1 Air, each 22.00	1 Big Top, each 14.00
1 Sea King, each 32.00	

Lake City Novelty Co.
3008 Payne Ave., Cleveland, O.

ALL FREE PLAY
Every Game Guaranteed A1 Condition

24—CONTACT	\$42
25—BLAZER	
26—FIFTH INNING	\$39
27—DOUBT FEAT	
28—TURF	\$52.00
29—BOW CLUB	
30—SPOTTER	\$25.00
31—MINN	
32—SPEED	\$20.00
33—AIR	
34—SILENT SALES SYSTEM	

Write for List of 1,000 others.

GREAT SAVINGS
TIME TESTED
SLOT MACHINE PARTS

With Exception, Thousands of Dollars, Savings, and Thousands of Other Sides, from the Best and Cheapest, etc. in the World, at 10-60% Off.

COLDMAN NOVELTY, Rockford, Illinois

Baker Firm Takes Over 30,000 Sq. Feet

CHICAGO, Aug. 19.—Baker Novelties and Mfg. Co. reports having leased 30,000 square feet in a modern manufacturing building at 2626 Washington boulevard on Chicago's West Side.

In outlining the progress of his firm, H. L. Baker, president, said they had been able to make unusual progress. In spite of some adverse trade conditions, the firm had grown from a space of 2,500 square feet to now need 30,000 square feet in a little over a year.

New personnel has also been added, including some well-known names in the industry. The firm has been incorporated as the Baker Mfg. Co., Inc., and the officers are H. L. Baker, president; Harry Hoppe, vice-president, and

Stop Issuance of Commemorative Coins

WASHINGTON, Aug. 19.—President Roosevelt has signed legislation which congressional committee said would "stop a racket in the issuance of commemorative coins."

The act prohibits further issuance and outage of special coins authorized by Congress prior to March 1, 1939.

Treasury officials complained that this coin legislation "encourages traffic in commemorative coins at private profit, increases the possibilities of counterfeiting and in general detracts from the purpose for which money is used."

Mrs. A. E. McElough, secretary. Paid in capital is reported at \$200,000.

Of the three executives, Baker has spent a lifetime in the coin machine industry. He was formerly with the Pace Mfg. Co. and has full knowledge of all types of machines, from the de luxe types to penball and scales. He has a number of inventions to his credit. Harry Hoppe has for some years traveled at home and abroad in the interests of coin machines and probably has as wide acquaintance with coin machine trade conditions as anyone in the business.

Mrs. McElough is a pioneer in the coin machine industry, known to operators all over the country. As Alton, Ill. but few people realize the length and brilliance of her career in a trade regarded almost entirely as menial. She recently resigned from the Pace Mfg. Co. to join the Baker firm.

The Baker firm is now featuring Baker's Patens, a console race-horse game. It is made in two models, a standard and a de luxe model. Other games are also made, and some new and important additions in games will be announced soon.

Central Distributs Open in Wichita

KANSAS CITY, Mo., Aug. 19.—Central Distributing Co., headed by Tim Crummitt and Pinley Mason, will open its branch office in Wichita, Kan., September 1 with a house-warming party. The new office will be located at 607 W. Douglas avenue.

The owners of the Central Distributing Co. are opening the office to better serve the many Kansas customers with War-litter photographs and, besides carrying a good stock of all War-litter phonographs, will carry a complete line of parts for Wurliters ready for immediate delivery.

Real Bargains

50 PARAGRAPHS	89.00
50 GRANDSTANDS	72.00
10 BENTHOUSES	12.00
25 WINNING TICKETS	72.00
25 BEST CLOCKS	82.00
10 SEVEY OTHER UPPERS	82.00
50 PAIR SPOONS	22.50
50 SELLERSON PAYOUT GAMES	22.50
5 ZIPPER	22.50
50 SELLERSON PAYOUT GAMES	22.50
50 CONSOLES	22.50
200 SLOTS	22.50

At Machines A-1 Condition,
1/3 Deposit, Balance C.O.D.
STEWART NOVELTY CO.
126 E. 2nd South St.,
SALT LAKE CITY, UTAH

Atlas Prepares For Biz Upturn

CHICAGO, Aug. 19.—Visitors to the Atlas Novelty Co. offices in Chicago this past week were treated to a "meat preview" of things to come. It is reported, Morrie and Eddie Grinsburg, it is said, are busy preparing for an expected upturn in the business as the summer wears its way into the fall season.

An intensive campaign is being planned to coincide with the general business rise, and, according to the firm operators served by Atlas in the most territories surrounding the home and branch offices are in for a surprise.

New additions to the staffs of the Atlas Novelty Co. were also announced. In Pittsburgh Dan Hoffman has just placed in charge of city sales. The Chicago office has two new members of the sales force in the persons of Maurine A. Ritter and Philip Moss.

METAL TYPER

We are 100% sold on this marvelous lightning printer machine. It's a great money maker. Millions Operative can get immediate cash.

ARROW NOVELTY COMPANY, INC.
2852 Sydney Street, St. Louis, Mo.

METAL TYPER

A wonderful business opportunity for short investment. Best by our guarantee, sold and shipped in New England by

ATOMIC COIN MACHINE CORP.
37 Essex Street, Springfield, Mass.

METAL TYPER

has wonderful merit as a steady money-maker, has maximum for beautiful appearance, is your operation on a business basis with Metal Typer.

BADGER NOVELTY COMPANY
2546 N. 30th Street, Milwaukee, Wis.

METAL TYPER

has no investment, you see only on its price. It is a beautiful money maker, is your operation on a business basis with Metal Typer.

BANNER SPECIALTY CO.
1808 57th Ave., Pittsburgh, Pa.

METAL TYPER

Outstanding position in the legitimate operating field. A low price investment with large profit potential.

We can make immediate delivery.

BIRMINGHAM VENDING COMPANY
2117 Third Avenue, N. Birmingham, Ala.

Jersey Coinmen Adopt Rules and Fair Trade Code

NEWARK, N. J., Aug. 10.—"At a regular monthly meeting of the Amusement Board of Trade of New Jersey, Inc., held August 3, the proposed constitution, by laws and code of fair trade practices were adopted on third and final reading," reveals Le Roy Stein, executive secretary of the association.

He continued: "In order, however, that the method of administration of these rules and regulations shall not be revolutionary in their effect, provision has been made for certain rules to become effective at once; other rules will become effective by September 1, 1939; the balance will become effective at the close of the year.

"This policy will permit the members to adjust themselves to the Code

METAL TYPER

has all the marks of a winner; take one word for it. It will make you money of money over a long period of time.

FISHER BROWN
2206 South Harwood Ave., Dallas, Tex.

METAL TYPER

make sure yours is the other legal version. We have the best of them.

GERBER & GLASS DIST. CO.
914 W. Diversy Parkway, Chicago, Ill.

METAL TYPER

You will see for Metal Typer one has been the wonderful money maker of our last location.

Kansas State Distributors
MARION CO.
562 W. Douglas, Wichita, Kan.

METAL TYPER

Rings up record sales every day. Metal Typer is the best investment for operators who want for 100% legal business.

MILLS SALES COMPANY, Ltd.
1640 18th Street, Oakland, Calif.

METAL TYPER

You will find hundreds of profitable locations for this operation. Many have been sold. We show you how to operate it in your best advantage.

MOSLEY VENDING MACHINE EXCHANGE
00 Broad Street, Richmond, Va.

of Fair Trade Practices in an evolutionary manner, so that at the beginning of the fiscal year, on January 1, 1940, all the members will be expected to observe all the rules and regulations for the profitable conduct of their business. In addition, these rules and regulations will serve to stabilize the game business within the jurisdiction of the association.

Jobber Co-Operation
"Evidence of the close co-operation between the Amusement Board of Trade of New Jersey, Inc., and the New Jersey Jobbers' Association is gleaned from the fact that joint meetings are held by committees appointed from both associations.

"Such a joint committee meeting was held on August 8, 1939, and resulted in a more clear understanding of the problems of both jobber and operator. It was the consensus of opinion of the joint committee that the co-operative advertising campaign was an unprecedented success in the history of the game business in the State of New Jersey.

METAL TYPER

is a beautiful machine and we predict that it will be the most successful operating game machine.

MIKE MUNYER CORP.
145 Park Row, New York City

METAL TYPER

will show immediately good profits on your investment. It's a money maker everywhere and workability. "As good as Colossus."

J. R. POPE DISTRIBUTING CO.
519 Ouchita Avenue, Monroe, La.

METAL TYPER

has been fully tested by us and has our hearty endorsement. We recommend that you order a couple Metal Typer at once—test it on your own location.

