

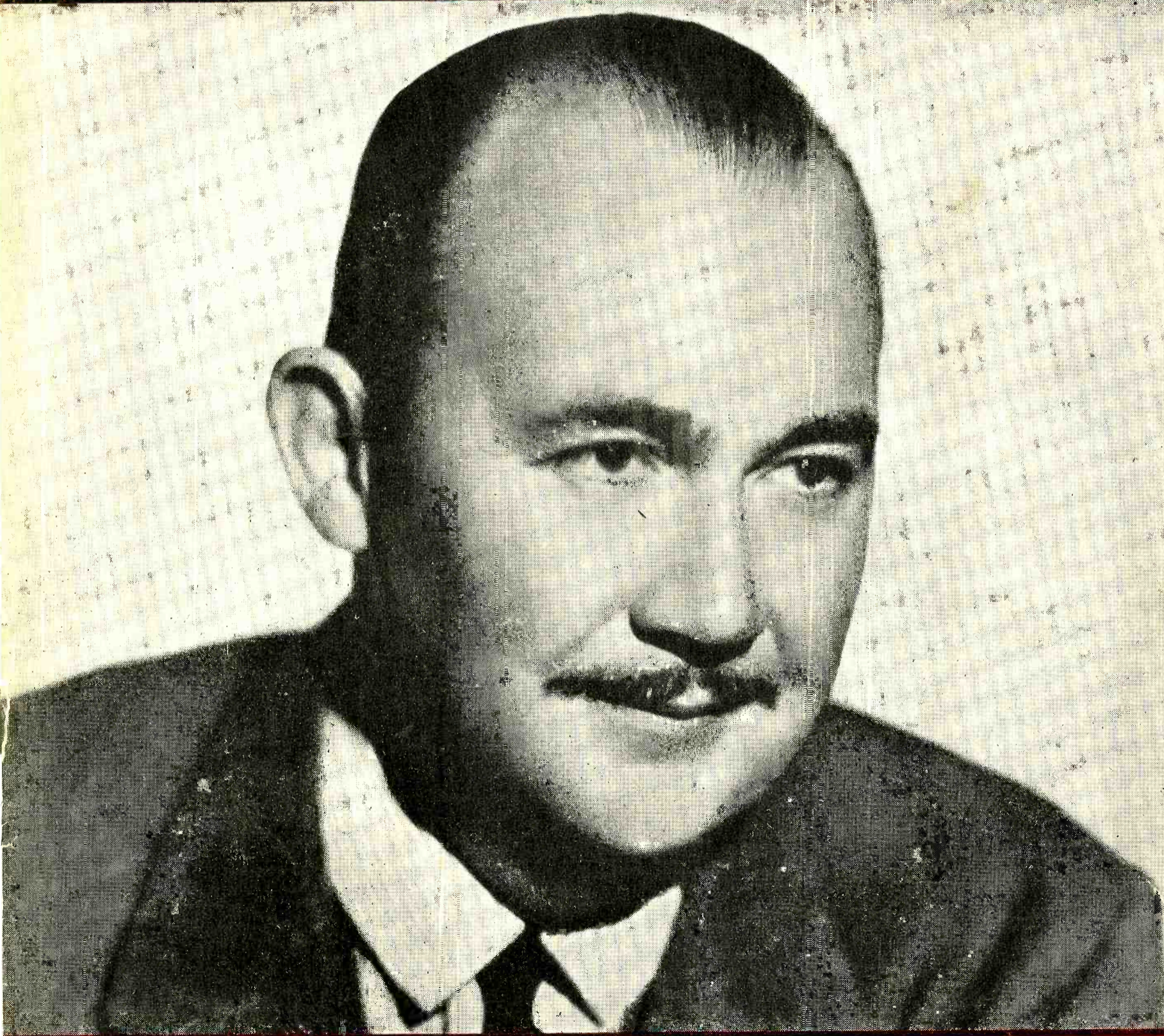
# The Billboard

The World's Foremost Amusement Weekly

JULY 22, 1939

15 Cents

Vol. 51. No. 29



Martin Reynold Photo.

PAUL WHITEMAN

# PORTRAIT OF AMERICA'S NUMBER ONE SONG PLUGGER AND BAND BUILDER \*



★ Close to 10,000,000 records heard yearly on 200,000 automatic phonographs are playing an important part in helping new songs sweep to sensational heights . . . are popularizing bands and orchestras so that their value on one-nighters, locations and all other types of engagements is enhanced.

# The Billboard

Vol. 51  
No. 29

July 22,  
1939

The World's Foremost Amusement Weekly

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## NAB GATHERS STRENGTH

### Chi Labor Fed Hits AFRA; Could It Be Caused by Pay Scale?

CHICAGO, July 15.—American Federation of Radio Artists' local here was notified this week by Chicago Federation of Labor head, John Fitzpatrick, that the "books were closed" to the radio union. In effect, this means an expulsion from that organization. Move was ostensibly made, according to Fitzpatrick's letter, because a member of AFRA had lent her name to an AFL committee to aid the CIO-Newspaper Guild strike against the Hearst papers here.

Talk by those in the know, however, is that this little incident, which took place over two months ago, has nothing to do with AFRA's expulsion, else why did Fitzpatrick wait until now to act? AFRA officials here are of the opinion that it was a pressure play coincidental with AFRA's present negotiations on local commercial shows with the Chi stations, which included the WCFL outlet, the labor station owned and operated by the CFL.

It was pointed out, too, that the performer involved in the AFL-CIO dispute has since left Chicago for New York, and is therefore not actively connected with the AFRA local now.

WCFL was one of the first stations in the country to sign a contract with AFRA, but the outlet balked when it received the recent commercial codes, taking the stand that it should not be included because of its original contract. AFRA intends to appeal the case before the CFL board.

### Cantor Heads New 4-A Group Designed To Aid Performers

American Guild of Variety Artists granted AFL charter taken from AFA—will have jurisdiction over principals and chorus in both indoor and outdoor fields

NEW YORK, July 15.—The AFL charter of the American Federation of Actors was revoked yesterday and re-issued to a new group, headed by Eddie Cantor and known as the American Guild of Variety Artists, by the parent performer union, the Associated Actors and Artists of America. The revocation came after the international board found the administration of the AFA guilty of all charges involving misuse of relief funds and mismanagement of the organization, with exception of a portion of the charge that Ralph Whitehead, executive secretary of the defranchised union, had devoted a substantial portion of his time to the organization of persons in the circuses and carnivals who were and are not eligible to membership in the Four A's.

The new charter to the American Guild of Variety Artists covers jurisdiction over principals and chorus of vaudeville, presentation houses, night clubs, circuses and carnivals. Temporary organization, consisting of the president and executive secretaries of six of the Four A unions, was set up. Organization of the performers started today, with agents heading for the New York World's Fair concessions, particularly the Aquacade, Congress of Beauty, Cuban Village and Sun Valley,

#### NAB Coverage

Complete coverage of the annual convention of the National Association of Broadcasters will be found in this issue on pages 3, 5, 6 and 7.

#### Cricket Headache

LINCOLN, Neb., July 15.—Canvas enterprises operating in Nebraska have had an unusual plague gnawing at their business. This is one of the worst cricket years in the State, and anything edible attracts the croakers. Seems a cinch for a lot of leak spots by season's end because the bugs stay with the canvas.

### AFRA Strike Looms in Chi As Union Makes Final Offer

CHICAGO, July 17.—AFRA has called a halt to local negotiations and told the agency and station committees that it could see no point in continuing the meetings in the face of their adamant feeling toward pay for announcers on local sponsored shows and refusal to sign a local code which expires at the same time of AFRA's national codes. Altho no official statement was made it is expected that AFRA will call its members working local commercials on strike within a few days.

CHICAGO, July 15.—Possibility of an AFRA strike here loomed larger this week as negotiations with the broadcasters' and agencies' committees were resumed Thursday following a time-out session for the NAB meet. During the Thursday confab, which lasted until 11 p.m., a new counter-offer was made to the radio union execs but it was flatly refused. AFRA committee then made what it called its "rock-bottom" scale, which included several concessions from the original code, but as

### Radio Group Shows United Front In Code Passage, ASCAP Action

ATLANTIC CITY, July 15.—The 17th annual convention of the National Association of Broadcasters, which came to a close here Thursday, left the impres-

sion that, altho the trade group is not yet an especially powerful one, the NAB has gained strength thru its reorganization and should continue to gain strength. This indication was provided both by what the NAB did and did not do during its annual meeting, since the passage of a somewhat "adulterated" code definitely placed the hope for strength to enforce and improve the code in future developments. Whether this will ever be achieved depends entirely on what the NAB does to make its membership seal really mean something to both the trade and the listening public.

the confab broke up for the night the broadcasters delayed making any comment on the fresh proposition.

Huddles were resumed Friday at 1 p.m. and were still in session late Friday at press time, when it was learned that the deadlock still existed. Main point of contention was still the matter of paying local commercial scales to staff announcers, AFRA insisting that that part of the contract must remain intact, while the stations, particularly WBBM-CBS, definitely refused to capitulate on that clause. Broadcasters and agencies claimed that they were now paying all that the traffic would bear to all talent on local commercial shots, but in the same breath said they would pay bigger staff salaries to announcers (rather than pay each spieler for every commercial show worked).

Agencies even threatened to move their shows to New York if AFRA's Chi asking price was put into effect, but AFRA spokesmen ignored this remark and pointed out that these scales were still appreciably below the national code under which New York local shows are governed.

Altho AFRA had set no deadline on the present confabs, Ray Jones, exec secretary, said Friday that the union would make absolutely no more concessions, and if the code was not signed within a reasonable time from this point on, he would be forced to institute the strike proceedings authorized by the local membership in its meeting three weeks ago.

The code was the most important problem before the convention, which was much more businesslike than many of past years. A large turnout, 550 registrations, came close to the record set two years ago in Chicago with 600. It is possible that a more central location in the country would have brought out even more. NAB spokesmen made continual reference to a "united" front, pointing to the passage of any kind of code as symbolical. Likewise pointing in this direction was near unanimity on the type of contract broadcasters want from the American Society of Composers, Authors and Publishers when the present agreement expires the end of 1940. Radio men appear more independent in their attitude toward ASCAP, possibly because there has been so much attention drawn lately to Langlois & Wentworth and Davis & Schwieger, two companies providing "tax free music." At any rate, the broadcasters are now in favor of a "per program, source clearance" contract. Such a deal would have them pay only for ASCAP music as it is used and for payment at the source by the station or network originating the program. In the case of networks, affiliates would reimburse the chains on a proportionate basis.

The NAB code becomes effective September 24, 1939, when daylight saving (See NAB CONVENTION on page 6)

#### 300 Acres—Whatta Gift! Eskew Plans Dude Ranch

WAVERLY, N. Y., July 15.—Local Board of Trade has just presented Jim Eskew, of the JE Ranch Rodeo, with a 300-acre farm, on which are commodious barns and a splendid house, as a bonus for selecting the enterprising little city as his Eastern winter quarters and headquarters business office. Eskew will take possession of the place early in September and stage a rodeo on the place the latter part of that month, when his regular season's route is ended.

During the fall the property, located three miles from here, will be transformed into a typical Western dude ranch. It will be open to the public during the winter hunting season and the summer of 1940. A herd of buffalo will be installed, and log cabins, a community dining hall, bunk houses and other structures will be built. There will also be an old-time trading post and antiquated stagecoaches and covered wagons.

Eskew will continue to play rodeo dates in 1940, leaving a competent manager at the ranch.

It is the intention of Waverly citizens to make their city the most popular vacation spot in New York State and their first move in this direction was the Eskew deal.

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# 2 IN CREW TO 3 IN CAST

## Average 2-3 Ratio Is Shown in Survey of Weekly Legit Costs

Producers say stagehand scale is okeh for hit, but inflexible minimums close show while actors take rap—TMAT minimums high, too—suggest rule like AEA's

By SYLVIA WEISS

NEW YORK, July 15.—In contrast to the ratio of 12 per cent and 9 per cent for the respective costs of stagehands and actors during production, in 16 high-bracket dramatic shows last season name casts, which included Hollywood celebrities, averaged 50 per cent of the weekly operating nut to the stagehands' 15 per cent—at least when business was fair and contracts were running at their face value. Thanks to Equity rulings, however, in times of stress, the actor costs could theoretically be adjusted (as some were in June's slump) to a minimum which would be 7 per cent less than the fixed salaries of the stagehands and the front of the house staffs. Further analysis of the figures, as presented in this second and final part of *The Billboard's* survey of legit costs, shows that productions carried two stagehands for every three actors. This despite the fact that the 16 shows surveyed had unusually large casts, some of them reaching the 50s.

### PAUL WHITEMAN (This Week's Cover Subject)

TODAY, 20 years after his name first became established as the foremost delineator of modern, popular music, Paul Whiteman remains synonymous with quality in the dance orchestra, radio and concert fields—after two decades of consistently fine musical endeavor, "Pops" Whiteman is at the peak of his brilliant career.

It has long been known and taken for granted that PW is supreme in the discovering and developing of talent; Bix Beiderbecke, Benny Goodman, Tommy Dorsey, Henry Busse, Bing Crosby, Ramona, Jack Teagarden are only a few of the country's leading musical lights Whiteman brought to the fore. What is more impressive about Paul's career is the fact that in the face of changing musical styles and tastes, against the competition of younger, newer sensationally successful band leaders, he has managed by dint of sheer quality to remain a household word and as great a box-office attraction now as when he introduced the late George Gershwin's "Rhapsody in Blue" on that memorable evening at Aeolian Hall, New York, in February, 1924.

His last New York concert, at Carnegie Hall Christmas night last year, resulted in turn-away business. One week later 120,000 people flocked to Loew's State, New York, to hear him. Two weeks later he was on the stand for President Roosevelt's birthday ball at the Mayflower Hotel, Washington. And thru all these varied appearances his weekly Chesterfield program over CBS continues to prove consistently popular.

At present Whiteman is preparing for an extensive tour that will take him thru July, August and September, touching large and small cities thruout the country, an impressive schedule that proves again that there may be plenty of big name swing bands, but there is only one Paul Whiteman.

Accounting for large actor-salary totals is the presence of such box-office draws as Katharine Cornell in *No Time for Comedy*, Tallulah Bankhead in *The Little Foxes*, Ethel Waters in *Mamba's Daughters*, Sylvia Sidney and Franchot Tone in *The Gentle People*, Raymond Massey in *Abe Lincoln in Illinois*, Lillian Gish and others in *Dear Octopus*, Jane Cowl in *Merchant of Yonkers*, Katharine Hepburn in *Philadelphia Story* and Judith Anderson in *Family Portrait*. Burden of salary-lists lay also in big casts, such as 56 in *Jeremiah*, 52 in *Abe Lincoln* and 40 in *Mamba's Daughters*. In addition to productions named, the survey covers *American Landscape*, *Dame Nature*, *Kiss the Boys Goodbye*, *Rocket to the Moon*, *My Heart's in the Highlands* and *Primrose Path*.

Actor salaries, according to consensus (See 2 IN CREW on page 14)

## Ripley Odditorium Bows on Broadway; 1,000 at Preview

NEW YORK, July 15.—Robert L. (Believe It or Not) Ripley's Odditorium opened on Thursday at 48th street and Broadway with a long line of customers waiting to pay their 40 cents to see what is billed as a "Two-Million-Dollar" curiosity show.

This is an attempt to emulate Barnum's American Museum at Broadway and Ann some three-score years ago, at least from the point of view that Ripley's name will lure trade because he is in the big-name celebrity class, which he is. Barnum was a big-name celebrity, too, but he was also an accredited showman, a niche which Ripley disclaims. Yet he's as canny a showman and headline grabber as there exists today, and he has with him John McMahon and Stanley Graham, who know the score from practical experience as show projectors.

At a Wednesday night preview about 1,000 of the familiar Broadway mob and their guests turned out and the press was also on hand, there being several portable bars and plenty of hors d'oeuvres. It was a Hollywood-type production for the outside gazers, complete with floodlights and a cordon of police.

Street level is given over to what appears to be an infinite array of oddities and objects from scores of countries, highlighted by numerous crowns and jewels picked up on Ripley's world travels in quest of curios. These are craftily displayed in showcases of a make and finish which appear to give them the religious-museum aspect, obliging the customers to view them with deep reverence, a technique which is not so mad at that.

### 40 Acts on Pay Roll

Live show is upstairs, where a 500-seat theater, cool and unusually comfortable (the seats move back at will), has been installed. There is also standing room for a couple hundred. About 40 acts

## Possibilities

### 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 ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1564 BROADWAY.

### For FILMS

PHIL SILVERS—comedian appearing in Lew Brown's *Yokel Boy*, legit musical at the Majestic, New York. A hard-working, highly amusing and smoothly stage-wise comic who achieves the miracle of being breezy and tremendously effective without throwing himself in the customers' faces. With his fine timing and grand sense of comedy he makes even dull material seem highly amusing. Out of burlesque, he made his first legit appearance in *Yokel Boy*. If film casters are smart he'll go right on to pictures.

### For LEGIT MUSICAL

JOAN BRANDON—young blond fem magician now at the Glass Hat, Belmont-Plaza Hotel, New York. Features the spectacular "order a drink" trick similar in genre to that being done by "Think-a-Drink" Hoffman in *The Streets of Paris*. A deft and charming magician. The fact that she is one of the few top caliber women magicians makes her a real novelty, but she's also competent enough to line up with the best male sleight-of-handers.

are on the pay roll, better than a third of which constitute a show on a stagger system. Speed and continuity are maintained by means of a revolving stage which is divided into three equal sections. While one act is on, at least one is readying. Announcements are handled over a mike. One of the announcers is Henry Hull Jr., son of the actor. It takes about three-quarters of an hour to see the bill, which is in the "natural oddity" class, there being a complete absence of freaks of nature and monstrosities.

On the same floor is a stand-up cubicle with four booths in which illusions are presented. Opposite is a gaming casino where operators are supposed to expose gimmicks, but there aren't enough games on hand at present to afford more than surface skipping.

Odditorium's entrance is on Broadway, but the building is splashed with ballyhoo and signs on 48th street and on Seventh avenue. Spot is on the site of the former Hollywood Restaurant. There are two window display ballys, one with a marathon pianist and the other showing a gent rocking himself in a flat chair, both going after mythical records. Kid tab is two bits. It looks like a click.

Line-up of acts and personnel will appear in a later issue.

LEONARD TRAUBE.

### New Series of

## Legal Opinions

In the next issue will appear the 18th of a new series of legal opinions. It will be titled *When Proprietor of Amusement Place Is Liable for Injury to Patron*. One of these articles appears in the last issue of each month. The author, Leo T. Parker, is a well-known writer and lawyer.

## Broadway Beat

By GEORGE SPELVIN

THE National Swing Club of America, in its sponsorship of a "Musical Hall of Fame," will conduct a national trumpet contest in all high schools and colleges thruout the country in an effort to find a young tootler it feels is destined to succeed the late Bix Beiderbecke, the great genius of the trumpet.

Warner Bros. will reopen their Brooklyn studios in September, contrary to current reports; the Radio Rogues are set for the first item on the new schedule.

Johnny Messner, Hotel McAlpin maestro, boasts of a champion baseball team in the band; in games with other bandsmen during the past two years Johnny's colors haven't been matched once. . . . It seems that every time he adds a new man to the band the first thing the recruit is asked is whether he can play—ball. . . . When Maxine Moore, a very lovely lovely from the defunct Hollywood, appeared on the stand at the trial of the AFA by the Four A's, she went thru the usual procedure for witnesses; "Name?" she was asked; "Address?" and then one of the male delegates boomed hopefully from the floor, "Telephone number?" . . .

Incidentally, probably the most touching and revealing moment of the trial came when a youngster named Florence Schuman, representing the girl swimmers at the Aquacade, which is under AFA jurisdiction, finished her testimony and turned to Henry Jaffe, who was conducting the examination: "Mr. Jaffe," she said with almost pitiful earnestness, "Now can I ask you a question? What can we do—where can we turn—to get decent union representation?"

Around the International Casino they're telling the story of the apartment that producer Georgie Hale subleased from Bill Stein, of MCA. MCA had kept the fancy flat to accommodate visiting execs. Hale, being a nice guy, let a lot of his friends use it whenever they wanted to, and recently gave the key to his brother, Willie. Willie got to the apartment early in the morning and discovered that all four beds were occupied by men whom he didn't recognize; so he shook one of the sleepers and said, "Get up! Do you know whose apartment this is?" "Yea," murmured the man, "MCA's"—and rolled over and went back to sleep. Willie slept on the couch until he could grab an empty bed at 7:30 a.m.

Last year Gray Gordon would have found it difficult to get a booking for his band at Virginia Beach, Va., for even two days at the prevailing wage scale; but this year the tic-toc maestro had to pay \$1,000 to the Terrace Beach Club management at Virginia Beach to get out of his contract a week early so that he could accept a summer stand at the Westchester Country Club. . . . The post office is always getting screwy "guess-who" addresses on letters, the latest being one that read, "Yankee Doodle Dandy, to Yankee Doodle Boy, Born on July 4, Actor and Playwright, New York City"—so the post office, of course, marked it, "George M. Cohan, care of *The Billboard*."

Since he's confined all his musicianship to leading a band it's not generally known that Jimmie Lunceford is quite an instrumentalist; saxophone was his original instrument and, tho he hasn't blown much thru a sax in years, he also makes mighty nice music with a flute, guitar, trumpet and trombone. . . . Put Mollie shave cream, acrobats from Hamid's Pier in Atlantic City and gals from Mayflower doughnuts together and you have nothing that's apparent on the surface—but it's more than coincidence that the tub-thumper for all three is Bert Nevins, who assembled the acrobats and the doughnut dolls for the shaving cream's spelling quiz last Sunday over the air lanes. . . . For what was believed to be the first time in motion picture history, encores of songs in a picture were given when *The Mikado* played the Palace—and they brought wry smiles to the faces of oldtimers. Customers were allowed to applaud judiciously for a few hunks of film that had been previously selected by the producers—in the same house where, once upon a time, no bill was complete without a couple of show-stops.

### BARGAINS Scenery FOR SALE

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Traveler Curtains, 42 ft. by 21 ft., Silk with Rhinestone Designs, \$30 to \$60.  
Traveler Curtains, Silk Velours, New, 42 ft. by 21 ft., \$65 to \$85.  
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# STRONG LOBBY ON NAB CODE

## CONVENTION TATTLE

By JERRY FRANKEN

WHILE there was a certain amount of elbow bending at this year's NAB meet, it seemed less than previous years, probably because Atlantic City offered so many other diversions. . . . Rain Sunday, the first day, spoiled a lot of bathing plans. Next day things were bad, too, with the water dirty because of Sunday's storm. . . . Linc Dellar and Royal Penney (both of WBT, Charlotte, N. C.) drove in. . . . John Shepard (Yankee web) sported a new and curly mustache. His suite in the Traymore was the talk of the town for a day or two. It was being compared to the Capitol in Washington. . . . This was an unusual convention in that Al McCosker (WOR, Newark), a past NAB prez, and Don Davis (WHB, Kansas City, Mo.) weren't in attendance. Boys missed the party Davis always tosses. . . . Sid Strotz (NBC, Chicago) looked tired even before the convention started taking toll. . . . Ed Zimmerman (KARK, Little Rock, Ark.) was an unending source of classic stories, but his best was about himself, describing how he went swimming at 6 in the morning and like to froze. . . . Clay Morgan (NBC, New York) was the envy of the convention, what with his oversized chapeau. Harold Hough (WBAP, Fort Worth), who also wears a pretty big hat, couldn't match Morgan's brims.

Al Cormier, who lives a few miles away from A. C. in a palatial home, made his first contacts with the industry in six months and broke in his new Hebe dialect. . . . Lester Gottlieb (MBS, New York) celebrated his wedding anniversary, but without Mrs. Gottlieb, during the convention. And to make matters even more something or other, Gottlieb was staying at the same hotel (Ritz) where he lived on his honeymoon three years ago. . . . Joe Connolly (WFIL, Philadelphia) got a new name during the conclave. It's Moe, which goes as well with his Irish phiz as a Jap in Chinatown. . . . Mr. and Mrs. Bill Schudt (WKRC, Cincinnati) were along, but it seemed as tho the femme contingent was smaller this year than in other years. . . . Reggie Scheubel (Biow agency) turned the tables and tossed a party for station men. . . . Sid Schwadron, greeter at the Chelsea Bingo place (Boardwalk and Florida avenue), probably knows as many broadcasters now as anybody. Bingo got a big play from the radioites.

NOW everybody knows why CBS set a precedent in sending a vice-president to a convention. Ed Klauber, the men-



MAJOR LENOX LOHR, NBC president, gets a WFIL boutonniere at the NAB convention. The lassie is Eleanor Grey and we don't know yet how the Major managed to remain so calm.

### 1940 Convention?

ATLANTIC CITY, July 15.—Opinion current at this NAB convention is that 1940's convention may be held later in the year than usual because of the ASCAP situation. ASCAP contract expires in December, 1940. However, the ASCAP resolution passed empowered the NAB copyright committee to call a convention by September 15 of this year if things look really bad on the ASCAP renewal.

tioned v.-p., was more than active in working out the Cincinnati deal with L. B. Wilson (WKCY, Cincinnati). Melford Runyon (CBS, New York) and Herb Ackerberg (CBS, New York) were also in many meetings with L. B. . . . Dan Studen (Star Radio, New York) got about the champ sunburn of the convention, with Herb Ebenstein (Atlas Radio) and Joe Lang (WHOM, Jersey City) close runners-up. Ebenstein gave out back scratchers to promote his *Fu Manchu* series. . . . John Schilling (WHB, Kansas City) partly atoned for Don Davis' absence. . . . Father Wagner (WHBY, Green Bay, Wis.) toted a candid camera and got some good shots of Steve Early making his address. . . . Steve Rintoul (E. Katz agency, New York) blew in and out kind of fast, as did Frank Headley (Kelly-Smith, New York). . . . A. Walter Socolow, New York attorney, spent quite some time at the Langlois-Wentworth exhibit. He's counsel to the company. Ralph Wentworth and Cy Langlois, of course, also there. . . . H. K. Carpenter (WHK, Cleveland) proved he's radio conscious. Carried a really small portable around the lobby and said he was "charging a dime to listen to spot announcements." . . . Altho WPG (Atlantic City) has a somewhat doubtful future, the station had several ladies there giving out salt-water taffy to the registrants. . . . Lloyd Thomas (WROK, Rockford, Ill.) smoking his underslung pipe. . . . Earl Gammons (WCCO, Minneapolis) said he spent most of his time in meetings and hardly saw the Boardwalk.

The fire that blew WABC, New York, off the air, shocked the CBS delegation. . . . Marty Lewis, of *Radio Guide*, sitting at the press table during one meeting, accidentally plinked the piano during a speech. Another newspaper man asked him if he had a musicians' union card. Ruth, Marty's wife, came down Tuesday. Curtis Mitchell, editor of *Radio Guide*, was among the large newspaper delegation. . . . Al Lehman (Association of National Advertisers, New York) blew in Tuesday. . . . Tom Carskadan, formerly of NBC, attended as representative of the American Civil Liberties Union. . . . Henry Dreyfuss, the designer who did the new streamlined Westinghouse transmitters, was another attendant. . . . Donald Flamm (WMCA, New York) arrived Tuesday, as did Bill Wiseman and Don Shaw, of the same outlet. . . . Charlie Singer and Ed Content, of the WOR (Newark, N. J.) engineering staff, came down at Jack Poppelle's request. Poppelle, chief WOR engineer, wanted to use the World's Fair mike he designed during the banquet and show. . . . Ted Streibert (WOR) still rates as having the most unusual convention laugh. . . . Gene O'Fallon and Frank Bishop (KFEL, Denver) did some real circulating. . . . So did Bill Dolph (WOL, Washington). . . . Ted Grannick (WOR, Newark) was down for a while. . . . Ben Pratt (NBC, New York) and Keith Kiggins (NBC, New York) really worked hard during their stay. Niles Trammel (NBC, New York) was "invited" to a dinner by NBC Blue affiliate managers. . . . Bill Hedges (NBC, New York) was bopped on the head by a golf ball. . . . Harold Fellowes (WEEL, Boston) burned when the boys told him he had added a little avoirdupois. . . .

(See CONVENTION TATTLE on page 8)

### President's Report

Full details of NAB President Neville Miller's report will be found in last week's issue of *The Billboard*, dated July 15.

## Pressure Groups Force Change; Put Limit on Length of Plugs

ATLANTIC CITY, July 15. — First major change made in the NAB code before passage was the removal of a ban on sale of time for commercial religious programs. Tremendous pressure was brought to bear by the Lutheran Church and independent stations. The former sponsors a program on Mutual. Indies would have lost considerable revenue if religious programs could not go on under commercial rates. It is claimed broadcasters were told there is reason why "religion cannot be sold to the people as any other item."

The convention also found the code, as originally drafted, too long and wordy. Membership favored a code which was

simple and as terse as it could be. One advantage of a short code would be easier exploitation. Code committee held several meetings to rewrite the platform, altho the final revision did not change the contents much, other than by wording.

The code provides: Removal of horror content from kid programs, with broadcasters to guard this type program with extreme care to prevent furtherance of disrespect for the home, parents or the law; no sale of time for controversial issue discussion; all responsible parties shall be given time to broadcast their views; political time may be sold, especially before elections, and the public forum type program may be sponsored. Political regulation was made to provide for the fact that political parties want much more time than may be spared in the "free" parts of the schedules. Code also provides for broadcasters to aid in furthering educational efforts thru radio and states that news must not be colored or distorted to favor one group or party or person. Attacks on race or religion are banned. Sales talks are limited by the code to specific lengths, as shown below.

Daytime	
15-Minute Programs	3:15
30-Minute Programs	4:30
60-Minute Programs	9:00

Nighttime	
15-Minute Programs	2:30
30-Minute Programs	3:00
60-Minute Programs	6:00

The above limitations do not apply to participation programs, announcement programs, "musical clocks," shoppers' guides and local programs falling within these general classifications.

## Wilson-CBS Deal Tops Convention; Mutual Gains Three

ATLANTIC CITY, July 15.—The major station-network deal made at the NAB convention caused considerable surprise when CBS concluded preliminary negotiations with L. B. Wilson whereby Wilson's station, WKCY, Covington, Ky., will become Columbia's station in the Cincinnati area. CBS now has WKRC, which it owns and operates in Cincinnati, but the report is that the network will sell this station to Wilson, providing FCC approval is forthcoming. Neither Wilson nor CBS officials would comment on the deal at the convention.

It is believed possible Mutual officials may oppose the Columbia-Wilson agreement when hearings are called by the FCC on the reported sale of WKRC. (See WILSON-CBS DEAL on page 7)

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30,000.. 9.85	70,000.. 15.65	150,000.. 27.25	500,000.. 78.00
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DL = Day Letter

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<p><b>STOCK TICKETS</b></p> <p>ONE ROLL... \$ 50</p> <p>FIVE ROLLS... 2.00</p> <p>TEN ROLLS... 3.50</p> <p>FIFTY ROLLS... 15.00</p> <p>100 ROLLS... 29.00</p> <p>ROLLS 2,000 EACH.</p> <p>Double Coupons, Double Price.</p> <p>No C. O. D. Orders</p> <p>Size: Single Tick... 1x2"</p>	<p>It's Our Delight To Get YOUR Hurry-up Orders.</p> <h2 style="font-size: 2em;">RESERVED SEAT TICKETS</h2> <p>With Your Own Special Printing.</p> <p><b>THE TOLEDO TICKET COMPANY</b></p> <p>Adams 7510, Toledo, Ohio.</p>	<p><b>SPECIAL PRINTED</b></p> <p>Roll or Machine.</p> <p>10,000 .. \$ 6.95</p> <p>30,000 .. 9.85</p> <p>50,000 .. 12.75</p> <p>100,000 ... 20.00</p> <p>1,000,000 ... 150.50</p> <p>Double Coupons, Double Price.</p>
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# NAB CONVENTION NEWS

## Press Reaction To Code Is Good

(Continued from page 3)

time comes to an end in those cities operating under it. There is no doubt that the time the code becomes operative will provide broad public interest in the radio industry. Much publicity will center upon the NAB and its code. The code will undoubtedly affect two very important programs, that of W. J. Cameron, of the Ford Motor Co., and that of Father Charles Coughlin. The code bars use of paid time for controversial subjects, and both these speakers are definitely along such lines. The NAB board of directors was given the job, after passage of the code, to establish the means to interpret, administer and enforce its provisions. Barring Father Coughlin might lead to considerable agitation. When WMCA, New York, refused to carry his programs, the station was subjected to continued picketing which, despite the arrest of an alleged leader, Allen Zoll, is still going on. Even tho the code was weakened by revision before it was finally passed, the advantages of its enactment became obvious in press reactions. *The New York Times*, *Herald Tribune* and *Post* applauded the broadcasters' self-regulation. *The New York Daily News* opposed the code in an editorial published before it was passed.

Full details of the NAB convention activities will be found on pages 5, 6 and 7 of this issue of *The Billboard*.

## Broadcasters at Fair

ATLANTIC CITY, July 15.—About 200 NAB members were expected to visit the New York World's Fair as guests of the big show last night. Invite was extended thru John S. Young, fair radio director and part owner of WSPR, Springfield, Mass., who was a delegate to the NAB convention.

Invite included luncheon and dinner, as well as special tours.

## Latham With CBS?

ATLANTIC CITY, July 15.—Jack Latham, until recently president of American Cigar and Cigaret Co., American Tobacco subsid, attended the NAB convention. Report current was that Latham, who was time buyer with Young & Rubicam before joining the tobacco firm, would join CBS as a trouble shooter on owned and operated stations.

## Vacation Time

ATLANTIC CITY, July 15.—To many NAB delegates the annual convention is a vacation, but Ed Kirby, of the organization, was really loaded for bear. Not only had he been working on the code for some months, with the hectic convention coming as a climax, but he was calling home every few hours. Baby expected.

## NAB Seeks ASCAP Deal by This Year

ATLANTIC CITY, July 15.—Discussion of the copyright situation provided one major surprise at the NAB convention. The discussion did not take a fearfully long time, as was expected, and the broadcasters seem to have reached a general agreement among themselves. This agreement favors "per program and source clearance payment" rather than a blanket percentage of the gross, as is now provided in the ASCAP contract.

Convention adopted a resolution providing as follows:

Present copyright committee is continued; committee is authorized to conclude with ASCAP a contract to be recommended to the entire industry and to establish a deadline for such negotiations; committee is to take steps to protect the industry with a supply of music if ASCAP negotiations fail, and is authorized to call a special convention by September 15 so that the industry can prepare itself.

## Name NAB Directors

ATLANTIC CITY, July 15.—New directors elected by the NAB are as follows:

Frank Russell, NBC, Washington, and Harold Hough, WBAP, Fort Worth, Tex., clear channel group.

George Norton, WAVE, Louisville, and Don Elias, WWNC, Asheville, N. C., regional group.

John Elmer, WCBM, Baltimore, and Harry Spence, KXRO, Aberdeen, Wash., independent group.

The defeated candidates were Bill Hedges, NBC, New York, and Lambdin Kay, WSB, Atlanta, clear channel group; Ed Craney, of KGIR, and Don Searle, Central States Broadcasting, Nebraska, regional, with Searle refusing to run; William West, WTMV, East St. Louis, and Gilbert Freeman, WTAL, Tallahassee, independents.

## NAB Standards Nix Hooch, Hoss Race Tips, Bump Readers

ATLANTIC CITY, July 15.—The "Standards of Practice," approved by the NAB convention in resolution form, were designed to "put teeth" in the code. Like the latter, these standards were re-drafted a number of times and came out shorter each time. As originally drawn they were both longer and more drastic, especially insofar as providing regulations for news broadcasts and news commentators. These were all eliminated, and the standards, given below, were boiled down to a list of do's and don'ts, mostly the latter.

### Standards of Practice

#### RESOLVED:

That any interpretation of the phrase "Accepted Standards of Good Taste" shall, in addition to the common interpretation such phrase would have in any community, include the following:

Member stations shall not accept for advertising:

1. Any spirituous or "hard" liquor.
2. Any remedy or other product the sale of which or the method of sale of which constitutes a violation of law.
3. Any fortune-telling, mind-reading or character-reading, by handwriting, numerology, palm-reading or astrology, or advertising related thereto.
4. Schools that offer questionable or untrue promises of employment as inducements for enrollment.
5. Matrimonial agencies.
6. Offers of "homework" except by firms of unquestioned responsibility.
7. Any race track, "dopester" or tip-sheet publications.
8. All forms of speculative finance. Before member stations may accept any financial advertising, it shall be fully ascertained that such advertising and such advertised services comply with all pertinent federal, State and local laws.
9. Cures and products claiming to cure.
10. Advertising statements or claims member stations know to be false, deceptive or grossly exaggerated.
11. Continuity which describes, repelently, any functions or symptomatic results of disturbances, or relief granted such disturbances thru use of any product.
12. Unfair attacks upon competitors, competing products, or upon other industries, professions or institutions.
13. Misleading statements of price or value, or misleading comparisons of price or value.

## NAB's Big Press

ATLANTIC CITY, July 15.—NAB convention this year drew even a larger newspaper turnout than it did last year, which was a record-breaker. Usual radio trade papers covered, but additionally the following newspaper men attended:

Norman Siegel, radio editor *Cleveland Press* and NEA syndicate; John McManus, radio editor, *Time*; Curtis Mitchell, Martin Lewis, of *Radio Guide*; William Coyle, radio editor, *Washington Star*; Eldridge Peterson, *Printers' Ink*; Nick Carter, Associated Press; Leonard Silk, *Atlantic City Press*; Irwin Robinson, *Advertising Age*; John Bogart, Jack Steel, *Herald Tribune* (New York); Manny Rosenberg, *The Advertiser*.

## Herald Tribune Stuns With 2-Man Coverage

ATLANTIC CITY, July 15.—Altho *The New York Herald Tribune* is known for an anti-radio attitude, the daily sent two staff men from New York to cover the NAB convention. John Bogart and Jack Steel were the reporters.

*Tribune* has lately changed its attitude, however, altho it has not and reportedly will not increase radio space. One report is the paper would like to buy a station. Also interested along facsimile lines.

## It's a Mike, Boys

ATLANTIC CITY, July 15.—Steve Early, secretary to President Roosevelt, addressed the first open meeting of the NAB and his speech was carried by NBC, CBS and MBS.

After the broadcast, while the announcers were signing off, practically every broadcaster in the room turned and gaped at the speakers as tho they had never heard anything like it.

Somebody said: "Mebbe they never saw a mike."

## NAB Promotion Has Delegates Deluged

ATLANTIC CITY, July 15.—NAB convention, as usual, was the scene of a promotion battle. WFIL, Philadelphia, in addition to distributing boutonnieres, had NAB wives invited to the Hamid Pier for an "NAB Widow's Party." Mutual gave out boutonnieres the day before WFIL, a Mutual affiliate, did. MBS has been giving the flowers for several years.

NBC Blue really went to town on promotion. Gave the boys cigars to plug Old Gold's shift to Blue; gave away Canada Dry to plug *Info, Please*, also on the Blue; left messages in delegates' rooms to call a mysterious "Miss B" who then told the boys all about the wonders of the Blue, much to the delegates' chagrin. NBC also delivered cards telling of the Blue's coverage, the cards later being burlesqued, having Keith Kiggins signed as "We We Wiggins." Blue also delivered Alka Seltzer, another Blue account, to make life a bit easier for the boys, and a blue turban for the delegates' wives.

As the convention started the NBC Blue announced appointment of Ben Pratt as NBC Blue press head and Peter Zaphir as NBC Blue promotion contact, thru E. P. H. James. Pratt rejoined NBC for this position after his resignation several years ago.

## NAB Exhibitors Squawk

ATLANTIC CITY, July 15.—Exhibitors at the NAB convention were complaining that they weren't getting as much of a play as they had in other years. Various theories were offered. One was that the NAB delegates were paying much more attention than they used to. Another was that the seashore resort offered too much competition.

As usual, most exhibitors did the bulk of their business the day before the convention was over.



GIVING EAR WHILE THE NAB PRESIDENT TALKS. Left to right, John S. Young, radio director of the New York World's Fair and part owner of WSPR, Springfield, Mass.; NAB chief, Neville Miller; H. K. Carpenter, WHK, Cleveland, and Ed Spence, secretary-treasurer of the NAB. Like a true radio man, Mr. Carpenter is carrying a portable receiver.



EUGENE THOMAS, of WOR, and Bill Dolph, of WOL, Washington, were probably looking at the ocean—or something—when this photo was taken at the NAB convention.

## NAB Banquet Show Clicks; Cost \$2,000

ATLANTIC CITY, July 15.—This year's NAB convention was different in one respect in that the annual banquet presented an almost complete "non-radio talent" show. Usual procedure was to entertain with familiar radio names exclusively, but this year the three networks got together, pooled their contributions and had their artists' bureaus handle the banquet show. Comment was much more favorable than it has been before, and the show, scheduled for 90 minutes, ran two hours instead.

Total talent budget was \$2,000, which is excellent money for a one-night stand. The acts' salaries totaled just under \$1,800, rest going to musicians. Show was handled by Paul Ross, of the CBS Columbia Artists; Sam Ross, of NBC Artists' Bureau; Nat Abramson and

### Plot!

ATLANTIC CITY, July 15.—During Ed Klauber's talk at one of the NAB convention meetings the loud-speaker system went dead. It was RCA equipment, and now the Columbia gang claims a "plot."

Annete Marantz, of the WOR Artists' Bureau.

Talent line-up had Hennie Youngman as emcee and comic; Janette Hackett girls; McDonald and Ross, dancers; Buster Shaver's midget act, with Olive and George; Senator Ford, Felix Knight, the Jansleys, Jane Pickens, the Debonairs, Bob Hall and the Gracellas. Bob Stanley (WOR) did the conducting.

Networks paid on the basis of owned and operated stations they have as NAB members, thus giving NBC about twice as much to pay as CBS or Mutual.

# Radio Talent

## New York

By JERRY LESSER

THIS column has mentioned the fact many times that it thought *Horse and Buggy Days* one of the best programs on the air, but suggested that it was a good Sunday show. Well, first they put it on Sundays, then took it off and placed it on Wednesday night opposite one of the best comedy shows; now they are kicking it around altogether. (On again, off again, Finnegan). Columbia has just recently built a show which is very similar (almost too similar), called *Gay Nineties*, for Sunday night. It is clicking. . . . Watch this girl, E. A. ELINGTON. She is one of the most sought-after ghost writers in the business, besides having written many guest shots for such stars as Wallace Beery and Jack Dempsey. . . . JOE PENNER has been signed for the new Ward's Bread show starting October 6, to be directed by LARRY HOLCOMBE. . . . BETTY CAINE takes over the role of Peggy on *The O'Neills*.

*the Provincetown Playhouse later in the season to lecture on all branches of student radio work.*

NORMAN CORWIN will produce his own adaptation of STEPHEN VINCENT BENET'S poem, *John Brown's Body*, Thursday, July 20, in the only hour-long program of the Columbia Workshop Festival summer series. Before consenting to radio presentation of his poem, BENET insisted that CORWIN supervise it. . . . ED THORGERSEN returns to the air this fall to do a football comment series. . . . Ex-Mayor JIMMY WALKER ends his three-night weekly news comment shot on WJZ. He may return in the fall, although the agency is trying to put MAC PARKER, former Philadelphia newspaper man, in the spot. . . . The Group Theater has been signed to do a series of dramatic spots on the Kate Smith show for the fall. Will use brief adaptations of famous old plays, written by the regular program staff. . . . Mort Lewis' show, *If I Had a Chance*, had tough sledding last week. At the last minute the program, with its usual handful of spectators, was moved to the large amphitheater in the RCA building. Then Kay Thompson was notified during the show that her father was seriously ill. At that the cast became panicky. Then someone in the audience became panicky and left the studio for a nip and came back noisily hilarious. Then Hoagy Carmichael lost a page of his script and the panic really was on. What a night! . . . DON BECKER, producer and co-author of *Life Can Be Beautiful* and *This Day Is Ours*, sailed for a vacation to Europe. Will be gone four or five weeks.



JIMMY SHOUSE, of WLW, Cincinnati, looks really interested as Edith Evans fixes one of the carnations Mutual gave out at the NAB convention. Next to the flower lady is Fred Weber, general manager of Mutual. Major Storer, of Hearst Radio, completes the quartet.

## Chicago

By HAROLD HUMPHREY

HAL CULVER, WLS singing announcer, reports that no matter what you do everyone eventually reverts back to type. Culver started on a new stint Monday titled *The Singing Milkman*. It was only a few years ago that he was actually delivering milk in Nashville, Tenn. . . . PAUL SHAHIN, the town's most radio-ized dancing master, is breaking in a new dance at his Blackhawk Cafe session aired over WGN. Calls it the *Cubalero* and describes it as a mixture of a fox-trot, waltz and bolero. . . . LAVINIA P. SCHWARTZ, educational director at WBBM, is still a little nonplused over a recent incident at a teachers' confab, where one of the gals stepped up to her, explained that she taught mentally retarded kiddies and would Miss Schwartz send her all the radio stuff available, because that was what they went for the most! . . . DON

GALLAGHER, character actor, is doing narration in French for a commercial pic being produced by Chicago Film Corp.

Hal Stuart, St. Louis radio actor recently making *Chi* his home, will spend the summer, beginning Tuesday, in Oconomowoc, Wis., doing character roles in the summer theater there. . . . Freddy Martin Jr., young offspring of the band leader, is nursing two broken arms received in a fall from a tree at the Martin home in Grays Lake, Ill. . . . Howard Vincent O'Brien, columnist on *The Daily News*, has ducked off his NBC shot for the summer. . . . Vivian Fridell, who handles the title role in "Backstage Wife" over NBC, just returned from a several days' recess in Milwaukee. . . . Double-voiced Marlin Hurt joined the "Avalon Time" show Saturday with his mythical "Mile. Levy" character. . . . WBBM will have golf champ Tommy Armour handling a mike at the Medinah Country Club this week-end when the Western Open Golf Championships are run off.

Some time ago I told you of radio actor Curtis Arnal's prowess with a boat and of his thrilling rescue of a man who had fallen overboard during a heavy fog. This time it's Ted De Corsia who comes in for his share of praise. Ted and his captain, John Friel, were on a fishing trip when another boat near-by blew up. They rescued the entire crew. . . . Mary Patton, who played Nurse Miller recently on the "Life of Mary Sothorn," has gone to *Chi* to become the bride of Frank Papp, NBC director. . . . Paul Wing, who oversees the NBC "Spelling Bee," and Frank Dahm, author of CBS's "Pretty Kitty Kelly," will join Jean Paul King at

### WILSON-CBS DEAL

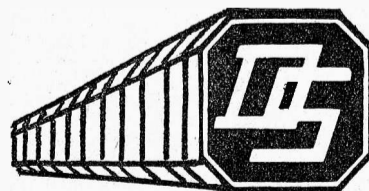
(Continued from page 5) Mutual had hoped to bring WCKY onto its lines, following the contract signed recently by WLW, Cincinnati, and NBC, which provides for exclusive NBC Red coverage by WLW, and NBC Blue coverage by WSAI, owned by Powel Crosley, WLW owner. When this Crosley-NBC contract was signed, Wilson was out in the cold temporarily, since WCKY had been an NBC affiliate, taking both Red and Blue accounts. While WLW, an original member of the Mutual chain,

will still take MBS accounts, and is carrying some Mutual commercials now, it is figured Mutual will not be able to clear WLW time any too readily.

Mutual, meanwhile, signed three new affiliates at the convention, increasing its Southeastern coverage. New outlets are WSIX, Nashville, Tenn.; WLAP, Lexington, Ky., and WGRC, New Albany, Ind., latter station being in the Louisville market. Fred Weber, Mutual general manager, made the deals with Gilmore Nunn, of WLAP; Jack Draughon, of WSIX, and Steve Cisler, of WGRC.



ROGER CLIPP, general manager of WFIL, Philadelphia, beams while Lew Weiss, Don Lee's g. m., gets a flower from one of the WFIL flower gals, who appears to be somewhat camera conscious.



## LOOMING

on the musical horizon is a new publishing and recording company . . . whose name already spells SUCCESS throughout the radio industry.

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# Program Reviews

EDST Unless Otherwise Indicated

## "Charlie Hamp Goes to Town"

Reviewed Tuesday, 10:30-10:45 a.m. Style—Songs and chatter. Sponsor—Morrell's Packing Co. Agency—Henri-Hurst-MacDonald. Station—KNX (CBS), Hollywood.

One of the perennial favorites in local radio circles is Charlie Hamp, now back on local airlines after quite a spell. Top-flight entertainer brings his traditional bag of tricks, dishing up ether fodder that brings listeners to his dial spot.

Selling a new product by Morrell Packing Co. called "Easy Cut Ham," the 15-minute stint should do a first-rate job. Hamp, selling songs and ham, produces an enjoyable program that should appeal to the midmorning listeners.

Opening with his familiar theme song, *Is Everybody Happy?*, Hamp swings into his show with plenty of fast piano pounding and adequate warbling. Introducing each number with a little chatter, he manages to put his numbers across and seems to have lost none of his old snap. *Owen.*

## "Poli Presents"

Reviewed Friday, 8-8:30 p.m. Style—Revue. Sponsor—Loew Poli Theater, New Haven, Conn. Station—WELI (New Haven, Conn.).

This is a locally produced show with some informal appeal. Hilda Rogers, good tonsil artist, has a zestful delivery of pop and standard torch tunes. Poli Choristers, group connected with various Connecticut Loew houses, did the *Soldier's Chorus* from *Faust*, and could have encored. Lads are directed by Nat Rubin.

Remainder of program was spotty, Phil Buxbaum Jr. ringing in with a sports result announcement which seemed out of place. A roving reporter introduced several performers, supposedly professional talent trying out for a contest sponsored by MGM, but they were weak. *Lejkowitz.*

## The Adventures of Ellery Queen

Reviewed Sunday, 8-9 p.m. Style—Mystery story and quiz. Sustaining over WABC-CBS.

This is the fourth of the series of Queen mystery stories, each complete. Queen, who has a big rep as a writer of popular mystery stories, writes the programs and plays himself as one of the leading characters in each. He is aided by Miss Nicky Porter, his secretary and admirer, who joins him in handling the narration before, after and during the intermission in the program. She is a chief character in his books.

The intermission is called when all the clues are in and then Queen asks each of the guests to guess who the guilty person is. This time the guests were Herman Shumlin, Lillian Hellman, Pro-

fessor Quiz and Betty Garde. All four said they thought the Frenchman, a leading character in the play, was the murderer, and they were right.

Play was called *The Adventure of Napoleon's Razor* and concerned the murder of a jewel thief with a razor that was an imitation of an original Napoleon razor. It happened on a transcontinental train and the owner of the razor was a French teacher. Queen happened to be on the train and, of course, solved the murder. It was interesting stuff, with enough complications and misleading clues to make the hour completely entertaining.

George Zachary is the program originator and its director and producer. Howard Smith, Lillian Green, Santos Ortega, Marcelle Journet, Joe Latham, Tom Gunn, Jack Hartley, Dick Wildmark and Gilbert Mack are in the cast, with Marian Shockley playing Nicky Porter. Queen is announced as playing himself, but he is actually played by a professional actor. Queen is too good an actor here to be a writer. Bernard Herman did the score. The cast handle their lines well, sound effects and music were fine and scripting was expert. *Denis.*

## "Blondie"

Reviewed Monday, 7:30-8 p.m. Style—Serial. Sponsor—R. J. Reynolds Tobacco Co. Agency—Wm. Esty. Station—WABC (CBS network).

Camel ciggie makers must have a great deal of faith in people's inability to break a habit. Maybe their product is predicated upon that premise, but they are ill-advised in carrying over the assumption to radio advertising. First mistake came a week ago in following Benny Goodman with Bob Crosby and a too emphatic and too limited-in-appeal brand of Dixieland. Now comes Eddie Cantor's replacement, a serialized broadcast version of Chic Young's comic strip, *Blondie*, which, briefly, stands every chance of becoming radio's most stupidly puerile show if it stays in the groove of the initialer. This listener could detect nothing in the 30 minutes to indicate that it would make any changes for the better during its summer tenure.

Nothing literate or brilliant is expected of a comic strip, and the type of B movie Columbia Pictures is making around this series is tolerated (not universally, however) as a filler between the last and first reels of a *Juarez*. But it's asking a little too much of even the moronic part of a radio audience to sit before this epic of infantile inconsequentiality in its etherized incarnation. Ashmead Scott's script is hopelessly bad, in plotting, dialog, situation and char-

## TELEVISION REVIEW

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

Television achieved a new and higher standing from the talent angle with this superlatively lined up program. Every act went over with a bang to make the hour a credit to both performers and producers. It's a shame, to have to ring in here, however, the photographic shortcomings. There was an unusual amount of muddiness made worse by drab drops that made it impossible many times to identify the performers, to say nothing of the effect this blackness had on their appearances.

First up was Phil Loeb's rendition of his famous scene from *Sing Out the News, Up Fiorello*. It didn't matter that all the cast couldn't fit into the tele screen at one time, so long as Loeb was there. He has tele technique mastered to a point almost beyond comparison. This reviewer has previously raved his acting and singing over the medium and can only repeat he is swell. The clarity and precision of his speaking and singing is a model.

Tied together by the single theme of "Round the Town With Television," the camera darted in and out of the city's highways and street scenes bringing on the acts at geographical cues. Just as the Loeb number came on after a Cook's tour of City Hall Park, so the Jim Wong Troupe followed views of Chinatown. These five men and a girl staged a terrific showing of acrobatics and balancing numbers. Their pyramid numbers were too high for the screen, but their performance, usually with only two or three stepping out together, was smooth, deft and graceful. Routines were out of the ordinary.

Riverside Drive came into the picture next and with it came the Three Sailors. The comedians fitted in well, seeming much at home and well up on their trade tricks. Their presentation was evenly divided between verbal patter and knock-about comedy. Finale of tap dancing and jumping rope was a grand slam.

A musical interlude was supplied by actor building and humor. The characters of *Blondie*, hubby Dagwood and Baby Dumpling, as well as the auxiliary roles, are embarrassingly inane and unnatural, and the acting (for want of a better word) of Penny Singleton, Arthur Lake and the supporting cast only makes things worse. Principals, incidentally, carry the roles in the movie versions. Bill Goodwin announces. *Richman.*

## Comment

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

A pleasant but punchless session of musical nostalgia is offered Thursday over WJZ from 8 to 8:30 p.m., in the form of songs from old musical comedy successes, sung by VICKI CHASE, soprano, and THOMAS L. THOMAS, baritone, aided by the Symphony-Jazz Orchestra under the baton of H. LEOPOLD SPITALNY. On the show caught they did numbers from *Porgy and Bess*, *The Rogue Song*, *The Desert Song* and *Sweethearts*, and if you were simply dying to hear hunks of those shows again it was probably all very pleasant. Miss CHASE may have a nice voice—clear, sweet and of good quality—but it sounded as tho the control room were doing her dirt. All tones seemed as if they'd been thrown into the mask of her face, and half the time she sounded like an airbrake. As for THOMAS, he insisted on giving out with would-be opera on the musical comedy numbers, and failed to display any vocal justification. The orchestra is excellent, but suffers from fantastic and often silly over-arrangements. *E. B.*

It's Up to You, on WJZ Thursday from 8:30 to 9 p.m., is a good idea gone wrong. Strictly an ad lib. show, it takes four contestants, puts them into a series of

imaginary hot spots, and has them try to talk their way out, also subjecting them to a couple of memory tests. With contestants rated according to ingenuity and comedy (prizes of \$15, \$10 and \$5 being handed out), it could be a swell program. It fails (and badly) because the contestants are neither ingenious nor funny. Show caught had AL SPEAR (or GEER?), a gent from Westchester; MRS. DORIS GRADY, a housewife; FRAN BELLAMY, a young actress, and, as guest star, MORT LEWIS, radio writer. The guest star, of course, was given the first prize. Program is conducted and emceed by DALE BAXTER, whose comedy could be a bit more subtle. If the show went in for "experts," after the manner of *Information, Please*—people with real wit and wisdom—it could probably turn out to be a terrific stanza. *E. B.*

## Peeve

ATLANTIC CITY, July 15.—NBC Blue's promotion activities at the NAB convention, it was said, cost the recipients money. Boys had to tip for the telegrams and gifts they were given.

the Four Belles, femme quartet which sounds and looks okeh. Between their appearance and that of the Virginians, male singing sextet, Orion Chantry, dancer at the Rainbow Room, tapped to entertain. She charms as she taps. The sextet as featured in *F. D. R. Jones* and *Shadrack* making a nice balance for the girl singers.

Tour finished up with the Savoy Jit-terbugs in their native Harlem. They were speed personified, but they, above all, had their show spoiled by the muddy screen. What could be distinguished, tho, brought the bill to a fast finish.

Hugh James, announcer, appeared only once at the end. That idea and that of the program theme worked beautifully. *Weiss.*

## CONVENTION TATTLE

By JERRY FRANKEN

(Continued from page 5)

Jack Van Volkenburg (CBS, Chicago) didn't get in until late. . . . Kurt Jadasohn and Claude Culmer (SESAC), New York, were down. Jadassohn is a waffle fan.

NED MIDGLEY (B. B., D. & O.), a recent pop, was gathering congratulations at the various cocktail parties. RCA, NBC and Columbia each tossed one. And did those hors d'oeuvres disappear! . . . John Karol (CBS, New York) and Jap Gude, of the same office, couldn't lift their arms after a Skee-Ball contest. . . . Roger Clipp (WFIL, Philadelphia) and Ed Petry, station rep, drove back together. . . . Craig Lawrence and Luther Hill, both of KSO-KERN, Des Moines, were there. Lawrence drove in. . . . Col. J. B. Palmer and Joe Maland, both of WHO, Des Moines, were another two-some in arriving. Colonel Palmer was probably the only broadcaster there with a beard. . . . Herman Bess (WNEW, New York) made a round trip back to New York during the convention. . . . Vince Callahan (WWL, New Orleans) started a move to get next year's convention to his town. . . . Arthur Church (KMBC, Kansas City, Mo.) was, as usual, one of the quietest guys in attendance. . . . Red Cross (WMAZ, Macon, Ga.) drew plaudits for a talk he made in the last Chicago convention. . . . Alex Dannenbaum (WDAS, Philadelphia) did some work towards a sunburn. . . . Ben Gimbel (WIP, Philadelphia) had a nifty sports outfit. . . . Ken Hackathorn (WHK, Cleveland) was around. . . . Harold Meyer (WSUN, St. Petersburg, Fla.), who left early, says he's going to start "selling his philosophy between book covers." . . . Bill Lodge (CBS, New York) got a ribbing on being "dime-late." . . . Dewey Long (WSAI, Cincinnati) and his gang had to train out when they missed their plane because of a delay in leaving the hotel. . . . Boake Carter left autographed promotion booklets under the hotel doors. . . . Hoyt Wooten (WREC, Memphis, Tenn.) plenty busy. . . . So was Dave Chrisman, of Miller Tape Transmission, New York. . . . Somebody mistook one of the Weed brothers for the hotel manager—and vice versa. . . . Manny Rosenberg (Transamerican, New York) brought coals to N—c—tle and got to A. C. with a sunburn. . . . Hugh Beville Jr., of NBC, New York, was around. . . . Ditto Earl Glade, KSL, Salt Lake City. . . . Boys were betting Ed Spence, of the NAB, didn't sit down 10 minutes during the whole meeting. . . . Sumner Quarton, WMT, Cedar Rapids, Ia., was closeted with Fred Weber, of Mutual, for a while on a deal aiming to bring that station to the MBS lines. . . . Sam Rosenbaum (WFIL, Philadelphia) made the shortest speech of the convention. . . . A. D. (Jess) Willard, of WJSV, and John Henie, same station, came down together. . . . Ed Craney (KGIR, Butte, Mont.) helped in making the copyright problem less complex. . . . C. W. (Chuck) Myers, KOIN, Portland, Ore., and past NAB president, was there. . . . Where was Phil Lasky, of KSFO, San Francisco?



"AM I DOING RIGHT?," ponders Clay Morgan, assistant to the president at NBC, as he is tagged with a Mutual carnation by Mary Francis during the NAB convention.

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# CANNED MUSIC TEMPEST

## Big June Biz At Chi R-GAC

Bookings gross \$48,511—  
\$1,937 net profit—Dec.,  
'38, topped \$50,000

CHICAGO, July 15.—Passing its two-year anniversary, the Chi branch of Rockwell-General Amusement Corp. chalked up one of its top months during June with a gross of \$48,510.99, leaving a net profit of \$1,937.50. These figures are for biz actually played in that month and not biz booked, which would run it considerably above that total, according to Bob Weems, manager of R-GAC's office here.

Only month topping this amount in the office's two years of operation was December, 1938, which ran over \$50,000. Weems says, however, that the net then was lower because overhead expenses were higher. The recent June biz shows up particularly well because general conditions are way off here this summer, plus the fact that R-GAC has been hitting a stone wall here in its efforts to crack some of the "cream" spots.

During June, the office sold Charles Agnew, Billy Baer, Freddy Fisher, Ted Lewis and Will Osborne on one-night stands. Regular spot bookings were made with Toasty Paul at Graemere Hotel, here; Jose Manzaneres in the Colony Club, here; Bobby Pope, Muehlebach Hotel in Kansas City, Mo.; Frank Daily, St. Paul Hotel, St. Paul; Woody Herman, Trianon Ballroom, here, and Joe Venuti at the Claridge Hotel in Memphis.

## Luncheon at Celeron Park Click With Neat \$693 Solo

JAMESTOWN, N. Y., July 15.—Jimmie Luncheon last Saturday at Celeron Park's Pier Ballroom did not disappoint promoter J. G. Campbell, and had the turnstiles turning to the tune of \$692.75.

Draw of 1,286 persons was considered good, and a fine advance take of \$400 proved Luncheon's popularity beyond any doubt. Ducats peddled for \$1 advance and \$1.25 at the door admitted a couple. Box office sold entries to 243 couples, adding \$292.75. Emerson Gill is on deck tonight.

## Heat Hits Marsala's Draw

BRIDGEPORT, Conn., July 15.—Making his first appearance with his newly enlarged orchestra at Pleasure Beach Ballroom here last Sunday night, Joe Marsala drew a rather small but very enthusiastic crowd which spent a good deal of the evening watching and applauding the various numbers instead of dancing. Adele Girard, featured on the harp, was the center of attraction. The hottest night of the season kept the attendance down to only 736 persons. With ducats priced at 55 cents, gross was \$404.80. Bill Burke is now handling promotion work at the ballroom and also manages the city-owned dansant.

## The Eternal Question

SASKATOON, Sask., July 15.—When the hour came to open the question, box at the convention of music teachers held here, Mrs. Elizabeth Morrison, charged with the responsibility of answering queries, found only one slip of paper in the box. She declined to answer it publicly.

Mrs. Morrison penned a note to the chairman, explaining it was her opinion delegates attending the convention knew all there was to know about music, and begged to be excused.

The question was: "Why does our convention not spend less money on song, and more money on wine and women?"

## A Tuneful Reminder

PHILADELPHIA, July 15.—It's an unfortunate choice of chaser music used at the Stanton Theater for the showing of the flicker Maximilian (Brian Aherne) is shown being executed at sunrise. The recorded music following the sequence to pep the exit of patrons is *Sunrise Serenade*.

## MCA-World's Fair Deal on Fire for Orks To Hypo Gate

NEW YORK, July 15.—With the amusement zone concessioners beefing about meager crowds of merry-makers at the World's Fair, it is understood that fair officials are entertaining a deal to bring Music Corp. of America into the picture to provide some sort of a magnet to draw sight-seers to the expo's fun area. Whalen office has been cold-shouldering MCA deals for almost a year now, but now that they see how the plan works at the Golden Gate Exposition in San Francisco, Music Corp. takes over the driver's seat.

Whalen office was undoubtedly none too happy to find that at the San Fran expo, which pulled a 5,000,000 attendance in its first five months, an MCA free attraction was able to draw one-tenth of that total in 10 days. With Bill Stein and Lou Wasserman, of MCA, serving on the Golden Gate board in an advisory capacity in complete charge of all entertainment, Benny Goodman was brought in the first of the month, giving four cuffo concerts daily, no dancing. Goodman was clocked at over 500,000 in attendance for his first 10 days, with the San Fran amusement zone cashing in on the crowds.

It is expected that the Whalen office will lend a more attentive ear this week to a similar plan fashioned by Billy Goodheart, MCA chief here, that'll have top MCA bands serving as draws for the bankrupted amusement zone. It is expected that, if the deal goes thru, MCA will plant at the arena housing the fair-operated Wild West Show and Rodeo. Latter is scheduled to shutter August 1. Show, charging admissions, pruned its operating costs from \$14,000 to under \$10,000 per week and gate has been more than \$5,000 behind each week in meeting the nut. Fair has been standing the loss, but show has never been of help in drawing crowds to the midway. Concessioners are hoping a free band show with top names will be installed and figure on that turning the trick.

## Hopkins' \$250 Kinda Sad

CHARLOTTE, N. C., July 15.—Claude Hopkins laid an egg for Promoter Tux W. Simpson at a Negro dance held at the Charlotte Armory last Wednesday when 325 persons brought in only \$250.

Simpson paid \$400 flat for the band, and nut for the promotion was \$550. Admission was \$1.10 per person, while spectators paid 50 cents each. Weather conditions were favorable.

## Goodman and Shakespeare

NEW YORK, July 15.—Benny Goodman is slated to supervise musically the proposed production here this fall of a swing adaptation of Shakespeare's *A Midsummer Night's Dream*. Erik Charell, producer of several local and London musical spectacles, notably *White Horse Inn*, is preparing the show.

## Rita Rio Gets Calls for Fall Road-Show Musical

CHICAGO, July 15.—Rita Rio and her all-girl band landed the job in the Ned Alford-N. S. Barger musical, *A Night at the Moulin Rouge*, which is taking the one-night route west of Chicago, starting October 30 in Davenport, Ia.

The deal for Phil Spitalny's services fell thru when it was decided that no provisions can be made for a weekly pick-up of his General Electric radio program.

## Pitt Union Threatens General Walkout Over Music Recorders

Meeder complains too many live musicians are being replaced by machines—also hits at traveling bands—considers resumption of extra fees on remotes

PITTSBURGH, July 15.—Canned music threatened to throw musicians out of work in several spots here this week as AFM Local 60 prexy Clair Meeder meditated calling a parley with hotels and restaurants to warn them that if they replace union men with machines a general walkout will occur before installations can be made. Already, in suburban Steubenville pike, Eddie Peyton innovated a new dance idea with the installation of life-size dummies on his roadhouse band stand that moved mechanically while recorded music of "name orchestras" was played thru an amplifier. Meeder's threat against eateries and danceries putting in mechanized music service was brought to a head when the William Penn Hotel placed a music recorder in one of its four dining rooms. The union prexy claims that unless the hotel and other similar sites pledge a continuance of orchestras in the flesh a walkout will be provoked as a showdown. Up to today no action had been taken by Meeder and no conference with hotel and club officials had been called.

## FBMC Has Record Route for Tiny Hill

CHICAGO, July 15.—Frederick Bros. Music Corp. here hung up a one-nighter tour record this month for Tiny Hill, booking the maestro for 28 consecutive dates in this territory during July. First 10 stands, from July 2 thru 11, grossed \$4,600, with Hill tooting to about 12,000 hoppers. These spots included, in consecutive order, Rink Ballroom, Waukegan, Ill.; Highland Casino, Quincy, Ill.; Starved Rock, La Salle, Ill.; The Palms, Freeport, Ill.; Clintonville, Wis.; Bluff View Park, Brodhead, Wis.; Rainbow Gardens, Belvidere, Ill.; Royal Palace, Galena, Ill.; Shadoak Park, Clinton, Ia., and Lakeside Park, Guttenburg, Ia.

Remainder of the tour has been booked solid thru July 30, when Hill plays Elbert Beach, Vermillion, O., hopping off then for Glen Echo Park in Washington, D. C., for two weeks.

Joe Kayser, head of the FBMC one-night department here, set the deal all the way thru and says it is the longest consecutive one-night string that he has ever booked in his experience. Jumps average about 75 miles, Kayser says, but many of the towns are so located that Hill can take in as many as five towns from one point, i. e., Des Moines, or some such spot, returning to that point from each hop. Remainder of the Hill dates center around Iowa, Illinois and Wisconsin.

## Wilson's Summit 5C Dandy

AKRON, July 15.—Andre Wilson, making a return trip last Monday to Summit Beach Park Ballroom, chalked up one of the best days of the season for promoter Lew Platt. Bargain price of two bits each brought out 2,008 dancers, and he did better than his first trip here by 48 paid admissions. Gate hit a high \$502 for the stand. Wilson went to Wheeling, W. Va., from here to play his old stomping grounds, Oglebay Park pavilion, for three weeks.

## Blanche Calloway Pleases Promoters With Fine \$656

BUFFALO, July 15.—Blanche Calloway last Sunday at Eagles' Auditorium for a race dance did well, tipping the scales at a fine \$656.25. Sponsored by the Good Fellows Club and promoted by Richard Jackson and Lindsay McNeal, dance drew a good crowd of 800 persons. Attendance and gross split pretty evenly between advance and box-office sales. With advance ducats peddling at 75 cents per, \$318.75 was piled up by 425 customers. Tickets at the door sold for 50 cents, and with 375 last-minute patrons added \$337.50.

Profit, estimated at about \$200, pleased the promoters to such an extent that they decided to bring Andy Kirk to town for a similar promotion at Broadway Auditorium, a larger hall, on July 30.

## Gray's \$1,214 a Goody

LINCOLN, Neb., July 15.—Glen Gray, bought right by R. H. Pauley for his Turnpike Casino last Thursday, turned in \$1,214 at the gate, a nice profit. Priced at \$1, \$1.20 and \$1.40, the band sold \$920 advance, which protected it against the blistering heat developed on play-date.

Local 60 is also considering a resumption of the suspension of remote control broadcast permissions for union bands unless night spots pay an extra charge. Last year the local sponsored a 30-day ban of broadcasts, caused by the refusal of stations or clubs to pay the charges. An agreement was reached whereby several larger night spots agreed to hire local orchestras for several months out of the year in order that Pittsburgh musicians might get advantage of network radio shots that have helped current big-time crews get their first major league breaks. Kemp, Bestor, Kyser, Kaye and others were boosted out of Pittsburgh into high-salaried brackets, partly thru remote broadcasts over NBC and MBS chains. Approximately 100 spots in Allegheny County are employing orchestras at present, about 10 per cent of them nonunion.

Meeder predicts that if the union adopts the remote control fee this year it will be permanent, despite possible refusal of the niteries to pay. Local bands are sufficiently at a disadvantage in gaining engagements because traveling name outfits are able to buy or help pay for their own radio time. The union is also castigating touring orchestras that fail to deposit contracts with the local office, as well as criticizing Pittsburgh musicians who go into other cities and fail to report their deals.

Peyton's latest attempt to regain business gradually lost during the past three years due to various changes in management at his site may establish a vogue, according to some musicians. His policy, modeled after small station radio transcription programs, is to advertise music by Benny Goodman, Kay Kyser or other popular crews, then devote the evening to platters of the touted outfits whose tunes blend in with the offering of a small house band that shares stage honors with the dummy silhouettes. Adding a couple of acts, Blanche Calloway and Patsy Faye, Peyton has also sliced prices in the territory's boldest try for mass business. Last week-end, first for the innovation, his club was crowded.

ERWIN H. SORENSON was elected president of the Racine, Wis., musicians' union, with Gerhard Rasmussen selected for the v.-p. post, W. Clayton Dow, as secretary, and Russell G. Saltz for treasurer.

## "Simon Legree" O'Keefe

LINCOLN, Neb., July 15.—Terms of the co-op deal entered into by the 10 firsters with the Glen Gray-Casa Loma Orchestra stipulates that every man is entitled to three weeks vacation annually with pay. Nearly everybody is beefing — at Corky O'Keefe, band's manager.

Hitch, unusual for musicians, is that he keeps 'em so busy they can't take the vacation.



# VOX POP PIP FOR BALLROOM

## Music Items

### Songs and Such:

Don Mario currently featuring his *We're Closer Than the Trylon and the Perisphere* in an appropriate spot. He just opened at Schlitz's Palm Gardens at the World's Fair.

With his Broadway musical, *Yokel Boy*, successfully launched and its score on the way to contributing several hits, Lew Brown turned to the placing of his *Take the World Off Your Shoulders* in RKO's *Conspiracy* pic.

L. Wolfe Gilbert is now in on the litigation involving "This Night," Harry Warren-Gus Kahn tune from MGM's "Honolulu." Joe Cooper, who wrote "Dance O'Mania" with Gilbert years ago, sued the studio claiming plagiarism, and was paid \$1,000 as nuisance value, according to MCM. Gilbert was not a party to the suit and says that no release was obtained from him. He is now attempting to collect his end of the settlement.

Jean Freeman penned *I Never Think of You*, now being considered by several pubs. Abe Lyman will feature *The Georgian Waltz*, State theme song of Georgia due to a recent resolution passed by the State Senate.

In an *Eighteenth Century Drawing Room* now boasts a lyric by Jack Lawrence. This is the newest Raymond Scott tune, published by Circle Music.

### Music Men and Matters:

David W. Guion, *Home on the Range* composer, bought himself a farm in Pennsylvania's Pohopoco Valley. Guion is presently collabing with Frankie Sabas on several tunes. Larry Shay, new prez of the Songwriters' Club of America, in Chicago, is also working with Sabas on *Have a Cigar—It's a Boy!*

Kelman Music Co. has a new one in *State Street Strut* by Bob Hamilton, Martin Hickey and Bill Bird. Johnny Green putting the finishing touches on *Music for Elizabeth*, piano concerto which will be introduced this fall by Jose Iturbi at Carnegie Hall.

Suit filed by Ira B. Arnstein against MPPA, ASCAP, NBC, CBS, SPA and numerous music pubs, charging plagiarism of some 50 of his songs and conspiracy to prevent him from obtaining ASCAP membership, was dismissed this week in New York Federal Court by Judge Edward A. Conger, who ruled, among other things, that ASCAP, as a private association, was not compelled to accept membership.

Ray Kinney, current at Hotel Lexington's Hawaiian Room, returns to Hawaii soon to gather new songs and talent for his floor show. Maestro says Hawaiians "just sing new songs" and that "they come natural and someone must be there to take down the notes and words and arrange them for a band."

E. P. LaFreniere, of Roy Music, is out of the hospital, recuping from a recent operation. Firm meanwhile has been building *There's Only One in Love*. Jack Spatz, ace Bregman, Vocco & Conn contact man, following a 10-year custom, celebrated his birthday July 12 at Lake Michigan, N. Y.

First release of Walter Bloom's new Strand Music Corp. is Jimmie Franklin's *When I Look at You*. Ella Herbert, daughter of the late composer, signed by Paramount Pictures as technical advisor on *The Life of Victor Herbert*. Maurrie Merle, formerly with Tin Pan Alley Music Co., Philadelphia, is the new Philly rep for E. B. Marks.

Lou Levy sent Davy Bernstein to Chicago and Nat Freyer to Hollywood to head local offices in each spot for his growing Leeds Music firm.

NORMAN RECK, press rep for Dick Barrie for the past year and former radio ed of *The Ridgewood* (N. J.) *Herald*, will accompany Sammy Kaye on his tour and handle press relations en route. Reck will work with the David O. Alber office, which handles national publicity and exploitation for Kaye.

### Tracking Down a Tic Toc

TARBORO, N. C., July 15.—In spite of the fact that Gray Gordon stopped here for only a single night last spring, the tic toc maestro became fast friends with dance promoter Lewis Heilbronner, head of the local Carolina Music Association, and the two promised to see each other soon. When Heilbronner heard that Gordon was at the Terrace Club in Virginia Beach, he planned to start his vacation from that point. But upon arriving at the beach on July 4 he found the band had canceled out several days before to make a stand at Westchester Country Club, near New York City.

Determined to catch up with Gordon, Heilbronner motored to New York. But again he was rebuffed for, altho he found the band, admittance to the clubhouse was barred to all save members. In desperation, the persevering dance promoter rushed to the nearest public telephone rather than take the risk of chasing Gordon all over the country to say "hello."

### City Retires Bonds On Beach-Ballroom

LAKE GENEVA, Wis., July 15.—In the seven years in which the Riviera, city-owned amusement and dance spot, has been in operation, the earnings have retired \$35,000 of the \$100,000 bond issue authorized for the project, it was revealed this week.

When the Riviera building was completed in the fall of 1932, at a cost of \$85,000, it was leased to James Leeson, of Beloit, Wis., who operated it the first year. In 1934, Jack Yeo, of Waukesha, Wis., took the lease from the city and operated the resort until this year when he sublet the ballroom to Ralph Braden, localite. The city now receives 15 per cent of the gross receipts.

City's investment in the spot, which includes a bathing beach, ballroom and park, is paying dividends thru added crowds which come to make Lake Geneva the headquarters of the Walworth County resort area. Braden is conducting nightly dances, except Mondays, in the Riviera ballroom.

## Dancers Put a Political Rally To Shame as They Pick a Band

Chicago's White City patronage get voice in choosing a band—Roy Stuart voted for summer stand—smart as promotion stunt and good biz hypo

CHICAGO, July 15.—An "election night" held here on last Saturday eve at White City, outdoor ballroom, turned out to be one of the most successful promotions in the spot's history. Manager Jack Belasco turned Howard Fox's South Side dancant into a political hotbed for the past four weeks in an effort to let the customers decide what band they wanted on the band stand for the rest of the summer. Politics, intrigue, electioneering, personal campaigning, secret ballots and even guarded ballot boxes were the order of the evening as 2,600 devotees cast their votes for a "favorite" band. Gate was a straight 40 cents, and the proceeds for the blow-off amounted to a grand \$1,040. Of the seven orks competing for the run engagement, Roy Stuart came off on top, grabbing 41 per cent of all the votes cast.

Regular ballots had been passed out to patrons for the past month, during which time two bands were featured each week for the customers to "judge." Roy Stuart, Hal Moore, Keith Beecher, Carl Sands, Werner Peete and Charles Straight, together with Louis Panico, a prime fave in the past, were listed on the final ballot.

Saturday night's final vote-casting became so heated that there was some talk of putting in a riot call. Maestro Hal Moore showed up at the gate with 150 of his personal friends in tow, all of whom cast votes immediately without bothering to listen to Charles Straight, the Saturday eve incumbent. Another of the "leader candidates" brought his own "checker" to stand by the ballot box—just to see that everything was conducted on the up and up.

It's mostly a young crowd attending White City, and this whole campaign of electing a band to carry on for the rest of the summer was carried out in dead earnest by everyone concerned. Management spent most of Sunday counting up the heavy avalanche of ballots, and cashed in again Sunday eve by holding up announcing of the winner until then.

Altho this marks the first time around here that a band booking has been left entirely to the fans, it isn't the first time that the local dance bugs have had a voice in choosing a band. Andrew Karzas' Aragon-Trianon dansants are always lending an eager ear to the voice of the "club members" and their opinion of a band. It is not uncommon to have this group of regulars get up a petition to oust a band they don't like before its engagement runs out. And around here, at any rate, the vox populi of the stubholder is taken more seriously by ballroom managers every day, much to the dismay and disgust of the band-booking agencies.

White City vote fracas proves also that it doesn't take a "name" ork to satisfy big-city dancers. As long as an outfit plays the kind of stuff they want the leader's name can be Joe Blotz for all the fans care.

### Ricardo Skirts Record at Summit Beach With 1,140

AKRON, O., July 15.—Don Ricardo and his band of American Aristocrats nearly hung up a Saturday night attendance record at Lew Platt's Summit Beach ballroom (July 8) when he anchored 1,140 thru the box-office turnstiles at 40 cents a copy for a profitable \$456 gross.

Ricardo's drawing power was in face of a terrific heat wave and topped Tiny Hill's attendance mark of the previous week by several hundred.

### Andrews-Murray Tie-Up

NEW YORK, July 15.—Andrews Sisters have selected Lyn Murray, CBS band leader, as their musical support for future one-night and college dates. Several name bands were interested in forming such a tie-up, but the singing sisters chose Murray as the result of their work together on the Phil Baker Dole Pineapple radio commercial. Billing will read "Andrews Sisters, accompanied by Lyn Murray and his band," and the maestro will conduct a standard-size group. Girls, however, will be booked either with or without the Murray Ork.

### Songs With Most Radio Plugs

## "Stairway" Holds Its Lead; "White Sails" Jumps Notch

Songs listed are those receiving 10 or more network plugs (WJZ, WEA, WABC) between 5 p.m.-1 a.m. week days and 11 a.m.-1 a.m. Sundays, for the week ending Friday, July 14. Independent plugs are those received on WOR, WNEW, WMCA, and WHN. Film tunes are designated as "F," musical production numbers as "M." Based on data supplied by Accurate Reporting Service.

Position	Title	Publisher	Net	Indie
1	1. Stairways to the Stars.....	Robbins	35	21
2	2. White Sails.....	Feist	33	15
3	3. I Poured My Heart Into a Song (F)...	Berlin	33	6
4	4. Moon Love.....	Famous	28	8
5	5. Wishing.....	Crawford	27	15
6	6. To You.....	Famous	24	15
7	7. Beer Barrel Polka.....	Shapiro, Bernstein	24	6
8	8. Lady's in Love With You (F).....	Paramount	23	20
9	9. This Is No Dream.....	Bregman, V. & C.	22	21
10	10. Lamp Is Low.....	Robbins	22	11
11	11. Comes Love (M).....	Chappell	19	17
12	12. If I Didn't Care.....	Chappell	18	17
13	13. Sunrise Serenade.....	Jewel	18	13
14	14. Don't Worry About Me (M).....	Mills	18	9
15	15. Strange Enchantment (F).....	Famous	17	16
16	16. All I Remember Is You.....	Remick	15	12
17	17. My Heart Has Wings.....	Red Star	15	7
18	18. Well, All Right.....	Leeds	15	4
19	19. And the Angels Sing.....	Bregman, V. & C.	14	20
20	20. Back to Back (F).....	Berlin	13	10
21	21. Cinderella, Stay in My Arms.....	Shapiro, Bernstein	13	9
22	22. Rendezvous in Paree (M).....	Harms	13	9
23	23. Is It Possible? (M).....	Chappell	13	5
24	24. Ain't Cha Comin' Out?.....	Kalnar & Ruby	12	4
25	25. Jumpin' Jive.....	Marks	11	10
26	26. South American Way (M).....	Harms	11	9
27	27. Blue Evening.....	Miller	11	6
28	28. Especially for You.....	Shapiro, Bernstein	10	10
29	29. Night Must Fall.....	Marks	10	7
30	30. Let's Disappear.....	Words & Music	10	3

### No Tickee, No Terpee

BAKER, Ore., July 15.—Everything went off fine for Phil Harris when he played the closing dance here at the Baker Mining Jubilee and Rodeo —so fine that the maestro had to complain that the dance pavilion's ticket taker was too competent. After leaving the stand for a smoke he sought to return to his post, but, lacking a ducat, he was shoved down the steps by the gatekeeper, who did not recognize him. With the help of a National Guardsman and the owner of the hall, Harris finally passed in. It was on his third try that he and the ticket taker entered arm-in-arm to the intense enjoyment of the dancers.