SICKING, INC.
1922 Freeman Avenue, Cincinnati, O.

METAL TYPER

has my personal endorsement; as you know it needs no stock, that is on the ground. Get yours for half price.

SILENT SALES COMPANY
204 11th Avenue, S., Minneapolis, Minn.

METAL TYPER

is the brightest machine on the business horizon; you will see for Metal Typer one has been the wonderful money maker of our last location.

SOUTHERN AMUSEMENT COMPANY
678 Madison Avenue, Memphis, Tenn.

Association News Notes
Frank Russo, of the B. & Y. Distributing Co., was unanimously elected as a member of the board of governors to complete a full board, in accordance with the new constitution and by-laws.

Stewart A. Stone, field agent, working under supervision of the executive secretary, Lahey Stein, has completed the first of a series of surveys being made for the series of new locations for the membership.

The board of governors officially approved the appointment of Miss Estelle L. Baxish as private secretary to the executive secretary. Miss Baxish is a former resident of Denver, Colo., where she received considerable experience in institutional work, especially in the administration of association routine.

On Friday, August 4, 1939, the first association outing was held in conjunction with a moonlight sail, given in honor of the Honorable Meyer C. Eisenstein, mayor of the city of Newark, a

METAL TYPER

is going to town in our territory. You will find the machine desirable, a wonderful machine, it's a money maker.

UNITED AMUSEMENT CO.
310 South Adams St., San Antonio, Tex.

METAL TYPER

has proven the great standing prior to our machine. We believe that it is one of the greatest operating opportunities of the present. Immediate delivery.

THE VENDING MACHINE CO.
205 Franklin St., Fayetteville, N. C.

METAL TYPER

A dispenser for operators. Best investment you can buy for long time operation.

Distributed by
R. F. VOGT
21 Cullen Hotel Bldg., Salt Lake City, Utah

METAL TYPER

is our own idea of what a good money maker was. We believe that it is one of the greatest operating opportunities of the present. Immediate delivery.

WISCONSIN NOVELTY CO.
60 First Avenue, Fond du Lac, Wis.

METAL TYPER

is good for twenty years of profitable operation; we are proud to offer this wonderful machine to our customers. Get full details at once.

YENDES SERVICE COMPANY
32 N. Western Avenue, Dayton, O.

personal friend of the executive secretary and several members of the association. The chairman of this outing was David M. Steinberg, assisted by Nathan Mark, treasurer of the association, and Irving Wolfe, a member of the board of governors.

The membership committee is chairing under supervision of Harry Badler, assisted by Messrs. Jack Krumborg, Anthony Falcus, Joseph Expolla, Robert Server and J. Siegel.

The house committee in charge of association headquarters, consisting of Nathan Mark, Harold Olson, Irving Pearlbarg, Max Fischelbaum and Leo Ringler.

The good and welfare committee is made up of Harry Peat, Alfred Arwa, Jack Berger, Murray Brodka, Arthur Dadda, Ernest Kravter, Max Rosoff and Samuel Rosoff.

Morris Frison, president of the association, is an official chairman of all these temporary committees.

ACTION AND FLASH! GET THE CASH!!

NEW MODEL



CONTINUOUS MOVING DISPLAY MAKES THIS THE GREATEST 'CROWD STOPPER' YOU HAVE EVER SEEN

In a brightly colored setting, The Old Astrologer MOVES HIS ARM UP AND DOWN pointing to the sign which says, "GET YOUR READING NOW."

The large DISC with the Signs of the ZODIAC KEEPS REVOLVING, while COLORED LIGHTS FLASH ON AND OFF.

OPERATORS EVERYWHERE can build up a year-round business with these STRICTLY LEGAL NEW MODEL "ASTRO-SCOPES."

These Wide Awake Distributors Are Displaying the
NEW "ASTRO-SCOPE"
GO IN AND LOOK IT OVER

<p>NEW YORK, N. Y. Mike Mueves Corporation 593 Tenth Avenue New York, N. Y.</p>	<p>CHICAGO, ILL. Gurber & Glass 914 W. Diversey Parkway Chicago, Illinois</p>
<p>ST. LOUIS, MO. Arrow Novelty Co. 2852 Sidney Street St. Louis, Mo.</p>	<p>MILWAUKEE, WIS. Badger Novelty Co. 2546 N. 30th Street Milwaukee, Wis.</p>

Distributors in Other Localities, WRITE FOR DETAILS.

OPERATORS SUPPLY CO., INC.

4311 N. Lincoln Ave.,

Chicago, Ill.

Part of the Trade Nation Now Taking More Interest In Foreign Trade Improvement

Conditions in Latin America
told by Manager of C.
of C. in Mexico

By H. O. JOHNSON, Secretary and
Manager American Chamber of
Commerce of Mexico.

IT is quite true that developments in Mexico in recent years have caused a number of concerns in the United States to put a question mark alongside Mexican business. Many firms now demand cash with order, others will give credit only to concerns they have dealt with for years and then for only a limited length of time.

What has this meant for American business as a whole? I might say, none, altho no names will be mentioned in this article. A large concern in Mexico City, established for more than 65 years, has always done business with one in the United States. Shortly after the expropriation of the foreign-owned oil properties, when the rate exchange fell from 3.60 to 5.00, a great many American companies became panic-stricken, and without awaiting further developments immediately stopped all credit, including that formerly extended to the mentioned firm in Mexico City, demanding that all future orders be accompanied by cash. What was really done? The material that this Mexico City firm formerly purchased from the U. S. A. is now being purchased in Europe, but for so long ago it was approached by the American firm to handle its products again on the U. S. A. but they gave a positive refusal. After 55 years of experience in handling the product every businessman knew it thoroughly and now it was a difficult task and take many years to have a new company handle and learn the line and gain the confidence of former purchasers.

Is it not true that we face the facts? Are European countries using this method to obtain business? Indeed not, and they are making rapid strides in Mexico, as in all Latin American countries.

We must remember another important fact, which is that until very recently Mexico was the second best customer for the U. S. on this continent, the first being Canada.

C. of C.'s Aiding U. S. Business

American chambers of commerce abroad are now assuming greater responsibilities in safeguarding America's competitive trade position in foreign markets. American business must take strong measures and should use its resources to oppose any pressure against freedom of competition by governments that control trade and commerce and militate so strongly against individual enterprise.

The American Chamber of Commerce of Mexico, of which I am secretary and manager, has kept business chambers of commerce, trade organizations, etc., informed of opportunities that exist here for American products. We have been doing this for years, but we intend now, without limited facilities, to do more. It is up to all of us, not only as secretaries of chambers of commerce, but the manufacturer, the exporter, the individual and the press to put forth our energies first to combat present existing evils. Every dollar of material we ship outside the bounds of the United States helps the much more to better our own present and future condition in the United States. Of that there is, and cannot be the slightest doubt.

I read a very interesting article in "The Exporter" Digest of May 25, 1939, under the caption of "The Way of National Foreign Trade Week," the following

paragraph of which I believe merits every attention and consideration:

"For many years we have led the world in export trade, yet the country has to be a grievous lack of understanding among the masses of our population and especially, it would seem, among our legislators as to the vital state of each one of our citizens in the maintenance of our hard-won position in world markets; continued development of our import and export trade along sound reciprocal lines multiplies jobs for workers, raising buying power and living standards; accelerates the turnover in materials and money; it stimulates production of farms, mines and factories."

As secretary and manager of the American Chamber of Commerce of Mexico, I have tried hard to limit the above, over a period of some years, in the minds of the manufacturer, the exporter and even the individual of the United States as far as was possible. The above quotation is one that should appear in every newspaper and periodical throughout the United States, but it should be elaborated on, it should be impounded and impressed on the minds of the people daily, for it is the one sure way for our prosperity to return.

Business Men Lethargic

I disagree with statements that have been made, many of which have appeared in the press, that the business men of the United States is doing everything possible to bring about more export trade for the United States. I am personally leathargic, and as a businessman, both large and small, is sitting back and is not keenly anxious to do the part of the job that the part is hurting all concerned, including itself. The business man may blame legislative lack of cooperation from the United States Government, rates of exchange, tariff barriers, better trade, economic conditions, credit, loans and a hundred and one other causes. But the truth of the matter is that business can be obtained, as it proves by those in business, who are interested, who are shipping and who are not losing in their export trade to foreign countries.

Then, too, American business men

VOGUE

by Bally

NOVELTY OR FREE PLAY
GAME WITH NEW
"SURE-SPOTTER" IDEA

See Your Jobber

STAR FINAL \$57.00 PROFIT

1000 Tickets @ \$5.00 = \$5000.00
 1000 Tickets @ \$5.00 = \$5000.00
 1000 Tickets @ \$5.00 = \$5000.00
 1000 Tickets @ \$5.00 = \$5000.00
 1000 Tickets @ \$5.00 = \$5000.00

SPECIAL
 Assortment of 5,000 Tickets for \$10.00
 and different for only \$1.00

173 With Order, Send for 1939 Catalog
WINNER SALES COMPANY
 "Plus a Winner With Winner"
 3907 Avenue B, Chicago, Ill.

SPECIALS

The machines listed below are slightly used and offered subject to cash sale. All orders must be accompanied by 1/3 deposit in form of P. O. Express or Telegraph money order.

P. B. G. NOVELTY		1 Liberty Free play P. B. \$40.00	
1 Path	10.00	1 Flirt	2.50
1 At Sea	10.00	1 Double Star Truck	2.50
1 Star	9.50	1 Double Star Truck	2.50
1 Star	9.50	1 Line Up	1.50
1 Star	9.50	1 Free Race Free play	7.00
1 Star	9.50	1 Record	1.00
1 Star	9.50		

PHONOGRAPHS		SLOTS	
1 Mills Belling King	\$25.00	1 Mills Bell King	\$25.00
1 Mills Imperial Master	19.00	1 Blue Fr. G. A. Bell	20.00
1 Blue-Old Debut	19.00	1 Blue Fr. G. A. Bell	20.00
1 Blue-Old Debut	19.00	1 Blue Fr. G. A. Bell	20.00
1 Blue-Old Debut	19.00	1 Blue Fr. G. A. Bell	20.00

CONSOLES		HILLS	
1 Yankee Ship	19.50	1 Mills Bell King	\$25.00
1 Yankee Ship	19.50	1 Blue Fr. G. A. Bell	20.00
1 Yankee Ship	19.50	1 Blue Fr. G. A. Bell	20.00
1 Yankee Ship	19.50	1 Blue Fr. G. A. Bell	20.00
1 Yankee Ship	19.50	1 Blue Fr. G. A. Bell	20.00

COURTESY MODELS		STANDS & SAFE	
1 Silver	\$12.50	1 Ben Stand	8.50
1 A. B. T. Target Model P.	12.50	1 Double Model Safe	20.00
1 Vot Pocket	25.00	1 Jack-in-Box Stand	25.00
1 Silver	12.50		
1 Silver	12.50		

White and ask us to not you on our mailing list. Also ask your price on any new machine or special delivery by the respective manufacturer. The above prices are offered August 26, 1939.

MOSELEY VENDING MACHINE EX. Inc., 66 BROAD ST., Richmond, Va.
 Day Phone 3-4111 Cable Address: Moseley Night Phone 5-5223

(not all of them to be true) believe that if they are to do business with a foreign country they should be able to secure the best of the people. Their lines and districts. Manner of Doing Business. Retail Life: Men Who Often Do Not Buy Their Own Business and Expect Under These Circumstances That Business Should Flourish.

Details Need Attention
 Other companies will not answer foreign correspondence at once and will not reply promptly the information required. They do not comply with the important little details of foreign orders such as packing, shipping, instructions, documents and a host of other vital and essential necessities. I could go on for hours mentioning what after case of the so-called stupidity of our manufacturers who export. An outstanding example will illustrate what I mean. A business man in Mexico desired to put up a factory to manufacture certain articles for which there was a great demand in Mexico for which there exists no plant. This man wrote to one of the largest companies in the United States. It was at the same time that he wrote to them that he had an e-mail letter to be sent to a large German house. In his letter he did what he wanted, asked for samples, literature, catalogue, prices and some technical information. It so happened that the same day he received a reply

from Germany, with all samples, literature, catalogue and technical information. He also received an acknowledgment from the company in the United States which was printed out with no details, no technical information, no literature and no catalogue. It was then that he wrote to the man who had been directed to my attention, but only after I had brought it to the attention of the president of the company was action taken, and even then it was considerably delayed.

Personal Important
 For a business to be successful in foreign countries, not only in the question of exporting to those countries, but also to actually being established there, a number of things must be taken into consideration. It has often been said that it is the small things that count, and this especially in Latin American countries. A business first of all is required to spend money to succeed build up credit, and the man must have men that have lived or are residing in those countries, men who can speak the language, who have the adaptability to fit in, not only in business circles but also in social, which is particularly important in Latin America. They must know that business is done on a far different basis than in the United States, they must be patient, tolerant and above all be fair and decidedly honest. They must never forget that their foreign correspondents are not fools. They must know that "anything is good enough" is far from true; they must know the value of the American viewpoint and respect it.

The management of a business in the United States must take a genuine interest in the export market; must have men to go into that market and one in it should take a long-range view and stick to it. The management should know the market, should be able to get the manager and should see to it that certain officers visit their foreign market from time to time in order that they may gain a knowledge and develop an understanding and interest necessary for their products in the foreign market.

In my many years of experience in Mexico I have found that when business becomes so white as to be in a position of depression or for many other reasons American companies immediately start to close down. I will suppose a good example of this fact. When I was ad-

stant purchasing agent for the Southern Pacific Lines of Mexico, with headquarters in Ciudad Juarez, I made trips to Mexico, not only to locate new markets for material, but also at times to request certain technical information. The depression starting in 1929 so that you will recall, caused many companies to close their doors, but I shall refer only to the larger and more powerful ones. In Mexico there were several that I visited on my arrival in the country. In the city I found that they had not only closed their doors, but had also discharged all their employees and they could not obtain the slightest bit of information, let alone material. Did European houses do that? On the contrary, they continued operating despite the fact that they were losing money. And the reason for this was that they had a will; they made every contact possible and the result was and is that when things came to the better they had the backing of new and previous business which it has been impossible to do here in the States. Now the American companies wonder why it is that they do not have the same amount of business previous to their "falling out."

I have in mind a suggestion and I have made this suggestion on a number of occasions, which may or may not seem logical to the reader. It may be called fantastic, absurd idea, but be as it may, it is nevertheless an idea.

U. S. Merchandise More Costly
 How much of our business in the on their merchandise that United States manufacturers just cannot compete? This statement is quite true in many respects. If we must face the condition—if it faces us—why can't we face it so squarely and take it on the jaw and then try to do something about it?

If I were a solvent business man, large or small, my procedure would be more or less as follows:

I would figure the exact cost of my merchandise for export and I would put it on sale at that cost price for foreign countries, with no discount. I would call it "export price." In so doing I would be able to meet competition and show my merchandise as being sold to retail employees to produce this merchandise; they in turn would receive a bonus. If they were willing to bring a purchasing power, not only for the merchandise that I produce for export, but also consumption, and on which I make a reasonable profit, but for the merchandise that other manufacturers produce it is almost better than the lives of my employees. I would in an event put men to work; I would increase the cost of my merchandise, but I would have nothing on my foreign sales. Multiply this one business by thousands of other men who use the same type of attitude and you will readily appreciate how many we could take off our unemployment list. If by taking men off our unemployment list it would decrease our payments by the government to men who are out of work on government relief, etc. If the company itself did not want to go into the export business, they might consider the idea of an exporter. There are thousands of exporters in the United States who have been in business for years, men of wit and varied experience, who on account of their volume of business can afford to take care to account at a very small margin of profit for themselves.

Experts Will Aid Prosperity
 The idea as presented above may be termed by some as not sound business. Let us make the situation in which we must do something about it, then the above will bring results. But it requires the interest and cooperation of each and every one of us. Some companies are doing exactly that which I have just suggested. They are proving successful, and if others will follow it will not be long before we will find our country in a position to be one of the world and will place our United States back into an era of prosperity for each and every individual. As a consequence, if the American manufacturer only sees and thinks in the term of his domestic market, he is not doing his duty to his business. If he looks to the prosperity of his business, his community, his employees, his country, he is being employed as well as for a greater and better United States to live in, it is then that we can have a country where everyone is working, everyone happy and contented.

American chambers of commerce should be kept abreast in their position to this end, yet in order to increase our scope of work we must also have the cooperation of all types of manufacturers in the United States.



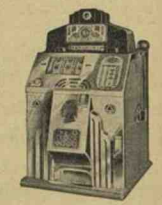
big earnings
SUPER CHIEF
 with slug rejector



1c—5c—10c—25c Play
 Operators located upon a good looking jackpot machine— Jennings goes them chromium finish. Then they demanded a real slug rejector coin chute— again Jennings came through with a dependable slug rejector jackpot machine. Super Chief is the combination of operators demands for a good looking slot machine and trouble-free machine.