# 2 IN CREW TO 3 IN CAST

## Average 2-3 Ratio Is Shown in Survey of Weekly Legit Costs

**Producers say stagehand scale is okeh for hit, but inflexible minimums close show while actors take rap—TMAT minimums high, too—suggest rule like AEA's**

(Continued from page 4)  
of the producers, are not the burden one might suppose from first glance at the comparison because of the flexibility of the Actors' Equity contracts. On the contrary, 21 per cent of weekly costs, which represents stagehand salaries plus the minimum requirements of the Theatrical Managers, Agents and Treasurers' union, works a greater hardship on a show trying to gain momentum or weather a slump. Much of the pressure on the show, of course, is thru the theater operator. Whereas the producer is able to obtain salary reductions from the cast and thus reduce his weekly bills when the show is losing money, the theater operator has to take it square on the conk. His share of the take is lower, but operating expenses remain the same. Few operators are willing to sustain a loss for any length of time because there is usually little surplus from the last tenant to cover upkeep of even an inactive house. Many producers regard as unjust the situation of actors whose salaries have been cut, who thus keep a show running for the benefit of the static-salaried stage and house crews. The classic problem of rentals continued this year as in the past, with little hope that operators will find a means of

supplementing their income as do the picture palaces with office and store facilities. The League of New York Theaters is still fighting—but still unsuccessfully—for bars in theaters. It remains that house operators have to assess legit tenants at a rate which in a few months will cover a year's overhead.

The obvious and unanimous recommendation from both producers and theater operators is a flexible minimum scale for electricians, carpenters, property men, house managers, press agents, treasurers and assistants. If salary concessions were permitted among these during losing periods, producers claim, they would gladly consent to a deal whereby the first signs of better business would be used to restore salaries. The minimums themselves are not so bad, say the managers, as is the inflexible character of the stage and house crew scales when a show needs help in order to keep running.

If unions are unwilling to tamper with the salary per man, say producers, a second suggestion for helping matters involves cutting down on the minimum crews. Giving basis to managerial complaints among the 16 plays surveyed, the set-up is two stagehands for every three actors. If the TMAT staff is considered

### BROADWAY RUNS

Performances to July 15, Inclusive.

Dramatic	Opened	Perf.
Abe Lincoln in Illinois (Plymouth)	Oct. 15	315
I Must Love Someone (Vanderbilt)	Feb. 7	183
Little Foxes, The (National)	Feb. 15	174
No Time for Comedy (Barrymore)	Apr. 17	104
Outward Bound (revival) (Playhouse)	Dec. 22	239
Philadelphia Story, The (Shubert)	Mar. 28	127
Tobacco Road (Forrest)	Dec. 4, '38	3180
<b>Musical Comedy</b>		
From Vienna (Music Box)	June 20	31
Hellzapoppin (Winter Garden)	Sept. 22	345
Leave It to Me (Imperial)	Nov. 9	288
Pins and Needles (Windsor)	Nov. 27, '37	512
Streets of Paris, The (Broadhurst)	June 19	32
Yokel Boy (Majestic)	July 6	12

house, have banded together as a unit and are now appearing at Orpheum Theater here, with advance bookings in line. Entire cast of *Swing Mikado*, which was slated to open at the Hollywood Playhouse, will go under private banner when it opens at the El Capitan.

### Philly's One Legit House

PHILADELPHIA, July 15.—Trustees for the University of Pennsylvania will attempt to get a new operator for the Chestnut Street Opera House before tearing down the theater for use as a parking lot. Lawrence Shubert Lawrence, local representative for the Shubert interests, said definitely that they will not renew the lease for the house.

The demolishing of the Chestnut will leave Philadelphia with only one house suited for legit. The others, the Erlanger and the Forrest, are too large to play intimate drama, having been originally built to house expensive musical productions. The Locust, used alternately for films and legit, will be the only remaining house in the theatrical zone. The Walnut, an out-of-the-way spot, is expected to be called into service during the forthcoming season. Last year it housed all the Federal Theater Project plays.

### Coast FTP Shows Find Backers as Project Folds

LOS ANGELES, July 15.—Final curtain on Federal Theater Project was dropped this week when it was announced by State Director Alexander Leftwich that he had been notified to liquidate project by July 31. Approximately 1,100 workers were given abrupt notice that they were thru.

Private backers have taken over some of the shows here, first being *Run Little Chillun*, which is now playing in San Diego. Acts from FTP's *Two a Day*, which had a terrific run at the Hollywood Play-

### Elitch Grosses Up

DENVER, July 15.—Elitch Theater grosses for the first two weeks are up over last year. Opening week was nearly 30 per cent ahead, with the second (Fourth of July week) running close to 20 per cent ahead. Grosses for the two weeks were \$6,500 and \$5,300. Arnold Gurtler, manager, is well pleased with the start. Capable direction by George Somnes, back for his fourth year, comes in for much credit.

## Chart of Weekly Operating Costs

Theater	Theater Operator	Production	Producer	Total Operating Cost	Actor Salaries	Size of Cast (Producer)	Size of Crew (Producer)	Stagehand Costs (Producer)	Stagehand Costs (Theater)	Size of Crew (Theater)	Other Expenses*
Plymouth	Shuberts	Abe Lincoln in Illinois	Playwrights' Co.	\$ 7,000	\$4,000	52	4	\$392.50	\$1,007.50	15	
Cort	Shuberts	American Landscape	Playwrights' Co.	4,200	3,200	21	1	68	359.50	5	
Booth	Shuberts	Dame Nature	Theater Guild	3,100	2,100	16			728	14	
Broadhurst	Shuberts	Dear Octopus	John C. Wilson	11,000	3,850	24			1,330	19	\$162.78 — Producer's share of \$285 expense for five musicians.
Morosco	Shuberts	Family Portrait	Cheryl Crawford	8,000	2,735	29	1	5.90	675.50	9	
Belasco	Sam H. Grisman	The Gentle People	Group Theater	5,800	3,000	17	8	554	801.50	11	\$105,379.81 — Producer's total operating cost for 18-week run. Weekly budget ran from low of \$5,700 to high of \$6,900, advertising allotments being most directly responsible for the variable budgets.
Guild	Theater Guild	Jeremiah	Theater Guild	9,100	4,000	56			950	14	\$1,000 — Other weekly salaries. \$3,150—Other theater operating costs.
Miller	Gilbert Miller	Kiss the Boys Goodbye	Brock Pemberton	5,500	2,300	14	1	100	768.50	12	\$5,700 — Operating cost during weeks of extra performances.
National	Dry Dock Savings	The Little Foxes	Herman Shumlin	7,500	3,600††	10	1	100	481.50	6	\$161—Ice bill for cooling system. \$5—Electric pump for cooling system. \$16,000—Approximate yearly taxes for theater.
Empire	Lester Meyer	Mamba's Daughters	Guthrie McClintic	5,873.65	3,904.13	40	4	216	903.50	15	\$1,832—Total operating pay roll for theater. \$128.50—Producer's share of musicians' expense.
Guild	Theater Guild	Merchant of Yonkers	Herman Shumlin	8,000	3,300	16	3	300	950	14	
Guild	Theater Guild	My Heart's in the Highlands	Group Theater	4,700	1,189.28	21	1	95	350	5	
Barrymore	Shuberts	No Time for Comedy	Katharine Cornell & Playwrights' Co.	8,000	6,000	8	1	100	1,208.50	18	Whole cast, except single understudy, earns not less than \$75 weekly.
Belasco	Sam H. Grisman	Rocket to the Moon	Group Theater	4,000	2,000	8	1	100	769.50	11	
Shubert	Shuberts	The Philadelphia Story	Theater Guild	10,000	5,378	15	1	122	1,212.50	18	
Biltmore	George Abbott	The Primrose Path	George Abbott	3,565	1,560	10	2	200	699	10	\$390—Producer's miscellaneous staff salaries.

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

†Theater operator's share of stagehand costs are not directly included in the Total Operating Cost Column. They are merely reflected in the weekly nut thru theater rental, usually percentage arrangements.

††Tallulah Bankhead's contract being on a percentage basis necessitated approximation of actor salaries' figure.

‡During the showing of these two productions, Sam H. Grisman still operated the Belasco Theater. It is now in the hands of City Bank Farmers Trust Co. §Approximation.

All figures supplied by producers of respective shows and theater operators of respective houses.

## Stage Whispers

While evening business has been nothing to bring joy to a manager's heart, matinees have come forward nobly—if somewhat unexpectedly—to take up at least a bit of the slack. The midweek afternoon sessions were generally well attended, and those three darlings of the daylight trade, *Abe Lincoln in Illinois*, *No Time for Comedy* and *The Philadelphia Story*, had standees as usual. There were 44 at *Comedy* and 28 at *Lincoln*, tho the latter had about 20 empty seats. As for *Story*, it struck a bonanza, according to Joe Heidt, its demon press agent. There were, he says, 87 standees, no less, to create a gross for the performance of \$2,817. . . . *Comedy*, incidentally, has been forced to stall off its impending change of leading men for another week because Francis Lederer, the leading man elect, has turned out to be so successful in *Seventh Heaven* in Chicago that the engagement has been extended. Laurence Olivier, incumbent, who, to mix a metaphor, has been champing at the bit, warded off several nervous breakdowns in the managerial staff by agreeing to stay for the extra week. So Mr. Lederer will take over the part Monday (24), and Mr. Olivier will finally sail for London the previous Saturday, being enabled to do so because the show is at present playing no Saturday performances. . . .

A couple of Gilbert and Sullivan announcements hit the stands this week, one of them having been in preparation for three years or so and the other evidently being a very new venture. The first is, of course, the company sponsored by S. M. Chartock, who took the mantle as American D'Oyly Carte, upon the death of Milton Aborn. For a long while now it has been Mr. Chartock's intention to establish a permanent Gilbert and Sullivan troupe for the United States, but he's been biding his time, waiting until the chances looked good. They look good now, evidently, because he intends to open the troupe in New York for a brief season after Labor Day and then go out on a 30-week tour of guaranteed bookings. That, he feels, will be a long step toward permanence. He had originally planned to open on Broadway during the summer, but first lack of a theater and then lack of patronage for the current attractions deterred him. As for the other announcement, it concerns the Gilbert and Sullivan Organization Society, founded by Bertram Peacock, who used to sing for Mr. Chartock; Mrs. Branch Blackman, a singing teacher, and Arthur R. Smith, who runs a concert bureau in Washington. Its plans call for a Broadway opening in September or October, and its bills would include other operettas as well as Gilbert and Sullivan. Chamberlain Brown would do the casting if and when, and it has been said that Margaret Daum, Ruth Altman and various others are set. Miss Daum, however, is reported to know nothing about it, and Miss Altman is in Europe. As for the Chartock company, it will probably include Allen Waterous, Joseph Macauley, John Cherry, Vera Ross and Dean Dickens, among others.

Continuing on the Chartock theme, some time around Labor Day he plans to present Earl Wade Waldron's dramatization of *Mein Kampf*, the product of a not entirely obscure author named Hitler. It will be a solo venture, not in partnership with the author as elsewhere reported; and at present there is a plot to get Eric von Stroheim, now in Europe, to play the leading role. It would be nice, Mr. Chartock thinks, if Lee Strasberg would direct. He says that if Strasberg, who keeps his head (and uses it), were only a bit eccentric he'd be in Hollywood getting thousands a week. . . . Sidney Howard's dramatization of Carl von Doren's prize-winning biography, *Benjamin Franklin*, is getting along nicely, with the first act already completed and the finished script due in the fall. It will be the second Howard item on the agenda of the Playwrights' Co., the first, of course, being the temporarily titled *Madam, Will You Walk?* There's a chance that Dudley Digges may play Franklin. . . . John J. Garvey, treasurer of Local No. 1 of the stagehands' union, spent his two-week vacation driving thru the Carolinas. . . . There is still a chance that the Theater Guild may use *The Farm of Three Echoes*, starring Ethel Barrymore, as one of its subscription plays for next season. Meanwhile Victor Payne-Jennings, who will produce it, has been postponing his trip to England until the Guild decides

to make up its mind. . . . *Ladies and Gentlemen*, which Gilbert Miller is presenting on tryout on the West Coast with Helen Hayes and Herbert Marshall heading the cast, is proving somewhat conclusively that there's still a road, even in the summer time, if only you give it what it wants. The show took \$5,459 in four performances at Santa Barbara, and at present in San Francisco it is busy beating the records set up by Mr. Miller's production of *Victoria Regina*. Receipts for opening night last Monday were \$3,903, just \$63 more than the opening of *Victoria*, while Tuesday showed a gross of \$3,734, which is \$184 more than *Victoria* took on its second night. Both at a \$3 top.

### Atlanta Anti-FTP

ATLANTA, July 17.—While New York critics are boosting the Federal Theater and urging its continuance, critics and newspapers in Atlanta have taken the opposite stand. They point to the lack of good performances given by the Atlanta Federal theater unit and wasted money.

Chief bone of contention is the fact the federal theater was being used to give amateurs jobs rather than to help legitimate actors and actresses temporarily out of work.

ATLANTA, July 17.—Jack Barefield, featured actor with the Atlanta unit of the Federal Theater before its disbandment, is now connected with Don Prince, local theatrical publicity agent.

## From Out Front

By EUGENE BURR

Since there seems to be little on our own particular horizon at the moment, let's wander out of our bailiwick for a week and bask briefly in the golden smile of the cinema. There is an excuse for such wandering, for the week saw two cinematic events that were not only news but also of more or less moment to our own precinct. The events were the running of the film version of *The Mikado* complete with celluloid encores, a procedure never before attempted by the entertainment that talks from a can, and the first film version of a stage play within my experience that has honestly tried to appropriate the mood, the aims and the script of the play. This last is the MGM version of *On Borrowed Time*, the loveliest play of the decade, and it is really by far the more startling of the two events.

It is a lovely job that MGM has done in every way. The beautiful, tender fantasy is intelligently and very movingly transferred to the screen, the script emerges from the inevitable tussle with screen adaptors not only victorious but also practically intact, and the playing and direction is altogether excellent. It is true that every once in a while Lionel Barrymore, as Gramps, succumbs to his overwhelming passion for playing only one character, that of Lionel Barrymore; but for the most part he resists the temptation manfully and does an effective and excellent job. It is also true that little Bobs Watson, who plays Pud, seems a good deal less effective than little Peter Holden, who did it on the stage, but that's hardly to be held against Master Watson. It's pretty hard to compete with one of the most amazing acting feats of the generation.

Come to think of it, young Peter so amazingly identified himself with the role—fitted so miraculously into its every mood and movement and gave so completely the impression that he was living rather than acting the part—that he has actually become Pud to most of us who were fortunate enough to see him. Thus, when we see him in another picture we inadvertently say, "Pud was terrific, wasn't he?" And, conversely, at the screen version the young lady next to me, speaking of young Bobs, remarked, "He's not as good as Pud."

Master Watson, of course, was playing Pud at the time—and playing him really remarkably well—but he was, after all, just playing him. And to most of us Pud is in reality just a little boy who, for some reason, is occasionally referred to as Peter Holden.

MGM, however, did marvelously well with the play. Beulah Bondi does a magnificent job as Gran, one of the finest screen performances of the season; Una Merkel is amazingly right as the hired girl, and excellent subsidiary performances are contributed by Grant Mitchell and Henry Travers and even by Sir Cedric Hardwicke as Mr. Brink. Sir Cedric misses entirely the quietly luminous quality that Frank Conroy brought to the role on the stage, but he does a good job nonetheless.

In any case, MGM is to be thanked—sincerely and hugely—for so faithfully and finely transferring to the screen one of the tenderest, loveliest and most affecting plays of our generation.

As for *The Mikado*—with or without encores—it is a somewhat different story. MGM in transferring *On Borrowed Time* to the screen was working with a play that had been a last year's Broadway hit, and might have been within its rights to change it, however ill-advisedly. But *The Mikado* is a classic; yet *The Mikado* has been thoroly hacked in its transposition to the screen. It may not have been hacked to death, but it certainly emerged about as bloody as Tony Galento after the fight. And that, my friends, is pretty thoroly bloody.

It may perhaps be too much to expect the film to include everything in the show—what with the arbitrary running time of pictures—and this reporter isn't kicking at the omission of lines, even tho some of the best ones were slashed. But it does seem as tho all of the music might have been given, particularly when the cuts include such top tunes as *If We Have Failed in Etiquette*, *Oh Fool, Oh Blind, Living I*, the second verse of *The Sun and I* and—hold your hats—*Ko-Ko's Little List*. The latter is probably the most popular song in the operetta.

As for the much-publicized encores, they were something of a disappointment. It's very nice to hear the songs over again, but you can't really pick the ones you want to hear. Only a certain number are prepared, and these—or so it seemed at the showing caught—are run regardless of the amount of applause. Several times mere scattered handclaps brought an encore and real applause went unrewarded.

As for the production itself, it is lavish and lovely. Amazingly enough, Kenny Baker actually manages to get away with the role of Nanki-Poo—tho it still seems that it would have been wiser to hire a singer for a part that should be sung rather than crooned—and Jean Colin is a decorative and at least acceptable Yum-Yum. John Barclay, fondly remembered for his pirate king in the Ames *Pirates of Penzance*, isn't of course as good as that greatest of all Mikados, William Danforth, but at least he is a good deal better than the D'Oyly Carte Company's Darrell Fancourt. Two stalwart D'Oyly Cartians, Martyn Green and Sydney Granville, give excellent accounts of themselves in their familiar roles, and the chorus is excellent. But *The Mikado* still sounds better when it's both on a stage and complete.

## Ticket Gimmicks Try To Bring Shows to Two Towns

Cleveland and Los Angeles featuring subscription setups for legit—Cleveland plan modeled after St. Louis—L. A. tries seasonal cut-rate memberships

CLEVELAND, July 15.—Jerry Wellman, press agent for the Cleveland Chamber of Commerce and for Playgoers, Inc., a ticket-selling device, gave a celebration this week for the success of the new ticket-selling plan. Downtown opinion is divided on whether the luncheon was a celebration or a shot in the arm. Playgoers, Inc. was organized by the Chamber of Commerce two months ago to assure a full season for the Hanna, Cleveland's only surviving English language legitimate theater, which had to shorten its season last year. Plan is an adaptation of one tried by H. H. Cudmore and the late Robert McLaughlin, and used successfully in St. Louis.

Every member of the Playgoers deposits from \$42 to \$102, which he can apply to the purchase of tickets for any 20 plays at the Hanna next season, musical comedy or legitimate. He is guaranteed that there will be 20 full-week plays if the plan, which now has nearly 300 mem-

bers of a necessary 1,000, is successful.

Greenroom privileges are extended to all members of the Playgoers, which plans a series of luncheons, dinners and mid-night suppers at which members can absorb glamour from the visiting players. William T. Blair Jr., manager of the Hanna; Ben Franklin, secretary of the Playgoers, and Wellman are sanguine about their ability to deliver 20 full-week dates. Three tryouts have already been arranged.

All members are required to buy their tickets in pairs, so 1,000 members will equal 2,000 seats sold. Playgoers will have first choice on short runs, but cannot apply any of the deposit to short-run shows.

Every step in the subscription sale ends in \$2, which will not be returned even if the plan flops, being written off to office expenses. In case the plan fails the Chamber of Commerce will take the rap on promotional expenses, which it has paid since the opening of the campaign.

LOS ANGELES, July 15.—What is probably the most intensive drive ever attempted here to bring the legitimate theater to Hollywood was launched this week with the forming of the American Theater Foundation, headed by Arthur J. Beckhard. Purpose of the organization, Beckhard pointed out, is to produce 10 first-class plays a year in an effort to stimulate legit production in this vicinity.

Beckhard stated that one of main purposes of ATF was to get New York producers interested in originating their plays here instead of on Broadway. By offering first-class productions, Beckhard believes legit can be revived here, giving Hollywood productions the same stamp as those produced in New York.

A non-profit organization, ATF will guarantee a producer an audience and an advance sale of tickets. Present plans call for a membership drive whereby it is hoped to get around 5,000 into the fold. Membership will be sold for \$10 for the year. This will entitle each member to four tickets to 10 plays a year at a 50 per cent discount.

It was pointed out that the new organization is not a producing unit, but will only act to select the 10 best plays each year for its members, thus guaranteeing a producer an advance audience before he opens his play.

Beckhard stated that he plans to re-sume producing plays here as soon as ATF is well under way. For the past several seasons he has been producing in Santa Barbara and San Francisco.

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# 6 NEW YORK CLUBS INDICTED

## Cotton Club and Others Charged With Not Paying Amusement Tax

NEW YORK, July 15.—Drive of the U. S. Government to prosecute night clubs evading payment of amusement taxes was given further impetus this week when owners of six night clubs, largest of them being the Cotton Club, were indicted by a grand jury on charges ranging from failure to file receipt of taxes to embezzlement. Tax evasions for the six clubs amount to approximately \$10,000.

Indictments were handed down by Federal Judge William Bondy after a special investigation headed by Jesse Moss, U. S. attorney. The Cotton Club indictment named Herman Stark, president; Noah Braunstein, secretary-treasurer, and George Goodrich, accountant, for embezzlement of taxes amounting to \$4,000.

Also included are the Chateau Moderne (Lorenzo Grassis, owner) for failure to file amusement taxes and embezzlement; the Man-About-Town Cafe (Eugene Riss, owner) on the same charges; El Toreador (Max Ziskin, owner) willful failure to file returns; Julia Restaurant (Benjamin Juri and Lewis Ax) failure to file and embezzlement, and the Royal Frolics, Jamaica, L. I. (John C. Reinhart), also for failure to file. The five named above are charged with failure to return a total of \$6,000 in collected amusement taxes.

Answers to the indictments will be heard Tuesday and Wednesday in the Federal Building. It was indicated that

## Pickets Drenched, Pinched; But Win

CHICAGO, July 15.—After a scene in a police station and an unexpected drenching act performed by one of the girl pickets, the Club So-Ho signed an agreement with the American Federation of Actors Wednesday. Guy Magley, AFA rep, pulled the show and had the union acts picket the club. Operator Vic Velis called the cops and Magley and the pickets were given a free ride to a neighboring police station.

When Magley displayed his credentials and explained that legal and peaceful picketing was being done, the police captain freed the group and permitted them to carry on. By midnight, after one of the girls had been drenched by a downpour of water from the roof of the club, the management agreed to sign up.

## Jimmy Brink Sells Barn

CINCINNATI, July 15.—Jimmy Brink has sold The Barn, local nitery, to Al Schavel, owner of Schmiesing's, another local night spot. Brink, who acquired The Barn several months ago from Sam Bauer, will confine his interests to his No. 1 boite, the Lookout House, just across the river from here in Ft. Mitchell, Ky.

RUTHIE R.: Your letter most interesting. Would like to print it but require that you supply me with full name and address. Might be able to remedy your individual case, too. Write to Elias E. Sugarman, *The Billboard*, New York City.

## They Exercise at 6 A.M.

ATLANTIC CITY, July 15.—Night club performers who find they don't have time for exercise during work hours ought to visit Atlantic City, where the boys and gals work out in dawn softball games.

Alan Gale, emcee at the Celebrity Club, organized the league, which includes both males and femmes employed in local orchestras and floor shows. The players answer to the cry of "batter up" at 6 a.m.

other local night club owners are also under surveillance and further indictments would be handed down in the next few weeks.

Penalties for the charges named in the indictments range from a \$5,000 fine or five years in jail or both, for embezzlement to one to five years or a \$10,000 fine or both for failure to file returns.

NEW YORK, July 15.—Coincidental with the indictment of the Cotton Club's owners for embezzlement of taxes, and despite the fact that it has been doing healthy business, announcement was made that the club would shut down Sunday nights for the rest of the summer.

Also included in the summer closings were the roof gardens of the Pierre and Plaza hotels until the fall. One of the popular summer clubs here, the Surfside in Atlantic Beach, which in former years put on extensive shows, is getting by this year without talent. Spot was raided last year and all the gaming tables removed.

## Musical Acts Pay 1 G Because They Played a Benefit

CHICAGO, July 15.—The recent benefit for Father Durant's charities at the Ogden Theater here is enriching the musicians' union coffers by \$1,000, the three musical acts on the bill failing to secure permission of appearance direct from the local.

The acts claim that those in charge of the benefit assured them that the benefit has been okeed by Theater Authority and the American Federation of Actors, but it turned out members of the musicians' union must report each benefit to their own office regardless of any action on the part of other unions.

Acts fined include the Three Heat Waves, \$150 each; the Three Youman Brothers, \$150 each, and Fifi D'Orsay, \$100.

## Joe Pursent Amazed That Maisie Thinks He Is Not 100% Sincere

By PAUL DENIS

Dear Paul:

THAT World's Fair job hasn't come thru yet and now Joe Pursent, my agent, says he's getting sick and tired of the runaround Grover is giving him. Joe says he's getting so mad that he might hop a plane and fly out to the San Francisco Exposition and talk to Bill Stein, of MCA, about me.

Joe says he'll need another advance on his commissions, as he'll have to go to Frisco in style, and he'll have to impress Stein, who's an old friend of his. Really, Paul, I can't understand Joe. He's always lining up big dates for me and he's always borrowing money to close big deals—but, somehow, nothing happens and I always wind up taking a date at Nick's Romantic Casino.

Sometimes I begin to think that Joe isn't always sincere. I mentioned this to Joe yesterday and Joe actually cried. "How could you mistrust me, Maisie? Haven't I always said you're terrific and that some day you'll be a big star and I'll be proud to have your autographed photo on my wall?"

Joe said he can't sleep worrying about my career and that he's been neglecting his work just to concentrate on my act. "It breaks my heart, Maisie," he said to me, "to think that you don't even appreciate my efforts. And, remember, I don't represent you only for the money. Money means nothing to me! I'm handling your act because I'm convinced it's terrific. And when I charge commission or borrow against future commissions, don't forget that I do this only because I have to cover my expense. I have nothing left for myself."

WELL, I felt pretty bad about losing my head and mistrusting Joe. There's no doubt about it that Joe is really looking after my interests.

I must admit that Joe always has big plans for me, even tho he can only get me small-time dates. He says I've got to take the bad with the good dates. I haven't had a good date yet—but I'm hoping.

The more I think of it the more I realize what a problem agents are to performers. The performer usually likes an agent who praises his act even tho he doesn't book it—but dislikes the agent who doesn't praise the act even tho he may actually get the act some work. Performers are usually glad to take dates at low salaries provided the agent admits the act isn't getting what it deserves.

In other words, it all depends on how well the agent thinks the act into thinking it's getting a break, even tho it really isn't.

Isn't it all so confusing?

MAISIE.

## Strictly Class

CHICAGO, July 15.—Stiegel's, neighborhood dine and dance nitery on the outskirts of the South Side, has a 15-cent minimum evenings—to keep out the riff-raff.

## Bon Air Drops Book Show Idea; Bouche Cuts Bill

CHICAGO, July 15.—Book shows will be dropped at the Bon Air Country Club Thursday when the third revue of the season opens. Musical comedy thread was used in current bill, but idea didn't work out, for the acts were permitted to do their own turns and were brought into the picture on a weak pretense. New lineup, including Benny Fields, Georgie Tapps, Mario and Floria and Dean Murphy, will be presented in a regular manner via the emcee.

Its next door neighbor, the Villa Venice, is feeling the pinch of competition and will reduce its budget for the remainder of the season. Consolidated Radio Artists, booking the bands, is playing ball with operator Albert Bouche and permitted Isham Jones to take a two-week vacation and leave in his band for the period at union scale. A lower-priced band will follow. Show has been revamped after considerable controversy between acts and employer on alleged unfair contract conditions. Nina Olivette and Yolla Galli came in this week.

The spots closer to town are still marking time, business being off, altho most of them secured the new increased-fee licenses permitting them to remain open until 4 a.m., with 5 a.m. on Sundays. Fifty-eight clubs using shows have been given such licenses.

The Rose Bowl resumed with floor shows Thursday, Bernard and Henrie leading the initial bill. The next-door Hi Hat, as a result, raised its weekly talent budget by a couple of hundred dollars and opened last night with Dolly Kay, Guy Cherney, Dotty Wahl and the Callahan Sisters. Kay, a Royale Frolics standby, is expected to draw many of her local fans.

Frank Hutchins is planning a circus revue for his Villa Moderne. Opening date remains uncertain.

## Club Talent

### New York:

MINOR AND ROOT have split as a dance team. . . . Hope Minor is now teamed up with Gomez, formerly of Gomez and Winona. . . . ENRICA AND NOVELLO finish a 21-week engagement at Park Central Hotel July 25 and open August 3 at the Roosevelt, New Orleans. . . . PAUL MARION brings his chatter-box cartoonist act to Leon and Eddie's July 21. . . . THE CHOCOLATEERS have joined the Cotton Club show. . . . FRAKSON, booked in the Waldorf-Astoria for a two-week engagement, is set there for the summer. . . . RAMOS AND NANETTE opened Monday at Mother Kelly's Miami Room.

JEAN SABLON, French matinee idol, leaves the cast of *Streets of Paris*, legit show, July 19 and opens at the Atlantico Cafe, Rio de Janeiro. . . . CESAR TAPIA leaves the Havana-Madrid for a two-week date with the St. Louis Muni Opera August 2 with *Babette*. After that returns to the Cuban night spot. . . . RENEE AND STELLA, dance team, doubling at the Apollo Theater week of July 14 from the Havana-Madrid. Also appearing in four Spanish pictures slated for the Hispano Theater. . . . MARTINET pondering an offer to take his trained crew to the Scala, Berlin, for his fifth engagement there. . . . BOB CONRAD and Gloria Cook, now forming their own group of dancers, replace the D'Avalos Conga dancers at Leon and Eddie's July 21 under the name of La Playa Dancers. Both are D'Avalos alumni.

### Chicago:

STUART AND LEA and Rod Drigo and Francine have been set for two-week stretches at the Edgewater Beach Walk by the Dave O'Malley office, opening July 21 and August 11, respectively. Novelty act is used between engagements of teams. . . . TOY AND WING write that they have been held over at the Palladium, London, and will at same time double into the Savoy Hotel there. . . . WOODS AND BRAY and Dick Ware are spending the summer in Eagle River, Wis. . . .

### Here and There:

MARITA ELLIN playing the El Rancho in Panama for three months. Will be back in New York late in September. . . . THEODORA, dancer, now at the Ritz Supper Club, Columbus, O. . . . LEE ROSS and his "singing violin" closes a 14-week run at the Lobby Cafe, Juarez, Mexico, July 24 and opens at the Embassy Club, Danver, for two weeks. . . . MIMI CHEVALIER appearing at the Plaza Cafe, Pittsburgh. . . . LYNN AND MASON back at the Smoky City nitery, and Chiquita and Marionettes a holdover there.

THE FOUR GOLDEN GIRLS opened at the Airport Cafe, Hagerstown, Md., July 10. . . . COLLETTE AND GALLE are at The Top o' the Town, St. Louis, for an additional five weeks.

CATHLYN MILLER, tapper, is working with Nan Blakstone at Lake Tahoe, Crystal Bay, Nev. . . . JEANNE GORDON sailed on the Statendam last week to work in England and France for eight weeks. . . .

NADINE AND CHARLES, following an engagement at the Capitol Theater, Atlanta, are being held over at Bamboo Gardens, Washington. . . . KENNY JAGGER and his electric organ are in the Shore Room of Hotel Bestview, Bass Lake, Ind. . . . EDDIE DANIELS and his electric organ, on tour of Canada for Roy Cooper, opened at the Gattineau Country Club, Ottawa, July 10 for four weeks. . . . LEE HUTSON, following engagements at the Showboat and Plantation clubs, Niagara Falls, N. Y., will go to the New York World's Fair. . . . VERNON AND VANOFF, currently featured at the Dudley Hotel, Salamanca, N. Y., open at Chez Maurice, Montreal, for Music Corp. of America July 24. . . . BARNEY RAPP inaugurated floor shows at his Cincinnati nitery bearing his name. First show includes Marcia Wayne, Edna Mae Myers and Bob Martin.



**Club Mayfair, Boston**

This long-established nitery is still doing its customary biz. A month ago the management had been considering closing for the summer, but continued patronage has prompted it to remain open.

The floor show is small but well received. Bart Sheldon does the emseing quietly tho effectively and sings a few songs on the side. His *Supposin'* draws a full hand. The nine-piece ork is handled by Dave Lister and is a well-balanced unit.

Headliners this week are Betsy and Salvy Chadwick, a trick dancing duo. They combine the classical waltz with some semi-rough-and-tumble apache stuff. Breaking out of a glide they go into an almost body slam and headlock, climaxing with a graceful one-hand lift and whirl.

Key Taylor, 18-year-old tap dancer, routined to *Blue Skies*. She has an appealing personality and agility which accounts for her being a two-week hold-over. With a bit of variety in the act, she should do very well.

The act which really awakens the house is Paul Regan, a talented mimic. He does what are now well-aged imitations—Edward G. Robinson, Jack Benny and Rochester, Fred Allen, Burns, Crosby, etc.—but he does not go beyond his limitations. On Allen, Lionel Barrymore and F. D. R. he is at his best, with reasonably accurate facial contortions besides good voice imitation. His patter could stand improvement.

The six-girl line has three numbers. They are on first as Gibson girls, then as pirates and finally in blue with Trylons and Perispheres on their jackets.

As a side line the wall-mirrored club offers Khani-Kashan, a psycho analyst, who works from table to table.

Dinners are from \$1.50 to \$2.25. Minimum charge is \$1.50 week nights and \$2.50 Saturday and holiday eves. The club is nicely cooled. *Gerald Hern.*

**Ivanhoe, Chicago**

One of the more atmospheric cafe-restaurants here, the management having taken plenty of pains to reproduce many of the descriptive settings in Sir Walter Scott's famed *Ivanhoe*. The Enchanted Forest is reproduced in the main dining room, while picturesque architectural touches of the medieval period are generously sprinkled in the adjoining bar lounges, the catacombs in the basement and outdoor windmill garden.

Altho not in a choice location, it is catering to quite a bit of the visiting trade, due, naturally, to its unusual scenery, and has also developed a regular following among the diners out, for the dinners are reasonably priced and well prepared.

Operator Ralph Jansen changes his band personalities around three times a year and, while he provides no floor bills, he employs clever musicians for both the dance and intermission sessions to furnish continuous and intimate entertainment. The trade is also invited to pitch in vocally if in the mood, and the strolling combination will even accompany a guest inclined to exercise his pipes.

Current band-stand combination is a six-piece outfit fronted by Don Chiesta. It is stock music, acceptable to the less

**Night Club Reviews**

discriminating. Chiesta himself toots a trumpet with fair showmanship, supported by an instrumentation of four rhythm and a sax. For the more sentimental tunes the boys turn into a three rhythm, three violin group and play with passing style. Their comedy chattering vocalist is diminutive Helen Sumner, who coos and talks novelties, principally employing facila gestures and prop hats.

Between dance sets, the Three Personalities in Rhythm (Dolores Donar, singer; Vera Garret, violinist, and Eddie Rice, guitarist), stroll in the main room and neighboring bars. In the weird environs of the wine cellar and catacombs bar you will find Kay Becker, another song enchantress.

Never a cover or minimum. Bar fees balance with the average man's pocket-book. *Sam Honigberg.*

**Monte Carlo, New York**

In the past week business has been given a tremendous lift in this moderate-priced French nitery, due to the presence of the French fleet, which came to New York to observe the Bastille Day celebration at the World's Fair. Spot is a popular one with visiting French tourists. Proprietor Gaston Witman once operated a spot in Paris.

Only two acts on the bill, both dancing, but very flashy and full of life. One team, the D'Artinis, is unhesitatingly much too good for a smallish nitery of this type. They did four beautiful numbers, expertly, skillfully and smartly. First was a graceful number, partly to the recitation of the poetic *Love of Dante* from *Beatrice*, in French. (An exponent of this type of dance is Raye and Naldi, current at the Ben Marden's Riveria). Tho we don't understand French, it was still delightful. Rest of numbers included tango, waltz and a Paso Doble. All done with the class and dignity one would expect to find in a topnotch spot.

The other dancer is Mme. Singer, who clicked with nice smooth ballet work. Gaston and his omnipresent accordion, playing with the band, provided the liting music. Pierre Beaucaire has been here so long as emsee and singer that he must have a piece of the place by now.

Line-up changes the end of this week, with Woods and Betty, roller skaters; Mme. Velita, dancer, and Cleo Florenco, acro, doing the replacing.

Eduardo still hosting at the door, and Frank Law still p. a.-ing. *Sol Zatt.*

**The Hollywood, Buffalo**

Formerly a gambling spot, this nitery has taken the cure to such an extent that under the new management of Robert Ralph King it has been converted into a dry club and is being advertised as the Hollywood Milk Bar. The club has all the features of a full-fledged night club but does not serve alcoholic beverages.

The elaborate interior decorations of the former club have been cleverly used. One large room now seats about 400 persons comfortably. Dance floor is good size and in the shape of an "L,"

with the ork stationed at the small end of the "L."

Novel and practical is the self-service idea introduced by King. All drinks and foods are openly prepared at the bar and everyone helps himself. The fact that there are no waiters eliminates the tipping problem and makes for an air of great informality, especially with the younger set.

The Hollywood uses an admission charge of 40 cents per person all week. A promotion idea which worked out very well was the distribution of passes which admit a person for only 25 cents during the week. Newspaper ads are used and occasionally coupons are printed in the dailies, giving the bearer the privilege of reduced admission. So far 25,000 passes have been given out and have paid for themselves.

Only entertainment is Chauncey Cromwell's Band, 10 pieces. This orchestra is all the crowd requires to have a thoroly enjoyable time. Cromwell and his boys are a versatile crew, giving out with popular tunes as well as novelty stuff, old-time waltzes, rumbas and tangos. They particularly excel when Glory Davis, band's redheaded, charming vocalist, and Cromwell himself entertain with a foreign tune. Miss Davis' repertory includes French, Italian, Spanish, Russian, German and Mexican numbers, and the presentations prove to be a little different and adequate in making up for the lack of a floor show. Floor shows were used during the first few weeks of the club's existence and may again be inaugurated in the fall.

Business in general has been very satisfactory, according to King, who adds much to the friendly atmosphere of the spot. *Eva M. Warner.*

**Leon's, New York**

This class eating place in Times Square has been attracting the wealthier diners, especially theatrical folk, for more than 30 years and is still going strong.

The spot is laid out handsomely, the main restaurant adjoining an open-air garden that is beautifully landscaped and lighted. A long bar adjoins the restaurant. The only entertainment is the piano rambling of veteran Owen Jones, the piano being located on a platform by a large open window—which means the piano is practically on the sidewalk. It's a novel idea; the music fills the place and at the same time acts as a sort of dignified ballyhoo to catch transients.

Lew Cobey is filling in while Jones is away ill and Cobey does a fine job. A small piano is located in the garden.

The spot is operated by the Leon family and press agented by Harry Sobol and Ted Hartman.

Food and liquors are the best. Dinner is \$1.75 and up, with minimum charge \$2. *Paul Denis.*

**Walnut Room, Bismarck Hotel, Chicago**

Manager Roy Steffen figures that while his neighbors are doing away with shows for the summer he can carry on with them profitably despite the seasonal attendance drop. The room, one of the

most popular dining addresses in the city, has had a steady clientele for years and this warm weather show policy has the potentialities of attracting, in addition, some local and visiting entertainment shoppers.

Phil Levant and his melodious band have been held for the remainder of the summer. A proper move, for he is a popular maestro with Walnut Room steadies and his brand of music, sweet and swiny, is finding favor with the average dance fan. Levant is a pleasant personality, works down to the customers and creates a neighborly feeling. The boys behind him are on the alert and some of them, including "Red" Fields and "Schnickelpuss" Walsh, give out with commercial vocals. His new femme warbler is Esther Todd, blond personality kid, who delivers with a fair amount of showmanship. She recently moved into Penny Parker's place, Penny having been picked up by Vincent Lopez.

Show has Bert Granoff, Bill Baird and Consolo and Melba. Granoff is another veteran here, handling with assurance the emsee role and pitching in with a good tenor voice. He sings pops and standards well.

Bill Baird, tall and handsome magician, is improving immensely along the talk line, which helps him sell his tricks. Works with silks, ball and cards and impresses with a dexterous pair of hands. His card-in-the-balloon feat, among others, is augmented with some clever and well-timed gag lines.

Consolo and Melba, ballroom team, do nice work. Their merry-go-roundish movements thruout their routines are pleasantly fanciful, but man works too hard and thereby loses a trace of naturalness. Their lighter numbers, such as the *Beer Barrel Polka* take-off, are more commercial.

Art Kassel and his orchestra are slated to return in the fall. Betty Grey, charming intermission organist, is winding up her first year. W. H. Padgett still in charge of publicity. *Sam Honigberg.*

**Old Vienna, Cincinnati**

This snug little up-to-the-minute dance and dinery located one flight down in Cincinnati's tallest building, Carew Tower, and just off Cincy's busiest corner, Fifth and Vine, is putting in its first summer season in its nine years of existence. Business for the first two weeks of the summer try has been most gratifying, with the handsome Paul Penny, who controls the destinies of this 350-seater, comparing it favorably with the average winter play.

Penny jacked up local recognition and cash-register action at this intimate location some six months ago when he inaugurated a policy of using traveling bands, with local combos filling in several weeks at a crack at intervals. Policy has worked out to a T until Old Vienna now is one of the more popular downtown boites catering to both the younger element and the more mature folks who still enjoy a good time.

Freddy Fisher and his Schnickelfritzers were brought in three weeks ago to usher in the summer season, and the zany quintet has been doing a corking job of pleasing the Old Vienna clientele. Off to a slow start on its opening night, the Fisher lads have been quick to catch on. Week nights have been exceptionally good, with the last three Saturdays being of the turnaway



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**GERMANY**

Dusseldorf—Apollo Theatre. Berlin—Winter Garden Theatre. (Television Broadcast) Hamburg—Trocadero. **POLAND** Warsaw—Club Adria.

**BELGIUM**

Bruxelles—Gaites. Antwerp—Ancienne Belgique. Liege—Forum Theatre. Middlekerke—Kursaal Casino.

**SWEDEN**

Stockholm—Schuman Theatre. Goteborg—Schuman Theatre.

**DENMARK**

Copenhagen—The Ambassador. Aarhus—Royal Hotel.

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variety, even with the spot crowded with extra tables. Manager Penny has shelved the Saturday afternoon cocktail sessions which proved so popular thru the cold months, but has added an extra half hour to the nightly supper dance periods, with 9:30 the new starting time instead of 10 o'clock.

The air-conditioned room operates daily from 11 a.m. until 1 a.m., except Sunday, during the summer, with the Sabbath sessions slated to resume in the fall. Dinner trade has built many percentage points here since the inaugurating of the traveling ork policy, but part of the boost may be attributed to Old Vienna's popular prices and tasty cuisine. There's no cover or minimum at any time, with dinners marked at from 65 cents to \$1.40. Drinks, too, are palatable and marked within reason, and the service is good. Betty Kapp has recently joined the Old Vienna staff to handle publicity duties. *Bill Sachs.*

**Gray Wolf Tavern, Youngstown, O.**

With the torrid weather driving entertainment seekers out of midtown, Pete Meyers' Gray Wolf Tavern is proving a popular rendezvous. Biz reported to be holding up well.

Spot, despite shuttering of many clubs in the district, continues to offer regular floor-show entertainment plus good dance bands. Current bill, labeled *Moulin Rouge Revue*, which toured the past winter as a presentation house unit, is one of the best and most elaborate the spot has had in many weeks. Solly Childs, well known in musical tab, is responsible for the production.

Rough and Rita, sensational apache dancers, who have been seen in several movie bits, top the revue. Pair do a rough knockabout routine that gets the floor show off to a torrid start. The

**Elevator Boys as Scouts**

CHICAGO, July 15.—The elevator boys in the Woods Building, theatrical center of Windy City's impresarios, have had cause for a little head swelling this week: Jack Benny, who passed thru town, asked them to be on the lookout for a new tenor for his radio program resuming in the fall.

show includes several production numbers such as *A-Ticket A-Tasket* and *Alexander's Ragtime Band*. Line has eight youthful and talented girls who work as if they enjoyed it.

The top rating turns are the Three Wells Brothers, standard acrobatic bar act, who score heavily; Elizabeth Graves, semi-nude cape dance; emcee Harry Shannon, stooge for Uncle Ezra on the airways; Donnelly Sisters, who do an excellent Russian routine, and Ruth Morgan, eccentric dancer.

Trumpeter Jimmy Foulz and drummer George Battles in Lee Leali's Band, long at the local spot, have joined Eddie Conti's Ork and have been supplanted by Joe Rizzo and Nils Walsh. Leali has a novel arrangement of the *Three Little Fishies*. His sweet soft tunes continue popular with patrons who like to dance. *Rea McConnell.*

**Music Hall, Portland, Ore.**

With the soft blue interior decorations of this new night spot for a background, six acts were unfolded before a two-thirds capacity crowd that reacted in a highly appreciative manner.

The 40-minute floor show, in which youth predominated, was split in halves by a short dancing and intermission period. Some of the entertainers who performed in the first session appeared again in the second period.

It seemed the audience couldn't get enough of the Felson Trio's tap dancing. The petite brunet Felson twins, Irene and Corinne, appeared first in a precision tap routine, wearing attractive short-skirted costumes and top hats. Blond Bobby followed with a fast tap flourish. The trio returned in formal attire to do a soft-shoe routine, ballroom style, for the best hand of the evening.

Scouting about the oaken floor to the tune of *The Whirling Dervish*, little Dor-

othy Lamont ran the gamut of tumbling and contortionistic stunts. Rated an encore but refused it. Came back in the final session to do an acrobatic gypsy dance with tambourine and appropriate costume.

The female impersonation, part of the show policy at this spot, was ably handled by Johnny David. Singing *Deep Purple*, he appeared in printed bandeau and skirt that gave a strong effect. Crooning in his best alto-profundo, "Johnny Boy" went from table to table "beguiling" the males.

Ben Steen, wearing a dark coat and white slacks, a combination that didn't harmonize with his Negro skin, sang *Carry Me Back to Old Virginy* and *Wagon Wheels* in a rich and powerful bass voice. A newcomer, he appeared transfixed behind the mike and had a sorrowful lack of gestures.

Dan (Skinny) Herrick, at the Hammond electric organ, led off the show. Short and husky Rusty Coleman, hard-working red-haired emcee, contributed one of his versions of novel songs in rollicking thru *Old Man Mose*.

Paul Schneiderman, manager, reported Portlanders were taking to his new location readily and business has been good. *Kenneth Madden.*

**Berkeley Terrace, Berkeley Carteret Hotel, Ashbury Park, N. J.**

Starting with the Fourth holiday weekend, a name act heads the floor shows.

On the holiday week-end Ilomay Bailey and Lee Sims were the attraction. The following week saw Sylvia Froos headlined. Capacity crowds jammed the place while Froos and company performed.

Opening her act with *The Lady's in Love* and socking away with that old personality plus, she wowed them. Followed with *Don't Worry About Me*, with an interlude of *Let's Call It a Day*, which resulted in an encore. Stopped the show after each number. Closed with *Heart Belongs to Daddy* and a clever novelty number about jitterbugs.

Larry Collins, trombone player, gave out with some tricky stuff that went over well. Played a medley of songs that called for fast slide manipulating, closing with flag-wavy stuff that clicked big.

Ramos and Nanette, he a swarthy Latin type and she a blonde, clicked in several dance numbers. Opened with a waltz, using several original variations. Later did a tango. Act well received.

Steve Evans, impersonator, was second only to Froos in applause. Starts off with patter and gags, going into Joe E. Brown and Popeye impersonations. Then gives his impersonation of a soused Polish miner. Had the payees laughing loud and long.

Show booked by WHN Artists' Bureau of New York, with announcements handled by Jack Jordan.

Gus Steck, house band, played the show, doing a fair job on the pop tunes but slipping a little when the classics were called for. *Dwight Yellen.*

**Club Mayfair, Yatesville, Pa.**

This night club on the Wilkes-Barre-Scranton highway reopened after a seven-month lapse under new management. Opening show featured Jack Ryan as emcee, with Ted Reed and his Rhythm Makers furnishing the music. Latter is local band of seven pieces.

Ryan was good on ad libbing, but his jokes were slightly off color and his rendition of *One Rose That's Left in You* left patrons with idea he could entertain them best with his ad libbing.

It being the opening night, cues between band and floor show missed in few spots, but they will probably be ironed out. *Dancing Debs* is a line of five girls, since sixth, Rita Conroy, was ill. In addition to regular line numbers, Mona Leslae and Lorraine Russell, two comely blondes, did a rhythm tap number while Gwendolyn Stader did a solo acrobatic number. Other girls in line were Jerry Joyce and Bobby Barry. Their cowgirl number featured nice costumes but that's about all. Their finale, a clown dance, made a hit, thanks to clowning, which wasn't in the regular routine.

Rosita Cortez rendered *Romance Runs in the Family*, *Swinging at the Swing-Cats Ball*, *Do You Mind?* and *Sing a Song of Sunbeams*.

While crowd was good opening night, it will have to be improved if genial host James Ferruci hopes to make money. *Milton Miller.*

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**Columbus Liquor Law Fight**

COLUMBUS, O., July 15.—A ban on the sale of 3.2 beer Sundays is sought by city council here in exchange for possible approval of the extension of Sunday morning closing time as requested by dine and dance-spot operators.

**New Roanoke Night Club**

ROANOKE, Va., July 15.—Club Silver Lake, newest night spot here, is featuring Dade and Weir, dance team, and Wiley Cave and orchestra. New spot is located 35 miles west of Roanoke on Lee Highway.

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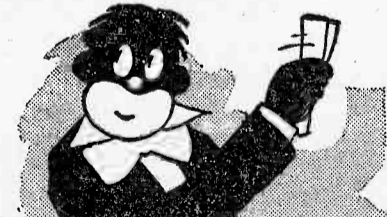
I WAS UP IN NORTH CHELMSFORD . . . VACATION . . . IT WAS SWELL . . . I WAS AS RED AS A . . . WHY PEOPLE THAT I . . . I MEAN . . . THEN YOU SENT ME A WIRE . . . (COLLECT) . . . SAYING I OPEN FOR A PERSONAL APPEARANCE WITH ANNETTE AMES . . . STRAND THEATRE . . . BROADWAY . . . NEW YORK . . . I HAD TO GO LIKE THE . . . I MEAN IT WAS ALL SO . . . BUT BOY AM I GLAD!!! WHAT AN AUDIENCE!!! THEY'RE TERRIFIC!!! THANKS . . . THANKS EVERYONE . . . GOSH!!!

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## Vaude Grosses

## B'way Grosses Continue Good; Para, Strand, M. Hall Okeh, But Roxy, State Only Fair

NEW YORK.—Second week of the rejuvenated business in the Broadway presentation and vaude houses continued strong, with four of the five theaters running holdover attractions and all doing sock trade with the exception of the Roxy and State.

Paramount's second week of *Man About Town* and stage layout of Gene Krupa, the Andrews Sisters, Cliff Nazarro and the Trojans grossed a good \$38,500 and is running a third week. First week knocked off \$60,500.

Another second-week holdover, the Music Hall, also went over strong, grossing \$74,000, with *Bachelor Mother* drawing them in along with a Hawaiian production on the stage. Opening of *Man in the Iron Mask* Thursday drew heavy trade and will probably wind up in the \$90,000 bracket by the end of the week.

Roxy's second week of *Second Fiddle* went fiddling along to the tune of \$22,000, which is not good considering the throngs visiting Broadway. Despite the poor gross, however, show is running a third week. Stan Kavanaugh heads the stage bill, along with Pat Henning and Betty Raye, Jimmy Hadreas, Carlton Emmy and his Mad Wags and the Variety Singers.

Strand continued to do a profitable business in the third week of *Daughters Courageous* on the screen and Sammy Kaye on the stage with a take of \$26,000. For the three weeks the attraction grossed \$108,000. New show, which started Friday and consists of Clyde McCoy on the stage and *Indianapolis Speedway* on the screen, opened poorly, grossing only approximately \$2,500 opening day.

Loew's State, which hasn't gotten over the shock of grossing \$51,000 last week during Eddie Cantor's p. a., fell right back into the lower brackets and did very thin business with Ella Fitzgerald leading the band of the late Chick Webb. Gross for the week was \$16,500. New show, however, with Rudy Vallee, opened to standees the first two shows and did good business over the week-end.

### Wheeler Draws Average

INDIANAPOLIS.—Lyric had an average draw with a vaude unit headed by Bert Wheeler and including Medley and Dupree, Ginger Manners and the Dormondos grossing \$8,500. Pic was *Kid From Kokomo*.

### Kyser Wows in L. A.

LOS ANGELES.—Kay Kyser again went over big and was responsible for more than twice the normal business the Paramount usually does. Kyser's show drew \$40,000 with the average house normal set at \$18,000. *Grand Jury Secrets* on the screen.

### Peabody Sock in Portland

PORTLAND, Ore.—Eddie Peabody, doing 14 week-end shows at the Pix Theater July 7 to 9, was a hit and did about a \$3,500 gross, according to Archie Holt, manager. Peabody is on an eight-week tour of the Bert Levy circuit.

### Heat Hurts Ellington

MILWAUKEE.—Torrid weather held down the take at E. J. Weisfeldt's Riverside Theater for Duke Ellington to a somewhat weak \$8,000, considering that the top admission price was boosted from 30 to 40 cents, for the week ending July 13. Featured with the show were Ivie Anderson, Stump and Stumpy and Anise and Alland. Pic, *Forgotten Woman* (Univ.)

### Heat Bugaboo to Chi Grosses

CHICAGO.—The heat is acting as extra stimulus for vacationists to get out of town and last week, judging by biz receipts in the three combo houses, those who deserted the Windy City exceeded the number of visitors. While the Chicago Theater is not complaining about the fairly healthy \$34,500 it gathered with Jack Benny's *Man About Town* and

vaude revue, the ballyhooed pix should have brought more in its first week. It is going to be slower still this week with *Second Fiddle* and another flesh show featuring Jack Cole and dancers. \$32,500, maybe.

Oriental is out of its early slump when independent twin bills didn't get house anywhere. Second-run showings of big films (this week *Rose of Washington Square*), together with its line of girls and four acts, are grossing nearly \$2,000 more per week. Current flesh chapter is return of Harry Rogers' *Mikado in Swing*. Figure points to \$13,500. State-Lake will wind up with a few hundred dollars under that figure with Metro's *Within the Law*, a weakie, and Buddy Fisher's Orchestra.

### McCoy Show Better

PHILADELPHIA.—A break in the hot spell gave all local houses a slight lift. The Fox take was \$17,500, an improvement over last week but still subnormal. Clyde McCoy's Band was major attraction, with Bob DuPont and the Four Reillys filling out the bill. Film, *The Sun Never Sets* (U).

The repairing of the street on which the Carman is situated ruined what otherwise would have been a good week. Gross ran around \$4,000, with *Young Mr. Lincoln* (20th Century-Fox) as the major draw. On stage were Pape and Conchita, Valentine Vox and the Five Balabanos.

## Berle a Riot as Feature of New Int. Cas. Show

NEW YORK, July 17.—Milton Berle returned to the International Casino Thursday, this time as solo star, and proved again he's a dynamic comedian and perfect for this spot. He is the only comedian we have seen here who can bowl over such a large audience and keep it laughing all the time he's on. Berle and Harry Richman had co-starred the first six weeks of the new I. C. regime, and then Richman starred alone for one week. Alex Finn, I. C. operator, says Richman as sole star did not work out and that he gave notice to Richman the second night.

Paul Remos and midgets is the only act held over, new acts being Lillian Carmen, Honey Family, the Huberts, Herman Hyde and Ione Smith, who replaced Georgie Tapps, the Jansleys and Ellen Glyn. Ranny Weeks, dance-band leader, has been doing the role originally handled by Bill Brady. Band Leader Diosa Costello replaced Virginia Verrill after the second week, but now, too, Miss Costello has gone over to the La Conga Club. Anne Goodman and her Internationals, girl band; now has the Costello spot in the terrace cafe.

The show is just right now. It has speed, comedy, novelty, flesh and glitter. Berle ties it together exceedingly well, staying on just long enough each time. He is an amazingly versatile comedian and makes each appearance count. To warm up a 1,300-people night club audience is something—and Berle does it.

The Honey Family (three girls and three boys in formal clothes) are the show's first sock. Their punchy acrobatics, with the comely girls as understanders, make for an outstanding novelty turn. Went over great. Brunet and shapely Lillian Carmen, looking ravishing in a yellowish gown, sung *Nighty Night* and *Darktown Strutters' Ball* with vivacity and come-hither movements. A hotcha item.

The Huberts (Fritz and Jean) went thru their standard hoke drunk acrobatics and pantomime, going off to a big hand. Herman Hyde, assisted by a shapely blonde, had no trouble winning laughs. His low hoke, centered around screwball musical instruments, kept them laughing.

The Remos act, with Remos pacing

the midgets cleverly, is still a sock item. The midgets are cute and versatile performers. Blond Ione Smith is the new glamour girl of the opening production number. She's a looker. Flash and Sunda do the hot cooch dancing in the *Haiti* number.

The girl numbers are still something for the visiting firemen to write home about. The 16 chorines, 12 showgirls and six chorus boys are good lookers, wear smart and revealing costumes and prance thru lively routines. The colorful *Haiti* number closes the first half, and the patriotic *American Sway* number provides the sock finale. Al Roth's Band handles the show well, and the Weeks Band (12 men) sticks to dance music.

Charles Washburn is still doing publicity, and Irving Lehrer for Milton Berle and Jack Tirman for Georgie Hale, who conceived and staged the show—Broadway's most sumptuous cabaret revue.

Paul Denis.

### Dodge City Club Closes

DODGE CITY, Kan., July 15.—The 400 Club, one of the largest night clubs in the Midwest, closed Saturday after protests by a delegation of residents living near it.

### CANTOR HEADS

(Continued from page 3)

Equity Association; Lytell and Ruth Richmond, of Chorus Equity; Jean Greenfield and Reuben Guskin (business manager), of Hebrew Actors' Union; Lawrence Tibbett and Leo Fischer, of American Guild of Musical Artists, and Eddie Cantor and Emily Holt, of the American Federation of Radio Artists.

Financial support for the organization under the AGVA charter will be forthcoming from the member unions in Four A's, it was indicated. The matter is to be taken up specifically at the respective council meetings of the group next week. Membership drives are starting immediately in New York, Philadelphia, Chicago, Los Angeles and San Francisco, with business agents of the other performer unions taking the matter in hand at the start.

In New York it was noted today that the Four A's had enlisted for organizational purposes the services of Alan Corelli, executive secretary of Theater Authority, whose conduct of TA affairs has recently come in for severe criticisms from union officials. Corelli has been at odds with Whitehead for the past two years, after having served on the AFA council for four years, and was chief Four A witness against the AFA administration on the manner in which the union handled relief and benefit moneys. Many times in recent months the AFA and Corelli have split on approval of benefits, union charging they were illegitimate claims. It is understood that Corelli was first one to be approached to sign membership in AGVA. He signed this afternoon.

Steering committee of The Ferrets, anti-Whitehead faction of the AFA, conferred at the Four A offices today, and apparently will throw their support to the new charter. Plan to impound funds of the AFA were held up, Ferrets explained, until further advice from counsel Monday. Four A's announced that since the AFA had lost its Four A charter the parent union was no longer interested in disposition of funds.

Thus far, the new AGVA constitution, modeled after that of the American Federation of Radio Artists, disallows employment contracts for paid officers, placing their removal in the hands of a national board of 45 to be elected from the membership, with representation from all geographical branches.

To encourage membership the new organization will admit without initiation fee any performer holding a paid-up card in any branch of the AAAA. AFA members will receive credit for the amount of dues paid, and will not be required to pay initiation fee. AFA members who are in arrears in dues will

### Et Tu, Corelli

NEW YORK, July 15.—Alan Corelli, executive secretary of the Theater Authority, last Thursday testified against Ralph Whitehead in the AFA-Four A's rumpus.

On the wall in Whitehead's office hangs a picture of Corelli bearing the inscription: "To Ralph—whose untiring effort on behalf of the actor has brought the AFA to its eminent position in the theatrical profession. Sincerely, Alan Corelli."

### "Insult to Injury"

NEW YORK, July 15.—Walter Greaza, reading affidavits from West Coast performers charging the AFA with giving performers a runaround, reeled off one that would hurt the professional dignity of the toughest hearted layoff in front of the Palace Building.

Greaza cited from the affidavit that for the purpose of slicing salaries in a certain unit show on the Coast comics were, with the consent of the AFA, given the classification of "stooges."

"To add insult to injury," stated the affidavit, "they were later reclassified as 'assistant stooges.'"

pay only current dues and no initiation fee. Chorus members will pay \$5 initiation and \$12 annual dues. Dues for principals will be \$16, (AFA rate was \$18), and initiation fee for principals will be \$10.

Despite the fact that the Four A's has twice issued warning to employers who might take advantage of this transition period, with a threat "to act unilaterally and affirmatively against any such attempts," performers reported difficulties at NTG's Congress of Beauty, New York World's Fair attraction. Manny Hertzog, part owner of the Congress of Beauty, threatened to cut girls' salaries 50 per cent last night, at the weekly payoff, on grounds that contract with the AFA was voided when the union lost its charter. Hertzog also advised the Cuban Village to follow suit. Girls squawked, and finally got full pay.

When the matters were brought to the attention of the Four A's today, latter pointed to its threat and followed with announcement that girls were already being assigned to these spots to protect the rights of the performers.

As yet, Four A's has not officially notified the AFA of the charter revocation. It is expected to ask Whitehead to return the certificate. Whitehead, however, said he had no intention of complying. Instead, thru his attorney, Abraham J. Halprin, Whitehead will seek Monday a court order enjoining AGVA from interfering with the AFA's "peaceful organization." Legal minds indicated the courts cannot prevent two unions from competing with each other in the same field. Neither Whitehead nor Halprin would elaborate, however, on their legal plans.

In a statement following the reports of the revocation, Whitehead repeated his stand that he refuses to recognize either the action or the authority of the international board to have proceeded even thus far. Both Whitehead, and Sophie Tucker, president of the AFA, said the verdict was no surprise to them.

Monday when the Four A's opened trial of the AFA, Miss Tucker, Whitehead; Charles Mosconi, AFA treasurer; Harold Koenigsberg, secretary to Whitehead; Halprin and Judge Padway, counsel, walked out at the start of the trial, charging that the AFA administration could not expect a fair hearing because of the composition of the board.

The same day, over Miss Tucker's signature, the AFA entered charges against the AAAA with William Green, president of the American Federation of Labor.

Frank Gillmore, president of the Four A's, ordered the trial to continue in the absence of the AFA contingent. Henry Jaffe, counsel for the investigating committee, questioned the witnesses.

Bernard Reise, accountant of the investigating committee, emphasized the mismanagement of Theater Authority funds and moneys raised at benefits for relief purposes. Testimony of performers at the Aquacade contended that AFA administration had sold them down the river in contract with Billy Rose, and that the union was woefully negligent in its care of members. In questioning Kenneth Thomson, counsel brought out details of the Earl Carroll case wherein performers were forced to sign contracts making Carroll personal manager entitled to percentage of performers' salaries for any other employment obtained for next year. The deal was first reported in *The Billboard* March 25.

At the close of the trial Wednesday the AFA issued denial of the AAAA charges, maintaining that the union had dispensed relief as required; that it had not made paid-up membership a requirement to obtain relief; that it had never entered into secret contract with Billy Rose and that, upon complaint of members, had remedied insanitary conditions at the Aquacade, and that its council procedure was in accordance with its constitution, approved by the Four A's.



kicker, had the audience rolling in the aisles with their zany comedy and belly laughs. Lee, short in stature and with a lisp, is a natural as a comic.

Duval, Merle and Lee, two fellows and a girl in a ballroom adagio number with a comedy angle, had a tough time following Lee, but the trio was equal to the occasion and closed the show to a big hand.

Orchestra of 12 men mounted on the stage was the weakest part of the show, and their repeated missing of cues almost spoiled the show at times. Attendance at this performance not so forte, with cheaper seats getting the largest play. Prices, from 55 cents to \$1.15, are too high for this sector.

Samuel A. Lefkowitz.

## Review of Unit

### Roy Rogers

(Reviewed at the Star Theater, Natchez, Miss., July 8)

Roy Rogers, cinema cowboy-singer, with his company of entertainers, appeared here July 8, doubling into the Rendezvous Theater in Vidalia, La.

At Star, his Republic picture, *Shine On, Harvest Moon*, was shown in connection with appearance, while at Vidalia *In Old Caliente* was on the screen.

Rogers, handsome and rugged, thrilled large audiences with songs and guitar strumming, accompanied by members of entourage. Trio of Western music-makers added to the program. Harold Case.

## Benny the Bum "Unfair"

PHILADELPHIA, July 15.—Benny the Bums has been placed on the unfair list by the musicians' union because of the back salary owed to Harry Kahn's Band, which walked out last week. In the meantime the club is being operated as a restaurant until the outcome of the license revocation proceedings against the spot take place.

Benny Fogelman, proprietor, expects to pay the default and operate as a night club again when and if his appeal is sustained.

## Opens New Orleans Club

NEW ORLEANS, July 15.—Gaspar Gulotta, for years associated with his brother, Pete Herman, of Club Plantation, has opened his own nitery on Bourbon street and is bringing in floor show with house ork August 1.

## Vaudeville Notes

CHARLES MacDONALD, RKO division manager, returned to New York last week from Europe and says Danny Simmonds, former Keith booker, is now living in retirement in Paris, and that John West, father of Buster West, is now an agent in Paris. . . . THE DUNCAN SISTERS are planning to take over a New York night club. . . . HARTZ AND EVANS, vet vaude team, have added their son and daughter to their new turn, Marietta Evans and Family. Opened Monday at Benny's Inn, Cornell, N. Y., for the Argyles office in Rochester. . . . MARTY WHITE, New York agent, is doubling as emcee for the summer. Opened last week at the Wonder Bar, Fallsburg, N. Y. . . . BRUCE CABOT made his stage debut at the Fox, Philadelphia, last week. MCA prepared a three-people act for him.

OWEN BENNETT'S *Showboat Follies*, currently playing Southern houses, has with it the Merrill Twins, Stanley and Maclyn, Lillian Mitchell; the Radio Jesters, Cleo, Jack Buchanan, Griff and Hi, and a five-piece ork. . . . THE FOUR ROBEYS plan to retire from the business at end of this summer.

TED MERRIMAN and his *Hollywood Stars* unit opened a four-week engagement at the Palomar Theater night club, Vancouver, B. C., and then heads on to Australia. . . . COUNT BERNI VICI and his manager, Lew Kane, are in Mexico City lining up dates for that section of the country. They report dates in Mexico, Rio de Janeiro and Buenos Aires. . . . POP BROWNLEE'S *Hickville Follies* is booked until August 1 in chain theaters in Nova Scotia. After August 1 unit plays 14 fair dates in Ontario and Quebec, booked thru National Vaudeville Agency, Montreal. . . . MYRTLE AND PICAUD, French act, have been booked by Howard Beckman, of the Clifford Fischer office, New York, for 6 to 10 weeks with a Barnes-Carruthers show, opening in Chicago August 1.

## Gag

NEW YORK, July 15.—Milton Berle tells the one about the short-sighted fellow who was viewing the Aquacade Show at the World's Fair and asked his neighbor, "How come that palm tree got into that scene?" And the other said, "That's no palm tree, that's Johnny Weismuller needing a haircut."

## Unions Still Try To Save Theater, Music WPA Shows

WASHINGTON, July 15.—Theatrical unions continued their fight to salvage the theater and music projects when they introduced at the Labor WPA conference here Wednesday a resolution putting the conference on record "as favoring an amendment to the present law so as to include therein the theatrical and other cultural projects on the same basis as was provided for in the previous law."

The resolution was introduced by Ralph Whitehead, AFA secretary, and was signed by Whitehead; Sophie Tucker, AFA president; George E. Browne, president of the stagehands' union, and Joseph N. Weber, president of the musicians' federation. Tom Gamble represented Weber, who is ill.

Matt Shelvey and Whitehead represented the AFA at the conference.

## Japan Bars Cast Of Marcus Revue

YOKOHAMA, Japan, July 15.—A. B. Marcus Revue, now making its second world tour, was not permitted to land here Thursday, when the police refused to let 63 chorus girls come ashore.

The police said the girls lacked sufficient funds to support themselves while in Japan. The cast had to stay aboard the *Empress of Japan*, which meanwhile had filled to capacity. The cast will probably have to spend at least nine days on the open decks on the return to Honolulu.

The Marcus show played here a few years ago to great success.

## Showboat, Pitts, Goes AFA

PITTSBURGH, July 15.—Agent George LaRay, of the AFA, signed a closed-shop pact with the newly reopened Showboat, guaranteeing chorines a \$25 weekly minimum and principals \$35. Closed while changing its location on the waterfront, the Showboat reopened last night under John Maganotti's management with a line of six girls and four acts. LaRay is negotiating with other night spots.

## No Drinks, No Show

PHILADELPHIA, July 15.—Local office of the Pennsylvania Liquor Control Board has received a ruling from Harrisburg to the effect that dancing and entertaining must stop simultaneously with the liquor sales, effective August 1.

## B'way Assn. Calls Club Owners To Discuss Business Hypo Plan

NEW YORK, July 15.—Poor business for Broadway's night clubs, continuing despite the influx of World's Fair tourists, will be aired next week before the Broadway Association.

Several months ago, when all Broadway amusements were taking a shellacking, hope was held high that conditions would brighten up in July, when the expected millions would pour into town and go on a spending spree. Presentation and legit houses have already begun to feel the upsurge of new spending, but the night club owner has been the forgotten man.

H. Frederick Bright, managing director of the Broadway Association, said that it was now the association's aim to effect a closer co-operation between Broadway business men and show business, working on all sorts of angles, including tie-ups, sponsorships, word-of-

## Sacramento Roarin' Camp's Old-Time Vaude Does Big Business

SACRAMENTO, Calif., July 15.—Veteran vaudevillians have been playing to capacity houses at Roarin' Camp, an old-time mining village reconstructed here as the highlight of the Sacramento-Golden Empire Centennial. It opened May 1 and runs until September 15.

The shows are staged in Eagles Hall, patterned after an old-time dance hall. Two bits to get in the hall, 30 cents to sit at a table. Capacity, 1,500.

Show features Ma and Pa Hagen, who got nice hand with singing, couple of off-color gags and their "origination of the dance."

Other acts on lengthy show were Geri Harley, singing old-fashioned songs; Ralph and Olga, clever young man teamed with a midget, who drew best hand on dancing; Dortha Gray, who got over well with impersonation of the Gay Nineties girl; the Starys, a bicycle team in which Jack Stary wowed 'em with his trick riding, and Consuelo Gonzales, who plays Lola Montez. A fair voice and plenty of personality puts her over. She and Geri Harley also led the audience in old-time tunes.

"Pop" Glenn, a familiar figure in orchestra pits of Coast vaude years ago, leads the local band.

The Beeftrust, four fat girls, recently completed three good weeks in the El

Dorado in Roarin' Camp. Harry Taylor, as Steve Brodie, emceed the Beeftrust show, which averaged around 750 a night at 15 cents a head. Gals were Henri Joyce, Myrna Dale, Terry Loy, Bunny Calhoun.

Roarin' Camp also offers Indian village, Mexican village, spot to pan gold, carnival, flea circus, shooting galleries and several bars. Famous '49 gold rush buildings of Northern California are duplicated as closely as possible.

Camp has averaged between 1,500 and 2,000 attendance a day. Is under management of civic group here, with Roy Clair, manager of the Sacramento Convention Bureau and a former vaudevillian, in charge of entertainment. John B. Maloney, superintendent of city recreation, works with Clair.

Kirt MacBride.

## Morris Agency Sets I-Niters for Cowboy Film Names

LOS ANGELES, July 15.—Martin Wagner, one-night booker for the William Morris Agency, has been here the past five weeks lining up attractions for his one-night circuit.

He is sending out Smiley Burnette, comic of Gene Autry musical films, who opened a p. a. tour last night in Indianapolis and will tour the Midwest and the East until the middle of September. Autry will finish his European trip at that time and Burnette will rejoin him.

Wagner has set Tex Ritter and his Musical Tornadoes for another tour, this time thru Texas, Tennessee, Kentucky and West Virginia, opening today and working up to September 10.

Ken Maynard and his Wonder Horse will tour Montana, Wyoming, Nebraska and Kansas, opening August 2. Tom Keene and his Dude Ranch Jamboree are continuing their route thru New England and New York this summer.

Wagner is making his offices with the Beverly Hills branch of the Morris Agency and will be there for some time before returning to the New York office.

## Philly Bands Switch

PHILADELPHIA, July 15.—In keeping with the compromise agreement reached by Warners and the musicians' union, the Earle Theater band led by Lew Schrader has replaced the ork at the Fox and will remain there until September 1. The Earle will have no music until Schrader's crew returns. The Fox band will vacation meanwhile.

## Talent Agencies

JACK GORDON AGENCY, of Hartford, Conn., has set Peggy Metcalf and Vincent Daniels, piano duo, at the Club Chanticleer, Hartford nitery, for an indefinite stay.

BERNARD BERNARDI, New York floor-show producer, has 18 girl lines, ranging from 5 to 10 girls and usually carrying two or three additional acts. Units are working in 22 spots in the New York area.

## THEATRICAL PHOTOS

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

Ada (Leon & Eddie's) NYC, nc.
Akers, Hank (Aguacade) World's Fair, NYC.
Alec, Edna, & Co. (Church Bazaar) Denver, Colo., 20-22.

Alexander, Durelle (Waldorf-Astoria) NYC, h.
Alan, Vicki (Paradise) NYC, nc.
Allen, Roberta (McApatin) NYC, h.
Allen, Stuart (Paradise) NYC, nc.
Aloma, Princess (Jimmy Kelly's) NYC, nc.

JACK GWEN
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Bates, Lulu (Diamond Horseshoe) NYC, nc.
Beachcombers, The (Cotton Club) NYC, nc.
Beasley, Irene (Versailles) NYC, nc.
Beaucaire, Pierre (Monte Carlo) NYC, nc.

Bell & Grey (Novi Inn) Novi, Mich., nc.
Belmont Bros. (Westview) Pittsburgh, Pa.
Bennet, Ethel (Old Roumanian) NYC, nc.
Benz, Betty (Leon & Eddie's) NYC, nc.
Bernard & Henrie (Rose Bowl) Chi, nc.

Brownlee's Hickville Follies & Band (New Gaety) Halifax, N. S.; (Imperial) Windsor 24; (Strand) Bridgetown 25, t.
Burke, Clyde (Essex House) NYC, h.
Burnell, Euster & Billie (Paradise) NYC, nc.

Acts-Units-Attractions Routes
Following each listing appears a symbol. Fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

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

Douglas, Dorothy (Owls Club) Alpena, Mich., nc.
Dunigan, Crash (Capitol) New Britain, Conn., t.
Downey, Morton (Billy Rose's Aquacade) World's Fair, NYC.

Earle, Robert (Crystal Palace) World's Fair, NYC.
Eberle, Ray (Glen Island Casino) Westchester, N. Y., nc.
Eddy, Marion (Little Old New York) World's Fair, NYC.

Fay & Andre (Music Hall) Seattle, nc.
Faye, Gladys (Jimmy Kelly's) NYC, nc.
Fears, Kay (Diamond Horseshoe) NYC, nc.
Ferris, Tom (Rose Bowl) Chi, nc.

Gall, Yola (Villa Venice) Northbrook, Ill., ro.
Gaylene Sisters (Leon & Eddie's) NYC, nc.

PAUL AND NINO GHEZZI
SHEA'S THEATRE, Buffalo, N. Y.
Direction: EDDIE SMITH.

Gentry, Tex (Chateau Moderne) NYC, nc.
Georges & Jama (Waldorf-Astoria) NYC, h.
Gilbert, Ethel (Radio Franks) NYC, nc.
Gilmore, Patricia (Weylin) NYC, h.
Giovanni (Versailles) NYC, nc.

Haddon, Harriette (St. Regis) NYC, h.
Hadreas, Jimmy (Roxy) NYC, t.
Haines, Tate & Simpson (Leon & Eddie's) NYC, nc.
Hall, Cliff (Mother Kelly's) NYC, nc.

McKay, Deloyd (Onyx) NYC, nc.
McKee, Betty (Anchorage) Phila, nc.
McKinley, Barry (Paradise) NYC, nc.
McLean, Barbara (St. Regis) NYC, h.
McLean, Bobby (Chez Ami) Buffalo, nc.

Natalie & Howard (Riverside) Milwaukee, t.
Nazarro, Cliff (Paramount) NYC, t.
Nelson, Joan (Crystal Palace) World's Fair, NYC.

O'Hara, Pattie (Swing Club) NYC, nc.
O'Neill, Mitzie (Barney Gallant's) NYC, nc.
Oldfield, Emmett (Chicago) Chi, t.
Olivette, Nina & Dmitri (Villa Venice) Northbrook, Ill., ro.

Paine, Billy (Cocoanut Grove) Boston, nc.
Palmer, Gladys (Three Deuces) Chi, nc.
Parker, Mary, & Billy Daniels (St. Regis) NYC, h.

Paterson, Jim (Aquacade) World's Fair, NYC.
Pedro & Luis (Harbor) Benton Harbor, Mich., p.
Pennington, Ann (Little Old New York) World's Fair, NYC.

Rae, Loretta (Larry Miller's Resort) Clarks Lake, Mich.
Ramon & Renita (Ross Fenton Farm) Deal, N. J., ro.
Ramos & Nanette (Mother Kelly's) NYC, nc.

Rios, Rosita (Havana-Madrid) NYC, nc.
Ripa, Bob (Palmer House) Chi, h.
Roberts, Whitney (Palomar) Los Angeles, b.
Robinson, Bill (Cotton Club) NYC, nc.

Ross, Lee, & His Singing Violin (Lobby Cafe) Juarez, Mex., nc.
Ross Pierre & Sweeney (Chicago) Chi, t.
Roth & Berdun Swing Caps (Colosimo's) Chi, nc.

Rowland, Adele (Elysee) NYC, h.
Royal Rollers & Mickey (Balsams) Dixville Notch, N. H., h.
(See ROUTES on page 60)

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Kaufman, Ben (Place Elegante) NYC, nc.
Kavanagh, Stan (Roxy) NYC, t.
Kay, Beatrice (Diamond Horseshoe) NYC, nc.
Kay, Dolly (Hi-Hat) Chi, nc.

Lackore, Jimmie (Club Nomad) Atlantic City, nc.
La Moynes, The (Palace) Buffalo, t.
Lambert, Charlotte & Charles (Cocoanut Grove) Boston, nc.

Lawton, Reed (Lock & Key) NYC, nc.
Leach, Earl & Josephine (Pennsylvania) NYC, h.
Leary, Johnny (Anchorage) Phila, nc.
Lee, Bob (Wivel) NYC, nc.

Lester, Ted (Chicago) Chi, t.
Lewlo, Pat & Willa: Erwin, Tenn.
Lewis, Dorothy (St. Regis) NYC, h.
Lewis Sisters (Leon & Eddie's) NYC, nc.

Lucas, Estrellita (Lido Club) Vicksburg, Miss., nc.
McCoy, Bob (Biltmore) NYC, h.
McCoy, Clyde, & Orch. (Strand) NYC, t.
McFarland, Frank (Barney Gallant's) NYC, nc.

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

# B'way Houses Line Up Names

NEW YORK, July 15.—Theater bookers are preparing strong attractions since it has become apparent in the past few months that out-of-towners visiting the fair are entertainment-wise, as proved by the many eggs that have been laid with weak bills.

Strand has Eddy Duchin set for next week, for a two or three-week stand, and will then offer Horace Heidt. Early in September Artie Shaw will make a return bow and is to be followed several weeks later by Benny Goodman, an old Paramount stand-by. This will mark Goodman's first Strand date.

At the Paramount Bob Hope steps in next week, with Jerry Colonna and Woody Herman's Band, along with the picture *Magnificent Fraud*. Glenn Miller's Band is next, followed by Larry Clinton. No other bookings have been set as yet.

Loew's State's next show is headlining Gertrude Neisen, Henny Youngman with Rita Rio's Band. Only other attraction set is Jack Haley for week of August 17. Booker for the State had been negotiating for the p. a. of Mickey Rooney but the deal has fallen thru.

# N. Y. Burly Houses Dropping Pictures

NEW YORK, July 15.—Vaude may replace motion pictures that are being shown between shows at the Eltinge, Republic and Gaiety burlesque theaters. Notice was handed to the motion picture

operators of those houses, effective July 27.

The new policy hasn't been decided upon, but it was indicated that at a meeting to be held by the operators during the coming week replacements would be made by vaude acts.

Continental, the only other remaining local burly house, has already canned the picture policy and is showing full productions, with intermissions during the afternoon and a full show from 8:30 to 11 p.m. at reserved seat prices.

# Capitol, Atlanta, Drops Vaude; Was Southeast's Oldest

ATLANTA, Ga., July 17.—Finale to the oldest continuous vaude policy in the Southeast will be written July 22, when the Capitol Theater abandons stage shows and switches to Class B pictures only.

This Lucas & Jenkins theater was the first Southern theater to open with vaude following the depression and has operated continuously with a weekly change of program since January 27, 1934.

Lucas & Jenkins will also cease operating the Royal Theater in Columbus, Ga., as a vaude house three nights a week.

For the past three months vaude has been booked for both theaters by Harry Clark and John Benson out of Chicago. These units had been playing Thursday to Saturday in Columbus and opening in Atlanta on Sundays.

Opening of the Roxy Theater with bigger acts hurt the Capitol's business, even though no profit was shown by the competitor.

There is a possibility the vaude and

picture policy at the Capitol and the Royal will be resumed this fall.

The Roxy Theater may reopen with stage show and permanent line about Labor Day.

# Burly Back in San Antone

SAN ANTONIO, July 15.—Joy Theater, recently opened, is the latest house to play stock burly, which heretofore inhabited the Royal, the old Grand Opera House, Strand, Pearl, Post and Kelly theaters here. In between there have been tabs. The revival of burlesque at the Joy brings in such principals as Bob (Casey) Greer, featured, formerly of the Tivoli, Denver, and Kenneth Cantrell (Elmer Whifflesnag), comics; big Allen Whitehouse, straight; Wild Bill Stugo and Dorothy Greer. There is also a line of 10 girls. Alfred Larkin, drums, and George Brock, piano, comprise the orchestra. The Joy, capacity 1,000, is part of the Tol Teeter wheel of five theaters. Has an \$8,000 cooling system, a roomy stage and dressing rooms.

# Magic

By BILL SACHS  
(Communications to Cincinnati Office)

TOMMY MARTIN, now in his fifth week at Jack Lynch's Walton Roof, Philadelphia, has been article to remain over for an indefinite period, thus giving him an elegant finish to an especially swell season. Prior to moving into the Philly spot, Martin put in six weeks with the Eleanor Powell unit, playing the principal cities of the East and Middle West. In addition, he has appeared in New Orleans, Los Angeles, San Francisco, Houston and Kansas City, Mo., during the past year, not counting eight weeks at the Palmer House, Chicago, last fall with the Guy Lombardo Ork. All in all, he's gotten in well over 40 weeks in the last 52. He has several offers to follow the Philly date, and on August 11 moves into the State-Lake, Chicago, for a week's stand. Among other things, Tommy has recently purchased a home to settle down in with his danseuse wife, Rosemary Dering, when their tramping days are over. All of which proves one thing—that magic isn't dead by a long shot.

BERNARD ZUPALL, magician, guested on the *Hobby Lobby* radio program July 5 from New York. . . . CHARLES (THINK-A-DRINK) HOFFMAN, a feature in *The Streets of Paris*, current Broadway click, continues to draw the praise of the New York florists for his work in the show. . . . FLORETTA AND BOYETTE, originally set at the Hotel Chelsea, Atlantic City, for a 10-week stay, have had their contract extended for the remainder of the season. They also have been offered a contract by the Chelsea management for the same period next season. . . . COLTA AND COLTA are spending the summer at their cottage, Chateau De Colta, new Williams Grove Park, Mechanicsburg, Pa. . . . TUCKER KEY and Anita, after an engagement at Gingham Gardens, Springfield, Ill., moved into a Champaign, Ill., niterly July 15 for a fortnight's stay. . . . DUKE MONTAGUE, now on tour with his marionettes, *Hollywood Dollies*, postals from Roberts, Ida., under date of July 6: "Business good thru Nevada and so far in Idaho. Playing two-day stands with a complete change. Birch billed thru here in about two weeks. We are heading into Montana and the Northwest."

FELIX BLEY, magic impresario who until recently piloted the Will Rock magic troupe on a journey thru the South, is vacationing with Mrs. Bley in their cabin on Smoky Mountains near Gatlinburg, Tenn. . . . HARRY BLACKSTONE and Arno Elmer (Bill) Hart, Finnish magician, celebrated their wedding anniversaries together July 13 at Hart's River Lake Farm Tavern, Colon, Mich., with the public invited. It was the third time the two magic lads have celebrated the important event together. As a feature Blackstone presented a magic turn and Hart did an acrobatic routine which he formerly performed in vaude. . . . DR. C. W. TALBOT and E. V. Klein recently were re-elected president and secretary-treasurer, respectively, of the Spokane Mystic Club for the 26th consecutive year. Other officers chosen were M. M. Kalez, sergeant at arms, and R. A. Hamblen, program chairman. . . . L. O. GUNN, well-known Coast conjuror, recently worked with Mischa Auer and Dennis O'Keefe in Universal's new picture *Sandy Takes a Bow*. Gunn taught O'Keefe a few tricks and loaned some of his magic

# Int'l Casino, AFA Tangle on Posting Bond

NEW YORK, July 15.—Alex Finn, operator of the International Casino, is accusing Harry Richman of "grinding a personal ax" because the American Federation of Actors again pressed him to post a bond covering salaries last week. Finn says the AFA had demanded he post a bond before the club opened seven weeks ago but that he refused and that just before the opening Richman, who co-starred in the show, told him to "forget about the bond." Richman is chairman of the AFA council.

Richman closed at the IC Wednesday and, according to Finn, he told the cast that "the place is shaky" and that "they should demand a salary bond." Finn says Richman's actions were based on a peeve against Finn for bringing back Milton Berle, this time as sole star of the show.

Richman could not be reached for a statement, but Ralph Whitehead, speaking for the AFA, denied Finn's allegations. Whitehead says the AFA waved pressing for a bond because Richman informed the AFA council that he "personally would guarantee salaries while he was playing the Casino." Richman was getting \$3,000 a week and a percentage. When Richman's run ended he told the AFA council he was no longer responsible, according to Whitehead. Thereupon the AFA again approached Finn for a bond.

The AFA held a meeting of the IC cast Thursday and the cast voted not to press for a salary bond and expressed confidence in the IC management.

Finn says the bond would have cost him \$7,500 and that he didn't feel a bond should be assigned to the AFA while it was under fire. Whitehead, on the other hand, says Finn never mentioned that angle but that Finn told the cast he didn't have the money for a bond and that they would have to wait until September to get one.

When Finn learned of the AFA charter suspension last night he threw a party for the cast and told them the news. Some of the chorus were so jubilant that they kissed him.

props to the studio. "You can make more money renting props to the movies than you can performing," L. O. typewrites.

CANTU was slated to have opened in London last Saturday (15). . . . RUSSELL DRACKEN is current at the Whirling Top on New York's 52d street. . . . THE GREAT NICOLA writes from Perth, West Australia, enclosing several advertising and editorial clippings to call attention to the fact that he's now doing the Indian Rope Trick as a feature of his recently revised program. Judging from the clipping, the rope nifty is getting a great deal of attention from Australian theater-goers. One of the Nicola ads explains that "Nicola is the only white man to have ever performed this triumph of all magical feats." "Sorry I couldn't be with the boys at the IBM conclave in Battle Creek, Mich.," Nicola typewrites. "However, my job for the time being is to keep the magic pot boiling."

MAGIC HOBBY CLUB, Columbus, O., plays host to its members and all lovers of magic with a picnic at Bob Nelson's cottage at Buckeye Lake, O., Saturday, July 22. . . . FRANKIE GALLAGHER, of the Calvert Show, is asked to communicate immediately with his mother, as his grandmother is gravely ill and not expected to live.

PHIL ROSENBERG booked Pat Parea and Diane Johnson for the Gaiety, opening July 14, which relieved Margie Hart, Dolores Dawn and Sherry Britton. Also Crystal Aymes, Leona Thurston, Foster and Jacobs and Janese for the Troc, Philadelphia, July 17. Also Eleanor Samuels for the Eltinge July 14, and Coleman and Kramer and Jerry Dean, same spot, July 21. Also Irving Selig, Phil Stone, Virginia Jones and Isabel Brown for the Republic July 14, to succeed Roxanne, Marie Voe, Art Gardner and Pat Purcell. . . . DAVE KING, operator of the National, Detroit, was a visitor last week on a buying tour of costumes and equipment. Said the National would undergo a general remodeling before reopening in the fall. House closed its doors for the summer for the first time in 28 years. . . . ALLEN GILBERT, producer, is vacationing in his home town, Cleveland. UNO.

# CHICAGO:

MIDWEST MANAGERS' ASSOCIATION held a meeting in the Rialto Theater Monday (17) to discuss plans for the coming season. Milt Schuster will again do the booking. . . . GEORGE YOUNG, manager Roxy, Cleveland, and W. B. Irons, former manager of the Haymarket and currently connected with the Roxy, were in town. Young set a show for 10 days, opening July 25, expecting to get some of the Poultrymen's Convention trade. . . . NATASHA and Patricia Perry have been held over at the Rialto, with Sally O'Day joining the house cast Friday (21). . . . FLORENCE BARLOW is filling a two-weeker at the Casino, Toronto. Gloria Gale has a similar length engagement at the Palace, Buffalo.

# Burlesque Notes

(Communications to New York Office)

# NEW YORK:

JULIE BRYAN left the Eltinge July 13 to open the day following at the Nomad Club, Atlantic City. Returns to legit, this time with Harry Delmar's new musical, *Who's Excited*, going into rehearsal in the fall, for which Charles (Red) Marshall, burly comic, has also signed. . . . LIZETTE WEBER, one of the Beef Trust Watson eye-fuls, has left the Eva Collins' costume shop, where she has been ever since the shop first opened, to become Mrs. Herbert McIntyre and settle down in an Albany, N. Y., home. . . . JAMES O. WALTERS and Viola Spaeth returned to their cottage in Willoughby, O., after a 3,000-mile six-day trip following 45 weeks of Seattle engagement. . . . AMY ALBERTS is the new chorine captain for producer Ida Rose at the Eltinge.

GEORGE STONE'S death July 11 at his home in Baldwin, L. I., marks the fourth burly oldtimer to pass on within the last two weeks. Sliding Billy Watson, Frank Wakefield and Lou Lesser were the others. Stone was the comic of the always featured team of Stone and Pillard, constantly a heavy box-office draw and for a long time the biggest money-getters for Hurtig & Seamon's Columbia Wheel shows. The obits gave his age at 61, with Etta Pillard (Mrs. Stone) surviving. Stone was also identified with legit musicals. Few knew it, but his family name was McCabe. . . . MAY BROWN, featured stripper, back at her cottage in Lake Hiawatha, N. J., fessed to her marriage last March to Harry Gross, Cleveland night club owner, who also tried being a burly theater impresario in a partnership proposition with the Atlanta Theater, Atlanta. . . . DANNY MORTON, tenor, after the folding of Hanlon's *Superbus* in Old New York at the fair, came back to burly via the Eltinge July 14, relieving Phil Stone.

IRVING PLACE THEATER really returning to burly stock, as rumored in these columns a month ago. Charles Burns again in charge, with Charles Lauk assisting out front. Opening date about the middle or latter part of August. . . . STEVE MILLS, Bert Marks, George Rose and Jack Shaw set for the Gayety, Boston, when that house returns to burlesque stock August 14. Booked by Arthur Fisher. E. M. Loew, new operator, also has burly stock houses in Rochester and Syracuse, which George

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# NON-THEATRICAL FILMS

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By The Roadshowman  
(Cincinnati)

## Various Methods of Operation

(Editor's Note: This is the third of a series of articles intended to answer the queries of readers who have written in asking how they can get into the 16mm. or 35mm. road-show business. Since these articles of necessity must deal with the fundamentals of the business, we hope the old hands at the business will bear with us. It will be our aim, however, to discuss here all phases of the road-show business. In the course of these discussions new angles, new twists and methods of exploitation will be reviewed which will be of interest to both the oldtimers and the "Johnny-Come-Latelys.")

IN THE first installment of this series we explained what equipment was necessary, how it could be procured and what it cost. This week we'll take up the various methods of operation. We'll endeavor to point out how the various methods differ from each other and cite the characteristics peculiar to each.

### Three Ways

Basically there are three different types of road-show operation. First, there is the barnstorming roadshowman who travels a territory, putting on a show wherever prospects for a crowd look good. This type of roadshowman seldom plays the same spot twice. He's always on the go. Frequently, he has his equipment mounted on the rear of a small truck, and putting on a show simply entails backing his truck onto the lot, setting up his screen, throwing a fence, a canvas sidewall, around the area in which the audience will sit; setting up his banners, front door and ticket booth and putting on his show.

Nine times out of 10 this showman owns his own projector and his own film. Since he seldom shows in the same town twice, he finds it more economical to buy a few features and short subjects and use them over and over again. Some roadshowmen have a set program which they show every night, if possible, in a different town. Others carry three or four changes of program so that if they strike a particularly fertile spot they can remain longer. Westerns, melodramas and shorts, such as the Hindenburg disaster and the Morro Castle fire, are especially interesting to the type of audiences these men hit. One roadshowman who purchased the Hindenburg crack-up has shown it steadily to good takes for several years. He's rigged up a group of flashy banners which he uses to front his stand and finds that the film never seems to lose its appeal.

### The Circuit Type

The second type of road-show operation is the circuit show. This method is just what the name implies. The showman lines up six or more towns or resorts and plays each one on a given night weekly or fortnightly, depending on the size of his circuit. Very often this type of roadshowman will charge admission to his shows, but a common procedure is for him to make a deal with the local merchants whereby he sells ad slides at approximately \$3 a merchant and puts on the show free of charge. Merchants are usually receptive to this plan since it brings the crowds to town and keeps them there. Usually the roadshowman grosses from \$20 to \$40 per night under such a plan.

The circuit roadshowman may rent or own his own equipment, but he always rents his film. Usually his rental takes in a feature picture and a comedy or short subject. Many roadshowmen find it pays to use serials, too, showing a different episode each week. They find that serials—especially if they are action-filled Westerns—bring the kids back week after week, and the kids bring their parents who do their buying for the week while in town.

### Third Type

The third type of roadshowman is

the one who books schools, lodges, clubs, institutions and the like. These men usually operate in a definite area and over a period of time build up a good amount of repeat business. They operate in several ways. Sometimes they charge a flat fee for the show; other times they operate on a guarantee and a percentage basis; again they might put on a program at the rate of so much per head.

Frequently this type roadshowmen rent both equipment and films, although many own their own projectors and screens. Programs are usually arranged to fit the audience. For instance, women's clubs usually go for feature pics with a heavy love interest and for travel and fashion shorts. School programs lean heavily toward educational subjects. Those men who specialize in school showings usually use a liberal amount of commercial shorts and cartoon subjects. Men's clubs go for sports pictures and action and detective melodramas, etc.

The divisions of operating methods cited above, however, are not as set as they may seem. Many roadshowmen employ all three methods. For instance, a barnstormer may find over a period of time that certain towns in a definite section are consistent money-makers and will begin operating them on a circuit basis until the take peters out, and he again goes on in search of greener pastures. Another roadshowman may operate a circuit of summer resorts in season, and operate in schools, lodge halls and similar locations during the winter months, when it is impossible to put on free sponsored shows outdoors.

Each method of operation, of course, presents its own particular set of problems. These will be discussed in articles to follow.

### Tell 'Em to Us

If you have any questions about the road-show business which you would like answered, just drop a line to the Roadshowman, care of *The Billboard*, 25 Opera place, Cincinnati, O. Inclose a self-addressed stamped envelope with your letter to insure a speedy reply.

## Roadshowmen

*The Billboard* is preparing a survey of the road-show business. When completed it will show how many are in the business, what type of shows they are giving, and how they are operating. You can help with this survey and help us serve you better if you will answer the following questions:

- (1) Do you operate a circuit?.....
- (2) Do you play schools?.....
- (3) Do you play clubs, lodges, etc.? .....
- (4) Do you solicit advertising from merchants? .....
- (5) Do you use 16mm. or 35mm. film? .....
- (6) Do you use sound or silent film? .....
- (7) Do you rent or buy your film? .....
- (8) If you charge admission, what is the usual price you get?.....
- (9) Do you usually secure a license in each town?.....
- (10) How long have you been in the business? .....

NAME .....

ADDRESS .....

If you have any other information about films, etc., please let us have it. Also, don't hesitate to give us your suggestions for improving this department. We want you to feel it is yours. Send your answer to The Roadshowman, care *The Billboard*, 25 Opera Place, Cincinnati, O.

articles to follow. It has been our purpose here to sketch the broad outlines of operating methods. We'll fill in the details in subsequent articles.

F. SHAHAN, manager of the Shahan Bros. traveling picture show, posts that he organized a 16mm. circuit in Delaware and Pennsylvania a year ago for his two sons, Billy and Buddy, ages 6 and 11, respectively, and claims for them the title of America's youngest showmen. Shahan, who broke into show business back in 1910, suggests that the 16mm. showmen organize for their mutual protection, and offers the idea of a 16mm. club, with a \$1 initiation fee and 25 cents a week dues.

COMMONWEALTH PICTURES CORP. has announced a selected list of special road-show attractions. Included in the list are *Gambling Sex, Her Mad Night, Widow in Scarlet, Midnight Morals, Alimony Madness, Her Resale Value, Soul of the Slums, Docks of San Francisco, Gorilla Ship, Her Forgotten Past, Temptation's Workshop, Malay Night* and *What's Your Racket?*

PICTURES TAKEN at the provincial jamboree of Saskatchewan Boy Scouts will be edited and produced into a feature motion picture to be used by the Boy Scouts for organization purposes. The film, 800 feet long, was taken by Camp Chief E. H. M. Knowles. Part of it will be in color.

ACTION PICTURES are favored by most roadshowmen, according to Helen Sharol, of the Kunz Motion Picture Service, Philadelphia. Westerns and fast-moving thrillers are favored by most of the fans in the territory of the traveling exhibitor, and films of this type take precedence over drama in drawing power, says Miss Sharol. She tells, too, of the idea recently instituted by the proprietor of the Shankweiler Hotel, Orefield, Pa., wherein the latter has set up a screen on the grounds of his inn for showing of 16mm. pictures. He admits patrons who come by auto for only a parking charge.

### REP RIPPLES

(Continued from opposite page)  
man with the Goldie Cole Show and now a traveling salesman, visited the Chic Boyes Show in Lincoln, Neb., last week.

# 45th YEAR The Billboard

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Member Audit Bureau of Circulation  
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No telegraphed advertisement accepted unless remittance is telegraphed or mailed so as to reach publication office before noon Monday. The Billboard reserves the right to edit all advertising copy.



Vol. 51. JULY 22, 1939. No. 29

... THOM'S FUN SHOW is reported to be doing only fair in South Dakota. THE ROBBINS are framing a small school and hall show to play Louisiana towns a little later on. FRANK (RED) FLETCHER leaves his home in San Antonio this week to motor to Colquitt, Ga., where he will launch his tent season soon. Rehearsals are slated to get under way next week. MR. AND MRS. RALPH WORDLEY, who spent some 10 months in Cincinnati, have returned to New York. Wordley recently underwent a major operation on his eyes in Cincy and his sight has shown a marked improvement. They will return to Cincinnati in the fall to permit Ralph to undergo another optical operation to complete the job. EDDIE AND BABE MASON, after the closing of the Beth Kinsey Show in Greenville, O., July 8, hit out for Mt. Vernon, O., to join the Madge Kinsey Players. They will present their country store give-away feature with the latter attraction.

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# NEW YORK WORLD'S FAIR

Flushing, L. I.

April 30 to October 31

## CA and Fair Corp. Closer After Confab

NEW YORK, July 15.—First real step toward closer amity between the fair corporation and amusement zone operators was taken last night when a committee representing the Concessioners' Association conferred for several hours with President Grover Whalen and Commander H. M. Lammers, chairman of the Amusement Control Committee. Details of confab will be kept secret temporarily but concessioners came away from the meeting "satisfied that at last we have made headway toward correction of many of the problems facing us in the amusement area." Whalen announced that there would be changes of regulation and operation within the next 10 days and that common problems would be worked out.

Proposals that met with immediate agreement between Whalen and the committee were: (1) A conference committee from the Concessioners' Association would be appointed to confer regularly with the ACC; (2) transportation facilities to the amusement area would be augmented and (3) business matters affecting concessioners would be given immediate consideration by the fair corporation.

Concessioners are still fighting for reduced gate admission (from 75 cents to 50 cents during day and straight 25-cent rate in evenings), and report is around today that Whalen is finally considering such a move, provided he can obtain consent of the board of directors and treasury department. Whalen has apparently joined the school of belief that prices must be lowered if the fair is to increase its very disappointing attendance at all. Yesterday was one of the poorest days since April 30. Only 88,000 paid their way into the grounds, almost 200,000 short of the patronage needed to meet the fair budget. Coincident with concessioners' meeting, fair announced that effective today automobile parking rates would be reduced from 50 to 25 cents at the seven fair-owned fields and large city parking lot.

Only bone of contention to arise in amusement circles yesterday was prompted by fair's suggestion that a \$1 combination ticket be issued on week-ends. Twenty-five cents of ticket would be split five ways on amusement attractions, or one way at certain restaurants. A canvass of amusement operators late last night failed to produce one enterprise that had accepted the offer. Fair is reported to be mulling over the idea this week-end, tho circles close to the management report that move has virtually been dropped.

Committee representing the Concessioners' Association at the confab with Whalen included Harry G. Traver, president of the organization; Joe Rogers, chairman of the special committee; Lew Dufour, Russell Arrington, Robert Sipchen, Moe Gale, Cliff Wilson and Joe Drambour.

NEW YORK, July 15.—Stirred by dribbling holiday and post-holiday business, midway concessioners engaged in a series of huddles this week to declare "war" on Whalen thru the set-up of the Concessioners' Association. A petition was circulated for two days as a direct means of protesting about the situation. An audience was sought with and granted by President Whalen last night.

Meantime, attractionists' pleas for a slice in gate tariff was met by the Fair Corp.'s decision to cut the gate to 50 cents for industrial, fraternal and other groups in lots of 500 or more. Showmen labeled this a weak answer to the whole gate admission question, especially since it is common knowledge that group rates were already down to 60 cents. Group rate is good any day of the week, whereas

### Gross Attendance

Previously reported	12,231,646
Saturday, July 8	148,975
Sunday, July 9	132,275
Monday, July 10	127,475
Tuesday, July 11	161,117
Wednesday, July 12	190,387
Thursday, July 13	138,677
Friday, July 14	124,116

Total ..... 13,254,668  
Includes fair employees, concession personnel and other free admissions now averaging 40,000 daily.

### Frozen Girls, Yes— Not Frozen Assets

NEW YORK, July 15.—Frozen Alive show, 15-center operated by Dunlap & Crockett, passed the quarter-million mark in admissions Monday night (10), having played to 2 per cent of the fair's gate. Show, which opened May 19, features fems exclusively with seven added this week, including Dolores Reed, brought in from New Mexico, according to Archie Gayer, manager.

Attraction is heavy on bally with no visible let-up. It's in action from 2 p.m. until 2 a.m. and each talker works one-half hour, then rests for an hour. Openers are Joe Sciortino, Earl Fagan and Gayer, latter sharing lecturing with Oscar Davis. Only seven hours have been lost due to weather conditions.

Dick Edwards is general manager of the Dunlap interests at the expo, which also includes guessing scales and frozen custard.

### Children's World Perking Up Coming With New Funds

NEW YORK, July 15.—Under supervision of Maurice Mermey, fair's director of exhibits and concessions, first steps toward creation of a different spirit and physical set-up in the heretofore unsuccessful Children's World got under way this week. Mermey and Leon Loeb, brought in from the concession department as assistant to the director, discussed ways and means of rejuvenation with concessioners and the C. W. board of directors and hoped to have tangible plans mapped by early part of next week.

Mermey has been given a small appropriation to spend on the village from the Manufacturers' Trust Co., and the Fair Corp. has already agreed to sufficiently light the thorofores surrounding the project. Mermey and Loeb are negotiating with concessioners for alterations and complete changes of attractions. Tentative plans call for enlargement of the Trip Around the World, converting George Hamid's circus into a roller rink, change of location of Howard Wheeler's Canine Capers show and new paint jobs for several other units.

Name will probably be changed to something like "Carnivaland" and new publicity-dispensing personnel is expected to be appointed.

the bargain previously excluded Saturdays and Sundays.

### More Missionary Work

Expo, besieged on all sides and admittedly worried over lagging attendance, which has not even begun to approach the most conservative pre-start estimates, dispatched several field men to the key cities and provinces, the second set of WF missionaries to invade the country. Shot-in-the-armsters were picked from among Stephen F. Voorhees, vice-president and boss architect; Thomas J. Donovan, administrative aid to Grover Whalen; Dr. Gerald Wendt, director of science; John Young, radio chief; Charles C. Green, promotion head; Dr. Frank Monaghan, director of research; Mrs.

(See CA AND FAIR on page 62)

## An Insider Looks at the Fair

—Fourth of a Series—

### Subject: The Press

The writer of this series is a consultant on the staff of the New York World's Fair who sought an outlet for a frank discussion and analysis of Amusement Area problems. His aim—his only aim—is to help the midway solve those problems before a solution is too late. In common with The Billboard, he feels that the amusement world at large is entitled to the information on the basis of its future, as well as present, value. For obvious reasons the name of the writer cannot be divulged.

IF A BODY corporate be afflicted, is it wise that the individuals who comprise it be saved or is it imperative that they be cast out, plucked from their positions of harm and cut off from further opportunity to destroy? The time has come when it is no longer a question of how much harm these individuals may do. Destruction is the one path on which their talents seem to have an almost fiendish ability to travel.

Let us take the case of perhaps the most glaring defect in operations that has come to our notice. I refer to public relations. On this point there can be little dispute. The working press is unanimous in its outcry against the treatment the fair's press department has meted out. Press men are almost frantic over the callous disregard of the fundamental rules of public relations. Not that anyone at the fair seems to care a hoot what the press thinks. But quite obviously the American public does care. It does listen and it stays away from the fair in droves. In fact, thanks to a very poor or languid press, this public has become quite a nuisance to fair operations by its absence.

Nobody at the fair seems to care enough about the situation to do very much about it, tho. To be sure, Mr. Casey (Leo Casey—Ed.) was brought in to handle relations with the press. More power to Mr. Casey.

Sending out a few ambassadors of good will when there is need for an army of Daniel Websters won't cure the disease. In a critical period, when there is need for a rigid control of press releases, care should have been taken not to have the kind of men around from whom mistakes emanate more easily than sound, well-judged releases.

The fair now enters a period when it is vitally more important NOT to say things than to spread ill-conceived notions abroad. Just getting space coverage is no problem. The press, which subsists on the business from advertisers, is willing enough to see that the exhibitors get plenty of space. But after all, even reporters are human, the fair press department notwithstanding. Lackadaisical, unenthusiastic reporting won't put the fair across. It needs pep and the desire to sell. What the working press says privately in well-chosen, if rather nasty and harsh words, is only too unconsciously reflected in its articles. Let us say just once more that this subject could be covered adequately, sincerely and accurately by any committee of the working press. We merely note it for the attention of the man who has to face the music.

If you think the press feels hurt, sore and annoyed, have a talk with the city police. Even those working at the fair, for the fair and by the fair's request have been annoyed, harassed and pushed around by the petty officialdom that handles the pass situation. As for those not working for the fair, ask them what they think about the lack of accommodation for them if they want to visit it.

Let someone explain to the writer where the fair could have found a larger group of good-will ambassadors than the men on the force. Why shouldn't they be allowed on the grounds in or out of uniform? Doesn't the fair think it important that the men who talk to the merchants, housewives and laborers in their districts ought to know something about the fair? Doesn't the fair think that these men would be the best salesmen it could find to go out among the people and spread the good word? Or does the fair like its discontent registered negatively on the now famous cash register?

To cite the cases of mishandling of which the police complain, this article would have to be as long as all the columns of The Billboard put together, but it is not necessary to give supporting affidavits concerning this situation. If Mr. Whalen would take the trouble to talk to any policeman, on any beat, at any time, he wouldn't get a diversity of opinion. He would get the same answer.

The habit of passing the buck from one department to another seems to be the one thing that this writer can honestly report as having improved over the last few years. It should have. The boys have had lots of opportunity.

The concessioner seems a little bewildered when a ruling of one department is rescinded under pressure, only to have the buck passed to an absent member who holds a dual post. For the full story on this see the concessioners. They all tell the same story of a historic meeting—this in the days before they were sensible enough to present a united front to the fair. Inscribed in their history books is the simple lesson they should have learned long ago: "Divided we fall." However, judging from some of the machinations of fair officials, one might say that they, at least, know their history well, for they have made good use of the old maxim, "Divide and rule."

Late reports seem to indicate that concessioners have also been plowing back into the books. If present indications are correct, they saw Mr. Whalen (Mr. Whalen received concessioners for a conference Friday evening, July 14—Ed.) and may have conquered. If they win a victory in their fight, they will have performed a necessary service to themselves, a vital service to the fair and a great service to Grover Whalen, for they will have helped to protect Mr. Whalen from some of his best subordinates. And he certainly needs some protection from these good friends.

# On the Flushing Front

By ROGER LITTLEFORD JR. and LEONARD TRAUBE

NEW YORK, July 15.—In the most recent expo release of short items or fillers which occupy 12 sheets, eight shows are mentioned, with rides, girl shows and all other attractions, including games and the expansive-expensive Merrie England Village, conspicuous by their absence. Multiple plugs are rated by the fair-financed Wild West (4), Sun Valley (2), Eskimo Village (2) and Old New York (3). Single plugs go to Time and Space, Lama Temple, Arizona Cliff Dwellers and Aquacade. There is one other amusement-area item concerning Fred Jones, "the rubber man in one of the shows." The show is Strange as It Seems, but the fair prefers to keep it a secret, a technique which innocently saved the day, because Flexible Freddie is now appearing in Ripley's Odditorium on Broadway, which opened on Thursday.

Two items are not notable for their devotion to accuracy. "Helen Johnson, of the Time and Space Building, enjoys the distinction of being the only woman barker at the fair." Unfortunately, she will have to share the distinction with Paris Peggy, of NTG's Congress of Beauty, and Shannon O'Dea, of Cuban Village. The World of Tomorrow hadn't heard that Miss Johnson and Miss O'Dea appeared last week in Old New York's "Barker Contest."

The other filler: "Estelle Clark, most daring cowgirl at the Wild West and Rodeo, never rode a horse until the fair opened on April 30. Cowboys at the fair have taught her all the tricks of horsemanship." Mrs. Clark, the former Estelle Butler, formerly of the Ringling-Barnum show, formerly of rodeos, will be glad to hear this report on her pre-fair amateur status.

Following months of dickering and bickering, Wild Billy Rose, who operates the Pet Show in Children's World, is about to land a contract for a motordrome, which will be spotted at a point between Gilbert Noon's shooting range and the Parachute Tower. Frontage is 50 feet and the drome will occupy between 35 and 40 feet. Two-bit admish is planned, but Billy Rose, who is not to be confused with the water-show producer, frankly says he will come down to 15 cents if necessary. Rose is a pioneer motordrome rider and presenter. Has been with Joe Ferari, Rubin & Cherry, Con T. Kennedy, Herbert Kline and others. Before going overseas in 1918 he was with Ferari, whose lot man was Frank Bergen, Max Linderman's business associate in World of Mirth Shows. He had a drome in Coney Island, 1909-'10, and is said to be originator of the portable motordrome—and watch the letters come in! He will have four to six riders to start with.

A leading laugh-getter in all the 1,200-odd acres is Whitey Harris, clown cop with the Jimmie Lynch Death Dodgers in the Goodrich Safety Arena. Whitey has been gaining increasing favor with his mystery horse car and participates in the kiddie parade on Wednesdays (kid days), procession starting at the Trylon and Perisphere and winding up in the fun zone. Whitey was also in the news-reels with Lynch. He's working the 4 and 6 o'clock shows in the arena. . . . Mr. and Mrs. H. C. Stearns, formerly of Endy Bros.' Shows, are hooked up with M. W. Billingsley's and George Hamid's Hopi Indians—Cliff Dwellers. Mrs. Stearns is lecturing. . . . Management of Chester Hale's Extasie (formerly Amazons) is inaugurating a series of professional courtesy invitations to midway personnel in groups. First groups invited are Aquacade and Hot Mikado performers. . . . Justin Wagner, son of Sam Wagner, of Coney's World Circus Side Show, is on the mike grind at the Snapper ride and a mighty lungster is he. . . . Fooderys are going promotion crazy with Famous Chicken Inn the latest to succumb, staging Jay C. Flippen amateur night doings in the terrace. . . . Hal Ross is now on front of 1,000 Years Ago. . . . And Terry O'Rourke is ballying be-you-téa-fully at NTG's beauty round-up.

Dixie Mason, Merrie England, drew

first honors in Old New York's pearly-phrase peddlers promotion on Wednesday, which marked the semi-finals. Joe Sciortino, of Frozen Alive, was judged runner-up. Finals next Wednesday will bring together winners and runners-up in the three eliminations. From left to right they are Jack Gordon, Frank Buck's Jungleground; Johnny Baker, Jack Sheridan Living Magazine Covers; W. L. (Bill) Collins, Slim Kelley's Headless Girl; Ed Pillow, Sipchen's Sun Valley, and Mason and Sciortino. Shannon O'Dea, Cuban Village, and Helen Johnson, Time and Space, will compete for the female tiara. The other talkers who entered the semi-finals were John W. Donovan, American Express guide; Jack Lepper, Headless Girl, and Duke Wuzzkey, Florida State exhibit.

**Corking animal circus in Buck's Jungleground is now free, a move not made "in desperation," as this layout is a top money-getter on the midway. To coin a phrase, the circus alone is worth the two-bit tariff to Jungleground.**

Ben Yost Varsity Eight, booked thru Frank Wirth, had its contract renewed for remainder of season at Ballatine Inn. . . . That was Paul Smith, director Syracuse (N. Y.) State Fair, being hosted by George Hamid around grounds. . . . A flock of shows are now starting their grinds late in the p.m. instead of at noon or thereabouts. . . . Carmen Scanzo is doing the bubble terp between showings of Extasie, the show with a slice of Salome stuff. And Caryl Smith, recently voted the expo's Television Girl, has joined the cast. . . . Andre Dumont, trade drummer and hokum supplier for Midway Inn, says that inn's jitterbug (See FLUSHING FRONT on page 62)

## Air-Marooned Pair Give Midway Great Break in Publicity

NEW YORK, July 15.—A jammed 'chute on the big Parachute Jump ride at the lower end of the midway was responsible this week for the midway's biggest publicity break since the fair opened. Concessioners, pleading for front-page representation in nation's press, got their wish when news and photo services and the Mutual Broadcasting System went overboard for the totally unexpected mishap.

From 11:30 Tuesday night until 5:40 a.m. Wednesday Mr. and Mrs. J. C. Rathborne, Westbury, L. I., were suspended in a 'chute about 100 feet above the ground, when rubber insulators on one of the guide cables jammed en route to top of the 267-foot jump. Leo Casey, recently appointed publicity assistant to Perley Boone, notified the papers and newscast services, and tipped off WOR's mobile broadcasting unit, fortunately on the grounds at the time on other interests.

Business on the ride continued at a rapid rate during the night and business picked up considerably the following day. When the Rathbornes returned in the evening for a repeat ride patronage increased sensationally, with the ride turning in the best day's biz since July 4. Since mishap ride has been averaging 50 per cent better business daily.

Incident prompted concessioners to encourage the fair to employ a first-rate, wide-awake publicity staff for the midway alone, claiming that better representation of amusements in local dailies and mags is an essential part of fair's alleged campaign to focus attention on that area of the Flushing event.

George P. Smith Jr., of the concession department, revealed the following day that up to the time of the accident the ride had carried 155,801 persons at 40 cents apiece, bringing gross to more than \$62,000. Ride is reported to have cost \$110,000 to install, and necessitates a comparatively large operating expense.

# GOLDEN GATE INTERNATIONAL EXPOSITION

SAN FRANCISCO  
February 18 to December 2



## Gate Average Takes a Rise In 10-Day Tilt

SAN FRANCISCO, July 15.—Gross and paid attendance at the expo went up during the 10-day period ending on July 10. From July 1 to 10 there was a total of 594,773 paid admissions, not including, of course, thousands of men from the United States Fleet, fair employees and participants in parades and other special events. Unofficial estimates place this free attendance at 150,000. Average daily attendance for the period, 59,477, brings up the average daily figure since opening day to 34,377, an increase of about 2,000 over previous average.

Per capita expenditure, based on paid attendance only, amounted to \$1.53. Five leading concessions showed increases in receipts for the first 10 days of the month. Auto parking topped with \$38,629, then Cavalcade of the Golden West with \$38,400. On the Gayway leaders were Chinese Village, \$17,078.31; Sally Rand's Nude Ranch, \$15,176.10; Ripley's Odditorium, \$12,183.50. Palace of Fine Arts grossed \$10,423.55.

Receipts of all concessions amounted to \$603,648.25; total gate, \$174,461.35. *Folies Bergeres*, typical "class entertainment," grossed \$41,396.40. Horse Show take was \$93,596.75. Gross attendance, including July 12, was 5,019,920.

### Village Concessions Hit

Thirty concessioners in Greenwich Village refused to recognize an expo order to vacate. Exposition then ordered cancellation of all contracts. William McCloskey, who operates Zorima's nudist show, declared the group was at a loss to understand the reason for the order and had decided to fight eviction from the village. The expo contends that as the four original holders of the village contract are not operating, having left, no contract exists for the concessioners there. Harry Seber, John R. Castle, Will Wright and Carl Holt were original operators of the village.

Creditors and trustees of the Scottish Village may bring in Walter K. Sibley to manage the spot, which is said to be in debt about \$15,000. Sibley has been accounted fairly successful with his operation of the Headless Girl attraction.

Kay Kysler opened yesterday in the new Treasure Island Music Hall for a week. Business has been steady at Casa Mexicana, owned by B. D. Russell and Art Royce. Spot features a Mexican floor show. Eugene Sonda, who once managed the Glass Blowers of the World, is now a ticket seller at the Incubator Babies.

Mrs. Walter Sibley has left for Chicago to visit relatives, and will then proceed to Boston with a stopover at the New York Fair. The Sibleys observed (See GATE AVERAGE on page 62)

## Strub Denies Juice Velvet; Says Monthly Loss \$38,000

SAN FRANCISCO, July 15.—Replying to repeated charges that the expo is reaping profit from resale of electricity, Charles H. Strub, managing director, said the rates charged commercial exhibitors, concessioners and State, federal and foreign pavilions have brought to the expo just a \$38,000 monthly loss.

He did not make public exact figures, but it was learned that amortization of the huge initial expense of bringing electrical power across the bay to Treasure Island was the major item producing the red-ink figure of \$38,000.

Detailed financial report will be scrutinized by H. O. Davis, rate expert, who has been called in as consultant by the California Commission, largest single power user at the expo. Strub said, utility charges compare favorably with those of other expositions and are lower than rates at the New York World's Fair.

### Paid Attendance

Previously reported.....	4,692,796
Thursday, July 6.....	40,184
Friday, July 7.....	43,626
Saturday, July 8.....	62,685
Sunday, July 9.....	74,507
Monday, July 10.....	33,126
Tuesday, July 11.....	36,116
Wednesday, July 12.....	36,880
Total .....	5,019,920

## Gate Boost Brings Bookings of Names

SAN FRANCISCO, July 15.—Reassured by a rise at turnstiles, the expo has released its entertainment program which, fair officials hope, will top all other attractions to date.

Definitely set, it was announced, are Edgar Bergen and Charlie McCarthy, Jack Benny and troupe, Ritz Brothers; Alex Templeton, blind pianist, and Dick Powell, singing film star.

Negotiation were concluded on Thursday for appearance of Betty Grable: Dave Rubinoff, violinist; Alex Templeton and Jack Haley in Treasure Island Music Hall for a week, starting on July 21. They will give three performances daily. All are to be paid attractions. Others will be added.

## Go Heavily for Horse Show

SAN FRANCISCO, July 15.—More than 100,000 persons saw the 10-day horse show at the expo, 97,000 being paid admissions. Fifteen performances were given, grossing \$93,596.75. It was the most successful special attraction since the fair opened.

## Gleanings

By WALTER K. SIBLEY

SAN FRANCISCO, July 15.—At a recent spirited meeting of food and drink purveyors of Treasure Island a committee was named to confer with fair authorities regarding a reduction in percentage. One member claimed in no uncertain terms that the sales department of the expo had sold him his concession on the strength of an attendance of at least 16,000,000, with an almost certain possibility of 20,000,000. In view of the certainty of 16,000,000, as per the salesman, the concessioner built and spent and agreed to percentages that he never would have accepted, he said, if attendance figures were predicted lower. As at this time it does not seem that attendance will reach more than 10,000,000, he said, and as with this number of people he is not able to make even his operating expenses, he feels that the expo must come to his relief by reducing percentages and other costs for various services. It was the consensus of members that the fair was guilty of misrepresentation, causing members to overspend and making it almost a certainty that terrific losses will ensue for them. In view of these facts they are asking relief. Even with attendance picking up daily, between 80,000 and 90,000 will have to come thru the gates every day from now till closing to insure an approximate 20,000,000.

A. L. (Red) Vollman, director of Cavalcade, is elated by business over the Fourth holidays, \$26,781 being gross for the week, which gives the show a net of about \$16,000. Company operating the parking concession is fast getting out of the red, what with 50,000 cars over the week-end and about 7,000 cars daily. L. S. (Larry) Hogan, carnival general agent, is visiting J. Ed Brown and Nate Miller. Gene O'Neil blew in from Hennies Bros.' Shows when they were playing Pocatello, Ida. Golden Gate Bridge has been in the red since opening, but with Treasure (See GLEANINGS on page 62)

## Additional World's Fair News

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## Fans Banquet Circus Folk

**Parker & Watts personnel  
honored guests — Harry  
Hertzberg toastmaster**

ANN ARBOR, Mich., July 15.—Nearly 200 Circus Fans and circus performers and staff members of the Parker & Watts Circus gathered in the ballroom of the Michigan Union last Saturday night for the 14th annual banquet of the Circus Fans' Association of America, with members of the circus as honored guests. The occasion was a gala wind-up of the three-day convention.

Fans attended the show's night performance in a body and after the show buses and private cars conveyed circus folk and Fans from the lot to the banquet hall, which was decorated with circus posters. A band provided lively music while the sumptuous meal was being served, and at its conclusion Harry Hertzberg took charge as toastmaster. Seated at the speakers' table were Melvin D. Hildreth, retiring president of the Fans; William H. Judd, newly elected president; Walter C. Sadler, mayor of Ann Arbor; Rev. Theodore R. Schmale, Harry Hertzberg, Frank H. Hartless, Irving K. Pond, Frank J. Walter, Frank W. Magin, Fred L. Shaw, Ira M. Watts, Walter M. Buckingham, Walter H. Hohenadel, William L. (Bill) Montague and L. B. Greenhaw. After the invocation by Reverend Schmale, Hildreth introduced Toastmaster Hertzberg. He in turn introduced Hildreth, who delivered his annual address. "Last year," said Hildreth, "we were given a cause to be served and a job to be done. We approached our task and the degree of our success was a sufficient demonstration of the fact that our association in 14 years has achieved national recognition."

### Mayor Welcomes Fans

Mayor Walter Sadler welcomed the Fans and circus folk on behalf of Ann Arbor. Wires of greeting from many Fans and performers unable to be present were read. Brief talks were made by many of those introduced, among them Ira Watts, who expressed appreciation of the honor the CFA had extended him and his show; Rudy Rudynoff and Rudy Junior; Frank Hartless, L. B. Greenhaw, Irving K. Pond, Frank and Lucia Walter, Porter Loring, Fred L. Shaw, John Herman, of Paramount News, who filmed the picture, *Little America*; William Judd and Frank Magin. Harry Hertzberg handled the job of toastmaster in his usual masterly manner, his keen sense of humor adding zest to the occasion.

The speechmaking and introductions over, Hildreth was presented a beautiful watch as a token of the esteem in which he is held by members of the CFA.

There followed a dancing session until 3 a.m.

### Resolutions

Resolutions passed at Friday night's business meeting follow:

Thanks to Ira M. Watts for the splendid tribute paid by him to the Fans in an article in *The Billboard*, and to Watts, L. B. Greenhaw and the Parker & Watts' personnel for their co-operation and entertainment in connection with the convention. Indorsement of the plan of the James E. Cooper Tent of Washington to encourage issuance by the post office department of a special stamp commemorating the circus as an American institution. Greetings to Les Amis du Cirque, of France, and best wishes to Maurice Thomas-Moret, president, and M. Serge, secretary. Favoring return of the old-fashioned daily circus parade. Appreciation to William Green, Matthew Woll and Hon. Chauncey Weaver, of the AFL, for co-operation in bringing about an adjustment of matters affecting the circus. Expressing appreciation to *The Billboard* and its editors for their courtesy in giving the CFA a weekly column and their generous support in the Fans' efforts to save the circus. Thanking John Ringling North, Henry Ringling North and Frank J. Mayer for R-B programs distributed to delegates. Thanking the Gainesville (Tex.) Community Circus for sending its attractive programs for distribution. Expressing appreciation for services rendered by Jacob A. Wagner, past president. Thanks to the Detroit



**WILLIAM H. JUDD**, of New Britain, Conn., newly elected president of the Circus Fans' Association of America. Mr. Judd is a man of many activities, being president of the New Britain National Bank, president of the Chamber of Commerce, president of the Board of Finance and Taxation, treasurer of the YMCA, treasurer of the Connecticut Society of Cincinnati and director in a half dozen large business concerns. He is an enthusiastic circus fan, as are his wife and two children, and his administration is expected to be an active one.

committee and various others who assisted in making the convention a success. Resolution that received the most applause was the following: Be it resolved, that the Circus Fans of America extends hearty congratulations to Terrell Jr. and Carroll Julianne Jacobs on the selection of their splendid parents; we also extend congratulations to Terrell and Dolly Jacobs on the birth of their beautiful twin children, who already have been adopted by the Circus Fans of America and taken to the hearts of its members.

The matter of selecting the place for the 1940 convention was left to the incoming officers. Gainesville, Tex.; Philadelphia, Pittsburgh, Hartford and Norwich each invited the fans.

All of Saturday was devoted to the circus. Fans gathered en masse at the lot at 11 a.m. and most of them took their places atop cages and band wagons and rode parade downtown and back, a distance of five miles. At 1:30 they ate lunch in the cookhouse, then spent the remainder of the afternoon visiting in the backyard.

## Russell Business Ahead of Last Year

CINCINNATI, July 15.—C. W. Webb, manager of Russell Bros.' Circus, states that business is very satisfactory and far above that of last season. Last week was the best of the season.

He adds that in 10 years of operation he has never had a better or smoother running organization than this season.

### Vera Fanning Leaves Hosp.

DETROIT, July 15.—Vera Fanning, trapeze performer, who was injured last Saturday on the Parker & Watts Circus at Ann Arbor, Mich., was released from St. Joseph's Mercy Hospital there the next day. She was examined for internal injuries, but a favorable report was given despite her 30-foot fall.

## Parade Aids Parker-Watts Draw 'Em at Monroe, Mich.

MONROE, Mich., July 15.—Parker & Watts, a new circus in this section and for the first time in this State, was well received here July 10, there being a one-third house in afternoon and packed at night. This was the third circus here this year, the other two not giving parades.

This town has not had a first-class circus parade in 10 years. The children were so parade hungry that the police were obliged to open the street to make

## Floydada Good For Gainesville; Show Has New Top

GAINESVILLE, Tex., July 15.—The Gainesville Community Circus had a most successful engagement at Floydada, Tex., July 3 and 4. Weather conditions were good, and a neat profit was made, tho wheat harvesting interfered somewhat with attendance.

The show raised its new 100 by 220 big top for the first time at Floydada, and it went thru a hard hailstorm without a blemish. The top replaced an old one recently destroyed in a windstorm at Ardmore, Okla. The show is back in quarters awaiting opening of its fall season at the Cooke County Fair here August 22-23. Then follow Corsicana; Dallas, under Little Theater auspices, and Fort Worth. Several other dates are under consideration.

General Superintendent Alex Murrell attended the Circus Fans convention at Ann Arbor, Mich., as delegate from the Antoinette Concello Tent.

There were many expressions of regret over the death in Butler, Mo., of Ned Rowland, who in 1937 assisted in breaking several new acts for the local show and was in clown alley most of the season.

Harry Warren, former Gainesvilleite, now leading man for Jimmy Hull's Comedians, paid a visit here while his show was at Whitesboro near by. Another recent visitor was Fred Leonard, formerly of Seils-Sterling Circus.

Click magazine will have a layout of pictures of the local show in the September issue, Publicity Manager Cecil Tinsley has been advised.

## July Jottings From the East

Elmer A. Kemp, Trenton (N. J.) CFA, postcards he has been spending his vacation with Eddy Bros.' Circus in Maine.

Esma Wilson, aerialist, is visiting Circusers Fred and Marie Mang in New York and intends to join her husband, Arnold Maley, for a few days on Cole Bros.' Circus.

Philip Wirth, of Wirth Bros.' Circus, Australia, is on the last lap of a business trip in this country. He caught Ringling-Barnum in Albany, N. Y., has been at the World's Fair several times and is being hosted by booker Frank Wirth.

Another visitor from the antipodes was Dave T. Meekin, prominent Down-Under showman, who left for Los Angeles July 8 and will catch the boat for Australia July 19. He was responsible for the booking of Jang, the Boy With the Tail, at Dufour & Rogers' Strange as It Seems, engagement at the World's Fair having been terminated after five weeks owing to official child-labor difficulties. Meekin's daughter is still in this country with Jang and the boy's guardian. Moe Aarons, American-born showman, who has spent about 20 years in Australia, accompanied Meekin while here. Aarons is known as Rocco the Clown.

Earl Chapin May, circus author, is vacationing at Katonah, N. Y.

Loretta Girls, aerialists, will appear at Suburban Park, Manlius, N. Y., for a week beginning July 16.

KLING BROTHERS (Three Monarchs of the Air) spent July 2 visiting the Ringling folks in Providence, R. I., and July 8 with friends on Russell Bros., at Marlboro, Mass.

## New Series of Legal Opinions

In the next issue will appear the 18th of a new series of legal opinions. It will be titled *When Proprietor of Amusement Place Is Liable for Injury to Patron*. One of these articles appears in the last issue of each month. The author, Leo T. Parker, is a well-known writer and lawyer.

## Cole Bros.' Show Returns to States

NEWBERRY, Mich., July 15.—After a 20-day tour of Ontario and Quebec, Cole Bros.' Circus returned to the States here July 12. Jess Adkins made the big catch of the season at Halleybury, Ont., and Ernie Sylvester did well at Rouyn, Que. George B. Beal, of Boston, was a frequent visitor during the Ontario tour. George Loftus visited at Kingston, Ont., and Mrs. Ray Collins at Windsor and the Soo. Horace Laird, mail man, is called "Uncle Sam" by the personnel.

Trainmaster McGrath's wife and daughter have been with show all season. Daughter will return to school when fall term opens. Joe Kuta is still absent but is expected back soon. A farewell party to the United Kingdom (Canada) was given by Art Mix at the Alpha Restaurant in the Canadian Soo. Mix was the chief entertainer. He is an expert pianist, as well as an experienced instrumentalist on the pipe organ. Michaelson sang a number of ballads to accompaniment of Mix on piano. Jack Wolfe and wife, Miss Tatem and Jimmy Cotton were among those present. The Canadian Railways gave show wonderful runs, reports Stanley F. Dawson.

## Hamburger Stand Blamed For Illness R-B Workers

MONTREAL, July 15.—The 50 or more members of Ringling-Barnum circus who were taken to local hospitals last Monday suffering from food poisoning have recovered and have been released.

All were workmen, several Montrealers being among them. Show and hospital officials refused to disclose the identity of them. A local hamburger stand was blamed for the trouble.

### Suits Discontinued

SCRANTON, Pa., July 15.—The last chapter in the labor difficulties which kept the Ringling shows tied up here in June, 1938, was written during the week at the Lackawanna County Court House when discontinuances were filed in two lawsuits started against the circus by the American Federation of Actors.

One suit was for a \$200,000 assumption of action in which the circus was charged with violating its contract with the union. The other was an equity action to restrain the circus from breaking its contract. Attorney Walter L. Hill, Scranton, represented the circus. Attorney John W. Murphy was counsel for the plaintiffs in both court actions.

MANCHESTER, N. H., July 15.—Despite a hot day, the Ringling-Barnum show had a two-thirds house at matinee and close to a sellout at night.

### L. Claude Myers Hurt

CINCINNATI, July 15.—L. Claude Myers, band leader of the Parker & Watts Circus, was injured at Bay City, Mich., July 5, in band wagon accident during parade. He suffered a broken collar bone and a fractured shoulder blade. He was here this week receiving treatment. He plans to rejoin the show at an early date. Myers, in a call at *The Billboard* offices, said that Bill Stevens, traveling representative of the American Federation of Musicians, is directing the band during his absence.

## Two Tops Lost by Admire in Storm

CHARLES CITY, Ia., July 15.—The J. C. Admire Circus had a blowdown at Montevideo, Minn., night of July 4, cookhouse and padroom tops being lost. No one was hurt.

Night performance was just over when storm struck. There was a sellout at matinee and half house at night. Show had rain for 22 days.



# With the Circus Fans

By THE RINGMASTER  
CFA

President MELVIN D. HILDRETH, W. M. BUCKINGHAM  
716 Evans Bldg., Washington, D. C.  
Secretary THOMAS BANK, NORWICH, CONN.  
(Conducted by WALTER HOENADEL, Editor  
"The White Tops," care Hohenadel Printing  
Company, Rochelle, Ill.)

NEW ROCHELLE, Ill., July 15.—The writer arrived home from the convention at Ann Arbor, Mich., evening of July 12. The wife and writer embarked on the S. S. South American at Detroit Sunday morning and had three delightful days on way to Chicago.

Mr. and Mrs. Frank Walter, of Houston, Tex., accompanied by Joe Heiser, made the trip by auto. Heiser then left for home by train. . . . The Walters left by auto to catch Ringling-Barnum and spend a few days with Terrell and Dolly Jacobs. They then went to Atlantic City to visit Mr. and Mrs. Clyde Beatty. After their visit it is their intention to ship their car and return home by boat. . . . Bill Montague, of West Hartford, Conn., to Chicago, and the writer met him at the Atwell Luncheon Club at the Sherman on Wednesday. He left for home that afternoon. . . . National Secretary and Mrs. Buckingham completed their vacation by a leisurely auto trip back to Norwich, Conn. . . . Mr. and Mrs. Frank Hartless left early Sunday morning for Chicago and on Monday Hartless left for Atlantic City to attend a directors' meeting of the National Linen Supply Dealers' Association. . . . Harry Hertzberg and Porter Loring returned to San Antonio by train and in about two weeks Hertzberg will make a trip east on business.

F. E. Loxley, of Cranston, R. I., caught both performances of the Big Show at Providence.

CFA and Mrs. R. R. Clark, of Madison, Wis., announce the arrival of a daughter, Marjory-Mollie, July 10.

For the third time in the history of the CFA, Karl K. Knecht missed an annual meeting. The editor of his paper at Evansville, Ind., was away during convention and it was necessary that he stay on the job. The Knechts are planning a trip to the West Coast this fall.

Mr. and Mrs. W. B. Enlow and Mr. and Mrs. Karl Knecht saw the R-B show at Louisville.

## Favorite Outdoor Performer Contest

See Coupon This Page

### Change in Deadline

It has been suggested that, because organized shows thruout most parts of the United States and Canada commence to disband during the latter part of October or early in November at the latest, the official ballot cease with the issue of November 4, 1939, instead of November 25. This suggestion is being adopted not alone because of the reason given but also because an earlier deadline would permit publication of a detailed and exhaustive list of winners, divisional and otherwise, in the issue of November 25, which is the Christmas Special Number, space in "specials" being generally available in greater quantity than in regular numbers. Space will also be required for photos of winners and data on the lucky performers.

Envelopes in which ballots are mailed must therefore bear a postmark of not later than midnight of November 4, 1939.

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to be counted.

The first 50 leaders:

(2,500 or more)	
1. *Mabel Stark.....	5,627
2. *Bee Kyle.....	5,129
3. *Aerial Apollos.....	4,071
4. *Marjorie Bailey.....	3,670
5. *Dime Wilson.....	3,475
6. *Hubert Castle.....	3,221
7. Speedy Phoenix.....	3,002
8. Frank Cushing.....	2,896
9. *English Macks.....	2,726
10. *Dorothy Herbert.....	2,662
11. Four Aces.....	2,658
(1,500 to 2,499)	
12. Harry Clark.....	2,346
13. *Blondin-Rellims.....	2,215
14. *Great Fussner.....	2,169
15. *Flying Behees.....	2,075
16. *Wilno.....	1,997
17. *Oscar Babcock.....	1,949
18. Flying Behrs.....	1,848
19. Clyde Beatty.....	1,831
20. Flying Valentinos.....	1,819
21. *Hazel Cotter.....	1,738
22. Dave Geyer.....	1,734
23. *Wells Bros.....	1,722
24. Four Jacks.....	1,699
25. Harold Barnes.....	1,631
26. Terrell Jacobs.....	1,564
27. Shorty Flemm.....	1,557
28. Virginia Senior.....	1,546
29. Flying Concellos.....	1,538
(1,070 to 1,499)	
30. *Joe Jackson.....	1,493
31. *Will Hill's Elephants.....	1,490
32. *Carver's Diving Horse.....	1,470
33. Otto Griebing.....	1,404
34. Selden Stratosphere Man.....	1,367
35. *Edna Curtis.....	1,339
36. Arthur Henry.....	1,298
37. Bert Nelson.....	1,297
38. Buddy Dunn.....	1,276
39. Four Queens.....	1,271
40. Mickey King.....	1,264
41. *Cristiani Troupe.....	1,235
42. Mary Gordon.....	1,234
43. Maximo.....	1,231
44. Wallendas.....	1,197
45. Zachinis.....	1,187
46. *Guice Troupe.....	1,180
47. Flying Valentines.....	1,170
48. Verneta Byrd.....	1,129

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ALSO ENTIRE TRAINED ANIMAL UNIT, including two very fast-working Elephants, Ponies and Monkeys.

WILL CONSIDER DEAL FROM RESPONSIBLE CIRCUS.

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**LOUIS RUHE, Inc., 853 Broadway, New York City**

- 49. Emmett Keily..... 1,125
  - 50. Con Colleano..... 1,070
- \*Leader in own division.  
\*\*Do several acts.

Other performers who have received more than 1,000 points are: \*Australian Waites, 1,067; Charles Siegrist Troupe, 1,053; Ed and Jenny Rooney, 1,023, and Helen Christensen, 1,016.

## OFFICIAL BALLOT FAVORITE OUTDOOR PERFORMER CONTEST

Sponsor: The Billboard

DONORS: Circus Saints & Sinners Club of America (Dexter Fellows Tent), Circus Fans of America, National Showmen's Association and Hollywood Trophy Co.

Balloting is open to any person in, or catering to, show business, including show trade organizations and accredited fans holding paid-up membership cards. RULES AMENDED TO INCLUDE VOTING BY PERFORMERS, WHO MAY NOT VOTE FOR THEMSELVES, HOWEVER.

### IMPORTANT

BALLOTS ARE VOID IF ALL 10 PLACES ARE NOT FILLED OUT WITH NAMES OF 10 DIFFERENT INDIVIDUALS OR TROUPES.

NAME OF UNIT, ARTIST OR TRAINER	TYPE OR CLASS
1. (10 Points).....	.....
2. ( 9 " ).....	.....
3. ( 8 " ).....	.....
4. ( 7 " ).....	.....
5. ( 6 " ).....	.....
6. ( 5 " ).....	.....
7. ( 4 " ).....	.....
8. ( 3 " ).....	.....
9. ( 2 " ).....	.....
10. ( 1 Point ).....	.....

The Billboard is the final judge of all ballots, and decisions made by it are incontestable and cannot be appealed. Contest closes with ballot in issue of November 4, 1939. Final ballot mailing must bear a postmark of not later than midnight of November 4.

Your Name..... Please Print

Permanent Address.....

Affiliation in Show Business or by Whom Employed.....

Signature.....

Please Give City and State

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SPECIAL **Finance Plan** SPECIAL

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EAST ST. LOUIS, ILL.

## PARKER & WATTS CIRCUS CAN PLACE

Circus Acts of all kinds, Aerial and Ground. Small Flying Act, get in touch. We want people who can do their acts every performance and stand prosperity, as we pay in cash. Must have own transportation. July 18, Hillsboro; 19, Chillicothe; 20, Ironton, all Ohio; 21, Huntington; 22, Logan; 24, Charleston, all West Virginia.

# Under the Marquee

By CIRCUS SOLLY

FRANK MILLER, rider, is in the picture, *A Day at the Circus*, now being filmed.

ALLIE T. CLARK, who has been ill at Tuscaloosa, Ala., thanks friends for their telegrams and letters. His mother, Mrs. W. C. Clark, 88, is living with him.

CAPTAIN DALBEANIE recently suffered a dislocated elbow when he fell from top of staircase during his wagon-wheel act and returned to his home.

MEMBERS OF CARMEN Circus Revue and Farmer Fred Burns and wife attended Parker & Watts at Port Huron, Mich., and called on Raymond Duke, clown cop.

MRS. WALTER L. MAIN and sister, of Pittsburgh, recently arrived at Geneva, O. They visited their brother in Maplewood, N. J.; Atlantic Coast resorts and attended the New York World's Fair.

DON ROCKWOOD cards that Eddy Bros. Circus will play Gardiner, Me., July 21, auspices of Police Department. Show was in Augusta-Hallowell section, four miles from Gardiner, in June.

CHARLES (KID) KOSTER on July 13 made arrangements to go in advance of *I Married an Angel*, Dwight Deere Wiman's musical comedy hit. Will open in Montreal on Labor Day.

PARKER & WATTS Circus, after having billed Adrian, Mich., for July 11, passed it up and played Perrysburg, O. Many people were, on the streets for the parade, only to be disappointed.

SAM BARHAM infos that J. C. Admire's circus, managed by Herman Q. Smith, is doing a fairly nice business and has an excellent performance. Barham, who is playing drums, is handling mail and *The Billboard*.

OLEAN IVERY, who is in Plymouth County Hospital, South Hanson, Mass., attended afternoon performance of Russell Bros. at Brockton, Mass., July 5, reporting good performance and light matinee.

FRANK B. HUBIN writes that the Wild West show at the New York World's Fair is the headquarters for showfolk. Seen there are Tex Cooper, Eddie Vaughan, Chuck Connors, John Agee and Hubin.

BOBBY GOSSANS, formerly with circuses and minstrels, the past 18 years, at the Knickerbocker Theater, Columbus, O., has left there and is now connected

with the Zoo Park near Powell, O., for summer season.

EDW. WERTLEY, veteran showman, is back in the business. He is promoting a merchant exhibition and old-time one-ring circus at Havre de Grace, Md., for benefit of new hospital. It will be presented under two large tents for a week.

GENE HOWE, noted publisher of *The Amarillo (Tex.) Globe and News*, who writes under the cognomen, "The Factless Texan," in his newspaper, says: "When you see the Gainesville Community Circus you can't help but be proud of the fact that you live in Texas."

H. J. YOUNG reports fair business in the northern part of Michigan for his show. Frank Roberts and wife have joined, replacing Roland Worthy and wife, who have joined another show. Frank Hill has joined with his pit show. Young has added several small cages of animals.

FOR RINGLING-BARNUM engagement in Detroit, July 16-18, United Billposting Co. put up 9,000 sheets of snipe; MacDonald Advertising Co., 95 24-sheet stands, and the circus brigade, 5,000 sheets of window lithos and 1,500 sheets of banners. The Detroit American Legion Circus closed a two-week engagement night of July 16.

MORRIS I. KOHAN, New York, who has been making and selling tights to performers for years, plans to meet some of his oldest and best customers for the first time when he makes a tour of circuses and carnivals this summer. He will spend his vacation on a tour of personal contact.

A NUMBER of children from the Worcester, Mass., orphanages were guests of *The Worcester Telegram* and *The Evening Gazette* and George W. Smith, general manager of Ringling-Barnum, when show was there. Smith is a native of Worcester and the folks gave him a great reception. He spoke over the radio between shows. Near-capacity matinee and a sellout at night. John Finnegan,

AGENTS handling *The Billboard* on carnivals and circuses sold more copies during the first half of 1939 than were sold by agents on such shows during the entire year of 1934.

formerly with R-B, working for Smith, attended show. Finnegan is now assistant manager of Whitcomb's Lady's Apparel Shop.

LARRY SLOAN, of Cincinnati, returning from the fair in San Francisco, stopped off in Kansas City to visit Charles Robinson. The latter accompanied Sloan to the Queen City. They visited Barnett Bros., at Decatur, Ill., and met many friends. John Harris, aerialist, entertained them.

ARTHUR BORELLA, since closing with the Great American Circus, has been playing picnics and special events around Los Angeles. Was recently at Highway Police Picnic at San Diego and July 4 at the Firemen's Circus in the Stadium, San Diego. Arthur took in a bullfight at Tijuana, Mexico.

AERIAL ORTONS will leave Parker & Watts Circus July 29 to begin 10 weeks of fairs in Nebraska and Kansas. They recently played host to Dr. E. J. Butterfield and wife, circus fans from their home town, Adel, Ia., at the Fans' convention in Ann Arbor. On July 9 the Ortons drove to Detroit and visited friends at the Legion circus.

BOB COULS, who attended Beers-Barnes Circus, pens that show had 'em on the straw at Milford, Mich., and a well-filled house at Orion.' He visited with Joe Kennedy on Parker & Watts, King Baile on Lewis Bros. and also saw Barnett Bros.

## Max Gruber Retires After 55 Years in Biz

MUSKEGON, Mich., July 15.—Max Gruber, animal trainer, who recently left Lewis Bros. Circus, where he was equestrian director, has returned to his home here and states that he will give up show business.

He spent 55 years in the business, appearing with circuses and in vaudeville. He played the Keith Time for 21 years.

# Dressing Room Gossip

PARKER & WATTS.—Business in the Upper Peninsula of Michigan was exceptionally good when weather permitted, notwithstanding opposition paper. A delightful time was had July 4. Dinner served by Charlie Oliver in cookhouse was nothing less than a banquet. Between performances the folks staged acts and contests. Delbert Graham and Delbert Knight were on arrangement committee; Joe Hodgini, Doc Hefferan and Alva Jones, judges; Joe Webb, emcee; Shelby Jackson, equestrian director. Prize winners: Jane McCrea in both cracker-eating and screaming contests; Sam Marratta and Marge Graham, wheelbarrow; Elmer Graham, rooster crowing; Jim Flanders, pie eating; William Wishek, races; the writer for imitation of wardrobe woman, Mrs. Brady.

GEORGE L. MYERS.

RINGLING-BARNUM — After a well-planned dinner, served to all under the supervision of George Blood, an "in-between" show was given July 4. Under direction of Henry (Buddy) North a program consisting of races, contests, music and a jitterbug contest was given. All departments participated. The winners: Girls' 50-yard dash, Boots Strueby, Cosetta Cristiani, Ortanse Cristiani. Boys' 100-yard dash, Magador, Belmonte and Oscar Cristiani. Wheelbarrow race, Theol Nelson, Magador Cristiani. One-legged race, Boots Strueby, Cosetta Cristiani. Egg and spoon race, Antoinette Concello. The final event was the jitterbug contest. The prize was divided among the big top, cookhouse and candy-top boys. All prizes were in cash. Special music was under direction of Merle Evans. Fred Bradna did the announcing.

MARY ERDLITZ.

COLE BROS.—A number of folks went to Callander to see the Quintuplets when show was at North Bay, 10 miles away. Al Dean's place is getting so popular he is installing a doughnut machine and also is air-conditioning. Sailor Jack,

tattooed man in side show, is doing a nice job as interpreter. He speaks French like a native. At Val d'Or, Que., the lot was so small we had to dress in a coal shed and many came out doing blackface. A record for John Smith—he made breakfast twice in one week. The Fourth was celebrated in a small way by us Americans, including Otto and Justin Loyal.

Myra Karsey and daughter, Martha, visited at Timmins. They are with the Sims show. Two birthday anniversaries were celebrated last week—Art Mix and Klara Delbosq. Refreshments were served in private top. Estrina Loyal is doing a nice somersault, up four high, and Willis Epps, top mounter with the Moreen Troupe, is doing a nice double to shoulders. Notice Joe Taketa sporting boots and breeches. He reminds me of Earl Sande in his best days—the only thing he needs is a horse.

FREDDIE FREEMAN.

RUSSELL BROS.—A new side show joined recently. It consists of a mentalist, bagpiper, fire eater, magician, sword box, glass eater and an illusion act. The writer assumed the duties as side-show opener for a while.

Billy Gordon's mother joined for a few days' visit. Our first really bad accident of the season happened while going into Woonsocket, R. I. The plank wagon got out of control while making a sharp turn and headed into a stone bridge. The tractor was demolished and the driver and his helper were badly cut up. Several of the folks went fishing in Buzzards Bay at Falmouth, Mass., but I didn't hear of any outstanding catches.

A swell party was given in the big top July 4. Games were played and later ice cream and cakes were served. Those winning prizes were Mrs. Brooks, cracker-eating contest; Rex Rossi, stake-driving contest; Billy Gordon, sack race. The Daltons shooting act joined recently for the concert.

ROBERT ATTERBURY.

# The Corral

By ROWDY WADDY

PASCALLE PERRY, of shooting act fame, is on the road with Gene Autry, who is making personal appearances thru the Middle West. Autry will sail for Ireland and England July 23, and Perry will return to Hollywood. Perry's work with Autry is that of shooting instructor.

PARTICIPANTS in the Oklahoma Ranch Rodeo at Sayre, Okla., July 4 were Marion Ross, arena director; Sterling Weeks, announcer; Johnnie Jamieson, Manford Harrison, Leroy Hill, Dave Rollison, Claude Adcox, George James, Raymond Johnson, Roy Ross, Gardner Ross, Chick Crisp, Bill Jones, Joe Van Vacter, Clyde Wilkins, John Brothers and Curley Stewart, clown. Manager Jimmie Ellis featured a horse recently purchased from Buetler Brothers.

BIG CROWDS attended the two-day rodeo on June 24-25, closing event of the San Fernando (Calif.) Valley Fiesta, at the Green Acres Stock Farm on Ventura boulevard before an estimated attendance of 6,500 on Saturday and over 7,000 on Sunday. Ernest Downie laid out the grounds and supplied sidewalks and seats. Andy Juaregui furnished the stock and chutes and directed the show, with Art Manning assisting. Juan Fierrez was in charge of the chutes and Abe Lefton announced. Fred McCarger, secretary of the American Rodeo Association, was an honor guest, while Buck Jones and horse, Silver, made a personal appearance. Jess Kell and his mule clown. Contestants, all members of the Cowboys' Turtle Association, included Burrell Mulkey, Clay Carr, Andy Juaregui, Shannon Davidson, Tex Schultz, Harry Hill, Bud Cook, Jack McWiggins, Floyd McGee, Buck Rowell, Buck Brown, Bob Estey, Cleve Kelly, Gordon Davis, Chuck Shepard, Bob Lee, Buckshot Sorrells, Joe Shell, Harold Mueller, Buck Standifer, Bill Richardson, Trent Paxton, Asbury Schell, Dave Stout, Eddie Juaregui, Johnny Bowman, Bob Whiting, Joe Edwards, Homer Pettigrew, Fox O'Callahan, Arline Lee, Bee Cunningham, Gean Russell, Blondy Brunzell, Pete Grubbs, Smoky Snyder, Carl Dossey, Jimmie McGee, Howard Brown, R. Estey, Ben Fancher, Carl Mendez, Lee Farris, Durward Ryan, Chet McCarthy, Felix Cooper, M. W. Del Ray, Harry Louge, Sam Fancher, Bill McFarlane, George Kell, Willie Clay, T. Carr, John Mendez, Frank McCarroll, Jess Hall, Holloway Grace, Oscar Warren, Johnny Beach, Jackie Cooper, E. Fancher, Glenn Tyler, Smoky Moran, Ray Cox, Bussy Henry, Bob Stevens, John Traylor, Shorty Daves, Alvin Gordon, Hannan, Leonard Mitchell, Canada Kid, Fritz Truan, Joe Malloy, Jim Hudson, Jim Huggins, Lawrence Cline, Idell Garcia. Trick and fancy riders and ropers included Monte Montana, Hank Durnall, Vera Goodrich, Louise Montana, Francis Stiller. Results: Calf Roping, Saturday—Clay Carr, Jo Schell; John Bowman and Gordon Davis split third and fourth. Finals, Buckshot Sorrells, Andy Juaregui; Clay Carr and Homer Pettigrew split third. Steer Roping, Saturday—Buckshot Sorrells, Cleve Kelly; Sam Fancher and Clay Carr split third and fourth. Finals, Cleve Kelly, Clay Carr, Buckshot Sorrells, Willie Clay. Steer Bulldogging, Saturday—Oscar Warren, Earvin Collins; John Bowman and Holloway Grace split third and fourth. Sunday, Earvin Collins, Homer Pettigrew, Leo Farris, Glenn Tyler. Finals, Earvin Collins, Homer Pettigrew, Buckshot Sorrells, Oscar Warren Saddle. Bronk Riding, Saturday—Harry Logue, Burrell Mulkey, Alvin Gordon, Frank Finley. Sunday, Chet McCarthy, Burrell Mulkey, Frank Finley, Roy Cox. Wild Cow Milking, Sunday—Oscar Warren, Homer Pettigrew, Trent Paxton; Gordon Davis and Willie Clay split fourth. Bareback Bronk Riding, Sunday—Smoky Snyder, Jimmie McGee, Carl Mendez, Carl Dossey. Finals, Burrell Mulkey, C. McCarthy, Frank Finley, Alvin Gordon. Brahma Bull Riding, Sunday—Carl Dossey, Bob Estey, Bud Cook, Duward Ryan.

# RODEO CONTEST

WATERLOO, IOWA, AUGUST 1-5  
CLYDE S. MILLER, Manager.

## RUSSELL BROS. CIRCUS WANTS

Capable Elephant Man. Give references. Also Colored Musicians. All wire, do not write. Tuesday, July 18, Newburgh, N. Y.; 19, Middletown, N. Y.; 20, Port Jervis, N. Y.; 21, Stroudsburg, Pa.; 22, Lehighton Pa.

## Parker & Watts Circus CAN PLACE

Organized Wild West Carrying Five or More Horses With Own Transportation for Concert Feature on Percentage Proposition. Bill Noble, wire.

Can Place Clowns Doing Comedy Bar Act. 18th, Hillsboro, O.; 19th, Chillicothe, O.; 20th, Ironton, O.; 21st, Huntington, W. Va.; 22d, Logan, W. Va.; 24th, Charleston, W. Va.

## BARKER BROS. CIRCUS WANTS

Cowboys, Cowgirls, Circus Acts, Wild West Clowns. Karl, Roy Lee, wire. P. S. Holland wants Merchant Ticket, Banner and Book Salesmen.

BARKER BROS.' CIRCUS, Twinburg, O.

## WANT

BILL POSTER WITH CAR — BAND PEOPLE Leon Spahr, wire. Monk Parker, write. Other useful Circus People, write. Pay day every Sunday. Show will stay out late. Now showing Minnesota. For route, write or wire *The Billboard*. ATTERBURY CIRCUS, care of *The Billboard*, Cincinnati, or route.



**Met Area Spots  
Feel Cut in Tills;  
W. F. Is Blamed**

NEW YORK, July 15.—Parks and other resorts in this area are experiencing a poor season from gross-receipts standpoint. It has been a tight year for spenders, with apparently most of the public's amusement dollar going into World's Fair coffers. As expected by most showmen before the season opened, attendance at parks, pay-gate resorts and Coney Island and other free admission playgrounds has run consistently ahead of last season, the grosses are averaging between 10 and 20 per cent below a corresponding period in 1938.

Lack of business has not been confined to outdoor amusements, however, all Broadway enterprises and theatrical projects outside of the bright-light districts feeling the effect of the World's Fair. Out-of-towners in to see the fair and the city apparently spend bulk of their budgets between their hotels and Flushing Meadows, with the result that little is left for entertainment elsewhere. They hit town guarded to the hilt against overspending, shop diligently for their fun and call it quits after a brief look-see into local entertainment fields.

Coney Island, for example, has had good patronage from the country cousins, and it is estimated that crowds as a whole are ahead of last summer. Never—  
(See MET AREA on page 35)

**Crystal Beach, Ont.,  
In Its 18th Season,  
Ups Take About 15%**

CRYSTAL BEACH, Ont., July 15.—Crystal Beach here, which this year began its 18th season, is showing about a 15 per cent increase in business to date over the corresponding period in 1938 after making a slow start due to bad weather. With good luck Manager Harry S. Hall expects 1939 to equal the 1937 season, one of the best in the resort's history.

Crystal Ballroom, managed by Harold Austin, whose band and Mel Hammill's Orchestra occupy the stand on week nights, has shown increased attendance, especially on nights when name bands were used. Bob Crosby's and Blue Baron's orchestras recently drew heavily during one-night stands, Crosby pulling record attendance of almost 3,000. Business on the park boat is about 20 per cent ahead of last year. Saturday and Sunday night cruises feature floor shows booked by Walter J. Gluck. Management has concentrated on the booking of mid-week outings and reports having booked affairs for nearly every week of the remaining season.

Officers are George Hall, president; Charles Laube, vice-president and treasurer.  
(See CRYSTAL BEACH on page 35)

**20,000 Drawn in Spokane**

SPOKANE, Wash., July 15.—Despite threatening weather, Natatorium Amusement Park drew 20,000 Fourth of July celebrants, said Assistant Manager Lloyd Vogel, about the same as a year ago. Farmers came early and stayed all day. City folks came to dance at night and watch the fireworks. Farmers proved the better spenders. New Roll-o-Plane ran up with the Octopus, getting many repeaters. Gate was free.

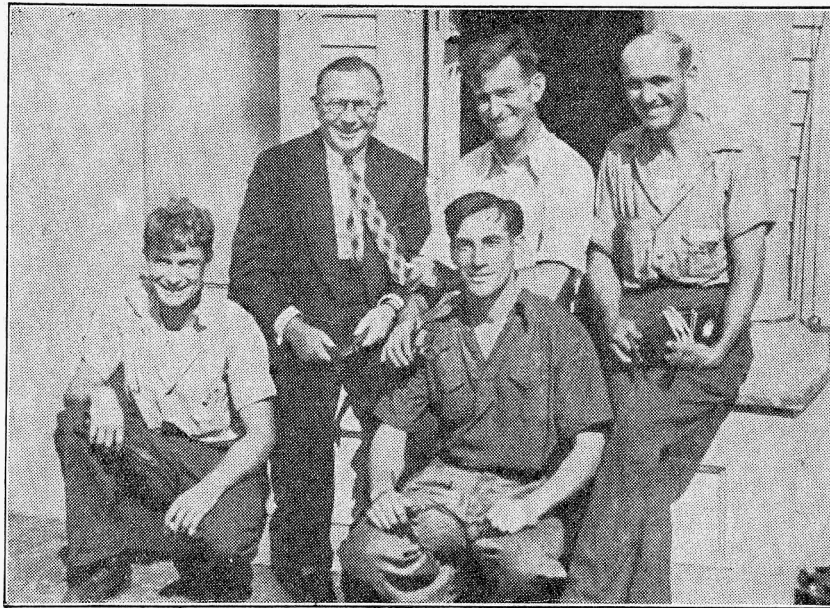
**Savin Rock Drawing Crowds**

SAVIN ROCK, Conn., July 15.—Good weather preceding and following July 4 gave Savin Rock Park opportunity to draw crowds. Despite opposition from New York World's Fair and other summer amusements the park is holding its own. Since schools closed afternoon crowds are better, as are night and week-end sessions. Park looks better than it has in the past 10 years. Many buildings damaged by the hurricane have been replaced with new structures and rides.

**Weather Hurts Belmont**

MONTREAL, July 15.—Manager Rex D. Billings has been battling the elements since Belmont Park, Cartierville, opened its season. Bad weather has prevailed on not less than 32 days, yet the park's gross business is only 7 per cent under that for the corresponding period of 1938.

**NE PICKS SALISBURY**



SOME LIGHT ON AN IMPORTANT SUBJECT: Electrical corps of Palisades (N. J.) Amusement Park, initiates Park President Jack Rosenthal into the "Keep It Perfect Club." In the foreground are Freddy Graham and Sam Cook and in the rear are Jimmy Marsden, chief illuminator, and Arthur Hoag. In case it isn't exactly clear, Rosenthal is in those Finchley (Advt.) clothes. You can see how electrically wise he is—he's holding the pliers with both hands, which is a new wrinkle, anyway.

**Reopening Planned  
For New Riverside  
In Agawam, Mass.**

AGAWAM, Mass., July 15.—Riverside Park here will reopen in three weeks as New Riverside Amusement Park after a lapse of nearly eight years, said Michael J. Daley, owner of the property. A group of Springfield, Mass., business men are backing the enterprise, he said. Midway has been cleared of last fall's hurricane debris. All concessions will be reopened by the new operators and everything except the Roller Coasters will be repaired and painted, it is said.

Park was on the auction block in 1928 when Frank B. Perkins, Longmeadow, bought the property for \$50,000 and Daley took a first mortgage for \$125,000, and again in 1931 when Daley bought the park for \$50,000 and continued to hold the mortgage. Park ran two more years after that on rented concessions basis until 1933 when Daley closed it and refused to lease it again. For the past two years an open-air theater has been operated on the grounds on a rental basis.

More than 50 men are putting the park in order. A permit must be obtained from the board of selectmen before the park can begin operations.

BUCKEYE LAKE, O.—Manager A. M. Brown, Buckeye Lake Park, reported attendance records broken over July 4 week-end with an estimated 45,000. He said about 10,000 were turned back because of lack of capacity to handle the influx.

**Detroit Biz  
Takes Spurt**

Altho Fourth was deluged, three-week pick-up in Edgewater 35% ahead '38

DETROIT, July 15.—Business in parks here showed a decided pick-up on the past week-end, due to warm weather and absence of rain. The latter ruined Fourth of July business. So bad was holiday weather that in Edgewater, typical of Detroit parks, three different times the park was crowded to as great a number as seen in recent years on Independence Day, only to be emptied three times by recurrent cloudbursts.

In Edgewater general business has picked up in the past three weeks enough to bring the season's level up to about 35 per cent over 1938, an improvement of about 20 per cent over the comparison up to the latter part of June. Closing of schools and coming of picnic season have been principal factors. The park is holding the biggest industrial picnic of the year today, sponsored by Chrysler Corp. for employees, and one of the few picnics in this area still sponsored by large industrial corporations in view of the general tendency to let employees' organizations manage such affairs. A modification of policy  
(See DETROIT BIZ on page 35)

**Space Sales for N. Y. NAAPPB  
Trade Show Lively, Says Hodge**

CHICAGO, July 15.—Altho the campaign for sale of space at the 21st annual convention and trade show of the National Association of Amusement Parks, Pools and Beaches started only two weeks ago, Secretary A. R. Hodge, Suite 1130, 201 North Wells Building here, reports that reservations for space are coming in wonderfully. Not only have a majority of oldtimers reserved space but many new ones have either applied or made inquiry regarding the meeting to be held in the Hotel New Yorker, New York, on November 20-24.

There was some fear expressed that the New York show might not receive the same support from exhibitors as previous shows because of the absence of

fair and carnival men. It has been the contention of the exhibits arrangements committee, however, as well as that of President Harry C. Baker and Secretary Hodge of the NAAPPB and President George A. Hamid of AREA that the New York show would enable exhibitors to contact a great many operators who had seldom or never attended a Chicago convention, and this fact would more than offset absence of fair and carnival men.