Super Chief will step up your earnings— try it and find out!

SUPER CHIEF
 with full vision coin escator



For dependability and mechanical perfection the Chief has been recognized as top for years. When Silver Chief with chromium finish was introduced by Jennings, real beauty was added to dependability. Equipped with full-vision escator, non-bouncing reels, lifetime clock and one-way mechanism— Silver Chief has new smooth operating perfection.

You'll enjoy trouble-free service and maximum profits with Super Chief and Silver Chief.

O. D. JENNINGS & COMPANY
 4309 W. LAKE ST. - CHICAGO

WANT
 Writ. Photo, Write-up Photo, St. Machine, Penny Game, Bank, Coin, Slot Machine.
MUSIC MACHINE COMPANY
 227 12th St., Astoria, Or.

AHOY MATES! WATCH
FOR STONER'S NEW

DAVY JONES

AN EXCITING—THRILLING
NEW COMBINATION NOVELTY AND
FREE PLAY GAME!

immediate delivery!

STONER CORPORATION · AURORA, ILL.

OPERATORS! LOOK! WHIRLING DERBY

THE ORIGINAL AND FIRST SPINDLE DEAL—

A New Creation in Coin-Operated
Games—Looks Like—Is Modern—A
"Natchez" for Operators.
Offers Greater Selection of Coupons—
Resolves a "Wellness" in Every Location—Eliminates Old Fashioned Coin-
Theft—Yet Contains All Desirable and
Popular Features of Lot Game Play.

"Whirling Derby" is available in the
same play as jar games with jack pot
or definite pay out. Several new
cards have been added to our regular
jack pot card line to give you a greater
selection of games from which to choose.

Wire -- Write -- Phone

NOEL'S
Gay Games
INCORPORATED
Music-Indiana
Trade-Mark and Patent Applied For.

DUAL

SINGLE

FOR QUALITY SALESMEN ONLY

We are now offering a deal that is good for \$1,000 weekly commission to
disciplined salesmen who can handle a selling machine deal of \$700 each
— see which agent to buy from pay \$1,000 a week a record so we think
we have more of them in our sales force, but we would like to hear from
you first. We are offering you a chance to make a record of \$100
to \$200 weekly. To them we will show how to step up their earnings.
We are supplying great ads, radio spots and have a variety of sales literature.
Profits and security going into business ignored. Ambitious men with smart
contacts only wanted. BOX 402, Billboard, Chicago, Ill.

Natchez, Miss.

NATCHEZ, Miss., Aug. 19.—Coin machine business is better than ever in Natchez with many new industries and business enterprises coming into the city. The operators are placing machines, especially phonon and cigaret machines, in various locations, most of which are new.

Louisiana operators across the Mississippi River from Natchez report business is on the up and up and say they have obtained a number of new locations.

Frank Ferrault, service man of the Seranac Co., has returned from his vacation spent on the Mississippi Gulf coast.

Sam McCabe, of Seranac Co., has been busy campaigning for his sister, Miss Lottie McCabe, who was a candidate for county assessor in this city on August 8.

Dan Tucker, of the La-Ark-Tex. Co., has changed the name of his firm to Dan Tucker Co. The office is still located in Natchez.

Bill Eigh, local operator and owner of the Club Wind Mill, has been enjoying a fishing outing on Lake St. John near Ferriday, La., and reports the fish biting.

The Italian Kitchen on North Commerce street has installed several machines thru the Seranac Co.

Several new locations have been opened in Vidalia, La., across the river from Natchez, where a bridge is being built. Lots of building, including erection of a new line of levees, is under way in and near Vidalia.

B. Bruce Swayne Jr., of Ferriday, La., has returned from his vacation spent in Texas and other states.

Ozell Boyd, formerly of Natchez and Ferriday, La., where he operated machines, is now located in Jena, La., where he has several machines.

Bob Lancaster, who owns Bob's Night Club at Ferriday, La., and a number of coin machines and other amusement machines, had a capacity crowd at his club on the Ferriday Waterproof Highway on Wednesday, August 8, for the dance played by Art Kasel and his dance orchestra, "The Beach in the Air." Lancaster says the crowd also played his machines considerably.

Business in this section continues to improve and with the cotton crop coming in soon, even better, his is anticipated by all machine operators of this locality.

Big Take Shown In Profit Report

NEW YORK, Aug. 19.—The report of the National City Bank on the first half of 1939 revealed that 305 leading firms, in 23 different lines of business, had earned an average rate of 74 per cent on net worth.

This was after all charges, including interest payments, depreciation, and State and Federal taxes.

There is a growing belief that, when business starts to pick up, too many corporations grab too big a "take" in the way of profits—which means that another depression will come soon.



ZENITH
5 Ball Novelty
and Free Play Game!

A HUGE
SUCCESS!

GUARANTEED
MECHANICALLY
PERFECT!

... AND LOW
PRICED, TOO!

RUSH
YOUR ORDER
TO YOUR
DISTRIBUTOR!

DAVAL
CHICAGO

Cleaning Out

ALL THE LATEST AND
BEST USED GAMES!
HURRY!!

WRITE FOR PRICE LIST

GEORGE PONSER CO.

11-15 E. BUNYON, NEWARK, N. J.

SALES BOARD OPERATORS

STOP, LOOK, READ

Make \$75.00 to \$100.00 per day on 12 coupon books.
Something new and different—make your own
books—earn no competition. Send only \$1.00 with
order and start cashing in.

SWEET NOVELTY CO.

800 New Orleans Ave., TAMPA, FLA.

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



OPERATOR FRID LAVELL and his staff gather for a picture-taking. Fred Lavell is at the extreme left, and the others, left to right, are W. E. Goldard, Ed Lovell, Gordon Looney, Willard Ferrall and Carmen C. Shaw. Operations are centered in Spokane, Wash.

EASTERN FLASHES

NEW YORK, Aug. 19.—With Labor Day little more than two weeks away, operators and distributors are winding up their vacations now so that they'll be all prepared to go into action when the fall season really gets under way. Many of the men here expect him to show a decided spurt as soon as Labor Day passes by.

MUNVES SAYS THANKS to firm the penny arcade in the country for all the business they've given him during the past season. "Arcade men really came back to life this season," Mike says. "They discovered not only that new equipment would bring them more money but that the public was just as much in love with the penny arcade as ever. To every one of the arcades throughout the country we wish to extend our sincerest appreciation for the great business they have given us. We are already enlarging our warehouses in anticipation of even a greater season next year."

QUEEN OF BERMUDA brought Morris Hankin and family, of Atlanta, back to town. On the same boat came Joe Darwin, Wurlitzer's special representative in this territory. . . . While Mrs. Hankin and the two pretty daughters took in the fair, Maurice told how he has been increasing his Photomatic operations throughout the South. At the present time he has Photomatics in Atlanta, Columbia, Birmingham and the next stop, he says, is New Orleans. "That's where I'm heading for now," he said, "to look for a spot for a modern arcade and Photomatic store."

ON VACATION Even the Jack Photobooths has been away for a week on vacation, business at the Bally Bldg. continues to move along at a merry clip. Bill McDonald, who is in charge of the office, reports Bally Champion is the reason. "The way ops are coming in for this game keeps us constantly on our toes," he says.

NO JOB TOO TOUCH is the watchword of the National Novelty Co., of Merrick, L. I., Earle C. Backe reports. "We've built up a staff of mechanics that are equipped to solve any problem. That's why our machines are always 'like new' when they leave our doors," Earle says. When a new man is hired he serves a four-month infirmity, during which he's introduced to practically every mechanical problem that could present itself. "We've set a rigid standard of mechanical excellence and train all our men to conform to this standard."

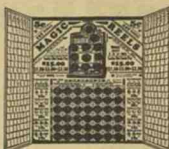
BOET OF INQUIRIES resulted from O. V. Cerp, announcement of the DuGranger Adam's Gum Machine in Billyboo, firm reports. "Vendor is one of most popular in country, across state. It is the same type that is used on the subway and all lines in

5,000 OPERATORS CAN'T BE WRONG!

Proclaimed by 5,000 of the nation's most successful operators as "the top money maker of the year."

Boost your sales—Increase your profits—Now—With the sensational new line of Universal Jar and Pad Deals!

Write for our new fold-up-log and the world's lowest prices—NOW!