"Apparently exhibitors feel that same way about it and from present indications a complete sellout of space is anticipated," said Secretary Hodge. "Booth rentals are reasonable and living accommodations at the Hotel New Yorker within the reach of everyone."

**Summer Meet  
At Mass. Beach**

July 27 doings to center in Frolics—Markey in bid for visitors from States

EXETER, N. H., July 15.—The 13th annual summer meeting of New England Section, National Association of Amusement Parks, Pools and Beaches, will be held at Salisbury Beach, Mass., on Thursday, July 27. This announcement of the yearly doings came from Secretary Fred L. Markey from his office here, with the statement that all amusement park, beach and pool men, whether or not they are members of the section, are invited. Secretary Markey said it is hoped that any operators from other States planning to attend the New York World's Fair would arrange to be at the summer session.

"Thirteen is considered a very lucky number in New England and if this continues to hold true I think this will be the biggest, most timely and interesting meeting we have had," he said. "While Salisbury Beach offers surf bathing, deep-sea fishing and a large assortment of rides, games and attractions that amusement park men are interested in, the meeting will be centered around the beautiful Frolics Night Club, now in its third year.

"Frolics is the largest, smartest night club to be found in the East and can be compared only with large night spots in New York. Many park men, not only from New England but from States outside this section, will benefit greatly from their visit to the Frolics. It will no doubt inspire many and show them what can be done with ballrooms and other large buildings that may be liabilities in their parks. Up-to-date methods of cooking and serving will interest everyone in the amusement business. Elaborate musical revues are presented twice nightly by Paul Florenz, New York producer, and the Boston office of George A. Hamid, Inc.

"Our summer meetings are well known for their jolly get-togethers; only important business is transacted, most of the day and evening being given over to renewing acquaintances and getting new ideas on attractions and operations."

**Pleasure Beach, Bridgeport,  
Has Big Upturn in Business**

BRIDGEPORT, Conn., July 15.—Municipally-operated Pleasure Beach Park here, with several attractions added, reports biggest business in several years under management of John Molloy. July 4 business showed a big increase over the day in 1938. A number of picnics have been booked.

New Skooter Boat ride is operating to capacity. Pool, 85 by 205 feet, is completed. It has a 25 by 85-foot beach and is illuminated with eight floodlights. Bleachers have been erected on one side, admission to which will be charged for competitive events. New section has been added to Children's World, which has been drawing heavily.

Bill Burke manages and handles promotional work for the ballroom, which books name bands Sunday nights. Shore House restaurant is having slow business. George Chrisman is in charge of maintenance.

**New Series of  
Legal Opinions**

In the next issue will appear the 18th of a new series of legal opinions. It will be titled *When Proprietor of Amusement Place Is Liable for Injury to Patron*. One of these articles appears in the last issue of each month. The author, Leo T. Parker, is a well-known writer and lawyer.

## The Pool Whirl

By NAT A. TOR

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

### Quotes

Writes Paul H. Huedepohl, of Jantzen swim pool, Portland, Ore.: "Practice of allowing men to bathe in trunks only is growing and it is only in a few spots in the United States where it is not permissible. It is, however, up to the male swimmer not to overstep this limit by appearing in scanty trunks especially designed for athletic activity rather than for bathing or swimming. It is this type of garment that causes the greatest protest from some of the populace and gives these busybodies a chance to bring in a new set of ordinances which may cause the majority of swimmers no end of trouble. Many swim suit manufacturers are taking heed to this situation and are attempting to design trunks and style them so that they will not look like supporters, because they realize that if the extreme streamlining is continued they may expect to hear an edict similar to that issued from Atlantic City, 'We do not allow gorillas on our beaches.'"

Speaks Harry Pincus, treasurer of Riverside Cascades and Jerome Cascades outdoor tanks, New York City: "There's nothing too wrong about a bathing establishment that a hot spell can't cure. At the same time I believe that too many pool men still sit back and wait for hot spells without doing anything to entice business on the 100 or more days during an average summer when the temperature isn't broiling. Frankly, I am not sold on all forms of advertising or publicity. In some instances I feel that certain types of advertising are definite wastes of money. This fact has been proved to us at Cascades. But I do not feel that all advertising and publicity should be discarded merely because certain types of promotions have proved unsuccessful. I believe in the old adage of trying and trying again."

States Ken Blake, high diver: "Either carnival, park and beach operators have no respect for high divers or else they think that all of us are 'wet between the ears.' That's the impression I have received from speaking to a number whose salary offers from bona fide sensational high dives are way below standard this season. I know as well as the next one that carnival business or even pools in many municipalities haven't been doing as well as expected and I realize that retrenchment is necessary, but why take it all out on the high diver? Outdoor amusement men forget that a high diver can draw at the front gate—long after an ad in a newspaper has been forgotten. High diving is not a new art, but it's a proven successful one. Come to think of it, there may be a reason for this sudden decrease in prices for high acts—and that is that a number of comparative newcomers in the field, most of whom are amateurs—have been willing to work for coffee and cake. And I suppose op-

erators feel that if they can buy certain high divers for a meager sum all performers, regardless of ability or experience, should work on the same basis. Is that fair?

### Men and Mentions

Still another sideline attraction, fishing, is being ballyhooed at Joe Day's Manhattan and Brighton beaches, off Coney Island, N. Y. There's not a sport, game or diversion not offered at this Brooklyn playground except perhaps knitting, which, come to think of it, is also a free attraction at both beaches.

William Young, who used to boss Midland Beach, Staten Island, N. Y., is now exclusively concerned with private beach real estate and says his pool managerial days are over.

George Tyson, who runs those annual Atlantic City beauty pageants, reports that more pools and beaches are tied up on elimination contests this season than ever before. Was a time when only theaters and night clubs conducted prelims of this event.

Leonard Ashley, of Lido tank, Harlem, N. Y., reports increased attendance. Pool features a ballroom considered one of the hot spots of Father Knickerbocker's noted darktown area.

## Park Free Acts

CONTINUING policy inaugurated early in the season, Buckeye Lake (O.) Park is offering two free acts weekly, said Manager A. M. Brown. Current are Barton's Society Circus and Three Burford Brothers, comedy acrobats.

EDWARD LeROY reports a big Fourth of July in Flint (Mich.) Park, where he presented his high-wire act and fireworks were on the bill, before going to Edgewater Beach, Detroit, for week of July 10.

POWER'S ELEPHANTS, owned by Mrs. Jeannette Power, which have been at Meyer's Lake Park, Canton, O., since closing several weeks ago of the Walter L. Main Circus, have been booked for Youngstown (O.) Police Circus, after which the act will play fairs.

HAVING finished an engagement in Dreamland Park, Rochester, N. Y., and appeared in the grand-stand show at Bath (N. Y.) Fourth of July Celebration. Tumbling Atwoods will play fairs in New York and South Carolina.

IN AN Auto Thrill Show in Lakewood Park, Atlanta, Sunday afternoon, July

9, Mickey Martin was injured about the head when the seat became unfastened, loosening his safety belt. He was in Piedmont Hospital four days. Another of Martin's troupe, Doggie Artrip, sustained two broken ribs in a crash. Both were back performing at end of the week to good crowds, despite hot weather.

## Long Island

By ALFRED FRIEDMAN

It was thought fireworks shows at the World's Fair would lessen the spectacular nature of those produced at the beaches, but the situation turns to the contrary with Jones Beach and Riis Park doing exceptionally well both in method of staging pyrotechnics and from standpoint of attendance.

Six of the nine outdoor stadiums on Long Island are in operation, and midget auto racing constitutes the biggest draw. Eddie De Lange, who got his music start around the local beach area, came back to the scene of his earlier musical endeavors by making a successful stand at Jones Beach with his orchestra.

Poor biz from World's Fair visitors prompted a Long Beach nitery operator to rip down his "Welcome World's Fair Visitors" decorations. A "League of Chambers of Commerce" of beach resorts, with the Rockaway organization at the fore, is being discussed.

## Big Fortnight Near Boston; Paragon Makes Gate Record

BOSTON, July 15.—Amusement parks in this area have had a great fortnight after a slow start. It was cold enough for heavy overcoats thruout June. Nantasket Beach and Paragon Park report the biggest Fourth of July and succeeding week in history. General Manager David Stone reported that Paragon had more than 1,000,000 visitors between July 2 and July 9, a new record. Park is spick and span and shows the effect of good promotional work.

Norumbega Park, Auburndale, is drawing thousands and especially popular is the new Normandie Restaurant. This large partially al fresco dining place has proved a hit and Norumbega is having one of the best seasons of its long existence history.

Revere Beach has suffered loss of patronage because of the dog track one block away. But even with this handicap, beach amusement places are doing good business and in hot weather. Thousands have flocked to Hampton Beach, N. H., and amusement places there are doing best business in years.

## Coney Island, N. Y.

By UNO

Yokel's Hotel, 70-year-old hostelry on West Eighth street, one of Coney's landmarks where P. T. Barnum and his cronies used to gather to promote and swap ideas and which in 1900 was leased to Harry O'Brien, who operated until 1915, when it returned to its original proprietors, is being demolished to make way for a modern building which, rumor has it, will be a new courthouse. Still another oldtimer, one more link to be missed in the tradition of Coney Island. Yokel's, adjoining the Magistrate's Court and police station, used to be a tarrying spot for clerks, reporters and spectators from court sessions.

Luna Park's new concession is an alligator exhibit covering a spacious site near the Dragon's Gorge. Operators are Lester Mack, a former burly straight man and an actor on commercial air programs, and James Bagwell. Sign overhead calls it Capt. John Anderson's Alligators. Anderson really, tho, is outside lecturer. Jack Salvoza is the Filipino reptile wrestler in the tank. Stock now comprising several baby and two 14-footers will be increased to about 60 in all via a shipment from Florida. Mack, besides his new concession interests, finds time to attend rehearsals for a new dramatic play, *Green Cup*, written by Mike Kallasser and Betty Wells. He also takes part in an air-quiz program in the Hall of Music over at the World's Fair every Tuesday.

### New Girl Show on Surf

Dragon's Gorge and Dodgem are two rides in Luna recently opened and added to the quota of three that are operating with the coming of the new Luna ops, Meinch, Burgess and Pinto. Another Luna feature is a boat ride on the

lagoon, where Shoot-the-Chutes predominated for so long. It is a 10-cent paddle-propelled ride for two people—like the boats at the World's Fair and in Prospect Park, Brooklyn. Another ride, Daffydill, is being readied.

*Streamlined Follies*, new girlie show on Surf avenue, is controlled by Sandy Ehrman, local politician, and Jimmy Davenport, but housed in Dave Rosen's former freak-show building. Davenport is active manager. This is the first girlie show on Coney in nine years. It was Davenport who conducted prior girlie shows here under the billing of *Show Boat Review* and *Ramblers*. Performances run half hourly with a 15-minute intermission. On week days from 7 to 12 p.m.; Saturdays, 3:30 to 12, and Sundays, 2 to 12. Current show's roster includes Sandra Page, singer and emcee; Mary Ann King, dancer; Donna Rogers, strip tease; Billie Vivian, fan dancer, and Bill Neely's line of six girls. Latter to be changed weekly. A colored ork at first was changed to white, with Johnny Evans and his (6) Rhythm Boys replacing July 10. Admission fee runs from 20 to 40 cents. It was a packed house, orchestra (halfway furnished with seats) and balcony, on Sunday, July 9. There is also a blow-off. All principals and the ork are booked from Evans & Lee office in New York. Meyer Hamburg has the drink and candy concession. Harry Feldman is the announcer, mostly inside, with Eddie Rogers, associate spieler, on the outside. Sam Kaplan is Hamburg's assistant and Ike Wagner is ticket seller.

Over 1,000,000 Again

(Sunday, July 9, attendance figures, (See CONEY ISLAND on page 55))

## American Recreational Equipment Association

By R. S. UZZELL

American Museum of Public Recreation is now open daily from 10 a.m. to 8 p.m. at Fifth street and Surf avenue, Coney Island, N. Y. Admission is only 10 cents. It is worth \$10 to any live concessioner or park man. It is a curiosity shop, a museum and an educational institution all in one. All visitors go away satisfied and singing its praises.

The wonder of it all is how so much has been accomplished in so brief a time. The showing is excellent, but many more acquisitions are to be placed on exhibit as fast as they can be gotten ready. The large building looks well filled now, but space will be economized in every way to make room for worth-while exhibits. No outdoor amusement man's trip to New York is complete without seeing your museum. There is a valuable lesson for all, whether coming from an exposition, fair, carnival, circus or amusement park.

### Old Patents Shown

Anyone interested in recreation can be benefited. Evolution of the skate, ice and roller, is accurately traced and illustrated with exhibits of the periods thru which skates have gone. All ages of the bicycle from the crude beginning to modern perfection are shown. The trip is well justified in seeing the working models of the rides and amusement devices. Touch a button and a little motor puts in motion a device many do not know has ever existed. Before spending money on an untried device one would do well to see what the museum has to say and demonstrate for you. Inventors are going around with drawings of devices which were patented before they were born. Seeing is sure to bring praise for this great boon to outdoor amusement men.

Bill Rabkin, of International Muto-scope Reel Co., finds it necessary to move from his large but inadequate quarters to a five-story building in Long Island City. He will occupy all of the building.

W. F. Mangels must yield his rail siding to a demand of Coney Island for more terminal facilities to accommodate growing passenger traffic to the world's playground.

### Dominion Not Open

Strange to see Luna Park, Coney Island, with a free gate and with no lights on the big tower at night. A free gate does not justify the 10,000 tower lights. And the Chutes will not run for the first year in the 45 of its existence. It and the Old Mill were there before Luna Park was conceived by Thompson and Dundy. This season is only an experiment by the management. The Hippodrome comes down this year to make way for stores. Let's hope that Luna Park, another child of Thompson and Dundy, does not fold in the same year.

Dominion Park, Montreal, Can., did not open this year after a career of 35 years. Its phenomenal earnings in its early years never pointed to such a dismal collapse. Failure to keep it aggressive allowed patronage to gradually drift away. Automobileists did not relish crossing so many railroad tracks to reach the place. A rival place with a much more beautiful setting and with a more pleasant drive and free parking was no small factor, plus the fact that it kept coming up while the old place, once started, kept slipping. All must bow to the fact that progress is the cost of success.

## Geauga Biz Is Satisfactory

GEAUGA LAKE, O., July 15.—More than 50,000 jammed Geauga Lake Park on July 4 with perfect weather until 9 p.m. when rain drowned out a fireworks display. Manager W. J. Kuhlman and staff are satisfied with business to date and a large list of picnic bookings should give Geauga one of its best seasons in years.

Improvements are planned for next season, including erection of at least 300 four-room cottages at the Lake, several more rides and other changes. Name bands have been used on week-ends with success, latest being Shep Fields who drew to Danceland more than 3,000. George Hall and his orchestra are set for July 16 and July 23 will feature Renfro Valley Barn Dance with matinee and night show in Garden Theater with capacity of 8,000.

Ben H. Voorheis, promotion director, and Joseph Smith Wilt, park superintendent, are arranging an All Sports Day on August 13. All concessioners report satisfactory business.

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Three abreast, portable, newly redecorated, new top and side wall. Can be seen in operation at Geauga Lake Park. Priced right for immediate sale.  
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# Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

CHAMPLAIN PROVENCHER, honorary secretary of the Amateur Skating Association of Canada, reports that roller skating will not be on the program of the 1940 Olympic Games, but that instead world's, European and North American roller-skating championships will take place. International Federation of Roller Skating, with headquarters in Montreux, Switzerland, he writes, applied for membership in the International Olympic Committee, which met recently in London, England, but not having received the support of any delegate at the meeting, the application was not considered. These countries have national organizations entered in the International Federation of Roller Skating: United States, England, Canada, Argentine, Australia, Belgium, France, Italy,

New Zealand, Portugal, Switzerland, Germany. Rink hockey, speed and figure roller skating are the only branches of roller skating with national and world flavor recognized by the International Federation of Roller Skating, the controlling body on amateur roller skating in the world, he says. British Columbia Amateur Skating Association, which has been given control over all roller skating in British Columbia province by the Amateur Skating Association of Canada, will stage a roller figure-skating event in connection with its annual skating carnival at Vancouver, B. C., next winter.

FIRE which caused \$1,500 damage in Roseland Roller Rink, Niles, O., was of incendiary origin, reported Fire Chief James Swagger. He declared empty gasoline cans were found in the building when firemen arrived and indications were that gasoline had been spilled on woodwork. Most of the damage was to new roller skates and other recently installed equipment, he said.

LEO L. MAYTNIER, Akron operator, announced sale of his roller-rink concession held many years in Summit Beach Park there to Summit Beach, Inc., operator of the park. Rink is operated daily in the former beer garden and plans are to continue skating thruout winter, said Frank Raful, park manager.

TUCSON (Ariz.) Roller Rink will close on July 29 for alterations and redecorating, reports Director John J. Berning, after a very successful season, the new air-cooling plant having provided comfortable skating. Two pairs of shoe skates will be given away on closing night. Since opening on February 1 about 700 members have been enrolled in the Keep in the Pink Skating Club. Monthly parties have been held, with refreshments and prize awards.

OPERATORS in Lincoln, Neb., Tom Boydston, Lincoln Rink, and Art Rogers, Capitol Beach, are having an unusually good summer season. Both have been using newspapers and radio frequently. Boydston is understood to have renewed his lease on his location, which gives him a good downtown spot for winter and summer. Rogers runs usually from March to November at the Beach, which is before and after the regular park season.

IN SKATELAND, Celeron Park's roller rink, opened recently in Jamestown, N. Y., Park Manager J. G. Campbell reports excellent business. Floor capacity is 14,280 feet. Rink is using acts and started off with the Whirling Wheels, boy and girl, booked by Ray S. Kneeland. Charles Meissner is assistant manager.

ATTENDANCE is being boosted in Arena Rink, Saskatoon, Sask., by roller hockey. Tickets at 10 cents admit purchasers to skating sessions with hockey tossed in.

HAROLD H. KEETLE, 10 years manager of the rink in Cedar Point, O., reports he has been made manager of the 125-foot square Rainbow Gardens Rink, Fremont, O.

MOONLIGHT BALLROOM, Meyers Lake Park, Canton, O., many years one of the best known stops in the Middle West for one-night name band engagements, will be converted into a roller rink in the fall, said George Sinclair, directing head of the park. Since a new rink on the midway was razed by fire last May there has been no roller skating in the park. Plans are to equip the terraces in the ballroom on which tables are arranged so they can be removed on skate nights. Dancing probably will be continued in the ballroom week-ends thruout winter. Scores of dine-and-dance beer spots in the district are said to have cut heavily into dance biz in the ballroom other than on Sundays in recent months.

EDGEWATER Park Rink, Detroit, managed by Edward and Orville Godfrey, has introduced Pari-Mutuel Nights on Tuesdays, they report. As played at Edgewater, a set of six horses, nearly life-size, has been placed on a track with set positions. As a wheel is spun, numbered up to 6, each horse whose number turns up is manually advanced in position. Patrons are given their choice of the favorite horse, and on an average

one out of six patrons will win the "pari-mutuel." Award in all cases is a week's skating pass—with cash value of \$2.80 in tickets at the rink.

NEW \$50,000 Skateland, Los Angeles, opened to turn-away business on June 9 and crowds have continued to be good, report Henry E. Bender and T. R. Wygant, proprietors. Equipment includes Hammond organ, Chicago skates, RCA p.-a. system, shoe-skate department, soda fountain and lounge and smoking rooms. Eight instructors work under Floor Manager Louis Rickert, who with his sister, Lee, recently won a Southern California waltz contest. Floor accommodates 2,000 skaters. Daily matinee and night sessions are held, with morning periods on Sundays and holidays.

C. T. McDONALD, the past three years operator of a portable rink in Port Arthur, Tex., said that his plans are nearing completion for erection of a permanent rink in that city, replacing his portable which was destroyed by fire recently. Rink will be a 60 by 130-footer and is expected to be in operation by early fall.

SUMMIT Beach Park Rink, Akron, has spent \$15,000 for remodeling, reports Dale Taylor. Russell Golden is manager. Floor has been lengthened 40 feet, making it 120 by 170, and rink opened on July 15 with a new Hammond organ.

## Traveling Around

By EARLE REYNOLDS

Recently I received a number of letters from readers asking me to again contribute to *The Billboard*. About 35 years ago my aid was enlisted to help create the first Rinks and Skaters columns in the publication, which I am glad to say has been of benefit to everyone connected with the business all over the world—skaters, managers and equipment manufacturers. Supply men in particular have reaped a harvest from the business. In the past few weeks I had occasion to visit two large lumber companies and was surprised to see copies of *Billyboy* in their offices. I was more surprised to learn that the firms had sold more than 200,000 feet of maple to rinks during the past year.

Not long ago while traveling to my home in Indiana I visited 14 portable rink managers along the route and found them equipped with fine tents and first-class floors and musical equipment. What is more important, all were doing capacity night business. Not far from home I stopped at a portable and found the man in charge to be Al Devore, of Hoopston, Ind. In 1919 I saw my first portable rink, owned by Al. A few days later I visited a portable at Ideal Beach, near Monticello, Ind., and met the manager, R. P. Krintz, another oldtimer well known to me. He was doing fine business, packing them in five times a day at 25 cents a throw. It looks as tho portable rinks are going to make millions of skating fans—and what a gold mine for manufacturers the business is!

My advice to portable rink managers is: Do not stay in one spot too long. At the first sign of slackening interest close the rink, leaving patrons a little hungry for a return date. Al Devore, a successful operator for more than 20 years, told me he never stays in a town more than six or eight weeks, returning in about five years. He said years ago the cycle of popularity was about 10 years, but today a new crop of patrons turns over in five years and many of the old ones return. One of the vices of the business, according to Devore, is the lack of regard some operators have for people living adjacent to their rinks. Operations after 11 o'clock will only bring complaints about noise from neighbors, according to Devore.

## DETROIT BIZ

(Continued from page 33)

for duration of the picnic as a family affair, up until 6 p.m., is the banning of beer sales in the park. Sponsor is giving away three carloads of milk.

Free-act policy is proving very successful, and one of the principal builders of patronage this summer, Sensational Royals, high-pole act, are closing, being followed by the Great Leroy, high wire; Harry Froboess, swaying pole, and Dare-Devil Jack, high diver. Special park and midway bally is in charge of Tom Sanger, former Ringling Circus clown, who does an act with a well-trained brown fox terrier.

Melvin Chronister, 13 years with Edgewater as painting foreman and manager of the parking field, went to Willow Mills Park, near Harrisburg, Pa., his home town, to operate a Merry-Go-Round and other attractions at Willow Mills. A new ticket booth on the Funhouse completes the new modernistic front. An archery concession has been installed in the pavilion at lower end of the midway, leased by Schlesinger and Friedman.

## CRYSTAL BEACH

(Continued from page 33)

urer, and Charles Dieboldt Jr., secretary. Roster includes Leo Smith, check stand; Mrs. Seubert, bathhouse; R. W. May, Cyclone Coaster; R. Dean, Airplane Swing; G. Benner, auto parking; K. Sharp, Auto Racer; Ernest Neat, Caterpillar; William Teal, Giant Coaster; William Eagle, ballroom floor man; William Woehl, Ferris Wheel; W. Mann, Old Mill; John McLellan, Laff-in-the-Dark; George White, bathing beach; Warren Roth, Heyday; Jack Brooker, Miniature Golf; Walter Sloat, Octopus; Thomas Dillon, Kiddie Ride; W. Oldfield, Tumblebug; Maurice Provino and Mrs. K. Provino, restrooms, and Leonard Hoffman, Sea Swing.

Elms Amusement Co. attractions include Funhouse and the Circus, Harry Burnett; candy, Earl Hall. Concessioners are Leo Smith, archery; Paul Babcock, bowling and billiards; Walter Butler, blood pressure; Harry Burnett, penny arcade; E. M. Sherriff, souvenirs; Mrs. Alice Devine, darts; Fred Schooley, Dodgem; E. Teasdale and W. Sylvester, Merry-Go-Round; George Hunt and E. Enfield, games; M. L. LeJeune, Miniature Railway; Mrs. R. Mathewson, Motorboat Speedway; Canadian Locker Co.; E. Kantor, photos; H. O. E. Liebermann, pin game; Thomas Dillon, Pony Track; John Richey, games; A. Dexter, roller rink; L. Huffmann, Water Bikes; W. Bruce, shooting and cigaret galleries; Mrs. F. Belchambre, palmistry; G. Brodie, drug store; John H. Sweeney, drinks and hot dogs, and Midway Restaurant, Ltd., lunch pavilion, hot dog, bus, ice cream and sandwich stands.

## MET AREA

(Continued from page 33)

theless showmen continue to report poor business, in many instances below that of last year and in some the lowest in history. Palisades (N. J.) Park and Playland, Rye, N. Y., two largest hereabouts, are playing host to large crowds while park tills at end of the day show receipts consistently below last year.

Hope is held by some operators and concessioners that business will increase as the summer grows older and novelty of the fair as an attraction wears off. Pessimists, on the other hand, are of the opinion that New Yorkers have already exceeded their 1939 summer entertainment budgets at Flushing and will go into a mild form of retrenchment for remainder of this season. It's too easy to obtain cheap recreation at local beaches and playgrounds.

The fair gets the chief blame for disappointing conditions, but ironic part of the set-up is that the fair itself is anything but a big success. Local public has not gone overboard for the World of Tomorrow, and out-of-towners are coming in at about half the rate anticipated.



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No. 778

## Detroit Goes Back to 10 Days; Rodeo Added to Attraction Bill; Coliseum Name Policy Remains

DETROIT, July 15.—Ten-day dates for the 1939 Michigan State Fair here have been confirmed, dropping the idea of a 16-day fair tried out last year for the first time, in a statement by General Manager Dr. L. W. Snow. Premiums are being increased 25 per cent to give added appeal to farm exhibits and draw a higher caliber of exhibits. Over \$67,000 is offered in live-stock and agricultural prizes. Additional prizes will include \$5,000 for a rodeo and \$10,500 for trotting, both new features this year.

Admission will stand at 25 cents, a dime for children. Under regulations issued by Dr. Snow, attractions will be kept to a quarter top, under his policy

that "The nation today is strictly a two-bit country. It has been forced on the public, and those catering to the public must be guided by the limitations of the public purse.

"To attract crowds, entertainment features as well as displays of horses, cows, poultry and farm machinery are a necessity," he said. "In 10 days the fair must do a business of \$250,000 or more. The greater the crowds, the greater the revenue to the fair, and the greater return (See DETROIT GOES on opposite page)

### True to Form

REGINA, Sask., July 15.—Seems as tho even the lack of a head can't keep some women quiet! In the grand-stand show at Lethbridge (Alta.) Exhibition was a "headless woman" displayed by a department store who showed her ability in the art of hog and husband calling.

### Garden State To Resume After Lapse of One Year

BRIDGETON, N. J., July 15.—With acquiring of a 20-acre tract in the northern section of the city, six-day Garden State Fair will be resumed this year after a lapse of one year, reports Pryor Dore. Loss of the old Fayette street grounds prevented staging of the 1938 annual.

Management has booked Cetlin & Wilson Shows for the midway, free acts and nightly fireworks. New location is said to have excellent facilities and local conditions are encouraging. Factories in and near Bridgeton are working full time and all extra help for farm work is being used, it is reported.

### Puyallup Buildings Changed

PUYALLUP, Wash., July 15.—For the 40th annual Western Washington Fair here work is being pushed in many buildings with several projects under way. For the first time 4-H Clubs will have their own building in which to exhibit, 64 by 80 feet. Interior of the College station building is being remodeled. A. E. Bartel, general manager and secretary, said there will be a new restaurant in the building connecting the Fairway and the merchants' booths under the grand stand. Instead of a row of small restaurants along the outside of the building, with a wide passageway in the middle, there are now nine restaurants running the width of the building, which is 48 by 160 feet and adjoins first-aid hospital and Boy Scouts' camp. New restrooms in the Fairway are in a new building, 20 by 60 feet.

LETHBRIDGE, Alta.—Harold F. DePue, manager of North Montana State Fair, Great Falls; L. F. Rutherford, former president of the State Fair, and L. E. Taylor, Great Falls rancher, attended Lethbridge Exhibition and Stampede July 4-8 and said they were amazed at the improvement over last year. They also attended the Calgary Exhibition and Stampede, July 10-15.

## Hamid Sees Better-Than-Expected Season on Tour; W. F. No Menace

NEW YORK, July 15.—Back from a tour of Eastern State and county fair headquarters, George A. Hamid, attraction booker, reported that fair men are becoming increasingly optimistic for a better-than-expected fair season. Exhibit space sales, both industrial and agricultural, compares favorably in most instances with those of last year and townspeople are apparently making preparations for a normal influx of visitors during fair weeks. Both are encouraging indications.

Eastern fair business has been cautious all year due to generally below average economic conditions and their proximity to the New York World's Fair. Lapse



WILLIAM F. (BILL) JAHNKE, secretary of Saginaw (Mich.) Fair, who reports completion of a \$60,000 reinforced concrete grand stand on the grounds set for August 31. Stand will have all modern features and new portable bleachers seating arrangement will give capacity of more than 7,000. Thrill Day, grand-stand show, fireworks, midway and game concession contracts have been awarded.

## New \$60,000 Stand Goes Up For Saginaw

SAGINAW, Mich., July 15.—Construction of a \$60,000 reinforced concrete grand stand on Saginaw Fair grounds is proceeding rapidly, contractors working on a schedule with completion set for August 31. Stand will be ultra-modern with diffused lighting and seating that will permit all spectators to be "right on top" of all track, stage or aerial events.

Dimensions of grand stand proper are 200 by 80 feet with a front height of 8 feet and rear walls rising 53 feet. Permanent bleacher stands to the south of stand will be 108 by 40 feet and portable bleachers on the north end 100 by 30 feet. New arrangement will permit seating of more than 7,000. Stairways into stands will be equipped with flush lights built into each step. Paddock will be paved and outside rail of race (See NEW \$60,000 on opposite page)

## Big Badger Gates Help Swell Budget

MADISON, Wis., July 15.—Record attendance of 624,411 at the 1938 Wisconsin State Fair, Milwaukee, has made possible increased appropriations in every department this year, said Ralph E. Ammon, director of the department of agriculture and fair manager. New buildings and improvements to grounds being completed cost \$331,496. Cash premiums to exhibitors have been increased from \$85,516.50 to \$103,955 and \$2,000 more is being spent for entertainment.

Five stone barns are being completed at a cost of \$208,287. Other improvements include installation of eight-inch water mains and construction of a new road to the subway under the race track.

Largest increase in premiums is in the cattle division, where a boost of \$8,109.25 brings the total to \$25,296.75. Among other increases are draft horses, \$2,130; poultry, \$2,090; swine, \$1,008; sheep, \$976. Junior Fair premiums have been increased from \$17,500 to \$20,000.

## Heads of TAF Groups Named

DALLAS, July 15.—Committee heads for the 1940 annual meeting of Texas Association of Fairs in the Hotel Adolphus here have been named by President W. H. Moore, McKinney, as follows: Program, O. L. Fowler, Denton; attendance, V. F. Fitzhugh, Tyler; membership, M. D. Abernathy, Lufkin. Frank Tompson, Sherman, and John Brogotti, Marshall, are also on the program body. Pending efforts for big attendance, dates have not been set.

## Ak Racing Fund Is Bigger

LINCOLN, Neb., July 15.—Ak-Sar-Ben racing on May 30-July 4 will net something like \$300 per county fair in each of 91 counties. According to the enactment legalizing pari-mutuels in Nebraska, the kitty built up at Ak track must be cut 91 ways to aid in development of county agricultural societies. This is several dollars better per fair than in 1938.

## For Old Buckeyes

COLUMBUS, O., July 15.—Organization of Ohio State Fair 50-Year Club, membership to be limited to persons who attended an Ohio State Fair half a century or more ago, has been started by Fair Manager Win H. Kinnan. At the 89th annual this year club members will be shown special honors and will receive official credentials from the management. A prize will be given to the person presenting at the secretary's office a copy of the first Ohio State Fair premium list ever issued. A prize also will go to the one offering a list in the best state of preservation. First Ohio State Fair was held at Camp Washington, near Cincinnati, on October 5-7, 1850. It is hoped to find some Ohioans still living who attended the earliest State Fair. Manager Kinnan has moved his office staff and equipment from the State office building to the administration building on the fairgrounds, where he will maintain headquarters until at least one week after the fair is over.

## "Show of Century" Sets Brandon Record

CHICAGO, July 15.—M. H. Barnes, president of Barnes-Carruthers Fair Booking Association, who has kept in close touch with his company's big musical production, *Show of the Century*, now being featured on the A circuit of Western Canadian exhibitions, is an elated outdoor showman these days.

From Brandon, first city on the circuit, came word that every existing record has been smashed, demand for seats being so great that two shows were given Wednesday, Thursday and Friday nights.

Brandon officials not only expressed themselves as delighted with the entire set-up of acts and revue, but said the show's reception was unprecedented in the exhibition's history.

## Illions' Rides for CNE; Passes Up Wheels at W. F.

MONTREAL, July 15.—Harry A. Illions, who has several rides booked in Belmont Park, Cartierville, near here, for the season, has been granted permission by Park Manager Rex D. Billings to take the Magic Carpet, Bozo and the Rapids to the Canadian National Exhibition, Toronto, which opens August 25, two weeks before close of the season in Belmont. Contract for the three riding devices was recently signed with J. W. (Patty) Conklin, director of the CNE midway.

Illions returned here a few days ago from the New York World's Fair, where, after checking up on locations offered him for several No. 16 Ferris Wheels, he decided to pass up all offers. He made the trip by plane. One of the locations was near the Parachute Drop, but Illions said he was not interested in this or any other location except on the main midway where *Strange as It Seems* and numerous other shows are.

## Land Bill Killed in Wis.

MADISON, Wis., July 15.—State Assembly killed the Young Bill, directing the State to purchase 60 acres on the north side of the State Fair grounds, Milwaukee. Bill would have required the department of agriculture to make the purchase at a valuation fixed by the director of that department, director of purchases and director of the budget. Measure had been passed by the Senate.

MONROE, Wis.—Brooks Dunwiddie, former treasurer, was named secretary of Green County Fair Association here, succeeding the late R. B. Gifford. William Brown, former vice-president, was appointed treasurer, and Louis Wolleson was named vice-president. B. R. Bennett remains as president.

## New Series of Legal Opinions

In the next issue will appear the 18th of a new series of legal opinions. It will be titled *When Proprietor of Amusement Place Is Liable for Injury to Patron*. One of these articles appears in the last issue of each month. The author, Leo T. Parker, is a well-known writer and lawyer.

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**CUYAHOGA COUNTY FAIR**  
Berea, O., August 16, 17, 18, 19, 20.

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Frozen Custard, Cotton Candy, Novelties, Penny Arcade, Guess Your Weight, Snow Machine, Guess Your Age, Cane Rack, Long and Short Range Lead Gallery, Refreshments, Ball Games, Dart Games, Archery, etc. Must be clean and legitimate. Can use a couple of good shows.

Strong attractions—good publicity. Over one million people reside within 20 miles of fairgrounds. Big night crowds.

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**FAWN GROVE FAIR**  
Fawn Grove, Pa., August 9-12.

**WANTS**

Flat Ride, Loop-o-Plane, Kiddie Ride, Drive It Yourself, Pony Ride, Motordrome, Monkey Show and other clean Shows (no Girl Show). Also Stock Concessions (no G. Joints). Mabel Mack, answer. Other spots to follow. Wire or write **ROY FULLHART**, Mgr., Fawn Grove, Pa.

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All Rides, Shows, Frozen Custard and Bingo sold.

Want Merchandise Wheels and other Concessions. No graft. Cookhouse, Grab, High Striker, Drinks. I am on the grounds every Tuesday and Thursday, 2 to 4 p.m. Address **JOHN T. McCASLIN**, 125 E. Baltimore St., Baltimore, Md.

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

**Ohio To Cut Seat Prices**

COLUMBUS, O., July 15.—Ohio's first "passless" State Fair this year will offer reduced rates in hope of spreading its cost over a greater number of persons attending. Pointing out that nearly \$1,000 worth of grand-stand reserves were not sold, Manager Win H. Kinnan said grand-stand reserved seats at 75 cents were to be done away with and that the entire stand would be open to general admission at 50 cents. Box seats will remain at \$1. For the first two days only, horse-show prices will be reduced. While last year's prices were \$1.50, \$1.25 and \$1, the \$1.50 box seats will remain and other seats will be \$1 and 75 and 50 cents. Elimination of passes for the horse show, except for working press, Kinnan said, will raise nightly receipts from \$3,247 to \$4,050, based on capacity houses.

**Grand-Stand Shows**

TENTH consecutive week of the season without layoff was played by the Billy Siegrist Troupe, flying act, at American Legion Fair, Lewes, Del., week of July 3. Seven fairs, starting in August, have been contracted, and the troupe reports salaries and demand for acts far ahead of last year's.

AMUSEMENT contracts for the 1939 Alabama State Fair, Birmingham, have been announced by Manager D. K. Baldwin, who is working closely with J. Warren Leach, executive vice-president. There will be daylight fireworks for children and night displays also will be furnished by Thearle-Duffield Fireworks Co. Jimmie Lynch will bring his Thrill Show and Barnes-Carruthers will present *Bells of Liberty* revue. There will be auto races on three days, instead of one as in the past, conducted by Racing Corp. of America.

FLASH WILLIAMS and His Thrill Drivers have been booked for Sheboygan County Fair, Sheboygan, Wis., and also Ernie Young's *Follies Internationale*.

EL REY SISTERS, roller skaters, will open their season of fairs in Kutztown, Pa., next month, after having played 16 weeks in large Eastern rinks, and they will return to rink engagements in late fall.

KLEIN'S ATTRACTIONS will furnish the grand-stand show at annual Columbia County Fair, Lisbon, O., for the third year.

ACTS at San Diego (Calif.) County Fair, Delmar, which closed a successful run on July 5, were Lola Monte and Ferdinand, Sensational Daltons, Flying Gaskills and Kathleen Grey.

**Fair Grounds**

TRENTON, N. J.—New Jersey Horse Racing Amendment Association has petitioned the governor and Legislature with a resolution adopted by the board of directors in favor of a nonpartisan commission to regulate horse racing and pari-mutuel betting. Association asks for a commission of four men; that it be non-salaried, bipartisan in make-up and that members be appointed by the governor and confirmed by the Senate.

MOBILE, Ala.—Secretary E. T. Rosen-grant, Greater Mobile-Gulf Coast Fair, has opened offices in preparation for the 1939 annual. Royal American Shows will be on the midway, he reports.

ABERDEEN, S. D.—The 1939 Brown County Fair here has been canceled because the buildings are being used for government projects, said Secretary Had J. Tallman.

LEBANON, Mo.—Revival of Laclade County Fair here this year has been undertaken by Lebanon Chamber of Commerce, reported Secretary Clint Draper, and plans are to continue it as an annual.

PARSONS, Kan.—For the 1939 Tri-State Fair here, 20th annual, entertainment will include rodeo and thrill show. O. B. Dakan has been president many

**OGEMAW COUNTY FAIR**  
West Branch, Mich., August 22-26, 1939. Want Shows, Kiddie Rides, Concessions. We have our major rides booked. Can use any Concession that works for Stock, Real Corn Game spot. No Concessions sold yet. Ask anyone who has played it. Address **WILBUR F. DAVIS**, President, or H. G. HOCKETT, Secretary, West Branch, Mich.

years. J. R. Rockhold is serving as secretary and treasurer, following resignation of Ed Gould as treasurer.

MEXICO, Mo.—With decision to elect an Agricultural Queen, Horse Show Queen and Golden Jubilee Queen, plans for the 1939 Audrain County Fair here are about completed, said Manager E. Y. Burton, Mexico Civic Club.

DELAWARE, O.—Contract for additional structures and fencing on new Delaware County Fair grounds here has been awarded for \$19,291. Plumbing and electrical contracts also are to be completed for the 1939 fair.

WALDRON, Ark.—Scott County Annual Free Fair and Rodeo has been organized here for 1939 with W. B. Piles, president, and B. S. Hinkle, general manager. Site has been selected and there will be awards for beef and dairy cattle, poultry, swine, sheep and 4-H Clubs.

**NEW \$60,000**  
(Continued from opposite page)

course in front of stands will have a concrete retaining wall with wire mesh fencing on top. Every precaution will be taken to protect spectators from track or other hazards. Ground floors will be arranged for dining rooms and booth space around the building. Main entrance to stand and paddock will be from the rear and exits will be at both ends.

For the 26th annual this year the catalog lists cash premiums of \$15,500 in 18 divisions and in addition \$4,200 has been appropriated for harness purses.

Secretary William F. Jahnke said Thrill Day and grand-stand attractions will again be furnished by Barnes-Carruthers Fair Booking Association and displays have been contracted with Thearle-Duffield Fireworks Co. Fairway rides and shows will be furnished by F. E. Gooding Amusement Co., and game concessions on the main midway have been awarded for the sixth consecutive year to the Mannix Concession Co.

**DETROIT GOES**  
(Continued from opposite page)

to the farmer whose wares are seen by the people who consume his produce. That means a fair that will make the farmer happy and likewise the city dweller, who naturally attends the fair as an amusement seeker."

Demand for space for outdoor concessions is greatest on record for this early in the summer, it was reported, with commercial exhibit space also selling well. Contract for background entertainment for the Coliseum show, which will feature headline acts and name bands, has been awarded to Barnes-Carruthers. Special provisions for judging arenas are being made, with the Coliseum turned over to live-stock breeders for part of the 10 days and a separate arena to be provided for 4-H Club exhibits.

An advance of \$70,000 for fair-operating expenses was sought from the State by Manager Snow. He said it might be possible to hold the fair with payment of premiums from gate receipts but could not count upon this. He proposed transfer of some of the State racing funds to the fair.

Confirming his statement that the Coliseum amusement policy with major attractions will be continued, he said: "We will retain the name bands which increased attendance last year. I think the former manager, Frank N. Isbey, was absolutely correct in that idea and that it holds the secret of revenue."



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Every Second  
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Pottsville, Pa. All week, starting Labor Day, September 4. **F. W. BAUSUM**, Secy. Acts to **CHARLES HAUSSMANN**, Treas.

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AUGUST 21-25, 1939.  
GREENFIELD, IND., FAIR ASSN., BOX 184.

# BRANDON GIVES TOP GROSS

## RAS 3% Ahead Of '37 Record

Good weather tilts takes 8% above 1938—interest keener in exhibition

CALGARY, Alta., July 15.—Royal American Shows' sixth consecutive sojourn at Western Canada's Class A provincial exhibitions got away to a record start, according to figures given to the public relations division of the Amusement Corp. of America. Gain at Brandon Exhibition, July 3-7, said Jack Daddswell, public relations director, in analyzing the report was 3 per cent ahead of 1937, top-ranking year at the Manitoba Provincial Exhibition, but more than 8 per cent ahead of 1938.

"An increase was not expected in the face of crop conditions in Manitoba," he said. "Public interest in the fair was keener, however, due to great elaboration in the farm implement show which this time represented equipment valued at more than \$1,000,000."

Midway's boost, on the other hand, was credited largely to expeditious movement of the two RAS special trains from Grand Forks, N. D., to Brandon, a new type of diversity in attractions and ideal riding-device weather.

Among visitors in Brandon were Dan T. Elderkin, manager of Regina (Sask.) Provincial Exhibition; Nate Andre, director; Stan Wayte, publicity representative of J. J. Gibbons agency, Regina, which again has the Regina advertising contract.

J. W. (Patty) Conklin, of the Conklin Shows, and William Horder, general passenger agent, Canadian Pacific Railway, came from Winnipeg, where the Conklin midway is playing a series of engagements, to spend one evening.

Royal American's personnel manifest, largest at any time in the six years this unit of the ACA has appeared on the Western circuit, included more than 1,100 associates and employees.

### Showman's Stepson Drowns

MOREHEAD, Ky., July 15.—Body of Jack Taylor, who drowned at Paradise, Ky., during the flood of July 5, was sent to his stepfather, Jack Barry, showman, for burial here. Doc Wilson, of J. F. Sparks Shows, and a local undertaker prepared the body for burial the next day. Mrs. Mary Crawford, concessioner, and other members of the Sparks Shows assisted during services. Members of the J. J. Page Shows; J. F. Dehnert, of Broadway Shows of America, and Pat Crowe, novelty man, sent funds for burial. Jack and Ruth Barry arrived here from Covington, Ky., on July 5 with their truck and helped extricate Sparks equipment.

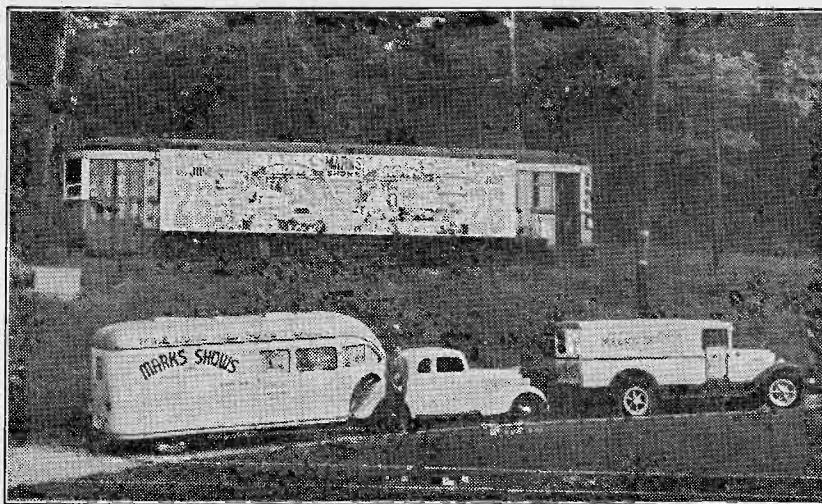
### Showmen Injured in Crash

RAVENNA, O., July 15.—Jack Lydick, showman, and Fred Tillman, Motorcycle driver, were injured near here on July 12 when the motorcycle on which they were riding crashed into an oncoming automobile as they were passing a wagon. Lydick was en route to Norton, Va., where he intended to take over the front of Billy Myer's Girl Show on Eric B. Hyde Shows. Both were taken to Robinson Memorial Hospital here. Tillman sustained a fractured leg, lacerated hands and head injuries when he crashed thru the windshield. Lydick, who landed on the car's hood, received a cut eye and fractured leg.

### New Series of

## Legal Opinions

In the next issue will appear the 18th of a new series of legal opinions. It will be titled *When Proprietor of Amusement Place Is Liable for Injury to Patron*. One of these articles appears in the last issue of each month. The author, Leo T. Parker, is a well-known writer and lawyer.



TRAVELING BILLBOARD and advance department of the Marks Shows are depicted here during the engagement in Wheeling, W. Va. In foreground is advance car No. 1 on the right, and on the left is advertising car No. 2, with Thomas W. Rice, contracting agent, alongside. In background is one of the street cars of the Co-Operative Transit System, covered with a traveling billboard for the shows. Alongside the street car is George T. Chestnut, shows' advertising agent. The moving billboard traversed streets of Wheeling and suburban towns for four hours daily in advance and during the week's engagement and proved a potent business stimulant.

## Cumberland Valley Has Red One in Ky.

STEARNS, Ky., July 15.—Altho rain threatened, Cumberland Valley Shows played a red one here on July 4 when a record crowd turned out, many miners coming to town on special trains run by Kentucky - Tennessee Railway. Stand marked the third year the shows have played this city and good business was heartening to troupers, who had played five weeks to poor business in Nashville, Tenn.

John Thompson joined here with his Posing Show, as did Mom's Animal Show. New Nashville Tent and Awning Co. office top was erected and some ride men bought living tops in Nashville, Bobby Fraser, "Tiger" Jack Mills, "Kid" Bailey, Ralph Carver and Bob Buttner were active here.

Tex Eldridge returned to the Snake Show. "Uncle" Bob Hallum is looking forward to a visit from his son in Detroit. Lyona Winton returned from Manchester, Tenn., where he had been looking after crops on his farm. Bob Hallum has purchased a new car. Harry and Effie Stewart are training two roosters. Ellis Winton is still telling two fish stories.

## Dixie Model's Bow Is Good In Keystone, West Virginia

KEYSTONE, W. Va., July 15.—Opening stand of Dixie Model Shows here on July 1-8 under auspices of the Volunteer Fire Department was very good and the sponsor garnered a substantial sum toward purchase of equipment and uniforms, reports Chris M. Smith. Town was elaborately decorated under supervision of H. D. (Doc) Groves, who received excellent support from Mayor Stuart, and many favorable comments were heard.

Part of Bolt's Rides were missing from the midway, a prior contract having been entered into for a celebration. However, Manager Bolt obtained Claude Belton's Rides and concessions to substitute. Belton's Rides, under direction of Jack Lampson, left the shows on July 9. LaVina Sisters furnished two free acts and Illinois Fireworks Co. supplied pyrotechnics. Spot Basinger had a big week with ham and bacon bingo and C. E. Davis and C. E. Miller were kept busy with a mouse game and rolling ball, respectively. Hot weather on July 4 brought big business to Dixie Keply's frozen custard stand. Mrs. C. E. Miller is a cashier. Some concessions have not yet joined the shows.

## W. C. Women Form Social Organization

KLAMATH FALLS, Ore., July 15.—At the first meeting of the women's Kit Kat Klub, organized for the purpose of good fellowship during Krekos' West Coast Amusement Co.'s stand in Mount Shasta, Calif., Marie Jessup was elected president and Cleo Zotter vice-president, reports Dolores Arthur, secretary-treasurer.

Second meeting was held here in the girl show top, with 28 members attending. Marie Jessup and Mrs. Zotter, who celebrated birthday anniversaries recently, were recipients of gifts. General Agent W. T. Jessup and Manager Mike Krekos appeared at lunch time and left liberal donations for the treasury. Plans were made for picnics.

Among members are Jessie M. Baker, Linda Barnett, Hazel Christenson, Bernice Brock, Pauline Durham, Eda Burkus, Reva Gorman, Durham Birdie Copeland, Donna Layton, Mildred Levette, Emily Mettler, Barbara Hellwig, Tiny Kinnard, Gwen Koccon, Marie Kendricks, Viola Rogers, Ming Right, Marge Richert, Irene Tyron, Marge Perry, Georgia Schwachest, Edith Walpert, Helen Wald, Ruth Warren, Estelle Weiss and Buddie Youngman. Many of the members belong to the auxiliary of the Pacific Coast Showmen's Association.

## Thompson Greater Does Biz In Maine; Roster Announced

HOULTON, Me., July 15.—Thompson's Greater Shows did excellent business at a celebration here on July 4 under auspices of the Elks' Club, reports Harry Goldberg. Event was one of the largest here in several years and everyone got money.

Line-up of Ben Hill's rides included ponies and donkeys, Whitey Wagner, operator. Carry-Us-All, Laurence Clukey, foreman; Moses Bijolle, clutchman; Mrs. Ben Hill, tickets. Ferris Wheel, Buddy Hill, foreman; Arnold Merrill, sound technician; Eddie Shields, tickets. Chair-plane, Percy Bulmer, operator; Archie Hill, foreman and tickets. Gus Vigue is electrician.

Shows: Amelia Wagner's Night in Paris, Louis Beaulie, tickets. Whitey Wagner's What Is It Show. Sailor White's Athletic Show, Joe Soucy, boxer. Churchill Greenlaw's Pig Show, George Beal, operator.

Concessions: Grab stand, Tommy Keefe, owner; Jim Brooks, griddle; Ben Driscoe, kitchen. Punk rack, Mrs. Helen Keefe. Milk bottle game, Tommy Keefe Jr. and Mrs. Jim Brooks. Game, Tommy Keefe and Gus Vigue. Long and short range lead gallery, Harry Goldberg. Beano, Ray Flanders, assisted by sons, Chubby and Happy, and Si Carleton. Pop corn and candy apples, Lou Flanders. Ice cream and penny pitch, Nick Boitelaw. Mouse game and country store, Mr. and Mrs. Bill Edgings. Bumper, Bill Daley. Novelties and knife rack, Ed Brown. Fishpond, Dick Wilcox, assisted by Ernest Malone. Cigaret gallery, Mrs. Dick Wilcox and Ray McDermott. Bowling alley, Louise Brewer. Dart game, Georgia Clevette. Balloon pitch, Nick Boitelaw. Pitch-till-win, Mr. and Mrs. Elson Durgin. Palmistry, Mr. and Mrs. Joe Miller.

## Wis. Amendment Aids Shows

MILWAUKEE, July 15.—Milwaukee County Board on July 10 amended an ordinance prohibiting carnivals or circuses within 300 feet of a residence on motion of Supervisor Bert Busby. Amendment allows residents in the restricted radius to waive objections. Action by the board enabled the American Legion Post, Hales Corners, Wis., to hold its annual carnival on the main street on July 14-16.

## Sis Dyer Buys Big Snake

CHICAGO, July 15.—Mrs. Sis Dyer, of Hennies Bros.' Shows, flew in from New York on Thursday on her way back to the West Coast. Mrs. Dyer, for years a well-known animal trainer, purchased a 30-foot python while in New York and is shipping it to her show on the Hennies organization. She also visited the New York World's Fair and found many of her old friends on the midway.



LOTTIE MAYER AND KEN WARFIELD are having success with their internationally known *Disappearing Water Ballet*, now touring under canvas with the Royal American Shows, which have entered Canada for the sixth consecutive tour of Western Class A fairs. Attraction has a steam-heating plant to maintain constant temperature in the diving tank, rubber costumes thruout, electric organ for music and illumination said to excel the act's grand-stand tours in the United States. Raynell is manager of the Watercade. Photo by Daddswell.

# Club Activities

## Showmen's League of America



165 W. Madison St.,  
Chicago, Ill.

CHICAGO, July 15.—Chairman Elwood A. Hughes advises that stationery for the 1939 banquet and ball is off the press and the committee has started preliminary work on the affair. Remember, the banquet is to be held in King Edward Hotel, Toronto, on November 29.

Secretary Streibich enjoyed a day's visit with J. N. Hefferan and Ira Watts, of Parker & Watts Circus, at their Ann Arbor, Mich., stand. He saw a fine performance and had a most pleasant visit during the Circus Fans' Convention in that town. John F. Courtney is in Chicago and promises to be with us for quite a while. C. W. Finney, of Rubin & Cherry Shows, was in town for day. Harry Wingfield and Lou Leonard stopped over en route to Milwaukee. Mr. and Mrs. Walter Hohenadel, of *White Tops* fame, passed thru Chicago on their return from the CFA Convention. A letter from Fran Minor advises that he is with Rubin & Cherry Shows. Ray Balzer advises that he has joined the Gooding Shows. Dave Tennyson, playing in and around Chicago, reports that he will soon be leaving for fairs. There is no late report on Brother Ben Beno, who met with an accident some time back.

Brother C. D. Odum is still in the hospital, as are Paul Herold, R. F. Trevellick and H. P. Morrow. Colonel Owens and Tom Rankine are still sick at their homes. Nell Webb honored us with the first letter written on 1939 banquet and ball stationery. Harry Hennies advises that he is in a Denver hospital. It may be some time ere he resumes his duties with Hennies Bros.' Shows. Brother Bernie Mendelson is back from a prolonged trip thru the East. Harry Hancock dropped in to pay 1940 dues. Harry is always very prompt in this duty. Brother Nate Miller sent in the application of Paul Delaney. Chairman Ned Torti sends his thanks for this co-operation. Brother (See *SHOWMEN'S LEAGUE* on page 42)

## Missouri Show Women's Club

ST. LOUIS, July 15.—Club was entertained at the home of Mr. and Mrs. Francis Deane, of Fulton Tent and Awning Co., on July 5. As the temperature climbed to its season's peak that day, the beautiful back lawn was appreciated by rummy players. A splendid buffet supper was served by Mrs. Deane.

Those attending included Mrs. Grace Goss, Nell Allen, Gadette Storm, Millicent Navarro, Florence Parker, Irene Burke, Gertrude Lang, Clela Jacobson, French Deane and Kathleen Riebe.

Being the only husband present, Mr. Deane was elected temporary mascot. Mrs. Mary Francis was reported ill in a Chicago hospital.



FOR THE FAIRS

THE 7-CAR PORTABLE  
**TILT-A-WHIRL**

ORDER FOR PROMPT  
NOW DELIVERY

Your only complaint will be that you did not own one long ago.

For Particulars Write

**SELLNER MANUFACTURING CO.**  
Faribault, Minn.



Palace Theater Building,  
New York.

NEW YORK, July 15.—The Rosenthals (aided and abetted by Joe McKee) have turned in over 25 memberships this season. Distribution of award books is increasing satisfactorily. . . . First preview of the Ferncliff Cemetery site, created exclusively for members of the NSA, with special arrangements for the immediate members of their families, was attended this week by President George A. Hamid, Executive Secretary John M. Liddy, General Counsel Max Hofmann, and chairman of the cemetery committee, Joe McKee.

During the last 10 days out-of-town visitors included John F. Harrick, Craig Bros.' Shows; B. F. Garfield, Al G. Miller Shows, and Martin Jessops, Greater American Shows.

Commenting on the membership drive, Executive John M. Liddy states: "To date there are seven members that will receive official recognition of their activities by being awarded the gold emblem of life membership. Inasmuch as announcements will be made at the second annual Benefit Banquet, November 18, Commodore Hotel, the names are not recorded at this time. However, among the leaders are Eddie Vaughan, of the Wild West Rodeo, New York World's Fair; Sam Rothstein, assistant treasurer and chairman of the house committee; Billy Giroud, of New England Motorized Shows; Palisades Amusement Corp.; Charles Lewis, of Art Lewis Shows; Joseph H. Hughes, of George A. Hamid staff; Doc Cann, of World of Mirth Shows, and a number of others. George F. Whitehead, of Kaus Shows, is a late starter to compete for life membership. Both the Kaus Expo Shows and W. C. Kaus Shows are giving him their support.

After surveying the Ferncliff Cemetery site the committeemen were guests of Director Herbert F. O'Malley at Playland, Rye, N. Y., who acted as personal escort and host to the party.

Literature mailed to 167 traveling show organizations calling attention to activities of the NSA have brought gratifying results. Ninety-seven have retained award books for distribution, only four were returned and the remainder have either sent in new memberships or have promised active co-operation in the drive for memberships and the cemetery and hospital fund.

Andre Dumont is now associated with Midway Inn at the New York World's Fair. He is the prime motivator of the Midway Boosters, a non-profit, non-dues-paying organization to augment the business and enthusiasm of employees and patrons of the amusement area.

Birthdays: Jake Shapiro, July 23; Clem White, July 24; Harry Sandler, July 25; Henry L. Rapp, Edward Cennane, July 26; Julius Levy, Paulino Rodierguiz, T. A. Wolfe, July 27; Morris Lervinski, Tom Brown, July 28.



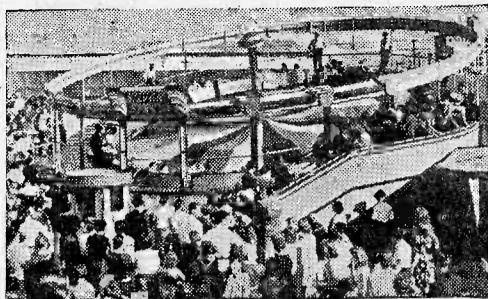
## Heart of America Showmen's Club

Reid Hotel

KANSAS CITY, Mo., July 15.—Nearly all members were out of the city on July 4 gathering koeps while the gathering was good. Weather was ideal and from reports everyone in this section got a fair play. Fairyland Park broke its attendance record and with the heat wave hitting over the 100 mark, business should continue good. Members were scarce around clubrooms this week and there were few visitors.

Brother George Houk, chairman of the house committee and concessioner at (See *HEART OF AMERICA* on page 42)

## "THE RIDE OF TOMORROW"

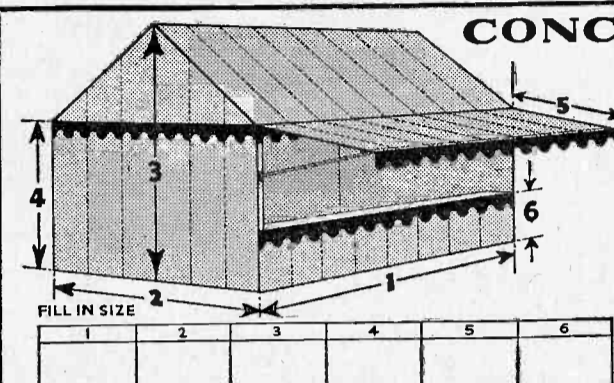


### SILVER STREAK

The portable ride that has everything—thrilling speed with comfort on live rubber tires — mechanically banked trains — capacity over 960 per hour — most beautiful ride produced — available in 18 - 12 car sizes — Ask the man who owns one.

Portable Stages—Ridee-O—Auto Speedway—Carouselles—Light Towers—Hi-De-Ho Fun Houses—Dodgem and Skooter Buildings.

**SPILLMAN ENGINEERING CORP.,** North Tonawanda, N. Y.  
World's Largest Builder Of Amusement Devices



## CONCESSION TENTS

Give Measurements as Indicated  
**BUY**  
from Factory  
**SAVE MONEY**

**POWERS & CO., Inc.**

26th and Reed Sts.,  
Phila., Pa.

## UNITED STATES TENT

S. T. JESSOP, Pres. AND AWNING CO. GEO. JOHNSON, V. P.

OVER 40 YEARS OF SERVING THE OUTDOOR SHOWMAN, WITH AN UNDERSTANDING OF HIS NEEDS AND OPERATING PROBLEMS. DEAL WITH THE HOUSE "WITH AND FOR YOU."

701 North Sangamon Street (Phone: Haymarket 0444), Chicago, Ill.

## INSURANCE

Carnivals, Parks, Concessioners

**CLEM SCHMITZ** Radio City, NEW YORK



## Pacific Coast Showmen's Assn

632 1/2 South Grand Ave., at Wilshire

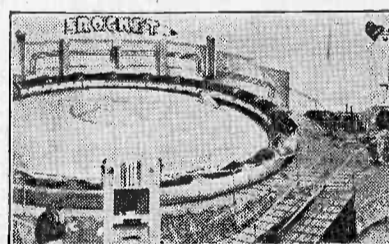
LOS ANGELES, July 15.—Third bi-monthly meeting on July 10 wasn't so gigantic in point of attendance, but those present were apparently intent on having an enjoyable night, and that's what happened. Administration was represented by Harry Hargrave, president; Pat Armstrong, second vice-president; John E. Ward, third vice-president; Ben Dobbert, secretary, and Lou Johnson, executive secretary.

Memorial services were held for our late brother, Charles Clardy, killed in a railroad-crossing accident in Redding, Calif., on June 29. Funeral services, held July 1 in Verdugo City, Calif., were attended by club representatives. Report of Treasurer Ross Davis reflected favorable financial condition of the PCSA, which is being steadily built up by reinstatements, the board of governors having adopted a liberal policy toward delinquent members. Communications were read in brief form owing to the great number.

Report of the sick and visiting committee showed Brother Val Vino making a fine comeback. Brother Ernest (Dutch) McCarthy is hospitalized in Flagstaff, Ariz., result of a motor accident. Chaplain John Lyons has a fractured right arm. Brother Ben Beno is still in United Hospital, Port Chester, N. Y., after a fall while doing his act. Brother Guberman is somewhat improved but still in a cast. Number of applications for reinstatement were read, approved and ordered posted for consideration at the next meeting on July 24. Brother Ike Miller was the lucky boy on the awards. He declared it his maiden score, so he got off easy.

Visiting list for the evening included Jimmy Lee, vaudevillian, who praised the fraternal spirit of the club, and Mattox brothers, Dick and Ernest, im- (See *PACIFIC COAST* on page 50)

## "ROCKET" RIDE



Your inspection of this marvelous money getter is sincerely invited. See it! Compare it! You'll buy "ROCKET" — It's Paster—Enormous Capacity. Coney Island, N. Y.; Rockaway's Playland, N. Y.; Palisades Park, N. J.; O. N. Crafts Shows; Gray's Canadian Shows; Riverview Park, Chicago; Miller's Shows, Chicago; Bakerman Bros., Savin Rock, Conn.

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

**SHOW and TRAILER TENTS CANOPIES**  
Fulton Bag & Cotton Mills  
Manufacturers Since 1870  
LANTA ST. LOUIS DALLAS  
MINNEAPOLIS NEW YORK NEW ORLEANS KANSAS CITY, ILL.

SAVE MONEY **MOTORIZE** SAVE MONEY

SPECIAL FINANCE PLAN SPECIAL WRITE CHAS. T. GOSS WITH STANDARD CHEVROLET CO. EAST ST. LOUIS, ILL.

## TENTS - BANNERS

50 Ft. Round Top With Five 20 Ft. Middles. 1 Set Lindy Loop Tops.  
CHARLES DRIVER—BERNIE MENDELSON  
**O. HENRY TENT & AWNING CO.**  
4811 North Clark Street, Chicago, Ill.

**PENNY PITCH GAMES**  
 Size 48x48", Price \$20.00.  
 Size 48x48", With Jack Pot, \$30.00.  
 Size 48x48", with 5 Jack Pots, \$40.00.

**PARK SPECIAL WHEELS**  
 30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24- and 30 number wheels. Price ..... \$12.00

**BINGO GAMES**  
 75-Player Complete ..... \$5.00  
 100-Player Complete ..... 7.25

**SEND FOR CATALOGUE.**  
 Full of New Games, Blankets, Dolls, Lamps, Aluminum Ware, Canes, etc.

**SLACK MFG. CO.**  
 124-128 W. Lake St., Chicago, Ill.

**ASTRO FORECASTS AND ANALYSES**

Single Sheets, 8 1/2 x 14, Typewritten. Per M. \$5.00  
 Analysis, 3-p., with Blue Cover. Each. . . . . .03  
 Analysis, 8-p., with White Cover. Each. . . . . .15  
 Forecast and Analysis, 8-p., Fancy Covers, Ea. .05  
 Samples of the 4 Readings, Four for 25c.  
 No. 1, 34-Page, Gold and Silver Covers. Each .30  
 Wall Charts, Heavy Paper, Size 28x34. Each 1.00  
 Gazing Crystals, Oulla Boards, Planchettes, Etc.

**NEW DREAM BOOK**  
 120 Pages, 2 Sets Numbers, Clearing and Pol-  
 loy, 1200 Dreams. Bound in Heavy Gold  
 Paper Covers, Good Quality Paper. Sample \$0.15  
**HOW TO WIN AT ANY KIND OF SPECULA-  
 TION.** 24-Page Booklet, Beautifully Bound.  
 Samples, 25c.  
**PACK of 79 EGYPTIAN F. T. CARDS.** Answers  
 All Questions, Lucky Numbers, etc., 35c.  
**ZODIAC F. T. CARDS.** Pack. . . . . .35c  
**MENTAL TELEPATHY.** Booklet, 21 P. . . . . 25c  
**"WHAT IS WRITTEN IN THE STARS."** Folding  
 Booklet, 12 P., 3x5. Contains all 12 Analyses.  
 Very Well Written. Per Doz. 50c; Sample 10c.  
 Shipments Made to Your Customers Under Your  
 Label. No checks accepted. C. O. D., 25% Deposit.  
 Our name or ads do not appear in any merchandise.

**SIMMONS & CO.**

19 West Jackson Blvd., CHICAGO  
 Instant delivery. Send for Wholesale Prices.

**The Improved Kiddie Airplane Swing**  
 Attention Carnival Owners and Park Managers



Plan on adding one of these rides to your present equipment. Accommodates 15 large children. Newly designed airplanes and beautifully hand-decorated castings with no advance in price. Ride revolves from propeller power, no gears or belts to bother with. Weight about 2,000 lbs. Description and price on request.

**SMITH & SMITH, Springville, Erie Co., N. Y.**

**KWIKUP CONCESSION STANDS**



Quickly erected—100% portable—bolt and wing nut construction. Orange and Black colors. Five Models. 12 Sizes. New low prices. Circular free.

**THE MONROE CO., COLFAX, IOWA**

**BUDDHA PAPERS—SUPPLIES**  
 1939 ASTRO DAILY, HOURLY FORECASTS.  
 Buddha Papers, 14-7 and 35-page Readings, Zodiac Display Charts, Horoscopes in 11 styles, Apparatus for Mind Readers, Mental Magic, Spirit Effects, Mitt Camps, Books, Graphology Charts, Crystals. Most comprehensive line of Apparatus and Supplies in the World. 158-Page Illustrated Catalogue 30c

**NELSON ENTERPRISES**  
 198 S. Third St., Columbus, O.

**SECOND-HAND SHOW PROPERTY FOR SALE**  
 \$20.00 New Fun House Metal Mirrors, 2x5 1/2 ft.  
 \$10.00 Up, Wax Specimens of Men's Diseases.  
 Large Used Steering Wheels and Boat Lamps. Great Decoration.  
 \$14.50 New Khaki Waterproof Wall Tent with Poles.  
 Others.  
 \$125.00 Elec. Mech. Man, smokes cigar, rolls eyes.  
 We Buy All Kinds of Rink Skates and Unborn Shows.  
**WEIL'S CURIOSITY SHOP, 20 S. 2nd, Phila., Pa.**

**WANT**

Experienced Lot Man, two Free Acts, Concession Agents for Grind Stores, Ride Help. Must drive trucks. Sam Burgdorf, write me.

**SAM LAWRENCE SHOWS**  
 Carnegie, Pa., this week.

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

**Midway Confab**

By THE MIXER

(Communications to 25 Opera Place, Cincinnati, O.)

**YEAH, the fairs better be good!**

**LOUIE SORENSON** now has Hollywood Theater, formerly managed by Cecil Price, on Dee Lang's Shows.

**YOU can always blame bad biz on the bum location, anyway. Don't give the lot superintendent a break.**

**DAVE STEVENS**, who has been in Menorah Hospital, Kansas City, Mo., three months as a result of pneumonia, would like to hear from friends.

**RIDES of Cunningham Exposition Shows** did capacity business at a July 4 American Legion Post Celebration in Parkersburg, W. Va., infos John Riser.

**"STILL in Central State Hospital, but expect to be able to play fairs and celebrations soon,"** cards Billy Mack from Lakeland, Ky.

**A WHOLE lot of folks who didn't celebrate the Fourth, or feel like doing so either, were many carnivalites who played still dates on the Glorious Holiday.**

**BERT AND STELLA BRITT** advise from Asheville, N. C., that Bert's health is improved and that he expects to rejoin the Marks Shows soon.

**CURLEY JAMES**, digger operator on Dodson's World's Fair Shows, is jubilant since recent arrival on the show of Dolores, his wife, reports Roy B. Jones.

**BETTY RAINEY**, patient in King's Daughters' Hospital, Gulfport, Miss., two weeks, rejoined Buckeye State Shows in Biloxi, Miss., on July 4 and resumed her duties as cashier of Rainey's cookhouse.

**W. C. ROBINSON**, pianist with Buckeye State Shows' minstrel troupe, is still tickling patrons with his playing and received favorable notice on recent show broadcasts.

**IMPOSING front, good bally, gorgeous costumes, pretty gals, creditable performance—and piano player in a discolored sweat shirt. Ho, hum.**

**SIDE-SHOW Manager King**, of Buckeye State Shows, garnered some friends and publicity for the shows when he appeared before the Biloxi (Miss.) Lions' Club recently in the role of illusionist.

**F. W. PRATT**, Fuzzell's United Shows, who had the grand-stand pop-corn privilege when the shows played a celebration in Harlan, Ia., reported a good week.

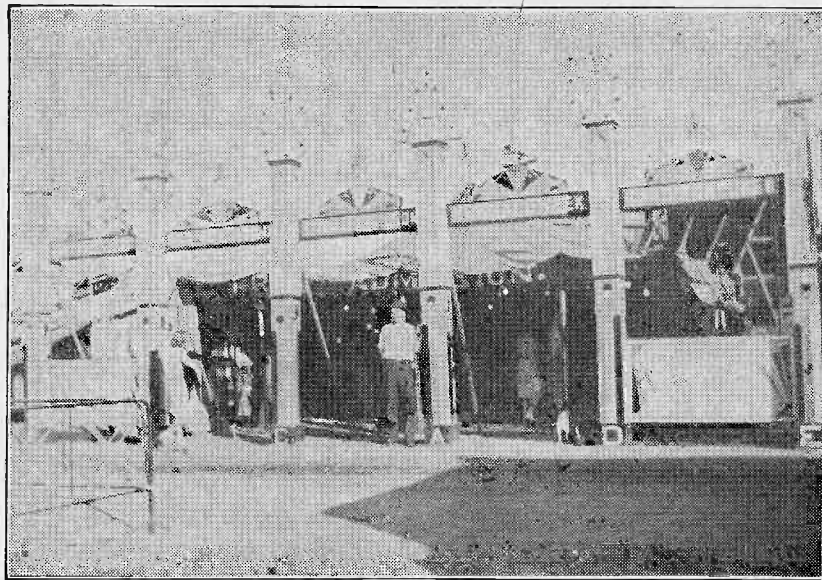
**JULIUS CUMMINGS** and wife joined Dee Lang's Shows in Warren, Minn., on July 3. They will work in the cigaret shooting gallery and fishpond operated by Mr. and Mrs. Euby Cobb.

**L. LUCAS**, manager of Arco, Electrical Wizard, with Latlip's Home State Shows, is visiting New York. He took in the World's Fair and transacted some business.

**IF THOSE supposed to be in charge of the business do not attend to it, who is to blame if the town registers poor business? The g. a., of course.—John Onceyear.**

**GEORGE ENGLIN** rejoined L. J. Heth Shows in McLeansboro, Ill., recently after an absence of two years. He resumed his job on the merchants' ticket box.

**BUD YODER** and associates are operating a night club in East Alton, Ill., to good results, reports Billie Wingert. Rex Bell, Fifi and Lena Ginster, Betty Yoder and Bud are featured entertainers.



ATTRACTIVE FRONT of P. Van Ault's Arcade on Cetlin & Wilson Shows, with Van himself in center of picture. Most of the equipment is from International Mutoscope Reel Co.

**NEW housecar** was delivered to Ann and Jimmie Stepina, Fuzzell's United Shows, recently in Harlan, Ia.

**FRIENDS of Mrs. Alice Rowley Parker**, ill in Roper Hospital, Charleston, S. C., are requested to write to her.

**DOC SUZO**, formerly of Hennies Bros.' Shows, joined West Bros.' Shows recently.

**BE A booster. Tell everyone the other show is doing better than yours!**

**HOWARD AND DAISY REEVES**, L. J. Heth Shows, are adding stock to well-flashed corn game, said H. B. Shive.

**STUART NOCK** and wife, Weyls Production Co., celebrated their fifth wedding anniversary on July 9.

**GEORGE JONES**, photo gallery operator, joined Dodson's World's Fair Shows in Cambridge, O.

**ANOTHER photo gallery** was added by Mr. and Mrs. Lawrence Hester, L. J. Heth Shows, scribes H. B. Shive.

**DON'T fail to put on your big bally when the ride across is going full blast!**

**RALPH T. MYERS**, L. J. Heth Shows, has taken over the minstrel show on that organization.

**"HAD a good week recently with my athletic show on Dixie Model Shows in Keystone, W. Va.,"** inks Lee McDaniel.

**"AFTER playing seven blanks in Ohio Wallace Bros.' Shows will try Kentucky,"** scribes E. E. Farrow, manager.

**LEONARD HAND**, Fuzzell's United Shows, is said to still be top fisherman on the show, with Mrs. T. McNeil running a close second.

**NEW TRAILER** purchased in Kenosha, Wis., is being sported by Johnny, Bessie and Bobby Giamportore, L. J. Heth Shows.

**ED BRUER**, special agent of Dodson's World's Fair Shows, is back on the job after a brief sojourn at his home in Fort Worth, Tex.

**CLARENCE ST. GERMAINE**, The Billboard agent on New England Motorized Shows, visited his wife three days recently on the World of Mirth Shows.

**WHEN a whole midway is closed because a blind man is strong-armed out of his savings do not blame the Girl Show. Why not blame the general agent?**

**TOM KIRK** and Mr. and Mrs. Claire Call visited Weyls Production Co. during the organization's recent stand in Central City, Pa.

**MARY TURNER** reports from Corsicana, Tex., that she recently joined Doc Maynard's Show in that city with her photo gallery.

**MICKEY O'DONNELL** cards from Hamburg, N. J., that he and the Congress of Fighters with Heller's Acme Shows are drawing heavily.

**E. H. RUCKER** pencils from Brooksville, Fla., that he has left Scott Bros.

Shows, on which he was stage manager of the Dixie Minstrels.

ON SOME organizations between the time the g. a. contracts a town and opening night no stoves are needed to heat the midway.—Lefty Lugg.

SINCE recovery of his mother, ill since December, Ernest Mitchell, Tipton, Ind., reports he and his wife intend to catch fairs.

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**No. 12 BIG ELI**



The "Old Reliable" money-maker. 45 feet high, easily moved. 24 to 36 paid fares. With a BIG ELI Wheel there's always money left after you pay operating costs. One reason why they're going strong as ever after 40 years of service to the Amusement Public.

**ELI BRIDGE COMPANY**  
 Builders of Dependable Products.  
 800 Case Ave., JACKSONVILLE, ILL.



Kokomo Jimmy and Sid Crane were recent visitors.

"CAUGHT Ken Davis' free act at Murphysboro (Ill.) Fair recently and enjoyed it very much," scribes Mrs. Sarah Buley, of Royal Midway Shows. "Have known his family several years."

AT A REUNION given by Mr. and Mrs. Andy Bakalar, Streator, Ill., recently were Mr. and Mrs. George Valentine and members of their troupe, Flying Valentines, and Mr. and Mrs. Howard Brookes.

SAILOR JOE SIMMONS cards from Olney, Ill., that Prof. Bill Mathews' museum on John R. Ward Shows played to capacity business in that city on July 4.

THOSE who can't pay their bills at the cookhouse because of their devotion to the old lish should be requested to do their cuffing elsewhere.

JIMMIE JOHNSON and wife joined the Bill Hames Shows recently, working a pin store for W. H. (Bill) Bonta. July 4 business was satisfactory for everyone on the show, says Bunta.

MRS. HARRY MYERS, whose husband is with Krekos' West Coast Amusement Co., arrived from Oakland, Calif., while the show played Klamath Falls, Ore. She will spend the summer with him.

CHARLES GOSS, of Standard Chevrolet Co.; A. T. Dize, tent manufacturer, and Mr. and Mrs. Rollins, former troupers, visited Eric B. Hyde Shows in Narrows, Va., week of July 4.

REPORTING the close of a pleasant 14-week engagement as free attraction on Great Lakes Exposition Shows, Five Flying Fishers are beginning their route of fairs.

LEGAL adjuster of the Great Experiment Shows says that legal liquor does not agree with him; he prefers the other kind.—Milo McGoof.

HYMIE SCHREIBER, of B. & N. Sales Co., was a recent visitor at The Billboard's St. Louis office. He was en route to carnivals in Southern Illinois and reported business good.

PETE SMITH, griddle man with Bennie (One-Ton) Mottie's Midway Cafe on Eric B. Hyde Shows, closed recently in Narrows, Va., as did Mr. and Mrs. Bill Crooks.

JIMMY JONES and Valdosta Ireland, of Eric B. Hyde Shows, bought housecars in Narrows, Va., recently, and Maj. George Scott purchased a new touring car.

WALTER B. FOX, general representative of Wallace Bros.' Shows, recently contracted four towns in one week for that organization, three of them under auspices.

SOME of those always lamenting poor business and bad luck might take time out to consider Jesse Sparks, flooded out, and Patty Conklin, hard hit by wind.

JOHN CALDWELL, waiter in Glynn's Diner on the Marks Shows, left the show at Beckley, W. Va., upon receipt of news that his mother in Philadelphia is seriously ill.

DOROTHY LEE PAGE, daughter of Mr. and Mrs. J. J. Page, of the shows bearing their name, visited the organization on July 4 in Paintsville, Ky. Next day the family left for Johnson City, Tenn., to attend to business.

WHEN New England Motorized Shows played St. Johnsbury, Vt., Al Ventries, Gordon family, Sylvia Gould, two Giroud families and Rhea and Tommy Carson enjoyed an outing at near-by Willoughby Lake.

RUBY DODSON, daughter of C. Guy Dodson, co-owner of Dodson's World's Fair Shows, has been offered a screen test by a film company scout, reports Roy B. Jones. She will be tested in August.

AGENTS handling The Billboard on carnivals and circuses sold more copies during the first half of 1939 than were sold by agents on such shows during the entire year of 1934.

OWING to the dissension among the concession operators as to where to book the show I have decided to let the g. a. use his own judgment.—Bill Nye.

T. A. WILSON, Snapp Greater Shows, has become a devotee of the golf fairway as he is of the carnival midway and is becoming adept at the grand and ancient Scotch game, letters Jimmy Harris.

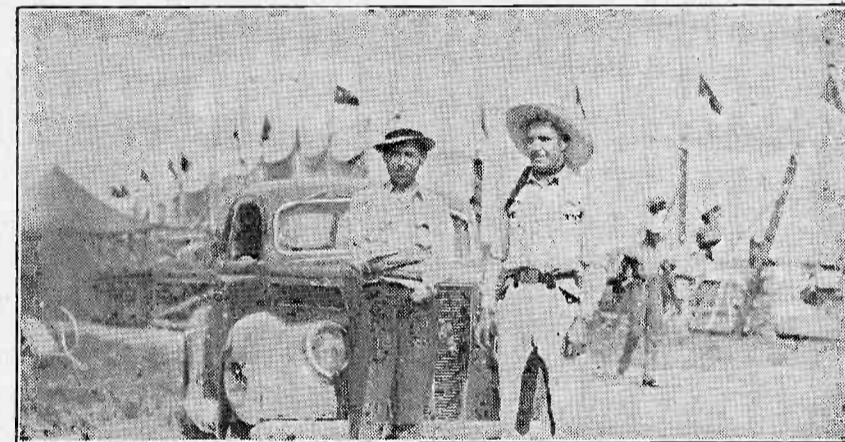
FOUR APOLLOS, aerial free act and feature of Dodson's Thrill Circus on Dodson's World's Fair Shows, were subjects of a four-column front-page story in The Cambridge (O.) Jeffersonian during the shows' stand in that city.

JIMMIE O'NEILL and Co., free act with United American Shows, left the attraction at Evansville, Wis., on July 4 to play fairs, reports William B. Antes, former Russell Bros.' Circus press representative.

FRANK E. PILBEAM writes that he has been at the farm and lake resort of his daughter and son-in-law at Selkirk Lake, Bradley, Mich., since leaving a Detroit hospital two months ago and that he expects to make some celebrations and fairs in August and September.