MAGIC REELS
 Taken in 1240 @ 5c.....\$62.00
 Total Pay-out.....\$3.04
 Profit (average).....\$58.96

THE ONLY ORIGINAL
 "TAKE-A-TIP" AND
 "RED, WHITE,
 BLUE"
 AVAILABLE
 WITH OR
 WITHOUT
 JACKPOT
 CARD

OTHER
 LABELS
 ARE ALSO
 AVAILABLE



STYLE A
 Taken in 1850
 Total.....\$92.50
 Pay-out (actual).....\$72.00
 Profit (actual).....\$20.50
 Profit (average).....\$20.50
 185 Winners

STYLE C
 Taken in 2520
 Total.....\$512.00
 Pay-out (actual).....\$ 98.00
 Profit (actual).....\$414.00
 Profit (average).....\$ 98.00
 125 Winners



2100 SIZE
 Taken in 2100
 Total.....\$1,050.00
 Pay-out (actual).....\$ 71.00
 Profit (actual).....\$ 979.00
 Profit (average).....\$ 93.00
 125 Winners

1600 SIZE
 Taken in 1600
 Total.....\$800.00
 Pay-out (actual).....\$31.70
 Profit (actual).....\$768.30
 Profit (average).....\$20.00
 125 Winners

UNIVERSAL MANUFACTURING COMPANY
 104 East 28th St. (Manufacturers Only) Dept. 8817, KANSAS CITY, MISSOURI.

Chicago, Philadelphia, Boston and New York City.

JERREY NOTES Amusement Board of Trade has decided to increase its advertising campaign following the success of their car campaign. . . . Royal Music Co., Newark, reports it intends increasing its photo operation this fall. . . . Dave Stern, Abe Green and Barney Dingerman worked themselves into a lather last week socking golf balls. Now they're so enthused over the sport they intend going out to join the rest of the bugs. Hilda Tolin is the name of Irv Orenstein's new secretary as Hercules. . . . Harry Pearl, Ace Vending prey, former President Roosevelt's lead and went fishing at Ocean City, Md. Harry sent Jack Kay a go-pouch Martin, and Kay reports: "Wow, did I have a helluva time getting rid of it! From the sounds coming up from the boat, Harry is reported to be still laughing. . . . Jack Kay leaves for a vacation in Baraboga, where he will play the barabola and hopes to pay for his stay. "Maybe," says Jack.

"ONE REASON" for the outstanding success of our cigar merchantizer," reports Walter Mann,

general sales manager of A. H. DuGranger, Inc., "is that we make it easy for the public to buy cigs from our machines. Our machines are built to earn ops a real return from a mechanically perfect machine housed in a sturdy, beautiful cabinet."

THE NEW FACTORY of Int. Mutoscope will be a showplace for the industry according to present plans. Already the huge showplace prominently displays the Mutoscope name to the millions who constantly wend their way across the Queensboro bridge. Bill Rubin says he's doing everything possible to make his new headquarters really outstanding.

AROUND THE TOWN Leon Berman, well known parts & supply man, is now conducting his business under the name of the New York Supply Co. . . . Moe Zeisler, truckologist for Modern Vending, has just returned from a vacation in the hills. He looks as if he could pick up a 50 without any trouble. "I've had five cards from the Amores, "I think it will

NOW SHIPPING

Western's

GUARANTEED 100% PERFECT

**AUTOMATIC
 TOKEN
 PAYOUT**

**WHOOOPER
 DOO**



ABSOLUTELY WILL NOT TAKE SMALL SALES TAX TOKENS

Write for our Special Low Price!

WESTERN PRODUCTS, Inc.

825 W. NORTH AVE., CHICAGO, ILL.



GEORGE PONSER SUBVERTS a few of the many games he ships daily to operators from his New York office. Ponser's unique business is getting operators right along. "We look forward to one of the best seasons in our history," he said.

**AUCTION
 22 PACES RACES**

AT YOUR OWN PRICE

CHARLES PITTLE, NEW BEDFORD, MASS.

NOW! YOU CAN GET SPECIAL PRINTED COLLECTION BOOKS

Low Priced Standard Styles with your Name

BALTIMORE SALES BOOK CO.
 120 W. 42d St., New York City.
 Atlantic City, Ohio, Philadelphia



GET IN THE CHIPS WITH GENCO'S
Mr. Chips

... the game with "ANYTHING CAN HAPPEN" ACTION—Every Second!

1. 3 WAYS TO WIN! High Score . . . or all lights out . . . or an immediate free game for a ball over No. 8 contact when lit.
 2. A LIGHT PUT OUT DOESN'T "KILL" THAT BUMPER—BUMPERS STAY ALIVE AND SCORING CONTINUES UNTIL ALL LIGHTS ARE PUT OUT.
 3. 4 EXTRA "1000—WHEN-LIT" BUMPERS. For extra thrill, scoring, suspense.
 4. "ANYTHING CAN HAPPEN" ACTION—Every Second! Every ball can win a free game, as well as make a big score and put out several lights. Terrific come-on for nickel after nickel.
- CERTIFIED TESTS PROVE MR. CHIPS AMERICA'S GREATEST MONEY-MAKER!
BETTER RUSH YOUR ORDER EARLY.

PLAIN MODEL 94 50 FREE GAME 99 50



Seaboard Sales, Inc., New York,
Eastern Factory Representative.

Cain Amusement Supply, Ltd.,
London Distributor.

GENCO-INC.

2621 N. ASHLAND AVE.
CHICAGO

A "NATURAL" FOR BIG PROFITS— LUCKY IVORIES

Has All the Features That Bring
Steady Play and Fast Action
No. 11228 1056 HOLES
Takes in . . . \$52.80
Average Payout . . . 23.30

Average Gross Profit . . . \$29.50 PRICE \$3.96 EACH

Send for New Catalog Showing Hundreds of Other Profit Makers.
HARLICH MANUFACTURING COMPANY
1413 W. Jackson Blvd. Chicago, Illinois.



STILL THE BEST

Play To Buy Your Reconditioned Paybilts, Consoles, Novelty Tables and Amuse Machines.	Play-Along	Novelty Tables and Amuse Machines.
1888 Top Toys . . . \$87.50	1 Five-Alarm . . . \$25.00	One-BALL FREE PLAY
CONSOLES	2 Party Tunes (Jack Pot) . . . 50.00	40.00
1 Kentucky Quilt . . . 50.00	3 Quizzes . . . 22.00	40.00 (renewal) . . . 85.00
2 Gallop and Trot . . . 50.00	4 Stature CHAMPS . . . 25.00	Across the Board . . . 45.00
3 Ring Toss . . . 50.00	5 Fortune Fruit Games . . . 30.00	Artillery . . . 35.00
4 Tank Toss . . . 25.00	6 Fun-Fish . . . 10.00	Prize Hunt . . . 35.00
5 Party Days . . . 25.00	7 Golden Wheel . . . 10.00	Turf Champ . . . 35.00
6 Tacklers . . . 25.00	8 Party Days . . . 12.50	Party Days . . . 35.00
7 Jockey Club . . . 25.00	9 Miss America . . . 14.50	5-BALL FREE PLAY
8 Radio Quiz . . . 25.00	10 Bull Oxide . . . \$50.00	40.00
9 Surf Specials . . . 25.00	11 Play Circle . . . \$20.00	40.00
10 Radio Quiz . . . 25.00	REGULAR NOVELTY TABLES	40.00
11 Short the Month . . . 20.00	12 Side Kicks . . . \$25.00	40.00
12 Dark Moon (7-cavity) . . . 25.00	13 Hop and Go . . . 25.00	40.00
ONE-BALL AUTOMATIC	14 Pump and Spin . . . 25.00	40.00
13 Fairground . . . \$25.00	15 Pull a Pig . . . 20.00	40.00
14 Bookends . . . 25.00	16 Pull a Pig . . . 20.00	40.00
15 Book's Progress, My Time Trade, . . . \$25.00	17 Pull a Pig . . . 20.00	40.00
	18 Pull a Pig . . . 20.00	40.00
	19 Pull a Pig . . . 20.00	40.00
	20 Pull a Pig . . . 20.00	40.00

CLEVELAND COIN MACHINE EXCHANGE
2021-5 Prospect Ave., CLEVELAND, OHIO.

Universal Mfg. Reports Biz Fine

KANSAS CITY, Mo., Aug. 19.—"Motors are humming, wheels are turning, profits are clicking and workers are hurrying these days at the Universal Mfg. Co.," officials reveal.

Joe Berkowitz, the general manager, declares: "I'm especially proud of our new 'Magic Reels' pad deal because it has fulfilled all of our expectations in becoming first choice with operators everywhere almost overnight. This new deal combines all of the appeal of the old machines with the compactness and colorful appeal of the new-style pad deals. The bar, ball and fruit combinations have an appeal to players that cannot be surpassed, and combining this appeal with an attractive \$15 top prize has made the deal irresistible to players.

"Our policy of producing brand-new deals at regular intervals has enabled our customers to keep offering their accounts new-style deals often. We will continue this policy and can promise several outstanding deals during the coming fall months, including a complete line of baseball ball yards, tip books, jackpots and numeral trade coupons."

Werts Presents New Spin-o-Win

MUNCIE Ind., Aug. 19.—"Another new and novel idea is coming from the Werts Novelty Co.—the home of new ideas," declares Harold Ebnermaker, advertising manager of the firm. "Spin-o-Win, an attractive colorful counter game, will go like wildfire anywhere," he continued.

"Adapted to any deal that is new used as a pay game or excited deal, Spin-o-Win consists of a permanent holder and a removable steel spindle on which the tickets are placed again by the player. It is available in single or double styles, for straight payout deals

WANTED USED BAKERS PACERS

Can Also Use
A FEW PAGES RACES
Give Serial Numbers and
Price Wanted
for CASH
Box No. 926, The Billboard,
Woods Bldg., 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.

WANTED

An Ohio resident, age about an unaffiliated
country of land mail operated machine, spin
wheel, deal, Philadelphia. Also state
other machines. Operator wants a hold-up with
a large profit. In general all machines on
percentage basis. Therefore can machine work
for all equipment. BOX 9417, care The Bill-
board, Cincinnati, O.

with labels placed in a holder above or
with jackpot cards of all kinds. And
of the Werts Novelty Co. tickets are
suitable.
"Tickets will be suitably punched at
the Werts factory upon order or may be
placed on the spindle by the operator."

Biggest, Most Stupendous Sale in the Entire Career of the W. B. Novelty Co. PRICES SLASHED ON RECONDITIONED MACHINES

Table listing various pin games and their prices, including titles like 'Alroy', 'Auto Derby', 'Bobby's Amusement', etc.

Table listing console games and their prices, including titles like 'Bully Bill', 'Early Year', 'Panic', etc.

TERMS: CASH DEPOSIT AND THE BALANCE C. O. D.

W. B. NOVELTY CO., INC. 3800 N. GRAND BLVD., ST. LOUIS, MO.

NATIONAL

50 Standard Lila New Games, P. O. & Box, Wholesale While You're Here.

Table listing pin games and their prices, including titles like 'Factory Round', 'Walter's', 'Panic', etc.

Table listing novelty games and their prices, including titles like 'Panic', 'Walter's', 'Panic', etc.

Table listing counter games and their prices, including titles like 'New Tolly', 'Walter's', 'Panic', etc.

Table listing slot machines and their prices, including titles like 'Wm. Nelson', 'Blue Spruce', etc.

NATIONAL COIN MACHINE EXCHANGE

1837 Diversey Blvd., CHICAGO, ILL.

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

Something New! Something Different!

PRAMID

Dashing, Flashing New "COME-ON" WITH BRAND NEW IDEAS! Player can build up score or Free Games by playing 3 games in a row!



2 WAYS TO WIN 1--If player hits all 3 Crown Bumpers in one game. 2--If player's total Score exceeds by hitting Red Bumpers exceeds 25.

REGULAR \$89.50 FREE PLAY \$94.50

D. COTTLIEB & CO. 2736-42 K. PAULINA ST., CHICAGO

OHIO SPECIALTY CO.

SELLING OUT ALL USED GAMES, SLOTS AND NOVOGRAPHS

Table listing console games and their prices, including titles like '6-Piece Ranges', '2-Triple Eye', etc.

Table listing slot machines and their prices, including titles like 'Huntzinger', 'Bully Grand Stands', etc.

Table listing automatic games and their prices, including titles like 'Bully Grand Stands', 'Willy Fisher', etc.

Table listing novelty games and their prices, including titles like 'Pedal Pusher', 'Pillar', etc.

SHIPPERS MADE SAME DAY ORDER RECEIVED, EVERY MACHINE GUARANTEED GOOD CONDITION. TERMS: DEPOSIT WITH ORDER, BAL. C. O. D.

OHIO SPECIALTY COMPANY

715 EAST BROADWAY LOUISVILLE, KENTUCKY

A BIG OPPORTUNITY FOR YOU!

Be Independent! As a free man you can... We are the only free manufacturing coin controlled game. FOR COMPLETE DETAILS - WRITE TODAY! MINIATURE BOWLING COMPANY NEWARK, N. J.

Seattle SEATTLE, Aug. 19--Seattle's Fleet Week and Potlatch celebration brought disappointment to thousands of sailors and visitors who found no games in Seattle.

Finishing touches are being placed on the spacious amusement and recreational establishment which Henry M. Oelshoff will shortly open in Seattle at Sixth and Pike streets. Much equipment is being installed for the forthcoming grand opening celebration.

TACOMA, Wash.--The Peck Amusement Co. has installed a photograph in a prominent spot in the Broadway Sport Center operated at 729-41 Broadway by S. O. Lilleberg, Pete Bussanich and Herbert Crum. It is the only recreation parlor of the kind in Tacoma.

N. Y. Independents Cut Cigs to 16c

NEW YORK, Aug. 18--Independent cigar dealers have extended their move to absorb part of the State and city tax. A cut-rate drug store in the Waldorf-Astoria section was selling popular brands at 16 cents a package or two for 30 cents.

A store in the vicinity of Times Square sold two packages for 31 cents.

Chain stores still maintained the price that went into effect July 1, when the two-cent State tax was imposed. Some dealers reported sales went off as much as two-thirds, while clerks in United Cigar Stores insisted there was no serious decline there. The cut to 16 cents a package means that the independent is absorbing the city tax. This was customary before the State levy was added.

"Even Greater Than Lo-Lo-Fon," say Distributors and Operators!

SPIN-O-WIN

(Trade Mark and Patent Applied For)
—OPERATORS—

IT'S NEW! **IT'S DIFFERENT!**
Available in over one hundred different games—straight payout or with jackpot card.
This novel idea sells on sight. Players clamor to play it!
Built with Precision and Care, SPIN-O-WIN represents the most modern improvement in the jar game industry.
IT'S A NATURAL BEST-SELLER!

Designed by WERTS.
Quick Play.
Better Selection.
Best for Chess Territory.
Compact.
Easy to Handle.

PLACE PAYOUT CARD HERE

Another Original by WERTS.
The Home of New Ideas.
A Colorful Counter Game.
Does Not Look Like A Chess Game.

SINGLE

PLACE PAYOUT CARD HERE



SEND FOR COMPLETE DETAILS.
WERTS NOVELTY CO.
P. O. Box 872, MURCIE, ILL.

RECONDITIONED NOVELTY GAMES

Alpen...	\$18.00	Lily Bush...	\$12.50
Box Derby...	25.00	Marble Running...	17.50
Early Atlantic...	14.50	M. Soft Ball...	85.00
Early Baseball...	39.50	Miniature Pool...	29.50
Early Baseball...	39.50	Patrol Boat...	13.50
Early Baseball...	39.50	Patrol Boat...	13.50
Early Baseball...	39.50	Patrol Boat...	13.50
Early Baseball...	39.50	Patrol Boat...	13.50
Early Baseball...	39.50	Patrol Boat...	13.50

SLOT MACHINES
1 Novel Kicker... \$12.50
1 Novel Kicker... \$12.50
1 Novel Kicker... \$12.50
1 Novel Kicker... \$12.50
1 Novel Kicker... \$12.50

DOMESTIC NOVELTY COMPANY
112 S. 3d St., WASHINGTON, D. C.

Tavern Men Ask Pinball

Racine, Wis., association petitions city council for licensing ordinance

RACINE, Wis., Aug. 19.—Racine Tavern Keepers' Association August 1 petitioned the city council for an ordinance licensing pinball machines.
Under the plan outlined by the group, the machines would be licensed and there would be a charge for each piece of equipment. The petition declared it desired the ordinance so as to provide amusement for tavern patrons, and it pointed out that such an ordinance would provide a source of revenue for the city.
The petition pointed out that several Wisconsin communities have licensed the games and emphasized that it "would not legalize slot machines or other gambling devices."
The communication, signed by Louis Valentine, president of the association, and Harry Moorman, secretary, was referred to the Health and Judiciary committees.