WHEN ALL of the personnel of ANY organization patronize liquor emporiums SOME of the time and when SOME of them patronize gin mills ALL of the time, then some day—ppfffftt!

ROY E. THOMAS, formerly with Model Shows, Inc., as Tilt-a-Whirl foreman, cards that he is connected with Bay Shore Park, near Sparrows Point, Md.



CAUGHT BY A CAMERAMAN on the lot of Crowley's United Shows are Owner George C. Crowley, of the shows (left), and Rex Cole, film cowboy stunt man, who joined the Crowley caravan with his Western range riders and Wild West Show

He left the show in Baltimore to have an injured finger treated and reports the digit cured.

WHEN Dodson's World's Fair Shows played Mansfield, O., recently C. Guy and Mel Dodson Sr. were made honorary members of the Westinghouse Executives' Club. Both were guests at a luncheon tendered by the club to several members of the shows.

RIDE HELP and friends were tendered a picnic supper on the Ohio River bank by Mr. and Mrs. Charles O'Brien, manager and assistant manager respectively of an F. E. Gooding unit, when it played Wellsburg, W. Va. Mr. and Mrs. Al Hatch attended.

"OUR boss likes to leave people without eating money and hotel bills and is a past master at tossing people around." Might be some sort of hint that he doesn't want 'em.—Colonel Patch.

FRANK BLAND, special agent, and Mr. and Mrs. Harry Copping, Bantly's All-American Shows, visited friends on Cetlin & Wilson Shows in Clearfield, Pa. Copping renewed acquaintanceship with Jimmy Conners, who spent many years on the old Copping Shows.

MAX HILL, of Schult Trailer Co., delivered trailers to Mr. and Mrs. J. W. Wilson, Mr. and Mrs. Leo Carrell and Mr. and Mrs. Duke Jeannette, of Cetlin & Wilson Shows, recently, and received orders from Dr. Ralph Garfield and Germaine Burgevin.

L. E. BROWN, Tom's Amusement Co., reports that business over July 4 holidays in Panama City Beach, Fla., was good, everyone getting money. Sunday's

gross was only slightly less than on the Fourth and biz has remained good.

J. R. MALLOY Circus, en route with W. G. Wade Shows, holds 100 per cent membership in the Charles Seigrist Showman's Club, Canton, O. Membership cards recently were received by male personnel of the show, which includes Malloy, Jimmy and Barney Arensen and Johnny Oteri.

"HAVE been under the weather for a week but am recovering," writes Walter Lankford, whose band with Rogers' Greater Shows recently played Martin, Tenn. "Frank Brooks, cornetist, joined here. July 4 biz was big here, tho the rest of the week was light. Rides and shows have been newly painted."

DURING World's Fair Shows' recent engagement in West Chester, Pa., under auspices of the American Legion Post, Sonny Boy Campbell, high-diving free act, and Harry Fish, Ten-in-One midget, were interviewed and received column-long feature stories in a daily paper, reports Herbert A. Douglas.

"DEDUCTIONS" increasing for this and that may soon put the average midway worker in the same frame of mind as the dusky sharecropper who said, "De duc's done got it all."

WRITING from Fort Wayne, Ind., Florence Meeker, widow of Bandmaster Frank S. Meeker, who died there on June 23, opines that she has left the road, probably permanently, as she has taken a position in one of the Throp restaurants there. James Frank, her 10-year-old son, left on July 8 for a three-

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Flashiest wheels made! Designed for the professional concessionaire! Extra durable, perfectly balanced—uniform percentage always. \$750 Made in all standard sizes \$750 and combinations . . . . . Up

**FREE!** Complete Catalog of Evans' Attractions!

**H. C. EVANS & CO.**  
 1520-1530 W. Adams St., Chicago  
 Leading Makers of Amusement Devices.

See Our Ad in Coin Machine Section

DeMay and Frank Howard but missed Rosemary Loomis, who is in a Los Angeles hospital. The Barrows reported the shows did good business and made an excellent appearance.

ADVICE to p. a.'s for 15 cents: Give out as many passes as you can. You'll endear yourselves to the pay attractions. . . . Get the boss' mugg in the paper. This technique tends to sell the show to the natives. . . . Get the scribes drunk. They write better stories in that condition, and cameramen make better shots. . . . Hang around the office wagon. This helps to make you avoid important people at the gate. . . . Never get your stories in on time down town. You'll spoil the city editors. . . . Always tell the news desk that you have just come from the ad department. This will make the editor extremely grateful. . . . Be sure that your mats are of the wrong screen. Why tip too much off to the readers? . . . Give the newspaper men restricted compos good only early in the week. They never go out after Thursdays. . . . Never be on hand when the show arrives. Newspaper men may want some data on the mechanical equipment of the show. . . . Always ask for page 1 position for a layout on Floozie the Wench. Editors will like your conservatism. . . . Sloppy copy is a must. Why make it easier for copyreaders? . . . Invite the newsboys and then go to a movie. Let the newsboys write the human-interest story. (Maybe we have something there at that.) . . . Use last year's pictures. The boss will appreciate the economy. . . . Tote your scrapbooks around. City editors are always anxious about your batting average. . . . Prepare your stories on the back of show stationery. This

**PROVEN MONEY MAKERS**  
**LOOP-PLANE---OCTOPUS---ROLLO-PLANE**  
 Leading All Sales for 1939

Visit the Octopus and Rolloplane Rides, New York World's Fair & Golden Gate International Exposition, San Francisco.

Write for descriptive literature.

**EYERLY AIRCRAFT CO., SALEM, ORE.**  
 ABNER K. KLINE, Sales Mgr.  
 European Suppliers: LUSSE BROS., Ltd., Blackpool, Eng.

RIDES AND CONCESSIONS

Wanted for Big 3 DAY CELEBRATION September 2-3-4, Benld, Ill. Address J. W. CHULICK, Benld, Ill.

WANT

Two good Shows, Novelty Stand, Fishpond. Carthage, Ill., Home-Coming; Elsberry, Mo., Home-Coming; Mexico, Mo., Fair; Versailles, Mo., Free Fair, and other good celebrations. CHAS. OLIVER, 1417 Grattan St., St. Louis, Mo.

WANT

Two 25 or 30 Passenger Buses. Must be in good running condition. Also Shows, Rides and Concessions. Write JOHN T. McCASLIN, 125 E. Baltimore St., Baltimore, Md.

WANT

For Mason City, Ill., Home-Coming on the Streets: Concessions of all kinds excepting Corn Game. Must work for stock and 10 cents. Home-Coming Thursday, July 27. Concessions work Wednesday, Thursday, Friday and Saturday. Will book Ferris Wheel and Kid Ride. WM. HOFFNER SHOWS, care Al Fresco Beach, Peoria Heights, Ill.

BERRY FESTIVALS

ROYAL UNITED SHOWS

Want Concessions, Shows, 1 Flat Ride, Baroda, Mich., July 19 to 22; Coloma, Mich., July 26 to 29. Nine Michigan Celebrations to follow. Have outfit for Girl Show and Five-in-One. Must be first class.

CRESCENT AMUSEMENT COMPANY

WANT FOR THIRD ANNUAL LIONS' CLUB MID-SUMMER FESTIVAL, ROANOKE RAPIDS, N. C., WEEK AUGUST 7. Biggest Event in Eastern Carolina. Over 30,000 Last Year, Bigger This Year. \$500 Cash Prizes, Auto Given Away. Advertiser for 50 Miles. Paper Mills Working Full Time. Enlarging for Celebrations and Fairs. Bona-Fide White Fairs Only, Until Armistice Day. WANT CONCESSIONS for Balance Season. Sell X on real Bingo, Diggers, Custard, Long-Short Range Lead, American Mitt (Homer Hall, wire), Modern Cookhouse, Grab, Scales. Concessions working for stock and not over 10c, Ball Games, Cat Rack, Duck Pond. No X at Roanoke Rapids or Fairs. No Flat Joints, Racket or Sticks (No Gypsies). PLACE capable Agents for Rat & Pan Game. Want experienced party, take complete charge Photo Gallery. SHOWS—Independent Shows, with or without outfit. Will furnish complete new outfit for organized Minstrel Show with Band. Prof. Vadalina, Purl Shield, wife, Midget, Crime, Fat Girl, Snake, Monkey, Posing or Girl Show with own outfit. Must have four girls or more and flash. Unborn or Life, PENNY ARCADE with own outfit. Circus Side Show. Doc Wise, Mabel Mack, Jack Perry, Sam Swain, Bryant Woods, write O. K. to open August 7. We have bona-fide White Fairs, opening September 4, until Armistice Day, closing at De Puntak Springs, Fla., November 11. RIDES—Want Kiddie Autos, U-Drive-'Em Cars, Rolloplane, Fun House, Red Brady, wire. L. C. McHENRY, Mgr.; SHERMAN HUSTED, Gen. Agt., Burlington, N. C., this week. P. S.—Sid Smith, ready close deal we talked over in Florida. Wire.

WANT J. F. SPARKS SHOWS WANT

"Out of the Flood Zone, into the Ozone." WILL OPEN TAYLOR COUNTY FAIR, CAMPBELLSVILLE, KY., JULY 24-29. All new Canvas. Fulton Bag Co. will substantiate this statement. THANKS TO ALL MY VERY FAITHFUL FRIENDS. SHOWS—Will book one or two small Grind Shows, Motordrome and complete Girl Show. RIDES—Book Loop-o-Plane and Octopus. CONCESSIONS—Sell exclusive on Frozen Custard. Book Fishpond, Scales, Candy Floss, Candy Apples. All legitimate Stock Grind Concessions that will work for stock. No office stores. No grift. This positively the cleanest Carnival on the road, and we don't mean financially. Jack Orr wants Grinder for Big Snake Show, also Talkers, Grinders and Ticket Sellers for Side Show. All replies to J. F. SPARKS, Manager, Campbellsville, Ky.

GIRLS - WANTED - GIRLS

CAN PLACE AT ONCE first-class Dancing Girls for Girl Show. Also can place several Attractive Girls for Posing Show. Experience unnecessary. Can use Posing Show Talker and Lecturer. Don't write, wire Western Union or come on. Address C. C. (SPECKS) GROSCURTH Care W. C. WADE SHOWS, Bay City, Mich., all this week.

Bantly's All-American Shows

CAN PLACE FOR THE BALANCE OF THE SEASON Wheels, Coupon Stores. BEN SMITH, Legal Adjuster. CAN PLACE Exclusively Custard, Photos, Watch-la, Pop Corn, Pan Ball Game, Rat Game, Diggers. All address this week, Kane, Pa.; July 24-29, Coudersport, Pa.

WANT SHOWS AND CONCESSIONS OSSIEPE ROTARY FAIR, Ossipee, N. H.

JULY 31 TO AUGUST 5-6 DAYS-6 NIGHTS. A CAR GIVEN AWAY EACH DAY. Positively no grift. WANT Concessions only (one of a kind) that put out Stock. Beano, Diggers, Ball Games, Penny Pitch, Grab, Photo, Scales, High Striker, Rat Game, etc. Two additional weeks assured. Write or wire (no collect) EDDIE HORNE, North Conway, N. H.

SOUTHERN INDIANA LABOR DAY ASSOCIATION

WANTS INDEPENDENT SHOWS AND CONCESSIONS For the Biggest Labor Day Celebration in the State of Indiana. Attendance of over 60,000. Held in the Fair Grounds. Free Acts, Special Events and Outstanding Speakers to draw the crowds. PRINCETON, IND., 2 BIG DAYS—SUNDAY AND MONDAY, SEPTEMBER 3 AND 4. Attractive proposition for Shows and Concessions. Address: JOE BATEY, Secretary, Princeton, Ind.

will prove what a businesslike machine you are connected with.

HENNIES Bros.' Shows scored in the July 6 edition of The Idaho Daily Statesman with story and four pictures of newsboys and inmates of Children's Home, who were entertained as guests of the paper on July 5. Owners Harry and Orville Hennies and Press Representative Walter Hale took kids on a tour of attractions and treated with ice cream, pop corn, etc.

FUNLAND SHOWS' Midway Notes by Ted C. Taylor: There were visitors from J. J. Page and Barfield shows at our stand in Whitesburg, Ky., marred by rain, and biz was light. Joe M. March joined with his eight-piece band. James Phillion, who arrived with his cafe from Rome, Ga., was ill as result of the long hot trip. Business was bad at the July 4 stand in Clintwood, Va., under auspices of the ball club. Weather was rainy.

Los Angeles

LOS ANGELES, July 15.—Arthur T. Brainerd, vice-president of Heart of America Showmen's Club, Kansas City, Mo., and wife, who are doing the West Coast, spent several days here and plan to visit San Francisco expo. Mr. and Mrs. Ed F. Walsh left for a three-week trout-fishing trip in the high Sierras. Florence Appel and Whitey Olson, con-

cessioners with the Frank W. Babcock Shows, were here for a short stopover. Dan Meggs, talker on a headless girl show in Long Beach, Calif., was a recent visitor and reported week-end business satisfactory. Frank W. Babcock reported his organization's stand at the successful San Diego County Fair, Delmar, Calif., was most profitable date of the season. Moffet & Harvey United Attractions reported a profitable July 4 date at Huntington Beach, Calif. Governor Olson added much to the take when he declared July 3 an extra holiday. Al Anderson, owner of Balboa (Calif.) Park, was here on business and stated that July 4 business was very good for rides and concessions, which drew record attendance.

Richards Leaves R. & C.

CINCINNATI, July 15.—Announcement of his resignation from the executive staff of Rubin & Cherry Exposition has been received from Roland W. Richards, publicity director with the organization from the opening of this season until recently. Richards was director of publicity of Royal American Shows during their Florida winter fair season early this year and was then assigned to handle Rubin & Cherry exploitation by directors of the Amusement Corp. of America, which owns both shows and also owns the Beckmann & Gerety Shows. Richards' withdrawal came as a complete surprise and disappointment to his many friends among the showmen and entertainers along the R-C midway.

F. H. Bee Is Stricken

GREENUP, Ky., July 15.—F. H. Bee, owner of the shows bearing his name, was stricken ill here the night of July 4 and had to retire under a doctor's care. He was taken to Memorial Hospital, Huntington, W. Va.

HEART OF AMERICA

Fairyland Park, made a hurried trip to Topeka and booked several concessions for the State fair. Brother Cliff Adams' wife and son are visiting Mrs. Adams' sister in El Paso, Tex. Brother George Ross is making picnics in this vicinity. Brother Jim Pennington, club custodian, spent July 4 with his brother at Engle-

wood, Mo. Brother W. Frank Delmaine is returning to J. L. Landes Shows as secretary-treasurer. "Jockey" Day, advance agent for the Honest Bill Circus, was in the village on business recently. Walter and Edna Isham (Musical Ishams) passed thru en route to join a Western show.

Captain Perkins, auto stunter, became a new club member. Brother Tony Martone and wife visited Mel Vaught's State Fair Shows at Lewistown, Mont. President Mellor and wife are becoming world travelers. Last week they were in Macon, Ga., and this week we hear from them in Portland, Me. Brother Jimmy Morrisey, of Baker-Lockwood, in making a Northern trip for his firm, arrived in Detroit recently and will soon be homeward bound. Mrs. E. L. Paul, who passed away at the home of a sister in Chicago on July 4, for the past 10 years had been a resident in the Reid Hotel and was well known to club members.

Brother Harry Altshuler, treasurer, is visiting carnivals within a radius of 100 miles, enrolling new members. Many former members have been reinstated this year and it looks as if 1939 membership will exceed any previous year. Brother Frank Capps, chairman of the entertainment committee, is making week-end trips to tented organizations in this section and every member is working to successfully put over the "After Toronto Meet" and the annual banquet and ball on New Year's Eve. Club officers are waiting to get reports from show managers as to the benefit performances which were scheduled to follow the Crowley Shows' affair. Again we say "nice work, Brother Crowley," and regret that information we received did not give your show full credit for the splendid gesture.

SHOWMEN'S LEAGUE

(Continued from page 39) S. T. Jessup phoned us that he returned from an Eastern trip. Maurice Helman sent us a message with inclosure of 1940 dues. Recent callers at the rooms were M. J. Doolan, H. Neitlich, Ray Oakes, Maurice Hanauer, Ginger Nye, Julius Wagner, Harry Hancock, John Courtney, Harry Wingfield, Lou Leonard, Charles H. Hall, Jack Pritchard, William Young, Irving Malitz and Matt Sheffield. Thanks to the boys in Canada. Those fish were the nuts. We enjoyed them. Have you sent in your dues?

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

Red Chip, Ore., Week ended July 22, 1939. Dear Mixer: En route from Idaho to Oregon the greatest calamity ever to rock the entire West, that rocked the show train and rocked the Rocky Mountains, one that gave the press of the nation the greatest news scoop of the day, gave Ballyhoo Bros.' Shows the greatest publicity ever tendered any organization as well as one of the biggest front-and-back-gate grosses of all time.

tastrophe, over 500,000 25-cent gate tickets were sold to the curious and sight-seers. In less than an hour the tunnel took on a gala appearance. Pennants, streamers and flags were strung from one end of the tunnel to the other. Grab stands, pop corn, candy apple and juice joints were erected alongside the tracks. Sheet-writers and pitchmen worked off the sides of the flat cars, while our novelty men worked their walking privilege from end to end of the tunnel. The show's secretary then announced that double privilege would be charged, as this was more of a bona fide celebration than a still date.

During the trains' long run over cloud-covered mountains, thru deep canyons and endless tunnels, giving our employees an unlimited amount of scenery (as per contract), a sudden crash threw every man, woman and child to the floors of the coaches amid clouds of dust, flying rock, cries of the frightened, crashing of timber, fire and the demolishing of 22 of the ride wagons, created bedlam and a wild stampede among our 937 people. But the heroism of our Scotch piper, who marched from car to car playing Whoa, Red!, the show's theme song, on his ancient bagpipes, soothed and detracted the many minds from this catastrophe and brought everyone to his senses.

The flats, box and baggage cars that were in the clear were soon pulled into town and unloaded with our first section that had passed thru safely. This was quickly put up and a downtown midway was put into operation, giving the show a double gross. Work of clearing the wreck was slow, being held up by the limited amount of space and the milling crowds. Derailed cars, piles of rock, twisted heaps of ride iron and the demolished wagons kept railroad and show crews busy for four days and nights. During this time the front and back-gate grosses pyramided higher and higher, while slower and slower worked our weary crews.

The crash came when the train was halfway thru a mile-long tunnel. It was caused by our wagons being too high for clearance and thru negligence of our trainmaster. Word of the crash brought thousands of newsreel photographers, reporters and feature story writers from all parts of the West. After learning that no one had been injured enough to make a good news photo Pete Ballyhoo ordered the front and back-gate arches to be unloaded and erected at each end of the tunnel and, thru the unlimited amount of newspaper and radio publicity given our headline ca-

By noon on Friday our gates, concessions and wreckage was loaded on flats and en route to Red Chip. Equipment that had arrived there and was in operation reported a big play up to date. A final check-up of the tunnel-castrophe receipts showed a profit 10 times greater than the property loss. A meeting of the shows' stockholders has been called to decide whether to fire the trainmaster or to give him a bonus. MAJOR PRIVILEGE.

FULL-DATE  
CARNIVAL  
SHOW LETTERS

# Direct From the Lots

BY THE SHOWS'  
OWN NEWS  
REPRESENTATIVES

## Johnny J. Jones (Railroad)

Springfield, O. Week ended July 8. Weather, rain Saturday. Business, fair. Auspices, Independent Automotive Association.

This date marked the shows' fourth consecutive year here. Altho several shows had already appeared here, business held up very well. Bad weather the latter part of the week killed the children's matinee as well as the night. Work of revamping equipment and the building of new will be caught up with before our first fair.

Ernie-Len, double-bodied boy, opened to good results. Eddie Jamieson changed the entire cast of his Plantation Revue. George Marshall, talker, joined to take the front of Rolland's Race-a-Drome. Clarence Ostrander joined and is orating on the monster show.

Thursday night members of the shows gave a stork party for Mr. and Mrs. T. M. (Tommy) Allen. Tommy is the shows' manager. The Springfield Sun and Daily News were liberal with art and copy. Bert Teters, managing editor, was a daily visitor. He is an ardent show fan. Visitors included Mr. and Mrs. A. C. Hartmann, Mr. and Mrs. Claude R. Ellis, of The Billboard, Cincinnati office; Nat Green, of the Chicago office, and Dan Reed, vet showman. Editors Hartmann and Teters renewed an old acquaintance.

STARR DeBELLE.

## Hennies Bros. (Railroad)

Boise, Ida. Week ended July 8. Auspices, Junior Chamber of Commerce and American Legion Post. Location, circus grounds. Business, big.

Since two dailies, The Capital News and The Idaho Statesman, gave the show unlimited support, this date proved second best of the season and a surprise to the management. July 4 was biggest in history of the organization, according to Orville W. Hennies, executive head.

Statesman was host to orphans Tuesday afternoon and resulting publicity was most kind. News sponsored a Saturday kids' matinee and also made the most of the tie-up in the way of art and stories. News also sponsored a candid camera contest and girls of Red Hot and Blue Revue paraded, smiled and posed as amateur photogs snapped. Fireworks on the Fourth foiled a slight shower which might have sent many home.

Now that Lolita Kemp has learned to face lions without fear, Bill Kemp reported his Lion Thrilldrome grosses continue to soar. Connie Austin has taken over the front and management of Gargantua II, ape attraction. Jungle Sis flew to points east after specimens for her monsters show. Skeeter and Snookie Lorow have eliminated minute mustaches in favor of new tail view shirts. They have made numerous improvements on their shows. Rides and shows are to be repainted and conditioned for fairs.

WALTER HALE.

## New England (Motorized)

Glens Falls, N. Y. Week ended July 1. Auspices, Volunteer Fire Department. Weather, hot. Business, good.

Business was fair for everyone, and Frank Pope's bingo did exceptionally well. Wednesday night's benefit show was visited by several from the B. & V. Show, playing near by. Thursday night the New England Shows returned the visit, the evening being pleasant for all. Rides and shows all did well here.

St. Johnsbury, Vt. Week ended July 8. Auspices, Elks' Club. Business, good.

First of week business was good and picked up daily, Friday and Saturday being exceptionally fine. Saturday would have been a red one but for a cloudburst which halted business for a short time. However, in spite of rain the show had nearly 2,000 paid admissions. Albert and Betty Farley had a surprise visit from his mother, whom he hadn't seen in nearly 20 years. She drove here from Canada to see him. Business Manager P. H. McLaughlin is redecorating his rides. W. J. (Billy) Giroud is adding new canvas and brightening up concessions. He purchased a new car recently, making a total of four new cars members have bought in the past two

weeks. Loop-o-Plane, owned and operated by James Mudd, and Ridee-O, operated by Clarence St. Jermaine, are competing for top money.

ELSIE M. GIROUD.

## Bantly's All-American (Baggage cars and trucks)

Glassport, Pa. Week ended July 6. Auspices, Fire Department. Location, Ball Park. Weather, fair. Business, good.

This spot did not come up to expectations this year, altho the committee gave co-operation. Monday night a water battle was staged in front of the midway entrance between firemen and ride boys, led by "Slim" Hetrick. The ride boys, not in form, were a washout. Paul Thorp, member of the Flying Sensations, free act, was injured when struck by a seat of the Octopus. Quick action by Lester Hicks, Octopus foreman, saved Thorp from serious injury. Mrs. Herman Bantly, who has been laid up for a number of days, is improving. Frank Shepperd, electrician, is building light fronts for the new Monkey Show and Funhouse.

A number of friends from Ambridge, Pa., visited Mr. and Mrs. Herman Bantly and Special Agent Frank Bland. General Agent Harry Wilson is in Punxsy, Pa., making plans for the shows' date there. Mr. and Mrs. Bennie Smith's folks, of Braddock, Pa., were guests. Many visi-

tors from the Frank West Shows were on the lot, the West Shows playing near by. Goodfellows' Club, headed by Bud Rilee and Bud Brewer, is gaining popularity each Thursday night. Mary Brown is a new addition to Bud Brewer's Paris Night-Shows. She was formerly with Bland Production Co. Hank Sylow, Crime Show operator, has added two men to his show.

WILLIAM WHITMORE.

## James E. Strates (Railroad)

Oswego, N. Y. Week ended July 1. Weather, cold. Business, poor.

After a long jump all shows and rides were ready to operate by Monday. Prof. George J. Keller, wild animal trainer, has joined with his show. Jack Hamilton's Side Show is receiving commendation. Bill Siros has returned to the show. Five free acts include Peejay Ringens, diver; Jack Hamilton, high pole, and Jim Daring. Mrs. H. W. Jones has returned with her daughter, Gloria, and son, Bill Jr., and Mrs. Strates and children rejoined since school closed. Painting and building continue so that everything will be ready for fairs. Visitors included Max Gruberg, of World's Ex-

George Thompson, trainer, is in charge, assisted by Charlie Hanson, Jimmy Hicks and Fred Riley.

Press dinner was served in Mack Glynn's cookhouse Wednesday, with John H. Marks as host and Ted MacDowell, managing editor of The Beckley Post-Herald, as toastmaster. Other press men were Roy Lee Harmon, Mr. and Mrs. Dorsey Biggs, Betsy Herrien and Henrietta Leith. The paper gave the show much space during the week. Station WJLS was used for spot announcements. A department store sponsored the children's party and staged a parade Saturday morning. Visitors included A. T. Dize, tent manufacturer; Thomas J. Nelson, show auditor, and Charles T. Goss, of Standard Chevrolet Co. Charles A. Abbott, general agent, entertained his pal, Graves A. Perry, supervisor of the tax department of West Virginia.

Show has had prosperity since entering West Virginia several weeks ago, and John H. Marks and associates are pleased with results. WALTER D. NEALAND.

## Gruberg's World's Expo

Ogdensburg, N. Y. Week ended July 8. Location, Hall's lot. Auspices, Knights of Columbus - Masonic Charity Fair first half and Veterans of Foreign Wars. Weather, hot. Business, nil except July 4.

Show opened here on July 1, Canadian Dominion Day. Location four blocks from the heart of town and publicized for 12 weeks, the July 4 event was expected to be big, but afternoon play was nil due to conflicting activities. On night of July 4 crowds came out, but only to get in on final committee awards. Altho more than 6,000 were on the lot, they spent little. The gate was for the committee. Remainder of the week was a blank.

Bill Benbow joined here with a minstrel show. Gene and Leona Young came over with their monkey show. Whitey Usher took over the Zoma Show. The writer made tie-ups with both newspapers and got good support. Station CFLC, Prescott, Ont., gave a lending hand with two quarter-hour broadcasts with show talent. Max Gruberg was taken ill again Thursday night and remained in his hotel Friday and Saturday under the attention of doctors. A cold settled in his mastoid wound. Nancy Gruberg left Wednesday for Pittsfield, Mass.

Visitors included James E. Strates and Jim Kelliher, of the Strates Shows; H. L. (Maggie) Masters, clown from Laffland



MUCH-TALKED-ABOUT ENTRANCE ARCH of Dodson's World's Fair Shows is 42 feet in height in the center and is 91 feet wide. Panels are in chromium with indirect lighting effects, while outside borders are covered with neon. Huge ball in center revolves continuously and carries neon wordage giving the title of the shows. The Dodsons have received much favorable comment, it is said, from prominent visiting managers regarding the arch.

tors from the Frank West Shows were on the lot, the West Shows playing near by. Goodfellows' Club, headed by Bud Rilee and Bud Brewer, is gaining popularity each Thursday night. Mary Brown is a new addition to Bud Brewer's Paris Night-Shows. She was formerly with Bland Production Co. Hank Sylow, Crime Show operator, has added two men to his show.

WILLIAM WHITMORE.

## West's World's Wonder

Arnold, Pa. Week ended July 1. Auspices, fire department and business men. Weather, some rain. Business, excellent.

Don Montgomery and wife joined here to frame a monster show. Art Converse, side-show operator, has left Lyons, Kan., to bring his Ten-in-One to the show. Frankie Tezzano returned Saturday to take over Artists and Models and the girl revue. Fitz Brown, Freddie Costello and Mr. and Mrs. Stanley Herkey were injured while riding in Brown's car. They spent several days in the hospital and upon release Brown bought a new Buick coupe.

Shows and rides had a banner week here, with Ridee-O topping rides and Art Spencer's Wall of Death leading shows. Girl show and Whip were close seconds. Committee, headed by Joe Bruncsak, gave great co-operation. Rides and shows are being repainted for fair dates. Among visitors were Tex Ridge, of Eli Bridge Co.; members of the near-

position Shows; R. C. Jones, of Charlotte, N. C., and Bill Hyde, Big Eli representative, and wife. S. J. PUTNA.

## John H. Marks (Baggage cars and trucks)

Beckley, W. Va. Week ended July 8. Location, Raleigh road lot. Auspices, Police Department. Weather, hot. Business, excellent.

Beckley upheld its reputation as being a good town for the Marks Shows by giving the attraction its second largest gross since leaving quarters. A 276-mile move from Wheeling brought the show here in good time and everything was ready for Monday night. The old lot on Stanley avenue being too small, the show broke in a new one a mile from City Hall, with no bus service, high taxi charges and limited parking.

Monday night's opening was much better than last year, and with perfect weather on Tuesday the midway established a new July 4 record, with big matinee and night crowds. Business continued good every night during the week. A heavy windstorm hit the midway during the Saturday afternoon children's party but did little damage. At night skies cleared after a shower and a new record for Saturday night attendance was set. John Robinson's Military Elephants made their debut here as free act and won favor. The elephant ride was well patronized. Capt.

## 3000 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: 35 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$16.50. Remaining cards, \$5.00 per 100. No. 140—Extra Heavy Green Both Sides. Per 100, \$8.50.

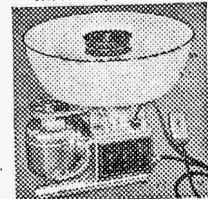
## 3000 KENO

Made in 30 sets or 100 cards each. Played in 3 rows across the cards—top up and down. Lightweight card. Per set of 100 cards, tally card, calling Markers, \$3.50.

All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5x7. LIGHT WEIGHT BINGO CARDS. Black on white, postal or thickness. Can be returned or discarded. 3,000 size 5x7, per 100, \$1.25 in lots of 1,000, \$1 per 100. Calling markers, extra, 50c. Automatic Bingo Shaker. Real Class \$12.50. 3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 1.25. Lightweight Lapcards, 6x16. Per 100 50. Stapling Bingo cards, or sheets on same, extra per C 50. 3,000 Featherweight Bingo sheets, 5 1/2 x 8. Loose, \$1.25 per M. Stapled in pads of 25. Per M 1.50. Postage extra on these sheets. Bingo Card Markers, in strips, 25,000 for 1.25. Dice boards and pads, wardrobe checks, coupon books, subscription books, misc. items. Cat. and sample cards free. You pay any C. O. D. fees. No personal checks accepted. Instant delivery.

J. M. SIMMONS & CO.  
19 W. Jackson Blvd. Chicago

MAKE \$50.00 A DAY ON CANDY FLOSS



Our New SUPER WIZARD with a heavy double head and larger spindle. We have sold this machine to the Concession for the New York World's Fair. Spins Candy Floss FASTER and FINER. For full details write or wire ELECTRIC CANDY FLOSS MACHINE CO., 202 Twelfth Ave., S., Nashville, Tenn.





1939 **10TH ANNIVERSARY** 1939

**ART LEWIS**

Presents

At 15 of the Outstanding Fairs in Pennsylvania, West Virginia, Virginia and North Carolina as Per Below Route.

—15— **HIGH-CLASS SHOWS FREE ACTS**

—15— **MODERN RIDES Light Towers**

**ART LEWIS SHOWS, INC.**

A Midway of Glamour and Illumination

**ROUTE**

MIFFLIN CO. FAIR, Lewistown, Pa., July 31-August 5.

GREAT CENTRAL WEST VA. FAIR, Clarksburg, August 7-12.

BUTLER EXPOSITION, Butler, Pa., August 14-19.

GREAT RADFORD FAIR, Radford, Va., August 21-26.

GREAT GALAX FAIR, Galax, Va., Aug. 28-Sept. 2.

STAUNTON FAIR, Staunton, Va., September 4-9.

ALLEGHANY CO. FAIR, Covington, Va., September 11-16.

**ROUTE**

DAVIDSON CO. FAIR, Lexington, N. C., September 17-22.

WILLIAMSTON FAIR, Williamston, N. C., September 24-29.

SOUTHSIDE, VA., FAIR, Petersburg, Va., October 2-7.

PITT CO. FAIR, Greenville, N. C., October 9-14.

GOLDEN BELT FAIR, Henderson, N. C., October 16-20.

EMPORIA FAIR, Emporia, Va., October 23-28.

PERSON CO. FAIR, Roxboro, N. C., Oct. 30-Nov. 3.

2 MORE PENDING.

**WANT**

SHOWS — Prefer High-Class Minstrel, Illusion Show, Fat Show or any other Money-Getting Shows.

Experienced Dancers for Our Revues— Salary out of Office.

CONCESSIONS—Strictly Legitimate Grind Stores (no Wheels), Juice and Grab, Photos, Scales and Novelties (will sell exclusive Novelties).

RIDES—Silver Streak or Stratoship, or any new Ride.

CHAS. LEWIS can place capable Ball Game Agents. MAE BARRET wants Readers for Temple of Knowledge. Wire or write ART LEWIS, Mgr., July 17-22, Johnstown, Pa.; July 24-29, Charleroi, Pa.

**THE WORLD ON REVIEW**

This Will be the **Finest Railroad Show in the East Season 1940**

committee, and we had a good committee. Steve Stalcup and John Fritz were on the job seeing to it that everyone of the more than 20,000 visitors had a good time and that shows, rides and concessions had proper support. Rides all did capacity business at night on the Fourth, but the day play was hampered somewhat by a morning rain.

Ridee-O went away again with top money, while the Motordrome drew top spot among shows. Irvin Lewis was in bed three days recovering from a cold but was out and going when moving time came. Mr. and Mrs. Roth were kept busy all week entertaining friends and making dinner engagements. Many old-time concessioners were on the lot and there was a lot of story swapping. Imperial Shows played near-by Bloomfield and after the Fourth there were many visits exchanged. Al Houk, Tommy Davenport, Bob Gordon and L. M. Brophy were daily visitors. Also a popular visitor was J. F. Murphy, of Gooding Shows, accompanied by Mr. and Mrs. Bob Parker. WILLIAM R. HICKS.

Rosie Faulkner is still queen of ticket sellers. James Lloyd, general agent, was back on the show for a conference. Docky Osbourne is still proclaimed official midway mascot, while Rose Marie Bedwell is a prime favorite. Cy Holliday, with Scooters, and Harold Lucas, with a Roll-o-Plane, are still getting top money among rides, while a three-cornered battle between Ray Cramer, on the side show; Jessie Clarke, with Hollywood Hit Parade, and Lucille Dodson, on Chez LaFemme, is a nightly affair. Grace Loftus has assumed charge of the She Show and is forging to the front as a manager. Ollie Hager is adding innovations on the Wall of Death.

ROY B. JONES.

**American Carnivals Association, Inc.**

By MAX COHEN

ROCHESTER, N. Y., July 15.—Under date of July 12 there was issued by the ACA offices and forwarded to each member show bulletin No. 1 for the year with an inclosure. In the event that any members have not received this bulletin and inclosure, they are asked to communicate with the ACA office without further delay so that this information may be supplied them.

In the last issue we commented on publicity forwarded to the ACA offices by Cetlin & Wilson Shows, which indicated that they received a full page of publicity in Bradford, Pa. We were not only pleased but also overwhelmed when during the past week we received copies of publicity received by the same shows in Clearfield, Pa., which adds up to almost three full pages. This is something that Cetlin & Wilson Shows should be mighty proud of and an achievement that could be properly emulated by others.

During the past week we also received from Wallace Bros.' Shows, a non-member, a route card patterned after the customary route cards in use by most of the better circuses. While we do not ordinarily comment on matters pertaining to non-members, the route card impressed us as being useful and efficient, and we commend the idea for use by others.

Most surprising piece of mail received during the week was a letter from a secretary of a New England chamber of commerce requesting the association to provide the police department of the particular community with one of our member shows for a celebration. In the minds of some there has grown up the idea that chambers of commerce are opposed to exhibition of carnivals in their communities. We have never agreed with this theory, but must admit that we have had instances where the facts justify such a conclusion. However, the communication referred to, it seems to us, is a sufficient answer to the argument, and I believe it is a mighty fine testimonial to the secretary of the particular chamber of commerce and his organization as well for being fair in their views. There must be many more illustrations of similar matters, and we would be only too glad to mention them if called to our attention.

**Burdick Officials Honored On Birthday Anniversaries**

RIESEL, Tex., July 15.—Birthday anniversary party for Mrs. Jewel Burdick, co-owner and treasurer of Burdick's All-Texas Shows and wife of General Manager Ira Burdick, was held here on July 10 in the decorated bingo top of Mrs. Laura Lockwood, who joined the show recently. More than 100 attended the banquet. Mrs. Burdick was recipient of many gifts. Party was in charge of B. A. Wade, emcee; Marie Hess, James Bauris, Punkin Wade and Minerva Zeidman. Refreshments and souvenirs were distributed.

B. C. McDonald, show secretary, was feted with a party in honor of his 47th birthday anniversary in Waco, Tex., on July 11. The affair, held in the Post Office Cafe, was presided over by Judge W. S. Foster, with many show members attending.

**WANT TRUCK MECHANIC**

Must be sober and reliable. Tom Cooney, Red Jones, Nathan Carl, Wm. Schneider, write. Long season. Sure pay. Address **BOX 182, care The Billboard, Arcade Building, St. Louis, Mo.**

**L. J. Heth (Motorized)**

McLeansboro, Ill. Week ended July 8. Hamilton County Fair. Weather, hot. Business, good.

This was the second year for the shows at this stand and the first 1939 fair. Business was about 14 per cent below last year's mark. July 4, opening day of the fair, was best. Fair officials, hard workers but lacking knowledge of routine perhaps hampered both shows and the fair in receipts. Good grandstand show with afternoon horse racing and night horse show drew crowds.

Ed Hubbard and Joe Venable were in an automobile accident Wednesday night when a car driven by one of their guests left the road. Venable was unhurt. Others were taken to a hospital in Mount Vernon, Ill., for treatment. As a result of a good week members are going in for gayly colored summer clothes. Jean Fontana is sporting a new frock and Jack Knight has increased his wardrobe. Lester and Ann Parrish are often seen strolling along the midway. Mr. and Mrs. Sam Bunch joined here, Mrs. Bunch taking over the cat rack for Manager Heth and Sam operating a bucket store. Mr. and Mrs. George Spirades are sporting a new coupe. Doc Baldorf is fond of watermelon. Curley Rivers recently set a new high for package candy sales. Cowboy Murphy wrestles with Texas boots on. Hank Heth has added a new concession. Joe Fontana was ailing for a few days from food poisoning. Next stand will be West Frankfort, Ill., home of Jumbo Finn, fat boy on one of the attractions. H. B. SHIVE.

**Sunshine**

Quinton, Okla. Week ended July 8. Weather, hot.

One of the largest crowds in history of this city attended the annual July 4 celebration and everyone on the show did business. M. C. Crutchfield severed his newspaper connection and returned to the show, assisting his wife in the management of the side show. Grab and ice cream stands have been added and a new 40 by 60-foot dance hall with six-piece band is on the midway. W. R. (Jack) Coffett has enlarged his cookhouse, adding two men. Robert Reves joined with a juice stand. W. R. COFFETT.

**Dodson's**

Cambridge, O. Week ended July 8. Auspices, American Legion Post. Location, city park. Business, fair. Weather, rain July 4 and Saturday.

This city went to town this year when it placed celebration activities in the hands of the American Legion Post. Committee in charge of Commander Ross Jenkins exploited the doings in a 50-mile radius and the result was thousands of visitors. More than 12,000 people jammed the midway the night of July 4 after fireworks, but a heavy shower drove them home early. Rain interfered Saturday afternoon, resulting in no children's matinee but a great night crowd. Local newspaper was liberal with space, while Columbus (O.) and Wheeling (W. Va.) papers played the show up strong.

New side-show front for Ray Cramer is nearly finished. Front will be 180 feet long, with every banner in full view. Katherine Taylor has a new baby monkey in her simlan circus. Mel Dodson Sr. is on a business trip in the East.

**GOLD MEDAL SHOWS**

CAN PLACE FOR OUR CIRCUIT OF 15 FAIRS AND CELEBRATIONS, starting next week with the Bushnell, Ill., Grain Harvest Festival, on the Streets Uptown:

SHOWS — Fun House and Meritorious Grind Shows.

RIDES — Roll-o-Plane, Pony Track and U-Drive-It Autos.

CONCESSIONS — Pitch-Till-You Win, Hoopla, String Game, Balloon Pitch and other Stock Concessions operating for not over 10c. Can place capable Slum Store and Ball Game Agents.

Address: OSCAR BLOOM, Mgr., Quincy, Ill., this week; Bushnell, Ill., next; Beardstown, Ill., Free Fish Fry Celebration to follow.

**Eks' Charity Fair Circus**

Circus Grounds, Fall River, Mass.—2 Saturdays and 1 Sunday—July 22-July 29

Can place Shows, Grind Stores and Wheels. Address **BILL GIROUD, NEW ENGLAND SHOWS, Gloucester, Mass., all this week.**

**STATE FAIR SHOWS**

WANT — High Flying Return Act for balance of season. State lowest salary. Will Book Photos and Lead Gallery, any Legitimate Concessions. FOR SALE—No. 5 Eli Ferris Wheel, perfect condition, \$2,250.00 cash. In operation on above show.

WILL BOOK OR BUY OCTOPUS OR ROLL-O-PLANE.

Address: STATE FAIR SHOWS, Miles City, Mont., July 15 to 22.

**EVANGELINE SHOWS**

WANT—Ten-in-One with own outfit, Crime Show, Fun Show, Dog and Monkey Circus. Clyde Rialto, answer. Unborn. Will furnish 20x30 Tents for any good single attraction.

CONCESSIONS—Ice Cream, Frozen Custard, Novelties, Country Store, Fishpond, String Game, Clothes Pins, Hoopla, Darts, Scales, Ball Games, percentage open. Reyno, Ark., week July 17th; Willow Springs week July 24.

**IMPERIAL SHOWS**

WANT FOR FAIR AND CELEBRATION DATES, STARTING LOGANSPORT, IND., FAIR, JULY 24

MOTOR DROME, FUN HOUSE, MONKEY SHOW, OR OTHER GRIND SHOWS OF MERIT. SIDE SHOW ATTRACTIONS AND ACT TO FEATURE.

WANT Manager to take charge of Headless Illusion Show. Talker and Girls for Girl Revue (Doc Cox, write). Concessions All Open Except Corn Game and Ball Games. WANT Frozen Custard. Mary Bowen wants Concession Workers.

Crawfordsville, Ind., this week; Logansport, Ind., next week.

**WANT FIRST-CLASS BULL MAN**

"High Pockets," wire if at liberty.

**MAX LINDERMAN, Gen. Mgr.**

WORLD OF MIRTH SHOWS, Bangor, Maine, Week of July 17.











**WANTED**  
FOR THE  
**UPPER PENINSULA**  
**FIREMEN'S TOURNAMENT**  
CRYSTAL FALLS, MICH.,  
The Biggest Celebration in Michigan. Expected to draw over 100,000 People.  
GAMES, SHOWS and some RIDES.  
All write or wire  
WM. E. CARLSON, Chairman.

**WANT**  
SEVERAL HIGH-CLASS FREE ACTS FOR  
**FALL FESTIVAL**  
September 7-8-9,  
LE ROY, ILL.  
OSCAR M. PHARES, Chairman.

16th Annual  
MINERVA (O.) **HOMECOMING AND MERCHANTS' EXPOSITION**,  
5—Days and Nights—5  
AUGUST 14 TO 19, 1939.  
Now booking CONCESSIONS of all kinds. Can also place INDEPENDENT SHOWS and a FLAT RIDE. Have a limited amount of space for DEMONSTRATORS. This is one of the oldest and best Celebrations in Ohio and attracts an average of 50,000 people annually. All locations will be made on Saturday and Sunday, August 12 and 13. Address all requests for Concessions to WINTERS, P. O. Box 55, Minerva, O.

**ANNUAL CELEBRATION**  
AMERICAN LEGION, ANDOVER, N. Y.,  
JULY 24-29.  
Parades and Free Attractions. WANT Shows and Concessions, Grind Stores, \$10.00. A good spot, with plenty of Publicity Celebrations to follow. Address CONCESSION MANAGER, LYNDONVILLE, N. Y.

**WANT**  
CONCESSIONS AND STREET ATTRACTIONS.  
No Gift.  
Two-Day Celebration, Labor Day, Sept. 4 and 5.  
Roanoke Volunteer Fire Co., Roanoke, Ill.  
MELVIN LADENDORF, Secy.

**CARNIVAL WANTED**  
FOR SOLDIERS AND SAILORS' BEAN FESTIVAL, 68TH YEAR.  
One-Week Stand.  
AUGUST 21 OR 28, ERIE, KAN.  
George L. Hendricks Post, American Legion.  
Wire collect,  
SETH BROWN, Chairman, Erie, Kan.

**VINCENNES LABOR DAY AND HOMECOMING CELEBRATION**  
SEPTEMBER 4-9.  
Now ready for Attraction offers. First-class Carnival and Free Acts. Will consider Motorized Circus.  
VINCENNES, IND., CENTRAL LABOR UNION,  
B. FBANK YOCUM, Secy., 317 N. Second St.

**STOCKTON, ILLINOIS**  
**ANNUAL STREET CELEBRATION**  
JULY 28-29.  
Concessions Wanted.  
F. C. NIEMEYER, Stockton, Ill.

**RIDES WANTED**  
North Dakota Golden Jubilee State Celebration,  
Bismarck, August 21-25, Inc.  
Wire J. K. SMITH, Bismarck, N. D.  
Rides Only Apply.

**41st Henrietta Farmers Reunion**  
July 24-25-26-27, 4 Nights and All Day Thursday  
(Near Martinsburg, Pa.)  
Want all kinds Legitimate Concessions except Eats; also Shows for Pennsylvania's Biggest Farmers' Picnic. Other Picnics to follow.  
M. A. BEAM, Windber, Pa.

**CONCESSIONS FOR SALE**  
AT  
**TAHOKA ROUNDUP AND RODEO**  
AUGUST 24-25  
R. W. FENTON JR., Tahoka, Texas.

**MILLER & LEGION RODEO**  
PENFIELD, ILL., SUNDAY, AUGUST 6TH  
CONCESSIONS WANTED  
Morning, Afternoon and Night — Dance at Night.  
A. E. WOLFE, 122 W. Hill St., Champaign, Ill.

**CENTRAL PENNA. FIREMEN'S CONVENTION**  
AND V. F. W., ALSO AMERICAN LEGION CONVENTION, COMBINED, HOUTZDALE, PA.,  
AUGUST 14-19, INC.  
10,000 People Take Part in Parade Daily.  
Free Acts, Fireworks. In the heart of town. Bingo sold. A few more choice locations for Concessions and Shows left. Wire or write!  
WARREN R. HOOVER, Secy., Houtzdale Fire Company.

ACTS at American Legion Post Carnival, Maynard, Mass., on July 6-8 included Jammie Graves, in her high act, and Kling Brothers, Monarchs of the Air, reports Pat Kling.

**Sponsored Events**  
Veteran, Lodge and Other Organization Festivities  
Conducted by CLAUDE R. ELLIS  
(Communications to 25 Opera Place, Cincinnati, O.)

**Detroit A. L. Circus Is To Become Annual**

DETROIT, July 15.—Detroit's first American Legion Circus is set to become an annual, according to agreement reached by circus men and Legion officials this week.  
Two-week engagement, which started July 2, has been somewhat disappointing in actual attendance, probably due to lack of advertising in various departments before opening. Opening matinee attendance mentioned in the last issue as 5,000 was given by officials of the show, (See DETROIT A. L. on page 54)

**Ind. Festival a Red One For Showmen and Sponsor**

BRAZIL, Ind., July 15.—For the fourth year the July 4 celebration here, featuring rides, concessions, fireworks and free acts, proved a financial success, both to the sponsoring Rotary Club and showmen, reports Joseph P. Badger, chairman. Altho heavy morning rain cut attendance to about 50 per cent of that in previous years, night turnout was largest in history of the event, sponsored for benefit of public welfare. Expenses were \$2,000.

Free acts in Forest Park Auditorium, booked thru Ernie Young, were Powell Trio, slack wire; Regina, juggler; Kauren and Ginger, musical comedy turn, and Roth and Shay, comedy acrobats. Rides included Grover Walters' Ponies and Miniature Train and Loop-o-Plane. Six concessions were supplied by Richard Miller Amusement Devices and W. E. Wehrley.

Publicity was handled thru the local press and territory was plastered with cards. Additional publicity was obtained thru a popularity contest, winner of which received a trip to the New York World's Fair, with runners-up also getting prizes. Tied in with the contest was an auto giveaway.

**Acts, Concessions Booked For Twinsburg Homecoming**

TWINSBURG, O., July 15.—Free acts and concessions will again be depended upon to draw crowds to the three-day Home-Coming Celebration, staged here every three years, reports L. E. Holt, chairman. Affair will again be financed thru sale of space in program and ribbon badges by pro agents, which usually nets the committee about \$1,000. Other events programed are parades, home-talent play, band concerts, contests and dancing.

Free acts, booked thru Gus Sun Agency, will be Flying Rockets, trapeze; Billy Dearmo and Co., jugglers; Paige and Jewett, comedy cyclists; Whirling Rockets, roller skaters, and Barker Bros.' Animal Circus. Committee has contracted Larry Fallon's games.

Festival is advertised in newspapers and with window cards. Several thousand cards and programs are also sent to a mailing list. Officers are R. F. Smith, secretary; C. E. Maxam, treasurer, and Julia Green, assistant secretary.

**Attractions Turn 'Em Away At Bath, N. Y., Celebration**

BATH, N. Y., July 15.—Celebration sponsored by Steuben County Agricultural Society on the fairgrounds here on July 4, augmented by attractions, was highly successful, said Fair Secretary J. Victor Faucett.

Grand-stand show featuring Polly Jenkins and Her Plowboys and Frank Stanley's Races and Acts played to afternoon capacity and crowds were turned away at night. Other acts were Jaydee, the Great; Tumbling Atwoods and Si and Abner. Event closed with fireworks. Contests were featured.

**"Everything Needed"**

TUSCOLA, Ill., July 15.—We had about 25 replies to our advertising in *The Billboard* and we booked everything that we needed, concessions included, and grossed about \$2,000 on the day. We presented WLW Barn Dance and had a fireworks display. Our Fourth of July Celebration was sponsored by Douglas County Post, American Legion, of Tuscola.—O. R. Twiford, chairman of concessions.

**Wis. Event Scores With Pro Features**

EVANSVILLE, Wis., July 15.—The final figures are not yet available, indications are that the Centennial Celebration on Rock County Fair grounds here on July 2-4, which featured a midway, parade representative of Col. George Hall's circus days in Evansville and free acts, was an outstanding financial success, reports Bill Antes, former press representative of Russell Bros. Circus. He also had charge of the parade, souvenir book and midway. Attendance was about 10,000.

Midway attraction was United American Shows, which furnished free acts, including Jimmie O'Neill and Company, comedy acrobats and barrel jumpers; Bernice Harvey, cloud-swing and slide for life, and Julia Gertz, contortionist, Other (See WIS. EVENT on page 57)

**Midway Features Planned For Wis. Cranberry Event**

WISCONSIN RAPIDS, Wis., July 15.—Carnival attractions in a downtown location will be featured at the annual Wisconsin Cranberry Harvest Festival here, which is being moved ahead on the chance of eliminating inclement weather, officials report. George T. Frechette has again been named general chairman. Event will be sponsored by Junior Chamber of Commerce.

Coupons are being distributed for votes in a queen contest and participation in awards. Attractions planned are a parade, festival ball, Farmers' Day, contests and river pageant. Free Saturday night shows prior to the fete will serve as a build-up.

**Acts Featured at Wis. Fete**

CEDARBURG, Wis., July 15.—Several thousand attended the annual Fire Department Celebration on the fairgrounds here on July 1 and 2. Free acts included Merkle Trio, clown balancers; Concertina Eddy; De Lane, acrobat; Durand Brothers, balancers; Arnold Stein, finger balancer; Three Gents, tumblers; Sunny Jim, table balancing, and Parker Brothers, comedians.

**FIREMEN'S FALL FESTIVAL**  
Lena, Ill., Sept. 7-8-9.  
Rides, Shows, and Concessions Wanted.  
Address H. V. Wales, Secy., Lena, Ill.

**CARNIVAL WANTED**  
For Fourth Annual Wisconsin  
**CRANBERRY HARVEST FESTIVAL**  
WISCONSIN RAPIDS, WIS.  
August 28-September 3.  
Only First-Class Outfit Wanted.  
Write or wire  
GEO. T. FRECHETTE, Chairman,  
Junior Chamber of Commerce, Wisconsin Rapids, Wisconsin.

**WANT**  
SPECIALTY AND PLATFORM ACTS,  
**LABOR DAY PICNIC**  
MOLINE, ILL.  
No Concessions.  
C. E. GAULEY,  
2703 14th Avenue, Moline, Ill.

**CARNIVALS and CONCESSIONS WANTED**  
AT  
**MENDOTA AGRICULTURAL FAIR**  
SEPTEMBER 2-3-4.  
Sponsored by Lions' Club,  
GILBERT J. TRUCKENBROD, Secy.,  
Mendota, Ill.

**The Somerset Pumpkin Show**  
SEPTEMBER 27, 28, 29, 30.  
Concessions and Free Attractions Wanted.  
THE  
**Perry County Agricultural Society**  
WM. H. NICHOLS, Field Mgr., Somerset, O.

**WANT**  
A good clean Carnival for a four-day Picnic at the  
**DEVIL'S PROMENADE, AUGUST 17-18-19-20.**  
**O. S. HAMPTON**  
R. F. D. No. 2, Baxter Springs, Kan.

**RIDES WANTED**  
July 31 to August 5.  
Street Carnival  
**RESCUE HOSE CO.**  
Bloomsburg, Pa.

**WANT**  
July 25 to 29, Andrews, Ind.  
Shows and Legitimate Concessions. Rides booked. First in seven years. Factories all working. Pay day every Friday. Good spot, others to follow. Auspices K. of P. Lodge. Oliver Eddy and Albert Barks, wire or write.—**SLIM BISHOP**, Columbia City, Ind.

**WANT**  
Rides of all kinds for Firemen's Jamboree for two weeks, Rural Valley, Pa., July 31 to August 5; Applewold, Pa., August 7 to 13. Shows, Concessions. Plenty of money here. Wire at once.  
**JAMES DEMORE**, Secy.,  
281 No. Grant, Kittanning, Pa.

**WEST BROWNSVILLE VOL. FIREMEN'S STREET CELEBRATION**  
JULY 24-29  
Big pay day week. Rides booked. A few Stands for rent, including Lunch Stand. Will place Girl Show; Diggers open. Wire Western Union, C. L. VANCE, Chairman Committee, Box 116, West Brownsville, Pa.

**RIDES WANTED**  
**LABOR DAY CELEBRATION**  
PARADE—FIREWORKS—RODEO—FREE GATE  
SEPTEMBER 2-3-4  
Write **GEORGE W. HALL**, Chairman, Labor Day Celebration, 423 King St., La Crosse, Wis.

**WANT SHOWS, RIDES and CONCESSIONS**  
FOR  
**NATIONAL POTATO PICKING CONTEST AND LABOR DAY JUBILEE**  
SEPTEMBER 2, 3, 4.  
On the Street, Barnesville, Minn. **ROY GOULDEN**, Chairman.

# Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

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

## BINGO CLICKING IN OHIO

### Game Proves More Powerful Drawing Card Than Cincy Reds

1,050,002 pay \$808,612.67 to play bingo in Cincinnati, report for six months shows—game doing excellent biz in parks in other parts of Buckeye State

CINCINNATI, July 15.—Bingo's popularity here and thruout Ohio has grown by leaps and bounds. Locally the game threatens to prove twice as powerful an attraction as the Cincinnati Reds, a check-up reveals. Assistant Police Chief William C. Adams in his report to City Manager C. O. Sherrill said that at the present rate attendance at bingo games would more than double that at Crosley Field. Attendance here for the first six months of the year has been set at 1,050,002, with the bingo gate set at \$808,612.67. The monthly attendance average has been about 175,000, with receipts of \$134,768.77. "Figures recently released," Adams said, "show with much pride that attendance this year at Crosley Field will run close to 1,000,000 if the Reds continue to stay within reach of the pennant. If so this will be about 150,000 more than ever patronized the Reds at home in one season. But more than 1,000,000 have already patronized bingo sessions thus far, which means that attendance for the year will exceed 2,000,000.

"Even in the 5½ months that fans may have attended baseball, approximately 962,500 will attend bingo parties, more than will watch the Reds, if ladies' days and knothole days be disregarded."

Tabulations on attendance also showed that during the first half of the year there were 1,089 bingo parties. Organizations sponsoring the parties benefited by \$613,399.37. The monthly averages over the six months showed 181.5 parties and an attendance of 175,000.3. The average cost per person per month was 58.4 cents. The average net cost per person in June was 62 cents.

In the month of June there were 166 games with an attendance of 190,200 in Cincinnati. Receipts amounted to \$155,018.76.

#### Bingo Clicks at Parks

A survey of major operators in Eastern amusement park areas showed bingo gaining rapidly in popularity. Over the Fourth of July holidays amusement centers in the vicinity of Canton, O., reported record crowds, with merchandise games also appealing to players in the parks. Private clubs, fraternal organizations and church groups are finding bingo profitable with useful and attractive prizes bearing heavily upon the attendance. Some groups are offering play as many as six nights a week, with big attendances reported.

At Meyers Lake Park, near Canton, the old-time corn game has been modernized as a midway concession. The game has caught on in a big way in the former Hofbrau building, where Harry Shirk, concession manager at the park, has developed the play into a heavy following seven nights a week. The offering of blankets, kitchen utensils, silverware, household specialties, lamps and other merchandise attractively displayed against colorful backgrounds has greatly influenced increased attendances. Capacity is several hundred at the tables, and a full house was on hand the night of Independence Day, when play started with four free games.

Shirk expressed optimism over the crowd that would play bingo there this summer. He predicts play will hold up well thruout the heated term. Games at the old Rathskeller are also reported drawing big.

#### Bingo in Akron

Larry Larrimore, of Akron, and one of the largest operators in the district, reports improvement in business at his permanent game at Chippewa Lake Park,

near Medina, O. The game is played nightly, with coupons awarded for merchandise. His portable de luxe game, playing fairs and celebrations, is enjoying a banner season, he says. In towns where bingo is seldom available the game does exceptionally well, as his merchandise flash is most appealing. Only useful and worth-while prizes are awarded by the progressive counselor, who was among the first to take bingo on the road. Lamps, radios, hassocks, card tables and novelties are in demand in the outlying districts, Larrimore says.

Don Wilson, lessee at Bradley Lake Park, near Ravenna, O., reports bingo flourishing. Play is unusually brisk over week-ends. Using the dance pavilion, approximately 1,500 players can be accommodated. Busses from Akron and other points bring the patrons, with no charge made for transportation. An electric board and loud-speaker system are used.

Bingo a la Florida is offered nightly at Summit Beach Park in Akron, where Morrey Kutzen has installed a de luxe outfit. Cushioned chairs are featured and takes have been above expectations since spot opened in May.

### Novelty Jewelry, Charms Popular

NEW YORK, July 15.—Novelty jewelry and lucky charms are reported in demand in Eastern areas by distributors serving the territory.

Rings, whitestone, cameo and photo are popular in resort spots, with engraved jewelry vying for top honors in the amusement centers. The photo ring was reported gaining in popularity in the New England sections.

One pitchman reported that jitterbugs are responsible for much of the increased demand for lucky charms. The girls wear a series of charms as a bracelet, while the boys string them on watch chains. Because of the baseball season slugger charms are said to be enjoying heavy demand.

### Vacationists Demand Household Items

NEW YORK, July 15. — Concessioners and bingo counselors in the metropolitan area reported their headaches somewhat eased by the recent introduction of new and useful prize items. Operators were especially jubilant over new household items and the portable and "pick-up-and-go" radios.

In the resort areas, both seashore and mountain, ash tray stands, table lamps and hassocks were claiming much attention. (See *Vacationists Demand* on page 54)



By BEN SMITH

We are repeating this column from the July 2 issue of last year. We wonder how many letters it will pull.

Have you ever wondered how the sales-board business originated? Who the pioneer operators were? When the first deal was put together? We have often thought about it but have yet to meet anyone who really knows. The sales-board and salescard today play an important part in the distribution of merchandise, and manufacturers of premium and gift products look to them to move a substantial share of their yearly output. Thousands of men are gainfully employed in this business, yet, despite the fact that it is a comparatively new business, very little is known of its early history. It would be interesting to learn how the salesboard idea developed, an idea which has sold millions of dollars in merchandise that John Public could not or would not have bought in any other way. Perhaps some of you old-timers can bridge the gap and enlighten us.

We had a chinfest on this subject at the office the other day, and Charlie Lomas, also of *The Billboard*, mentioned a chap named Mays, who claimed to have invented the salesboard. He was a writer, so the story goes, and anxious to make some extra money he evolved the salesboard idea.

In 1912 Mays was connected with Charles L. Winters & Co., of Jacksonville, Fla., then one of the largest sales-board operators in the country. Boys working out of that office traveled by horse and buggy and covered quite a bit of territory. They would drive to a county seat and place their deals at all the cross-road stores, saw-mill camps and turpentine stills they could find. These were among the best and most productive locations.

One of the company's most successful deals worked on a 500-hole board, 10 cents straight and took in \$50. Location received 20 per cent of the take and the purchaser got something for every punch. Most of the items distributed consisted of slum jewelry, tho a number of capital prizes were also offered, among which were a Winchester rifle and straight razors, very popular in those days.

Just to prove that there is nothing new under the sun, the Winters operators used a gag to hurry their deals along which is still being used by many successful operators today. When placing a deal the operators would show the location owner a handsome gold-plated watch. Owner was informed that he would receive the watch upon completion of deal as an extra reward for his effort, and very often in his anxiety to get the watch the owner would make up the difference on the deal out of his own pocket if the deal was not completed when the collector made his call several weeks later. It was a good gag then—and still is.

What do you say, oldtimer? How about a few lines from you?

Happy landing.

### Bingo Legal in Conn. for Mdse.; Buy-Backs Out

HARTFORD, Conn., July 15.—Towns and cities thruout Connecticut began today filing petitions with the local governing bodies for permits to hold bingo games sponsored by charitable, fraternal, civic and veterans' groups, recently made legal when the measure was signed by Gov. Raymond E. Baldwin. Bill passed both houses at the last session and had awaited the governor's signature since May.

The bingo measure was sponsored in the General Assembly by Sen. Albert E. Coles, Democrat, of Bridgeport, and permits the game to be held under the sponsorship of groups under local option. Permits are granted by governing groups upon presentation of petitions signed by at least 5 per cent of the qualified voters.

Under the bill bingo must be conducted by bona fide members of the sponsoring organizations and these organizations have to be in existence more than two years before they may apply for a permit. Only merchandise prizes are given and buy-backs are barred under the bill.

The law became effective two days after Gov. Baldwin signed the measure.

### Pitchmen's Items At New York Show

NEW YORK, July 15.—While the New York Housewares Show, held this week at Hotel Astor, displayed complete gift and household lines, many of the items were of special interest to pitchmen, streetmen and agents.

Of special interest to pitchmen is "sipper tops," rubber covers in colors which fit over the tops of drinking glasses. There is an opening thru the center of the "flower" for the insertion of the sipper. Item is by I. B. Kleinert Rubber Co.

G. N. Coughlan Co. displayed a new peeler-shredder-corer and an improved peeler. Bowl scrapers, a new peeling-slicing knife with riveted colored handle and an improved grater, also claimed much attention. An all-purpose cap remover for both bottles and jars was displayed by the Zim Mfg. Co., which also had a rubber holder for steel wool used in cleaning kitchen utensils.

Introduced two months ago and reported enjoying good sales is the new shell-less vacu-boller by the New Way Products Co. Item facilitates egg boiling and serving in that the shell is removed before cooking.

Aimed at the housewife trade, the Foley Mfg. Co. showed choppers for vegetables, nuts and meats, while the Swingaway Steel Products Mfg. Co. displayed new and improved can and bottle openers. New juice extractors were among items entered by the National Die Casting Co.

An item which Odac Mfg. Co. report has potentialities in rural areas is Komfort, a pad saturated with a liquid to repel mosquitoes and gnats. Herca Enterprises' new easy-to-clean strainer was displayed as a pitch item.

Also seen at the show were several silverware deals in stainless steel by the R. Wallace & Son Mfg. Co., and Wallace Bros. A complete line of floor and furniture cleaners and waxes were displayed by the J. N. T. Mfg. Co. New metal polishes were shown by the Basol Products Co.

Representatives from firms exhibiting are optimistic over the business outlook and are looking forward to increased sales during the fair season and in the fall.

# BIG SAVINGS ON BINGO CARDS

**LARGE CHECK NUMBER AT TOP**

**YOUR NAME AND ADDRESS HERE** — Without Extra Cost

2130  
B I N G O  
5 23 34 46 64  
11 22 38 56 73  
3 21 49 67  
9 27 45 47 68  
14 29 44 55 71  
YOUR NAME AND ADDRESS IN THIS SPACE

## BIGGEST BARGAIN EVER OFFERED ON QUALITY CARDS

Heavy, Six-Ply, Patent-Coated Front and Back. No duplication of numbers, 1 to 3,000.

**LOTS of 1000 or MORE \$15.00** Per 1000  
Cards Are Numbered 1 to 3000

**LESS THAN 1000 CARDS, \$1.75 per 100 cards**  
One-third with order, balance C. O. D.

Our Business is Bingo and Keno. Let us help make your Game Bigger and Better!

### NOTICE

Organizations, Lodges, Churches, and Capable Directors: We furnish complete outfits for staging big indoor or outdoor games, on a rental or percentage basis. Write at once for details and samples.

**KING CARD CO.**  
166 SO. MAIN ST. DEPT. C  
AKRON, OHIO

### 10-DAY CASH WITH ORDER SALE

**\*NEVER BEFORE!**

**WANTED! QUANTITY BUYERS**

For QUICK CLEARANCE!  
**ELGIN, WALTHAM**

SPRINGFIELD, ILLINOIS  
ROCKFORD, HAMPTON  
NEW YORK STANDARD

ALL FAMOUS AMERICAN MADE JEWELRY  
18 SIZE WATCHES  
ASSORTED DIALS  
NEW DOUBLE VISIBLE CASES  
PENDANT, LEVER OR KEY SET MOVEMENTS

**RECONDITIONED WATCHES**  
FOR ONLY \$1.00 each  
LOTS OF 50 OR MORE

50% EXTRA FOR SAMPLES

DISTRIBUTORS, DEALERS WRITE FOR QUANTITY QUOTATIONS

COMPLETE LINE OF LADIES AND MEN'S WRIST WATCHES AND POCKET WATCHES: ELGIN, WALTHAM, ILLINOIS, HAMILTON, BULOVA OR GRUEN

QUALITY SPEAKS FOR ITSELF!  
ALL FAMOUS MAKES—MADE BY AMERICA'S OLDEST MANUFACTURERS!

Write or Wire to Chicago, Los Angeles or New York

**J. PRESS & SONS**  
PHILADELPHIA, PA.

See illus. Circular. Diamonds, \$25 per Carat.

# Popular Items

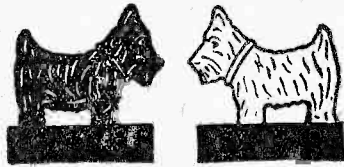
Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

## Powered Model Plane

An item that should appeal to premium and prize users and sales agents is an all-plastic gas-powered model plane recently introduced by the VDH Corp. Eighteen months of experimental work are said to have preceded announcement of the plane, which is made of molded non-inflammable Lumarith, with wings, fuselage and tail pieces made with special dies. The firm reports the plane comes in several color combinations, is molded to aeronautical specifications in order to provide less risk of crack-ups, and plastic is durable. A cement has been developed to mend tears in the material. Plane is equipped with one-fifth horsepower synchro-ace motor and adjustable rudder and stabilizer for flight control. Models are flight tested before shipment, the firm states, and come complete except for telescope wings, which may be adjusted in five minutes. Wheels have pneumatic tires. Plane may be flown from a top of building on a wire for advertising purposes or, in the case of open field flying, may be set for climbing, circular or level flight. Special discounts are offered sales agents.

## Dog Novelty

Magnetic Snooty Pups are quite a sensation everywhere and are selling like hot cakes, reports Joseph Hagn Co., distributor. This item, the company states, is the most mysterious novelty



ever presented, as the dogs jump, twist and twirl by magnetic force. Dogs are of the Scottie variety and are molded, coming in black and white. The Hagn company states that the novelty is ideal for demonstrators and should be a top seller at fairs. They come two to a box.

## New Turn Signal

What is reported to be one of the hottest new numbers for salesmen and demonstrators to come along in recent months is the Watch-My-Turn Signal introduced by the Watch-My-Turn Co. Unlike any previous turn signal, the item does not have to be installed—it is simply attached. A small black disc appears inside the rear window, one on

**"IT'S A HONEY!"**

"Knobs and dial are right on top, enabling me to tune in as I walk."

# Motorola "SPORTER"

World's Finest Strap Portable  
**4-TUBE SUPERHET**  
Super-powerful! Pulls in distant stations!

**AERIAL IN STRAP**  
New type non-directional aerial!

**PROTECTED SPEAKER**  
Sand and dust can't get in!

**ITS PRICE WILL ASTOUND YOU!**  
Distributors! Get Our Special Prices!

Wire... Write... Phone  
**D. A. PACHTER CO.**  
1483-G Merchandise Mart, Chicago.  
National Premium Representatives

THE STRAP PORTABLE THAT REALLY GETS DISTANCE!

BINGO OPERATORS—CONCESSIONAIRES—PITCHMEN—NOVELTY MEN—PARK MEN.

**NEW CATALOG JUST OUT**  
COMPLETE STOCKS ON HAND IN OUR 3 CONVENIENT LARGE NEW STORES.

# B. & N. SALES

HOUSTON, TEX. 707 Preston | DALLAS, TEX. 2030 Commerce | KANSAS CITY, MO. 310 West 9th

**OUR NEW REVISED CATALOG FOR 1939-1940. Ready for Distribution. BE FIRST TO GET YOUR COPY!**

Complete Line for Jobbers — Wagon Men — Canvassers — Etc. Compare Our Prices.

**CHAMPION SPECIALTY CO., 814-K Central St., Kansas City, Mo.**

Going Strong Again!  
White Pearl Pen-Pencil and Midget Knife Deals. Attractive Merchandise Deals!

**HOLLYWOOD PUPS (THE TWO COLD NOSED DOGS)**

The novelty hit number of the year. Two small dogs on magnetic bases trying to get acquainted. They always meet face to face contrary to custom.

Sample, 50c; \$3.60 per Dozen Pair.

Write for Quantity Prices.

Now in stock—Mexican Jumping Beans, 50c per 100; \$4.00 per Thousand, Mailing Boxes, 2c Each. Samples of 8 New, Exclusive Joke Items, \$1.00.

**THE FUN SHOP**  
138 S. Broadway, Los Angeles, Calif.

Fully Guaranteed

# FUR COATS

All Full Skins.

**\$15.00 - \$17.00 - \$21.00 AND UP**

**HOFFMAN FURS**  
528 Penn Avenue, Pittsburgh, Pa.

Elgin, Waltham, Bulova, Gruen **START AT \$2.95**

Renewed Guaranteed  
**MEN'S WRIST AND POCKET WATCHES**  
Wholesale Jeweler Since 1914. Send for Free Wholesale Catalog. 15% Deposit, Bal. C. O. D.

**LOUIS PERLOFF,**  
729 Walnut St., Philadelphia, Pa.

**HAVE YOU OUR 1939 CATALOG???**

It shows every new worth-while item for every carnival, park or premium stunt. Most of the items shown are distributed by us exclusively. All are real money getters.

It illustrates merchandise for BINGO, BALL GAMES, HOOPLA, FISH PONDS, SCALES, STRING GAMES, PENNY PITCH, PITCH-TILL-U-WIN, DART STORES, WHEEL STORES, ETC., ETC.

**SEND FOR YOUR FREE COPY NOW.**

**HEX MFG. CO.**  
468-470 Seneca St.  
Buffalo, N. Y.

**THE SMALLEST - LIGHTEST AND LOWEST PRICED!**

# Majestic

POWERFUL SUPERHETERODYNE

# RADIO

The World's Smallest Portable

**NO LARGER THAN A CAMERA!**  
Weighs just a little over 3 pounds.

**NO PLUG IN .. NO AERIAL .. NO WIRES**  
Special Salesboards Available.

A WORLD WIDE EXCLUSIVE EVANS PROMOTION!  
**EVANS NOVELTY CO.**  
946 DIVERSEY CHICAGO, ILL.

LIST \$14.95  
**\$9.95**  
COMPLETE with Shoulder strap — Ready to Operate.  
CONFIDENTIAL DISTRIBUTORS' PRICE

End your correspondence to advertisers by mentioning The Billboard.

### WORLD'S FAIR Souvenir TALKING CARDS

**"Actually Talks!"**  
Says Loudly, "Greetings from World's Fair!"  
Licensed by World's Fair, New Improved Talking Cards for San Francisco and New York—will create a Sensation! A real money maker! Jobbers, Demonstrators and Pitchmen wanted in New York and San Francisco. Send 25c for assorted samples.

**GRAEFE BARKER SPECIALTY CO.**  
Butler Building, Cincinnati, Ohio.

each side of the car—right on a level with the eyes of the driver of the following car. When a turn is contemplated a brilliant red arrow lights up inside this disc, signaling the following driver and also giving a signal to the first driver that his turning light is illuminated. When the turn is completed the light switches off. The low price and the ease of demonstrating are already making this one of the biggest selling accessory items in the direct-selling field, the firm reports.

#### Charlie McCarthy Alarm Clocks

A new item which the William L. Gilbert Clock Co. says is going like wild fire is the Charlie McCarthy Novelty Alarm Clock. The animated dials allow Charlie to give a wag of the jaw and he can be seen "talking his way into the hearts of his customers." Clocks in the assortment have a 40-hour spring movement with concealed alarm bell and top

shut-off. Concessioners, and especially those who use the coupon award system, are finding the Charlie McCarthy clocks most attractive and eye-appealing prizes, the firm reports.

#### Talking Cards

Among the most unusual souvenirs at San Francisco and New York world's fairs are novelty talking cards, introduced by Graefe Barker Specialty Co. The cards, colored blue and orange, depict a modern scene and are creating a sensation wherever shown, the firm states. Jobbers, demonstrators and pitchmen are finding the item easy to sell because it looks like a greeting card and is simple to operate. By pulling the tape the cards appear to say, "Greetings from the World's Fair."

#### Cadie Polishing Cloth

A polishing cloth which may be used in the home, office, garage or store is rapidly establishing itself as an outstanding item, Cadie Chemical Products, Inc., reports. The cloth, chemically treated, does not use powders, pastes or liquids to restore luster. The Cadie Polishing Cloths are for use on shoes, windows, automobile bodies, furniture and metals. Light in weight, each cloth comes neatly packed. Cadie Cloths are ideal items for pitchmen, agents and salesmen, the firm reports.

#### VACATIONISTS DEMAND

(Continued from page 52)

One concessioner explained the popularity of these items was caused by the exodus of city folks to resorts. "When they come to these places to spend two or three weeks they find they can use these articles here and later in their homes. Since they failed to bring them and now find use for them, the demand is high and it keeps increasing."

Bingo operators say that players are attracted by useful items. The plastic novelties and stuffed animals still hold a claim on top popularity in some spots, but on the whole the vacationist seems to have suddenly gone "home conscious."

The recent introduction of a radio which is portable yet operates on both AC and DC currents is all the go. Whether visitors expect to stay a week-end or several weeks at a resort they feel the necessity of a radio. This type of set, one veteran concessioner said, fills the need completely on the trip and may be used advantageously in the home, regardless of whether it is in a rural or urban area.

The new "pick-up-and-go" radios are making a bid for top popularity because they can be carried on any type of trip. A set recently introduced employs a superheterodyne hook-up and four tubes, uses the shoulder strap as an aerial and has a speaker protected from sand and dust. Baseball fans find these sets useful in tuning in a favorite program while they are attending night games; fishermen use them for entertainment when fish aren't striking, and canoeists use them on trips.

#### DETROIT A. L.

(Continued from page 51)

while the board figure given as 3,000 was *The Billboard* representative's own estimate. Rain fell on Fourth of July, hurting attendance, and the past week-end, with warm weather prevailing, did not prove much of a help. First signs of a real break-in attendance came on Tuesday night of this week, with a crowd estimated by show officials at 5,000. Average attendance per show for the first 10 days has been estimated at about 2,500.

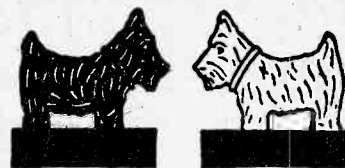
The circus is only partly dependent upon admissions for box-office success, with an actual advance sale amounting to a guarantee of 50,000 seats at 50 cents. Many circus patrons, out of town for the summer, have been sending in their ticket stubs with friends attending so that the number of tickets dropped in the box for possible prize awards is actually much larger than attendance. About one-third of the patrons are paying for reserved seats at another 50 cents. Operating expenses of the show are around \$33,000 for the stand. Reduced price matinees at a quarter for adults and a dime for children were introduced this week.

The show has been host to an average of 500 children from various institutions around Detroit every day this week.

#### Concert Improved

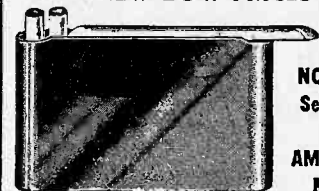
Important improvement has been made in the concert, with addition of

### MAGNETIC SNOOTY PUPS NOVELTY SALES SENSATION



To see them is to want them. The most amazing novelty in years. Moulded Scotty Dogs in black and white that jump, twist, twirl by magnetic force. Tops for demonstrators to make big money on. Packed pair to the box. Order No. B15X54. Per dozen pair, \$3.60. Per gross pair, \$39.00. Three sample pair postpaid for \$1.00.

#### NEW LOW PRICES



NOVELTY Sensation and AMERICAN MADE

**POPS UP CIGARETTES**  
Sells on sight, this Novelty Cigarette Case that pops up Cigarettes with a flash when cap is slid back. Made in bright colorful plastic in green, red, yellow and blue. Light in weight and every case guaranteed to work. Holds 10 cigarettes. Cash in with this one now. Order No. B52. Price per Dozen, \$3.95. Price per Gross \$45.00. Sample postpaid 50c.

Prices less 2% cash discount.  
25% Deposit, Balance C. O. D.  
Prices F. O. B. Chicago.

Send for Our New Catalogs 392 and 393.  
Mention your business, we do not sell retail.

**JOSEPH HAGN COMPANY**  
The World's Bargain House.  
217 & 223 W. Madison St., Chicago, Ill.

MANUFACTURERS OF PARADE AND CONVENTION

### CANES

ALSO

### NOISEMAKERS

OF ALL KINDS.

### BUGLE TOY MFG. CO.

355 BARTON STREET, PAWTUCKET, R. I.

### Make Real Profit During The Carnival Season

**DRUM MAJOR GIRL DOLL**  
Feather dress eod. Celluloid body.

B34N59—4 1/2" doll. Per gross \$4.50

B34N60—7" doll. Per gross \$8.00

B34N61—10 1/4" doll. Per gross \$16.50

**CANES**

B16N132—Chesterfield Cane with metal inlay. Per gross \$7.50

B16N70—Bamboo (light). Per gross \$4.00

B16N101—Bamboo (heavy). Per gross \$8.00

B15N100—Pennant Canes (for Dolls, Pennants, etc.). Per 1,000 \$6.75

**RAYON PARASOL**  
28 Inch, 8 rib. Hand painted, floral design. B26N104—Per gross \$17.50  
Rayon Parasol, 23 Inch, 6 rib Floral design. B26N118—Per gross \$9.75

**FLYING BIRDS**  
Large size, tricolor with tinsel head and inside hummer.

B36N71—Per gross \$2.45  
Large tricolor bird with outside hummer. B38N68—Per gross \$1.90

**MINIATURE STRAW HAT**  
4 in nest. Colored feather.

B45N9—Per gross \$3.75

**COOLIE HATS**  
B45N15—12 inches wide. Per gross \$ 9.60  
B45N14—16 inches wide. Per gross \$ 15.00

**FUR MONKEYS**

B38N255—6 1/2" high. Per gross \$ 3.75  
B38N82—8" high. Per gross 6.00  
B38N84—10" high. Per gross 7.50  
B38N235—12" high. Per gross 14.00

**STUFFED DOLLS FOR CANES**  
Celluloid head. Stuffed body.

**DRUM MAJOR**  
B38N14—9 inches high. Per gross \$ 8.50  
B38N15—13 inches high. Per gross 19.50

**COWBOY DOLL**  
B38N16—9 inches high. Per gross \$ 8.00  
B38N20—13 inches high. Per gross 19.50

**MEXICAN DOLL**  
B38N75—9 inches high. Per gross \$ 8.00  
B38N76—13 inches high. Per gross 19.50

**BALLOONS FOR ARCHERY**  
B85N48—Inflates to 6 in. Per Gross 55c  
B85N1—Inflates to 7 in. Per Gross 80c

### Beacon Blankets

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

**N. SHURE CO., 200 WEST ADAMS ST., CHICAGO, ILL.**

### Carnival Novelties

New Stock—Just Arrived

	Per Doz.	Per Gro.		Per Doz.	Per Gro.
BB1 Flying Birds, Outside Whistle.	\$1.85		BB8 China Head Canes.....	60	\$ 6.75
BB2 Flying Birds, Inside Whistle.	2.40		BB9 Chesterfield Canes.....	60	6.75
BB3 Flying Birds, Inside Whistle, Tinsel Heads.....	2.75		BB10 Rubber Covered Balls.....	85	10.00
BB4 High Hat Monks, 6 1/2".....	.30	3.50	BB11 Carnival Decorated Balloons, No. 8.....		2.35
BB5 High Hat Monks, 9".....	.55	6.00	BB12 Balloon Stix, Best Grade.....		25
BB6 Cell. Doll, 7" with Feather Dress, Hat and Cane.....	.65	7.50	BB13 72-In. Spiral Balloon.....		3.50
BB7 Swager Stix, 36 In.....	.50	5.50	BB14 Robinhood Hats, Felt with Colored Feather.....	.80	9.00

1939 CATALOG NOW READY. (ADVISE YOUR LINE WHEN REQUESTING CATALOG) 25% DEPOSIT REQUIRED ON C. O. D. ORDERS.

**LEVIN BROS. TERRE HAUTE, IND.**

### JUST OFF THE PRESS.

CATALOG No 40. WRITE FOR YOUR COPY NOW.  
ALL PRICES REDUCED. BE SURE AND MENTION YOUR LINE OF BUSINESS.  
MIDWEST MDSE. CO., 1010 BDWY., KANSAS CITY, MO.