Betz Launches Kaycee Branch

ST. LOUIS, Aug. 19.—William Betz, owner of the W. R. Novelty Co., Inc., opened a branch office in Kansas City August 1, located at 3105 Gilliam place. For the convenience of the operators in Western Missouri and Eastern Kansas, among which he has many customers.
The W. R. Novelty Co. is featuring the new Scouting line of phonographs, the Speak Organ and Playboy, also the Scouting Ray-o-Lite. They have in addition the complete line of Steno's products, as present featuring the Unifinder and free-play games, and will carry a full line of vending machines and scales.

States Reap Funds In Alcoholic Taxes

WASHINGTON, Aug. 19.—Texas had a \$6,530,630 share of the \$317,786,828 which the Commerce Department reported was the total net revenue of state and local governments last year from alcoholic beverages.
State license fees brought in \$627,461. State ABC taxes \$5,699,999 and miscellaneous State ABC income \$21,362, making the State's gross receipts \$6,530,822.
ABC administrative and collection costs amounted to \$93,942, leaving net ABC receipts of \$5,336,880. Local ABC revenues amounted to \$1,016,739.
New York's \$40,502,048 was the largest total revenue. Nevada's \$376,000 the smallest. Sales in State stores ranged from a total of \$371,028 in Vermont to \$72,652,153 in Pennsylvania.

ASTERO-SCOPE
THE GREAT MENTAL TEST
TRIPLE PATTEN
SPECIAL INQUIRY FORM
\$3.00
\$2.00
\$1.00

PAUL GERBER, of Gerber & Glass, Chicago, being shown the new model action-front Astro-Scope by Earl L. Craib, the inventor. Craib is also president of the Operator Supply Co., suppliers of the Astro-Scope.

Lucky Lucie

EVANS' FLAT TOP "SLOT" SENSATION
5 "BELLS" IN ONE!
OUT EARNS ORDINARY "SLOTS" 5 To 1!

OPERATORS IN THE KNOW prize it as the greatest money-maker since 1920.
Lucky Lucie has the most of a single machine! Up to 3 persons may play at one time!
Has numbered slot and payout for \$5.00. Better odds: 3-1 to 15-1 and guaranteed jackpot for \$5.00 or more in nickels for each player!
Built with famous Galleping Doublets roller, shelled mechanism, absolutely dependable and tempo-proof! Evans' new eye-proof 3 coin head, engagingly designed for new Jefferson nickel, and dozens of other Evans sure-fire features. Available with Flat Bell or Sports Symbols!



ACCEPT NO OTHER
Its sensational record has encouraged uncounted imitations . . . counterfeiters clamored to cheapen you! Don't be fooled! Install upon Evans' Lucky Lucie — the proven profit sensation!

OTHER EVANS HITS
Bang Tale — Lucky Star — Galleping Doublets — Roulette St. (Ideal for Clubs, etc.)

AT YOUR JOBBER OR WRITE, WIRE OR PHONE
HAYMARKET 7630

For Amusement Devices, See Our Ad in Carnival Section
H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO

ATLAS VALUE PARADE

THE BUY OF THE MONTH
SEEBURG ROYALE 1937 model 20 Records only \$139.50

FREE PLAY LIBERTY RECONDITIONED PHONOGRAPHS \$49.50

Seeburg Model C	\$ 44.50	Wurlitzer 210	\$40.50
Seeburg Mechanical	21.00	Wurlitzer 411	32.50
Seeburg Wurlitzer J (Mull) Series	21.00	Wurlitzer 244	100.50
Seeburg Model C	44.50	Wurlitzer 244	100.50
Seeburg Model C	44.50	Wurlitzer 244	100.50
Seeburg Model C	44.50	Wurlitzer 244	100.50
Seeburg Model C	44.50	Wurlitzer 244	100.50

COUNTER GAMES

30 Beans (with Jacket)	\$17.00	Spinolite	\$ 4.50
Ball Derby	10.00	Traffic	3.00
Ball Derby	10.00	12 Mile Bill	12.00
Ball Derby	10.00	Free Kick	15.00
Ball Derby	10.00	Free Kick	15.00

Hundreds of Reconditioned Novelty Games, Phonographs, Caskets, etc., in stock at our Chicago and St. Louis Branches.

ATLAS NOVELTY CO.
2200 N. Western Ave., CHICAGO, ILL. (General Office)
1501 7th Ave., PITTSBURG, PA.
Associate Office: Atlas Amusement, Main C., 2157 Grand River Ave., Detroit, Mich.

AMERICA'S LARGEST DISTRIBUTORS

COIN OPERATED

I. L. MITCHELL & CO.

ALL OUR PIN GAMES ARE REBUILT BY EXPERTS!
15,000 READING YOUR ORDER, GUARANTEED!
CLOSE OUT PRICES
WE HAVE THEM FROM \$6.00 UP
Write for Complete List and Circulars. Please Write Us! We'll Ship You!
Circle Address: "MISRAH, New York."

MACHINES AND SUPPLIES 1141 De Kalb Ave., Brooklyn, N. Y.

HERCULES HURRICANE! OUT THEY BLOW!

BURLES	\$18.00	KLIDE, F. P.	\$14.00	REVIEW	\$ 6.00
BOX SCORE	27.50	REVIEW	6.00	SPEEDY	25.00
BOX SCORE, F. P.	34.50	REGATTA	6.00	EVEN MACHINE	18.00
CHURCHILL	21.00	SMOKE	92.00	GUARANTEED! Save	
ENDURE	12.00	SOURTY, F. P.	14.50	White Pin	
FAIR, F. P.	26.00	MAJOR	29.00	Just Buy the Best for Last	
OUR CLUB, F. P.	32.00	PEACHY	12.00	Call: "HERMEX"	

179 With Order, Bal. C. D., P. O. B. Newark.

HERCULES MACHINE EXCHANGE, INC., 1175 BROAD STREET, NEWARK, N. J.

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

MILLS
Throne of Music

MILLS THRONE OF MUSIC

It's the richest and rarest of phonographs. Operators are wild about that front cash box and its hefty contents.

Mills Novelty Company, 4100 Fullerton Avenue, Chicago, Ill.

Nationwide Sales of ROCK-OLA Luxury Light-Up PHONOGRAPHS

Sold by the greatest distributorship organization in the industry

ALABAMA

Birmingham Vending Company
2117 Third Avenue, North
Birmingham, Ala. (Tel. 3-5183)

ALASKA

Northwest Sales
3144 Elliott Avenue
Seattle, Wash. (Tel. Garfield 6400)

ARKANSAS

Standard Automatic Music Co.
1200 W. 7th St., Little Rock, Ark.
Tel. 40284-7924-2369

CANADA

P. D. H. Coin Machine Exchange
128 Dundas Street, W., Toronto,
Ont., Can. (Tel. Adelaide 9733)
Rever Specialty, Inc.
303 Notre Dame, West, Montreal,
Quebec, Can. (Tel. Belair 2394-5)

COLORADO

Denver Distributing Company
1836 Arapahoe Street
Denver, Colo. (Tel. Cherry 4600)

CONNECTICUT

Ben D. Palustrant
1252-54-56 Washington Street
Boston, Mass. (Tel. Hancock 7298)
George J. Young
1246 Washington Street
Boston, Mass. (Tel. Liberty 1145)

DELAWARE

The Hub Enterprises
43 South Liberty Street
Baltimore, Md. (Tel. Calvert 3429)

FLORIDA

Edgar I. Woodfin
1390 McLendon Avenue, N. E.
Atlanta, Ga. (Tel. Dearborn 1516)
Shirley Dixie Music Co., Inc.
701 North Miami Avenue
Miami, Fla.
Twenty Record Phonograph Corp.
206 Washington Street
Tampa, Fla. (Tel. 3020)

GEORGIA

Edgar I. Woodfin
1390 McLendon Avenue, N. E.
Atlanta, Ga. (Tel. Dearborn 1516)

IDAHO

Standard Sales Company
171-173 South Post Street
Spokane, Wash. (Tel. Maine 4904)

ILLINOIS

Cousett Sales Co.
444 S. Schuyler Avenue
Kankakee, Ill. (Tel. Main 3601)
Ideal Novelty Company
1518 Market Street
St. Louis, Mo. (Tel. Garfield 0072)

INDIANA

Automatic Sales Co.
455 Massachusetts Ave.
Indianapolis, Ind.
Ohio Specialty Co.
713 East Broadway
Louisville, Ky. (Tel. Wabash 2463)

INDIANA—Continued

Carl A. Hooper
349-51 S. 2nd, Louisville, Ky.
(Tel. Wabash 4063-Belmont 2409)

IOWA

A. A. Becker
2360 Ida Street
Omaha, Neb. (Tel. Kenwood 2861)
Monarch Coin Machine Co.
731 W. Belmont Avenue
Chicago, Ill.

KANSAS

United Amusement Company
3410 Main Street
Kansas City, Mo. (Valentine 5825)
Marion Company
562-54 West Douglas
Wichita, Kan. (Tel. 3-9454)

KENTUCKY

Carl A. Hooper
349-51 S. 2nd, Louisville, Ky.
(Tel. Wabash 4063-Belmont 2409)

LOUISIANA

Sam Gentilich
517 Canal Street
New Orleans, La. (Magnolia 2966)
Louisiana Amusement Company
222 Canal Street
New Orleans, La. (Raymond 1770)

MAINE

Maine Automatic Service Co.
113 Talbot Avenue
Rockland, Me. (Tel. 655)

MARYLAND

The Hub Enterprises
43 South Liberty Street
Baltimore, Md. (Tel. Calvert 3429)

MASSACHUSETTS

Ben D. Palustrant
1252-54-56 Washington Street
Boston, Mass. (Tel. Hancock 7298)
George J. Young
1246 Washington Street
Boston, Mass. (Tel. Liberty 1145)

MICHIGAN

B. J. Marshall, Inc.
126-32 Woodward Avenue
Detroit (Tel. Temote 1-4111)
Henry Nelson,
Noyes Hotel
St. Ignace, Mich.

MINNESOTA

La Beau Novelty Sales Co.
1946-B University Avenue
St. Paul, Minn. (Tel. Nestor 2826)

MISSISSIPPI

United Novelty Company
504 West Howard Avenue
Biloxi, Miss. (Tel. 101-102)
United Novelty Company
407 West Capitol Street
Jackson, Miss. (Tel. 2-0253)

MISSOURI

Ideal Novelty Company
1518 Market Street
St. Louis, Mo. (Tel. Garfield 0072)

MISSOURI—Continued

United Amusement Company
3410 Main Street
Kansas City, Mo. (Valentine 5825)

NEBRASKA

A. A. Becker
2360 Ida Street
Omaha, Neb. (Tel. Kenwood 2861)

NEW HAMPSHIRE

Ben D. Palustrant
1252-54-56 Washington Street
Boston, Mass. (Tel. Hancock 7298)
George J. Young
1246 Washington Street
Boston, Mass. (Tel. Liberty 1145)

NEW JERSEY

Luxury Light-Up Phonograph Co.
248 W. 53rd Street
New York, N. Y. (Circle 7-2694)
B. D. Lazar Company
1425 N. Broad St.
Philadelphia, Pa. (Tel. Market 2170)

NEW MEXICO

Denver Distributing Company
1836 Arapahoe Street
Denver, Colo. (Tel. Cherry 4600)

NEW YORK

Luxury Light-Up Phonograph Co.
248 W. 53rd Street
New York, N. Y. (Circle 7-2694)
Universal Vendors
783 Broadway
Albany, N. Y. (Tel. 4-1933)
Rare Amusement Company
170 South Selma Street
Syracuse, N. Y. (Tel. 2-3692)
C. E. Balle
Hotel Martin
Ulrich, N. Y.

NORTH CAROLINA

Mosley Vending Mach. Exch.
20 Broad Street
Richmond, Va. (Tel. 3-4511)

NORTH DAKOTA

La Beau Novelty Sales Co.
1946-B University Avenue
St. Paul, Minn. (Tel. Nestor 2826)

OHIO

C. C. Deaton
114 West Summit Street
Columbus, O. (Tel. 10991)
Ohio Specialty Co.
12 W. Court Street
Cincinnati, O. (Tel. Parkway 2000)
William Traud
1427 Lakeland Avenue
Cincinnati, O. (Tel. Valley 5902)

OKLAHOMA

Boyle Amusement Company
123 North-West Third Street
Oklahoma City, Okla. (Tel. 7-5631)

OREGON

Coast Amusement Company
1932 S. W. Burnside Street
Portland, Ore. (Tel. Broadway 1517)

PENNSYLVANIA

B. D. Lazar Company
1425 N. Broad St.
Philadelphia, Pa. (Tel. Market 2170)
B. D. Lazar Company
1515 Fifth Avenue
Pittsburgh, Pa. (Tel. Grant 7818)

RHODE ISLAND

Ben D. Palustrant
1252-54-56 Washington Street
Boston, Mass. (Tel. Hancock 7298)
George J. Young
1246 Washington Street
Boston, Mass. (Tel. Liberty 1145)

SOUTH CAROLINA

Edgar I. Woodfin
1390 McLendon Avenue, N. E.
Atlanta, Ga. (Tel. Dearborn 1516)

SOUTH DAKOTA

La Beau Novelty Sales Co.
1946-B University Avenue
St. Paul, Minn. (Tel. Nestor 2826)

TENNESSEE

Edgar I. Woodfin
1390 McLendon Avenue, N. E.
Atlanta, Ga. (Tel. Dearborn 1516)
H. G. Payne Company
114 Broadway
Nashville, Tenn. (Tel. 6-4545)

TEXAS

Fisher Brown
2306 S. Harwood Street
Dallas, Tex. (Tel. 4-6131)
Stella and Horton
1513 Louisiana Street
Houston, Tex. (Tel. Fairfax 4096)
United Amusement Company
310 South Alamo Street
San Antonio, Tex. (Cathedral 1431)

VERMONT

Ben D. Palustrant
1252-54-56 Washington Street
Boston, Mass. (Tel. Hancock 7298)
George J. Young
1246 Washington Street
Boston, Mass. (Tel. Liberty 1145)

VIRGINIA

Mosley Vending Mach. Exch.
20 Broad Street
Richmond, Va. (Tel. 3-4511)

WASHINGTON

Northwest Sales
3144 Elliott Avenue
Seattle, Wash. (Tel. Garfield 6400)
Standard Sales Company
171-173 South Post Street
Spokane, Wash. (Tel. Main 4909)

WEST VIRGINIA

C. C. Deaton
114 West Summit Street
Columbus, O. (Tel. 10991)

WISCONSIN

M. J. Foss
1422 River Drive,
Appleton, Wis. (Tel. 4771)
Badger Novelty Company
2346 North 30th Street
Milwaukee, Wis. (Kokosun 3030)
La Beau Novelty Sales Co.
1946-B University Avenue
St. Paul, Minn. (Tel. Nestor 2826)

WYOMING

Denver Distributing Company
1836 Arapahoe Street
Denver, Colo. (Tel. Cherry 4600)

CALL YOUR NEAREST DISTRIBUTOR TODAY — Make more money with Rock-Ola

NOW YOU'RE BRINGING
ME THE PHONOGRAPH
I'LL BE PROUD TO
HAVE IN MY PLACE

YES SIR! ALL THE
BETTER SPOTS WANT
ROCK-OLA'S LUXURY
LIGHTUP



It's "Moving Day" . . . Rock-Ola Luxury Lightups are moving into all the choice spots . . . for Rock-Ola LEADS in Design, in Tone Quality and in Mechanical Perfection!

Wherever a Luxury Lightup phonograph "moves in," big profits follow! Rock-Ola operators' records prove that they are making MORE money than they ever did before. Location receipts show that not only does Luxury Lightup make more money but it attracts and HOLDS the crowds and general business jumps upward.

Rock-Ola operators know that the BEST locations demand the Luxury Lightup phonographs . . . a means to greater earnings! Very often the "average" location—once a Luxury Lightup is installed—quickly achieves top-ranking as a money-making spot.

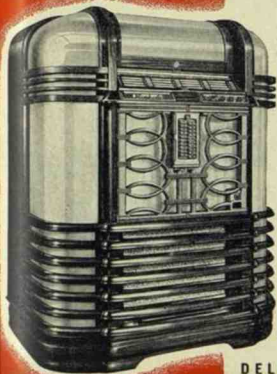
The sales appeal of Rock-Ola Luxury Lightups is premeditated: built to "sell" the customers . . . gorgeous lighting effects like moving, colored clouds, glowing through greater portions of catalin cleverly combined with the finest woods in the modern cabinet . . . the glorious high fidelity tone . . . the 99% slug-proof coin chute . . . dependable mechanical performance . . . front door accessibility to the mechanism.

Your distributor has the Luxury Lightups; you have the locations. Why not meet and get into the higher-earnings bracket yourself?

ROCK-OLA SELLS OPERATORS ONLY

Make More Money With

ROCK-OLA



DELUXE
MODEL

ROCK-OLA Manufacturing Corp. 800 NORTH KEDZIE AVENUE, CHICAGO