### BULOVA - GRUEN - ELGIN - WALTHAM

Start at \$2.95  
Wrist & Pocket Watches FOR LADIES AND GENTS  
Reconditioned. Guaranteed Like New. 1939 Styles now available. Write for Our New Catalogue.

**NORMAN ROSEN**  
801 SANSOM ST., Wholesale Jeweler PHILADELPHIA, PA.

a new carload of bucking horses, which proved to be plenty wild, by Joe Greer.

Only one injury of consequence occurred at the Thursday matinee of the first week when Ferman Oliva, of the Voice Troupe, sprained his left ankle in making a somersault from the aerial bars to the net.

Show people and others of note visiting the lot included Mayor Richard W. Reading of Detroit, the mayors of half a dozen suburbs, members of Detroit City Council, players of the New York Yankees and Detroit Tigers, practically the entire crew of the Ringling-Barnum brigade, and Skinny Dawson, press agent of Parker & Watts Circus.

Business at the concessions has not been up to standard, while the side show has fared about as well, proportionately, as the main show. Bill Hamilton and Dee Aldrich, operating the side show on percentage but with an agreement by which they underwrite all expenses, have restyled the show since opening, cutting down expenses somewhat but maintaining a quality show. Sontata, the headless girl, presented by Arlie Aldrich, formerly operated as a midway attraction, has been moved into the side show as a separate feature, replacing Henry Coleman's Harlem Jitterbug Revue, which closed last Monday night.

Line-up of the side show, not available for last week's issue, is: Henry Coleman's Band; Marie Smith, producer of revue, featuring Rosita Polka and Marquita Sanders; Maybell, fortune teller; Hamantia Hawaiians; Marie Gallew, snake show; Captain Cook, strong man; Sadie Anderson, spotted girl; Susan DeVore, Chinese torture cabinet; Bill Heath, inside lecturer, magic and Punch and Judy; William Horton, Ernest Naatz and Bert Cima, ticket men; John Wall, sound. Side show is presented in a 70 with two 40s.

#### King To Take Out Show

Orrin Davenport is taking the seats of the show to Jackson for an engagement there and the balance of the equipment will be stored. Plans originally discussed for taking the show out practically intact as a sponsored traveling show have been dropped for this season. Allen King, who is producing the show, said, however, that he will reassemble the present equipment and to a considerable extent the personnel, including featured acts, in the spring, to go on the road as a new show entirely under auspices.

**LONE RANGER**  
Hi Ho Silver COIN KEY CHAIN HOLDER  
Bronze Coin Size of 50c piece. One side stamped with a Lucky Horseshoe, and on the other with the LONE RANGER. Beaded Key Chain holds 12 or more keys. **\$4.50**  
Gross... Doz. 40c  
Packed 12 on Display Card. **DOZEN .45c — GROSS \$5.00**  
Also Comes With Fair Trylon and Periscope. 25% Deposit, Balance C. O. D.

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Extra Value! **\$2.25 EACH**  
5 for \$10.50

No. BB 9583 — Ladies' Bracelet Watch. Exquisitely Styled 12 1/2 L. Chrome Cases in assorted engraved designs with beautiful link bracelet to match. Guaranteed jeweled movements. Each in attractive gift case. An amazingly Big Value and whirlwind premium item. Save money NOW by ordering five Watches for \$10.50.  
DEALERS, Write for Catalog.

**ROHDE-SPENCER CO.**  
223 W. Madison St., Dept. "B", Chicago

**NOTES from SUPPLY HOUSES**

Nell Fulton, originator and manufacturer of Kizz-Azzy, a noise-making novelty that has gained considerable vogue at celebrations and special events, advises that the Rex Rubber Co. has taken over the sole sales distribution of the item. William Caldwell, of Rex Rubber, is well known to the novelty trade, having been established in the toy balloon business for years. Caldwell states that it is his plan to get behind the Kizz-Azzy item and put it over in a big way.

Toy Balloon Co. was recently awarded the contract to furnish 50,000 balloons by the Equitable Life Assurance Society of the United States. Balloons are to be furnished printed with the Equitable emblem and other type matter. Equitable will hold its 80th anniversary July 26 with ceremonies at the New York World's Fair, and the event has been specially designated by the fair officials as Equitable Day. The balloons are to be distributed as a part of the exercises.

D. Robert Frankel, associated with the automobile body and trailer industries for 30 years, has opened what is claimed to be the first department store for the trailerite. The store will carry all equipment for the trailer trade. To acquaint people with the new store Frankel is offering souvenirs to all who visit his store. The trailerite, says Frankel, deserves the best and it is the purpose of this department to serve them and serve them well.

**CONEY ISLAND**  
(Continued from page 34)

estimated, ran once more past the million mark with not an accident to mar the day. Coney's Chamber of Commerce launched its regular Tuesday night display of fireworks on July 11. A grand-nama bathing beauty contest was held on July 11 in Steeplechase Park. Marjorie Simms is the name of the good-looking blond tap and ballet dancer re-enforcing Harry Rogers' Ork at the Half Moon Hotel. Sidney Polekoff, publicity chief for the Half Moon Hotel, with the family, celebrated the birthday anniversary of both the missus (Dorothy) and the baby heiress (Joan Carol) July 11. C. J. Hilbert, president of the Chamber of Commerce, is a member of the National Guard and is vacationing in a camp up-State. Charles Burns, once an ace burly comic, lectured on July 8 and 9 outside Sam Wagner's Side Show.

Julius Kuehnle is a busy showman these days. Besides his five freak acts at Wagner's he also has two others, another headless girl and another pair of Pepin long-tailed roosters at Ripley's Odditorium on Broadway, New York.

Frank Sterling allowed Zenda (Mrs. Sterling), mindreader at Wagner's, two days off last week to travel to the Sterling domicile in Tappahannock, Va., and bring back the smaller of two units, the wood-carved exhibit of the *Life of Christ*. It will make a tour of New York State. As Frank explained, these tours operate on a free admish all over and exist on donations only. Zenda's Temple of Divine Wisdom, in Carnegie Hall, New York City, is in session for lectures Tuesdays, Thursdays and Sundays at 8:30 p.m. Sam Wagner was divorced from a gang of bad lower teeth last week. Hence the current diet of nonchewable dishes until a new set of molars has been installed.

Harry Brown, New York, has placed an ork and singing waiters in Fred Sindell's Stable bar and grille. It is Skip Nelson's four-piece band, and featured vocalists are Stable Trio, Vincent Scanlon, Rudy King and Vic Christie.

**Playland, Rye, N. Y.**

By J. WILSON CLIFFE

Business and weather were perfect over July 4 holidays. The parking space was filled early, parking in the annex, with more than 2,000 turned away. New York and Connecticut boats brought thousands that set turnstile clicking. The free acts, the Victorias and DeCardos, clicked.

Attractions last week were the Deteros, aerialists. Playland employees put forth their best efforts to please John Q. Public and in the writer's estimation succeeded. Colonel and Mrs. I. Austin Kelley, of Miami, Fla., are at their summer home on Rye Beach.

Personnel of Harry Baker's Playland, Inc., includes A. M. Liberat, Funhouse manager; Gilbert Schmaling, J. McCormack, Herby Fahr, Howard Bennett, attendants; Octopus, Joe Seckler, Lloyd Harriat; Silver Streak, Anthony Stambone, Pete Manos; Rolloplane, Al Gowans; Boomerang, Edwin Maier, E. C. Neumeister; Ferris Wheel, Kenny Hunt. All devices are doing well.

In R. S. Uzzell's Scooter Boat crew are Joe Romano, manager; Eddie Wood, Eddie Bingo, John Amelio, Pete Castellano.

Capt. Alex Walters at the lake reports rowboat, canoe, electric boat and launch biz excellent. Thad Bell is assistant electrician and technician at the Arena. Mrs. Jack Wallace is yearning for Sea Breeze, Rochester. Arena is clicking with Playland fans. Mrs. Kmeich, Mrs. Ferguson and Mrs. Underhill are restroom matrons. Tom Larussel is managing Kiddyland and making a go of it. Ray Seckler, manager of the Tumblebug, is making good. A. Marros, who smiles no matter how biz is, is doing well at the boardwalk spa, as is Johnnie Franklin with his baseball and golf ball driving concessions. George Jensen is doing a good job with the Rock and Flag Pole gardens. Sanitary squad, under direction of Pratt and Rosey, is keeping the park spotless. Madame Jordan, assisted by Yogi, is in the Mosque forecasting the future.

Emanating from Music Tower twice daily is Playland's theme song, a tropical ditty written and dedicated to the spot by Larry Sylvester and son. It is a fascinating song, introducing Playland features. Officer Tom (Wimpy) Eagen guards turnstiles at the Arena. Officer Charlie Beill is at the cross axis. Beach and pool are drawing. Henry Caretti is manager of Laff in the Dark. Fireworks spec on July 4 was pretentious. Hasta luego.

**Asbury Park, N. J.**

By DWIGHT YELLEN

ASBURY PARK, July 15.—Claiming that the split week-end during the Independence holiday cost shore resorts thousands of dollars, *The Asbury Park Press* advocated that all holidays be celebrated on the nearest Monday, no matter on what day they fall. *The Press* admitted that the shore would be first to benefit, but also said that thousands would have a real vacation because of the extra day. Operators said that if the holiday week-end had not been split net take would have by far overshadowed last year's three-day period.

Operators in the Keansburg area said business dropped off slightly after the holiday crowds left. In Highlands and Atlantic Highlands numerous complaints are heard. Many ops claim there are more people than ever, but not as much dough. Rentals, boating parties and picnickers are plentiful, but amusements take it on the chin. In Long Branch a fair take is reported because

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This year, as always, we are featuring the newest in "Beacon" Blankets and Shawls, "Fiesta" Colored Glassware, Chromium Goods, Electrical Appliances, Luggage, Enamelware, Stuffed Animals and Dolls, Chinaware, and Concession Merchandise of all kinds . . . AT PRICES THAT DEFY COMPETITION!

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No. 1370 \$1.25 Ea. \$13.80 Doz. (Complete with Case)

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**GENUINE DIAMONDS**  
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THIS SALE 10 DAYS ONLY!  
CASH! MONEY ORDER! GUARANTEE!

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FREE ILLUSTRATED WATCH CIRCULAR—ELGIN, WALTHAM WATCHES LOW AS \$1.00.

of many club openings and bathing-beach facilities. Asbury Park reported good and bad, depending on spots. In perfect weather some spots claimed the split week-end knocked them for a loop and killed all chances for a banner week-end. Saturday following the Fourth was reported as good as last year's. On the holiday week-end hotels were filled to capacity and an estimated 500,000 walked the Boardwalk. All ops reported that the World's Fair cut in deeply on crowds. From Spring Lake to Point Pleasant fair biz take was reported. Seaside Heights, Bay Head, Gilford Park, Island Heights and Beechwood are almost limited to summer people and business is about the same year in and out.

**Park Gleanings**

PUYALLUP, Wash.—Grayland Amusement Park opened here with shows, games and other features. Birch Bay Amusement Park opened for the season in Birch Bay, Wash., with a new Ferris Wheel and other rides. A feature is a new dance hall of Mr. and Mrs. J. W. Alderson.

SAVIN ROCK, Conn.—Mr. and Mrs. E. H. (Doc and Ma) Kelley, Gales Ferry, Conn., and formerly in med show business, visited Fred Levere, general manager of Savin Rock Park, recently and renewed acquaintanceship with others in the park, including John Knecht, Arkansas kid-game operator, and Harry Metz, whose side show is clicking with Gene Eugene as blow-off. Others in the show are Ajax, sword swallower; Myer, juggler, and Fatima, Hawaiian dancer, who also works sword box and Chinese torture cabinet.

**IT'S NEW IT'S FUNNY IT'S A SQUAWKER IT TAKES**

Joey is a Sensation. He will stimulate your business.

No. 1—Joey, 21 In., \$8.40 Dozen  
No. 2—Joey, 25 In., \$12.00 Dozen  
No. 3—Joey, 30 In., \$15.00 Dozen

See Your Jobber Today

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SAVE MONEY. Fairs, state, county or street. Bazaars, country clubs or any occasion. Our displays can be seen nightly at New York World's Fair. We are manufacturers. Displays ranging from 25c to \$1,000. Don't buy until you get our low prices. Curiosity seekers not wanted.

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**BIG MONEY**

Is being made writing Personal Names with an Electric Pencil on Gold Foil on Pyroxilin Leather Pennants 4 1/2 inches long. Cost you 1 cent, sell for 5 cents. Writing Outfit with Electric Pen costs \$3.00. Learn to write in five minutes. Sample Pennant and details free. Write

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567 W. HARRISON ST., CHICAGO, ILL.

**OAK-HYTEX INFLATABLE TOYS**

**FERDINAND the BULL**

**MICKEY MOUSE**

Copyright Walt Disney Productions

These inflatable toys are made of a heavy grade white rubber with imprint in black and red. (They are not toy balloons.) Fitted with rubber stoppers, in tail or foot, for inflating and deflating. They are the sensational money-getters of this season. Sold by the Leading Jobbers. Write for copy of the Oak catalog.

**The OAK RUBBER CO. RAVENNA, O.**

# PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**  
(Cincinnati Office)

**THE J & J SHOW . . .** is going well thru Oklahoma, pencils Joe Purcell from Bentley, Okla. Show carries 10 people and presents vaudeville acts. Teddy, billed as "the dog with the human mind," does a dive from a 40-foot ladder. Dr. Freed performs on the trapeze. Several concessions are carried. Roster includes John Brown, Marie Brown, Geneva Brown, Polly Purcell, Bobby Joe Purcell, Martin and Lois Stevenson, besides the aforementioned.

tising space for such novelties bears up my theory that the possibilities of this line have just been tapped. Many persons purchase outfits and throw them aside for lack of a few detailed successful pointers. These outfits should be bought and sold thru your advertising columns until they find the right operators. Many have watched me make money at this work, then have purchased outfits and later sold them to me for a song. There seems to be little secrets that change the work from an itinerate seeking pocket change to a real business proposition. I may be able to reveal this information from time to time thru Pipes. I am thoroly convinced that enough of this type merchandise has not been sold by efficient transient demonstrators."

**MAKING FRIENDS** and then holding them is the biggest part of any business.

**AL SEARS . . .** is still marking time around Newark, N. J.

**DOLLY McCORMICK . . .** and her father were recently seen working kitchen gadgets to good biz at the H. L. Green store in Newark, N. J.

**ARE YOU SEEING** to it that the spots you play are reasonably well cleaned of litter before you leave them? It's your duty; don't neglect it.

**ACCORDING TO REPORTS**, several former sheetwriters, turned fountain pen men, recently have been making a good living with the latter item.

**HAROLD (TOMMY) THOMPSON** tells that he and C. J. Butterfield have just finished working tie forms in Rochester, N. Y., to the long green. Says they will be working Pennsylvania territory for the next few weeks.

**BROTHERS OF PITCHDOM** working the Courthouse Square in Franklin, Ind., recently were George Sanders, auto polish, and Chief Grey Cloud, herbs.

**ONE OF THE BOYS** asks: "Did you know that the present governor of Texas was at one time a pitchman?"

**BOB POSEY . . .** tells that Joe Conti recently worked the Merchants' Exhibit Hall at the fairgrounds in Franklin, Ind., with glass cutters; G. Brown, jewelry, and himself, needles. Posey asks for a pipe from Jack Currant, Skippy Davis, Al West, Al Rice and George Barry.

**MOST FAILURES** decide beforehand that they are going to fail and are not disappointed. There's no other answer.

**STANLEY NALDRETT . . .** is in Appleton, Wis., on his third good week in that State, the other spots being Green Bay and Manitowoc.

**IT'S TOO EARLY** in the season to be worrying about where you will locate next winter, but the time is opportune to do a little thinking and angling along that line.

**MOHAMMED ASHRAF . . .** was fined \$20 in the Springfield, Mass., District Court on a plea of nolo contendere to a charge of selling merchandise without a vender's license. He was arrested by order of Deputy Chief Fleming after having been warned once. He was selling astrological pamphlets in a Springfield store in violation of Section 2, Chapter 101, General Laws, which does not exempt transients from the license because they are temporarily connected with a store.

**PERSONAL EXTRAVAGANCE** fastens you to the post of poverty after the fascination has worn away. Save that hard-earned long green for your winter bank roll.

**"SOCIAL SECURITY** plate printing is lagging in some sections solely for lack of interest," writes Robert Harrell from Shelby, N. C. "The demand is there but dormant, awaiting only to be aroused by demonstrators. There is not enough intimately detailed information being published about this high-class work. In 1910 as a boy I read a short article on how one could travel and make \$15 a day at the key checks. I told myself I would do that some day. In 1920 I started and went above the \$15 goal the first year, but little did I dream that I would reach the \$60 class. The continued increasing use of adver-

**"WOODS CHAUTAUQUA SHOW . . .** med opera playing Northern New York territory, has encountered much rain and spotty business since opening May 10," scribes William Sullivan, advance man. Roster includes Rufus Armstrong, producing comic; Norma Armstrong, leads; Nela Matthews, soubret; Sophie Dean, novelties; Evelyn Hostetter, musical turn; Ruth and Ray Hostetter, song and dance; Harry Pepper, comedy; Gene Fleau, piano and characters; Herb Barth, straights; Belle Boyd, characters; William Evans, office; Dr. Harold Woods, lecturer, and Snowflake Williams, dancer. Recent visitors were Frank Bosworth, Ned House and Jimmie Straight. Show recently played to two weeks' good business in Ogdensburg, N. Y. At a recent stand in Massena, N. Y., the show day and dated the O. J. Bach Shows.

**GET THOSE INKSTICKS** working, boys and girls, and send in some brief and to-the-point pipes.

**DONALD LEBLOND . . .** pens from Denver that he's taking it easy there before going on to the San Francisco fair. "What's become of Al Kessler?" he queries.

**WHAT'S BECOME . . .** of Jack Bessy, the old matinee idol of Hickman-Bessy fame?

**TRIPOD OPININGS:** "Why take a chance on trying to get by without the effort of mental comparison? The successful pitchman is the fellow who calls into conference his past experiences."

**EARL BIDDLE . . .** discloses that business is so-so around Angola, Ind., with novelties, but says he's done poorly so far this season.

**PIPES REQUESTED . . .** Notes coming to the Pipes desk this week asked for pipes from Blackie Beard, Herbert Casper, Bert Doto, Red Ecker, Albert W. Fisher, Sam Goldberg, Nelson A. Harris, Jack Irvin, William Kemp Smith and Dode Luzadder. Come, fellows, let us have some news on you.

**YOU CAN'T HELP** yourselves by blaming others for your lack of ability.

**NELSON EDWARDS . . .** reports good business at the Eastern resorts with his photo outfit. Says he's been averaging better than \$10 a day.

**ABIE HARTSOCK . . .** Glen Froberg, Harry Halberstadt, Clyde Kidwell and Gordon Queen were sighted in Atlantic City last week, scribes Kelly Dustin.

**WE KNOW A NUMBER** of pitchmen who have others do the right thing by them, by setting a good example to their contemporaries.

**ALBERT MARTIN . . .** says business is big in Southern Indiana with novelty and costume jewelry.

**LABOR DAY** is the next big day to be considered, you novelty workers.

**Newest in Jewelry!**

**1939 Engraving Pins**

We carry a big line of Engraving Jewelry—all the latest styles in Pins, Bracelets, Lockets, etc. We also carry the best-selling styles in Whitestone and Cameo Rings, Photo Jewelry, etc. Write for Catalog No. 23 today.

**HARRY PAKULA & CO.**  
5 No. Wabash Ave., Chicago, Ill.

**TWEEDLE AND TWADDLE**  
The Mysterious Dogs.

**SELLS ON SIGHT!** Every demonstration instantly attracts large crowds and big sales. The comic antics of these little dogs as they move about each other in a most mystifying and amusing manner makes them a gold mine of profits for Pitchmen, Demonstrators, Streetmen. No mechanical device—nothing to wind. Hours of fun. Worth \$10 at any party. The funniest novelty offered in the last decade. Everybody buys on sight. Send 50c for sample and quantity prices. **REX MFG. CO.,** West Richfield, Ohio.

**HERE IT IS! 200% PROFIT!**

**ENDURO** The New 3 Purpose Polish. Will clean, polish and wax a car in 30 minutes. A demonstration sells Car Owners on the Spot. Send 10c for Trial Size and Information.

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**ENGRAVERS**

We have a bigger and better line of Engraving Merchandise this season at lowest prices. Lockets, Charms, Guns, Rings, Bracelets, Pins, Big Line. Also the Famous "MOORE'S ELECTROGRAVER" Send for Catalog B NOW.

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Size 3 1/2 x 2	
100 Plates, \$ 4.50	
1000 Plates, 40.00	
100 Double Cases, 3.00	
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Sample Plate 10c; with Name and Number, 25c.	

Send for Circular. 311 Degraw Street, Brooklyn, N. Y.

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**Key Check Stamping Outfits**

Emblem Key Checks, Key Rings, etc. Catalog free. Sample check with name and address, 25c.

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Big earnings for ambitious men and women in new uncrowded field with famous nationally-advertised Hoover line of smart, exclusive uniforms for restaurants, hotels, taverns, stores, offices, doctors, dentists, etc. Not home-to-house. No experience—no money needed to get into this new, big-income business. Mail postcard now for beautiful new Uniform Style presentation, actual samples and money-making equipment—sent FREE.

**HOOVER** 251 West 19th Street, Dept. GJ-15A, New York

**Veterans Wake Up!**

Note removal to larger quarters. Old-timers are back in line selling our Veterans' Joke Books, Magazines—2c to 5c. Sell 10c to 25c. Other reasonable features, Holiday Flashers, Patriotic Calendars, Welcome Cards, etc. 2c to 5c. Send 10c for Samples. "VETERANS' SERVICE MAGAZINE," 169 Duane St., New York City.

**MEDICINE MEN**

Write today for new catalogue of Tonics, Oil, Salve, Scap, Tablets, Herbs, etc. Low prices—rapid service.

**GENERAL PRODUCTS LABORATORIES**  
Manufacturing Pharmacists

137 E. Spring St., Columbus, Ohio.

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

**WORLD'S BEST VALUES** in fast-selling, NEWEST Whitestone and Cameo Rings, LOCKETS, Crosses and Costume Jewelry for Demonstrators, Resorts, Engravers, etc. Send \$2.00 for samples or write for FREE NEW CATALOG.

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REBUILT WATCHES \$1<sup>75</sup>

7 Jewel, 18 Size, in S. H. Engraved Case, at

Send for Price List. Money Back If Not Satisfied.

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**★★★★ BLADES**

**WORLD'S BEST VALUES**

No. 1—Various brands. Attractive packing, 1,000 Blades.	\$2.50
No. 2—Famous "Champion" or "Singer" brands, 1,000 Blades.	3.95
No. 3—Pilgrim De Luxe "Heavy Duty," A real herman's Blade, 1,000 Blades.	6.50

10% Free Goods given on \$50.00 orders. We will also ship 100 Blades at above prices upon full payment plus postage. Deposit on all C. O. D. orders. Samples 10c. Free Circulars.

**SINGER BLADE CO.,** 901 Broadway, New York, N. Y.

**Every \$1.00 Gets you \$5.00**

Yes, sir, real profit. Goodrich Home Workers always have dough, and when you tell prospects Home are made by the Goodrich Co., Est. 1864, they buy with confidence. Pitchmen, Window Workers, Distrs, write for low gro. prices. Best season ahead. Sample 10c.

**GOODRICH,** 1500 West Madison, Dept. BG-7, Chicago.

**LOWEST PRICES!**

100 Social Security Plates . . .	\$3.50
100 Colored S. S. Plates . . .	6.00
100 Double Cases . . . . .	2.50
100 Single Cases . . . . .	1.25
Die Sets and Gauge . . . . .	5.00

Send for Complete List Free. New Name Plates and Stamping Machines. Don't delay.

**FRANK BONOMO,** 65 Central Avenue, Dept. B-22, Brooklyn, N. Y.

**DEANE'S D. E. BLADES**

FINEST SWEDISH SURGICAL STEEL. Every Blade Unconditionally Guaranteed.

IN DISPLAY CARTON, 100 (20 Pkgs. 5s), 40c. Send 10c for Samples and Info. on FREE CANDID TYPE CAMERA DEAL.

**DEANE BLADE CO.,** 132 West 32d St., New York City.



Pitchdom Five Years Ago

Frank Libby reported that shoe shops around Johnson City and Endicott, N. Y., were going full blast and that pitchdom was well represented with George Shien, auto polish; Sam Van, tooth powder; Leo Pondell, peelers; Pat Carragher, steel rules; J. J. McCullough, radio filters; Bill LeMarr, seeds; Wayne Garrison, solder; Ernest Tharpe, strollers and paste. . . Ned House, the "original Georgia Cracker," was living in Binghamton, N. Y., and working as foreman of a shoe factory except on Saturdays, when he covered surrounding towns with pitch case and tripes. . . Tom Waters, of Pomeroy-Waters Big Fun Med Show, befriended a fellow by giving him a job and enough money to lift his trunk from a New York hotel; then the fellow suddenly and mysteriously left the show. . . Two oldtimers, Doc Ted Dunlap and Nick Cretelle, were seen working a bank doorway in Saginaw, Mich., to good business. . . William C. Turtle, magician, was again with Doc Jay Van Cleve's Universal Med Show, playing halls and on platform. . . Franklin Street and his opry were operating at Vandalla, Ill., to large tips. . . Billy Parish's med opry was doing well in Pennsylvania territory. Doc Hoffman was lecturer, and his daughter, Leitha, did singing and bits; George Wilson, piano; Taylor Meyers and wife, refreshment stand. Parish's wife fell off the platform and fractured a bone in her hip. . . Ed Frink still had a berth on the Bennett Show as the doctor and was clicking to extraordinary tips. . . Doc J. G. O'Malley and his opry were on a week stand in Wilmington, O. . . Fred Cole and son, Howard, were with the Dean med outfit. . . Frank H. Carr, 80, for many years active in medicine shows, died at the Home for the Aged, Richmond, Va., July 1. . . That's all.

Events for 2 Weeks

(July 17-22)

- CALIF.—Coronado. Natl. Horse Show, 18-23. San Francisco. Draft Horse Show at Golden Gate Int'l Expo., 15-25.
COLO.—Gunnison. Co. Pioneer Society, 21-22.
ILL.—Creve Coeur. Celebration, 21-23. Genoa. Community Days, 21-22. La Harpe. Soldiers & Sailors' Reunion, 17-22. Wyoming. Mid-Summer Celebration, 19-22.
IA.—Cedar Rapids. St. Ludmilas Kolac Festival 19-22. Comanche. 103d Birthday Celebration, 20-22. Pierson. Business Men's Carnival, 20-22. Strawberry Point. Gala Day Celebration, 20.
IND.—English. Reunion & Homecoming, 17-22. Hymera. Old Soldiers' Reunion, 20-22. MICH.—Escanaba. Legion Celebration, 17-22. Mt. Clemens. Lions' Club Powwow, 20. Spring Lake. Dog Show, 22.
MO.—Eldorado Springs. Celebration, 1921. NEB.—South Omaha. Legion Celebration, 15-23.
N. Y.—Ellicottville. Cattaraugus Co. Vol. Firemen's Assn., 20-21. Hancock. Central N. Y. State Firemen's Assn., 18-20. Honeoye. Firemen's Carnival, 20-22. O.—Fort Recovery. Harvest Jubilee, 17-22. Rocky River. Homecoming, 18-22. Shelby. VFW Celebration, 17-22.
OKLA.—Buffalo. Rodeo at Doby Springs, 22-23.

Next Issue LIST NUMBER

Will Feature the Following Lists:

- FAIRS
COMING EVENTS
CONVENTIONS
DOG SHOWS
FRONTIER CONTESTS

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- Mangum. Rodeo & Co. Pioneers' Reunion, 20-21.
PA.—Elkland. Old Home Week, 17-22. Everett. Firemen's Carnival, 15-22. Friedens. Somerset Co. Firemen's Convention & Fair, 17-22. Hop Bottom. Hose Co. Carnival, 17-22. Oakdale. Firemen's Fair, 15-22. Pen Argyl. St. Rocco Celebration, 17-23. Saxenburg. Vol. Firemen's Carnival, 17-22.
Shanckin. Firemen's Celebration, 17-22. Six Mile Run. Legion Celebration, 21-22. S. D.—Brookings. State 4-H Roundup, 20-22. Madison. Yankee Doodle Days, 21-22. Spearfish. Black Hills Airfair, 22-23.
TEX.—Lampasas. Race Meet, Rodeo & Live-Stock Show, 19-21. Priddy. Picnic, 20-23. Valley Mills. Celebration, 19-22.
UTAH.—Ogden. Pioneer Days, 21-24. Salt Lake City. Covered Wagon Days, 20-24.
WASH.—Dayton. Summer Jamboree, 20-22. Tacoma. Golden Jubilee Celebration, 19-23.
W. VA.—Newell. Vol. Firemen's Carnival, 17-22.
WIS.—Milwaukee. Mid-Summer Festival, 15-22. Onro. Water & St. Carnival, 22-23. Sturgeon Bay. Cherry Harvest Festival, 22-23. Two Rivers. Legion Snow Festival, 22.
CAN.—Charlottetown, P. E. I. Old Home Week, 17-22.

(July 24-29)

- CALIF.—Fortuna. Rodeo, 29-30. Los Angeles. Gift & Art Show, 24-29. Pacific Palisades. Riviera Club, Horse Show, 27-30.
IDAHO.—Hagerman. Pioneer Day, 24.
ILL.—East Dundee. Firemen's Festival, 26-29. Evanston. Legion Rodeo, 24-29. Mt. Olive. Homecoming, 27-29. Salem. Soldiers & Sailors' Reunion, 24-29. Stockton. Street Carnival, 28-29. Taylorville. Centennial & Homecoming, 23-29.
IND.—Cloverdale. Centennial Celebration, 27-30. Elwood. Tomato Festival, 25-29. North Salem. Homecoming, 27-29. Ridgeville. Homecoming, 25-29.
IA.—Coggan. Harvest Home Celebration, 28-29. Earlville. Gala Days, 26-27. Lansing. Homecoming, 29-31. Tabor. Farmers & Merchants' Picnic, 25-27.
KAN.—Downs. Anniversary Celebration, 26-29. Waterville. Celebration, 27-29.
MINN.—Fountain. Festival Club Celebration, 27-29. Janesville. Harvest Jubilee, 26-27. Montevideo. Park Day Celebration, 26-30.
MO.—Craig. Legion Reunion & Homecoming, 27-30. Cuba. Homecoming & Live-Stock Show, 27-29. Parnell. Merchants' Picnic, 27-29. Wheaton. Reunion, 26-29.
NEB.—Jansen. Legion Picnic, 28-29. Omaha. Santa Lucia Festival, 23-29. N. J.—Pompton Plains. Firemen's Carnival, 24-29.
N. Y.—Fredonia. Western N. Y. Vol. Firemen's Assn., 24-29. Lakewood. Athletic Club Celebration, 24-29. Livonia. Firemen's Carnival, 27-29. Rochester. Lalla Rookh Grotto Rodeo, 24-28. Sherrill. Vol. Fire Dept. Celebration, 24-29. Watertown. Old Home Week Celebration, 23-29.
O.—Byesville. Homecoming, 25-29. Haverhill. Elks' Picnic, 27. Salsineville. Centennial Celebration, 27-30. Twinsburg. Homecoming, 28-30. Winchester. Knights of Pythias Street Fair, 26-29.
OKLA.—Custer City. Rodeo, 26-27.
RA.—East Brady. Firemen's Frolic, 24-29. Finleyville. Vol. Fire Dept. Fair, 24-28. Henrietta. Farmers' Reunion, 25-27. S. D.—Custer. Gold Discovery Days, 27-28. Dell Rapids. Cootie Days, 24-26.
VT.—Montpelier. Dog Show, 29.
WASH.—Seattle. Golden Jubilee Potlatch, 25-30.
WIS.—Prairie du Chien. VFW Mid-Summer Festival, 24-30.

WIS. EVENT

(Continued from page 51)

attractions were fireworks, baseball games, bowery dances, band concerts, auto giveaway and children's contests. Parade, led by the carnival sound car, was composed of 10 of Ringling Bros.' old parade wagons, obtained from Baraboo, Wis. Included was an old carriage of the late Al Ringling, in which was seated a citizen representing Colonel Hall. Some 75 costumes were secured from Mrs. Maude Holcomb, former circus trouper of Baraboo. Meagerie animals, figures carried by 20 clowns, were loaned by Janesville (Wis.) Centennial Committee. About 30 horses were used in the parade and were also seen in part of a pageant, Romance of a Century, staged two nights under canvas. Event was heavily advertised with panel strips, half-sheets and 1, 6 and 8-sheets, most of which were furnished by the carnival. An auto caravan, including a calliope played by Antes, bands and Father Evansville, made a 200-mile booster trip, scattering programs and putting on an Indian powwow in tribal gear.

FIVE R. H. Wade rides and Larry Larrimore's concessions were booked for the annual six-day Firemen's Jubilee in Saxenburg, Pa.

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With the New P. D. Q. AUTOMATIC "One-Minute" Camera.
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Midway, Free Attractions Draw 8,000 to Ia. Festival

GARNER, Ia., July 15.—Annual celebration under auspices of the Chamber of Commerce here on July 4 was the most successful yet staged, attracting more than 8,000, reports Chalm G. Houghton, publicity chairman. Cost of the event was about \$600. Program started with a prize parade, featuring four bands and 52 floats, many of which were built by Thatcher & Stanbery. Day and night free acts, supplied by E. and E. Leininger Co., included a chorus, clowns, magicians, contortionists and aerial performers. Two night dances were staged. Concessions and Frenchy Gauthier's Ferris Wheel were on the midway. Fireworks were by the Stanbery company. Publicity and advertising were carried in daily newspapers and six weeklies. Handbills and bumper strips were utilized and a booster group visited 13 towns.

Attractions Draw Heavily At Algona, Ia., Celebration

ALGONA, Ia., July 15.—Annual celebration here on July 4 under auspices of Kossuth County Fair Association drew biggest crowd in the past 10 years, featuring a grand-stand show, fireworks and midway, reported E. L. Vincent, fair secretary. Event operated with a pay gate and charge for grand-stand show, which included motorcycle races and baseball games. Attendance was about 11,000. Four Rounders, quartet booked for the show, failed to appear because of an accident en route. Barnes-Carruthers acts included Great Millette, trapeze; Four Robeys, jugglers; Larimer and Hudson, comedy cyclists, and Chase and Lampe, hand balancers. Show closed with Thearle-Duffield fireworks. All-American Exposition Shows were on the midway with seven rides, shows and about 25 concessions and played the remainder of the week here.

Colo. Event Is Big Draw

CHEYENNE WELLS, Colo., July 15.—Celebration here on July 2-4 drew heavily the third day, some 10,000 attending to see a rodeo directed by Leonard Stroud, free acts, fireworks and midway attractions, reports Thomas H. McKoun, secretary. Rodeo tickets sold for 25 and 40 cents. Other activities were financed thru sale of membership tickets good for merchants' awards. Free acts were Ozark Hillbillies and James Cogswell, still clown. Several rides and concessions were booked. Also programed were Indian dances, parade, pageant, band concerts and an oldtimers' banquet.

Shorts

FIREWORKS drew about 30,000 from five States to New Iberia (La.) Knights of Columbus July 4 Celebration, despite hot weather, reports James E. Tomme. Also programed were horse and boat races, parade, coronation dance and ball game.

JAMES COGSWELL, high-stilt clown, reports he led a big oldtimers' parade at Cheyenne Wells (Colo.) 50th Anniversary Celebration on July 2-4 and that the event was a success, many driving 200 miles from Denver. He played Golden Spike Days, Lexington, Neb., and has a good route of fairs set.

MINER Model Midway Shows and Capt. Worley Words, high net diver, have been contracted for six-day St. Philip and St. James Church Celebration in Phillipsburg, N. J., reports Father Sheridan.

FRANK (ENGLISH) BILTON, late of Ringling-Barnum circus band, booked his military band for the American

Charlie McCarthy The Hottest Toss-Up Yet! Inflates 20" High MONOCLE ATTACHED With MOVEABLE EYE Also MORTIMER SNERD Ask Your Jobber for Pioneer Licensed Character Balloons

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SPORS FREE Wholesale Catalog Revised Issue, Just Off the Press. Shows over 4,000 bargains, 260 pages of tested, fast sellers, novel selling plans, trade stimulators, salesboard items — For salesmen, dealers, operators, etc. Send for your copy today. SPORS CO., 7-39 SUPERIOR ST., LE CENTER, MINN.

Legion Post Celebration on Hawkeye Downs, Cedar Rapids, Ia., on July 4, when 30,000 attended and a fireworks display was an attraction, reports G. W. Tremain.

DELMAR'S Lions; Les Kimris, aerialist; Three Cards, teeterboard, and Joe and Ida St. Onge, gymnasts, were booked for Pawtucket (R. I.) Police Benefit Circus, scheduled to open on July 17. Herbert Waugh is chairman.

PAT AND WILLA LeVOLO have been booked as free act for four-day Gibsonburg (O.) Home-Coming and Ox Roast under auspices of the Volunteer Fire Department, said Frank Ottney, chairman. Fraternal parade will be featured on opening day.



# Hartmann's Broadcast

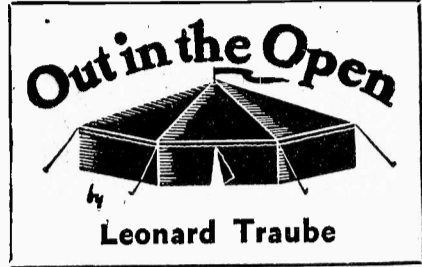
THE best of friendships are sometimes forgotten when opposition between circuses arises. Take the heads and advance men of Cole Bros. and Parker & Watts' circuses, for instance. For years these men have been close friends, but all this friendliness apparently went by the wayside when the two shows clashed in the Upper Peninsula of Michigan, with Escanaba the scene of battle. Parker & Watts, on trucks, preceded Cole Bros. on rails, into Escanaba by two weeks, the former appearing there June 30 and the latter July 15.

We have always maintained that clean opposition helps business for both sides, while unfair tactics generally hurt not only one side but both.

There is no doubt a long story to this Michigan opposition campaign as to why it was waged. It is not our intention to delve into the reasons because the views of one side would be bound to

clash with those of the other side and likely result in a long-drawn-out controversy, which we want to avoid. However, we do believe that our readers should know the contents of the stinging herald issued by each show, and we therefore reproduce them herewith, reduced to less than one-fifth of their regular size.

Show managers should know how to run their own business if they are in it to stay, but the thing that worries us is the possible bad opinion laymen get of the circus business and circus people when publicity of this kind arises. Even those concerned, to be fair, should agree that it will not improve the circus business. Let's hope there will be none of it in the future.



## The Whirl of Today

BURNS O'SULLIVAN, bossman of the shelved Federal Theater Project Circus in New York, is telling interested listeners that he'll revive Barry Bros. Circus and tour it in and around the metropolis this season. He's not telling 1. 1.'s that a tent firm's money will be behind it, however. Incidentally, some WPA circus personnel are getting 90 days of accumulated vacation with pay, making the first time that any circusers received money (other than holdback perhaps) AFTER a folding.

Doc Stahl, the Waco (Tex.) wit and office exec for promotions, posts a "desert hills of Nevada" souvenir card from Reno saying he is en route "to the Coast with the world's greatest attraction." This, we venture to inform Sir Stahl, is as vague in its phrasing as the exact town from which the genial gentleman emanates, some informed people, Tex Sherman among them, claiming that the Doc originated in Texarkana, Ark., causing a controversy that is a classic of buffoonery whenever Stahl and Sherman assemble to chew the fat and exchange memoirs.

Clear as Mud Dept.: "We desire to call attention to an error in your July 1 column wherein you mention Jake Shapiro, of Triangle Poster Printing Co. This is confusing and misleading inasmuch as there is only one Triangle Poster Printing Co. and same is located in Philadelphia. Jake Shapiro is not connected with this company in any capacity, being associated with Triangle Poster Printing Co. of Pittsburgh, and Triangle Poster and Printing Co. of Georgia. Norman I. Shapiro, secretary Triangle Poster Printing Co., Philadelphia." To which we can only answer that there is no confusion whatever except that both companies bear almost identical titles and use stationery whose layout and color scheme, right down to the very plates, are as alike as peas in a pod. Is it the desire of either company to avoid being linked?

It seems that a man, a girl and a drum are still capable of winning abundant folding money in competition with elaborate set-ups on a midway if we are to judge by the experience of Jimmy C. Stone, of New England Shows, in White River Junction, Vt. Let Jimmy tell it himself:

"Miss America is a show I am presenting with one girl only, Patricia Miller. This show, with only a 30-foot frontage and no banners, had nine men selling tickets, with the chief of police and 14 men holding them back while I presented the show inside. The price of admission is 40 cents and they literally mobbed me. While all other shows did fair, we, at the end of the midway, were packed. Everything was orderly, despite the presence of over 2,000 Dartmouth students. (University faculty will love that crack.—Editor's Note.) I believe this is indeed a novelty (the students or the business?—Editor's Question.) A girl show with four girls was two tents away, and a sex show with three girls was just across the way. I would like to have you pay tribute to the young lady who has consistently topped all other shows on the midway."

Thomas J. (Fuzzy) Hughes, inspired by the Dionne section of Canada, goes the quins 15 times better by sending

out "come-out-and-see-me-some-time" postcard greetings printed in 20 languages, apologizing for not including Chinese, Japanese and Hindustan. Hughes, a West Coast showman-promoter-publicist, was on the press train during the royal tour of King George and Queen Elizabeth. . . . Talking about royalty, will the Royal American Shows deny or confirm that because this publication's New York World's Fair department toyed with the thought that it would have been a good idea for the expo to have engaged the RAS midway for the amusement area the show has been capitalizing on that superspeculation?

Hennies Bros.' Shows, lamenting newspaper blasts against certain carnivals, sends out an "Appeal to Reason" in the form of a folder, which says, in part: "The number of cities the Hennies Bros. Shows can play in one season is limited. One carnival cannot do the good-will work for the entire industry. The Hennies Bros. therefore beg, beseech and implore their 'brother' showmen not to treat the newspapers indifferently. Shows that cannot stand a scribe's visit should get out of the business and their operators should go back to bootlegging or whatever similar line of endeavor they followed before becoming 'big shots'." . . . And we are glad to note that while New York ponders about its second edition in 1940, the Leipzig Trade Fair is readying for its 1982 session, maintaining an unbroken schedule for over 700 years.

## Notes From the Crossroads

By NAT GREEN

ENCOURAGING reports are coming in from Western Canada, where the exhibition season is under way. Mike Barnes tells us that his revue broke all records at Brandon, Man., and it was necessary to give two shows a day for three days to accommodate the crowds. Max Goodman, playing the smaller Western Canada fairs, says business is good. All of this is cheering news to showmen, who see an excellent fair season in the offing.

In the States entertainment budgets of many fairs have been substantially increased, numerous improvements have been made in fair plants, and on the whole the fairs appear to be making steady progress. Every indication points to increased attendance, which, of course, means added revenue to showmen.

Hot weather notes: William H. Stevens, traveling representative of the American Federation of Musicians, will have a hard time explaining away that shiner he was wearing a few days ago. Stevens was riding the Parker & Watts Circus band wagon at Bay City, Mich., when it overturned and injured several of the bandmen, Claude Myers most seriously. The shiner was Stevens' share of the casualties. Myers went to a hospital and for three days Stevens directed the P-W band. . . . While we're sweltering in the 95-degree torridity of Chicago's Loop, Melvin D. Hildreth, of Washington, sends a clipping from Presque Isle, Me., telling about the Aroostook residents shivering in freezing temperature and the early potatoes being nipped by frost. Which didn't lower our temperature at all! . . . One of our boys who just returned from the Pacific Coast says the Marx Brothers' circus picture will give the boys some modern ideas. A 160-foot top with one center pole is being used, and all seats are grand stand (using the McCoy grand stand). Stan Rogers, a member of the CFA, is the MGM art director. . . . Howard Ingram, of the Mighty Sheesley Midway, was a visitor at the Crossroads desk and reports that so far business has been fair. . . . Also in to say hello were Myrtle and Jimmy Dunedin, juggling cyclists, who are booked for all summer with Ernie Young's revue; True and Trudy Wilkins, the Golden Pair, back from a successful tour of Northern Wisconsin and thinking of going to Australia in the fall, and Oscar W. Haas, of the Three Cheers, up from Sedalia, Mo., on business connected with his fair dates. . . . Some of the circus and carnival boys in town find the Bismarck Bierstube a pleasant haven these hot evenings. Heim Kublick is celebrating his fifth anniversary at the spot by presenting *Belle of New York*, a hilarious travesty on music halls of bygone days.

"Bill" Jahnke, secretary-manager of

### FUNLAND SHOWS WANT

Ex. Custard, Age, Photo, Arcade, Lead Gallery, Hoop-La, American Camp, etc. No grift. Cookhouse Help, Talkers and Grinders. Drome and Monkey Show. Octopus and Silver Streak.

Fred Almany is not with this show.

Harlan, Ky., this week, 1st in; Cumberland, Ky., next week, 1st in; then Hazard, Ky., July 31-Aug. 5. Plenty Southern Fairs to follow.

### MELVIN'S UNITED SHOWS

WANT For Long String of Fairs in Iowa, Missouri, Arkansas, Starting August 3.

Rides, Roll-o-Plane, Octopus or Loop-o-Plane, Shows, Animal, Illusion, Mechanical, or what have you? Concessions: Shooting Gallery, Frozen Custard, Candied Apples, Candy Floss. No racket. Blain Young wants Side Show Acts, Freak Girl for Illusion, Lecturer that does Magic. Tony Harris, Olga, answer. Fort Pierre, S. D., this week; Wagner next; then per route.

### COLORED FAIR

FOURTH ANNUAL FAIR.

Grounds at W. 21st Street and Northwestern Ave., Indianapolis, Ind.

Sponsored by Reliable Organizations. First-Class Rides. No gate. Admission Free.

Nights July 25, 26, 27, 28, 29, 1939. Concession Agent on grounds during week of Fair. Address: MANAGER OF CONCESSIONS, 4401 E. Tenth St., Indianapolis, Ind.

### WANTED

EXPERIENCED CUSTARD MAN. Must be sober and reliable and drive Dodge Truck.

ALAMO EXPOSITION SHOWS Alliance, Neb., this week; Cheyenne, Wyo., next week.

### H. P. LARGE SHOWS WANT

Legitimate Concessions of all kind. WILL SELL X on Cook House, Popcorn, Photo. WILL PLACE Ferris Wheel, Merry-Go-Round, or any Kiddie Ride for balance of season. WANT Concession Agents. Good opening for Grind Show. Lon Morton, come on, Olive Branch, Miss., July 17-22; Arkabutla, Miss., July 24-29; then the Mississippi Delta till January 1.

### READING'S SHOWS

WANT Stock Concessions, String Game, Dart Game, Scales, Custard Machine, and others. WANT Grind Shows, Big Snake, Illusion, Monkey Circus, Speedway, or Drome. Hopkinsville, Ky., this week; Horse Cave, next week.

W. J. WILLIAMS, Mgr.

### RICHARD BROS. CIRCUS WANTS

To join on wire, Mechanic, Dancing Girls, Pit Show, Family Type Big Show Acts. Will lease or buy Small or Medium Size Elephant. Utica, 17; Brement, 18; Asheville, 19; Leesburg, 20; Peebles, 21; Manchester 22; all Ohio.

Saginaw (Mich.) Fair, is making some substantial improvements in the fair plant and is looking forward to a big year. Bill writes that the fair probably will again sponsor a Showmen's League benefit. . . . Art Hopper's billing crew has put up plenty of "oil paintings" heralding the coming of the Big One, and Frank Braden is planting plenty of pix and stories. Allen Lester joined the advance here, succeeding Jerome Harman, who departed for a rest at his home in Fort Kent, Me. . . . Joseph L. Streibich, Showmen's League secretary, and Bill Green, of MCA, attended the CFA banquet in Ann Arbor, Mich. J. C. McCaffery and Sam J. Levy stoppe briefly at Ann Arbor on their way from Detroit to Chi. . . . The mother of the Antaleks was stricken with a heart attack at Detroit while the act was playing the American Legion Circus there. She came over from Vienna to visit her children. . . . Frank and Lucia Walter, of Houston, visited the Ringling-Barnum show at Montreal, then left for a visit with Clyde and Harriet Beatty at Atlantic City. They will return to Houston by boat. . . . Walter H. Hohenadel, editor of *The White Tops*, and Mrs. Hohenadel returned from the CFA convention via the boat trip from Detroit. . . . "Bill" Montague, banker and circus fan from West Hartford, Conn., visited Showmen's Rest and other points of interest around Chicago last week.

### A FEW CIRCUS FACTS!

#### Was Barnum Right? Does the American Public Want To Be Humbugged?

For the past 8 or 10 years the Upper Peninsula of Michigan has been infested with a plague of synthetic "truck" shows. Indeed there are about 40 of these so-called "circuses" running about the country, traveling via auto, trucks, horse trailers, bicycles, wheelbarrows and roller skates.

If you have two trucks you can label them "circus" and start out.

A great majority of these truck circuses have little or nothing of merit to exhibit. Notwithstanding the Government charges no tax on amusement tickets, except those selling for more than 40 cents. Yet some of these "trucks" have the unmitigated audacity to collect as much tax on their "tickets" or passes they dish out and give away as liberally as charged for the regular price of admission.

The circus business is a peculiar business. It takes years of experience and the services of men who have devoted the greater part of their lives to it successfully.

In a few days this city is to be visited by a "trucker."

The big feature is the cheap price.

The old men told us when we were kids to be wary of things that cost little or nothing; and to take mighty little of it. This particular "trucker" we refer to, first saw the light of day in 1918.

The organizer and manager operated a hot dog and hamburger stand on a highway adjacent to Memphis, Tenn., until he got tired of dishing up hot dogs, and decided to enter the circus business as an owner.

Now don't get us wrong. Everybody is entitled to make a living.

But there is a place for these small truck circuses. We believe they should confine their endeavors to the smaller villages and townships and not try to fool the public with such false and malicious advertising as:

"The only big show coming."

"World's greatest zoo" when they only have several cages.

Biggest this and biggest that when any intelligent person knows that it would be impossible to transport such a show via the rubber tire route.

Don't be deceived. We don't tell you how to spend your money.

See and judge for yourself.

The Great Cole Bros. Circus traveling on two special Railroad trains is coming to your city shortly.

It was organized 57 years ago and has paid many visits to Michigan.

It has exhibited in every state and is now playing the larger cities in Canada.

In the past 5 years the Cole Bros. Circus has made two trans-continental trips— from coast to coast.

It has exhibited in every large city in the North American continent— from Portland, Maine to San Diego, Calif. From Seattle, Wash., to Miami, Fla., with New York City, Chicago, Detroit, Cleveland, San Francisco, Los Angeles and all the other larger cities included.

One of the owners of the Cole Bros. Circus managed the Hagenbeck-Wallace Circus for 12 years while his partner managed and was part owner of the Salford Circus for two decades.

Tried and experienced showmen they know that the first requisite of operating a successful circus is to give the public a real entertainment with great stars and features assembled from all parts of the world.

Not to see how little but how much they can give.

### SAFETY FIRST!

## ESCANABA SATURDAY JULY 15

WAIT FOR THE BIG BALLROOM CIRCUS

# DO NOT BE DECEIVED!

The Only Real Circus Coming is

## PARKER and WATTS CIRCUS

Parker and Watts carries no graft or gambling games. Parker and Watts pays its employees in cash — not promises.

Parker and Watts Circus does not have to take bankruptcy to avoid honest obligations to its employees and other creditors.

Parker and Watts Circus presents its big free Street Parade daily. We invite you to investigate any place we have shown. Fair, honest dealings our policy. Why wait on a bankrupt circus?

Parker and Walls Circus will give its

### STREET PARADE

and Two Full and Complete Exhibitions in

## ESCANABA FRI. JUNE 30



# POPCORN

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

A Penny Postal Card to us will bring you our 16-page Descriptive Booklet Price List of Popcorn Supplies.

**PRUNTY SEED & GRAIN CO.**  
16 S. FIRST STREET, ST. LOUIS, MO.  
"Over Sixty Years Distributing Popcorn."

## CONCESSION MERCHANDISE

Exclusive unusual items with real sales value and eye appeal for **PARKS CIRCUS CARNIVAL FAIR** trade. When writing for catalog state business. **TIPP NOVELTY CO., TIPP CITY, OHIO**

## WANTED FOR

**MONTEZUMA ANNUAL HOMECOMING,**  
Friday—Saturday—Sunday,  
JULY 21-22-23, Inc.  
Legitimate Concessions of all kinds except Bingo.  
Address **R. L. HILBORN, Chrm., Montezuma, O.**

## GREAT EASTERN SHOWS

Want Concessions—Photo, Corn Game, Fishpond or any Concessions that work for Stock. Privilege reasonable. Will give Ex on Girl Show with own frame-up. Middlesboro, Ky., Clairfield Mines this week; Oliver Springs, Tenn., Reunion week 24. Mines all working. Address all mail as per route.

## HUGHEY BROS. SHOWS

Want for New Berlin, Ill., Home-Coming, July 24-29, and long season South: Concessions—Fishpond, Bowling Alley, Cig. Gallery, Pitch-To-Win, Bumper, Slum Spindle, Knife Rack, Snow Cones, Floss Candy and Scales, also Penny Arcade. Want capable Ride Help that can drive trucks. Illinois, Ill., this week.

## CARNIVAL BOOTHS-RIDES

FOR RENT. Complete Unit—12 Concession Booths, size 9x14, including Bingo and Ball Games, Refreshment Stand, Electrical Equipment, Decorations. Will set up, take down and haul. Carnival Wheels and Games of every description. **JERE SHAW, Real Estate Trust Bldg., Philadelphia, Pa.** Phone Pennypacker 2177.

## CAN PLACE

High-class Girl Show. Must be neat frame-up. Long list of fairs and celebrations. Address

## GREAT LAKES EXPOSITION SHOWS

**W. S. MALARKEY**  
CAN PLACE Legitimate Concessions and Clean Shows.

**ROSCOE, N. Y., CELEBRATION, July 24-29.**  
**WHITNEY POINT, N. Y., FAIR, July 30-Aug. 4.**  
Address **W. S. MALARKEY,**  
Ackerman Bldg., Binghamton, N. Y.

## CENTANNI GREATER SHOWS

Want Shooting Gallery, Ball Games, Pitch Till You Win, Shows of all kinds, Frozen Custard Concession. Will book any Ride that does not conflict. **WANT Ferris Wheel Foreman.**  
July 24-29, Mattewan, N. J., Big Italian Celebration.

Write or Wire **MICHAEL CENTANNI,**  
927 Broadway, Newark, N. J.

## DUAL LOOP-O-PLANE

**\$1,000.00 CASH.**  
Guaranteed A-1 condition, both mechanically and appearance. Including Ticket Booth, Iron Fence. No terms. Ride stored St. Paul, Minn.  
**LEW HOFFMAN,**  
3108 30th Ave., So., Minneapolis, Minn.

## WANTED

**FERRIS WHEEL OPERATOR**  
**M. J. DOOLAN**  
342 W. 69th St., Chicago, Ill.

## ACME EXPOSITION SHOWS

Want Concessions of all kinds. Will furnish tops to Girl Show, Colored Minstrel Show and Grind Shows. Want any Rides that will not conflict with Ferris Wheel, Tilt-a-Whirl, Chairplane and Kiddie Autos. Will give X to Photo Gallery, Lead Gallery, Candy Apples, Candy Floss and Frozen Custard. Wire Kent, O., week July 17.

## H. C. SWISHER'S SHOWS

Want to join at once, Electrician to wire Show; also to take charge of Marquee. Foreman for Merry-Go-Round and Loop-o-Plane. Second Man for Merry-Go-Round, Wheel, Chairplane, Loop-o-Plane. Concession Agents for Penny Pitch and Pan Joint. Reeds Spring, Mo., July 17 to 22; Everton, Mo., 26 to 29.

Motor City: Brighton, Mich.  
Naill, C. W.: Nashville, Ark.  
New England: Gloucester, Mass., 17-21; Fall River 22-29.  
Northwestern: Angola, Ind.  
Nye, Am. Co.: Edwight (wires, Whitesville), W. Va.  
Oklahoma Ranch: (Rodeo) Mangum, Okla.; (Fair) Hammon 24-30.  
Ozark Am.: Fayetteville, Ark.  
Page, J. J.: Lexington, Ky.; (Fair) Mt. Sterling 24-29.  
Park Am. Co.: Texarkana, Tex.  
Peach State: Glennville, Ga.  
Pearson: Wyoming, Ill.; Urbana 24-29.  
Penn-Premier: Shaft, Pa.  
Pioneer: Elkland, Pa.  
Prell's World's Fair: Schenectady, N. Y.  
Prudent's Am.: Glen Cove, L. I., N. Y.; Inwood 24-29.  
Pryor's All-State: Peebles, O.  
Rainbo Am. Co.: St. Charles, Ia.  
Reading's: Hopkinsville, Ky.  
Reid, King: Poultney, Vt.; Ausable Forks, N. Y., 24-29.  
Reynolds & Wells: Tomah, Wis.  
Rogers Greater: Bowling Green, Ky.  
Rogers & Powell: Newark, Ark.  
Royal American: (Fair) Edmonton, Alta., Can.; (Fair) Saskatoon, Sask., 24-29.  
Royal United: Baroda, Mich.; Colema 26-29.  
Royal Midway: Golconda, Ill.  
Rubin & Cherry Expo.: Milwaukee, Wis.  
Scott Bros.: Morganfield, Ky.; Providence 24-29.  
Shugart, Doc: Lexington, Okla., 17-19.  
Silver State Attr.: Tooele, Utah.  
Sims Greater: North Bay, Ont., Can.  
Skerbeck Am. Co.: Eagle River, Wis.; Tomahawk 24-29.  
Smith Bros.: Clayton, Okla.; Antlers 24-29.  
Smith's Greater Atlantic: Keyser, W. Va.  
Snapp Greater: (Fair) Robinson, Ill.  
Sol's Liberty: Fond du Lac, Wis.; Oconto 24-29.  
Southern Attrs.: Lollie, Ga.  
Sparks, J. F.: (Fair) Campbellville, Ky., 24-29.

Speroni, P. J.: Dewitt, Ia.  
State Fair: Miles City, Mont.  
Strates, James E.: Ufca, N. Y.  
Stritch, Ed.: (Fair) Lampasas, Tex.  
Sunset, Am. Co.: Ft. Madison, Ia.  
Sunshine: Keota, Okla.; McCurtain 24-29.  
Swisher, H. C.: Reeds Spring, Mo.; Everton 26-29.  
Terrill's Midway: Greenville, S. C.; Pickens 24-29.  
Texas Kidd: Hereford, Tex.  
Texas Longhorn: Clinton, Okla.  
Tidwell, T. J.: (Fair) Anthony, Kan.; Winfield 24-29.  
Thomas Am.: Hoagland, Ind.  
Tilley: North Chicago, Ill.  
Tybee United: Tybee Beach, Ga.  
Wade, W. G.: Bay City, Mich.  
Wade, R. L.: Two Harbors, Minn.  
Wallace Bros. of Canada: (Fair) Melfort, Sask., Can., 17-19; (Fair) North Battleford 20-22; (Fair) Lloydminster 24-26; (Fair) Vermilion, Alta., 27-29.  
Wallace Bros.: Maysville, Ky.; Irvine 24-29.  
Ward, John R.: Vandalia, Ill.; Carbondale 24-29.  
Weer, M. R.: Ashley, Ind.  
West, W. E., Motorized: Beemer, Neb., 17-19; Crete 20-22; Cambridge 24-29.  
West Bros.: St. Cloud, Minn.  
West Coast Am. Co.: Tacoma, Wash., 17-22; Portland, Ore., 24-31.  
Western State: Alliance, Neb.  
West's World's Wonder: East Liberty, Pittsburgh, Pa.  
Weydt Am. Co.: Manitowoc, Wis.  
Weyls Production Co.: Creekside, Pa.; Phillipsburg 24-29.  
Wilson Am.: Assumption, Ill.  
Winters Expo.: Pitscairn, Pa.  
World of Mirth: Bangor, Me.  
World of Pleasure: Manistique, Mich.  
Wyse Greater: Dike, Ia.  
Yellowstone: (Fair) San Luis, Colo.  
Young, Monte: Ogden, Utah, 18-24.  
Zacchini Bros.: Warren, Pa.  
Zeiger, C. F., United: (Rodeo) Sheridan, Wyo., 17-19.  
Ziegler-Pollie: Ferndale, Mich., 18-28.  
Zimdars Greater: Sioux Falls, S. D.

## MISCELLANEOUS

Arthur, Magician: Chestnut Mound, Tenn., 19-20; Buffalo Valley 21-22.  
By-Gosh Tent Show: Bruceon Mills, W. Va., 17-22.  
De Cleo, Harry, Magician: Barberton, O., 22-29.  
George, Great: Yorkton, Sask., Can., 17-22.  
Ginnivan, Norma, Show: White Pigeon, Mich., 17-22.  
Harlan Med. Show: Barberton, O., 17-22.  
Hayworth, Seabee, Players: China Grove, N. C., 17-22.  
Hermes, Magician: North Battleford, Sask., Can., 20-22; Lloydminster 24-26; Vermilion, Alta., 27-29.  
Jaxon, Ventriloquist: St. Paul, Minn., 19; Minneapolis 20-21.  
Knapp, Margie (Hollenden) Cleveland, h.  
LaVola, Don, & Carlotta: (Celebration) Lovell, Wyo., 17-22.  
Long, Leon, Magician: Los Angeles, Calif., 19-31.  
McNally's Variety Show: Prattsville, N. Y., 17-22.  
Marquis, Magician: Bemidji, Minn., 19; Thief River Falls 20; Red Lake Falls 21-22; Crookston 24; Park River, N. D., 25; Grand Forks 26-27; Grattan 28.  
Myhres Tent Show: Lisbon, N. D., 17-22.  
Montague, Magician, & Hollywood Dollies: Menan, Ida., 20-21.  
Proctor's, George H., Monkeys: Edgerton, Minn., 20; Magnolia 22; Dell Rapids, S. D., 24-26.  
Ricket's Dogs: Crossville, Tenn., 17-29.  
Rippel, Jack: Bealeton, Va., 17-22.  
Roberts, Jack & Renee: (Moose Club) Johnstown, Pa., 17-24.  
Sadler's Own Co.: Hale Center, Tex., 22.  
Seccium Park Rides, No. 1: Rocky River, O., 17-23; No. 2 unit (Meadowbrook Park) Bascom, O., 17-23.  
Schaffner Players: Kahoka, Mo., 17-22.  
Si & Fanny & Mule Abner: Newton, Ill., 19; Golconda 20-21.  
Williams, Rusty, Tent Show: Garland, N. C.,

### BEAT THESE PRICES! MR. BINGO OPERATOR

No. 1101—CONVEX POT. Triple Coated Porcelain Enamel, With Chrome Covers Three Quart Size. 12 to Carton (No Less Sold) Each ..... **40c**

No. 1091—LARGE OVAL ROASTER, 14 1/2 Inches Long, 10 3/4 Inches Wide. Packed 3 to Carton (No Less Sold) Each ..... **50c**

No. 1098 — K E T-TLE. Triple Coated Enamel. Chrome Covers. Four-Qt. Size. 12 to Carton (No Less Sold) Each ..... **40c**

Write for Listing on New Reduced Prices.

### WISCONSIN DE LUXE CORPORATION

1900-12 No. THIRD STREET, MILWAUKEE, WIS.

### FAVORITE SWEETS ONE OF MY NEW 1939 CANDY FLASHES

It's a High-Class Box . . . Size 1 1/2 x 5 1/2 x 2, and packed with First Quality Summer Candy that is Guaranteed to withstand all weather. Wrapped in Assorted Colored Cellophane. Packed 4 Dozen to Carton.

**Dozen, \$1.10 — \$4.40 Per Carton**  
25% Deposit With All Orders. Balance C. O. D.  
Send for Free Illustrated Catalog.

**MARVEL CANDY & NOV. CO. 102-4-6 Wooster St. NEW YORK CITY.**

### FEATURE TOP MONEY GETTERS AT YOUR FAIRS

You Can't Miss with our New CORN GAME Items. Introductory Offer: 24 Flash Items **\$8.50**

Hundreds of New HOOPLA, FISH POND AND BALL GAME ITEMS.

**LAST MINUTE PLASTER WINNERS, CANES, DOLLS, BEACON BLANKETS, CLOCKS, LAMPS, CHINAWARE, FANCY BOXED SUMMER CANDIES, SLUM, GLASS AND CHINA.**

### ACME PREMIUM SUPPLY CORP.

3139 OLIVE ST. ST. LOUIS, MO.

### Mrs. Murray's Summer Candy

There is a flashy package of high quality candy for every purpose—at every price. FROM ONE CENT UP.

WRITE TODAY FOR FREE ILLUSTRATED CIRCULAR.

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"THE SHOWMAN'S INSURANCE MAN"

4738 INSURANCE EXCHANGE BLDG., CHICAGO, ILL.  
(EASY WEEKLY AND MONTHLY PAYMENTS)

### CHARLES A. LENZ

### HARRODSBURG, KY., FAIR AND HORSE SHOW

Week of July 24—Six Nights and Five Days. The South's Greatest County Fair. This is the fair where stock concessions go over so big. Followed by Russell Springs Fair and twelve other straight weeks of fairs. Nothing but day and night fairs. No more still dates. Can place Stock Concessions of various kinds. No grift. Will sell X on Custard, \$25.00 week; \$50.00 deposit. Also X on Novelties open. Want Shows with own outfits. We have 18x24 and 20x40 Tents open. Joe Smith wants Grind Store Agent. If you are capable and have a good concession, why not come and play these fairs and make some money? We have the best fairs money will buy and conditions are normal in the Blue Grass Section. Address

### F. H. BEE SHOWS, INC.

Grayson, Ky., Fair this week or come on Harrodsburg next week.

### JAMES E. STRATES SHOWS, Inc.

Want for International Old Home Week, Watertown, N. Y., week of July 24th. This Celebration is sponsored by the City with \$5,000 in cash given away. Parades and Special Events.

WANT: Concessions, Eating Stands. Can use Novelties, also two more Grind Shows for this date and 14 Fairs to follow. Choc Phillips wants for Vanities Shows: Young Straight Man for M. C. Girl with Acrobatic or Novelty Dances for Feature Specialty. Wire or write **JAMES E. STRATES, Utica, N. Y., week of July 17th.**

### Anyone Desirous of Booking Midway Attractions

### CANADIAN NATIONAL EXHIBITION

GET IN TOUCH WITH **J. W. ("Patty") CONKLIN, Astor Hotel, New York, July 20-21**

**MOUNT MORRIS, N. Y.**

25TH ANNUAL OLD HOME WEEK AND FIREMEN'S CELEBRATION, WEEK AUGUST 24,

Featuring Big Parades, Free Acts, Mammoth Fireworks Display Nightly.

35,000 People Attended Last Year. Large Canning Factories Working Day and Night. Downtown Location.

WANT Legitimate Concessions of all kinds except Cook House and Bingo. Positively no racket. Free Gate.

ALSO WANT TO BUY good used 10-ft. Sidewalk, 130 feet, for Merry-Go-Round. Reasonable privilege. Wire or come on. Then Salamanca, N. Y. Big Legion Celebration following. Booked solid, all good spots. This week, Elkland Old Home Week.

**MICKEY PURCELL PIONEER SHOWS****RAY MARSH BRYDON WANTS**

To Join Now for Long Season of Fairs and Celebrations, Freaks and Working Acts of all kinds, Sword Swallower, Musical Act, Tattooer, Girls, young and experienced Dancers with wardrobe, Flageolet and Turkish Drummer, Scotch Pipe, Hand Grinder, Ticket Sellers, real Mental Act. All winter's work to follow in America's finest Museum. All wire, don't write. State all first wire, paid, to

RAY MARSH BRYDON, Kokomo, Ind.

**BLUE RIDGE SHOWS WANT**

Stock Concessions only. Shows with own equipment. WANT Talker, Dancers for Girl Show, Geek and Talker for Geek Show, Girl for Sword Box. Place Loop-the-Loop, Loop-o-Plane. Elmer Myers, wire. Good proposition to Penny Arcade. Wire JOE KARR, Salem, W. Va.

**Snapp Plays Good Stands; Stork Party for Websters**

MOUNT CARMEL, Ill., July 15.—After a successful seven-day stand in Centuria, Ill., where July 4 business was very good, Snapp Greater Shows opened to a good day's business at the fair here on July 10, reports Jimmy Harris, show secretary. Tony Barnardi and his Arkansas Scufflers, late of the West Coast, joined here.

Mr. and Mrs. William R. Snapp gave a stork shower this week for Mrs. J. H. Webster. Among those attending were Patsy Muncy, Blanche Heth, Irene Coonts, Mary Harris, Babe Shannon, Anna Wilson, Jeannette Waters, Bertha Cheek, Betty Moss, Ruth Horman, Betty Downs, Marie Lassiter, Violet Pritts, Marie Turner, Marcella Moss, Eleanora Graff, Louise Mayton, Ann Burge and Lillian Chalkis. Showmen donated a gift and were represented at the function by Joe Lamont and Bill Hogan. Mrs. Mat Dawson, of St. Louis, also sent a gift.

**GLEANINGS**

(Continued from page 29)

Island in operation things are looking up. During June 405,967 vehicles passed over span bridge as against 327,368 last year. In the fiscal year ending June 30 \$1,903,300.32 had been receipts against \$1,594,958.06, showing an increase over the preceding year of \$308,342.26.

Police are getting after raw girl-show talkers, clean-up being inaugurated by arrest of one of the "orators" selling a cooch show in Greenwich Village. Good talkers don't have to resort to filth to sell a show; a clever talker can by the wink of an eye or by a few well-chosen words convey his meaning. Fred Sandusky, chief of exhibits and other things, and Ted Huggins, chairman of promotion, have been moved from their departments

to the department of special events, formerly in charge of R. G. Congdon. "They shall not pass." Major Art McChrystal, concession boss, had been ill a few days with a face infection, which was the reason his pass had not been validated for July. Art came to the Island the other day, presented the non-validated pass and not only was refused admission but the gatekeeper took up the ticket. The major paid his 50 cents admission. He has an expense account. Sally Rand is being sought as a feature for the Deauville Club, a night spot which has been closed some time.

Sid Wolfe again. There is a possibility that this enterprising young man may have the two Baer brothers for his August boxing show in the Coliseum. He has also just closed for another 1,000 square feet in the electrical building to be used for an Oriental Bazaar. Wolfe now operates Musee Mechanique, Swiss Village, three handwriting analysis stands, three ice cream stands and three novelty stands, all in excellent locations and making money, according to Sid. He is also putting on three new candy stands and one old English lavender booth. Tabor Monkey show opened and closed in one week, as Tabor did not care to meet the framing conditions imposed by the Village owners. In its place H. A. DeVaux, manager, advises he has booked Wallace Bros.' Animal Show, for which a beautiful appropriate front will be built. Doll House, doing fine business, is a swell frame-up. The Buck Jones horse, Silver, is getting a great play from kids. The big Merry-Go-Round is always busy since schools closed and the miniature rides are getting fine business from tots. Manager DeVaux feels sure the village will close on the right side of the ledger. The trade winds have slackened, sun shines almost continually, fogs are gradually disappearing, many buildings where worn have been touched up with paint, billions of flowers are blooming and the entire Island looks like what dreams of paradise must have been or are.

**GATE AVERAGE**

(Continued from page 29)

their 46th wedding anniversary this week.

**Strub May Retire**

Governor Olson is expected to sign the concessioners tax exemption bill. At his nine food concessions, Tex Cameron employs between 400 and 500 persons and hands out a weekly pay roll of about \$7,000. J. Ed Brown, who looks after the expo's interests on the Gayway, is ill. The job calls for many long hours.

Much of the contact between office of Charles H. Strub, general director, and the concessioners is being conducted thru William Tunney, as rumors persist that Strub will soon step out of the driver's seat. It is reported he will abandon his fair directorate to survey the New Jersey horse race situation. Strub is serving without compensation. Tunney is general manager of operations at Strub's Santa Anita track.

**CA AND FAIR**

(Continued from page 28)

Mary S. Fickett, his assistant; Mrs. Thomas F. Casey, of Women's Participation division, and Vincent Murphy, director of welfare and housing. Idea is to have them stump for the expo in the weak-sister areas of the country.

E. W. Cobb, executive assistant to Whalen, has instructed department heads to turn in reports showing how many employees can be let out under new budgetary plans effective next Thursday.

On successive nights, Saturday, Sunday and Monday, power failed and large areas were left in darkness. This was attributed to a severe strain on conduits. About a dozen buildings were affected, with two exhibitors, duPont and Carrier Corp., attacking the expo in sharp terms for the break. Carrier building, which features refrigeration, was forced to close because the cooling plants went out of commish. Midway was partially affected. Aquacade, heavy on lights, had to refund money for one performance. Other shows were in darkness Sunday night just after 9:30, with many of them bringing spotlights and other lighting fed separately into use to continue without interruption.

**Old New York Dismissals**

George Jessel's Old New York Village, in which the fair is financially interested, issued dismissal notices in a sweeping budget revision which particularly affects Knickerbocker Inn, leading eatery which features a large old-time

style revue, and the Bowling Green layout. About 30 waiters and bartenders of the Knick are scheduled to be chopped and several important principals, including Marion Weeks, Jean Bedini, Amy Revere and Jack Conway, plus a few of the Bowling Green acts. Almon R. Shaffer, general manager, said that aim is to replace them where necessary without apparent effect on production and interest, but that, in any case, "It is imperative that we watch our overhead" because fair attendance is not up to expectations. Village has been doing comparatively good business. Performer and personnel trimming will amount to a reported \$750 per week. Concession lineup is also undergoing revision and replacement, but key free and pay features which are receiving customer acclaim will be retained. George Chan is out as manager of the Chinese Cafe, David Jekctey succeeding him. Spot is operated by Chinatown Cafe, Inc., of which Paul Wong is president.

Winkler & Kellerman are installing a combo winery-cabaret in Giants Causeway, built by Rennie & Robinson, of Scotland, at huge cost. Irish village has fared sadly since opening and shut its gates this week to enable new ops to revise the layout.

**NTG Notices Handed Out**

Dufour & Rogers Strange as It Seems is down from 40 cents to 15 and ballying steadily in an effort to stem the tide, but both ops admit the picture is not too bright.

NTG's Congress of Beauty situation is up in the air and an early closing reported. One source has it prepping for shuttering this week-end, but show attaches deny this. About \$1,500 has been shaved from the talent budget and notices handed to Faith Bacon (\$300), Dorothy Jeffers, tap dancer; Larry Stuart, singer; Chiquita and eight showgirls. Yvette Dare is due to leave next week to go into International Casino in New York. Replacements include Barbara May, Joe Kirk and Gloria Girard. Rest of principals have been approached by Manny Hartzig to take cuts as high as 25 per cent or the show would have to fold. Present salaries for principals are, Joe Kirk, \$110; Della Carroll, \$110; Joan Vickers, \$75; Yvette Dare, \$125; Gilberto Galvan, \$200; Jean Carmen, \$100; Gladys Clark, \$60, and Jerry Kruger, \$75.

**Wild West Closes August 1**

The fair-owned and operated Wild West Show and Rodeo in Plot T is scheduled to close August 1, attraction operating at a steady loss since it opened middle of May as Cavalcade of Centaurs under direction of resigned John Ringling North. Operation was taken over several weeks later by the fair, revamped and retitled.

Fair Corp. is currently negotiating for substitutes. Among possibilities are a Hollywood picture - producing unit; midget auto races and a spectacle-type show. Interests back of the proposals were not divulged by fair authorities. Fair is also negotiating with Music Corp. of America to present free name-band concerts in the plot as a crowd-puller for rest of the midway. (See Music Department.)

**FLUSHING FRONT**

(Continued from page 29)

contest Thursday was so successful it will be repeated for the benefit of killer-dillers and rug-cutters.

Jimmie Lynch, the Death Dodger, made one of his few visits to the fun zone Thursday evening. He's kept terribly busy at the Goodrich exhibit, where his troupe is playing to capacity crowds day after day. They're presenting six shows a day during the week and nine on Saturdays, Sundays and holidays.

**LIDGE WILLIAMS**

FATHER OF "BETTY," 4-LEGGED GIRL,

Can play Betty two or three years in Australasia and Africa. If interested, communicate immediately, stating lowest salary, which will be paid weekly. True photograph of Betty must accompany first letter. Address

AFRIKANDER DAVE T. MEEKIN, Box 212, P. O. Haymarket, N. S. W., Australia, U. S. A. Rep.: CAL LYPES, San Francisco Expo.

**Pearson Shows Want**

SHOWS AND CONCESSIONS, except Snake and Athletic. No Girl Shows. Wyoming, Ill., this week; Urbana next. All Celebrations and Fairs until last week in September.

**GRUBERG'S WORLD'S EXPOSITION SHOWS, INC.**

PLAYING FOURTEEN FAIRS, INCLUDING NEW YORK STATE FAIR, SYRACUSE, FOR FIFTEEN DAYS

WANTED—Cookhouse. Will sell exclusive. One that knows how to handle Big Show. Privilege in meal tickets. WANTED—Rolo Plane and Pony Ride. WANTED—Two Fat People, Woman and Man. Don't misrepresent your weight. Salary paid from office. WANTED FOR CIRCUS SIDE SHOW—Freaks that can be featured, Mindreading Act (no Half and Half). Want Lady Rider and Talker for Motordrome. Will book two outstanding Shows for balance of season, including New York State Fair. WANTED—Musicians and Performers and Girls for Plant Show. WANTED—Colored People for Darkest Africa. Will book Life Show, we have plenty specimens. Can place Legitimate Concessions only. Hoop-La, Pitch-Till-You-Win, Photo Picture, Cigarette Gallery or any other Legitimate Grind Concessions. Reasonable rates.

Wire MAX GRUBERG, Glens Falls, N. Y., this week; Gloversville, N. Y., next week.

**NOTICE, CONTESTANTS CONSOLIDATED AMUSEMENT CO.**

Announces the opening of a banner spot soon. All good Sprint Teams and Reliable Help in any Departments, write at once. Don't wire or report until notified. GIL DICKERSON, Contest Mgr., Savoy Hotel, Danville, Ill. Watch The Billboard for opening date. Concession Help, contact FRANK MAJOR.

**W. C. KAUS SHOWS, Inc.**

NOW PLAYING CORNING, N. Y.; THEN HORNELL, N. Y., WITH OUR CELEBRATIONS AND FAIRS STARTING VERY SHORTLY.

WANT any new Ride or Fun House. Legitimate Concessions of all kinds. Shows that are new or novel. Griddle Man for Cookhouse and other Help. Talker or Trainer for Monkey Show. Girls that can dance, also Trumpet Player and Drummer (white) to strengthen Girl Revue. Isabelle Haines, write. Spot Cooper would like to hear from Spot Workers. For Colored Minstrel, two Trumpet Players, two Sax Players, four Chorus Girls or any Specialty Dancers. Wm. Callis, write, for Talker on Minstrel. Address all communications W. C. KAUS, Mgr., Corning, N. Y.

**WANT**

Frozen Custard, Lead Gallery and Photos; Mechanical Show and Monkey Circus or any Novel Show. Write or wire

AL BAYSINGER SHOWS, East Peoria, Illinois

**THE GREAT JOYLAND MIDWAY**

Wants to join at once for long season Fairs and Celebrations. COOKHOUSE, CORN GAME, PENNY ARCADE, all Legitimate Concessions. GRIND SHOWS, FUN HOUSE, SIDE SHOW ACTS, KIDDIE RIDES. Wire THE GREAT JOYLAND MIDWAY, Two Harbors, Minn., This Week.

## BUCKEYE STATE SHOWS

Want for South's finest carnival route. Please note, we play nothing but bona fide dates. This week, Home-Coming, Chamber of Commerce sponsorship, Sardis, week July 17; American Legion State Convention, Natchez, on the streets, week July 24; Watermelon Carnival, Water Valley, July 31; then bona fide fairs till December. Will place Rolloplane, Chairplane or any other Flat Ride. Good opening for one more Grind Show with or without outfit. Can place Grind Concessions, \$15. Colored Musicians for Minstrel. Address **JOE GALLER, Mgr.**, Sardis, Miss., this week; then as per route.

## CAN USE

For Big Firemen's Celebration and Convention At Grantsville, Md., Week of July 24. High Striker, Bowling Alley, Candy Apples, Diggers, Custard Machine. Hoopla, a few Wheels and others, come on. Can place one more Flat Ride for rest of season that is booked solid till Thanksgiving. **SMITH'S GREATER ATLANTIC SHOWS** Week July 17, Keyser, W. Va.; July 24-29, Grantsville, Md.

## PLAYLAND SHOWS

**WANT** Shows. Will furnish outfits for Shows that don't conflict. Can place single Pit Attractions, Hula and Revue. Want Acts, Talker and Ticket Sellers for Side Show. Want Legitimate Concessions of all kinds. Will sell Ex on Gallery, Custard and Diggers. Can place Griddle Man and Cookhouse Help. Our celebrations and fairs start next week. Answer Kokomo, Ind., this week.

## 12 FAIRS 12 FAIRS WANT SET RIDES

Opening Neshoba County Fair, Philadelphia, week July 31. All Mississippi. Can place Shows with their own outfits. Lon Morton, wire. Concessions: Cookhouse, Bingo, any Grind Concession that works for 10c. Gus Litts, Gus Mitchell, wire me. All address

**J. A. GENTSCH, Mgr.**  
Sardis, Miss.

## SOUND SYSTEMS RENTALS SALES

FAIRS AND OUTDOOR EVENTS. Reasonable Rates. Wire-Phone. **COOPER SOUND EQUIPMENT CO.** 1021 Main Street, Cincinnati, O.

## GOLDEN GATE SHOWS

Want Grind and Stock Concessions, \$10. Have outfits for Hula Show, Geek Show and Athletic Show. Also have outfit for good Jig Show. I will furnish outfits for any money-getting show. Good Ride Help that can drive trucks. Going south this fall. Mitt Camp open. **F. A. OWENS, Mgr.**, Golden Gate Shows, Crab Orchard, Ky., this week; Lancaster, Ky., Home-Coming.

## WEST WORLD'S WONDER SHOWS

Want Side Show Acts of all kinds. Nothing too big. Also want Annex Attractions and good Bally. East Liberty, Pittsburgh, Pa.

## WANT

Cook, sober, reliable. Must make good pastry. Twenty still and 25 fairs. One waiter.

## ALTON PIERSON

Sol's Liberty Shows, Fond du Lac; then Oconto, Wis.

## TORONTO, OHIO KIWANA STREET FAIR

Six days and nights, on main street, one week, July 24. Want Independent Shows, Rides and Concessions of all kinds. Free Acts already contracted. Write or wire **CELEBRATION COMMITTEE**, 404 Main St., Toronto, Ohio.

## HARRY DAVENPORT

Write or wire Carleton Collins or come on. **ERIC B. HYDE SHOWS** Morristown, Tenn., this week; Forest City, N. O., next.

## CARNIVAL WANTED

Rides or Concessions for lot or street promotion. Spud and Splinter Festival, week August 14. Wire or call **SPUD AND SPLINTER**, Richwood, W. Va.

End your correspondence to advertisers by mentioning The Billboard.

## With the Ladies

By VIRGINIA KLINE

SALEM, Ore., July 15.—June was delightfully busy here, as we had a relay of showfolk in and out all month. Lucile King stopped over the first of the month on her way to take up duties with the No. 2 unit of the Hilderbrand Shows. Mr. and Mrs. O. N. Crafts flew in on June 10, en route to Alaska, and stopped over a day. They had a wonderful trip and stopped a few hours on the way back to join the Crafts Shows in Stockton, Calif. Later in the month Mr. and Mrs. Arthur Brainerd, Kansas City, Mo., drove in and were guests for two weeks. They visited Yellowstone Park on the way out and expected to see the San Francisco fair on the return trip. Arthur is my brother and has always said he never got enough red raspberries. As this is the red raspberry country, we think we got him filled up with them for once.

A. B. Miller visited the Eyerly factory and spent a day with us. Ben Martin Shows played Albany and Gladstone, Ore., both within visiting distance, so we were able to spend some time with them. Mr. and Mrs. Pop Slover; daughter, Bonnie, and grandchildren were well and happy on the show and Mr. and Mrs. Martin welcomed us each time we called. Last week Blacky Randall, one of J. J. Bejano's boys from Great Patterson Shows of the 1914 era, was a caller and we had a good time talking over old times. On Saturday, July 8, we celebrated our 25th wedding anniversary and were surprised with many beautiful gifts, letters and telegrams from many who were guests at the wedding in Williston, N. D., on Great Patterson Shows, as well as other friends who were kind to remember us. Abner flew to Greeley, Colo., recently and visited several shows and parks while en route. I stayed home this time, enjoying cool weather and visiting showfolk.

## Chapman Orders Audit Of John Ringling Estate

SARASOTA, Fla., July 15.—On July 7, County Judge Forrest Chapman signed two new orders in the court battle between the State of Florida and Ida Ringling North and John Ringling North, executors of the estate of the late John Ringling, over an account of assets.

In the first order Chapman directed A. J. Henry, Assistant State Auditor, to make an audit of the estate and all corporations owned by the estate. In the second, he ordered the executors to make no payments of attorneys' fees without specific order of the court, and made it necessary for them to give five days' notice before any such payments can be made.

## Newton in Odessa, Mo., After 13 Years' Absence

ODESSA, Mo., July 15.—After 13 years' absence from this town William Newton Jr. brought the Honest Bill Circus here July 11, sponsored by the Chamber of Commerce, with 15 per cent of the gross going back to the Chamber.

Newton has been well known in Missouri for 50 years, being born in Springfield, and has operated and owned shows in Missouri and Arkansas since 1891. Admission prices here were reduced from 25 and 50 cents to 15 and 30 cents, but prices in Holden, Mo., the night before remained normal.

## Downie Folks Visit Grave of Cushing

DOVER, N. H., July 15.—Members of Downie Bros.' Circus, under the guidance of Harry Mack, press agent, and Jacola (John Cloutman), local magician, motored to the grave of Col. Joseph Cushing on the Dover Point road July 7.

The magician, formerly with circuses, gave a brief recital of the facts concerning the pioneer circus owner of Dover.

## Attention, Harry A. Greene!

Mrs. H. A. Greene has informed *The Billboard* that it is urgent that Harry A. Greene contact her immediately at the New Pioneer Hotel, 151 Northeast First street, Miami, Fla. It is a matter of emergency.

## Ideal Exposition Shows, Inc.

America's Best Amusements

ROCHESTER, N. Y., WEEK JULY 24 TO 30, INCLUSIVE  
7 DAYS AND 7 NIGHTS, INCLUDING SUNDAY

Can Place Funhouse or Glass House. Can Place Concessions of every description, including Wheels, Grind Stores, Long Range Shooting Gallery, Penny Pitches, Hoopla, Glass Stores, Fishpond, Coupon Stores, Waffles, Fairy Floss Candy, etc. Have for sale one 30x60 ft. Tent with ten-foot Walls, price \$115 without Poles; \$140 with Poles. A real bargain. One Twenty-Car Allan Herschell Kiddie Auto Ride, just painted, like new, \$1,350; cost new \$2,350. Also Eight-Car Lindy Loop, perfect condition, price \$2,000; cost new \$7,500. All Rides and canvas in operation and can be seen on show. Write or wire **EDDIE LIPPMAN, Mgr.**, this week Elmira, N. Y.

## WANT WANT WANT

CONCESSIONS—Grind Stores of all kinds, String Games, Huckly Buck, Palmistry, Bowling Alley, Long Range Shooting Gallery, Scales, or any other Grind Store that can work for ten (10) cents. SHOWS—Pit Shows, Fat Show or Midget Shows.

FOR THE ATLANTIC CO. FAIR, EGG HARBOR, N. J.

NOTICE MR. FAIR SEC'Y

FOR THE GREAT SCHUYKILL CO. AGRICULTURAL FAIR

WEEK OF AUGUST 29 TO SEPTEMBER 2, INC.

Have open dates during September and October. Have 12 up-to-date Rides, 8 high-class Shows. Let us hear from you.

Starting LABOR DAY, September 4 to 9, inclusive, with other Fairs to follow.

WANT High Sensational Free Acts, starting first week in August. Also want experienced DIVING GIRLS. This week, Schenectady, N. Y.; next week, Ilion, N. Y. All address

## PRELL'S WORLD'S FAIR SHOWS, Inc.

## MODEL SHOWS WANT

FOR ROSETO, PA., 46TH ANNUAL CELEBRATION, JULY 24-31, AND BALANCE OF SEASON, EIGHT DAYS AND NIGHTS, INCLUDING SUNDAY. OVER 100,000 ATTENDANCE.

Mayor La Guardia of New York City Invited to Crown the Queen of Celebration. Floats, Parades, Bands, Fireworks and Free Acts Daily. WANT Kiddie Rides, Flat Rides that don't conflict, Motor Drome, Grind Shows, Monkey or Animal Show, Ride Help for Tilt-a-Whirl. Lew Carpenter wants Wrestlers and Boxers. CONCESSIONS: Diggers, Scales, Custard, Novelties, Fish Pond, Bowling Alley, Penny Pitch, Snow Balls, Mitt Camp, Ball Games, Lead and Cigarette Galleries. WANT Scene Painter. Wheels and Grind Stores, come on, will positively work. Wire, space limited, C. J. FRANCO, Roseto, Pa.

## WANT FOR THE FOLLOWING FAIRS

Montgomery County Fair, Mount Sterling, Ky., next week; followed by Shelbyville, Springfield and Lawrenceburg, Ky., Fairs. Can Place Legitimate Concessions of all kinds, reasonable rates. Good opening for Frozen Custard.

Want one more Flat Ride, prefer Octopus, Rolloplane or Eight-Car Whip. Can place Money-Getting Shows with or without own outfits. We have fourteen bona fide fairs contracted. Everybody address

## J. J. PAGE SHOWS

Lexington, Ky., this week; Mount Sterling, Ky., Fair next week.

## WESTERN NEW YORK'S BIGGEST EVENT. ELEVEN COUNTY FIREMEN'S CONVENTION

(Estimated 300 Organizations in Line)  
JULY 24-29—FREDONIA, N. Y.—JULY 24-29. With North Tonawanda, N. Y. (on the Streets), and Eldred, Pa., Old Home Week Following. WANT—Legitimate Concessions of all kinds. No exclusive, reasonable limitations. Will Book Custard for season. Limited space on streets around Square. CONVENTION SHOWS ON MIDWAY WANT—Ferris Wheel for this date and eleven weeks to follow. RED LUNSFORD WANTS—Cowboys, Cowgirls, Riding Stock, Musicians and Acts to elaborate JACK HOXIE and RED LUNSFORD Shows. WANT—One more Free Act for Fredonia and two Acts after Fredonia, to replace Charles Siegrist Troupe and Speedy Phoenix, who are leaving to fill Fair contracts. Address communications to **JOHN MANTLEY**, 228 Russo Bldg., Fredonia, N. Y., or to **CLAY MANTLEY**, care Convention Shows, Corry, Pa., this week.

## DELAWARE STATE FAIR

HARRINGTON, DELA., WEEK JULY 24

And all Fairs until late in November. Want legitimate Game Concessions, Eating and Drinking Stands, Novelties and Scales. Want worth-while Grind Shows with own equipment. Want experienced Workingmen in all Departments. All address

## CETLIN & WILSON SHOWS

This Week, Chester, Pa.

## BARFIELD COSMOPOLITAN SHOWS

Will show Pocahontas, Va., Legion Celebration week July 24; Lynch, Ky., Ball Park, auspices American Legion, week July 31. This will be the first show in either of these spots this season. This is also the first carnival at Bluefield this year. Want Shows of Merit, will book one more Ride, opening for a few more Legitimate Grind Concessions. Booked for 4 more weeks in the money spots of the coal fields, then Fairs until middle of November. Address Bluefield, Va., this week; then as per above route. **C. E. BARFIELD, Manager.**

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.

## 50 PER CENT

Among the many subjects and problems being discussed today is that of the retail location. Retail establishments are part of the economic set-up of the country and naturally come in for a share of the talk that goes on about what should be done for the good of the country.

The professional operator of coin machines must deal with owners and proprietors of retail locations and the operator should for that reason have some idea of the bigger questions that are in people's minds today.

When locations are mentioned it is probably true that the average operator would like nothing better than to have the privilege one day of turning loose to tell location owners what he thinks about them. About half of the group of location owners with whom operators must deal may be classed as very disagreeable—to put it mildly. But people have said the same thing about operators.

Business is business and the operator is in the business of selling himself and his services to the locations, and with the operator the "location owner is always right" no matter how much in the wrong he may be. I have a feeling that location owners sometimes vent their spite on operators because the location owner must face some very disagreeable customers at times. And yet to the location owner "the customer is always right."

Operators should understand some of the opposition facing retail locations today and be able to help defend such locations. There is a lot of talk now about the cost of distribution and in some quarters it is being said there are too many retail locations, that they add too much to the cost of distribution, etc.

Chain stores have made it hot for the independent retail place on this very point. The chains claim to be able to reduce the costs of distribution. Chains have much more powerful propaganda and lobbying machinery than independents and recent legislative trends show that such machinery is working effectively. As the talk about distribution costs goes on, the independent locations are likely to come in for a lot of criticism.

The operator who is going to promote his business intelligently must keep these public issues in mind and have some understanding about them. It may help in some cases to smooth over the relations with location owners that otherwise tend to be disagreeable.

Whatever the owners and proprietors of retail locations may think of operators as a class, the fact remains that independent owners and proprietors are going to need all the help and moral support they can get during the coming years. The operator needs permanent retail locations in his business and any moral support he can give to the cause of independent owners and proprietors will count that much.

There ought to be some agency or channel thru which a better understanding and relationship between locations and operators could be promoted. The whole relationship between operators and locations has been rather haphazard from the

beginning. Locations know that loosely organized operators are very much subject to pressure on commissions and other matters. Locations know that many operators are not above stooping to cutthroat tactics—just as operators know that locations have a very low standard of ethics on this point.

In a few centers it has been possible to get retail organizations to give some public recognition and consideration to coin-operated machines. If it could be thoroly understood by both operators and locations just how much opposition there is brewing against retail locations, as well as against coin machines, there might be a better inclination on the part of all to get together on some common ground.

It has always seemed to me that operators' organizations have been rather weak in cultivating good will among locations. Or perhaps it would be more nearly the truth to say that operators' organizations have shown a tendency to blunder in the whole business of promoting better relations with locations. The custom has been to be rather blunt about commissions and other matters, without first planning a campaign of propaganda to cultivate a better understanding among locations of the business of operating coin machines.

In other words, before an iron-clad statement or the iron hand of establishing ethics among operators is undertaken, it would seem a much better plan to do some propaganda or missionary work among locations to explain the reason for all these things.

The best brains of the industry is certainly needed to bring the minds of owners and proprietors of locations and of the operating profession closer together on some points.

If 50 per cent of the location owners are inclined to be chiselers with operators and disagreeable in every way, maybe they should be confronted with some of the gathering forces of opposition that will affect them in their pocketbooks. Maybe that would sober some of them up. Maybe that would help them to appreciate the services that operators give and the income they get from coin machines on standard, ethical rates of commission.

The Twentieth Century Fund recently released the statistics that distribution gets 59 cents of the consumer's dollar. There are a lot of other figures which are turning the searchlight on retail locations. The consumers' movement is gaining momentum every day.

The first National Retail Forum held this year under the auspices of the American Retail Federation faced all these facts squarely and is making a move to improve the morale and the efficiency of the retail set-up. It is also trying to get the many thousands of small location owners to use a little common sense in business. Maybe the organized movement will get somewhere and the whole country will benefit.

In some way there ought to be a method for establishing mutual contacts and promoting mutual relations and understanding. The coin machine trade needs the locations, and location owners need the extra revenue that comes from all types of coin machines operated on an ethical, fair basis.





VOLUME SHIPMENTS WILL START TODAY ON KEENEY'S

*New*  
**Cowboy**

5 BALL FREE GAME PACKED FULL OF NEW PLAYING FEATURES!

*Many Ways to Score*

POSSIBLE WINNER ON EACH AND EVERY BALL AS WELL AS HIGH SCORE

FREE GAME INSTANTLY CONVERTIBLE TO STRAIGHT NOVELTY **\$99<sup>50</sup>**

**J. H. KEENEY & COMPANY** (NOT INC.)

*The House That Jack Built*

2001 CALUMET AVENUE . . . . . CHICAGO

**Pinball Publicity Plan Laid Before Industry**

**New Jersey group has car cards for use by associations**

NEWARK, N. J., July 15.—What promises to be a gigantic publicity campaign for pinball games was inaugurated recently in an open letter to the entire coin machine industry by the Amusement Board of Trade of New Jersey, Inc. The advertising venture consists of car cards such as are used in trains and trolleys, and it is expected that associations the country over will make use of the advertising material.

LeRoy Stein, manager of the New Jersey group, in his letter reports that the car cards have been used successfully in the county of Essex, N. J. He expresses the opinion that it will be in the best interest of all members of the pinball industry to advocate and use the advertisements.

"It is our hope that other associations will co-operate with us," said Stein, "in the printing of these advertisements

in tremendous quantities so that the cost to each association may be materially reduced. The only additional cost to each association over the first cost would be the price of imprinting the name of each association."

Stein advocates the display of the cards in offices—suggests that they be used in magazines and other literature prepared by the industry. He also asks that the industry suggest further ideas for additional car and window ads, also newspaper advertisements.

Anyone interested in the venture who has not yet been contacted nor received their five sample cards should address LeRoy Stein, Amusement Board of Trade of New Jersey, Inc., 1142 Broad street, Newark, N. J.

**Pinball Goat Seems To Be Getting Away In Los Angeles**

LOS ANGELES, July 15.—The Kendall "\$25 pinball bribery" trial went into its fourth week here. This unusual trial, on the face of it a deliberate plot or publicity stunt by somebody, seems to be stirring up a lot of other things besides pinball game scandals.

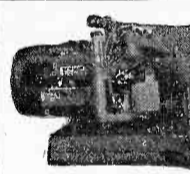
So many varied currents have been brought into the trial that it appears impossible now to make a "pinball goat" on which to unload the scandal. Newspapers seem to have given up whatever hopes they had of a "pinball scandal."

The ridiculousness of a \$25 bribe for protection of pinball games has seemed to be a farce from the beginning. Operators are continuing to carry on their business with confidence that the "goat" will show up somewhere else.

**BLOW HOT, BLOW COLD**

Climates vary from place to place, from season to season. But all year around, all over the world, people like to take their pictures on the PHOTOMATIC. That's a fact with five years' proof behind it.

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



**110 Volts AC Anywhere!**

WITH KATOLIGHT PLANTS AND ROTARY CONVERTERS.

Furnish standard 110 AC, 60 Cycles, for operating coin-operated music machines, motion picture, AC radios, electric organs, pin-ball games, etc.  
Complete 350 Watt, 110 AC Light Plant—List . . . . . \$ 89.00  
Complete 550 Watt, 110 AC Light Plant—List . . . . . 130.00  
350 Watt Kato Rotary Converter—List . . . . . 61.50

**KATOLIGHTO, Mankato, Minnesota, U.S.A.**

*"the scale with the heart beat feature"*

**KIRK'S**

**GUESSER SCALE**  
(PENNY BACK IF YOU ARE RIGHT)

Why are GUESSERS operating in such national chain stores as the S. S. Kresge Company . . . in the World's Fairs . . . on the best scale locations in the world? REVENUE . . . Location tests have shown time and again that the GUESSER will do ten times the business of ordinary scales on any given location.

**ALL MECHANICAL OPERATION**

WIRE • WRITE •



FOR DETAILS

**C. R. KIRK AND COMPANY**  
2525 W. WASHINGTON BLVD. CHICAGO, ILL.

The Last "Word" in Your Letter to Advertisers, "Billboard".

## Ray Becker and his Recreational Games

are proud to announce as

### MEMBER-DISTRIBUTORS

VENDING MACHINE CO.  
Fayetteville, N. C.

MARION CO.  
Wichita, Kan.

AUTOMATIC COIN MACH. CORP.  
Springfield, Mass.

JOHN GOODBODY  
Rochester, N. Y.

BADGER NOVELTY CO.  
Milwaukee, Wis.

HOWARD SALES CO.  
Omaha, Neb.

MARKEPP CO.  
Cleveland & Cincinnati, O.

ST. THOMAS COIN SALES  
St. Thomas, Ont., Can.

BIRMINGHAM VDG. CO.  
Birmingham, Ala.

CLINTON VDG. MCH. CO.  
Clinton, Ia.

Above list not complete because certain territories still under negotiation. Will welcome franchise applications from well-rated distributors for Eastern Pa. and Southern N. J., Ga. and Northern Fla., Va. and W. Va., Tenn. and Western Ky., Mo. and Minn., No. and So. Dak., Pacific Coast States and the Province of Quebec.

Now shipping

## "PUX"

Skill-Amusement Game in both Coin-Operated and Home Recreation Room Models.

Coming

"ZOOK"

"PUTTEE"

"SALENTO"

Particulars furnished only upon mail or wire requests.

155 North Clark Street,  
CHICAGO.

'Across from the Sherman'

JAS. A. HUNT, Associate Eng.

# Seattle Editor Believes "Pinball Goat" Will Escape

Writer feels disgusted citizens will be "shaking dice for their cigars in a day or so"—dynamite evidence fails to appear as reformists turn around

SEATTLE, July 15.—The hunt for a "pinball goat" as a victim for the waning fury of the recent "1909 Blue Law Crusade" dwindled during the week. The minister who criticized public officials in the beginning made a plea for public support of his crusade—but had not presented the startling evidence which he said he had "in his safe." The only new pep added to the hunt for the "pinball goat" came from a judge who heard a case involving payments on pinball games. In a highly prejudiced statement which should disqualify him from ever passing on the legality of amusement games, he said the "pinball racket" is a risky business. The statements were made in a case involving contract obligations.

### May Be Epitaph

What many people hope will be an epitaph to the hunt for the "pinball goat" appeared in editorial form in The Seattle Daily Times, July 11:

"Seattle survived another lawless Sunday—blue lawless—and felt no worse for it when Monday dawned," the editorial began. "So far as the public knew grim-visaged war between an inchoate and mainly anonymous reform committee and King County's prosecuting attorney had smoothed its wrinkled front." Further comment was that the law official had declared he would make Seattle so pure that nobody could see him for dust. But city officials rejoined that there was no objection to dust if the prosecutor would keep going.

### Safe Cracked?

The editorial implies that everything was sailing smoothly when the highly publicized safe said to hold enuf evidence to blow many lids off the town's high and mighty was rifled. "The value of such evidence, if it exists, cannot readily be computed," agrees the editorial writer, who then goes on to wonder at the safecrackers who would believe such a highly publicized safe would be left for "easy pickings." He intimates that it was remarkable that the evidence was removed from the safe just in time, but wonders about the "leaving of \$900 as a reward for pain-taking thieves. \* \* \* and if safe-cracking were anticipated, why not remove the money along with the evidence?"

Then came the turning point. The editor tells that the solitary spokesman for the reform committee declared that the prosecuting attorney was doing "magnificent" work. The editor intimates that it appears that the fire-works are all over and that the "good

people of Seattle and King County, at first disturbed and then impatient, are beginning to manifest mild disgust with all the horseplay. Under a gentlemen's agreement or otherwise, they expect to resume shaking dice for the cigars in a day or so."

So reads the epitaph.

## Gum Firm Meets New Labeling Law

The vending machine trade has taken steps to more than comply with requirements of the new label laws set up by the federal government. A. Duffield Schaeffer, secretary of American Chewing Products Corp., of Newark, N. J., says that his firm has gone even the "second mile" in label requirements on chewing gum. This firm has for many years supplied gum to the vending machine field. Schaeffer's letter follows:

"To the Editor: The item on page 68 of the July 15 issue of *The Billboard* concerning a national brand of chewing gum that declares on its wrappers the presence of artificial flavor is of interest to us.

"Our company has also declared on our new wrappers, as we now order them from time to time, the presence of artificial flavor as you will note from the Travelers Fruity Apple and Sweet Clover Rootbeer labels included.

"We are also inclosing a box in which we pack our Special Maid ball gum, which goes even further and declares the

### WE HAVE EXCELLENT BANK REFERENCES

Thistledowns	\$76.50
Fairgrounds, Fleetwoods, Chucka-lattes	17.50
Jennings Multiple Racer, the only 4 coin multiple slugging console	57.50
Tracktimes, Derby Champs	22.50
Blk. Paces Races, repainted brown	40.00
Redhead Skilltimes	39.50
Galloping Dominoes	35.00
Preaknesses, Bazaars	10.00
Top 'Em, Carom, Racing Form, Bally Reserves	7.50
Merchantmen Diggers	21.50
Jennings Blue Chief Slots	14.50
Majors, Rinks, 5th Inning	46.50
Contacts, Spotted	49.50
Chubbies	32.50
Special Prices on 412, 616 Wurlitzers	

### MERIT MUSIC SERVICE

1709 N. Charles St. (larger quarters), BALTIMORE, MD.

presence of artificial flavor and added U. S. certified color.

"We believe that consumer reaction to the artificial flavor designation will be favorable.

"In the vending gum field we are doing our part so that operators will know just what merchandise they are buying and placing in their machines."

## Counter Machine Omits Usual Reels

CHICAGO, July 15.—The hold and draw features of the Pick-a-Pack counter machine are being stressed by its maker, the Baker Novelty and Mfg. Co., here. The machine has been on the market long enough to demonstrate its merits thru actual use by operators in many sections of the country, so the factory reports a busy production line and sales increasing steadily.

"The large amount of pennies in circulation help to make such a machine a decided money maker for the average operator," according to Harry Baker, head of the firm.

The machine is especially recommended to operators to place in tobacco store locations. Wherever cigarettes are sold," says the maker. It is a small and light machine designed to fit on every counter.

In its playing features it gives a play and a draw for every penny played, etched cigaret dice are used in the machine to indicate the score, and three of a kind win a pack of cigarets, etc.

Baker states that the new principle of eliminating the reels in this type of machine gives the operator something with which to work in many territories. Distributors all over the country are handling the machine, he says.

## Power of Chain Stores Gains in First Half of 1939, Report Says

NEW YORK, July 15.—In the first half of 1939 26 State legislatures killed proposed chain-store taxes, either by direct action or by letting the measures die with adjournment, according to a survey of trends in chain-store taxation prepared by Carl Byoir & Associates, Inc., and made public recently.

The survey disclosed also that levies of this type were held unconstitutional in Kentucky, Pennsylvania and New Jersey, that repeal of existing chain taxes was urged in the legislatures of Michigan and Texas and currently is awaiting action in Wisconsin.

Despite the fact that 34 State legislatures considered more than 60 proposed measures dealing with chain stores, the survey noted that not one new State was added to the anti-chain roster. Proposed anti-chain levies were killed by legislatures in Arkansas, Connecticut, Florida, Georgia, Maine, Massachusetts, South Carolina and Illinois. Eighteen other chain tax proposals died when legislatures in Arizona, California, Colorado, Indiana, Iowa, Kansas, Minnesota, Missouri, New Mexico, New York, North Dakota, Ohio, Oklahoma, Oregon, Utah, Washington, West Virginia and Wyoming refused to act on proposed taxes before adjournment.

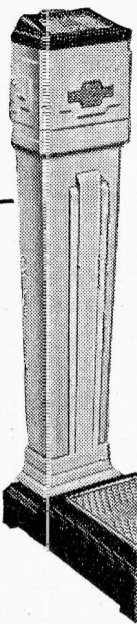
Further evidence of what was termed a complete shift in legislative trends was noted in the failure of Representative Patman to obtain a Congressional hearing on his chain-store tax bill.

The survey attributed the development of this legislative reversal to mounting public opposition to punitive and discriminatory taxation. It reported also that American Federation of Labor groups had consistently denounced all chain taxes as cuts in labor's "real wage," that farm organizations in all sections of the country had condemned such levies, pointing out that efficient low-cost distribution provides fair prices for farmers, low costs to consumers and expanding markets for agricultural products, and that consumer groups are opposed to chain taxes because they tend to increase living costs.



KIRK'S GUESS-ER SCALE on location outside the Hall of Man on the New York World's Fair grounds in Flushing. R. A. Nelson, general manager of the Eastern offices of C. R. Kirk & Co., watches the crowds try out the Guess-er.

ROCK-OLA'S  
**LO-**



**BOY**  
scales

**NOW**  
Pay as Little as  
**\$10.00**  
DOWN  
5-Year Guarantee

Start a route of these steady profit-producers or increase your present route. They require so little of your time; yet earn consistently day after day for years to come.

See Your Distributor

**ROCK-OLA MFG. CORP.**

800 N. Kedzie, CHICAGO, ILL.

**SPECIAL COMBINATION SALE!**

Regatta and Odd Ball — Both for \$34.50

Reconditioned Like New! Write for "Buy" List!

**HERCULES MACHINE EXCHANGE, INC.**

1175 Broad St., Newark, N. J. — Phone: Blg. 8-0300.

<b>CONSOLES</b>	Longchamps .....\$49.50	Winning Ticket .....\$90.00
Kentucky Clubs .....\$49.50	<b>NOVELTY GAMES</b>	Sport Page ..... 59.50
1937 Track Times ..... 49.50	Bally Reserves .....\$ 9.00	Aksarben ..... 25.00
1938 Skill Times ..... 75.00	Recorder, k. p. .... 24.50	Fleetwood ..... 25.00
Derby Days ..... 25.00	<b>PAYOUTS</b>	Mills 1-2-3 ..... 30.00
Dark Horse ..... 25.00	Fairgrounds .....\$25.00	Mills 1-2-3, Bally Pay-out ..... 69.50
Parlay Races ..... 44.50		
Pick Em ..... 39.50		

2729 Prospect Ave., CLEVELAND-CHICAGO AMUSE. SALES CO., 9 No. 11th St., Minneapolis, Minn., Cleveland, O.

**All-Star Game Booms Bat Champ**

CHICAGO, July 15.—"As a result of the tremendous excitement created in baseball circles by the All-Star game, Batting Champ, our revolutionary baseball hit, received tremendous play," said Dave Gottlieb, president of D. Gottlieb & Co., who recently introduced the new game.

"Batting Champ is becoming the national favorite among baseball fans because it gives them an All-Star game every play . . . and what a hit that is among players! Like the All-Star players, the new features of this outstanding game have a never-ending fascination. For example, there's the high batting average which the player builds up while playing the game that easily can put his skill in the class with one of the famous sluggers of baseball. Then live-ball action puts professional speed and action into the game. The new alternate-type bumpers that register two ways are like some famous pinch batter stepping up to the plate at a crucial moment, the way they can pull a player out of a hole! Every phase of the game seems to be packed with some kind of All-Star reminder.

"And as for the operator, the new electro-mechanical ideas incorporated in Batting Champ make him feel that he's working for himself again. With players and operators both, Batting Champ is proving itself one of the greatest hits in years, and that seems to be the opinion of the men who operate this winner."

**New Machines Boost Patronage**

CHICAGO, July 15.—Vince Shay, Mills sales manager, points out: "There is a bit of the show-off in every player who plays a bell. He knows he's having a good time and he likes to know others see him having it. How much more fun then is there in it for him if, instead of a battered old-style machine, he can be operating a new, smooth, glistening beauty.

"Mills Chrome Bell with its rich chrome plating is one of the most elaborate bells built. On our last road trip we saw Chromes operating in roadside stands, small restaurants and taverns. Everybody likes the best—travelers and tourists especially like that touch of class."

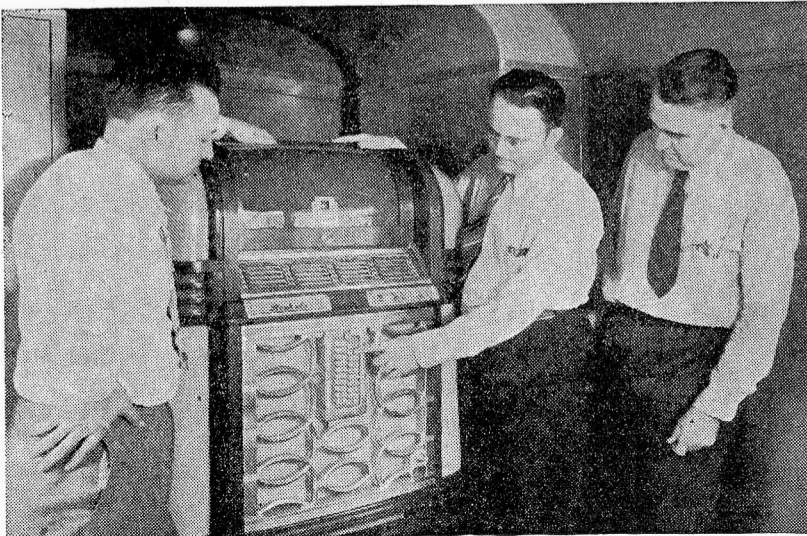
**Exhibit Tells Of Perfect Game**

(New Game)

CHICAGO, July 15.—"How to build the world's most successful marble game: 1. Make it so beautiful, so gorgeous, that every patron in every location will be so attracted by its brilliance and richness that they will flock around it. 2. Give the player such new, interesting, thrilling and exciting action that he hates to stop playing. 3. Perfect adjustment and control. Big net cash collections."

The above, according to Leo J. Kelly, vice-president of the Exhibit Supply Co., are the essential factors that the big users of marble games have told him are necessary to build the world's most successful marble game.

"And," says Kelly, "in keeping with these three rules, our engineers have produced Avalon, which I am sure every operator will agree gives them everything that they need in a game to satisfy the player and the location—as well as their own bank account. Therefore the title of the 'world's most successful marble game' goes to Avalon."



A TRAVELING SHOWROOM on wheels is maintained by K. F. Wilkinson's United Amusement Co., San Antonio. Left to right are George Prock, David Styles and Mr. Debner examining a Rock-Ola Luxury Lightup model ready for a demonstration trip.

**Pux, Becker's Initial Game**

(New Game)

CHICAGO, July 15.—According to Ray Becker, "People with weak hearts or sacroiliac backs should not play Pux." Pux is the first offering of Ray Becker and his Recreational Games firm.

"The coin-operated and home recreational room models are being shipped," said Becker, "and all those who have seen this game are impressed with two things. First, the ingenious way in which scores are non-mechanically registered on the backboard and the manner in which the game attracts location patrons to it.

"Pux introduces a new manually manipulated, 100 per cent legal skill amusement game with an entirely different type of projectile and playboard than has been incorporated in coin games to date."

**Atlas Will Sell Motorola Radios**

CHICAGO, July 15.—Atlas Novelty Co. reports that the initial shipment of the Motorola Sporter radios has just been received. Atlas will begin immediately to introduce these radios to their coin machine customers thruout the Midwest, it was stated.

"After feeling our way," says Irv Ovitz, of the Atlas firm, "we received such enthusiastic reception for the radio set that we have decided that the Motorola Sporter will be an important addition to our regular line. The set has all the modern features, and the reputation of its trade name will be recognized by our customers."

Eddie and Morrie Ginsburg say that the radio set has their full approval and they are glad to recommend it. It is offered at a time when sports programs are especially desirable over a set such as the Motorola Sporter.

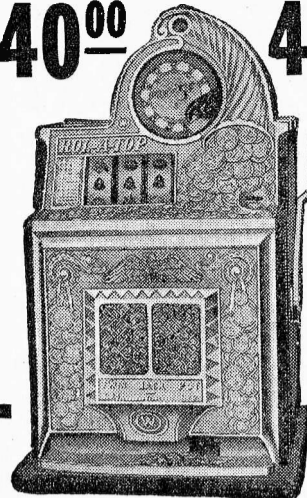
**Pari-Mutuel Now Legal in Jersey**

TRENTON, N. J., July 15.—At 2:06 o'clock on the afternoon of July 11, Eastern standard time, pari-mutuel betting at race tracks in New Jersey became lawful. At that moment Governor Moore issued a proclamation declaring to be part of the State Constitution an amendment legalizing this specific form of wagering. He acted after a board of canvassers certified the returns from the special election on June 20, when the voters ratified the proposal by a majority of 156,127.

Later in the day the governor conferred with a legislative committee appointed to draft bills for regulation of tracks to be operated under the provisions of the amendment, but they did not reach agreement as to the make-up of a commission.

"I am not interested in jobs," Governor Moore said, "but if horse racing becomes a political football and can be controlled by a majority vote on a party basis we will get off on the wrong foot."

**NEW LOW PRICE \$40.00 40.00**



**GUARANTEED LIKE NEW**

We have a few Rebuilt Machines, as shown above, in 1c, 5c, 10c and 25c play, with Mystery Pay-out. Every machine has been gone over from top to bottom, inside, outside, repainted, repolished, new reel strips, springs or parts where needed, for operating purposes as good as new.

**15-DAY MONEY-BACK GUARANTEE**

Write for prices on our complete line of Rebuilt Machines

WE WILL BE CLOSED ON SATURDAYS DURING JULY AND AUGUST

**WATLING MFG. CO.**  
4640-4660 W. FULTON ST.  
CHICAGO, ILL.

Est. 1889—Tel.: COLUMBUS 2770.  
Cable address "WATLINGITE," Chicago.

**ORDER THESE BARGAINS TODAY!**

**FREE PLAY MACHINES**

Chiefs, Bubbles, Rinks, Slide Kicks, Stop & Go, Natural, Box Score, Daval's Gems, Midway and Circus—Your choice, \$39.50. In lots of five or more, \$37.50. Across the Boards, \$49.50. Stoner Zetas, \$16.50.

**SLOTS**

Place All Star Mystery Comets in 5c, 10c and 25c play, without gold awards, re-finished and look like new, \$29.50; one free with 10 ordered.

**COUNTER GAMES**

A. B. T. Targets, \$14.50.

On receipt of 1/3 deposit we will ship SUBJECT TO INSPECTION! Write for complete list of over 200 other machines at bargain prices.

**AUTOMATIC SALES CO.**

416-A Broad St., Nashville, Tenn.

**FOR SALE**

- Watling Twin Jack Pots, 1c Plays at \$14.00 Ea.
- Watling Treasuries, Twin Jack Pots, 1c Plays ..... 20.00 Ea.
- Watling Rol-A-Top, 1c Plays at ..... 22.50 Ea.
- Mills War Eagle Bells, 10c Play... 15.00 Ea.
- Groetchen Columbias ..... 20.00 Ea.
- Mills Silence, Double Jack Pots, 5c Plays ..... 10.00 Ea.
- Mills Blue Front Bells, 5c Plays... 30.00 Ea.
- Mills Extraordinary Bells, 10c Plays, 25.00 Ea.
- Mills Cherry Bells, 5c Plays, Used Three Weeks ..... 45.00 Ea.
- Three Exhibit's Tanforans at..... 18.00 Ea.
- 20 Steel Stands at ..... 1.00 Ea.
- 18 Ad-Lees Three-Column Nut Machines, Used 3 Weeks at ..... 15.00 Ea.
- Exhibit Review ..... 12.00 Ea.

Send 1/3 Deposit With Order, Balance C. O. D.  
**D. & S. NOVELTY CO.**  
1005 BROADWAY, ROCKFORD, ILL.

## SUMMER SUGGESTIONS FOR BULK VENDORS HARD SHELL—

- ★ BOSTON BAKED BEANS
- ★ ROOT BEERS
- ★ CINNAMON PEANUTS
- ★ FRUIT DIBS
- ★ LICORICE PASTELS
- ★ MINT PEANUTS
- ★ COCOA LENTILS
- ★ LEMON DROPS
- ★ CHERRY DROPS
- ★ SMOOTH BURNT PEANUTS

### NEW TEMPT-U NIBLETS

For 5c Package Vendors Packed With Popular Selection of Summer Candies.

FILL IN COUPON FOR PRICE LIST

Pan Confections,  Bulk Candies  
345 W. Erie St.,  Package Candies  
Chicago, Ill.

Gentlemen:  
Please send me full particulars and samples on type candy checked.

NAME .....  
ADDRESS .....  
CITY ..... STATE .....

## PEANUT & GUM VENDING MACHINES

New, Direct From Factory.

ONLY **\$2.40** AND UP  
Over 60,000 Sold.

**MAKE MONEY NIGHT and DAY**  
Without Selling

Step into the big money with "Silver King." Place in taverns, stores, filling stations, waiting rooms, etc. Then collect profits. Vends candy, gum, peanuts. Start small, full or part time. Best locations prefer "Silver King." Get FREE facts today.



**SPECIAL OFFER**  
10 "Silver Kings" \$55 from factory  
**\$6.50**  
ONE SAMPLE MACHINE ONLY...  
SPECIAL—One Vendor, 10 lbs. Candy, 1 Gross Charms... \$8.45  
1/3 Deposit With Order, Balance C. O. D. Send for Circular and Easy Terms.

**TORR** 2047A-SO. 68  
PHILA.

## A FAIR TRIAL

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

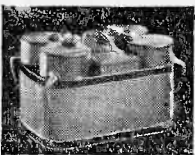
Several styles to choose from. Write today for complete details.

**TOWNSEND MFG. CO.**

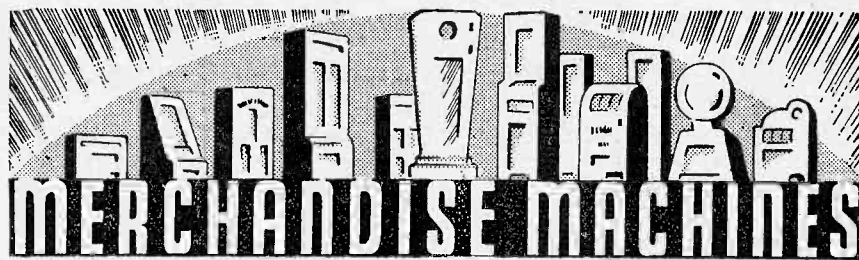
Dept. B, 434 North Front St., Baltimore, Md.

## USE PAL

The modern handy service Kit. Holds four or more five-pound containers of merchandise. Has compartment for tools, cleaner, and money. Special low price, \$6.95. Also Stands, Penny Counters and Free Catalogue on operating quality Vendors... from \$3.25.



**AUTOMATIC GAMES** 2425 W. Fullerton Ave., Chicago, Ill.



## Carload Shipment Of Drink Venders

PHILADELPHIA, July 15.—Keystone Vending Co., exclusive distributor for the Bally Beverage Venders, reports: "We have just made arrangements for carload deliveries of Bally Beverage Venders. "The rush for deliveries of these machines has been responsible for the arrangements which will bring carloads of the Bally Beverage Venders to this city on regular schedules."

Said Sam Stern, of Keystone Vending Co.: "There is no more doubt that Philadelphia will lead the country in the operation of Bally Beverage Venders. Leading locations have already been solicited and we find every single one of them interested and ready to get started. "In every respect here is the business for the operator who wants a consistent return on his investment."

## Food, Drug Chief Rules on Labeling Of Small Candies

WASHINGTON, July 15.—The question of whether small wrapped and unwrapped pieces of candy should declare all ingredients on the labels was answered in part by W. G. Campbell, chief of the U. S. Food and Drug Administration, in reply to a question of W. Parker Jones, NCA general counsel.

Campbell's reply stated: "The pieces of confectionery in question consist of an unwrapped hard candy ball, a similar hard candy ball wrapped in cellophane, an oblong shaped nougat wrapped in plain waxed paper, four squares or oblong shaped caramels and toffee with wrappers bearing descriptive matter such as 'toffee,' 'pure honey butterscotch' and 'candies lemon,' with the name of the manufacturer.

"You state that these candies are customarily packed 25 pounds to the shipping carton. The shipping case may contain two 15-pound caddies, or six five-pound boxes, depending upon the desires of the customer. You state that all information required by the Act

(federal food and drug law) will be placed upon the caddies or boxes and also on the shipping case.

"You inquire if the individual pieces of candy must be labeled with the mandatory labeling information required under Section 403 of the Act.

"We are of the opinion that it was not the intent of Congress to require every hard candy ball and other small individual piece of confectionery, even if wrapped in cellophane, wax paper, or other covering, to be labeled. We have not asked this. However, in those instances where the manufacturer of his own volition has labeled the individual piece, and this has occurred extensively in certain types, we have said that such labels should disclose the information required by the Act."

## N. Y. State Cig Assn. Organizes

NEW YORK, July 15.—New York State Cigaret Vendors' Association, Eastern division, recently sent out a letter to all cigaret vending machine operators in their area. It was signed by Edward H. Holland, secretary of the organization. His letter follows:

"The association has recently been organized to unify the venders in this State for their common good. Thus organized, we will be able to more actively and aggressively combat State legislation such as has just recently proved such a problem to us. With a strong State-wide unity of interests, we can and will command the co-operation of both tobacco companies and cigaret vending machine manufacturers to a much greater degree than we could individually. Further, the understanding and co-operation among ourselves will be extended to a degree impossible by any other means.

"At our last meeting held in the DeWitt Clinton Hotel in Albany officers were elected, and every vender in this territory attended and became a member. The yearly dues are \$20; \$5 payable in advance for the first quarter. Membership labels are furnished free to be put on each machine.

"On Tuesday evening, July 11, a meeting took place at the New Worden Hotel in Saratoga Springs. By-laws were submitted. Rules and regulations came up for approval. Membership labels were distributed without charge.

"We feel that no matter where you operate it will be to your advantage to be with us and of us. That, however, is for you to judge.

"To the end then that we may be represented as an industry, that we may meet to discuss our individual problems and that we may have a concerted voice in any tax or other legislation which affects us, we most heartily solicit your interest and your membership." (Signed) Edward H. Holland, secretary.

## Blind Denied Exclusive Vending Privileges

MADISON, Wis., July 15.—Possible use of vending machines for charitable purposes, when charity has always been supported by the entire coin-machine industry, was knocked out here July 10. Altho passed by the Assembly, the Senate refused to concur in the Kostuck Bill, No. 105, A, which would have permitted blind persons to operate vending stands and machines in State-owned buildings upon obtaining a license from the board of control. The measure was defeated by a 17 to 7 vote.

The measure was introduced by Assemblyman John T. Kostuck, Stevens Point, the only blind member of the Legislature. It was intended to give sightless persons the exclusive right to operate such news, candy, cigar and cigaret stands, but an amendment was attached in the Lower House to exclude



"No woman can resist this 'Exposition' of facts about her figure. For the scales give her a frank opinion on how she looks to the world in general."

USING THE THEME "EXPOSITION" in reference to world's fairs and milady's figure, the Hills Bros. Coffee Co. used the above illustration in a recent ad. The copy accompanying the illustration reads: "No woman can resist this 'Exposition' of facts about her figure. For the scales give her a frank opinion on how she looks to the world in general."

## SILVER BELL A SMASH HIT

Finished in Hammerloid  
Holds 1300  
Printed Base Ball Gum  
with Vegetable Ink  
Takes In - \$13.00  
Pays Out - \$ 5.00  
Gross Profit \$ 8.00

This machine empties in locations every other day.

Operators get smart—be first in your territory.

Guaranteed to increase your profits 100% anywhere.

Permanent decal on Globe in 5 bright colors.

Write wire phone for details.

**GREAT STATES MFG. CO.**  
Dept. S, 1601-09 E. 39th St., Kansas City, Mo.



## EXPERIENCED OPERATORS WILL TELL YOU TO BUY

## Northwestern

## BULK VENDING EQUIPMENT

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

THE NEW  
MODEL 39

THE NORTHWESTERN CORPORATION  
735 E. ARMSTRONG ST., MORRIS, ILLINOIS

## DU GRENIER AMERICA'S FINEST SELECTIVE GUM VENDOR!

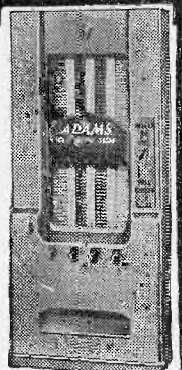
● Vending the nationally famous Adams Chewing Gum! Same type machine used in Subway and on EIs in New York, Chicago, Philadelphia and Boston! PROVEN—The ONE selective Gum Vendor that meets EVERY OPERATING REQUIREMENT!

**MONEL MODEL**  
**\$11.50**

SMALL DOWN PAYMENT! TERMS FOR 24 MONTHS!

ACT QUICK! WRITE! WIRE! PHONE!

**G.V. CORP.**  
655-FIFTH AVE., NEW YORK



the Capitol news stand, which is operated under the auspices of the Capitol Mutual Club. It also stipulated that after January 1, 1940, no vending stand or machine in a State building was to be operated except by a duly licensed blind person.

The "old hokum" of accusing outside vending interests of being interested in the passage of the bill was raised by legislators who opposed the bill

# Cigaret Tax In St. Louis

**Report that ops and locations will absorb fee—affix tax stamps to packs**

ST. LOUIS, July 15.—According to an unidentified member of the Cigaret Merchandisers' Association of Missouri, sales of cigarets in vending machines will not be affected, for the most part, by the new 2-cent city cigaret tax. He declared that the price of standard 15-cent brands sold in vending machines will not be affected by the tax. However, he declared, brands selling for 10 cents would now sell for 12 cents.

The change from a 10 to a 12-cent price would be accomplished either by placing a device on the machines which would deliver 3 cents change in addition to the cigaret package when a dime and nickel were inserted, or by placing the 3 cents change under the wrapper of the package.

Method of collecting the tax in St. Louis is thru the sale of tax stamps. Dealers of cigarets are responsible for the affixing of the stamps to packages. The tax will go into effect on Tuesday, July 18. Sale of stamps began Thursday, July 13, and in the first few hours 1,100 persons bought stamp supplies; by noon 500,000 stamps had been sold.

Dealers are allowed a 10 per cent discount for their work in attaching the stamps to packages and in collecting the tax, which they may absorb if they wish. It is likely, it was reported, that many dealers will pass the tax on to customers.

Stamps are issued in various denominations. The one of most interest to cigaret machine operators was the 2-cent denomination for the pack of 20 cigarets. Others are the 1-cent variety for packages of 10 cigarets, 5-cent stamps for the tin of 50 and 20-cent stamps for carton sales.

One humorous notation by a St. Louis paper was that the stamps, half the size of an ordinary postage stamp, are engraved with a picture of Eads Bridge—a bridge leading to a community where there is no municipal cigaret tax. Numerals denote the denomination.

Dealers are liable to a fine of from \$5 to \$500 for sale of unstamped, un-taxed cigarets.

## Ops, Locations Absorb N. Y. Tax

SARATOGA SPRINGS, N. Y., July 15.—The "penny for 10" tax imposed by New York State on cigarets will be absorbed by operator members of the Eastern Division of the New York State Cigaret Vendors' Association, it was decided at a meeting here June 11.

The unit was formed a month ago to co-ordinate the interests of the operators and make concerted action possible. Edward H. Holland, of this city, is secretary of the group. Other officers are John J. Geel Jr., of Rensselaer, president; Hugh McKeon, of Albany, vice-president, and Samuel Frumkin, Albany, treasurer. The Eastern division extends to Syracuse, Poughkeepsie and the Canadian border.

Cigarets in this area, Holland said, are selling principally for the standard 15-cent price and that the two-cent tax is absorbed largely by the operators and the locations combined.

## May Candy Sales Up Eight Per Cent

WASHINGTON, July 15.—Sales of confectionery and competitive chocolate products during May of this year increased 8.1 per cent over the corresponding month of 1938, recording the largest month's increase in almost a year, according to reports received from 208

# Cigarette Merchandisers' Associations

Despite an exceptionally busy season, members of the New York CMA took time out to attend the regular meeting held Thursday, July 13. Sam Yolen rendered his report as treasurer.

The financial status of the organization is most favorable, Yolen said. But here's his statement on the matter: "They must have been pleased, for they had big smiles on them. As for the actual amount of cash on hand, that's different. I told them that when it came to small change I got my own. I'm looking for big money now."

The rendition of the money condition was interrupted when Yolen invited the members to take a cruise with him.

Robert Hawthorne, president, presided at the session. A vote of thanks was extended to the various standing committees which have worked for the benefit of all during the past year.

Irving Litt, of Nassau-Suffolk Cigaret Service, and son visited the New York CMA office. He brought Burton D. in to introduce Manager Forbes to a "future member" of the association.

### This Is News

Members of the New York CMA will meet the Connecticut CMA baseball team to recover the trophy which the New Yorkers won from New Jersey at the recent outing. The game will be scheduled as a feature of the CMA outing to be held in Connecticut in August, when members and their wives will attend the annual event sponsored by the group from the Nutmeg State.

Just how true this statement is no one seems to know, but New York has issued a call to its diamond aces to be on hand in two weeks to begin training in Yankee Stadium for the game. (The trophy will be chained to a tree during the game.)

Teddy Vassar has opened his estate in the Catskills. All members of the New York CMA, so a member reports, are invited to spend the week-end there.

Wedding preparations are under way for the marriage of Tessa Bloom, concert pianist and Jack Bloom's sister, to a prominent London barrister. Jack has been trying to induce his intended brother-in-law to enter the cigaret field in this country, but the couple is set on their plan to reside in England.

### New Organization

Members of the CMA of New York welcomed the news of the organization of a new Eastern division of the New York State Cigarette Vendors' Association, which met recently at Albany. John J. Geel Jr., Rensselaer, was elected president; Hugh McKeon, Albany, vice-president; Samuel Frumkin, Albany, treasurer, and Edward H. Holland, Saratoga Springs, secretary. The purpose of the group is to decide upon uniform prices covering the operation of cigaret machines in view of the increase necessitated by the 2-cent tax which recently went into effect.

With CMA's in Syracuse and Buffalo, as well as in New York City, plus the organization of this new group in the eastern section, the State is well covered with cigaret merchandising groups. The creation of this new association not only brings the progressive work, which can be done thru organization, to Saratoga, Albany, Rensselaer and other towns and cities, but blazes the trail to co-operation of all the groups in New York State.

Best wishes for success are extended the New York State Cigarette vendors' Association.

identical firms and released yesterday by Director William L. Austin, of the Bureau of the Census, U. S. Department of Commerce.

Wholesale-manufacturers' sales during May advanced 7.7 per cent over those of the same month last year; chocolate manufacturers recorded an increase of 21.6 per cent and sales of manufacturer-retailers decreased 1.8 per cent.

The total volume of business reported by the 208 concerns during May amounted to \$14,837,000, of which the wholesale - manufacturers contributed \$12,066,000; chocolate firms, \$1,502,000, and the manufacturer - retailers, \$1,269,000.

**WE'RE READY, WILLING AND ABLE**

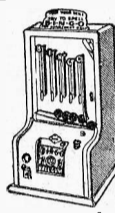





To put you wise to the sweetest, soundest best-paying business in this man's world—small investment—pay for equipment out of earnings. Easy terms.

**BALLY BEVERAGE VENDERS**  
INVESTIGATE TODAY!!

**KEYSTONE VENDING CO.,**  
1334 SPRING GARDEN ST., PHILADELPHIA, PA.

Exclusive Distributors **Automatic Beverage Division**  
for Penna., Southern Jersey, Maryland, Delaware, Virginia (Part) and Washington, D. C.

Write Today for  
**FREE CATALOG**  
of over 100 different New and Used Vending and Amusement Machines.  
Ask about our **COMBINATION SCALE!** Vends stick of gum **FREE** with each weight!

**D. ROBBINS & CO.,**  
1141-B DE KALB AVENUE  
BROOKLYN, N. Y.

## U. S. Wins Test On Promotions

**Government expected to stress fair practices in vending promotion plans**

HOUSTON, July 15.—Federal Judge James V. Allred July 7 overruled a motion for a new trial in the mail fraud case of W. F. Main, aged Cedar Rapids, Ia., vending machine manufacturer. Main several days earlier in the month was convicted in Federal Court here of using the mails in furtherance of a scheme to defraud and given a two-year suspended sentence and fined \$11,000.

The other six defendants were also given suspended sentences. Five other salesmen allegedly connected with the Main firm were freed on lack of evidence. Main is given until October 1 to meet his fine, except for \$5,500 which he must pay by September 1. Conspicuous evidence during the trial were peanut, candy and gum venders of the penny variety. It has been charged that Main and others "practiced fraud in claiming the vending machines would bring to the owners 120 per cent profit and that they were led to believe they would be given exclusive territory when in fact they were not given such rights."

The case is regarded as a test case and the culmination of efforts by government agents over a long period of time to prevent exaggerated claims for vending machines, high-pressure promotions of such machines and violation of trade ethics and trade channels to sell such machines.

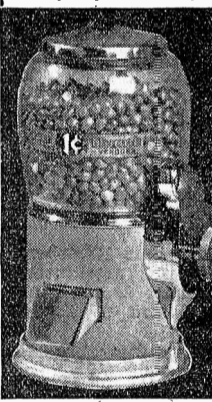
It is understood the case will be used by government agents to check promotions in other sections whenever such promotions are considered to be unethical.

## Vender Receipts Aid Pension Fund

SCRANTON, Pa., July 15.—Ten per cent of the gross receipts of two vending machines will go to the city employees' pension fund, it was agreed during the week when city council authorized installation of the devices at City Hall. A contract was entered with C. M. Hepburn, of Scranton, to place the candy

## EXTRA PROFITS Get your share with TOM THUMB VENDORS

Thousands of operators are taking advantage of Tom Thumb's compactness. Place them on locations where larger machines are objectionable and get that extra profit. It's a fact... there are plenty of locations on YOUR route where you can place this new money maker without one penny's extra operating expense.



- \* Compact.
- \* Neat in appearance.
- \* Attractive.
- \* Die Cast.
- \* Precision built.
- \* 1 1/2 lbs. and 3 lbs. capacity.
- \* Adjustable.
- \* Magic Coin Selector and many other features.

Lowest price high-grade vendor on the market. Just right for tables, bars, etc., or alongside your candy and cigarette machines. Write Dept. 28 at once for full particulars free.

**FIELDING MANUFACTURING CO.**  
CLINTON STREET JACKSON, MICH.



**Columbus Peanut or Gum Machines**  
Outwears Them All.

Only \$5.00 Lots of 6  
Sample \$6.00

Send for Sample and Particulars.

Many Other Good Makes in New and Used Vending Machines.

Send for Bargain List.

**RAKE**  
5 S. 22d St., Phila., Pa.

Model 34, \$5.20.

and gum machines in operation. The building custodian, Frank Schroeder, is collecting the commissions and will retain the funds until the disposition is officially determined by city council.



## MUSIC MERCHANDISING



## Ops Win a Lower Tax

Savannah City Council finds fee of \$10 per phono is "too high"

SAVANNAH, Ga., July 15.—Redrafting of an ordinance placing a \$10 tax on each automatic phonograph in favor of an operator-proposed occupational tax of \$200 per year has been decided on by the Savannah city council.

Revision of the tax plans for the music boxes was decided following the appearance of a delegation of owners who were represented by Aaron Kravitch, attorney.

According to a memorandum presented by Kravitch, the owners do not object to a reasonable tax, but considered \$10 exorbitant and prohibitive. Due to frequent changing of models of the machines, upkeep, changing of records, robbing of machines, use of slugs and other factors, it was pointed out that the machines did not yield the lucrative income popularly believed. He said the average income per machine was only about \$6 a week, of which the owner received half.

As the proposed \$10 applied to location of the machine, it was pointed out that the owner would be subject to paying \$50 or \$60 a machine, as they had to be moved on an average of five times a year.

Eight machine owners represented by Kravitch presented an alternative tax plan providing for a \$200 a year tax plus the issuance of a permit for location of the machines, the latter to cost \$1 and to be good for six months.

This suggestion was accepted by the mayor and aldermen who decided to withdraw the old ordinance and have the city attorney redraft it to comply with the new provisions. The permits for operation of the machines will be issued by the police subject to revocation by the mayor.

## East Coast Runs A Two-Day Show

NEW YORK, July 15.—Sam Kressberg, of East Coast Phonograph Distributors, ran a showing of the entire Seeburg line for two days, July 8 and 9, at his offices here.

Altho the weather was unbearably hot, hundreds of music operators came down to 10th avenue to take part in the fun and at the same time look over the equipment.

The guests spent most of the time at Sam's downstairs bar, where a wireless remote control was on display. The ops sat at the tables and pushed the remote machine around the floor, selecting whatever music they desired.

East Coast also displayed the Play-Boy, the Wall-o-Matic, the Speakorgan and the Ray-o-Lite.

A similar showing was held at the Automatic Amusement Co., Philadelphia, July 12 and 13.

## Travelers Aid Roadside Locations

ST. PAUL, July 15.—"The out-of-doors days are in full swing up in this part of the country," reports A. J. LaBeau, distributor. "Not only are vacations here for thousands of people but the warm summer weather brings the entire population outside. Continuous caravans of cars skim along the highways every day.

"No matter where they're traveling—going or coming back—these crowds are stimulating roadside business. Restau- (See TRAVELERS AID in 4th Column)

## Record Buying Guide

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

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

### GOING STRONG—KEEP THEM IN

**Stairway to the Stars.** Several reports nominate this lovely adaptation of Matty Malneck's and Frank Signorelli's *Park Avenue Fantasy* as the strongest machine number of the week, which knocks *Wishing* out of the top spot for the first time in several weeks. It seems to be a universal vote for Glenn Miller on this one, with Kay Kyser and Al Donahue for the nonconformists.

**Sunrise Serenade.** Poetic titles appear to be the thing, at least right at the moment, with this beautiful novelty-ballad a close runner-up to *Stars* in public favor. Oddly enough, in the face of its difficult melody for home-spun piano playing and vocalizing, it's the No. 1 seller on *The Billboard's* list of sheet music leaders this week. Glen and Glenn, meaning, of course, Gray and Miller, respectively, are dividing the phono honors pretty evenly here.

**Wishing.** Slipping pretty fast in the Midwest, altho still fairly strong in the East. It probably won't be long before this tremendously popular ballad finally and definitely loses the grip on public acclaim that it has enjoyed for many weeks. Glenn Miller again (his presence on three of the four biggest numbers in the country is indicative of his current tidal wave of popularity in the boxes) and Russ Morgan were the favorites during its heyday and still are.

**Beer Barrel Polka.** Oh, well, we can't keep it a secret any longer. Willie Glahe has a pretty successful recording of this.

### COMING UP—BETTER STOCK THEM

**White Sails.** Still not universally popular enough in the phonos to find its way upstairs, this Nick and Charlie Kenny ballad (along with Barry Archer) ought to be in every machine. Nevertheless, it's at the height of its sheet music and radio favor, and tho it may not manage to become strong enough in the machines to rate it a top slot it's good enough now to attract more than a nickel or two. Ozzie Nelson and Sammy Kaye give it to you in two of the more favored versions.

**South American Way.** This is one of the best tunes from the new Broadway musical hit, *Streets of Paris*, and one of the likeliest looking hits. It has an attractive title and a catchy, infectious melody and stands every chance of being a big machine number, even if its radio and copy selling ability isn't enough to land it in the higher brackets in those fields. Guy Lombardo and Al Donahue are leading the procession in the matter of best-liked recordings at the moment, with Ozzie Nelson, Sammy Kaye and Ray Noble bringing up the rear.

**Moon Love.** Growing more popular each day is this second adaptation from Tchaikowsky in a few months. This is another song that may not set the world on fire and that may not have what it takes to land it in that class of real blue ribbon winners designated by "Going Strong," but it should be stuck under the needles now where they can hear it when they want to, and there are plenty of people who want to hear it. Glenn Miller and Al Donahue are the favored waxers here.

**I Poured My Heart Into a Song.** This Irving Berlin ballad from the Tyrone Power-Sonja Henie *Second Fiddle* vehicle is the first of the film's tunes to start to sell over the counter. Two others, namely, *I'm Sorry for Myself* and *When Winter Comes*, are also beginning to show signs of sheet music life, but *Poured* is the one for operators to concentrate on right at the moment. You get this combined with Artie Shaw's return to the waxworks, and the combination is beginning to mean something to the phonos. Jimmy Dorsey's platter is also liked.

**In the Middle of a Dream.** Watch this ballad. It has the general appearance of a potentially big number, and even if it fails to amount to much, it is still a worth-while example of the type of pop romantic song that always has a place in the machines. Both Dorseys, Tommy and Jimmy, do nice jobs on it.

### OPERATORS' SPECIALS

Listing covers those songs which in themselves cannot be classified as popular nation-wide hits, but which are, or give every indication of becoming, successful phonograph numbers.

**Well, All Right.** Hitting the high spots out in the Middle West but not quite as strong along the Atlantic Coast, this Andrews Sisters' recording of a particularly effective rhythm tune is pretty certain to develop into a generally popular item all over. It's a natural phono number, if ever there was one, and those ops who do have it in are finding that out to their increasing pleasure.

**Rancho Grande.** The Bing Crosby disc is continuing to ride along to nice returns and should be held on to for another week or two.

**Aint'cha Comin' Out Tonight?** Here is another natural machine tune, a light-hearted wedding of melody and lyric that is starting along the merry road to success. Three waxings are in demand currently, Glenn Miller's, Dick Robertson's (always a good phono bet on a song like this is Robertson) and Tiny Hill's. Latter has a favorite band in the Midwest.

**Shabby Old Cabby.** Another newcomer to the list and another entry that is beginning to be in demand. Sammy Kaye and Horace Heidt have pressings that are reported to be doing very nicely at the start.

**Love for Sale.** The Chicago territory reports this as a profitable item. Altho the story isn't quite the same in other sections of the country. Because of the suave smartness of the Cole Porter tune and words, this Hal Kemp platter belongs more in class spots than jitterbug hang-outs, altho a vocal by The Smoothies compensates for the ultra sophistication of the Porter wordage.

**Igloo.** Another number that is going well in the Midwest, with its favoritism apparently limited to that section at the moment. Vincent Lopez has the platter here, and based on its success in and around Chicago, ops might profitably try it.

**In a Persian Market.** Larry Clinton's second disc since returning to the record studios is without a doubt one of the finest bits of arranging he has ever turned out, and that's saying plenty. One hearing is bound to demand another on this.

(Double-meaning records are purposely omitted from this column)

## Tavern Music Was Criminal In Days of '87

CHICAGO, July 15.—"Hyde Park's 1887 Blue Laws Made Even Music Criminal," declares a headline over a feature story by Gene Morgan, of *The Chicago Daily News*. Morgan tells of the history of Hyde Park, many unique features being uncovered in connection with the Chicago district on the occasion of its 50th anniversary celebrating annexation to the city of Chicago.

According to Morgan, Hyde Parkers lived in an era of puritanesque and primly proper spirit. He remarks that under rulings of the village's elders there was little chance to get sunburned, except on the ears and Adam's apple, because swimming suits were required to cover all other parts of the anatomy.

"No one was to go in swimming in a naked state during the time from sunrise to an hour after sunset under the village rules. If your cow, pig or favorite goat ran loose down 51st street you were liable to a heavy fine. You could take a drink so long as you disturbed nobody. You could indulge in "violent, threatening, indecent or profane language" while nobody paid any attention. But remember this—you positively could not do it in church.

Forbidden was the playing of musical instruments in saloons or other public places. The speed limit was seven miles per hour, and woe be to the ones who went faster. Sidewalks must be made of wood planking. To enforce all these rulings there was a police force of 14 men, including horse-and-buggy flying squad. A calaboose was always handy to take care of those guilty of "obstreperous inebriation." According to historic annals, Hyde Parkers were proud that most of those who inhabited the cells were not Hyde Parkers, but came from near-by Chicago.

## Palastrant Busy on Rock-Ola's Phonos

BOSTON, Mass., July 15.—Since the arrangement for distribution of Rock-Ola Luxury Lightup phonographs in the New England States thru Supreme Amusement Co., of which Ben Palastrant is president, the firm has been rushed with phonograph orders, according to the firm. George J. Young, who is Rock-Ola distributor in New England, recently negotiated with Palastrant to assist in the distribution of Rock-Ola phonographs, according to the Rock-Ola Mfg. Corp.

Palastrant recently held a two-day "open house" where the Luxury Lightup phonograph line was on display. The new counter model was shown for the first time in this territory.

"We can use a carload of these counter models," said Palastrant. They have many features that are going to make them popular with the customers. The Luxury Lightup effects, the 5-cent and 10-cent 99 per cent slug-proof coin chute and the separate speaker, which can be hung or set anywhere and undeniably makes the tone better, are popular features."

## TRAVELERS AID

(Continued from 1st Column)

rants, tearooms, cafes, lunch stands, taverns, cocktail lounges all over the State are experiencing a rise in receipts."

LaBeau is president of the LaBeau Novelty Sales Co., of St. Paul, and is a distributor for the Rock-Ola Mfg. Corp. He declares that business all over his territory is excellent.

N. L. Nelson, sales manager for the company, states that he has traveled all over the State calling upon operators and locations. "The boys certainly are enjoying a grand business," he said. "It's been consistently good until Decoration Day and then it jumped up because the warm summer time gets people outdoors spending money. The people are certainly spending their money on the Rock-Ola Luxury Lightup Phonographs."



## Larry Clinton your lucky star

when it comes to crowd-collecting, nickel-nabbing hits.

### NEW, HOT, VICTOR AND BLUEBIRD RECORDS

- 26308—The Little Man Who Wasn't There  
Parade of the Wooden Soldiers  
Larry Clinton and his Orchestra
- 26278—Love for Sale } Hal Kemp and his  
Paradise } Orchestra
- B 10344—Wanna Hat With Cherries  
The Day We Meet Again  
Glenn Miller and his Orchestre

It Pays to Use  
**VICTOR AND BLUEBIRD RECORDS**

Victor Division, RCA Mfg. Co., Inc., Camden, N. J.  
A Service of the Radio Corporation of America

Trademark "Victor" Reg. U. S. Pat. Off. by RCA Mfg. Co., Inc.

## Baltimore Assn. In New Location

BALTIMORE, July 15.—“Due to an increase in membership, the Phonograph Operators' Association of Maryland has moved to a new and larger headquarters at 623 West North avenue,” reveals I. Son Cohen, business manager of the association.

“Our weekly meeting will continue to be held on Wednesday night. We cordially invite anyone connected with the phonograph business to stop in. We are negotiating with the operators in the western part of Maryland in order to make it a State-wide association. Anyone operating in Maryland is particularly requested to attend one of our meetings.

All manufacturers of accessories connected with the business are welcome to send their products to our showroom for display to our members,” he concluded.

## Baltimore Taverns Get Later Closing

BALTIMORE, July 15.—Under new regulations issued by the Liquor Board, Baltimore taverns will now have another half hour of the early morning in which to entertain their patrons. Heretofore patrons have been required to leave immediately after the clock reached 2 p.m. In some places this has become known as the “2 o'clock rush hour.” Patrons had to gulp their drinks and leave.

Under the new plan they may remain and finish their drinks and are not required to leave the premises until 2:30 a.m. This will undoubtedly increase somewhat the playing of automatic phonographs in tavern locations.

This was one of the 45 new rulings laid down for the operation of liquor establishments. The rulings go into effect today.

# What the Records Are Doing for Me---

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

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

### New Orleans

July 15, 1939.

To the Editor:

Alas and alack, the *Three Little Fishies* have swam over the dam and headed for the way of many hits, but the *Beer Barrel Polka* is still being rolled along. As for the No. 1 friend of the phonograph op of the nation, Bing Crosby, his *El Rancho Grande* continues to click and stands out as his best on our locations. We have found that for consistency Crosby must compete these days with the Ink Spots, who have formed a habit of turning out new hits with the waning of each successive disc. The latter's *Just for a Thrill* rings the bell at the present time.

Our own native, Mary Healey, came home this week to make a personal appearance at the premiere showing of the picture *Second Fiddle* and we are already feeling the effects, with numerous requests for several of the hit tunes from this flicker, mainly *Back to Back*, as rendered by Glenn Miller; *I Poured My Heart Into a Song*, as Artie Shaw plays it, and *So Sorry for Myself*, by Glenn Miller. Artie Shaw's number, *When Winter Comes*, is not quite up to the par of the other three.

As for Kay Kyser, he had better get out his rod and reel and go fishing for more of the triple variety. He now hardly gets a call and sorely needs new material. The death of Chick Webb leaves no change, because few ever knew whose band did play for Ella Fitzgerald, who is still a popular artist for us. Her latest best are *Don't Worry About Me*, *If You Ever Change Your Mind*, *Once Is Enough for Me* and *If Anything Happens to Me*. Here is a quartet that are must for white and colored locations. Glenn Miller also clicks with his *Wishing*, sharing best selling for this number with Russ Morgan.

Back from yesteryear and apparently sure to do a robust revival are several that you and I hummed as kids. *I Ain't Gonna Give Nobody None of My*

*Jelly Roll*, with the Mazzrow Ladnier quintet; *Where Do You Work-A, John?*, by Dick Robertson; *How Long Blues*, by Count Basie, and Bob Crosby's *Hindustan*. Bob Crosby also has produced another money-maker for us with his *The Lady's in Love With You*.

Tommy Dorsey comes back into the limelight with his *Guess I'll Go Back Home This Summer*, and Glen Gray holds up with his *Sunrise Serenade* and *Blue Evening*. The latter number is also done well when sung by Dick Todd, a native son by another name. Woody Herman's *Woodchopper's Ball* continues to edge its way into line-up. Staging a bit of comeback for popularity is Vincent Lopez numbers. Andy Kirk gets thru with his *Guitar Blues* when dancing is done.

We find that novelties are holding the edge over sweeter swing, with suggestive records suffering against a whispering campaign by the music operators' association officials. We can do without them anyway.

FRANK DE BARROS,  
J. H. Peres Novelty Co.,  
New Orleans.

### Kansas City, Mo.

July 15, 1939.

To the Editor:

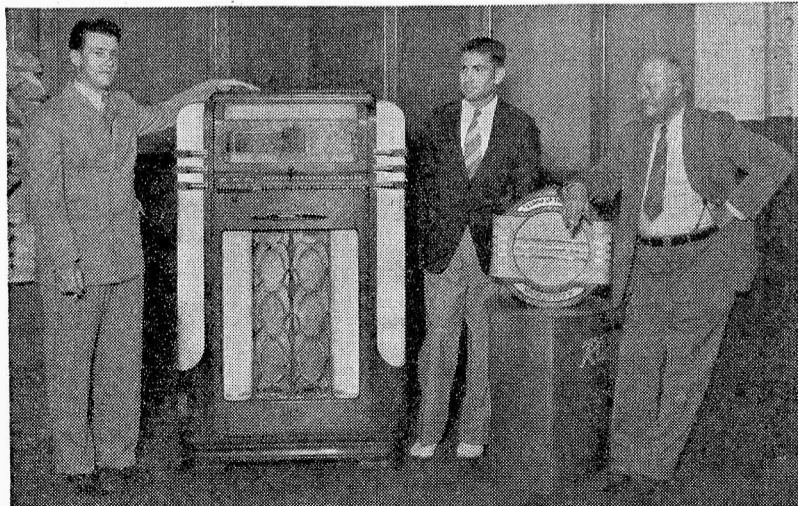
Business has picked up here some, mostly on tavern-located machines, with young people contributing most of the nickels. The seasonal letdown on dance records is balanced by the huge success of vocal platters, the summer heat generally making dancing sticky.

Still tops in this vicinity and way out in front is Glen Gray's *Sunrise Serenade*, with the *Beer Barrel Polka* a big buffalo-grabber in the foreign spots. The Musette (Glahe) record seems to have the edge on the latter disc. A lot of calls come into the office for *Wishing*, particularly by Connie Boswell.

Following up their big hit on *If I Didn't Care*, the Ink Spots are going over well in both white and colored places with their version of *It's Funny to Everyone But Me*.

Bing Crosby's *It Must Be True* is getting all the play for that record, little interest being shown in *I Surrender, Dear* on the flipover. *If I Had My Way* is another of Bing's records making money in our spots. Kenny Baker's version of *White Sails*, a sweet number, has attracted mild interest, with Jack Teagarden's version of the same a dud, which we can't understand, as we thought it particularly good.

*Stairway to the Stars* is climbing high on our local hit parade, with Glenn Miller's platter getting the most play. Ella Fitzgerald's record of *Don't Worry*



“AGGRESSIVE YOUTH WINS AGAIN,” declare the Rudolph Wurlitzer Co. officials. “Here you see, left to right, Bill Schuster and Bob Schuster, a couple of enterprising hustlers of Cincinnati, and Harry Payne, Wurlitzer factory representative. From the youth of the Schusters you might think that the Schuster Electric Co. is a comparatively new concern, but such is not the case. However,” they continue, “it is a fine old firm and one that the owners will be glad to hand over to their sons. Their success leads us to say that ‘Wurlitzer’s going to get a lot of nice new business out of Cincinnati.’”

# DECCA

Hot Tips for Operators

THESE DECCA “BEST SELLERS” are dynamite on any Phonograph!

- 2462 WELL, ALL RIGHT  
BEER BARREL POLKA  
Andrews Sisters
- 2507 IT'S FUNNY TO EVERY-  
ONE BUT ME Ink Spots
- 2321 JUST FOR A THRILL FT. VC.  
HEAVEN CAN WAIT FT. VC.  
SUNRISE SERENADE Inst. FT.  
Glen Gray and the Casa Loma  
Orchestra
- 2494 EL RANCHO GRANDE (My Ranch)  
IDA SWEET AS APPLE CIDER  
Bing Crosby assisted by the Four-  
some
- 2286 IF I DIDN'T CARE Ink Spots  
KNOCK KNEED SAL FT. VC.  
2511 HORSIE, KEEP YOUR TAIL UP FT. VC.  
MY PONY BOY FT. VC.  
Freddie “Schnitzelfritz” Fisher and  
His Orchestra
- 2535 I SURRENDER, DEAR  
IT MUST BE TRUE  
Bing Crosby, with John Scott Trotter  
Orchestra
- 2556 LITTLE WHITE LIES FT. VC.  
Ella Fitzgerald  
ONE SIDE OF ME FT. VC.  
Ella Fitzgerald
- 2521 CONCERT IN THE PARK FT. VC.  
A BLUES SERENADE Inst. FT.  
Guy Lombardo and His Royal Cana-  
dians
- 2541 MAYBE FT. VC.  
AIN'T CHA COMIN' OUT? Waltz. VC.
- Dick Robertson and His Orchestra
- 2450 SUNRISE SERENADE  
YOU GROW SWEETER AS THE  
YEARS GO BY  
Connie Boswell
- 2567 STAIRWAY TO THE STARS FT. VC.  
WHISPER WHILE WE DANCE FT. VC.  
Jimmie Dorsey and His Orchestra

## Decca Records Inc.

NEW YORK

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Model F . . . . .	130.00
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Rox . . . . .	150.00
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Proven, Tested and Maintained in hundreds of Phonograph locations using an average of six (6) STREAMLINE BOXES per spot. This is a West Coast average. Eastern operators are reporting earnings as high as \$3.00 per week per STREAMLINE BOX, One Operator Showing a Profit of \$104.00 in 8 Months on a \$7.50 Investment.

**The More a Phonograph Plays — The More It Is Played**

Order in ten boxes, 5 Bar and 5 Wall, with what armored cable you want and make a test. If the boxes earn 75c a week each, cover every spot you have. YOUR INCOME GOES UP. YOUR MACHINES ARE CHAINED DOWN. YOUR MUSIC BUSINESS IS ADVERTISED ON EVERY BOX WITH A GENTLE URGE, "PLAY 1 TO 20 NICKELS."

### NATIONALLY PRICED

Streamline Wall Box, \$6.75 Streamline Bar Box, \$7.50  
Cable 5c Per Foot Instrument Castings, 35c "T" Joint Boxes, 45c  
Now Also Available With National Slug Ejector

## SHYVERS MANUFACTURING COMPANY

2315 W. HURON STREET CHICAGO, ILLINOIS  
PHONE: ARMitage 0896

About Me began to boom a few days ago after being on ice for some time.

Hillbilly records don't fare so well with us. However, we do get a lot of requests for Fred (Spickelfritz) Fisher's *Horsey, Keep Your Tail Up* and the Shelton Brothers' record of the answer to *It Makes No Difference Now*.

The trend towards polka discs was very high here a few weeks ago, but now it is on the downward grade. Most customers seem to prefer plenty hot records (fast tempo) to dance to, with sweet torch tunes and long vocals a favorite when they prefer to sit and listen. The Jimmie Davis records go over well with the latter type of patrons because of their slow tempo.

Hoping that this will give you some dope on what the records are doing for operators in the Midwest, I am,

R. L. FULLER,  
President Automatic Music Co.,  
Kansas City, Mo.

Warren, O.

July 15, 1939.

To the Editor:

We like your department very much and read it every week. Keep up the good work.

Our best money-maker on most locations is still the *Beer Barrel Polka*, by Glahe. Bing Crosby's rendition of *El Rancho Grande* is going great now, also *Sunrise Serenade*, by Glen Gray, and *Wishing*, by Russ Morgan.

Bing Crosby is easily the most popular vocalist, with the Andrews Sisters running second. We are getting good results with the Andrews Sisters' *Beer Barrel Polka* and *Well, All Right*.

The most popular orchestras in our territory seem to be Artie Shaw, Kay Kyser, Glenn Miller and Russ Morgan. The latter's *Does Your Heart Beat for Me?* is getting a good play. Kay Kyser's *Three Little Fishies* was outstanding.

Among the string-band discs, *It Makes No Difference Now*, by Cliff Bruner, is still going great, and *Handsome Joe*, by Patsy Montana, has proved a steady nickel-getter. Freddie Fisher's *Horsey, Keep Your Tail Up* is getting off to an excellent start.

The Ink Spots' record *If I Didn't Care* is still playing plenty, and it looks as tho their latest, *Just for a Thrill*, will be equally good. Other colored artists who are always popular around here are Chick Webb, with Ella Fitzgerald, Jimmie Lunceford and Erskine Hawkins.

We try to give each location the best records to fit their particular needs and

find that it pays. We operate 135 phonographs and business is improving steadily. Let's hope it continues to do so.

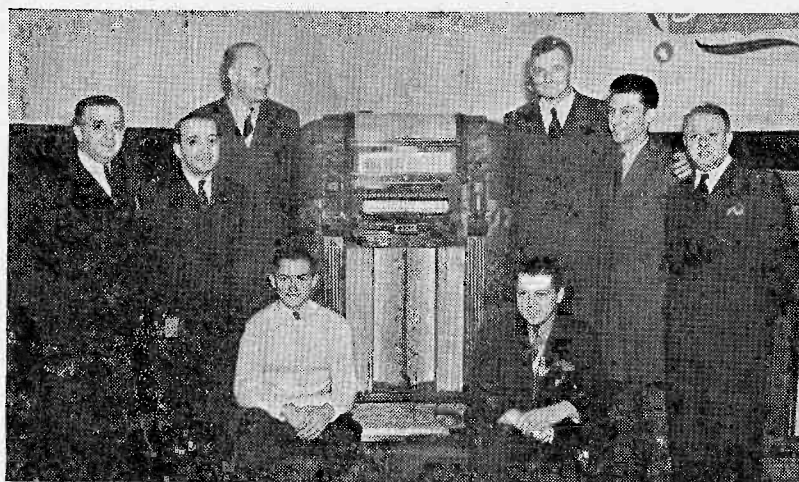
J. B. MARTZ,  
Martz & Hoffman,  
Warren, O.

## Philly Phono Sales Rising

PHILADELPHIA, July 15.—As the result of the constant flow of buyers and music operators in the auditorium of the Schaaf Building, where new phonographs were being demonstrated under the auspices of the Automatic Amusement Co., local distributor, Frank Engle and Mike Spector, partners in the firm, expect a new high in phonograph sales this year.

Held last Wednesday and Thursday, upwards of 200 visitors from many parts of Pennsylvania, New Jersey and Delaware were clocked by attendants.

Frank Engle, in summarizing the result of the showing, said: "The summer and fall season promises to be one of the banner years in the history of the automatic amusement machine industry. The new models devised by Seeburg are far in advance of their previous machines and will be especially attractive to operators."



IN THE SHOWROOM OF THE OWL MINT MACHINE CO., Boston, they gather around the Mills Throne of Music for the above picture. Left to right, standing, Eddie Ravreby, Gus Guarnera, Al Ravreby, Art Colley and Jack Ravreby. Sitting at the sides of the phonograph are two local phonograph operators. Cooley represented Mills Novelty Co.

## Here's a Tune Inspired by a Music Merchant

NEW ORLEANS, July 15.—Another tie-up in the amusement world between the automatic phonograph business and leaders of the song-and-dance world was uncovered here when it was revealed that N. J. Clesi, father of Buster Clesi, head of the Great Southern Novelty Co., was the composer of the hit tune "I'm Sorry I Made You Cry." The tune was one of the featured tunes in the recent picture "Rose of Washington Square," and was sung by the movie actress Alice Faye.

The fact was revealed when the picture played at New Orleans' Saenger Theater. According to reports from the Crescent City, the picture was well received and many who attended received an extra thrill from knowing the first-hand history of the tune.

Clesi Sr., author of the tune, told the story of how the song was composed. It seems that when Buster Clesi was a small lad he saw his little sister pick a rose and hold it in her hands to show it to her mother. Buster, filled with devilry, like many kids, grabbed the rose and caused it to break apart. As his little sister began to cry, Buster felt repentant and said to her, "I'm sorry I made you cry." Buster's father heard this remark and the idea struck him to write a song based on this apology.

Sales on the tune are said to have been stupendous.

## OFF THE RECORDS

(Continued from page 13)

### Dance Disks

AL KAVELIN paints a beautiful picture of Nola with the Cascading Chords effect of the clarinets. It's a smart showcase for a style that's distinctive and different. Makes his Vocalion double a dandy, giving the same swell treatment to the *Grateful* ballad. Orrin Tucker commands much attention on the same label, his fiddlers and organ blend making for a lilting jiggle style. His revival of the old favorite, *Billy*, and the perennially popular *Everybody Loves My Baby* is just as enjoyable for the listening as for the dancing. And in the same musical mood, the Champagne Music of Lawrence Welk on Vocalion is excellent for dancing, tho the tune selection is not off the top, with *If I Hadn't Met You* and *Paid for the Lie I Told You* (waltz), *It Seems Like Old Times* and *Start the Day Right* (waltz).

From the show scores, Ray Noble has a rhythmic and polished pairing on Brunswick of *Is It Possible* and *Rendezvous Time in Patee*, from *Streets of Paris*; from the same show and for the same label, Jack Marshard, geared to the smart supper room style, couples *We Can Live on Love* and *Reading, Writing and Rhythm*, and Tiny Hill, a newcomer to the Vocalion clan, listens as a good dance band for *Do In' the Chamberlain*. Tiny,

a great fave among Midwest rhythm fanciers, weighs some 350 pounds. Band is neither swing nor sweet, rather styled for dancing with the melody counting most. Completes the disk with *Ain'tcha Comin' Out*, waltz novelty.

From the Yokel Boy musical, Freddy Martin lends his silky syncos to a Victor coupling of *Let's Make Memories Tonight* and *A Boy Named Lem*; and for the same label, it's the same Sammy Kaye pattern for *I Can't Afford To Dream* and *Let's Make Memories Tonight*.

Ben Bernie, returning to the discophiles on Vocalion, tees off with a couplet from the *Second Fiddle* flicker, *I'm Sorry for Myself* and *The Song of the Metronome*. There's plenty sock to the band, tho no instrumental kicks, with Bernie predominating in his unpardonable bary, suh.

For the more righteous jazz, Les Brown turns in a sock performance on Bluebird for a pair of individuals, *Perisphere Shuffle* and *Trylon Stomp*. After a slow and ill-advised start, this band has been continually on the upgrade and some day, maybe soon, the folksies are going to wake up and find there's a swell swing band for the time being seemingly lost in the shuffle. Vocalion reprints an Artie Shaw oldie that measures up to his newer offerings. *Just You, Just Me*. Plattermate, *If It's the Last Thing I Do*, is in the slower tempo and dated. Interest, however, is held in the vocal by Beatrice Wayne. And it's a far cry from her song selling in this day where she's better known as Bea Wain.

Jack Teagarden crashes thru on Brunswick with a couplet that showcases Allen Reuss, his guitarist, formerly with Benny Goodman, and the trumpeting of Charlie Spivak. Reuss did the writing and his pickings make for swingy strings on *Pickin' for Patsy*. Spivak's horn phrasings add warm color to a sensuous *Underflow*. And for the high ridin' on a trumpet, with tenor sax kicks to boot, Harry James, on the same label but with a better sock band than the slip-horn maestro, hits it hot for *I Found a New Baby* and *Fannie-May*. Oro.

## Mills Softball Teams Competing

CHICAGO, July 15.—"Mills" inter-department softball league is moving ahead at a fast clip. The teams are rigged out in brilliant uniforms. Their colorful garb dots Mills Stadium field two nights a week. Here the boys from the three plants compete against each other," report Mills workers.

Mills Stadium field is brightly arc lighted for night ball, with large stands for rooters. Altho this league was organized as a means to promote friendly rivalry between the workers, they have surprised everyone with their speed and proficiency. They are rated among the best teams in Chicago.

All players are employed at Mills and, incidentally, it is one of the largest inter-company industrial leagues.

The teams are named after six of Mills products, Coin Machines, Trylon Scales, Chrome Bells, Compressors, Freezers and Throne of Music.

The Trylon Scales are champs thus far. Runners-up are the Freezers, having won seven games out of nine.

## Cowboy Keeney's Latest Release

(New Game)

CHICAGO, July 15.—Jack Keeney, head of the "House That Jack Built," recently made an announcement of interest to coinmen. Said Keeney: "We've come thru again. We have another new game for coinmen to capitalize on. Its name is Cowboy and it's a five-ball free game that's just packed full of fascinating, appealing new playing features.

"So far as profit-earning is concerned, it will be another Track Time. Cowboy will earn the same great profits for the same long periods of time on locations everywhere. Cowboy incorporates an entirely new feature—a possible winner on each and every ball, as well as high score. This appeal alone proved Cowboy's tremendous value on location tests.

"Bearing in mind the fact that all operators everywhere will want to capitalize on Cowboy, we are making it available as a free game, convertible to straight novelty."



### Double Your Earnings with TWIN ROLL!

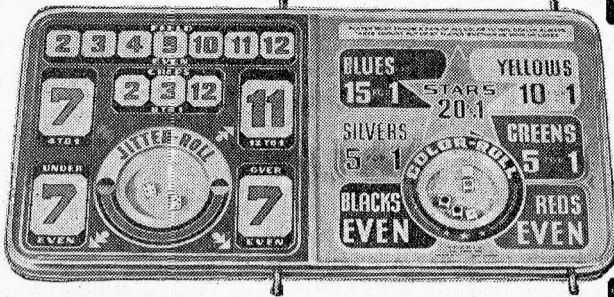
#### TWO GAMES IN ONE

12" x 24", AVAILABLE IN COMBINATIONS OF ANY TWO 12" x 12" GAMES.

**\$37.50**

F. O. B. MIAMI.

1/3 Deposit With NOT COIN OPERATED . . . NO EXPOSED CLAMPS OR SCREWS Order. . . . CHEATERPROOF! LAYOUTS SCREENED ON GLASS.



#### SPECIAL! OLD STYLE GAMES

12"x12", mechanism not sealed, layouts screened on cardboard. Available COLOR-ROLL, JITTER-ROLL, CHUCK-A-ROLL. FULL purchase price must be included with order. Inspection allowed with money-back guarantee. While they last, \$5.00 Each.

Dice micro-accurate to 1/10,000 in.

PROFIT ROLLERS are available in other popular layouts and sizes. Write for information.

**BILL FREY, Inc.**

140 N. W. 1st St., Miami, Fla.

## EASTERN FLASHES

**THE CASH BOX** . . . Reports from the front are both heartening and disheartening about the Fourth of July. Good news poured in from the ops of music machines and amusement machines. The receipts picked up encouragingly—more than even the most optimistic had hoped for. The heart-breaking episode hit the cigaret machine boys. Their receipts fell away off due to the recent tax. On top of this blow officials gave them only 48 hours to change over all their equipment and stock. Those machines that weren't able to be changed were sealed up by State investigators until the change was made. At this writing every machine has been taken care of, altho the business is still off. However, this observer claims the smokers will soon become reconciled to the price, and business will assume normal proportions.

**STILL ON CIG MACHINES** . . . Three methods of collecting the city and State tax have been put into use. The coin changer; a device for collecting the tax separately, and the most popular method—slitting the cellophane on the side and inserting the three pennies.

**"THE HEAT"** . . . is perfect," claims Jack Fitzgibbons, "for the Bally Beverage Vender. We have been moving along rapidly and at present have some of the most prominent locations in the city using the vender. All we need is faster deliveries. The Bally novelty games are also moving along satisfactory, especially Variety and Headliner."

**SAM KRESSBERG** . . . has been doing quite an export business on his used phonos. He reports that the demand for this light-up counter model has progressed beyond his highest hopes. "Orders are continually pouring in, and my factory is hard pressed to keep up with the orders," says Sam.

**VACATIONS** . . . are now top news. Many of the hard-working (?) c. m. personalities have dropped everything and scattered to the four corners of the world seeking a spell of relaxation. Dave Robbins at this moment must be acquiring a Cockney accent. Dave will be away for another six or seven weeks. . . . Bill Alberg is on the high seas heading for South America, where he will spend about five weeks traveling over the entire continent. . . . Hymie Budin, after a strenuous time celebrating his 25th anniversary in the c. m. business, and simultaneously opening Savoy Vending Co., Inc., ran off to the mountains for a week. . . . Ben Becker, manager of George Ponsers's Brooklyn office, postcards, "We're doing the White Mts. up brown." The "we're" is Ben and the Mrs. . . . Nat Cohr is still on that three-monther at Belle Harbor, L. I. . . . Harry Rosen and Irving Sommers pack up their golf clubs every Friday afternoon and hurry away for the week-ends. . . . Bill Gersh is out in the Middle West somewhere milking a cow and pulling up a few weeds.

**AL SIMON** . . . of Savoy Vending Co., Baltimore, opened up an office in the Hotel Vermont, Burlington, Vt., and stocked up hundreds of automatic games in a local warehouse. Al and a staff of expert mechanics spent quite some time reconditioning these games until they were practically new. Simon expressed his motive for this move as "the necessity of having the games right on the spot to help the operators get going fast and with the right equipment."

**IRV MITCHELL** . . . is having quite a time of it these hot days. Irv takes a personal interest in every move made in his establishment. He sells the new machines, supervises the reconditioning of machines, checks mail orders and exports, and at present keeps his eyes on Dave Robbins' business.

**TWO NEW GAMES** . . . arrived at the offices of George Ponsers—Chicago Coin's Buckaroo and Daval's High Lite. Buckaroo is a flashy five-ball novelty game with a single or multiple coin chute with many new playing features. The multiple coin chute can be converted to one coin play in 30 seconds, it is claimed. High Lite is also a five-ball game with a new two-way play, featuring a combination high score and the popular bumper sequence of numbers. George looks forward to these new numbers to take up the summer slack and help the ops make good money.

**RAMBLIN' AROUND** . . . Sam Rabinowitz spread his bank roll for one of these sport ensembles—shirt and slacks in the same color. Quite spiffy. . . . Automatic Amusement Co., of Philadelphia, has opened a branch in Baltimore, Md. . . . Three-color display cards distributed by Seaboard Sales are on the walls of all the jobbers—"Bang is the Game" is how they read. . . . Al Douglas showed up in the big town last week with his wife and daughter. . . . Dave Rock-Ola and his family also spent a few days here visiting the fair. . . . Mike Munves cannot get away this summer for a rest . . . too busy. Jack Mitnick, manager of the music machine department for George Ponsers, is all set with the Mills Throne of Music "Traveling Caravan" and will leave shortly on a tour of New York State, New Jersey and Pennsylvania. The Caravan is a complete display on wheels of Mills music machine taken right to the doors of those ops who write in for a demonstration.

**JOE ASH** . . . of Active Amusement Machine, Philadelphia, is just about getting over the effects of his "prosperity party." "Now down to business," promises Joe, "and show the operators that I can give them just as good value in coin machines as I did at the party."

**SAVOY VENDING CO., INC.** . . . of Brooklyn, finished up moving all the equipment from Budin's Specialties, Inc. into its new quarters. "Hymie" Budin, manager, has one of the most luxurious set-ups in the country. A spot attracting most attention is the shower room—three needle showers and towels at all times for both the help and the customers. Savoy is featuring their two winners, Gottlieb's Batting Champ and Stoner's Snooks.



### JULY SPECIALS

<b>5-BALL NOVELTY</b>		<b>1-BALL GAMES</b>	
3 Spottams Free Play	\$49.50	2 Stoner Races	\$ 7.50
5 Chevrons Free Play	49.50	4 Gottlieb Track Odds with Clock	10.00
5 Box Scores Free Play	55.00	1 Bally Arlington, perfect, like new	10.00
3 Bally 5th Inning Free Play Slot	49.50	1 Mills 1-2-3 Free Play F. S.	120.00
1 Bally Fleet Regular Novelty	10.00	3 Bally Derby	7.50
20 Bally Reserves	7.50	2 Rock-Ola Three Up	25.00
1 Arcade Regular Novelty	10.00	2 Mills Flasher Horse Symbols	22.50
1 Long Champ Regular Novelty	7.50	<b>PHONOGRAPHS</b>	
1 Chico Derby Regular Novelty	5.00	15 Wurlitzer 412 with Grille	\$57.50
<b>H. F. MOSELEY, Pres.-Treas.</b>		<b>PACES RACES</b>	
10 Wurlitzer P12, perfect condition	39.50	5 Light Cabinet Cash 30-1, Nos. 4519, 4789, 4754, 4755, 4680	\$ 95.00
5 Mills Dance Master	20.00	1 25c Refinished Cabinet 30-1 Cash, No. 3764	90.00
1 Seeburg Symphonola	40.00	1 Black Cabinet 20-1 Cash	60.00
1 Wurlitzer P-10	25.00	1 Light Cabinet 30-1 X Sep, No. 5263	110.00
<b>CONSOLES</b>		15 Spinner Winner F. S.	
5 1939 Dominos, cash pay	\$150.00	15 Spinner Winners like new	\$20.50
3 Long Champs	45.00	5 Model F. A. B. T. Targets	15.50
2 1938 Dominos, cash pay	37.50	15 Mills Vest Pockets Like New	27.50
4 Skill Times, Red Head	29.50	5 Mills Vest Pockets F. S.	37.50
3 Dominos, black cab, cash pay	125.00	3 1c Jennings Grandstand	10.50
1 Skill Time, 1938 F. S.	17.50		
1 Liberty Bell, Slant Top	159.50		
1 Keeney Pastime, F. S.	155.00		
3 1938 Dominos, X Sep.	175.00		
1 1939 Dominos X Sep.	77.50		
1 Seeburg Rayolite	25.00		
1 Gottlieb 9 Coin Console Derby	40.00		
3 Exhibit Long Champs	200.00		
2 Nearly New Cash Pay Dominos			

The above machines are slightly used and offered subject to prior sale. All orders must be accompanied by 1/3 certified deposit, balance C. O. D. Write for our complete list of Slot Machines. The above prices are effective July 22, 1939.

**MOSELEY VENDING MACHINE EX. INC.,** 00 BROAD ST. Richmond, Va. Day Phone 3-4511 Cable Address: Movemoo Night Phone 5-5328

## Try "PICK-A-PACKS" For Profits

The New Outstanding Counter Game  
**ACTION-THRILLS-SUSPENSE**  
A SURE PENNY GETTER  
Wherever Cigarettes Are Sold.

**\$23.75** F. O. B. CHICAGO  
— 1/3 deposit with order  
Money refunded if not satisfactory.  
\$60.00 to \$120.00 per month per Machine.

**AGENTS WANTED.**  
**BAKER NOVELTY CO.,** 2944-46 Lake St., CHICAGO.

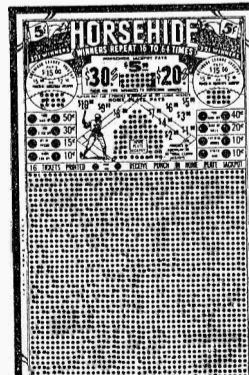


## REVERSE ENGLISH!

We have put a Complete Showroom on Wheels and will send it right to your own door on request to demonstrate the sensational "MILLS THRONE OF MUSIC" in New Jersey, New York, Pennsylvania or Connecticut. Write TODAY and tell us when and where you want Ponsers's Traveling Caravan to stop. Also reserve your copy of the beautiful "Throne of Music" Portfolio now on the press.



**GEORGE PONSER CO.,** 519 West 47th St., New York



## A Real Cleaner Upper! HORSEHIDE

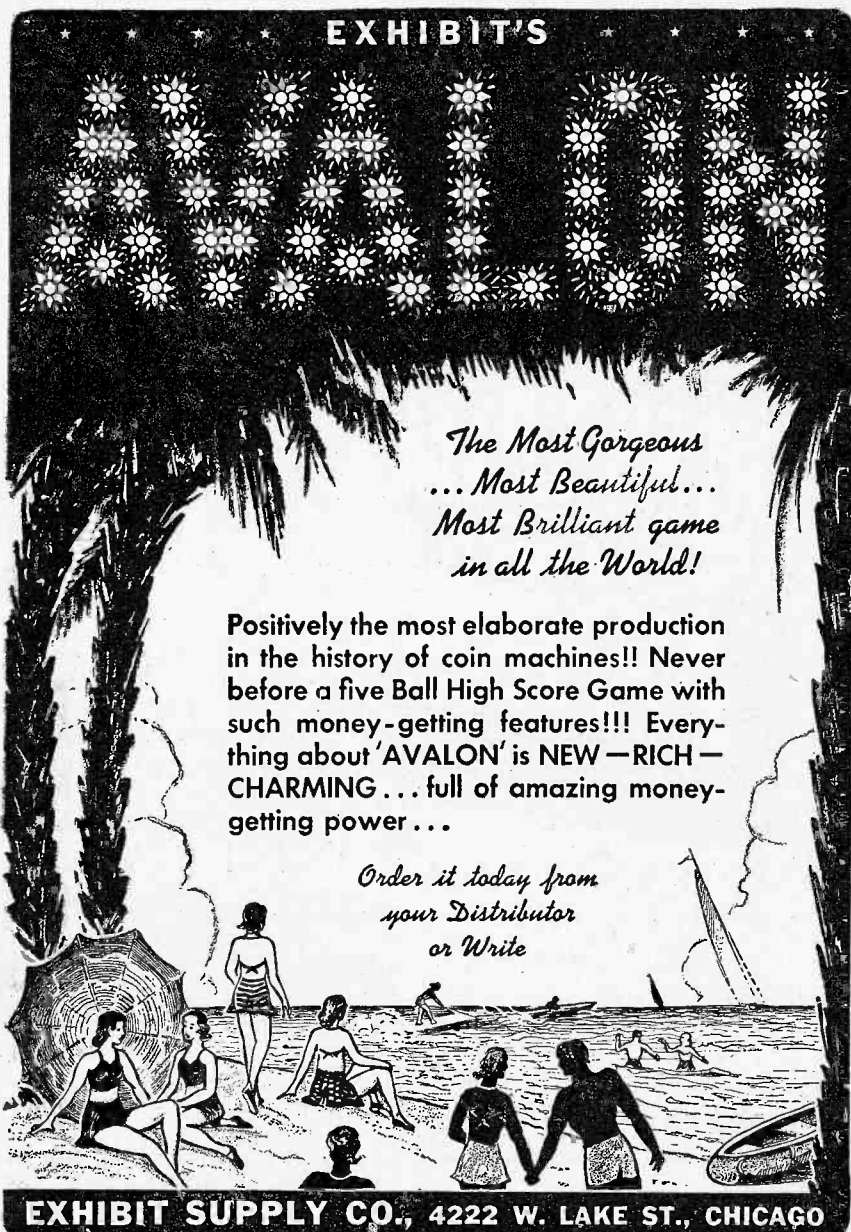
This sensational Baseball Board designed exclusively by SUPREME. Powerfully attractive in beautiful colors with 321 winners to thrill every player. Real baseball symbol tickets.  
Takes in 2400 Holes @ 5c. . . . . \$120.00  
Pays Out (Average) . . . . . 77.86  
(Includes All Jackpots)  
Your Average Profit. . . . . 42.14  
Price (Semi-Thick) . . . . . 8.70  
Operators and Distributors, Don't Miss This Board.  
Write for Further Details Today.

**SAMUEL BERGER,** 51 N. 3RD ST., PHILADELPHIA, PA.

**BERT LANE** . . . is jubilant these days over the fact that Genco's Bang has broken all previous first-run sales records at Seaboard. "Bang is definitely the game of the year," says Bert. "Since the first reports came in on the New York test locations, demand for this game has grown by leaps and bounds. If it doesn't spell salvation for the so-called summer slump I'll be the most mistaken guy in the world."  
Fred Iverson, Bert's representative in Upstate New York and the New Eng-

land States, was in town telling everyone how wonderful his business has been in his territory, especially on Mills 1-2-3.  
**EARL WINTERS** . . . sales manager of International Mutoscope Reel Co., has returned from another of his Atlanta trips. We understand Morris Hankin, of Atlanta, is fast becoming one of the largest Photomatic operators in the country . . . and this is probably the reason for those frequent trips south.

**EXHIBIT'S**



*The Most Gorgeous  
... Most Beautiful...  
Most Brilliant game  
in all the World!*

Positively the most elaborate production in the history of coin machines!! Never before a five Ball High Score Game with such money-getting features!!! Everything about 'AVALON' is NEW—RICH—CHARMING... full of amazing money-getting power...

*Order it today from  
your Distributor  
or Write*

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

**SOMETHING BRAND NEW!**

**JITTERBUG BALL**



EVERY BALL HAS A CHANCE OF WINNING 10c to \$5! All Red and Green Balls Definite Winners Regardless of Pocket They Fall Into!

Punch a hole and a ball is released. It trickles down the pinned board and drops into a pocket. Player gets award shown under pocket.

PERMANENT AUTOMATIC RECORD OF ALL PAYOUTS!

**WESTERN PRODUCTS, INC.** **\$18.75**  
925 W. NORTH AVE., CHICAGO, ILL.

## Jersey Law Is Outlined

Assn. warns of peril in using games not allowable under court decision

CAMDEN, N. J., July 15.—A warning has been issued by the South Jersey Amusement Association to all operators in the newly opened area governed by the association that all games placed in that territory be operated for amusement only. Ted Marks, secretary-treasurer of the group, speaking in behalf of the organization, pointed out that the decision recently handed down by the Supreme Court of New Jersey allows only pinball games that do not offer either free plays or monetary inducement.

Marks said: "I cannot stress too strongly the necessity on the part of the operators coming into South Jersey to keep the games entirely aboveboard and in strict adherence to the interpretation of the Supreme Court decision. Any violation, especially in the early stages of our comeback, imperils the legitimacy of the industry throughout the State. Should operators be found placing the games on location for other purposes than amusement, we can foresee another drive on the part of the city officials to ban the games once more.

"The South Jersey Amusement Association does not wish to re-enter into expensive litigation to re-establish the legality of the games. This will no doubt have to be done if operators aren't careful. We have struggled too hard to allow a few to tear down the work of an entire year. I sincerely hope that all operators will co-operate with us. Pinball operation here is comparatively an infant industry. We must be careful not to abuse the privileges granted us."

Marks also pointed out that the Supreme Court had no objections to the games per se as long as they were used for amusement purposes only. In the wording of the decision the court, while realizing that the games could be used for gambling purposes, could not prevent their use as amusement devices. Free game offers and monetary inducements are as yet not permitted.

According to Marks, it is the consensus of legal opinion that if the constitutionality of the law on which the statute was based had been decided upon by the justices of the Supreme Court, the law would have been repealed. The clouded and indefinite wording used in the measure would

outlaw any machine containing a coin slot on the ground that the device could be used for gambling. The South Jersey Amusement Association has asked its membership to see that all laws are carefully observed.

The organization had been in existence for nearly a year before the drive began which had driven all pinball games from the area. Because of the effects of the banning of the devices the group had all but disbanded. Only eight members remained to carry on the fight to legalize the games. According to Marks, the financing of the Supreme Court arguments had been carried thru entirely by the handful that remained in the ranks of the association. Because of this small band the entire State of New Jersey is now favorable.

Recent elections of officers resulted in Jules Obus being chosen president; Joseph Medvenex, vice-president, and Ted Marks, secretary-treasurer. The others that remained in the association during the closed period are Leo Spector, Myer Frank, Will Tully, Joe Sichel and Mrs. R. Miller.

## Slug Users Are Arrested

FLINT, Mich., July 15.—Sheriff's officers arrested three men recently as they sought the source of a flood of slugs found in various types of coin-operated machines.

The case started when a woman operating a restaurant at Bishop Airport seized John Haynes, 18 years old. She said he had dropped slugs into a machine. Haynes told Deputies Michael Kelley and Carl Simons that he had bought \$7.50 worth of slugs for \$1.40.

The deputies said he bought them from Calvin Scheall, 26. Scheall told officers that he had bought three rolls of the slugs from someone else. The "someone else" turned out to be Frank Gustincic, 34, the deputies said.

Gustincic admitted selling the slugs and said he had bought them from a novelty company in Ohio, the officers declared.

## Columnist's Notes On Phonographs

YOUNGSTOWN, O., July 15.—Automatic phonographs are proving popular in the greater Youngstown area where it is reported there are more dine and dance, also night clubs, per capita than any town of its size in Eastern Ohio.

John H. Auble Jr., who conducts the "Bright Lights" column in *The Youngstown Vindicator*, imparts this information: "Did you ever wonder about these nickel phonographs in various hostleries in the district? Norman Barnes, headman of one of the local servicing concerns for the machines, says the average life of a record is 800 runs—a needle will last 1,000 runs and Negro songs sell best, while hillbilly tunes run a close second."

**DANDY VENDER**



83 WINNERS \$10 JACKPOT PAYS \$9 83 WINNERS  
 30c \$6 25c \$5 25c \$4  
 20c \$4 15c \$3 15c \$2  
 15c \$2 10c \$1 10c \$1

It's a dandy! Nothing like it for appeal and profits in such a small board. Only 800 holes, but packed with everything that any large board can offer. Tickets bear Superior's famous slot symbol tickets—colorful, absolutely fraud-proof. Seven advances to a 100-hole jackpot with its awards ranging from \$10.00 to \$1.00. Board takes in \$40.00, pays out \$22.95. Average profit: \$17.05. Write for full details on this sensational board, and the many other new boards being featured by Superior.

**SUPERIOR PRODUCTS**  
14 North Peoria Street, Chicago, Illinois

**EXCEPTIONAL RECONDITIONED VALUES**

<b>\$6.50 each</b>	<b>\$9.95 each</b>	FREE RACES-----\$17.50
AIRWAY	ATLANTIC CITY	DOUBLE TREASURE-----49.50
CARGO	BAMBINO	TRIO-----24.00
KEENO	FLEET	REGATTA-----17.50
SILVER FLASH	HI-LO	PEACHY-----21.50
STOP 'EM	PALM SPRINGS	POT SHOT (2), original cases 65.00
TRACK STAR	REVIEW	POT SHOT (used)-----39.50
TURF KING	SPOKES	SIDE KICK-----25.00
		TRIPLE PLAY (F. P.)-----19.50
		BOX SCORE-----42.00

**WRITE FOR** Assortment Used Counter Game Prices.  
Close-Out Prices on New Games.  
1/3 Deposit, Balance C. O. D., F. O. B. Newark, N. J.

**GEORGE PONSER CO., 11-15 E. Runyon St., Newark, N. J.**

**YOU CAN ALWAYS DEPEND ON JOE ASH**  
ALL WAYS!

ON HAND READY FOR IMMEDIATE DELIVERY . . . . .

GENCO'S BANG ● BALLY'S PICK 'EM ● COTTLEB'S BATTING CHAMP ● DAVAL'S LIBERTY ● EXHIBIT'S FLASH ● CHICAGO COIN'S BUCKAROO ● KEENEY'S UP AND UP

*Representing the Country's Leading Manufacturers.*

**ACTIVE AMUSE. MACH. CORP., 900 NO. FRANKLIN, PHILADELPHIA**

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

**CARL TRIPPE'S SENSATIONAL CLOSE-OUT SALE OF GUARANTEED RECONDITIONED COUNTER GAMES**

A. B. T. Target	\$11.50
A. B. T. Target (no meter)	10.00
Auto Punch 5c	2.50
Bally Counter Game	5.00
Big Game Hunter (A. B. T.)	5.00
Black Jack (Jennings)	3.50
Blue Bird Target 1c	1.50
Baby Reserve (Bally)	6.00
Bally Baby Cigarette 1c	7.50
Bingo	7.00
Bell Slide	5.00
Churchill Downs 1c	2.50
Cent-a-Pack	6.50
Chicago Club House (Poker)	4.00
Columbia (used 3 weeks)	39.50
Daily Races Jr.	4.50
Deuces Wild	9.50
Dixie Dominoes	4.00
Favorite 1c Slap Target	2.50
Flying Colors Jr.	2.50
Groetchen "21"	5.00
Grand Stand (Jennings 5c Token)	5.00
Gem Vender Cigarette 1c	7.50
Get-a-Pack 1c	4.00
High Stakes	5.00
Hold and Draw	5.00
High Tension	2.50
Indian Dice	7.50
I. O. U.	4.00
Joker Wild	7.50
Jennings Cigarette Vender	2.50
King Six Jr.	9.00
Koumter King (Mills)	9.50
Lucky Pack (1c Cigarette)	7.50
Mysterious Eye	6.00
Mill Wheel (Bally)	6.00
Matchem 1c	3.50
Nugget 5c	5.00
Natural (5c Dice)	3.50
Old Age Pension	5.00
Penny Pack	9.00
Puritan Vender	5.00
Puritan Vender Jackpot	6.50
Poker Face (Western)	6.00
Penny Smoke	6.50
Puritan Bell	5.00
Pilgrim Poker	4.00
Penny Pack (Divider) (New)	22.50
Punch Ball 5c	4.00
Reel Spot	4.00
Royal Flush	7.00
Rollo 1c	1.75
Radio Wizard	2.00
Reel Races	4.00
Reel Dice	5.00
Reel "21"	5.00
Races (Daval)	2.50
Rollette (A. B. T.)	3.50
Skipper 5c Fruit Reels (Bally)	2.50
Sportland 5c	4.00
Steeplechase	2.50
Safe Hit	5.00
3 Way Gripper (Gottlieb)	12.50
Smoke Race	8.50
Tickette (Mills)	3.00
Track Reels	5.00
Tit, Tat, Toe	5.00
Tally (Daval)	6.50
Tavern (Beer) 1c	6.00
Vest Pocket Bell 5c	29.50
Win-a-Pack Cigarette	5.00
Wonder Bell 1c	7.50
Zephyr Cigarette 1c	8.00

1/3 Deposit With Orders, Balance C. O. D.  
Orders for \$5.00 or Less, Send Full Cash.

**IDEAL NOVELTY CO.** 1518 MARKET ST. CHICAGO, ILL.

New Orleans

NEW ORLEANS, July 15.—Big plans for late-summer and early-fall operations are under way in the Crescent City area. New distributorships are being lined up, and new men are coming into the operating end of the field as business maintains its brisk proportions of the spring and early-summer seasons.

Si Schachter, district representative for the Rock-Ola company, stops over again in New Orleans this week and announces that the Rock-Ola phonograph distribution for the entire State of Louisiana has been placed with the Dixie Music Co.

Schachter, accompanied by Mrs. Schachter, has just returned from an extensive trip thru Arkansas, Oklahoma and Louisiana, being assisted in his Louisiana calls by Gentilich.

Phon-O Cabinets, Inc., is in the process of organization in this city to manufacture new cabinets for all makes of phonographs. The firm is to be headed by F. P. (Buster) Clesi, president of the Great Southern Novelty Co.

on South Rampart street, and orders are already pouring in for the new cabinets.

Coin machine row of New Orleans was saddened this past week when it was learned that Mrs. Lillian Cohen, mother of Dan Cohen, popular local music, vending machine and pin-game operator, died suddenly in a Baltimore hospital.

Sidney Wasserman, director of phonograph operations for the Pleasure Music Co., left Saturday for a fortnight vacation. Wasserman intends to spend the two weeks with rod and reel, B. J. McNally, of the Crescent City Novelty Co., reports better operations this summer than a year ago.

The J. H. Peres Novelty Co., local Wurlitzer distributor, has leased quarters at 922 Poydras street and after complete renovation and air-conditioning will move about August 1.

Frank De Barros, of the Star Amusement Co., left this week with Mrs. De Barros for a two weeks' vacation trip to the New York fair and they will later visit the Wurlitzer factory at North Tonawanda.

Al Mendez, district sales manager for the R. Wurlitzer Co., has been confined to his home for a week with a severe cold following a rush trip thru the interior of the Gulf States during a heat wave.

Returning from a fishing trip of several days at Nigger Lake, Ed Rodriguez, of the American Coin Machine Co., and a visitor from Cuba report they caught over 600 fish of various kinds and sizes.

Harold Cohen, young pin op, has returned to his rounds of the city following an operation at Touro Infirmary for a bad appendix. Another guy to stop the ops and tell about his operation. There have been no less than a dozen ops of New Orleans who have undergone operations recently.

New additions to the Sport Center on St. Charles street are Keeney's Up and Up and Gottlieb's new Track Record. Mark Boasberg, manager, just back from a week's vacation on Grand Isle in the gulf, reports that both machines are very popular.

Marketing Group Ends Chain Study

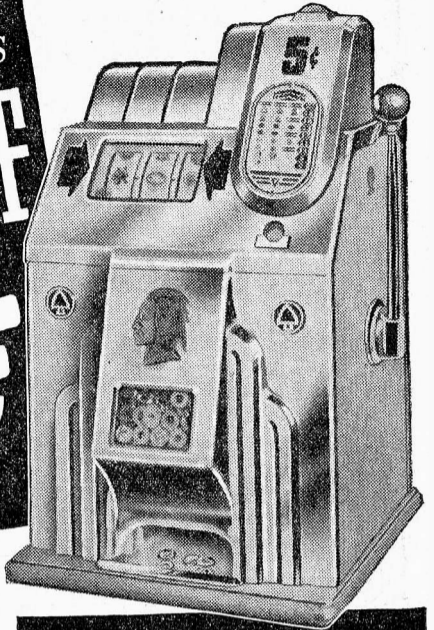
NEW YORK, July 15.—The 20th Century Fund has completed a survey of chain stores versus privately operated locations and has found that functional differences make difficult if not dangerous any judgment as to the inherently greater efficiency of one type over the other.

"All the chain stores lumped together as a whole operate at lower expense ratios, pay higher average wages, show greater sales per employee and have a faster rate of stock turnover than do independent locations as a whole; but such factors as the usually greater size of the chain stores, their location in larger towns and cities and their frequently limited services made accurate comparisons difficult."

The findings and conclusions were set forth by a special research staff which has just completed a survey of the cost of distributing goods in the United States. The survey was conducted under the supervision of the distribution of the fund, of which Willard L. Thorp is chairman.

WE PAY YOU FOR BUYING NOW!

**THIS FAMOUS JENNINGS SUPER-CHIEF WITH SLUG REJECTOR FREE**



OFFER EXPIRES JULY 31st

You'll soon be needing new equipment for the fall and winter months. Instead of waiting and paying higher prices later on — place your orders now and enjoy the saving of this sensational Jennings offer. Order one sample Super-Chief with slug rejector (1c, 5c, 10c, 25c play) — operate it for 10 days. You'll know the pleasure of operating a really slug proof, trouble-free jack pot bell — and you'll be amazed at the 25% to 50% increase in your earnings.

- Equipped with slug rejector.
- Beautiful silver plated front.
- 1c, 5c, 10c and 25c play.
- Has famous Jennings long life, trouble-free mechanism.

today for prompt shipment. If you're not completely satisfied, sample may be returned within 10 days for full cash refund.

Notice:—This free offer will apply to any model Jennings Chief. Remember — good only during month of July. Act now and save.

O. D. JENNINGS & COMPANY  
4309 WEST LAKE STREET  
CHICAGO, ILLINOIS

**NEW DISCOUNTS ON QUANTITY PURCHASE AS HIGH AS 50% & 50% & 25%**

**Prompt Shipments**

ACME'S SLIDING SCALE OF DISCOUNTS PROTECTS THE OPERATOR AUTOMATICALLY. WRITE US.

**ACME F. and M. CO.**  
1321 W. MONROE, CHICAGO, ILL.

**3-BAR JACK**  
1600 3-BAR JACK

**QUALITY SPEAKS FOR ITSELF**

51 1938 Skilltimes	\$87.50	Regatta	\$19.00	10 Mills Gold Awards, 5c	\$40.00
70 1938 Track Times	85.00	Keeney Free Races	27.50	4 Triple X, like new	50.00
63 1938 Kentucky Clubs	62.00	Bally Paramounts	19.50	28 War Eagles, 5-10c	37.50
9 Tanforans	19.50	Spinner	27.00	6 Rol-a-Top, 5-10c	35.00
10 Derby Days	19.50	Jitterbug	19.00	1 Mills Q. T.	30.00
1 Galloping Domino	52.50	Review	17.50	19 Extraordinary, 5-10-25c	32.50
1 Stoner's Champ (ticket)	25.00	Bally Supremes	35.00	55 Mills Blue Fronts, 5-10c	42.50
1 Air Races (ticket)	15.00	Cadet	12.00	15 Chief, 5-10c	39.00
6 Tanforans (ticket)	19.50	Key Lites	19.00	1 Silver Chief, like new	60.00
1 Mills Big Race	25.00	Box Score F. P.	57.00	4 Clg. Slots, Automats, like new	45.00
7 Flickers	12.00	Fifth Inning F. P.	60.00		
		Suspense	22.00		

1/3 Deposit With Order—Balance C. O. D.  
MODERN AUTOMATIC EXCHANGE, INC., 2618 Carnegie Ave., Cleveland, Ohio

**DETROIT AND MICHIGAN OPERATORS — ATTENTION!**

Chubbies	\$45.00	Peppy	\$15.00	Swings	\$10.00
Odd Ball	18.00	Ski Hi	7.50	Snappy	9.00
Ragtime	20.00	Major (Tigers)	45.00	Bally Reserve (Free Play)	7.50
Chevron (Super Lite)	49.00	Spot 'Em	55.00	Cargo	7.00
Review	15.00	Hi Lo	15.00	Jungle	7.50
Bambino	15.00	Palm Springs	12.00		
Silver Flash	5.00				

**ASSOCIATED COIN MACHINE EXCHANGE**  
3922 JOY ROAD, DETROIT, MICH.

# HIGH-LITE



**COMBINATION HI-SCORE AND LIGHTS-OUT MASTERPIECE WITH INTERMEDIATE AWARDS!**

Combines the TWO greatest player-appeal principles ever known—HI-SCORE PLAY with adjustable shifting lights and intermediate awards galore . . . plus the new LIGHTS-OUT ACTION with mounting awards after all lit-up bumpers are put out! What a combination! . . . and what a game!

**HIGH LIGHT HIGH LIGHTS!**

- ★ Players win on hi-score, lights-out or both!
- ★ Hi-score shifting lights change every 500 points or may be adjusted to remain lit up! A ball thru a lit-up hi-score channel scores 1,000!
- ★ After all red-top bumpers are put out, award is advanced every time a lit-out red-top bumper is hit!
- ★ Lit-out bumpers, hi-scores and skill points (or free games) are recorded on beautiful "chorus girl" backboard!
- ★ Return-ball hole adds thrilling suspense!
- ★ Fully adjustable and completely metered!
- ★ Guaranteed electrically and mechanically perfect!

GET HIGH-LITE! IT'S THE FAVORITE ON ANY LOCATION!



STRAIGHT NOVELTY \$89<sup>50</sup>

FREE PLAY \$99<sup>50</sup>

DAVAL MFG. CO. • 315 N. HOYNE • CHICAGO

## OPERATORS -- STOP - LOOK - READ!

*We Manufacture EXCLUSIVELY for You!*

**PROTECT Your Own Territory!**

**OPERATE Your Own Boards!**

Allow us to show you positive evidence of

**QUALITY — EYE APPEAL — FAST REPEATERS**

Using beautifully colored Symbol Tickets or Double Numbers. We solicit your inquiries and specifications on any and all types of Symbol or Number Boards.

Territories Open To Live Wires.



**1600 HOLE RAPID PLAY**  
161 WINNERS.

Takes In . . . . . \$80.00  
Average Payout . . . . . 48.57  
Average Profit . . . . . \$33.43

CONTAINER MFG. CORP.

1825-33 Chouteau Ave., ST. LOUIS, MO.

### Evans' Portable Radio Biz Rushing

CHICAGO, July 15.—"Repeating one's statements is reputed to be a sign of advancing age," stated executives of the Evans Novelty Co. "But in this case it's a sign of advancing popularity. We're speaking of the greatest premium item ever offered, our latest, the world's smallest portable battery radio, the superheterodyne Majestic.

"Each week finds it far more popular than ever before. Orders from coinmen all over the country have been pouring in. It's without question the greatest premium on the market, and substantiating this statement are not only the tremendous number of orders for it but

its built-in features that give it this reputation."

### Arkansas Society Accepts Pinball

LITTLE ROCK, Ark., July 15.—In a recent issue of *The Arkansas Democrat*, in a picture taken by a staff photographer, appear five leading lights of Little Rock's socialite cliche playing and observing the pinball machines.

The newspaper caption on a grouping of five pictures, occupying about three-fourths of a page, is "Members of Vacation Set Entertain Interesting Out-of-State Visitors." The pictures depict the varying ways in which the visitors are entertained, picnicking, automobile sight-seeing, boating, just plain lounging and playing of the pinball.

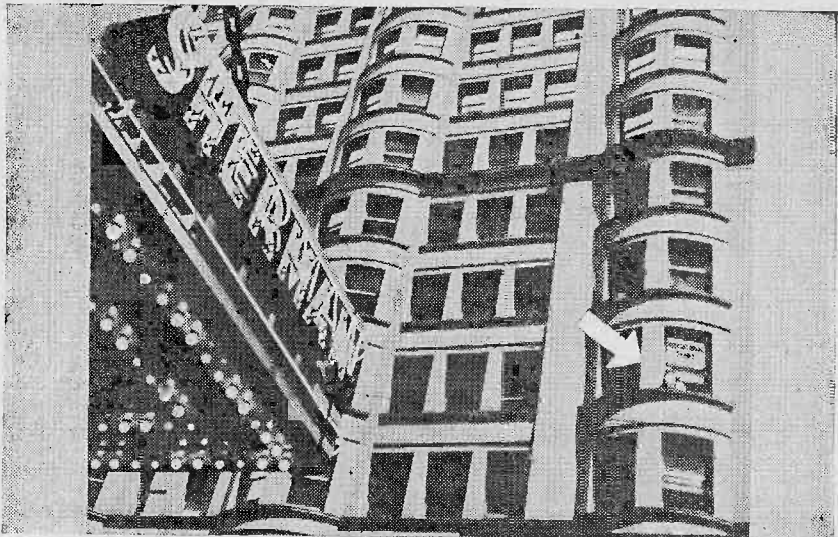
## "THE HOUSE OF PROVEN WINNERS"

<b>NOVELTY GAMES</b>		<b>AUTOMATIC PAYOUTS</b>	
Bally Royal . . . . . \$27.50	Paramount (Reserve) . . \$17.50	Thistle-down . . . . . \$74.50	Grandstands . . . . . 74.50
World's Fair . . . . . 19.50	Keeney's Free Races . . 22.50	Carom . . . . . 9.50	Preakness . . . . . 15.00
Odd Ball . . . . . 14.50	Gay Time . . . . . 8.50	Rays Track . . . . . 40.00	Foto Finish . . . . . 14.50
Bally Reserve, Free Game . 8.50	Thunderbolt . . . . . 17.50	Hit Parade . . . . . 12.50	Tallys . . . . . 8.00
Fleet (Metered) . . . . . 9.00	Request . . . . . 22.50	Deuces Wild . . . . . 8.50	Reel Spot . . . . . 5.00
Daily Dozen, Free Game . . 8.50	Key Lite . . . . . 24.50	Baby Reserve . . . . . 5.00	
Grand Slam . . . . . 14.50	Supreme . . . . . 27.50		
Paramount (Novelty) . . . 14.50	Chico Baseball . . . . . 8.50		
Palm Springs . . . . . 11.50	Bambino . . . . . 14.50		
Bally Line Up . . . . . 9.50	Stop and Go . . . . . 27.50		
Cargo . . . . . 8.50	Reviews . . . . . 9.50		

One-Third Deposit Must Accompany All Orders — Balance C. O. D.

J and J NOVELTY CO.

4840 MT. ELLIOTT, (Plaza 1433) DETROIT, MICHIGAN



"THIS IS ME," SAYS RAY BECKER, leaning out of the window of his new offices (arrow denotes office). Becker is the head of Recreational Games, located just across the street from the Sherman Hotel. The Sherman's marquee can be seen to the left in the picture. Becker's newest game, soon to be released, will be called *Puz*.

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

**Mr. Punch Board Operator!**  
**INTRODUCING PARLAY**  
 ... America's newest salesboard sensation.  
**PARLAY**... the most appealing payout card ever designed... 320 hole boards... last sale on every board receiving a shot at two \$25.00 winners. A winner every 10 plays... and yet the biggest money maker of them all.  
**PARLAY**... the profit king for 1939... 10 average locations (not hot spots) will show you a profit of \$50.00 per week and up.  
**PARLAY**... the 5c board with the most distinctively different and fraud-proof ticket ever devised.  
**OPERATORS**... Get the facts on PARLAY. Write for full color circular  
**TODAY!**  
 We sell to OPERATORS only  
**GOLD STAR MANUFACTURING CO.**  
 15328 MICHIGAN AVE.  
 DEARBORN - MICH.

**Fort Worth**

FT. WORTH, Tex., July 15.—The bumper peach crop is now rolling onto the market and the coin chutes are clicking with more business. Not since 1933 has this section experienced such a heavy peach crop. There were no late frosts to kill any of the young fruit and the crop is a real bumper.

Bob Hunter, salesman from Fisher Brown's Dallas offices, is seen in Ft. Worth often. He is meeting with big success with the Rock-Ola Luxury Light-up phonograph.

Local ops are still putting in some time fishing. The row expects to hear a bigger fish yarn daily and are disappointed if it fails to turn up. Jack Walker, they say, holds the grand prize thus far for a real fish story, but Jack says that some of the other boys have told some high, wide and handsome yarns.

Bob Cowan is going to town with his phonograph operating business. He now has an extensive route of instruments and keeps adding more each week. Bob is one of Ft. Worth's first phonograph service men and his knowledge of the business is highly respected.

Dad Johnson, dean of all Texas operators, says that his business has been pretty well up to standard since he moved into his new headquarters on lower Main street. Dad operates under the name of the Ideal Novelty Co., and his organiza-

tion also acts as jobbers for various types of coin-operated machines.

F. C. Ewing reports heavy sales on vending machine nut meats for June and first part of July; also unusually heavy sales on venders, peanut and ball gum. The Ewing Co. recently purchased a full carload of Spanish peanuts which it will roast in its own roasting plant.

The Brett Novelty Co. and the McDougall Novelty Co. are both located at 806½ Tayloe street. The firms reports a nice early July business.

Ben McDonald, well-known Ft. Worth operator, says that he expects a big fall and winter business this year due to such big crops of all kinds in this territory.

Local night spots are doing well by their coin-operated machines, according to reports. Leading spots where coin-operated devices are in evidence are: Show Boat, Casino Park, Jacksboro Tavern and the Pirates' Den. In the Pirates' Den, a downtown spot, two Muto-scope automatic photo machines are certainly doing well. There is a number of people in line waiting their turn to be snapped almost every hour of the day and night.

West Seventh street has dressed up for Casa Manana summer show which opens in just a few days. Operators have seen to it that all Seventh street spots have an ample supply of coin-operated devices. Pioneer Palace, the Honky Tonk spot on the Casa grounds, no doubt, will afford spots for a number of coin-operated devices.

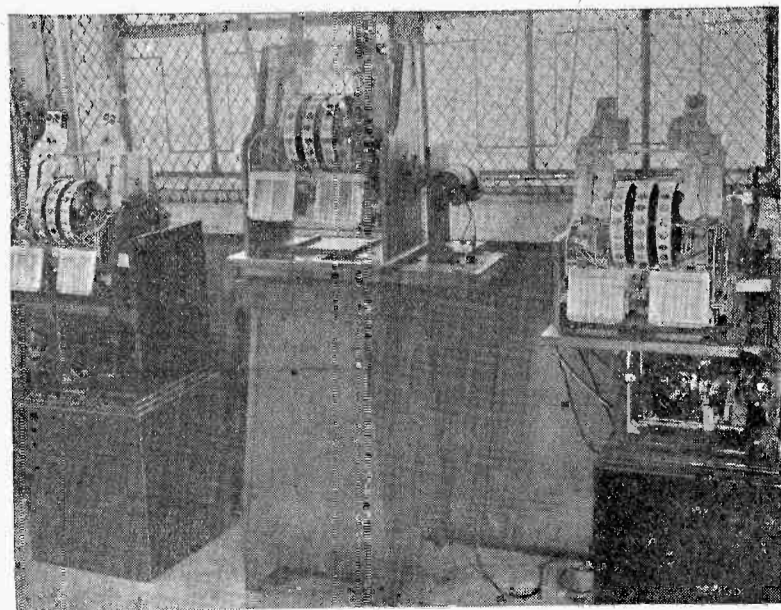
**Monarch Coin Sales Increase**

CHICAGO, July 15.—Al Stern, domestic games sales manager for Monarch Coin Machine Co., reports a noticeable increase in sales of all types of equipment. Says Stern: "Sales of Monarch's dependable equipment are hitting new highs.

"This large volume of business is not coming from any one section, it's coming from all parts of the country by mail, wire and phone. We have one of the largest stocks in Monarch history and wide-awake operators are capitalizing on it daily. It is a Monarch policy never to ship any machine unless it is in as near perfect condition as possible. That is why operators who buy Monarch equipment are able to absolutely depend upon it always. This is not only our opinion but the consensus of opinion of our operator-customers."

**Capitol Dist. Co. in Richmond**

RICHMOND, Va., July 15.—Capitol Distributing Co., Inc., with a maximum capitalization of \$50,000, has been granted a charter to deal in vending machines and amusement devices. H. F. Moseley is president of the organization.



BATTERY OF BELL TESTERS at the Bally Mfg. Co. plant. Each Bally Bell is automatically tested for 1,000 plays, then subjected to further manual tests with actual coinage before receiving the inspector's final okeh, according to the Bally firm.

**CRAZY OVER SNOOKS**

Yes Girl Snooks certainly has the boys stopped. They just can't resist that fascinating and tantalizing new odds build-up feature. They keep trying — trying — trying. Better see Snooks at your distributors today — You'll be money ahead. Fully metered and priced at only —

REGULAR \$7950  
 FREE PLAY \$8950

STONER CORPORATION · AURORA, ILLINOIS

**"A Pair of Aces for Profit"**  
 Sample, Either Game, \$7.90, Cheaper in Quantities.

Guaranteed to Pay for Itself First Hour of Play.  
 Size 11 x 11. Solid Walnut Cabinet, Perfect Micrometer Dice.  
 MIRROR Background 5-Color-Silk Screen Lettered.  
 Either Glass Interchangeable—Buy One Game, Extra Glass \$2.95, and Have 2 Games in One.  
 Double Action Plunger.

**STAR MFG. & SALES CO.,** 3901-07 WAYNE AVE., KANSAS CITY, MO.

**A BIG OPPORTUNITY FOR YOU!**

Be Independent! Ask us how you can get the exclusive territory rights for the sensational Miniature Bowling Alley, 10 x 2 Feet. Pins disappear when knocked over. Foot Proof, Mechanically Perfect. Sets, Re-sets mechanically.  
 We are the only firm manufacturing this sensational game.  
 FOR COMPLETE DETAILS — WRITE — WIRE TODAY!  
**MINIATURE BOWLING COMPANY**  
 328 SOUTH 6TH STREET, NEWARK, N. J.

# New "JINX-ELIMINATOR" increases collections

# on Bally's new PICK-EM



**\$94<sup>50</sup>**  
FREE PLAY  
MODEL: \$99.50

22 in. by 44 in.

Operators! Don't let warm weather wilt your collections! Pick PICK-EM for a quick profit pick-up! PICK-EM gets peak play in any weather—thanks to the clever new "JINX-ELIMINATOR" or "SELF-SPOTTER" feature! Every player has his "hoodoo" number which he considers extra hard to hit . . . and PICK-EM permits the player to dodge the jinx before he shoots! He simply turns the Self-Spotter Dial and "spots" his own number—complete player control over numbers to be spotted! And the result is record-smashing repeat play profits for you!

**PLAYER'S CHOICE!**  
All the appeal of original "Spottem" feature plus thrill of complete player control over the "spotted" numbers.

## OUT-BALL RETURN • FULLY METERED EASY ADJUSTMENTS • PROJECTOR TYPE TOTALIZER

PICK-EM has all the fast action—all the SCORE BUILD-UP FUTURITY AWARD appeal of Bally's famous Variety—plus PLAYER'S CHOICE "SPOTTEM" feature, which has already proven to be the strongest REPEAT PLAY "COME-ON" in recent years. Location tests prove PICK-EM'S power to nearly DOUBLE NORMAL COLLECTIONS in average novelty spots. Get your share. Pick a winner—pick PICK-EM. Order today for IMMEDIATE DELIVERY!

## BALLY MFG. COMPANY

2640 BELMONT AVENUE • CHICAGO, ILLINOIS

**ANOTHER HIT BY GLOBE!**

That's what dealers everywhere are saying about Globe's new Baseball Board. Printed in 8 gorgeous shades for unusual flash, it's a Big-League attraction. A sure winner on any counter! Board takes in 2600 holes at 5c or \$130.00 Pays out (average) \$74.75 Average Profit \$55.25 Baseball symbol tickets. Semi-thick board. Celluloid protection over ruckpots. Price **\$62.00**

Write for our new Folder on latest Money Boards.

**GLOBE PRINTING COMPANY**  
1023-27 RACE STREET PHILA., PA.

## Star Sales Likes Slug Rejectors

VALDOSTA, Ga., July 15.—"Pace sets the pace in Georgia," say Star Sales Co. executives. "This is straight from the shoulder. Pace Mfg. Co. not only met but solved a problem in making available its Saratoga, Reels and counter bells in slug-rejector models.

"This added profit protection is important to every operator, but it is only a part of what Pace did, for in addition Pace officials recognized this need in all markets and made this protection available in 5, 10 and 25-cent-play models, thus has touched the market of all operators, giving them the same protection in all types of locations, large and small alike. So we say, more power to Pace."

## Perfectly Reconditioned

Contact . . . \$45.00	St. Moritz . . . \$20.00
Major . . . 41.50	Free Races, (F.P.) . . . 17.50
Fifth Inning. 40.00	Peppy . . . 15.00
Box Score . . . 39.50	Request . . . 15.00
Chubbie . . . 38.50	Regatta . . . 14.00
Miami . . . 32.50	Robin Hood . . . 13.50
Fair (F.P.) . . . 28.50	Review . . . 10.00
Bubbles . . . 27.00	Ski Hi . . . 9.00
Stop and Go. 26.50	Airway . . . 8.00
Supreme . . . 22.00	Nags . . . 8.00
Trophy . . . 21.00	Turf Queen . . . 7.00

**BARGAINS: \$6.00 Each**—Batter Up, Equalite, Power Play, Ricochet, Rose Bowl, Scoreboard, Sequence, Track Star and Turf King.

**LATEST GAMES**—Prices on Request, 1/3 Cash Deposit. Under \$15.00 Full Cash. For Export Cable: "COINMACHIN." N. Y.

**MAX MUNVES** 555 West 157th St., New York, N. Y.

**STILL THE BEST**  
PLACE TO PURCHASE YOUR RECONDITIONED PAY TABLES, CONSOLES, NOVELTY TABLES AND ARCADE EQUIPMENT

<b>CONSOLES</b>	Flashers . . . \$35.00	Side Kick . . . \$30.00
1938 Track Times . . . \$89.50	Derby Time (with Jack-pot) . . . 55.00	Supreme . . . 30.00
1938 Kentucky Clubs . . . 65.00	<b>FREE PLAY GAMES</b>	Paramount . . . 25.00
Galloping Dominoes . . . 49.50	Keeney Free Races . . . \$30.00	Fire Alarm . . . 30.00
Redhead Track Times . . . 49.50	Stop and Go . . . 40.00	Circus . . . 30.00
Greyhead Track Times . . . 35.00	Chief . . . 40.00	<b>ARCADE EQUIPMENT</b>
Jennings Derby Days . . . 20.00	Supreme . . . 40.00	Bally Hot Venders . . . \$39.50
Tanforans . . . 20.00	Circus . . . 40.00	Roll Chute Mutoscopes . . . 30.00
Jennings "Pick-Em's" . . . 49.50	Side Kick . . . 40.00	Streamline Mirrorback . . . 35.00
<b>ONE-BALL PAYOUTS</b>	Turf Champs . . . 39.50	Hoists . . . 35.00
Fairgrounds . . . \$25.00	Golden Wheel . . . 39.50	Flap Chute Hoists . . . 22.50
Fleetwoods . . . 25.00	Preakness . . . 39.50	Bally "Magic Ball" . . . 45.00
Quinellas . . . 25.00	Arlingtons . . . 39.50	Exhibit Merchantmen . . . 25.00
Paddles . . . 25.00	Derby Days . . . 39.50	Rib Front Mutoscopes . . . 45.00
Entry . . . 25.00	<b>REGULAR NOVELTY TABLES</b>	Baby Streamlines . . . 45.00
Stoner's Champs . . . 25.00	Stop and Go . . . \$30.00	Genco Bank Rolls . . . 35.00
Stables . . . 25.00	Half Deposit, Balance C. O. D. Cable Address: Gisser Cleveland, 2021-5 Prospect Ave., Cleveland, O.	Bowllette Srs. . . 35.00
Sport Pages . . . 59.50		Bowllette Jrs. . . 35.00

## Kansas City

KANSAS CITY, Mo., July 15.—B. T. Warwick, manager of the Western Specialty Co., reports that business in his locations, while dull, still has been favorable. No appreciable summer let-down can be seen. Warwick, who handles Seeburg automatic phonographs, recently disposed of several Ray-o-Lite duck guns to an out-of-town buyer.

Earl Smith and E. McGilvrey, of St. Louis, Mo., representing the Modern Cabinet Co., were in town last week contacting dealers and operators of phonographs. They sold several new flashy red and white cabinet fronts to the Automatic Music Co., who are installing them on their machines.

Bennett Stidham, who recently recovered from a serious operation at Excelsior Springs, Mo., is now making a name for himself as manager of the ball-

## SPECIAL PRICES

20 Fleets . . . \$10.00	20 Eureka . . . \$65.00
2 Bambino . . . 12.50	1 Airway . . . 7.00
3 Arrowheads . . . 45.00	3 Caroms . . . 9.00

**MISCELLANEOUS**

50 Jergens Lotion Dispensers . . . \$6.00
40 Jergens Lotion (1/2 Gallons) . . . 2.50
6 Skill Draws . . . 9.00
4 Counter Kings . . . 7.00
3 Dally Races, Jr. . . 6.00

1/3 Deposit, Balance C. O. D.  
**JAMES P. TALLON,**  
814 Third Street, New Orleans, La.

room at Fairyland Park in Kansas City. Stidham, who was formerly associated with the Mills Novelty Co., here, finds that his knowledge of bands from association with phonographs is being put to good use in his work at the ballroom.

Quite a few operators here are cleaning up extra cash during the summer doldrums by disposing of used records by selling to swing fans from near-by high schools and colleges.

Tim Crummett, manager of the Central Distributing Co., is looking forward to an increase in activities in the fall.

**I. L. MITCHELL & CO.**

When our EXPERTS REBUILD them they are PERFECT

CHUBBIES . . . \$42.50	REQUESTS . . . \$20.00
BALLY ROYAL . . . 35.00	NAGS . . . 7.50
REGATTAS . . . 22.50	CARGOS . . . 7.50

1/3 Deposit, Balance C. O. D.  
**WRITE to us for our COMPLETE LIST**  
**MACHINES AND SUPPLIES** 1141 De Kalb Ave., Brooklyn, N. Y.

## ATLAS VALUE PARADE

THIS WEEK'S SPECIAL

### SEEBURG ROYALE 20 Record Phonograph **\$139<sup>50</sup>** Completely Reconditioned

PHONOGRAPHS	
Mills Dancemaster ----- \$ 21.50	Seeburg Model XF (12 Records—
Mills De Luxe Dancemaster ----- 24.50	Keyboard Selections) ----- \$69.50
Mills Swing King ----- 29.50	Seeburg Queen 20 (20 Records) ----- 99.50
Rock-Ola Imperial 20 ----- 89.50	Seeburg Rex ----- 132.50
Rock-Ola Windsor (1938) ----- 149.50	Wurlitzer 312 ----- 49.50
Seeburg Model A ----- 32.50	Wurlitzer 412 ----- 52.50
Seeburg K20 ----- 119.50	Wurlitzer 616 ----- 89.50

Beautiful Illuminated Grille Installed on All Models, \$10.50 Extra.

NOVELTY GAMES	
Spottem, Free Play ----- \$49.50	Side Kick ----- \$32.50
Chubbie, Free Play ----- 51.50	Bubbles ----- 32.50
Chubbie, Regular ----- 41.50	Spinner ----- 24.50

Special—Brand new Free Play Games—Sensationally low priced. Write for particulars.

PAYTABLES	
Fairgrounds ----- \$29.50	Other Paytables at Sensationally Low
Fleetwood ----- 29.50	Prices. Write for List.
Sport Page ----- 57.50	1/3 Deposit, Balance C. O. D.

Write for your copies of our New Price Bulletin and Phonograph Catalogue—  
Illustrating all phonograph models.

### ATLAS NOVELTY CO.

2200 N. Western Ave., CHICAGO, ILL. (General Offices)  
1901 Fifth Ave., PITTSBURGH.  
Associate Office: Atlas Automatic Music Co., 3151 Grand River Ave., Detroit, Mich.

## AMERICA'S LARGEST DISTRIBUTORS

## 200 ROTARIES

FOR  
**SALE OR RENT**  
in Open Territory  
If You Are Responsible  
WRITE or WIRE

## PHOTOMATICS

Reconditioned  
Ready To Operate  
All Stainless Steel  
Equipment

### \$545.00

10c & 25c Chiefs.....\$19.50  
50c Chiefs ..... 24.50  
1/3 Dep. With Order

## GERBER & GLASS

914 Diversey Blvd.  
Chicago, Ill.

## WERTS FAMOUS JAR GAMES

- RO WO BO
- JAR-O-SMILES
- PICK-A-TICK
- POK-ER-BOK
- BIG LEAGUE
- REELO
- DICE GAME

WERTS NOVELTY CO., INC.  
P. O. Box 672, Muncie, Ind.

## HERE'S THE HOTTEST GAME ON THE MARKET!

Bigger Profits Everywhere with

## DIXIE SPELLING GAME

1c, 5c, 10c and 25c combination play with ball gum vender. Sample, \$17.50. In lots of five, \$15.00.

We think DIXIE SPELLING GAME is so good we will ship sample—you use it one week and if not entirely satisfied return it to us and we will refund your money. "EXTRA SPECIAL"—10 BOXES OF BALL GUM WITH EACH DIXIE SPELLING GAME ORDERED!

Send your order at once—limited supply. 1/3 deposit, offered subject to prior sale. Send for complete list of over two hundred machines.

### AUTOMATIC SALES CO.

416-A Broad St., Nashville, Tenn.

## Daval Counter Game Gets Praise

ZANESVILLE, O., July 15.—Ernest M. Marley, direct factory representative of the Daval Mfg. Co., Chicago, has been in Zanesville visiting operating firms and individuals. He reports that most operators are enthusiastic and find business in a comparatively good state.

Said Marley: "An operator tells me that some of the Smoke Reels, a Daval counter game, that he is running are giving him surprise after surprise. He tells me that he used to have old three-reel cigaret machines in some of his spots and that the take on the machines never exceeded a small nominal amount 'which was nothing to write home about.' Now, however, he sometimes has to empty his Smoke Reels machines twice a week.

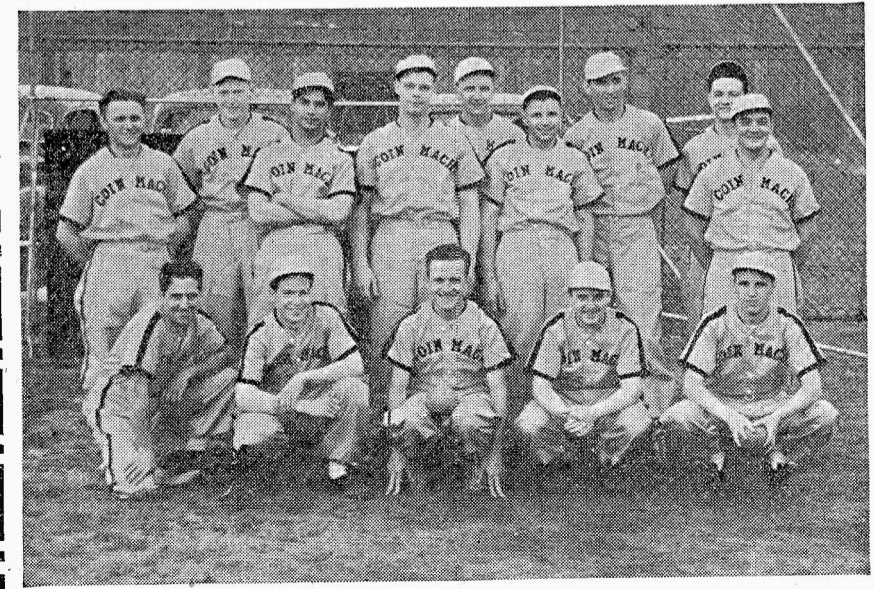
"Then, too, in all the time he has been running Smoke Reels machines he has had to repair only one machine, and that was simply to replace a spring. In fact, he tells us that he wishes he could wear out even more machines.

"With the sales tax in Ohio pennies are very plentiful. Almost every purchase made thruout the State results in pennies being given in change. This is definitely in the favor of operators of penny machines—they have noticed a genuine pick-up in the amounts in their machines—especially in Smoke Reels."

## Ill. Kills Gum Tax

SPRINGFIELD, Ill., July 15.—S. 149, the Illinois Senate bill which had sought to impose a 20 per cent sales tax on chewing gum, was killed as the Legislature, under its rules, was compelled to adjourn. Revenues from the tax were to have gone for old-age pensions.

The bill advanced to second reading.



MILLS COIN MACHINE SOFTBALL TEAM pose decked out in their colorful uniforms. The members of the team are composed of workers from the coin machine and engineering departments. Mills conducts an inter-company league, has a stadium with night lighting. Six teams compose the league.

# BATTING CHAMP

## FIRST!

### WITH REVOLUTIONARY NEW HIT-FEATURES!

### NEW "BIG WINNER" APPEAL!

Because player builds up amazing award total while playing game!

### NEW PERFECT INVISIBLE PERCENTAGE CONTROL!

First time ever on Novelty or Free Play game!

### NEW LIVE BALL ACTION—

Alternate type bumpers, Free Ball return and other sensational features!

## NOVELTY **\$89.50**

Gottlieb Games are free from service calls! Ask the Operator who owns one!

FREE PLAY  
**\$99.50**

IMMEDIATE DELIVERY  
**D. GOTTLIEB & CO.**  
2736-42 N. Paulina St., Chicago

## Wis. Novelty Likes Pace Games

FOND DU LAC, Wis., July 15.—"On behalf of our many operator-customers, we would like to publicly tell the Pace Mfg. Co. that its Saratoga, Reels and counter bells are three of the biggest earning coin games ever produced," stated officials of the Wisconsin Novelty Co. recently.

"These operators are more enthusiastic about these Pace machines every day. They say that one of the biggest things ever done to make operating more profitable was by Pace in making these machines available in slug-rejector models in 5, 10 and 25-cent play. If our sales records are any indication as to popularity, then there must be a Pace machine in almost every location."

## WE ARE RUNNING MORE LOT-O FUN

WIRE YOUR ORDER  
PROMPTLY!

### D. GOTTLIEB & CO.

2736-42 N. Paulina St., CHICAGO

## NOVELTY PIN GAMES

Reconditioned—Of Good Appearance—  
A-1 Mechanically. Priced Right.

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A MULTIPLE 3 COIN GAME  
INSTANTLY CONVERTIBLE  
TO A 1 COIN.**

## 3 COIN MULTIPLE PLAY

**FREE GAMES** appear on left and right hand columns of backboard.

**EACH HIT COUNTS 20** each hit counts 20 until bumpers are lighted.

**IF BALL PASSES** over lower skill switch at 600, bottom bumper illuminates and awards free game for every succeeding hit.

**IF 1 COIN IS PLAYED** upper group of 5 yellow bumpers and bottom bumper light up at 820, giving one free game for every succeeding hit.

**IF 2 COINS ARE PLAYED** upper group of 5 yellow bumpers, bottom bumper and middle group of 5 green bumpers light up at 820, giving one free game for each succeeding hit.

**IF 3 COINS ARE PLAYED** all bumpers light up at 820, giving one free game for every succeeding hit.

**BOTTOM YELLOW BUMPER SKILL SWITCH FOR BOTTOM YELLOW BUMPER**

**COIN CHUTE**

3 coin multiple play standard—convertible to one coin play in 30 seconds.

**NOVELTY \$84.50 FREE GAME \$94.50 IMMEDIATE DELIVERY**

## 1 COIN PLAY

**FREE GAMES** appear on left and right hand columns of backboard.

**EACH HIT COUNTS 20** each hit counts 20 until bumpers are lighted.

**IF BALL PASSES** over lower skill switch at 600, bottom bumper illuminates and awards free game for every succeeding hit.

**UPPER GROUP OF 5 YELLOW BUMBERS** and bottom bumper light up at 820. Awards one free game for every hit against lighted bumpers.

**GROUP OF 5 GREEN BUMBERS** (in addition to the yellow) light up at 900, giving one free game for every hit.

**GROUP OF 5 RED BUMBERS** (the balance of bumpers on board)

also light up at 1,000, awarding one free game for each succeeding hit.

**YELLOW BUMPER**

**SKILL SWITCH FOR BOTTOM YELLOW BUMPER**

**COIN CHUTE**

3 coin multiple play standard—convertible to one coin play in 30 seconds.



**Chicago Coin**  
MACHINE MANUFACTURING CO.  
1725 DIVERSEY BLVD. CHICAGO ILL.

## Buckaroo Gets Good Reception

CHICAGO, July 15.—Chicago Coin Machine Co. officials are enthusiastic over the reception given their latest release, Buckaroo. State the officials: "Altho we announced Buckaroo in *The Billboard* only last week, we've already received hundreds of enthusiastic communications from coinmen all over the country about it. From all indications it certainly looks like Buckaroo is going places. In short, we believe Buckaroo has what it takes to be a top-money earner."

"Location testing prior to its introduction showed it to possess far above average player appeal and helped it reap far above average income. Naturally it's too early to make any definite statements about its action on locations of the many alert operators who have

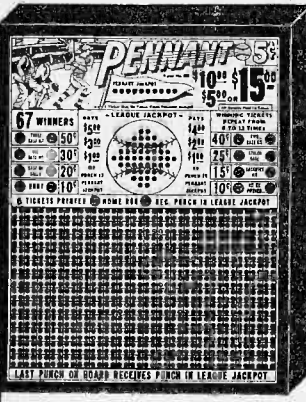
already ordered it, for they have barely had time to place it. But within a short period we are confident we shall receive glowing reports about Buckaroo. "Buckaroo offers a new play appeal that is full of action and suspense. Its new light-up action is one of the most intriguing ever incorporated on any coin machine. Buckaroo has rightly been dubbed—'two games in one'—for it's a multiple three-coin game that is instantly convertible to a one-coin."

## Lumber Orders Show Gain

WASHINGTON, July 15.—Production of the lumber industry in the United States for the week ended July 1 stood at 63 per cent of the 1929 seasonal weekly average, according to the National Lumber Mfrs.' Association's compilation of reports from leading softwood and hardwood mills. Shipments for the recent week were at 66 per cent of the 1929 average and new business at 72 per cent of the 1929 average.



WELL-WISHERS FILL the establishment recently purchased by Joe Ash, well-known Eastern coinman. Ash's new firm will be known as Active Amusement Machines, Inc. and, according to Ash, the firm will be gradually enlarged with new departments and other facilities to make it one of the largest in Philadelphia. Coinmen from all over the country were in attendance at the opening celebration.



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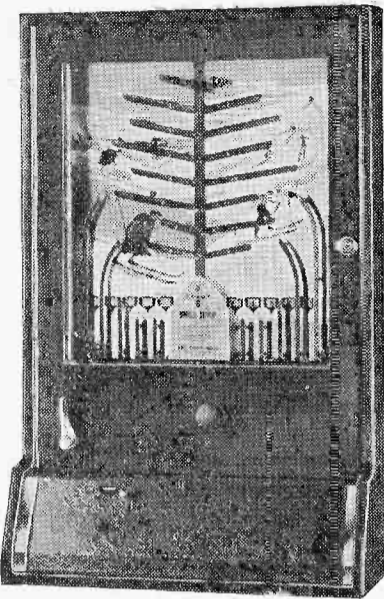
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## Buying Wave On Genco's Bang

CHICAGO, July 15.—An unprecedented buying wave is greeting the first shipments of Genco's new novelty table, Bang, it is reported. "No game this year has received such immediate, enthusiastic and overwhelming approval on first sight from players as well as operators, jobbers and distributors as has Bang, which is in its first weeks of production but has already outsold the complete runs of many other games," reports Genco, Inc.

"I credit Bang's terrific success to the three skill-thrill holes that put out four lights at a time," declared Dave Gensburg, Genco official. "The object of the game is to put all 12 lights, which automatically gives the player two free games. Each additional bump brings up the award. The lights are arranged in groups of four, with a skill-thrill hole under each. A ball in one of these holes under all the four lights, and I believe this little feature is the most irresistible 'come-on' ever devised in the Genco plant.

"The player is always on edge playing Bang because he is always on the verge of putting out all the lights, with the prospect of a juicy award. Furthermore, there are three skill lanes at the bottom of the board which raise free-game awards. These lanes keep the player's interest alive until the very last second of the game, for he keeps watching the ball to see if he's going to be lucky enough to get some extra free games. I don't think it's a bit too early to predict that Bang is really going to set the country on fire."

## Bally Futurity Idea Clicks

CHICAGO, July 15.—Discussing reports received on Variety, new five-ball novelty game, Jim Buckley, general sales manager of Bally Mfg. Co., pointed out: "The machine's ability to increase collections in the average novelty location indicates popular acceptance of the futurity award idea introduced by Variety.

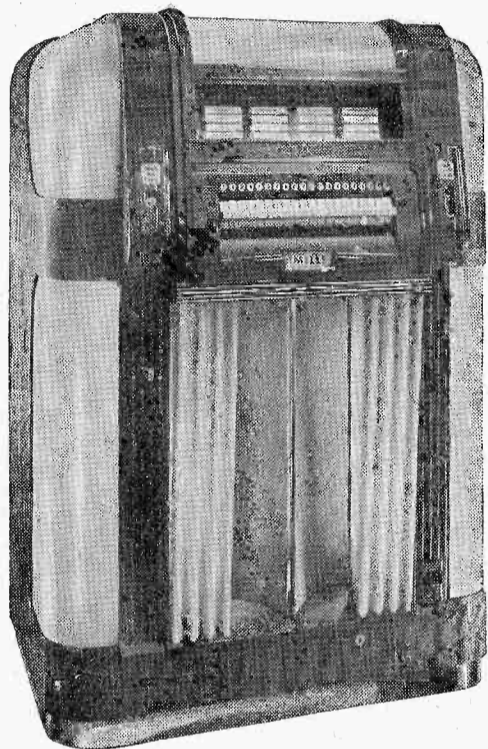
"In Variety," he explained, "the player builds up his award by skill, but he can't claim a winner until the game ends. Award keeps getting bigger and bigger, but no matter how high the award climbs the player is never sure of a winner until the final split-second of play. This is the exact opposition of games preceding Variety, in which the player first qualified to win award and then proceeded to build up the award. For any sort of comparison you've got to go back to the famous Bally Reserve. In fact, Variety has the same 'look-what-I-get-if-I-win' appeal as Bally Reserve, altho in the case of Variety the award resets to zero after each game, and instead of the coin automatically increasing the award the player enjoys the extra thrill of boosting the award by skill. And just as in Bally Reserve, each game played on Variety comes within a bumper or two of being a big winner, which naturally results in plenty of repeat play."

## Frank de Graauw Lauds Pace Games

ABBEVILLE, La., July 15.—Frank de Graauw, coinman from Abbeville, La., reports that sales on the new slug-rejector models of Pace's Saratoga, Reels and counter bells have reached highs he would have been skeptical of predicting. Says de Graauw: "When Pace first introduced their hit machines with slug rejectors I, like most other coinmen, believed that here was a genuine opportunity to boost coin game sales, for I was confident that this extra protection for earnings would naturally appeal to operators. Then, too, being available in 5, 10 and 25-cent play meant that operators who have the various types of locations where the various machines are most advantageous could capitalize on them. But I never would have predicted the outstanding popularity that these machines have enjoyed, resulting in increased sales for us and increased profits for our operator-customers."



# MILLS THRONE OF MUSIC



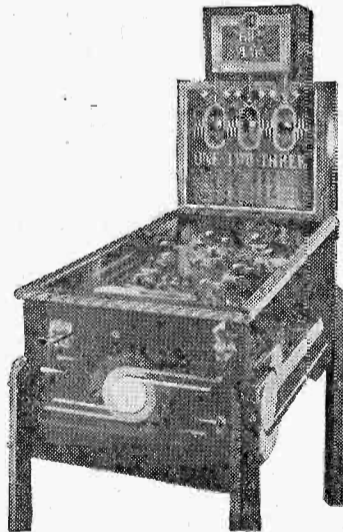
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These "skill-thrill" holes put out four-lights-at-a-time . . . so the player can put out all 12 lights and get a winner with only 3 balls. What an irresistible come-on!!

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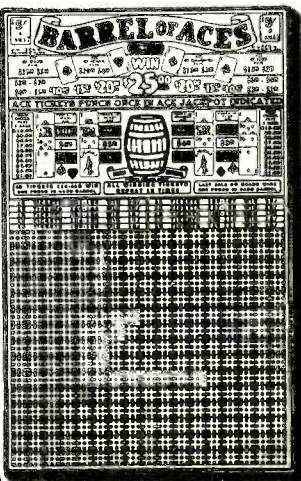
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You'll Never Regret Investing In  
**BARREL OF ACES (F-5075)**  
The results are AMAZING. The barrel is overflowing with holes and the lucky ones choose the ones they want. 2295 Holes and the Top Payout is \$25.00.  
Takes In.....\$114.75  
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Price \$2.49 each  
IT'S A SURE WINNER — ORDER TODAY  
**CHAS. A. BREWER & SONS**  
Largest Board and Card House in the World.  
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Not Coin Operated!  
A SURE BET FOR OPERATORS! Ideal in restricted territory! No coin slot—operates in entirely new way! Novel coin receiver remains locked until counter attendant clears it! Played by placing coins under selected numbers in coin receiver and pushing spinner rod. Absolutely gyp-proof! Enables operators to give locations larger percentage of receipts—locations pay winners from their share!  
Convenient Size—12" wide, 17" long, 3" high.  
**LOW PRICE!**  
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**WANTED!**  
BEST POCKETS, WURLITZER PHONO, SLOT MACHINES, PIN GAMES. HIGHEST PRICES. CASH AT ONCE.  
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# THE CHECK CHART WILL TELL YOU WHY WURLITZER *Commercial* PHONOGRAPHS

HAVE THE GREATEST PLAY APPEAL, GIVE YOU MORE YEARS OF PROFITABLE OPERATION, COST LESS TO SERVICE

Here's proof that Wurlitzer Phonographs offer greater value. Study this Check Chart point for point. See the number of profit-producing features found only in Wurlitzer Phonographs. Note the superior construction of these great instruments. No wonder Wurlitzers give you more years of profitable operation. No wonder 70% of all Music Mer-

chants operate Wurlitzer Phonographs. Follow their example. Profit by their experience. Invest your money where you get the best value. Operate Wurlitzer Automatic Phonographs yourself! Write, phone or wire for details.

The Rudolph Wurlitzer Company, N. Tonawanda, N. Y.  
Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada.

## Check Chart OF PHONOGRAPH VALUES

### ASK YOURSELF THESE QUESTIONS

	WURLITZER	PHONOGRAPH A	PHONOGRAPH B	PHONOGRAPH C
Does it have 24 records thereby enabling Music Merchants to make more money by offering greater selection and making profitable use of old records?	YES	NO	NO	NO
Does it have a completely visible record changer that attracts more nickels because people like to see it work?	YES	NO	NO	NO
Has the Record Changer Mechanism been tried and proven by 5 years of continuous service in the field?	YES	NO	NO	NO
Does it have a piano type keyboard . . . with INDESTRUCTIBLE METAL keys?	YES	YES	YES	YES
Does it have illuminated coin slots to lure all the nickels in dimly lighted locations?	YES	YES	YES	YES
Does it have a "Record Now Playing" indicator which enables patrons to spot records they like and play them again?	YES	NO	NO	NO
Is the cabinet case sturdily constructed throughout with ply wood that won't split, crack or warp?	YES	NO	NO	YES
Are cabinet joints both glued and screwed for extra strength?	YES	NO	NO	NO
Is the cabinet completely braced and cushioned to prevent rattles and poor tone?	YES	YES	NO	YES
Are the cabinets built by the phonograph manufacturer in his own plant to his own rigid standards?	YES	NO	NO	NO
Has it a sturdy kick-proof metal grille protecting the speaker against damage?	YES	NO	NO	NO
Is the cabinet exterior finished in a liquor-resisting lacquer and hand rubbed to a mirror-like finish?	YES	NO	NO	YES
Is brilliant illumination obtained without sacrificing cabinet strength by the excessive use of plastics?	YES	NO	NO	YES
Is the cabinet streamlined for easy cleaning?	YES	NO	NO	NO
Is the moving illumination operated by a power drive motor thereby eliminating any chance of its sticking or whirling too fast?	YES	NO	NO	NO
Does it offer HI-FIDELITY tone with Ear-Compensated Volume Control that encourages people to play it again and again because of its marvelous music?	YES	NO	NO	NO
Does it have a Needle Setter assuring accurate positioning of the needle, minimum record wear and correct tone?	YES	NO	NO	NO

SOLD ONLY TO  
MUSIC MERCHANTS

WURLITZER

A Name Famous in  
Music for Over  
200 Years

NO NEW MODELS IN 1939